AL GOODMAN

EXCLUSIVE
RCA-VICTOR
RECORDING
ARTIST

RECEIVED
MAY 10 1950
COPY

LIBRARY OF CONGRESS
SPECIAL RECORD

© CIA A 149853
PRESENTS

THE 1950 RADIO ANNUAL

Edited by

JACK ALICOATE

Copyright 1950 by Radio Daily Corp
221 Broadway, New York 10, N.Y. - Wisconsin 2636

Yearbook of radio & television.
...represented by NBC Spot Sales

Every day, this phrase is seen by the men and women who buy radio and television time.

Every day, it is their unfailing guide to major stations in major markets—expertly programmed, hard-selling stations.

And every day, NBC Spot Sales is unsurpassed in the wealth of information presented to agencies... in the assistance needed for successful schedules.

NBC SPOT SALES
New York • Chicago • Cleveland • Hollywood • San Francisco • Washington • Denver

Representing RADIO STATIONS:
WNBC, New York       WTAM, Cleveland
WMAQ, Chicago         WRC, Washington
KNBC, San Francisco   KOA, Denver
WGY, Schenectady

Representing TELEVISION STATIONS:
WNBT, New York        WBZ-TV, Boston
WNBJ, Chicago          WKB, Cleveland
KNBH, Hollywood       WNBW, Washington
WPTZ, Philadelphia    WRGB, Schenectady
APPRECIATION

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

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

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

JACK ALICOATE, 
Editor

NINETEEN FIFTY
FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR:
AM-FM-TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
### Academy of Television Arts & Sciences
- Page: 1147

### Actors
- Page: 831

### Actors Equity Assn.
- Page: 1268

### Actresses
- Page: 831

### Advertisers' Index
- Page: 27

### Advertising:
- Advertising Agencies
  - Page: 135
- Advertising Council, Inc., The
  - Page: 1268
- Advertising Federation of America
  - Page: 1268
- Advertising Research Foundation
  - Page: 1268
- Agencies, Addresses, Personnel
  - Page: 135
- Agency & Sponsor Network Billings
  - Page: 121
- Agency TV Department Executives
  - Page: 1059
- American Assn. of Advertising Agencies
  - Page: 1259
- Commercial Programs—AM
  - Page: 1017
- Commercial Programs—TV
  - Page: 1161
- Agents and Managers, Talent
  - Page: 1015
- Ahlert, Fred E., Article by
  - Page: 812

### Alabama:
- AM Stations, Facilities, Personnel
  - Page: 311
- FM Stations, Facilities, Personnel
  - Page: 1202
- TV Stations, Facilities, Personnel
  - Page: 1087

### Articles:
- An Answer to High Costs Film Network Expansion Plan, by George T. Shupert
  - Page: 1146
- Can TV Profit from AM Mistakes?, by John K. Churchill
  - Page: 1148
- Commercial Value of News Stressed By Radio Newsmen, by Sig Mickelson
  - Page: 63
- Commercial Radio Expanding in the Caribbean Area, by Tomas Muniz
  - Page: 81
- Don Lee Station Observes 18th TV Anniversary, by Willet H. Brown
  - Page: 1053
- Equipment Manufacturer Comments on TV Freeze, by H. E. Taylor, Jr.
  - Page: 75
- France and World-Wide Radio: A Plan for Today and Tomorrow, by Shelley Dobbins
  - Page: 67

---

**Editorial Index 1950**

### Sponsor Expenditures, 1949
- Page: 123

### Stations Owned and/or Managed by
- Page: 263

### TV Executives, Biographies of
- Page: 1075

### Woods, Mark, Article by
- Page: 259

### American Communications Assn.
- Page: 1269

### American Council on Education
- Page: 1269

### American Federation of Musicians
- Page: 1269

### American Federation of Radio Artists
- Page: 1269

### American Guild of Musical Artists, Inc.
- Page: 1269

### American Marketing Assn.
- Page: 1269

### American Newspaper Publishers Assn.
- Page: 1269

### ASCAP:
- Article by Fred E. Ahlert
  - Page: 812
- Personnel, Functions
  - Page: 1270
- Publisher Members
  - Page: 813

### American Television Society, Inc.
- Page: 1149

### Announcers
- Page: 971

### Arizona:
- AM Stations, Facilities, Personnel
  - Page: 318
- TV Stations, Facilities, Personnel
  - Page: 1087

### Arrowhead Network
- Page: 285

### Articles:
- An Answer to High Costs Film Network Expansion Plan, by George T. Shupert
  - Page: 1146
- Can TV Profit from AM Mistakes?, by John K. Churchill
  - Page: 1148
- Commercial Value of News Stressed By Radio Newsmen, by Sig Mickelson
  - Page: 63
- Commercial Radio Expanding in the Caribbean Area, by Tomas Muniz
  - Page: 81
- Don Lee Station Observes 18th TV Anniversary, by Willet H. Brown
  - Page: 1053
- Equipment Manufacturer Comments on TV Freeze, by H. E. Taylor, Jr.
  - Page: 75
- France and World-Wide Radio: A Plan for Today and Tomorrow, by Shelley Dobbins
  - Page: 67
"MAKE BELIEVE BALLROOM"
WNEW—New York

"CHESTERFIELD SUPPER CLUB"
NBC

"CHESTERFIELD SUPPER CLUB" TV
NBC—TV

Personal Management MCA
<table>
<thead>
<tr>
<th>Article</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future of Canadian Radio-TV Rests with Royal Commission, by R. T. Snelgrove</td>
<td>51</td>
</tr>
<tr>
<td>Greatest Radio Personality of Past Twenty-five Years</td>
<td>827</td>
</tr>
<tr>
<td>How to Apply for a FCC License— (Official Procedure for AM, FM, TV)</td>
<td>1216</td>
</tr>
<tr>
<td>Importance of TV Films Stressed in Servicing Advertisers, by John L. Sinn</td>
<td>1112</td>
</tr>
<tr>
<td>Latin American Radio Follows U. S. Trends, by Clemen Gutierrez Riano</td>
<td>69</td>
</tr>
<tr>
<td>Library Service Expanding as All-Around Station Service, by Robert W. Friedheim</td>
<td>79</td>
</tr>
<tr>
<td>Looking Ahead in 1950—Solution of NARBA Problem Is Issue, by Justin Miller</td>
<td>35</td>
</tr>
<tr>
<td>Manufacturers in Wonderland Through the Viewing Tube, by Ernest E. Stern</td>
<td>1218</td>
</tr>
<tr>
<td>Mexican ET Network Serves 88 Stations, by Clemente Serna Martinez</td>
<td>71</td>
</tr>
<tr>
<td>Need of Audience Research Emphasized by A.A.A. Proxy, by Frederick R. Gamble</td>
<td>47</td>
</tr>
<tr>
<td>Problems of TV Operations Viewed by Broadcaster, by J. Leonard Reinsch</td>
<td>1055</td>
</tr>
<tr>
<td>Problems of TV Production Reported Many and Varied, by Alexander Stroanach</td>
<td>1057</td>
</tr>
<tr>
<td>Promotion Needs of Sponsor Gets Consideration at WLW, by James Cassidy</td>
<td>1160</td>
</tr>
<tr>
<td>Public Service Programming Given Emphasis by FCC Chairman, by Wayne Coy</td>
<td>33</td>
</tr>
<tr>
<td>Radio Executives Club Reviewed by President, by John Karol</td>
<td>59</td>
</tr>
<tr>
<td>Radio Holding Its Own As Te‘viewing Expands, by Bill Silag</td>
<td>109</td>
</tr>
<tr>
<td>Radio Sales Intensified as TV Expansion Looms, by Frank Burke</td>
<td>37</td>
</tr>
<tr>
<td>Ringing the Cash Register by Electrical Transcriptions, by Frederic W. Ziv</td>
<td>57</td>
</tr>
<tr>
<td>Role of BAB Defined—Wide Acceptance Forecast, by Maurice B. Mitchell</td>
<td>49</td>
</tr>
<tr>
<td>Spot Business Expansion Forecast for 1950, by T. F. Flanagan</td>
<td>129</td>
</tr>
<tr>
<td>Story of Radio Pioneers Is History of Industry, by William S. Hedges</td>
<td>61</td>
</tr>
<tr>
<td>TV Brings Showroom to Prospect—Potent Force in Visual Sales, by Kenneth W. Stowman</td>
<td>1150</td>
</tr>
<tr>
<td>TV Industry Advances in 1949, by Will Ballin</td>
<td>1051</td>
</tr>
<tr>
<td>TV Production Schedules Top RMA Activities, by Bond Geddes</td>
<td>45</td>
</tr>
<tr>
<td>TV Production Soaring—Record Year Forecast for ’50, by Frank M. Folsom</td>
<td>65</td>
</tr>
<tr>
<td>The Future of TV Research—Need of Audience Census, by Barry T. Rumple</td>
<td>1111</td>
</tr>
<tr>
<td>Transcription Library Services—1950, by Clifford E. Ogden</td>
<td>809</td>
</tr>
<tr>
<td>United Nations Expanding Its Broadcasting Activities, by Dorothy Lewis</td>
<td>43</td>
</tr>
<tr>
<td>Ups and Downs of Television Viewed by TBA President, by J. R. Poppele</td>
<td>55</td>
</tr>
<tr>
<td>Artists</td>
<td>831</td>
</tr>
<tr>
<td>Artists Representatives Assn.. Inc.</td>
<td>1270</td>
</tr>
<tr>
<td>AMP:</td>
<td></td>
</tr>
<tr>
<td>Article by M. E. Tompkins</td>
<td>821</td>
</tr>
<tr>
<td>Personnel Functions</td>
<td>1270</td>
</tr>
<tr>
<td>Publisher Members</td>
<td>821</td>
</tr>
<tr>
<td>Associated Press</td>
<td>111</td>
</tr>
<tr>
<td>Assn. of Canadian Advertisers, Inc.</td>
<td>1270</td>
</tr>
<tr>
<td>Assn. of Electronic Parts &amp; Equipment Manufacturers</td>
<td>1270</td>
</tr>
<tr>
<td>Assn. of National Advertisers</td>
<td>1270</td>
</tr>
<tr>
<td>Associations</td>
<td>1267</td>
</tr>
<tr>
<td>Authors’ Guild of The Authors League of America, Inc.</td>
<td>1270</td>
</tr>
<tr>
<td>Authors League of America, Inc.</td>
<td>1271</td>
</tr>
<tr>
<td>Awards, Recipients of IRE</td>
<td>1219</td>
</tr>
<tr>
<td>B</td>
<td></td>
</tr>
<tr>
<td>Backstage, Radio-TV Producers</td>
<td>1001</td>
</tr>
<tr>
<td>Ballin, Will, Article by</td>
<td>1051</td>
</tr>
<tr>
<td>Behind the Mike, Radio-TV Artists</td>
<td>829</td>
</tr>
<tr>
<td>Benny, Jack (Greatest Radio Personality Of Past Twenty-five Years)</td>
<td>827</td>
</tr>
<tr>
<td>Bibliography, AM, FM, TV</td>
<td>1159</td>
</tr>
<tr>
<td>BIOGRAPHICAL SKETCHES:</td>
<td></td>
</tr>
<tr>
<td>Advertising Agency TV Dept, Executives</td>
<td>1059</td>
</tr>
<tr>
<td>ABC TV Executives</td>
<td>1075</td>
</tr>
<tr>
<td>CBS TV Executives</td>
<td>1077</td>
</tr>
<tr>
<td>DuMont TV Executives</td>
<td>1079</td>
</tr>
<tr>
<td>MBS TV Executives</td>
<td>1081</td>
</tr>
<tr>
<td>NBC TV Executives</td>
<td>1083</td>
</tr>
<tr>
<td>British Broadcasting Corp., The</td>
<td>1271</td>
</tr>
<tr>
<td>BRITISH COLUMBIA:</td>
<td></td>
</tr>
<tr>
<td>AM Stations, Facilities, Personnel</td>
<td>728</td>
</tr>
</tbody>
</table>
HARRY WISMER

Broadcasting the Nation’s Top Sporting Events

Sports Director of American Broadcasting Company
## BMI:
- Article by Carl Haverlin: 815
- Personnel, Functions: 1270
- Publisher Members: 816

## BMI Canada, Ltd.
- 1271

## Brown, Willet H.
- Article by: 1053

## BUSINESSES:
- Advertising Agencies, Personnel: 135
- Agency & Sponsor Network Billings: 121
- Research Organizations: 131
- Station Representatives: 215

### C

## CALIFORNIA:
- AM Stations, Facilities, Personnel: 331
- FM Stations, Facilities, Personnel: 1202
- TV Stations, Facilities, Personnel: 1087

## CANADA:
- Article by R. T. Snelgrove: 51
- Canadian Association of Broadcasters: 723
- Canadian Broadcasting Corp.: 721
- Station Representatives in Canada: 215
- Stations—AM: 726
- Cassidy, James, Article by: 1160
- Catholic Actors Guild of America: 1272
- Catholic Writers Guild of America: 1272
- Chicago, Important Telephone Numbers: 102
- Chief Engineers: 1228
- Churchill, John K., Article by: 1148

## COLORADO:
- AM Stations, Facilities, Personnel: 361
- FM Stations, Facilities, Personnel: 1203

## COLUMBIA BROADCASTING SYSTEM:
- Commercial Programs—AM: 1017
- Commercial Programs—TV: 1161
- Network Map—AM: 266-267
- Network Map—TV: 1076
- Personnel: 268
- Stanton, Frank, Article by: 265
- Stations Owned & Operated by: 270
- TV Executives, Biographies of: 1077

## COMMENTATORS:
- News: 909

## Sports
- Numbers: 891

## Women
- Numbers: 1009

## Commercial Radio Programs—1949
- Numbers: 1017

## Commercial Television Programs—1949
- Numbers: 1161

## Composers Authors & Publishers Assn. of Canada, Ltd.
- Numbers: 1272

## CONNECTICUT:
- AM Stations, Facilities, Personnel: 367
- FM Stations, Facilities, Personnel: 1203
- TV Stations, Facilities, Personnel: 1091
- Connecticut State Network: 288
- Consulting Engineers: 1225
- Coy, Wayne, Article by: 33
- Cuba, Stations of: 1265

## DELAWARE:
- AM Stations, Facilities, Personnel: 372
- FM Stations, Facilities, Personnel: 1203
- TV Stations, Facilities, Personnel: 1092
- Directors, Home Economists: 1009
- Directors: 1003
- Disc Jockeys: 923

## DISTRICT OF COLUMBIA:
- AM Stations, Facilities, Personnel: 373
- FM Stations, Facilities, Personnel: 1203
- TV Stations, Facilities, Personnel: 1092
- District of Columbia, Important Telephone Numbers: 105
- Dobbins, Shelley, Article by: 67
- Don Lee Broadcasting System: 288
- Dramatists’ Guild of the Authors’ League of America, Inc.: 1272

## DU MONT TELEVISION NETWORK:
- Commercial Programs: 1161
- Network Map: 1078
- Personnel (WABD): 1101
- TV Executives, Biographies of: 1079

## E

## Engineers, Chief
- Numbers: 1228

## Engineers, Consulting
- Numbers: 1225

## Equipment Firms
- Numbers: 1239

## Expenditures, Networks—1949
- Numbers: 121
THE SESAC PITCH

THE SESAC TRANSCRIPTION LIBRARY
GREATEST VALUE AT LOWEST COST
OVER 3500 Recorded selections so far — Music of lasting value
Commercial script service, Catalog of moods, bridges, themes

NEW FOR 1950 —

The fine Philharmonia Orchestra
Internationally famous Trinity Choir of St. Paul’s Chapel
All-American Band ... it’s TERRIFIC
Stamps-Baxter Gospel Quartets
Aeolian String Symphony Orpheus Choristers it’s tops
Village Green Four ... Barbershop Harmonies
7 SESAC categories
American Folk ... Concert ... Band ... Religious ...
Hawaiian ... Spanish ... Novelty

SESAC, INC. 475 FIFTH AVENUE NEW YORK 17, N. Y.
EDIToRIAL INDEX

F

Federal Communications Bar Assn. 1272

FEDERAL COMMUNICATIONS COMMISSION:

Article by Wayne Coy 33

Licenses (Official Procedure for AM, FM, TV) 1216

Members of Commission, Personnel 232

Federal Radio Education Committee 1273

Federal Trade Commission 1273

Film Producers, Television 1115

Flanagan, T. F., Article by 129

FLORIDA:

AM Stations, Facilities, Personnel 376

FM Stations, Facilities, Personnel 1203

TV Stations, Facilities, Personnel 1093

Folsom, Frank M., Article by 65

French Broadcasting System in North America 1273

FREQUENCY MODULATION:

Licenses (Official Procedure for AM, FM, TV) 1216

Stations in Operation 1202

Friedheim, Robert W., Article by 79

G

Gamble, Frederic R., Article by 47

Geddes, Bond, Article by 45

GEORGIA:

AM Stations, Facilities, Personnel 387

FM Stations, Facilities, Personnel 1203

TV Stations, Facilities, Personnel 1093

Georgia Association of Local Stations 288

Georgia Major Market Trio 288

Georgia Quartet 289

Great Northern Broadcasting System, Inc. 289

Greatest Radio Personality of Past Twenty-five Years (Jack Benny) 827

Gross Billings by Agencies, 1949 121

Growth of Stations (AM), 1941-1949 77

Guilds 1267

H

Haverlin, Carl, Article by 815

HAWAII:

AM Stations, Facilities, Personnel 710

Hedges, William S., Article by 61

Heinecke, Paul, Article by 822

Holidays & Special Events, Radio Daily's Almanac of 83

Home Economists 1009

Homes, Estimated Radio for 1949 292

Hubbell & Associates, Richard W. 1273

IDAHO:

AM Stations, Facilities, Personnel 400

FM Stations, Facilities, Personnel 1204

ILLINOIS:

AM Stations, Facilities, Personnel 404

FM Stations, Facilities, Personnel 1204

TV Stations, Facilities, Personnel 1095

INDEXES:

Advertising 27

Canada AM Stations 724

Editorial 5

U. S. AM Stations 295

U. S. TV Stations 1086

INDIANA:

AM Stations, Facilities, Personnel 418

FM Stations, Facilities, Personnel 1204

TV Stations, Facilities, Personnel 1096

Institute for Education by Radio, The 1274

Institute of Radio Engineers, Inc., The 1274

IRE Awards, Recipients of 1219

Inter-American Assn. of Broadcasters 1274

Intercollegiate Broadcasting System 1274

Intermountain Network 289

International Broadcasting Stations in the U. S. 1257

International Brotherhood of Electrical Workers 1274

International News Service 111

Introductions, by Jack Alicoate 3, 1049

IOWA:

AM Stations, Facilities, Personnel 425

FM Stations, Facilities, Personnel 1205

TV Stations, Facilities, Personnel 1096

Iowa Tall Corn Network 289
We grew up on...
Campbell Soups, Franco-American, Decca Records,
...and are still growing

"CLUB 15" CBS
Monday – Wednesday – Friday

THE ANDREWS SISTERS

MANAGEMENT
LOU LEVY
NEW YORK • HOLLYWOOD
INS
The Most Complete News Service

FOR
RADIO
- 24-hour Global News Coverage
- World's Greatest News-Features
- PLUS, 40 Exclusive Radio Scripts Weekly

FOR
TELEVISION
- Daily Telenews Newsreel
- Weekly Newsreel Program
- Weekly Sports Newsreel
- Projectall Balopticon
- News Bulletin Service
- Spot News and News-Photo Packages

INTERNATIONAL
MUTUAL BROADCASTING SYSTEM:
Commercial Programs—AM .......... 1017
Commercial Programs—TV .......... 1161
Network Map—AM .......... 272-273
Network Map—TV .......... 1080
Personnel .......... 274
Sponsor Expenditures .......... 125
TV Executives, Biographies of .......... 1081
White, Frank. Article by .......... 271

NATIONAL ASSOCIATION OF BROADCASTERS:
Miller, Justin. Article by .......... 32
Personnel. Committees .......... 237
Standards of Practice .......... 239
National Assn. of Broadcast Unions & Guilds .......... 1275
National Assn. of Performing Artists .......... 1275
National Assn. of Radio Station Representatives .......... 1276
National Better Business Bureau, Inc. .......... 1276

NATIONAL BROADCASTING CO.:
Commercial Programs—AM .......... 1017
Commercial Programs—TV .......... 1161
McConnell, J. H., Article by .......... 277
Network Map—AM .......... 278-279
Network Map—TV .......... 1082
Personnel .......... 280
Stations Owned & Operated by .......... 282
TV Executives, Biographies of .......... 1083
National Society of Television Producers .......... 1149
National Television Film Council .......... 1276
National Variety Artists, Inc. .......... 1276

NEVADA:
AM Stations, Facilities, Personnel .......... 514
FM Stations, Facilities, Personnel .......... 1027

NEW BRUNSWICK:
AM Stations, Facilities, Personnel .......... 732
New England Regional Network .......... 290

NEW HAMPSHIRE:
AM Stations, Facilities, Personnel .......... 515
FM Stations, Facilities, Personnel .......... 1207

NEW JERSEY:
AM Stations, Facilities, Personnel .......... 517
FM Stations, Facilities, Personnel .......... 1207
TV Stations, Facilities, Personnel .......... 1100

NEW YORK:
AM Stations, Facilities, Personnel .......... 525
FM Stations, Facilities, Personnel .......... 1208
TV Stations, Facilities, Personnel .......... 1100
New York, Important Telephone Numbers .......... 100

NEWFOUNDLAND:
AM Stations, Facilities, Personnel .......... 733
News Commentators .......... 909
News Services .......... 111
Non-Commercial AM Stations of the U.S. .......... 115

NORTH CAROLINA:
AM Stations, Facilities, Personnel .......... 555
FM Stations, Facilities, Personnel .......... 1208
TV Stations, Facilities, Personnel .......... 1103

NORTH DAKOTA:
AM Stations, Facilities, Personnel .......... 571
FM Stations, Facilities, Personnel .......... 1209
Northwest Network .......... 290

NOVA SCOTIA:
AM Stations, Facilities, Personnel .......... 734

Ogden, Clifford E., Article by .......... 809

OHIO:
AM Stations, Facilities, Personnel .......... 573
FM Stations, Facilities, Personnel .......... 1209
TV Stations, Facilities, Personnel .......... 1103
<table>
<thead>
<tr>
<th>Type</th>
<th>Title</th>
<th>Minutes</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASIC NEWS</strong></td>
<td>World News Roundup</td>
<td>15</td>
<td>Weekdays, 7 times Sunday, 6 times</td>
</tr>
<tr>
<td></td>
<td>News of the World in Brief</td>
<td>5</td>
<td>Weekdays, 12 times Sunday, 11 times</td>
</tr>
<tr>
<td></td>
<td>The World in a Nutshell</td>
<td>1</td>
<td>Weekdays, 7 times Sunday, 6 times</td>
</tr>
<tr>
<td></td>
<td>Speaking of Sports</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td><strong>SPORTS</strong></td>
<td>The Sports Lineup</td>
<td>5</td>
<td>Every day</td>
</tr>
<tr>
<td></td>
<td>Great Moments in Sports</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td></td>
<td>Sizing Up Sports</td>
<td>15</td>
<td>Sunday</td>
</tr>
<tr>
<td></td>
<td>In the Woman's World</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td><strong>FOR WOMEN</strong></td>
<td>Women in the News</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td></td>
<td>Mainly for Women</td>
<td>5</td>
<td>Mon. through Friday</td>
</tr>
<tr>
<td></td>
<td>Your Home</td>
<td>15</td>
<td>Sunday</td>
</tr>
<tr>
<td></td>
<td>Names in the News</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td><strong>HUMAN INTEREST</strong></td>
<td>Time Out</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td></td>
<td>In Your Neighborhood</td>
<td>5</td>
<td>Every day</td>
</tr>
<tr>
<td></td>
<td>In Movieland</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td></td>
<td>On the Farm Front</td>
<td>5</td>
<td>Every day</td>
</tr>
<tr>
<td><strong>FARMING</strong></td>
<td>Daily Farm Market Survey</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td></td>
<td>Rural Roundup</td>
<td>5</td>
<td>Tues. through Saturday</td>
</tr>
<tr>
<td></td>
<td>Today's United Press Commentary</td>
<td>5</td>
<td>Every day</td>
</tr>
<tr>
<td></td>
<td>Under the Capitol Dome</td>
<td>5</td>
<td>Mon. through Saturday</td>
</tr>
<tr>
<td></td>
<td>Highlights of the Week's News</td>
<td>15</td>
<td>Sunday</td>
</tr>
<tr>
<td></td>
<td>United Press Reporting</td>
<td>15</td>
<td>Sunday</td>
</tr>
<tr>
<td><strong>COMMENTARY</strong></td>
<td>Weekly Business Review</td>
<td>5</td>
<td>Saturday</td>
</tr>
<tr>
<td></td>
<td>Tomorrow's Business</td>
<td>5</td>
<td>Friday or thereafter</td>
</tr>
<tr>
<td></td>
<td>World of Tomorrow</td>
<td>10</td>
<td>Sunday</td>
</tr>
<tr>
<td><strong>BUSINESS &amp; PROGRESS</strong></td>
<td>Weekly Business Review</td>
<td>5</td>
<td>Saturday</td>
</tr>
</tbody>
</table>
VAUGHN MONROE
AND HIS ORCHESTRA

On the air for CAMEL CIGARETTES
"THE VAUGHN MONROE SHOW"
Saturday 7:30-8:00 PM CBS

RCA-VICTOR RECORDS

EXCLUSIVE MANAGEMENT
Willard Alexander, Inc.
30 ROCKEFELLER PLAZA, NEW YORK
EDITORIAL INDEX

Reinsch, J. Leonard, Article by ................................ 1055
Representatives, Radio-TV Station ......................... 215
Representatives, Talent ........................................ 1015
Research Organizations ........................................ 131
Reuter .............................................................. 111

RHODE ISLAND:
AM Stations, Facilities, Personnel ....................... 623
FM Stations, Facilities, Personnel ......................... 1211
TV Stations, Facilities, Personnel ......................... 1108
Riano, Carlos Gutierrez, Article by ......................... 69
Rocky Mountain Broadcasting System .................... 290
Rumple, Barry T., Article by ................................ 1111
Rural Radio Network .......................................... 290

S
Sarnoff, Brig. Gen. David, Article by ....................... 41

SASKATCHEWAN:
AM Stations, Facilities, Personnel ....................... 748

SESAC:
Article by Paul Heinecke ..................................... 822
Personnel, Functions .......................................... 1279
Publisher Members .............................................. 823
Shupert, George T., Article by ............................ 1146
Silag, Bill, Article by .......................................... 109
Singers .................................................................. 873
Sinn, John L., Article by ........................................ 1112
Snelgrove, R. T., Article by .................................... 51
Society of Motion Picture Engineers, Inc. .............. 1279
Song Hits of 1949 ................................................ 826
Song Writers' Protective Assn. .............................. 1279

SOUTH CAROLINA:
AM Stations, Facilities, Personnel ....................... 625
FM Stations, Facilities, Personnel ......................... 1211

SOUTH DAKOTA:
AM Stations, Facilities, Personnel ....................... 632
FM Stations, Facilities, Personnel ......................... 1211
Southern Calif. Broadcasters Assn., Inc. ................. 1279
Sponsor Network Expenditures ............................... 121
Sports Broadcasters Assn. .................................... 1279
Sports Commentators .......................................... 891
Standards of Practice, NAB ................................ 239
Stanton, Frank, Article by .................................... 265
Station Representatives, Radio-TV ......................... 215

STATIONS:
Canada—AM .................................................. 724

Cuba .............................................................. 1265
Mexico ............................................................ 1262
United States—AM ............................................ 295
United States—FM ............................................. 1202
United States—International ................................ 1258
United States—Non-Commercial ......................... 115
United States—Possessions ................................ 708
United States—TV .............................................. 1086
Steinman Stations .............................................. 291
Stern, Ernest E., Article by .................................. 1218
Stowman, Kenneth W., Article by ......................... 1150
Stronach, Alexander, Article by ......................... 1057

TELEVISION YEAR BOOK

Academy of Television Arts & Sciences .................. 1147
Actors .................................................................. 831
Alicoate, Jack, TV Introduction by ......................... 1049

AMERICAN BROADCASTING CO.:
Commercial Programs .......................................... 1161
Network Map ..................................................... 1074
TV Executives, Biographies of ............................... 1075
American Television Society ................................ 1149
Announcers ...................................................... 971

ARTICLES:
An Answer to High TV Costs Film Network Expansion Plan, by George T. Shupert ........................................... 1146
Can TV Profit from AM Mistakes?, by John K. Churchill .................................................. 1148
Don Lee Station Observes 18th TV Anniversary, by Willet H. Brown ................................. 1053
Equipment Manufacturer Comments on TV Freeze, by H. E. Taylor, Jr. ................................. 75
Future of Radio-TV Rests with Royal Commission, by R. T. Snelgrove ................................. 51
Importance of TV Films Stressed in Servicing Advertisers, by John L. Sinn ................................ 1112
Manufacturers in Wonderland Through The Viewing Tube, by Ernest E. Stern ...................... 1218

T
Talent, Managers and Agents .................................. 1015
Taylor, H. E., Jr., Article by ..................................... 75
Telephone Numbers, Important Radio-TV in:
Chicago .......................................................... 102
Los Angeles ...................................................... 103, 104, 105
New York .......................................................... 100, 101
Washington, D. C. .............................................. 105
### BIOGRAPHICAL SKETCHES:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Executives</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>Executives</td>
<td>1075</td>
</tr>
<tr>
<td>CBS</td>
<td>Executives</td>
<td>1077</td>
</tr>
<tr>
<td>DuMont</td>
<td>Executives</td>
<td>1079</td>
</tr>
<tr>
<td>MBS</td>
<td>Executives</td>
<td>1081</td>
</tr>
<tr>
<td>NBC</td>
<td>Executives</td>
<td>1083</td>
</tr>
<tr>
<td>Chief Engineers</td>
<td></td>
<td>1228</td>
</tr>
</tbody>
</table>

### COLUMBIA BROADCASTING SYSTEM:

<table>
<thead>
<tr>
<th>Commercial Programs</th>
<th>1161</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Map</td>
<td>1076</td>
</tr>
<tr>
<td>TV Executives, Biographies of</td>
<td>1077</td>
</tr>
</tbody>
</table>

### NETWORK EXECUTIVES:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Executives</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>Executives</td>
<td>1075</td>
</tr>
<tr>
<td>CBS</td>
<td>Executives</td>
<td>1077</td>
</tr>
<tr>
<td>DuMont</td>
<td>Executives</td>
<td>1079</td>
</tr>
<tr>
<td>MBS</td>
<td>Executives</td>
<td>1081</td>
</tr>
<tr>
<td>NBC</td>
<td>Executives</td>
<td>1083</td>
</tr>
<tr>
<td>News Commentators</td>
<td></td>
<td>909</td>
</tr>
<tr>
<td>Orchestra Leaders</td>
<td></td>
<td>949</td>
</tr>
<tr>
<td>Organists</td>
<td></td>
<td>949</td>
</tr>
<tr>
<td>Organizations</td>
<td></td>
<td>1287</td>
</tr>
<tr>
<td>Research</td>
<td></td>
<td>131</td>
</tr>
<tr>
<td>Television</td>
<td></td>
<td>1147</td>
</tr>
<tr>
<td>Producers</td>
<td></td>
<td>1001</td>
</tr>
<tr>
<td>Producers, TV Film</td>
<td></td>
<td>1115</td>
</tr>
<tr>
<td>Program Producers</td>
<td></td>
<td>753</td>
</tr>
<tr>
<td>Programs, Network Commercially Sponsored</td>
<td></td>
<td>1161</td>
</tr>
<tr>
<td>Publications, Trade, Fan, Technical</td>
<td></td>
<td>243</td>
</tr>
<tr>
<td>Radio &amp; Television Directors Guild</td>
<td></td>
<td>1278</td>
</tr>
</tbody>
</table>
RADIO STATIONS

Up To The Minute
News Photo Service

- NEW ACCOUNTS
- PUBLICITY
- DIRECT CASH RETURN TO YOU
- COLOR PHOTOS

TELEVISION STATIONS

Ask The Stations
Using Our Service

- Our Stations Renew Year After Year
- "A Distinctive News Photo Service"

Executive Office

CENTURY NEWS PHOTO SERVICE
Myron Firkser
Barry Firkser
2525 Broadway
New York 25, N. Y.
Representatives, Station .......... 215
Representatives, Talent .......... 1015
Research Organizations .......... 131
Singers ................. 873
Sports Commentators ......... 891
Station Representatives ....... 215
Stations, U. S. TV in Operation .... 1086
Television Broadcasters Assn., Inc ........ 1147
Television Film Producers .......... 1113
Television Film Producers Assn ........ 1151
Television Highlights—1949 .......... 1197
Television Organizations .......... 1147
Television Producers Assn ........ 1151
Television Programs ............. 1161
Television Station Representatives .... 215
Television Stations .......... 1086
Television Stations, Expansion of .... 1087
Television Talk. A Modern Glossary .... 1153
Vocal Artists ............ 873
Writers ................. 967

TELEVISION YEAR BOOK .......... 1047
Ten Outstanding Radio Events of 1949 .... 39

TENNESSEE:
AM Stations, Facilities, Personnel ... 634
FM Stations, Facilities, Personnel .... 1211
TV Stations, Facilities, Personnel .... 1108

TEXAS:
AM Stations, Facilities, Personnel .... 643
FM Stations, Facilities, Personnel .... 1211
TV Stations, Facilities, Personnel .... 1108
Texas Quality Network .......... 291
Texas State Network ........ 291
Tobacco Network, Inc., The .......... 291
Tompkins, M. E., Article by ........ 821
Transcription Companies .......... 793
Transcription Network (KBS) .......... 284
Transradio Press Service, Inc ....... 111

UNIONS .......... 1267
United Nations Radio Division ....... 73
United Press Associations .......... 111

UTAH:
AM Stations, Facilities, Personnel .... 672
FM Stations, Facilities, Personnel .... 1211
TV Stations, Facilities, Personnel .... 1109

VERMONT:
AM Stations, Facilities, Personnel .... 675

VIRGINIA:
AM Stations, Facilities, Personnel .... 676
FM Stations, Facilities, Personnel .... 1212
TV Stations, Facilities, Personnel .... 1110
Vocal Artists ............ 873

WASHINGTON:
AM Stations, Facilities, Personnel .... 685
FM Stations, Facilities, Personnel .... 1212
TV Stations, Facilities, Personnel .... 1110
Washington, D. C., Important Telephone Numbers .......... 105
Washington State Assn. of Broadcasters .... 1280

WEST VIRGINIA:
AM Stations, Facilities, Personnel .... 692
FM Stations, Facilities, Personnel .... 1212
TV Stations, Facilities, Personnel .... 1110
Western Assn. of Broadcasters .... 1280
White, Frank, Article by .......... 271

WISCONSIN:
AM Stations, Facilities, Personnel .... 698
FM Stations, Facilities, Personnel .... 1212
TV Stations, Facilities, Personnel .... 1110
Wisconsin Network, Inc., The .......... 291
Woman Commentators ........ 1009
Woods, Mark, Article by .......... 259
Writers ................. 967

WYOMING:
AM Stations, Facilities, Personnel .... 706

YANKEE NETWORK, THE .......... 291

Z
Z NET .......... 291
Ziv, Frederic W., Article by .......... 57
A COMPLETE LIBRARY... Think of it! Capitol Transcription Library now contains over 4000 selections, and growing fast. Music of every kind... all recorded since the war! New, fresh arrangements of current tunes, by nationally famous artists. PLUS... mood music, themes, sound effects, voice tracks, and other vital program aids.

STAR-STUDDED PROGRAMS... Capitol gives you big-time programs... the kind that hold their own against network features! Complete shows built around top stars, current songs and patter... with special script and format service included.

100% USABLE MATERIAL... Capitol Transcription library is balanced... to eliminate waste. Surveys prove that Capitol subscribers use a great percentage of the music they receive... that the size of each musical category is in exact proportion to their overall programming needs!

NEW SPEEDY-REFERENCE CATALOG... A miracle of simplicity, Capitol's new catalog is alphabetically indexed three ways: by tune title, by artist, and by musical categories. Make program planning a cinch!

ALL THIS... AT MODEST COST! Today, you have to make every dollar do the work of two. And Capitol Transcriptions help by providing for all your basic programming needs... and giving you outstanding local shows to sell. Both at one sensible low price. A price that enables you to meet competition and make a profit, as well!

CAPITOL OFFERS NEW TV SERVICE

MUSIC FOR TV... Capitol offers a selective Transcription Library for TV Stations. Here's high fidelity music to meet television needs—at a low budget figure. Instrumental pop concert, dance, and show music; mood music; occasion and theme music; fanfares; bridges and sound effects. Variety plus for TV! Write now for descriptive booklet and TV rates.

SHOWS FOR TV... BOZO THE CLOWN— the world's most beloved children's record star, is now available in a series of shows that combines live action with thrilling motion pictures of Bozo under the big top with circus acts and animals. A grand kid's show with sure-lure for sponsors. Write for details.
ADVERTISING INDEX

1950

--- A ---

Ace, Goodman 862
Ace, Jane 862
Acree, Chuck 867
Adams, Inge 852
Advance Television Picture Service, Inc.

Facing Page 1283
Advertising Age 243
Air Features, Inc. 92
All-Canada Radio Facilities, Ltd. 725
Allen, George W. 1007
Allen, Gracie 68
Allen, Mel 893
Allen, Steve 868
Alley, Paul 1130
Allied Record Mfg. Co., Inc. 30, 802
Allison, Frank 854
ABC 116-117
ASCAP 810
Amsterdam, Mercey 847
Andrews Sisters, The 82
Animation House, Inc. 1131
Anshro, George 983
Apex Recording Studios, Inc. 837
Arnold, Paul 868
Associated Press 4 and Run of Book

--- B ---

Aull, Emily 718
Aull, Warner 718
Avec Productions 1137
Averbach, Hy 933

Babbitt, Harry 885
Bailey, Jack 854
Baker, Art 911
Baker, "Two Ton" 972
Ball, Lucille 831
Banghart, Kenneth 909
Barbour, Dave 880
Barnes Printing Co., Inc., The 1213
Barrie, Wendy 848
Bart, Jan 887
Bartlett, Tommy 789
B. B. D. & O., Inc. 136
Beasley, Irene 875
Beck, Jackson 830

Becker, V. S., Productions 146
Bell, Lido 134
Benny, Jack 36
Benoff, Mac 1007
Benrus 108
Pennon, Al 924
Bergen, Edgar 51
Berle, Milton 42
Bixby, Carl 967
Blanc, Mel 835
Bleyer, Archie 850
Block, Martin 6
Boles, Jim 837
Bories Organization, Inc. 762
Boyd, William 72
Braham, Horace 852
Bray Studios, Inc. 1137
Brickhouse, Jack 899
Brinkley Recording Co. 1137
Broadcast Music, Inc. 98-99
Brooks Costume Co. 789
Brown, Dick 882
Brown, John 859
Brown, Rod 867
Brown, Ted 931
Brulatour, J. E., Inc. 1116
Bulova Watch Co. 120
Burns, George 68
Byron Productions Co. 776

--- C ---

CGRF 740
CLRW 472
Cohn, George M. 793
Colvert, Carey 846
Camargo, Ralph 865
Cambridge School of Radio Broadcasting 869
"Can You Top This?" 842
Canadian Association of Broadcasters 722
Canadian Broadcaster 749
Canadian Broadcasting Corp. 720
Candid Camera, The 769
Canova, Judy 38
Capitol Records, Inc. 24
Cardinal Co., The 790
Carle, Frankie 948
Century News Photo Service 22
Chappell, Ernest 842
Cinefficts, Inc. 1134

Cineque Laboratories, Inc. 1138
Clark, Jeff 885
Clark, Lon 854
Clarke, Phil 834
Colburn, George W. Laboratory, Inc. 1135
Collyer, Bud 852
Cott, Bobby 834
CBS 112,113
CBS Television Network 1072-1073
Columbia Transcriptions 792
Combs, George Hamilton, Jr. 919
Commodore Productions & Artists, Inc. 767
Commonwealth Film & Television, Inc. 1118
Como, Ferry 20
Conreid, Hans 869
Conway, Julie 843
Cooley, Spade 881
Cooper, Jack L., Presentations 763
Corrigan, William 1003
Costello, Jack 982
Cotsworth, Stacts 855
Cowan, Louis G., Inc. 94
Cowling, Sam 844
Cullen, Bill 848

--- D ---

Dahlman, Lou 772
Dale, Ted 82
Damone, Vic 876
Davis, Geoff 973
Davis, Janette 877
Day, Dennis 878
Day, Gordon M., Productions 768
de Martel, Wilkie 846
De Santis, Joe 860
Desmond, Johnny 60
Devine, Jerry 752
De Vol, Frank 951
Dixon, Bob 861
Don Lee Broadcasting System 336-337
Donald, Peter 851
Douglas, Scott 864
Doyle, Len 862
DuMont Laboratories, Inc., Allen B. 1054

25
ALL HAWAII LISTENS TO BLANKET THE ENTIRE 39th MARKET OF THE UNITED STATES WITH

KULA GUARANTEES OF ALL

10,000 Watts
690 Kilocycles
ABC in the Pacific

PACIFIC FRONTIER HONOLULU

FOR INFORMATION ON THE HAWAIIAN MARKET — FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII — SEE ABC or
HAPPY DAYS
ARE HERE AGAIN!

Business Increased
IN HAWAII 46%
Over 1948

KULA

ONE STATION COVERAGE
THE ISLANDS

10,000 Watts
690 Kilocycles
ABC in the Pacific

ROADCASTING CO., LTD.
WAII

EVERY KNODEL, INC., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
HAPPY DAYS ARE HERE AGAIN!

Business Increased IN HAWAII 46% Over 1948

HAWAII
A BILLION DOLLAR MARKET

ALL HAWAII LISTENS TO BLANKET THE ENTIRE 39th MARKET OF THE UNITED STATES WITH

KULA GUARANTEES ONE STATION COVERAGE OF ALL THE ISLANDS

10,000 Watts
690 Kilocycles
ABC in the Pacific

PACIFIC FRONTIER BROADCASTING CO., LTD.
HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII—SEE

10,000 Watts
690 Kilocycles
ABC in the Pacific

AVERY KNODEL, INC., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
<table>
<thead>
<tr>
<th>Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>DuMont Television Network</td>
<td>1045</td>
</tr>
<tr>
<td>Dunham, Dick</td>
<td>985</td>
</tr>
<tr>
<td>Dunn, Eddie</td>
<td>860</td>
</tr>
<tr>
<td>Dunphy, Don</td>
<td>895</td>
</tr>
<tr>
<td>Du Page, Richard</td>
<td>562</td>
</tr>
<tr>
<td>Durante, Jimmy</td>
<td>44</td>
</tr>
<tr>
<td>Earle, Craig</td>
<td>853</td>
</tr>
<tr>
<td>East, Ed</td>
<td>860</td>
</tr>
<tr>
<td>Easy Aces</td>
<td>862</td>
</tr>
<tr>
<td>Edmonds, Bill</td>
<td>986</td>
</tr>
<tr>
<td>Eggleston, Shirley</td>
<td>858</td>
</tr>
<tr>
<td>Elliot, Win</td>
<td>979</td>
</tr>
<tr>
<td>Elson, Bob</td>
<td>893</td>
</tr>
<tr>
<td>Emery, Bob</td>
<td>1135</td>
</tr>
<tr>
<td>Empire Broadcasting Corp.</td>
<td>805</td>
</tr>
<tr>
<td>Erwin, Wasey &amp; Co.</td>
<td>142</td>
</tr>
<tr>
<td>Faye, Alice</td>
<td>70</td>
</tr>
<tr>
<td>Faye, Joey</td>
<td>857</td>
</tr>
<tr>
<td>Fields, Irving</td>
<td>954</td>
</tr>
<tr>
<td>Fisher, Maggy</td>
<td>93</td>
</tr>
<tr>
<td>Fitzgerald, Ed &amp; Pagesan</td>
<td>834</td>
</tr>
<tr>
<td>Fitzmaurice, Michael</td>
<td>955</td>
</tr>
<tr>
<td>Foran, Dick</td>
<td>834</td>
</tr>
<tr>
<td>Ford Theater, The</td>
<td>143</td>
</tr>
<tr>
<td>Forster, Roger</td>
<td>936</td>
</tr>
<tr>
<td>Foss, William L., Inc.</td>
<td>1224</td>
</tr>
<tr>
<td>Framar, W.</td>
<td>778</td>
</tr>
<tr>
<td>Francis, Arlene</td>
<td>843</td>
</tr>
<tr>
<td>Franklin, Joe</td>
<td>923</td>
</tr>
<tr>
<td>Fraser, Gordon</td>
<td>917</td>
</tr>
<tr>
<td>French Broadcasting</td>
<td>110</td>
</tr>
<tr>
<td>System, The</td>
<td></td>
</tr>
<tr>
<td>Friedman, Morton</td>
<td>968</td>
</tr>
<tr>
<td>Funt, Allen</td>
<td>769</td>
</tr>
<tr>
<td>Gallop, Frank</td>
<td>975</td>
</tr>
<tr>
<td>Galvin, Kitty</td>
<td>886</td>
</tr>
<tr>
<td>Ganz, William L., Co.</td>
<td>1133</td>
</tr>
<tr>
<td>Gardner, Ed</td>
<td>43</td>
</tr>
<tr>
<td>Gargan, William</td>
<td>822</td>
</tr>
<tr>
<td>Garred, Bob</td>
<td>919</td>
</tr>
<tr>
<td>Gart, John</td>
<td>954</td>
</tr>
<tr>
<td>General Entertainment</td>
<td>773</td>
</tr>
<tr>
<td>Corp.</td>
<td></td>
</tr>
<tr>
<td>General Television</td>
<td>787</td>
</tr>
<tr>
<td>Enterprises, Inc.</td>
<td></td>
</tr>
<tr>
<td>Gerald, Helen</td>
<td>856</td>
</tr>
<tr>
<td>Gemanni, William</td>
<td>772</td>
</tr>
<tr>
<td>Glickman, Marty</td>
<td>901</td>
</tr>
<tr>
<td>Gluskin, Lud</td>
<td>955</td>
</tr>
<tr>
<td>Godfrey, Arthur</td>
<td>836</td>
</tr>
<tr>
<td>Goldberg, The</td>
<td>847</td>
</tr>
<tr>
<td>Goodman, Al</td>
<td></td>
</tr>
<tr>
<td>Facing Page One</td>
<td></td>
</tr>
<tr>
<td>Goodman, Harry S.</td>
<td>765</td>
</tr>
<tr>
<td>Goodson, Mark</td>
<td>839</td>
</tr>
<tr>
<td>Gordon, Bill</td>
<td>987</td>
</tr>
<tr>
<td>Gordon, Larry, Studios</td>
<td>1130</td>
</tr>
<tr>
<td>Goss, Frank</td>
<td>921</td>
</tr>
<tr>
<td>Graham, Joe</td>
<td>1006</td>
</tr>
<tr>
<td>Grauer, Ben</td>
<td>975</td>
</tr>
<tr>
<td>Green Associates</td>
<td>778</td>
</tr>
<tr>
<td>Gre, Zane</td>
<td>840</td>
</tr>
<tr>
<td>Grimard, Francois</td>
<td>868</td>
</tr>
<tr>
<td>Grunenberg, Axel</td>
<td>1004</td>
</tr>
<tr>
<td>Haag, Bob</td>
<td>863</td>
</tr>
<tr>
<td>Hafner, Les &amp; Co.</td>
<td>1139</td>
</tr>
<tr>
<td>Haines, Larry</td>
<td>864</td>
</tr>
<tr>
<td>Hall, Helen</td>
<td>853</td>
</tr>
<tr>
<td>Hall, Radcliffe</td>
<td>979</td>
</tr>
<tr>
<td>Hamilton, Gene</td>
<td>973</td>
</tr>
<tr>
<td>Hammond, Earl</td>
<td>866</td>
</tr>
<tr>
<td>Hammond, Laurence</td>
<td></td>
</tr>
<tr>
<td>Productions</td>
<td>783</td>
</tr>
<tr>
<td>Hancock, Don</td>
<td>987</td>
</tr>
<tr>
<td>Harrell, Charles T..</td>
<td>1005</td>
</tr>
<tr>
<td>Harrick, Cy</td>
<td>972</td>
</tr>
<tr>
<td>Harris, Phil</td>
<td>70</td>
</tr>
<tr>
<td>Hasel, Joe</td>
<td>897</td>
</tr>
<tr>
<td>Headley-Reed Co</td>
<td>216</td>
</tr>
<tr>
<td>Heatter, Gabriel</td>
<td>917</td>
</tr>
<tr>
<td>Helfer, Al</td>
<td>899</td>
</tr>
<tr>
<td>Henley, Art</td>
<td>963</td>
</tr>
<tr>
<td>Herlihy, Ed</td>
<td>1052</td>
</tr>
<tr>
<td>Hersholt, Jean</td>
<td>832</td>
</tr>
<tr>
<td>Hodges, Russ</td>
<td>893</td>
</tr>
<tr>
<td>Hope, Bob</td>
<td>40</td>
</tr>
<tr>
<td>Howard, Cy</td>
<td>774</td>
</tr>
<tr>
<td>Howard, Mary, Recordings</td>
<td>807</td>
</tr>
<tr>
<td>Hudiburg, Lucille</td>
<td></td>
</tr>
<tr>
<td>Productions</td>
<td>774</td>
</tr>
<tr>
<td>Hudson, Tom</td>
<td>981</td>
</tr>
<tr>
<td>Hull, Warren</td>
<td>850</td>
</tr>
<tr>
<td>Husing, Ted</td>
<td>927</td>
</tr>
<tr>
<td>International Brotherhood of Electrical Workers, Local Union 45</td>
<td>149</td>
</tr>
<tr>
<td>International News Service</td>
<td>14</td>
</tr>
<tr>
<td>James, Dennis</td>
<td>828</td>
</tr>
<tr>
<td>James, Hugh</td>
<td>973</td>
</tr>
<tr>
<td>Janney, Leon</td>
<td>856</td>
</tr>
<tr>
<td>Joel, Merrill E.</td>
<td>858</td>
</tr>
<tr>
<td>Jolson, Al</td>
<td>86</td>
</tr>
<tr>
<td>Jostyn, Jay</td>
<td>848</td>
</tr>
</tbody>
</table>

**K**

<table>
<thead>
<tr>
<th>Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KARK</td>
<td>326</td>
</tr>
<tr>
<td>KCBO</td>
<td>350</td>
</tr>
<tr>
<td>KDLY</td>
<td>674</td>
</tr>
<tr>
<td>KFAC</td>
<td>340</td>
</tr>
<tr>
<td>KFEL</td>
<td>362</td>
</tr>
<tr>
<td>KFI</td>
<td>342</td>
</tr>
<tr>
<td>KFIZ</td>
<td>654</td>
</tr>
<tr>
<td>KFMB</td>
<td>351</td>
</tr>
<tr>
<td>KFMB-TV</td>
<td>1091</td>
</tr>
<tr>
<td>KMV</td>
<td>1200</td>
</tr>
<tr>
<td>KFMS</td>
<td>498</td>
</tr>
<tr>
<td>KFWB</td>
<td>330</td>
</tr>
<tr>
<td>KGER</td>
<td>338</td>
</tr>
<tr>
<td>KGW</td>
<td>534</td>
</tr>
<tr>
<td>KLAC</td>
<td>335</td>
</tr>
<tr>
<td>KLAC-TV</td>
<td>1083</td>
</tr>
<tr>
<td>KMBK</td>
<td>498</td>
</tr>
<tr>
<td>KMPB</td>
<td>344</td>
</tr>
<tr>
<td>KNX</td>
<td>347</td>
</tr>
<tr>
<td>KOLS</td>
<td>273</td>
</tr>
<tr>
<td>KSP</td>
<td>502</td>
</tr>
<tr>
<td>KSIB</td>
<td>570</td>
</tr>
<tr>
<td>KSTP</td>
<td>484</td>
</tr>
<tr>
<td>KTAR</td>
<td>321</td>
</tr>
<tr>
<td>KTLA</td>
<td>1056</td>
</tr>
<tr>
<td>KTTV</td>
<td>1089</td>
</tr>
<tr>
<td>KUL</td>
<td>23-27</td>
</tr>
<tr>
<td>KUOA</td>
<td>338</td>
</tr>
<tr>
<td>KVEN</td>
<td>359</td>
</tr>
<tr>
<td>KWBB</td>
<td>435</td>
</tr>
<tr>
<td>KWWI</td>
<td>1200</td>
</tr>
<tr>
<td>KWWK</td>
<td>347</td>
</tr>
<tr>
<td>Kay, Roger</td>
<td>783</td>
</tr>
<tr>
<td>Kaye, Sammy</td>
<td>950</td>
</tr>
<tr>
<td>Kearns, Joseph</td>
<td>865</td>
</tr>
<tr>
<td>Kelk, Jackie</td>
<td>858</td>
</tr>
<tr>
<td>Kenyon &amp; Eckhardt, Inc.</td>
<td>140</td>
</tr>
<tr>
<td>Keystone Broadcasting</td>
<td>286-287</td>
</tr>
<tr>
<td>System, Inc.</td>
<td></td>
</tr>
<tr>
<td>Kiernan, Walter</td>
<td>915</td>
</tr>
<tr>
<td>King, Carl</td>
<td>933</td>
</tr>
<tr>
<td>King, Joe</td>
<td>988</td>
</tr>
<tr>
<td>King, John Reed</td>
<td>853</td>
</tr>
<tr>
<td>King, Pee Wee</td>
<td>931</td>
</tr>
<tr>
<td>Kirk, Lisa</td>
<td>884</td>
</tr>
<tr>
<td>Kriegsmann, James J.</td>
<td>870</td>
</tr>
<tr>
<td>Kudner Agency, Inc.</td>
<td>132</td>
</tr>
<tr>
<td>Kukla, Frank and Ollie</td>
<td>62</td>
</tr>
</tbody>
</table>

**L**

<table>
<thead>
<tr>
<th>Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lacy, Jack</td>
<td>931</td>
</tr>
<tr>
<td>Laine, Frankie</td>
<td>880</td>
</tr>
</tbody>
</table>
at YOUR service

any Hour any Month any Year

ALLIED RECORD MANUFACTURING CO., INC.

Largest custom processing and pressing plant
in the country ... silver nitrate processing—genuine
Vinylite brand plastic pressings. Independent producers
can rely on us for exceptionally fast service.
THIS YEAR send your master acetates to ALLIED.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107
### ADVERTISING INDEX

<table>
<thead>
<tr>
<th>Location</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sherman &amp; Marquette</td>
<td>138</td>
</tr>
<tr>
<td>Sherry, Bob</td>
<td>843</td>
</tr>
<tr>
<td>Shore, Dinah</td>
<td>50</td>
</tr>
<tr>
<td>Shriner, Herb</td>
<td>838</td>
</tr>
<tr>
<td>Simon, Ernie</td>
<td>866</td>
</tr>
<tr>
<td>6000 Sunset</td>
<td>779</td>
</tr>
<tr>
<td>Sloane, Everett</td>
<td>846</td>
</tr>
<tr>
<td>Smith, Jack</td>
<td>78</td>
</tr>
<tr>
<td>Smith, K. R., Co., Inc.</td>
<td>804</td>
</tr>
<tr>
<td>Souvaine Co., The</td>
<td>756</td>
</tr>
<tr>
<td>Speer, Charles</td>
<td>966</td>
</tr>
<tr>
<td>Sponsor</td>
<td>254</td>
</tr>
<tr>
<td>Stafford, Jo</td>
<td>66</td>
</tr>
<tr>
<td>Standard Rate &amp; Data Service, Inc.</td>
<td>244</td>
</tr>
<tr>
<td>Stang, Arnold</td>
<td>850</td>
</tr>
<tr>
<td>Stanton, Bob</td>
<td>865</td>
</tr>
<tr>
<td>Stark, Richard</td>
<td>980</td>
</tr>
<tr>
<td>Stark, Wilbur</td>
<td>768</td>
</tr>
<tr>
<td>Starr, Lorry</td>
<td>934</td>
</tr>
<tr>
<td>Stewart, Jay</td>
<td>844</td>
</tr>
<tr>
<td>Stone, Martin, Associates</td>
<td>781</td>
</tr>
<tr>
<td>Strout, Dick</td>
<td>984</td>
</tr>
<tr>
<td>Strickland, Amzie</td>
<td>859</td>
</tr>
<tr>
<td>Strong, Jerry</td>
<td>922</td>
</tr>
<tr>
<td>Sulds, Irvin Paul, Inc.</td>
<td>1136</td>
</tr>
<tr>
<td>Svayze, John Cameron</td>
<td>913</td>
</tr>
<tr>
<td>Swope, Herbert, Jr.</td>
<td>780</td>
</tr>
<tr>
<td>Sylvana Electric</td>
<td>1238</td>
</tr>
<tr>
<td>Sylvern, Hank</td>
<td>957</td>
</tr>
</tbody>
</table>

### T

<table>
<thead>
<tr>
<th>Location</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taubman, Paul</td>
<td>959</td>
</tr>
<tr>
<td>TeeVee Co., The</td>
<td>1124</td>
</tr>
<tr>
<td>Teleadcast Films, Inc.</td>
<td>1129</td>
</tr>
<tr>
<td>Telemount Pictures, Inc.</td>
<td>775</td>
</tr>
<tr>
<td>Television Features, Inc.</td>
<td>1138</td>
</tr>
<tr>
<td>Teleways Radio Productions, Inc.</td>
<td>796</td>
</tr>
<tr>
<td>Texas State Network</td>
<td>644</td>
</tr>
<tr>
<td>Thompson, Harlan</td>
<td>771</td>
</tr>
<tr>
<td>Thompson, Joe</td>
<td>782</td>
</tr>
<tr>
<td>Thorsen, Ethel</td>
<td>870</td>
</tr>
<tr>
<td>Tide</td>
<td>256</td>
</tr>
<tr>
<td>Tillman, John</td>
<td>980</td>
</tr>
<tr>
<td>Todman, Bill</td>
<td>839</td>
</tr>
<tr>
<td>Torme, Mel</td>
<td>884</td>
</tr>
<tr>
<td>Transfilm, Inc.</td>
<td>1058</td>
</tr>
<tr>
<td>Trendle-Campbell Enterprises, Inc.</td>
<td>264</td>
</tr>
<tr>
<td>Tunis, Hal</td>
<td>928</td>
</tr>
<tr>
<td>Tuttle, Lurene</td>
<td>846</td>
</tr>
</tbody>
</table>

### U

<table>
<thead>
<tr>
<th>Location</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ullman, Richard H., Inc.</td>
<td>770</td>
</tr>
<tr>
<td>United Press</td>
<td>16</td>
</tr>
<tr>
<td>Universal Recording Corp.</td>
<td>806</td>
</tr>
</tbody>
</table>

### V

<table>
<thead>
<tr>
<th>Location</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valentino, Thomas J., Inc.</td>
<td>803</td>
</tr>
<tr>
<td>Van Damme, Art, Quintet</td>
<td>963</td>
</tr>
<tr>
<td>Van Hartesveldt, Francis</td>
<td>782</td>
</tr>
<tr>
<td>Video Varieties Corp.</td>
<td>1132</td>
</tr>
<tr>
<td>Vincent, Chick, Co.</td>
<td>776</td>
</tr>
<tr>
<td>Voorhees, Don</td>
<td>956</td>
</tr>
</tbody>
</table>

### W

<table>
<thead>
<tr>
<th>Location</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAPA</td>
<td>712</td>
</tr>
<tr>
<td>WAZL</td>
<td>604</td>
</tr>
<tr>
<td>WBAL, WBAL TV</td>
<td>454</td>
</tr>
<tr>
<td>WBAP</td>
<td>656</td>
</tr>
<tr>
<td>WBAX</td>
<td>620</td>
</tr>
<tr>
<td>WBEN</td>
<td>528</td>
</tr>
<tr>
<td>WBIG</td>
<td>530</td>
</tr>
<tr>
<td>WBNX</td>
<td>536</td>
</tr>
<tr>
<td>WCAU</td>
<td>608</td>
</tr>
<tr>
<td>WCBM</td>
<td>457</td>
</tr>
<tr>
<td>WCCC</td>
<td>338</td>
</tr>
<tr>
<td>WCFL</td>
<td>406</td>
</tr>
<tr>
<td>WCOU</td>
<td>452</td>
</tr>
<tr>
<td>WCSS</td>
<td>526</td>
</tr>
<tr>
<td>WDSU</td>
<td>449</td>
</tr>
<tr>
<td>WDSU-TV</td>
<td>1097</td>
</tr>
<tr>
<td>WEVD</td>
<td>537</td>
</tr>
<tr>
<td>WFAS</td>
<td>554</td>
</tr>
<tr>
<td>WFAU</td>
<td>452</td>
</tr>
<tr>
<td>WFIL</td>
<td>610</td>
</tr>
<tr>
<td>WFIL-TV</td>
<td>1084</td>
</tr>
<tr>
<td>WGN</td>
<td>408</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>1034</td>
</tr>
<tr>
<td>WGST</td>
<td>389</td>
</tr>
<tr>
<td>WHCU</td>
<td>534</td>
</tr>
<tr>
<td>WHHM</td>
<td>640</td>
</tr>
<tr>
<td>WHLI</td>
<td>532, 539</td>
</tr>
<tr>
<td>WHOM</td>
<td>538</td>
</tr>
<tr>
<td>WIAQ</td>
<td>714</td>
</tr>
<tr>
<td>WIEG</td>
<td>613</td>
</tr>
<tr>
<td>WIBS</td>
<td>717</td>
</tr>
<tr>
<td>WINS</td>
<td>540</td>
</tr>
<tr>
<td>WIOD</td>
<td>381</td>
</tr>
<tr>
<td>WIP</td>
<td>612</td>
</tr>
<tr>
<td>WITCH</td>
<td>458</td>
</tr>
<tr>
<td>WJJD</td>
<td>409</td>
</tr>
<tr>
<td>WJR</td>
<td>474-475</td>
</tr>
<tr>
<td>WKAQ</td>
<td>716</td>
</tr>
<tr>
<td>WKBW</td>
<td>530</td>
</tr>
<tr>
<td>WKB</td>
<td>713</td>
</tr>
<tr>
<td>WLIB</td>
<td>542</td>
</tr>
<tr>
<td>WLS</td>
<td>410</td>
</tr>
<tr>
<td>WLW</td>
<td>258</td>
</tr>
<tr>
<td>WMC</td>
<td>544</td>
</tr>
<tr>
<td>WMEX</td>
<td>463</td>
</tr>
<tr>
<td>WMCM</td>
<td>546</td>
</tr>
<tr>
<td>WNB</td>
<td>1092</td>
</tr>
<tr>
<td>WNEW</td>
<td>548</td>
</tr>
<tr>
<td>WOC</td>
<td>427</td>
</tr>
<tr>
<td>WOR</td>
<td>524</td>
</tr>
<tr>
<td>WOV</td>
<td>550</td>
</tr>
<tr>
<td>WPAT</td>
<td>520</td>
</tr>
<tr>
<td>WPEN</td>
<td>614</td>
</tr>
<tr>
<td>WPRO</td>
<td>624</td>
</tr>
<tr>
<td>WPTR</td>
<td>525</td>
</tr>
<tr>
<td>WPTZ</td>
<td>1106</td>
</tr>
<tr>
<td>WQXR</td>
<td>294</td>
</tr>
<tr>
<td>WRAK</td>
<td>621</td>
</tr>
<tr>
<td>WRC</td>
<td>374</td>
</tr>
<tr>
<td>WROK</td>
<td>417</td>
</tr>
<tr>
<td>WRR</td>
<td>654</td>
</tr>
<tr>
<td>WSB, WSB-TV</td>
<td>390</td>
</tr>
<tr>
<td>WSBs</td>
<td>576</td>
</tr>
<tr>
<td>WTBO</td>
<td>459</td>
</tr>
<tr>
<td>WVNJ</td>
<td>519</td>
</tr>
<tr>
<td>WWDC</td>
<td>375</td>
</tr>
<tr>
<td>WWJ, WWJ-TV</td>
<td>470</td>
</tr>
<tr>
<td>WWRL</td>
<td>555</td>
</tr>
<tr>
<td>WXRT</td>
<td>1200</td>
</tr>
<tr>
<td>Wakely, Jimmy</td>
<td>76</td>
</tr>
<tr>
<td>Walton, Sidney</td>
<td>915</td>
</tr>
<tr>
<td>Waring, Fred</td>
<td>48</td>
</tr>
<tr>
<td>Warren, Fran</td>
<td>878</td>
</tr>
<tr>
<td>Wayne, Bert</td>
<td>989</td>
</tr>
<tr>
<td>Wayne, Rosemary</td>
<td>857</td>
</tr>
<tr>
<td>Welles, Barbara</td>
<td>853</td>
</tr>
<tr>
<td>West Hooker-Frederick Productions Corp.</td>
<td>777</td>
</tr>
<tr>
<td>White, Lew</td>
<td>935</td>
</tr>
<tr>
<td>Whiting, Margaret</td>
<td>876</td>
</tr>
<tr>
<td>Williams, Bill</td>
<td>929</td>
</tr>
<tr>
<td>Wilson, Marie</td>
<td>850</td>
</tr>
<tr>
<td>Winchell, Paul</td>
<td>833</td>
</tr>
<tr>
<td>Winckler, E. Carlton</td>
<td>763</td>
</tr>
<tr>
<td>Wismer, Harry</td>
<td>8</td>
</tr>
<tr>
<td>Wolf Associates, Inc.</td>
<td>766</td>
</tr>
<tr>
<td>Wolf, Stanley J.</td>
<td>764</td>
</tr>
<tr>
<td>Wood, Barry</td>
<td>777</td>
</tr>
<tr>
<td>World Broadcasting System, Inc.</td>
<td>750</td>
</tr>
<tr>
<td>World Video, Inc.</td>
<td>1120</td>
</tr>
<tr>
<td>Wright, George</td>
<td>962</td>
</tr>
</tbody>
</table>

### Y

<table>
<thead>
<tr>
<th>Location</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yankee Network, The, Inc.</td>
<td>462</td>
</tr>
<tr>
<td>Young, Adam</td>
<td>214</td>
</tr>
<tr>
<td>Young, Alan</td>
<td>144</td>
</tr>
<tr>
<td>Young &amp; Rubicam, Inc.</td>
<td>118</td>
</tr>
<tr>
<td>Young, Victor</td>
<td>956</td>
</tr>
</tbody>
</table>

### Z

<table>
<thead>
<tr>
<th>Location</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ziv, Frederic W., Co.</td>
<td>Inside Front Covers</td>
</tr>
<tr>
<td>Ziv Television Programs, Inc.</td>
<td>1048</td>
</tr>
</tbody>
</table>
Greetings from
RINGLING BROS.
and
BARNUM & BAILEY
CIRCUS

BILL ANTES
DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

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

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

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

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

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

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

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

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

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

The broadcasting industry can strengthen itself and grow in the esteem of the American people during the mid-century year of 1950 by building up this area of public service.
FAVORITE SEAFOOD SPOT
Guy Lombardo's
EAST POINT HOUSE
Freeport, Long Island

GUY LOMBARDO
AND HIS ROYAL CANADIANS

Currently At The
ROOSEVELT HOTEL
NEW YORK

"THE GUY LOMBARDO SHOW"
TRANSCRIBED BY
FREDERIC W. ZIV CO.

DECCA RECORDS

Exclusive Management
MUSIC CORPORATION
OF AMERICA

Publicity = DAVID O. ALBER ASSOCIATES: Gene Shefrin
34
1950 will be the last year of a momentous half century, a 50-year span which has seen the growth of radio from the first spark of Marconi’s wireless to the great medium of mass communication and advertising we now know. Few men, at the beginning of that half century, would have dared to predict the growth of that small spark into today’s vast web of communications—aural and visual—for information, entertainment and education. Few men will dare, now, to predict the events of the coming half century. But it is easier to guess at the coming year’s events.

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

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

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

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

In summary, broadcasting takes just pride in its accomplishments as it comes to the end of its 30th year and the end of the century’s halfway marker.
JACK BENNY
RADIO, entering its most aggressive selling year, holds promise of good returns for 1950 as television interests fight for the lifting of the TV freeze and chance to expand as the nation’s most promising young industry.

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

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

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

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

Language station broadcasters take a more optimistic view of the situation. They believe that the foreign language stations will hold their audiences come what may and see no threat in the sight and sound media. This is especially true in the Italian, Yiddish and Polish markets of the New York area.

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

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

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

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

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

"THE JUDY CANOVA SHOW"

For

Colgate-Palmolive-Peet

Saturday Evenings NBC

38
TEN OUTSTANDING RADIO EVENTS OF 1949

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

1. Russia’s Atomic Explosion.

2. The Atlantic Pact.

3. Devaluation of Foreign Currency.


5. Communists Take China.


8. Washington “Five Per Centers.”


10. The “Veep” and his Bride.

Outstanding Broadcasts

CBS’ “Mind In the Shadow” Documentary.

NBC’s “Living, 1949” Series.

ABC’s Documentary, “The Berlin Story.”

Mutual’s Coverage of “World Series.”
HOPE

1950

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

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

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

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

1. Expansion of television as a service to the public.
2. Development of the RCA all-electronic, high-definition compatible color television system now being field tested.
3. Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction.
4. Advanced development of radar and its increased application for national security and safety at sea and in the air.
5. Application of the electron microscope and electronic techniques in the fields of biology and medicine; for example, its use in research for close-up study of cancer cells and tissues.

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

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

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

New photo-tubes developed by RCA (Continued on Page 53)
UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by DOROTHY LEWIS
Coordinator, United Nations Radio

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

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

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

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

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

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

“TWO BILLION STRONG”—This documentary-type, half-hour series, carried by 225 ABC stations, began the annual United Nations Day convention on “Independents” Day. His offer of several special services to this segment of the industry was met with enthusiastic response. As a direct result, 300 independent stations in 44 states have scheduled a weekly 15-minute transcribed feature program, entitled “U. N. Story,” by a relay process. Under its earlier title, “Operation U. N.,” the show won an award at the Ohio Institute for Education by Radio. It is carried in many English-speaking countries.

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

TELEVISION AT UNITED NATIONS: It is indeed fortunate for millions of people that television has developed so rapidly in the last year through a combination of increased distribution of television receiving sets and improved transmission. Most of the 84 U. S. television stations are now associated in networks. Early in 1949, U. N. began (Continued on Page 73)

43
CAMEL PROGRAM

Friday
Pacific Time 6:30 to 7:00 P.M.
Eastern Time 9:30 to 10:00 P.M.

NBC

Mgt. LOU CLAYTON
A NOETHER milestone in the growth of the radio industry was achieved in 1949 just as the industry, as represented by the Radio Manufacturers Association, celebrated its “silver anniversary.” It became the radio-television industry, and the television receiver took the lead over the radio in the value of set sales.

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

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

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

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

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

Another significant trend was an increase in the ratio of console and consolette TV sets to table models. In fact, television seems to have restored the popularity of the small console without a phonograph which, as a radio, has practically disappeared.

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

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

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

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

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

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

DUFFY'S TAVERN

NBC Network

Now setting new sales records

for a new sponsor!

BLATZ, Milwaukee's Finest Beer.

Ed "Archie" Gardner
and
Vinny Bogert
(who never gets any credit)
NEED OF AUDIENCE RESEARCH
EMPHASIZED BY A. A. A. A. PREXY

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

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

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

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

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

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

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

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

Does this set-up sound familiar? It should? The parallel organization in radio—Broadcast Measurement Bureau, or B.M.B.—was set up in almost exactly the same way. The tri-partite set-up under which B.M.B. was organized is a sound one. Some such organization or organizations are needed to match the A.B.C. of printed media, and it should have broadcasting’s full support.

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

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

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

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

The challenge of a buyers’ market demands our best thought and wisest decisions. Let us make these wise and constructive decisions, and lick the challenge good.
FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS

Over 30 Years of Happy Association
ROLE OF BAB DEFINED
—WIDE ACCEPTANCE FORECAST

by
MAURICE B. MITCHELL
Director, Broadcast Advertising Bureau

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

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

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

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

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

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

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

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

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

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

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

Retail, regional, national-network, spot or local—we are here to help everyone who buys or sells broadcast advertising. To our members and all the broadcast industry’s customers, we extend a cordial invitation to put us to work on your problems and potentialities.
THE OXYDOL SHOW
Tuesday, Wednesday, Thursday
8:15 P. M., CBS, E.S.T.  

Dinah Shore

COLUMBIA RECORDS
FUTURE OF CANADIAN RADIO-TV 
RESTS WITH ROYAL COMMISSION

by

R. T. SNELGROVE
President, Canadian Association of Broadcasters

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

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

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

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

Thereafter, the Canadian Association of Broadcasters will present a final summary brief to the Royal Commission at special sittings in Ottawa during April, 1950. This brief will outline a suggested pattern for Canadian broadcasting of the future.

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

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

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

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

for

Johnson's Wax

NBC

Tuesday Evenings
NEW ERA OF ENTERTAINMENT—TV ADVANCES ARE NOTEWORTHY

by

BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

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

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

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

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

The Newest Phonograph: Television, however, is only one field in which the magic of electronics is being felt. In 1949, RCA Victor introduced a new and revolutionary system of recorded music, with the phonograph further electron-ized and embodying the fastest record-changer ever to be developed. This new and compact record-player operates at the speed of 45 revolutions per minute and achieves distortion-free quality in music picked up by a permanent sapphire point from vinyl plastic disks 67% inches in diameter. This RCA achievement has modernized the phonograph and added greatly to its distinction as a musical instrument, winning acclaim of music lovers and music critics alike. As the year 1949 ended, RCA was producing the new records at the rate of 20,000,000 a year to meet the public demand.

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

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

CBS SUNDAY EVENINGS

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

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

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

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

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

Assuming all 13 are in full swing by the spring of 1950, further expansion of television service comes to a standstill. The "freeze" which went into effect in October, 1948, remains the single serious obstacle to the future of TV broadcasting in the U. S. For while the "freeze" remains in effect there is complete standstill of station activity, with its attendant effect on the manufacture of transmitters and the obvious slowing down in the manufacture of receivers. Furthermore, network expansion remains only regionally and the hope for coast-to-coast television flounders.

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

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

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

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

is the wish of

DON MCNEILL
TOASTMASTER OF THE

Breakfast Club
17th YEAR

SPONSORED COAST TO COAST
MONDAY THROUGH FRIDAY

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

SWIFT-PHILCO-GEN. MILLS
HOW far should the program producer go in helping the sponsor make sales?

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

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

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

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

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

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

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

How far should the program producer go in assisting the sponsor to achieve sales results? The answer is "All Out." The program which offers the sponsor the greatest merchandising opportunities usually is the program which rings the cash register most vehemently. Our firm, for one, will leave no stone unturned in designing merchandising slants to help the sponsor enjoy directly-traceable increased results from his radio program.
P A T S Y  L E E
Singing star of
ABC's "Breakfast Club"
8:00 to 9:00 a.m., CST
Monday through Friday
RADIO EXECUTIVES CLUB
REVIEWED BY PRESIDENT

by
JOHN KAROL
President, REC

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

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

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

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

Dramatic proof of this is the well remembered Television Seminar which the Club ran in the spring and summer of 1944. On sixteen successive Thursdays, in NBC studio 6-A several hundred members met to hear the leaders in the nascent branch of broadcasting, tell what was known, anticipated and crystal balled in television.

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

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

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

Singing Star of
"The Breakfast Club"
ABC—Monday through Friday
8:00 to 9:00 a.m., CST

"The Johnny Desmond Show"
for Ronson
ABC—Wednesday night
7:55 to 8:00 p.m.

M-G-M Recording Artist
Management
MCA
STORY OF RADIO PIONEERS
IS HISTORY OF INDUSTRY

by
WILLIAM S. HEDGES
Retiring President, Radio Pioneers Club

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

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

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

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

The time requirement having been established the club got under way under the kindly ministrations of its founder, who paid all bills, published its yearbooks, arranged its annual banquets and extended (or withheld) the invitations for membership. This happy state of affairs continued until 1947 when the burdens of an increasing membership with its volume of correspondence and the multiplicity of “things to do” pointed to the necessity of sharing of those burdens by the formalization of the club with officers, committee chairmen and an executive committee.

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

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

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

Kukla, Fran and Ollie  

Musical Director ............................... JACK FASCINATO  
Producer ....................................... BEULAH ZACHARY  
Director ....................................... LEWIS GOMAVITZ  

NBC TELEVISION NETWORK
COMMERCIAL VALUE OF NEWS STRESSED BY RADIO NEWSMEN

by

SIG MICKELSON
Past President of NARND

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

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

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

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

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

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

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

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

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

BROWN SHOE COMPANY
8th Year
NBC

MANTLE LAMP COMPANY
24th Year
ABC

28th Radio Anniversary
May 30th, 1950
TV PRODUCTION SOARING
—RECORD YEAR FORECAST FOR '50

by

FRANK M. FOLSOM
President, Radio Corporation of America

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

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

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

1. High standards of performance and value adhered to by most manufacturers in the television industry.
2. Rapid increase in the number, variety, and quality of television programs.

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

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

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

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

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

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

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.

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

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

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

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

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

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

GEORGE and GRACIE
Now on C.B.S.
FOR
Amm-i-dent Tooth Paste
Wednesday Nights
LATIN AMERICAN RADIO
FOLLOWS U. S. TRENDS

by
CARLOS GUTIERREZ RIANO
Radio Coordinator, McCann-Erickson, N. Y., Foreign Department

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

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

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

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

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

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

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

PHIL HARRIS  ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons
N.B.C.

7:30 P.M. E.S.T.  4:30 P.M. P.S.T.
On our ninth year in business I think we have the right to be proud of our Transcription Service. Here is the story of how it works.

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

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

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

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

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

After each record has been approved by our Control Department it goes to the Shipping Room where it is labeled. Together with the record, our Transcription Department hands to the shipping room a shipping order with the following detail: name of the serial, number of each shipping box, destination and means of transportation to be employed. As soon as the shipping takes place this order returns to the Program Department for registration and file.

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

Year after year we have increased our transcription sales. Up to this date our 1949 sales, as compared to 1948, show an increase of 39.8 per cent. However, this Transcription Service represents only one section of our total business. Another one is our telephone network. This telephone network has a regular coverage of not less than 21 important cities in the country. Live sponsored programs originated either in XEW and XEQ are thus carried through telephone lines to all towns where we have affiliated stations and wire service is available.

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

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

"Hoppy"
UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

(Continued from Page 43)

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

UNITED NATIONS DAY: United Nations Day, October 24th, afforded broadcasters everywhere, and particularly in the United States, a unique opportunity for all-out cooperation and an estimated 100,000,000 listeners were reached. The U. N. Day National Citizens' Committee's Radio Sub-Committee—under Mr. Robert K. Richards (N.A.B.)—chairmanship—mobilized the entire industry with the assistance of the Advertising Council's allocation plan and script kit, BMI and other groups. Through the generous cooperation of RCS, transcriptions of "The Birthday Story" (narrated by Ronald Colman and featuring top U. N. personalities) produced by United Nations Radio were released to 1,800 U. S. stations and a special version shipped to all English-speaking countries.

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

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

UNITED NATIONS RADIO DIVISION

LAKE SUCCESS
Fieldstone 7-1100, Ext. 8364

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

REGIONAL SUPERVISORS
Hugh Williams .................. European and Middle East Services
Eugenio A. Soler .................. Latin American Services
Mike Peng .................. Trans-Pacific Services
Gerald Kean .................. English Language Services
Dorothy Lewis .................. U. S. Station Relations
Caesar Ortiz .................. Supervisor, Radio Reports Desk
WALTER O'KEEFE
star of
"DOUBLE OR NOTHING"

NBC NETWORK
11:00 AM PST

MONDAY THRU FRIDAY
2:00 PM EST
THE Television Industry has just completed a phenomenal year. According to our best informants, it's now a billion dollar industry—a major factor in our national economy. Over three and one-half million television sets have been produced as we enter 1950. Over two and one-half million of these sets were produced in 1949 alone. Today, 98 TV broadcast stations provide program service to over twenty million families in sixty cities. Advertisers have taken to telecasting in steadily increasing numbers and with greatly expanded advertising budgets to assure full network coverage. Smaller TV stations have gone from the red into the black, while the larger stations are beginning to see the end of the dark days. Newspaper lineage has benefited from TV, as have many sports and businesses. Yes, the effects of television have been far-reaching in this phenomenal year just closed.

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

Fifteen months ago this January, 1950, the Federal Communications Commission announced a “freeze” on the construction of television broadcasting stations for the purpose of reviewing present channel allocations and furthermore to consider the use of UHF frequencies to expand TV service to all cities and areas of the country. We were all assured that the “freeze” action was temporary and would be lifted in about six months.

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

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

The Television Broadcast Industry can ill afford another “Clear Channel” situation, particularly with a ban on construction. You as a broadcaster can ill afford competitive monopoly, fostered by misguided “do-gooders.” You can ill afford to sit by and not pitch in to bring the “freeze” to a sensible and early conclusion. You, have much at stake—have, indeed, a great deal to lose—if you do not take the necessary steps to assure the continuing growth of television. It's your future. TV or NO TV, it's up to you! Such is the big question that must be answered in 1950.
No. 1 Folk Recording Artist

JIMMY WAKELY

JUST FINISHED
FOX THEATRE, DETROIT
THUNDERBIRD HOTEL
LAS VEGAS, NEV.

EXCLUSIVE
PERSONAL MGR.
CHARLES WICK
### Growth of AM Outlets 1941-1949

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

** This Figure includes 5 Special Broadcast Stations.
JACK SMITH

THE OXYDOL SHOW
CBS
7:15 P.M. – EST
8:15 P.M. – PST

Capitol RECORDS
LIBRARY SERVICE EXPANDING
AS ALL-AROUND STATION SERVICE

by

ROBERT W. FRIEDHEIM
Sales Manager, World Broadcasting System

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

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

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

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

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

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

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

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

Success of this new concept that a library service must make money for its stations in as many phases of operation as possible is demonstrated by the rising tide of sales reports from hundreds of stations sweeping back to World through its commercial department.
J. CARROLL NAISH
CBS—William Wrigley, Jr. Co.
"LIFE WITH LUIGI"

6:00 P.M., PST
9:00 P.M., EST
COMMERCIAL RADIO EXPANDING IN THE CARIBBEAN AREA

by

TOMAS MUNIZ
President, Puerto Rican Broadcasters Association

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

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

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

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

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

The links that join Puerto Rican broadcasters to continental stations are strong. Three of the local stations are affiliated with the large United States networks, although language difficulties make it difficult for them to carry continental programs. Ninety per cent of the programming in Puerto Rico is in Spanish, and most English programs are transcribed rebroadcasts of top American shows, carried by AFRS for the Army and Navy personnel, with no commercial announcements.

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

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

Although most top stations in Puerto Rico have a crowded commercial schedule, a good percentage of time is devoted to public interest programs. All recognized religious groups who so request it can have time. Many hours a week are devoted to programs of public health and other educational activities and all stations work in close harmony in this direction with the Insular Government Departments.
TED DALE
Radio Daily's Almanac
of
Holidays and Special Events
1950

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
   Paul Revere Born (1735).
   Proclamation of Emancipation (1863).
   Blue Network organized (1927).
2: Georgia Admitted (1788).
3: Battle of Princeton (1777).
   William S. Paley is elected president of CBS (1929).
4: Utah Admitted (1896).
5: Stephen Decatur Born (1779).
   George Washington Carver Died (1943).
   Week of Prayer, first week in January.
6: Carl Sandburg Born (1878).
   New Mexico Admitted (1912).
7: Millard Fillmore, 13th President Born (1800).
   Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8: Anniversary of the Battle of New Orleans (Louisiana).
   Battle of New Orleans (1815) Holiday in Louisiana.
9: Connecticut Ratified the U. S. Constitution (1788).
   Connecticut Admitted (1788).
10: Ethan Allen Born (1737).
11: Alexander Hamilton Born (1757).
12: John Singer Sargent Born (1856).
13: Salmon Portland Chase Born (1808).
14: First Written Constitution Adopted at Hartford, Conn. (1639).
15: Mathew B. Brady Died (1896).
16: Benjamin Franklin Born (1706).
   Feast of St. Anthony.
18: Daniel Webster Born (1782).
   Edgar Allan 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).
26: Michigan Admitted (1837).
   General Douglas MacArthur Born (1880).
   First A.E.F. landed in Ireland (1942).
   Australia Day. Public Holiday in Australia.
   FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart Born (1756).
   Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley Born (1843).
   Kansas Admitted (1861).
30: Franklin D. Roosevelt Born (1882).
31: Franz Schubert Born (1797).
   Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

February

1: Victor Herbert Born (1859).
   Supreme Court of the U. S. Chief Justice John Jay presiding, held its first meeting (1790).
   CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler Born (1875).
   Ground Hog Day.
   Candlemas.
   Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley Born (1811).
ROY ROGERS
"King of the Cowboys"
AND TRIGGER
"Smartest Horse in the Movies"

Radio—Sponsored by Quaker Oats 531 stations Mutual Broadcasting System
Records—RCA VICTOR
Commercial Tie-ups
ROHR COMPANY
Beverly Hills

Exclusive Management
ART RUSH, Inc.
HOLLYWOOD

Pictures—Republic 12th Year
Press Contact
AL RACKIN
Hollywood


7: Charles Dickens Born (1812).

8: Boy Scout Day.


13: Georgia Day.


15: Destruction of the Maine (1898). Constitution Day. In the Canal Zone. Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.

16: Katharine Cornell Born (1898).

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).


20: U. S. purchased the Danish West Indies (1917).


26: William F. Cody (Buffalo Bill) Born (1846).


29: Leap Year. The name given to every year of 366 days.

March

1: Nebraska Admitted (1867).

2: Texas Independence Day.


4: Pennsylvania Day.

5: Boston Massacre (1770).

6: Fall of the Alamo (1836).


8: Oliver Wendell Holmes, Jr. Born (1841).


10: Edwin Forrest Born (1806).

11: Charles Dickens Born (1847).


14: Albert Einstein Born (1879).

15: Trans-Atlantic radio broadcast (1925).

16: Andrew Jackson Born (1767).

17: James Madison Born (1751). U. S. Military Academy established at West Point by act of Congress (1802).

17: Saint Patrick's Day.

18: Fast of Esther.


20: First Day of Spring.

21: Emancipation Day (Puerto Rico).

23: Patrick Henry delivered his famous speech (1775).
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.  
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).  
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).  
11: Charles Evans Hughes Born (1862).  
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).  
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).  

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

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

And especial thanks to Dumont's

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

Gerry Gross  Eddie Higgins  Pat Fay
producer  news editor  director

GEORGE PUTNAM

*February Rating 14.0
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).
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.
19: First American Confederation of United Colonies of New England (1643).
21: Lindbergh’s Flight to Paris (1927).
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).
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).

King’s Birthday (Canada). Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
7: Daniel Boone Day (Kentucky).
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).
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).

June
1: Kentucky Admitted (1792). Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
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, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz guest stars as Frankie Carle, Vincent Lopez, Art Tatum, Teddy Wilson, George Shearing, Skitch Henderson, Johnny Guernieri and Joe Bushkin. . . .

all this
and the one and only

M I L T O N C R O S S
with Cy Walter and Stan Freeman at the duo keyboards

MGM PIANO PLAYHOUSE ALBUMS
to be released this spring

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

L O W C O - O P C O S T

PIANO PLAYHOUSE with all its glamour and prestige is now available at local rates. Ask your ABC representative today for full details, write, phone 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: Hellen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
   U. S. purchased rights and franchises of France in the Panama Canal (1902).
   Treaty of Versailles ending World War I signed (1919).
29: George Washington Gethals 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 (1883).
   American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801).
6: Republican Party Founded (1854).
   John Paul Jones Born (1747).
   Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockefeller Born (1839).
   Liberty Bell Cracked Tolling Death of John Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
    James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
    Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
14: Stars and Stripes Adopted (1777).
    Bastille Day—First Celebrated in U. S. (1914).
    Admiral Perry Opened First Negotiations for Trade With Japan (1853).
15: St. Swithin's Day.
16: Mary Baker Eddy Born (1881).
    First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's Birthday (Puerto Rico).
18: William Makepeace Thackeray Born (1811).
19: Franco-Prussian War Began (1870).
20: Guiglielmo 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 underwaer) Bikini (1946).
26: George Bernard Shaw Born (1856).
    Sergei Koussevitzky Born (1874).
    New York ratified the U. S. Constitution (1788).
27: First Successful Atlantic Cable (1866).
    Barbosa's Birthday, in the Canal Zone.
28: Austria Declared War on Serbia (1914).
    Volunteers of America Founder's Day.
29: Booth Tarkington Born (1889).
    Benito Mussolini Born (1883).
30: Henry Ford Born (1863).
    First Representative Assembly in America Convened (1607).
    First patent for wireless telegraphy granted in U. S. (1872).
    Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
31: Feast of St. Ignatius De Loyola.
AIR FEATURES, Inc.

347 MADISON AVENUE
NEW YORK CITY
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).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
   Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast c 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).
9: First Train Drawn in U. S. by Steam Locomotive (1831).
   Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
   Russia Declared War Against Japan (1945).
11: The “Clermont” Fulton’s steamboat made a successful run up the Hudson River (1807).
14: V-J Day.
   Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
   First transatlantic cable opened (1858).
18: Virginia Dare Born (1587).
19: National Aviation Day.
   Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
   St. Bartholomew’s Day Massacres, France (1792).
26: Festival of St. Bartholomew.
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).
29: Johann Wolfgang von Goethe Born (1749).
30: Oliver Wendell Holmes Born (1809).
   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: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
   Battle of Lake Erie (1813).
11: Harvest Festival.
   O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
   Defender’s Day (Maryland).
13: Walter Reed Born (1851).
   John Joseph Pershing Born (1860).
   Battle of Quebec (1759).
   Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
   “The Star Spangled Banner” written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
   William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
   N. Y. Times established (1851) when its first issue appeared.
   Columbia Broadcasting System goes on air with basic network of 16 stations, Major J. Andrew White is president (1927).
LOUIS G. COWAN, INC.

NEW YORK
485 Madison Avenue
New York 22, N. Y.
PL 9-3700

CHICAGO
8 S. Michigan Avenue
Chicago 3, Ill.
RANdolph 6-2022
October

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
2: Ferdinand Foch Born (1851).
3: Religious Education Week, First full week in Oct.
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
6: Missouri Day.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
12: Columbus Day.
14: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
15: John Marshall Born (1755).
16: Surrender of General Burgoyne at Saratoga (1777).
17: General Tojo Appointed Premier of Japan (1941).
18: Alaska Day.
19: Surrender of Cornwallis (1781).
20: Volstead Act (Prohibition) Passed (1919).
21: John Adams Born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt Born (1848).
24: Transcontinental telegraph line completed (1861).
25: Pennsylvania Day.
26: Erie Canal opened to traffic (1825).
27: Better Parenthood Week, observed last week in Oct.
28: Hallowe'en.

November

1: All Saints' Day (Lousiana).
2: Liberty Day (St. Croix, Virgin Islands Only).
3: National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
4: General Election Day.
5: North Dakota Admitted (1889).
6: South Dakota Admitted (1889).
7: James K. Polk Born (1795).
8: Warren G. Harding Born (1865).
9: Panama declared its independence of Colombia (1903).
10: John Philip Sousa Born (1854).
11: Guy Fawkes Day (English).
13: John Phillip Sousa Born (1854).
14: 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).
15: American Art Week.
16: Marie Skladouska Curie Born (1867).
The Facts Speak For Us!

1. 3rd Consecutive Year on Television! 1948-1949-1950

2. Our 16th Year on Radio! 1934-1950

3. Our 15th Year in Theatres! 1935-1950

Ted Mack

The Original Amateur Hour

Produced by

The Major Bowes Staff

Every Thurs. at 9 P.M. (E.S.T.)
Over the ABC Network

and

Every Tues. at 10 P.M. (E.S.T.)
Over NBC-Tv Network

For the Makers of
Old Gold Cigarettes

An American Institution!
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington Admitted (1889).
Edwin Booth Born (1833).
14: Robert Fulton Born (1765).
Book Week.
15: Pikes Peak discovered (1860).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln’s address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
20: James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1818).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1790).
19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
27: Louis Pasteur Born (1822).
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
30: Rudyard Kipling Born (1855).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year’s Eve.
EVERYBODY EVERYWHERE PERFORMS BMI-LICENSED MUSIC
Each succeeding year finds BMI service to broadcasters building and expanding. Year by year the BMI catalogue grows steadily in size and in value.

BMI has had the hearty support of broadcasters from its very inception, not only because its combined catalogs contain a well-rounded store of great music but because it has created strong competition in publishing and in the field of performance rights.

With its current licenses running until 1959, BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.
Important Radio

TELEPHONE NUMBERS
in NEW YORK

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MElrose 9-303</td>
<td>WCBS 5-2000</td>
<td>WCBS 7-0680</td>
<td>White Plains 9-6400</td>
<td>WGGB 9-5467</td>
<td>WHTH 8-1100</td>
<td>Circle 3-3900</td>
<td>Circle 6-9900</td>
<td>Bryant 9-6000</td>
<td>TRafalgar 3-7000</td>
<td>OYster Bay 6-2500</td>
<td>ORegan 9-2720</td>
<td>Circle 6-2200</td>
<td>Murray Hill 8-1000</td>
<td>Circle 7-8300</td>
<td>Plaza 3-3300</td>
<td>Circle 2-9900</td>
<td>Longacre 4-8000</td>
<td>Circle 7-5997</td>
<td>Circle 5-3566</td>
<td>Circle 9-3300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Templeton 8-5400</td>
<td>Plaza 5-2000</td>
<td>White Plains 9-6400</td>
<td>WXGH 2-4927</td>
<td>New Rochelle 6-2220</td>
<td>BOWling Green 9-4054</td>
<td>OLYmpia 8-1100</td>
<td>TRafalgar 3-7000</td>
<td>Murray Hill 8-1000</td>
<td>Circle 7-8300</td>
<td>Worth 2-5600</td>
<td>Longacre 4-8000</td>
<td>Circle 5-3566</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TV Stations</th>
<th>WADD</th>
<th>WATY</th>
<th>WCBS-TV</th>
<th>WJZ-TV</th>
<th>WNYC-TV</th>
<th>WOR-TV</th>
<th>WPIX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Murray Hill 8-2600</td>
<td>BATay 7-6216</td>
<td>Plaza 5-2000</td>
<td>TRafalgar 3-7000</td>
<td>Circle 2-9900</td>
<td>Longacre 4-8000</td>
<td>Murray Hill 2-1234</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>National Networks</th>
<th>American Broadcasting Co.</th>
<th>Columbia Broadcasting System</th>
<th>Keystone Broadcasting System</th>
<th>Mutual Broadcasting System</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Circle 7-5700</td>
<td>Plaza 5-2000</td>
<td>Plaza 7-1460</td>
<td>Pennsylvania 6-9600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Trafalgar 3-7000</td>
<td>Plaza 3-6513</td>
<td>Murray Hill 9-6084</td>
<td>Murray Hill 9-6084</td>
<td>Akridge 7-0851</td>
<td>Plaza 9-8150</td>
<td>Murray Hill 6-1860</td>
<td>Murray Hill 2-2144</td>
<td>Murray Hill 6-4317</td>
<td>ORegan 9-1575</td>
<td>LXington 2-2450</td>
<td>PLaza 9-3747</td>
<td>Plaza 9-6022</td>
<td>7-7655</td>
<td>Circle 7-0624</td>
<td>Murray Hill 3-3421</td>
<td>Wisconsin 7-8620</td>
<td>Murray Hill 2-8755</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Radio-Television Program and Transcription Cos.

Advance Television Pictures Service ... Circle 5-4573
Advertisers Recording Service, Inc. ... Circle 5-2471
Affiliated Program Service, Inc. ... Murray Hill 4-4488
Air Features Commission ... Circle 5-2000
Alton Alexander Productions ... Lorraine 8-2200

Ambassador Films, Inc. ... Murray Hill 4-5000
American Institute Food Products. ... Murray Hill 4-5000
Apex Recording Studios, Inc. ... Plaza 7-8000
Arts Recordings, Inc. ... Murray Hill 9-5000
Associated Program Service ... Murray Hill 7-7710
Associated Radio & TV Productions, Inc. ... Longacre 3-2950
Jack Barry Productions ... Murray Hill 6-3000
Bosch Radio & TV Productions, Inc. ... Murray Hill 2-8877
Bass & Co., Inc. ... Whitehall 3-0580
V. S. Becker Advytg. Service ... LUXEmburg 2-1040
Bellon Related Corp. ... Circle 5-2472
Ford Band Radio Productions, Inc. ... Circle 7-2336
Ruth & Gilbert Braun ... Schuyler 4-8896
Byron Productions Co. ... Murray Hill 7-4950
The Bruce還有mer Co. ... Whitehall 2-3534
Cineffects, Inc. ... Murray Hill 4-0951
Cinemart, Inc. ... Murray Hill 4-1562
Columbia Recording Co. ... Murray Hill 4-9650
Columbia Western, Inc. ... Murray Hill 5-7100
Louis G. Cowan, ... Murray Hill 9-3700
Frederic Damrau, M.D. ... Murray Hill 6-3638
Gordon M. Deutch Productions, Inc. ... Murray Hill 9-2200
Decca Records, Inc. ... Columbus 5-2303
Roy DeGroot, Consultants, Inc. ... Murray Hill 7-9149
Empire Broadcasting Co. ... Murray Hill 7-4500
National Famous Artists Corp. ... Murray Hill 2-2700
Fisher Productions ... Pennsylvania 6-9557
Edward H. Ford, ... Luxemburg 7-2188
Allen A. Funt Radio Productions, Inc. ... Murray Hill 5-1211
Gale, Inc. ... Murray Hill 7-5111
General Artists Corp. ... Circle 7-7543
John E. Gibbs & Co. ... COumbus 5-4888
Harry S. Goldsmith Radio Productions ... Circle 5-3580
Les Haffen & Co. ... Murray Hill 3-4840
Laurence Hammond Productions, Inc. ... Plaza 9-2210
Arthur Henley Productions ... ILLinios 6-7299
Ted Hudes National TV Productions ... Murray Hill 6-3195
Hummert Radio Features ... Murray Hill 5-2700
International 16mm Corp. ... Circle 7-2265
Kerr-Remay Radio Corp. ... Murray Hill 9-4770
Keystone Consolidated Recording System, Inc. ... Murray Hill 7-4854
Long-Worth Feature Programs, Inc. ... Juxemburg 6-5700
Bob Loewi Productions, Inc. ... Murray Hill 8-2600
Phillips, H. ... Murray Hill 9-0123
Charles Michelson, Inc. ... Murray Hill 7-0695
Motion Pictures Stages, Inc. ... Murray Hill 3-4840
William Norris Agency, Inc. ... Circle 7-2160
Murphy-Lee Productions, Inc. ... Murray Hill 6-3195
Music Corp. of America ... Murray Hill 9-7500
Muzak Corp. ... Murray Hill 7-7710
NBC Radio Recording Div. ... Circle 7-8300
National Famous Artists Corp. ... Murray Hill 2-2700
Nelson Productions, Inc. ... Murray Hill 6-5862
Original Radio Productions, Inc. ... Schaumberg 4-8896
Press Associations, Inc. ... Murray Hill 7-1111
Proctor Productions, Inc. ... Murray Hill 6-4360
Radio Artists Corp ... Murray Hill 8-0944
Radio Events, Inc. ... Murray Hill 7-1661
Radio Features of America ... LUXEmburg 2-1040
Radio-Video Associates ... Murray Hill 9-5781
Remack Enterprises, Inc. ... Murray Hill 7-7979
Reeves Sound Studios, Inc. ... Oregon 9-3350
Roberts Radio TV Stage & Screen Studios ... Murray Hill 6-3195
Rockhill Radio ... Murray Hill 9-7979
Bernard L. Sackett TV Productions, ... LUXEmburg 2-1690
Bernard L. Schubert, Inc. ... Murray Hill 8-3100
SESAC, Inc. ... Murray Hill 5-3563
K. R. Smith ... Murray Hill 2-3791
Henry Sauvage, Inc. ... Circle 7-5666
Richard Stark & Co. ... Circle 6-3377
Richard Strout Productions ... Murray Hill 2-6924
Irvin Paul Sulids, Inc. ... TEMpleton 8-7025
Telecama Productions, Inc. ... Murray Hill 6-9933
Television Productions, Inc. ... Murray Hill 3-2940
Torchlight Productions ... Wisconsin 7-0771
Towers of London, Ltd. ... LUXEmburg 2-5131
Transcribed Radio Shows ... Murray Hill 2-3530
Transcribed Broadcast System ... Murray Hill 5-1660
Transfilm, Inc. ... Murray Hill 2-1400
United Press Associations ... Murray Hill 2-0400
Thomas J. Valentino ... Circle 6-4840
Video Associates, Inc. ... Murray Hill 3-7966
Chick Vincent Co. ... ElDorado 5-0734
Van Baunrnann Studio ... Rhinelander 4-5508
Roger White Productions, Inc. ... Murray Hill 5-3935
Wolf Associates, Inc. ... Murray Hill 5-7620
Wolff-Feldman Enterprises, Inc. ... LACKawanna 4-3450
World Broadcasting System, Inc. ... Murray Hill 8-4700
World Video Productions ... Murray Hill 9-0040
Wynn Wright Associates ... Murray Hill 3-4417
Frederick W. Ziv Co., Inc. ... Murray Hill 8-4700
Radio and Television
TELEPHONE NUMBERS
in CHICAGO

AM Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAAF</td>
<td>6-1932</td>
<td>Randolp</td>
</tr>
<tr>
<td>WAIQ</td>
<td>2-0660</td>
<td>Franklin</td>
</tr>
<tr>
<td>WBBM</td>
<td>4-6000</td>
<td>Whitehall</td>
</tr>
<tr>
<td>WCFE</td>
<td>4-2440</td>
<td>Eastgate</td>
</tr>
<tr>
<td>WCRW</td>
<td>7-6860</td>
<td>Eastgate</td>
</tr>
<tr>
<td>WEDC</td>
<td>2-9461</td>
<td>Rockwell</td>
</tr>
<tr>
<td>WENR</td>
<td>3-7800</td>
<td>Blackett</td>
</tr>
<tr>
<td>WGES</td>
<td>2-1700</td>
<td>SACramento</td>
</tr>
<tr>
<td>WGN</td>
<td>7-0100</td>
<td>Superior</td>
</tr>
<tr>
<td>WHFC</td>
<td>2-7756</td>
<td>Superior</td>
</tr>
<tr>
<td>WIND</td>
<td>4-2170</td>
<td>Whitehall</td>
</tr>
<tr>
<td>WJID</td>
<td>2-5466</td>
<td>State</td>
</tr>
<tr>
<td>WLS</td>
<td>9-7000</td>
<td>MONroe</td>
</tr>
<tr>
<td>WMAB</td>
<td>7-8300</td>
<td>Superior</td>
</tr>
<tr>
<td>WMWX</td>
<td>2-1570</td>
<td>ANDover</td>
</tr>
<tr>
<td>WNMP</td>
<td>3-1590</td>
<td>SHEldrake</td>
</tr>
<tr>
<td>WNBC</td>
<td>9-6960</td>
<td>MONroe</td>
</tr>
</tbody>
</table>

FM Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEAQ</td>
<td>2-1128</td>
<td>AmbASSador</td>
</tr>
<tr>
<td>WEFM</td>
<td>2-1357</td>
<td>State</td>
</tr>
<tr>
<td>WEMS</td>
<td>6-2551</td>
<td>Financial</td>
</tr>
<tr>
<td>WMOR</td>
<td>3-6505</td>
<td>ANDover</td>
</tr>
<tr>
<td>WAOA</td>
<td>2-6272</td>
<td>SACramento</td>
</tr>
<tr>
<td>WXRT</td>
<td>4-1711</td>
<td>Whitehall</td>
</tr>
</tbody>
</table>

Television Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBBK</td>
<td>6-8210</td>
<td>Randolp</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>3-7800</td>
<td>ANDover</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>6-0011</td>
<td>Financial</td>
</tr>
<tr>
<td>WNBQ</td>
<td>7-8300</td>
<td>Superior</td>
</tr>
</tbody>
</table>

National Networks

American Broadcasting Co. | ANDover 3-7800
Columbus Broadcasting System | Whitehall 4-6000
Keystone Broadcasting System | State 2-1590
Mutual Broadcasting System | Whitehall 4-5060
National Broadcasting Co. | Superior 7-8300

Station Representatives

John Blair & Co. | Superior 7-8659
The Broncho Co. | Central 6-5775
Burn-Smith Co. | Central 6-4437
Capper Publications | Central 6-5977
Crosby Broadcasting Corp. | Central 4-5060
Free & Peters, Inc. | ANDover 2-6373
Headley-Reed Co. | ANDover 4-6866
George P. HOLLingbery | ANDover 3-2636
Hol HOLman Co. | ANDover 2-0016
The Katz Agency | Central 6-4006
Joseph Henshey McGillaufen | State 2-5282
I. P. McKinney & Son | Superior 7-9866
Robert Meeker Associates, Inc. | Central 6-1742
National Broadcasting Co. | Superior 7-8300
John E. Pearson Co. | ANDover 2-2359
John H. Perry Associates | Harrison 7-8085
Edward Petry & Co. | DELaware 7-8600
Radio Sales | Whitehall 4-6000
Radio Advertising Co. | Central 6-1743
William G. Rambeau Co. | ANDover 3-5566
Paul H. ROYmer Co. | Superior 7-4473
Sears & Roebuck & Co. | Superior 7-8177
The Walker Co. | ANDover 3-5771
Weed & Co. | Randolp 7-7730

Advertising Agencies

Aubrey, Moore & Wallace, Inc. | Financial 6-1600
Advil & Lee | WABash 2-0315
N. W. Ayer & Son, Inc. | Randolp 3-4566
A. N. Bock Advertising Co. | ANDover 2-8805
J. W. BODGO | Superior 7-8500
Gordon, Best, Co. | State 2-5060

Hill Blackett & Co. | STate 2-0950
Bozelle & Co., Central | 6-6589
Richard Bradford Associates | Whitehall 4-5543
Buchanan & Co., Inc. | DELaware 7-5522
Leo Burnett Co., Inc. | Central 6-5959
Burnett-Kuhn Advertising Co. | Superior 7-3800
Campbell-Ewald Co. | Central 6-1946
Campbell-Mithun Inc. | DELaware 7-7553
Doremus & Co. | Central 6-9132
Erwin Wasey & Co. | Randolp 6-4952
Albert Frank-Gunther Law, Inc. | DELeburn 2-6424
Foote, Cone & Belding | Superior 7-4800
Goodkind, Joice & Morgan | Superior 7-6746
Grant Advertising, Inc. | Superior 7-6500
Henri, Hurst & McDonald, Inc. | Superior 7-2000
H. W. Kastor & Sons Advertising Co. | Central 6-3331
W. E. L. & Bally Co. | ANDolp 6-4696
MacFarland, Aveyard & Co. | ANDolp 6-9360
Maxson, Inc. | Whitehall 4-1676
C. L. McCauley | Central 6-1676
Mitchell-Faust Advertising Co. | STate 2-6610
Needham, Louis Brophy, Inc. | STate 2-5151
Presba, Fellers & Presba | Central 6-7685
L. W. Bromley & Co. | ANDolp 2-3515
Rocheti, Williams & Cleary | ANDolp 9-7960
Ruthrauff & Ryno, Inc. | Financial 6-1833
Schwimmer & Scott | DELaware 2-1815
Russell M. Seeds Co. | DELaware 7-1045
Sherman & Marquette, Inc. | DELaware 7-8000
J. Walter Thompson Co. | Superior 7-0303
Wade Advertising Agency | STate 2-7353
Weston-Barnett, Inc. | Whitehall 4-7725
Young & Rubicam | Financial 6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc. | Superior 7-0506
Richard Bradley Associates | Whitehall 4-5543
Dirk Courtenay & Associates | Independence 3-0225
Louis C. Cowan & Co. | ANDolp 1-2359
Charter-Coleman Productions | DELaware 6-6150
Chicago Recording Co. | Central 6-5275
Columbia Records Corp. | WHITEhall 4-6000
Decca Records, Inc. | INdependence 7-5280
Feature Productions | STate 2-8999
Green Associates | Central 6-5599
Wendell Hall Music Maker Prod. | Groccland 2-6418
Hollywood Sound Features, Inc. | DELaware 2-0373
William Morris Agency | State 2-3632
Jewell Radio Productions | Financial 6-4474
Beulah Konney, Inc. | STate 2-5060
Herbert S. Laufman | WEBster 9-2302
Les Lear Productions Corp. | ANDolp 3-7233
Art Linich Enterprises | Superior 7-3311
Monogram Radio Programs, Inc. | ANDolp 3-7169
Morton Radio Productions, Inc. | Central 6-4144
Music Corp. of America | DELaware 7-1100
NBC Radio Recording Division | Superior 7-5200
Radio Features, Inc. | FRanklin 2-4392
RCA Manufacturing Co. | WHITEhall 4-4600
Standard Radio Trans, Service, Inc. | State 2-3153
Hal Tate Radio Productions | SHeldrake 3-0880
Tele-Radio Creations, Inc. | MOhawk 4-0015
Television Adv. Productions, Inc. | State 2-3941
Wright Radio Productions | Superior 7-1280
Frederic W. Ziv Co. | FRanklin 2-8917

News Agencies and Ass'ns.

Associated Press | State 2-7700
International News Service | ANDolp 3-1234
Press Association, Inc. | State 2-4581
Transradio Press Service | State 2-7904

RADIO DAILY

ANDolp 3-6050
United Press | ANDolp 6-4172
**Radio and Television TELEPHONE NUMBERS in LOS ANGELES**

### AM Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KALI</td>
<td>Pasadena</td>
<td>1070</td>
<td>KALI</td>
</tr>
<tr>
<td>KECA</td>
<td>Hudson</td>
<td>1240</td>
<td>KECA</td>
</tr>
<tr>
<td>KFAC</td>
<td>Dunkirk</td>
<td>1230</td>
<td>KFAC</td>
</tr>
<tr>
<td>KFI</td>
<td>Dunkirk</td>
<td>1232</td>
<td>KFI</td>
</tr>
<tr>
<td>KFMV</td>
<td>Hillside</td>
<td>1400</td>
<td>KFMV</td>
</tr>
<tr>
<td>KFOX</td>
<td>Madison</td>
<td>1247</td>
<td>KFOX</td>
</tr>
<tr>
<td>KFVD</td>
<td>Dunkirk</td>
<td>1234</td>
<td>KFVD</td>
</tr>
<tr>
<td>KFWB</td>
<td>Hempstead</td>
<td>1515</td>
<td>KFWB</td>
</tr>
<tr>
<td>KGEL</td>
<td>Madison</td>
<td>2551</td>
<td>KGEL</td>
</tr>
<tr>
<td>KGFI</td>
<td>Hillside</td>
<td>2011</td>
<td>KGFI</td>
</tr>
<tr>
<td>KGIL</td>
<td>San Fernando</td>
<td>73467</td>
<td>KGIL</td>
</tr>
<tr>
<td>KHLJ</td>
<td>Hudson</td>
<td>2123</td>
<td>KHLJ</td>
</tr>
<tr>
<td>KKDB</td>
<td>Glendale</td>
<td>52388</td>
<td>KKDB</td>
</tr>
<tr>
<td>KLCG</td>
<td>Hudson</td>
<td>72311</td>
<td>KLCG</td>
</tr>
<tr>
<td>KMGM</td>
<td>Texas</td>
<td>03311</td>
<td>KMGM</td>
</tr>
<tr>
<td>KMPC</td>
<td>Hollywood</td>
<td>9341</td>
<td>KMPC</td>
</tr>
<tr>
<td>KXON</td>
<td>Hollywood</td>
<td>91212</td>
<td>KXON</td>
</tr>
<tr>
<td>KOWL</td>
<td>Santa Monica</td>
<td>46761</td>
<td>KOWL</td>
</tr>
<tr>
<td>KKX</td>
<td>Charlotte</td>
<td>21011</td>
<td>KKX</td>
</tr>
<tr>
<td>KXKW</td>
<td>Pasadena</td>
<td>6744</td>
<td>KXKW</td>
</tr>
<tr>
<td>KXLA</td>
<td>Pasadena</td>
<td>6931</td>
<td>KXLA</td>
</tr>
</tbody>
</table>

### FM Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KECA-FM</td>
<td>Hudson</td>
<td>1214</td>
<td>KECA-FM</td>
</tr>
<tr>
<td>KKI-FM</td>
<td>Dunkirk</td>
<td>2121</td>
<td>KKI-FM</td>
</tr>
<tr>
<td>KFMY</td>
<td>Hillside</td>
<td>7406</td>
<td>KFMY</td>
</tr>
<tr>
<td>KHJ-FM</td>
<td>Hudson</td>
<td>2133</td>
<td>KHJ-FM</td>
</tr>
<tr>
<td>KKEA-FM</td>
<td>Hudson</td>
<td>7877</td>
<td>KKEA-FM</td>
</tr>
<tr>
<td>KMGU</td>
<td>Texas</td>
<td>03311</td>
<td>KMGU</td>
</tr>
<tr>
<td>KMPG</td>
<td>Hollywood</td>
<td>5341</td>
<td>KMPG</td>
</tr>
<tr>
<td>KRKD-FM</td>
<td>Tucher</td>
<td>1111</td>
<td>KRKD-FM</td>
</tr>
<tr>
<td>KUSC</td>
<td>Madison</td>
<td>722695</td>
<td>KUSC</td>
</tr>
</tbody>
</table>

### Television Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KECA-TV</td>
<td>Normandy</td>
<td>3311</td>
<td>KECA-TV</td>
</tr>
<tr>
<td>KFI-TV</td>
<td>Dunkirk</td>
<td>2121</td>
<td>KFI-TV</td>
</tr>
<tr>
<td>KLAC</td>
<td>Hudson</td>
<td>72311</td>
<td>KLAC</td>
</tr>
<tr>
<td>KPNB</td>
<td>Hollywood</td>
<td>96161</td>
<td>KPNB</td>
</tr>
<tr>
<td>KTLA</td>
<td>Hudson</td>
<td>22301</td>
<td>KTLA</td>
</tr>
<tr>
<td>KTLS</td>
<td>Hudson</td>
<td>2133</td>
<td>KTLS</td>
</tr>
<tr>
<td>KTVT</td>
<td>Hudson</td>
<td>21301</td>
<td>KTVT</td>
</tr>
</tbody>
</table>

### Networks

- American Broadcasting Co.: Hudson 2-3141
- Columbia Broadcasting System, Inc.: Hollywood 9-1212
- Don Lee Broadcasting System: Hudson 2-2133
- Mutual Broadcasting System: Hudson 2-2133
- National Broadcasting Co.: Hollywood 9-6161
- United-Pacific Network: Exposition 1339

### Station Representatives

- American Jewish Broadcasting: Normandy 2-5546
- Avery-Knedel, Inc.: Tucher 2095
- Walter Biddick Co.: Richmond 6184
- John Blair & Co.: Granite 6103
- Blair TV, Inc.: Granite 6103
- Bolling Co., Inc.: Gladstone 8045
- The Branham Co.: Dunkirk 8-8158
- Howard C. Brown Co.: Hollywood 9-6045

### Advertising Agencies

- Abbott Kimball Co., Inc.: Dunkirk 7-7305
- Ad Associates: Tucher 5713
- R. H. Alber Co.: Hollywood 9-8273
- Allied Advertising: Dunkirk 7-7331
- Anderson-McConell: Webster 8139
- Associated Advertising Agency, Inc.: Dunkirk 8-3145
- Atwater Advog: Webster 3-3488
- N. W. Ayer & Son: Hollywood 8147
- Ball & Davidson, Inc.: York 7947
- Banning Co.: Hollywood 8-3456
- Bass-Luckoff of Hollywood: Bradshaw 2-3396
- Batten, Barton, Durstine & Osborn (Hollywood): Hollywood 9-7337

### Numbers

- (Los Angeles): Webster 1-1234
- Beaumont & Hofman, Inc.: Madison 9-2676
- Benton & Bowles, Inc.: Madison 2-951
- Berghoff Associates, Inc.: Bradshaw 2-2625
- Biow, Inc.: Hollywood 2377
- W. Earl Bothwell, Inc.: Granite 6114
- Botsford, Constantine & Gardner: Hollywood 1753
- Brissacher, Wheeler & Shoff: Webster 8143
- Buchanan & Co.: Madison 8-0707
- Lea Burnett Co., Inc.: Madison 8-8131
- Campbell-Ewald Co.: Richmond 6204
- Cecil & Presby, Inc.: Belpre 2324
- Coleman-Jones: Madison 6-5869
- Compton Advertising, Inc.: Madison 9-8107
- Cunningham & Walsh, Inc.: Granite 6131
- Dancer, Fitzgerald & Sample, Inc.: Madison 2-3256
- Davis, Harrison, Simmonds: Madison 2-2311
- Roy S. Durstine Inc.: Madison 8-3411
- Erwin-Weasly & Co., Ltd.: Madison 9-1301
- William Esty & Company: Hollywood 2-3366
- Ted H. Factor: Dunkirk 8-3111
- Dick Fishell & Assoc.: Creekview 5-4557
- Foote, Cone & Belding: Hollywood 9-6265
- Foote, Cone & Belding (L. A.): Michigan 7651
- Frank Ford: Gladstone 1768
- A. Newton Free Co.: Michigan 1195
- John F. Friburg & Co.: Normandy 3-2111
General Advtg. - HEmstead 5129
Glasser-Coyley - Dúnkirk 4-2111
Glenordon Inc. - Hollywood 9-5371
Grant Advtg. - Trinity 1384
Will Grant - HUsdon 8-547
Harrington-Whitney & HJast - WEBster 3-5577
Heasley & Heasley - CRestview 5-6875
Hixson & Jorgensen, Inc. - MÚtual 9-8331
Horgan Advertising - TRinity 9-5317
Irwin-McHugh - BRowshad 2-5455
W. C. Jeffries Co. - Dúnkirk 2-8271
Dana Jones Co. - TÕcker 6131
Raymond Keane - WEBster 1-1459
Edwards S. Kellogg Co. - Dúnkirk 2-5811
Kenyon & Eckhardt - Hillside 8368
William Kester - Hillside 9251
J. B. Jiefer - Dúnkirk 2-8373
Kudner, Inc. - HEmstead 4615
Lander-Young - Dúnkirk 8-7194
Lennen & Mitchell, Inc. - CRowndale 1-7221
Lockwood-Shackelford - Dúnkirk 8-3121
Dudley L. Logan - MÀ.tion 9-1664
Mack-Wharton - Rich mond 7-5477
Mays & Co. - Trinity 8534
McCann-Erickson - Hillside 8261
McKee & McKeen - HOLlywood 9-1109
McNeil & McClure - HUDson 2-2337
Dan B. Miner - Trin ity 9711
Thomas Mody & Assoc. - Dúnkirk 2-1127
Raymond R. Morgan - REmstead 4191
H. C. Morris & Co., Inc. - Hillside 8233
Murray-Dymock-Carson, Inc. - WEbster 5277
Needham, Louis & Braby - HUDson 2-2391
Nelson Advtg. Service - Michigan 5048
Mike Newman & Associates - HUDson 2-1208
N. J. Newman - TRinity 7664
Pacific Advtg. Service - Prospect 5303
Lyman Peters, Inc. - CHarleston 5-3619
Wesley H. Porter - HEmstead 1590
L. W. Ramsay Co. - HOLlywood 9-3523
Larry Raymond Co. - YORK 8125
Lee Ringer Advtg. - Dúnkirk 7-8131
Roehe-Eckoff & Assoc. - HOLlywood 9-5363
Rockett-Lauritten - PrEPublic 2-9141
Ross-Gardner-White - Dúnkirk 7-2211
Ruthrauff & Ryan - Hillside 7593
Ross Sawyer - WEbster 6275
Scholarship Service - Michigan 2396
Russel M. Seeds - HUDson 2-1296
Seidel Advtg. - HUDson 2-7296
The Shaw Co. - MÚtual 5161
Dean Simmons - WEBter 2-5797
Smith, Bull & McCreery - HEmstead 5671
Barton A. Stebbins - TRinity 8821
Suddler Co. - Trinity 7009
Sullivan, Stauffer, Co well & Bayles, Inc. - Hillside 2119
Taggart & Young - WEBster 3-8108
J. Walter Thompson Co. - (Hollywood) - Hill side 7241
(Los Angeles) - MADison 2661
The Tullis Co. - HEmstead 6831
Universal Advtg. - Hillside 8218
Van der Boom Hunt, McNaughton, Inc. - MADison 6-8337
Wade Advtg. - Mìchigan 8608
Warwick & Legler - HEmstead 8163
R. W. Webster - MADison 9-2283
Milton Weinberg Co. - TUCKer 4111
Adolph Wenzel Service - CRestview 4-5241
Word Wheelock Co. - Hillside 9221
Western Advtg., Inc. - Dúnkirk 7-7367
Young & Rubicam - HOLlywood 9-2734

Radio-TV Telephone Numbers in Los Angeles

Audio-Video Recorders, Inc - CRestview 5-4373
Bill Bates - HEmstead 6062
B & B Recording Studios - THornwall 1397
George R. Bentol & Assoc. - GOPple 3929
Walter Biddick Co. - Rich mond 6184
Capital Records - HOLlywood 9-8171
The Cardinal Co. - HEmstead 8101
Eddie Goss Productions - CRestview 9-4303
Leslie Clucas - HOLlywood 5111
Columbia Records, Inc. - BRadshaw 2-5411
Commodore Productions - HOLlywood 8-7109
Bing Crosby Enterprises - BRadshaw 2-2771
Crosby & Fogle - G ramifications 3711
Des Autels & Graham - HUdson 2-2291
Jeri Denkine Productions - HUdson 2-7013
Eccles Recordings, Inc. - Hillside 8351
Electro-Vox Recording Studio - GLandstone 2189
Bruce Eells & Assoc. - HOLlywood 3-7372
Jerry Fairbanks Productions - HUdson 2-1101
Finley Transcriptions, Inc. - BRadshaw 2-5841
Five Star Productions - HOLlywood 9-5280
General Artists Corp - CRestview 1-3101
General Radio Productions - BRadshaw 2-6211
Mitchell Gerts Agency, Inc. - CRestview 4-5491
Grace Gibson Productions - GRamote 5543
John G. Hicken Productions - HUdson 9-1109
Andrew G. Hickox Productions - HOLlywood 9-2281
Hollywood Central Recording Studio - HEmstead 2070
Hollywood Music Record Studios, Inc. - CRestview 4-5242
Inter-Calif. Bestg. System - MÚtual 2759
Robert Kennedy James, Inc. - CRestview 4-6041
Robert Joseph Television Productions - SUNset 1-1331
Lawrence Lee Productions - CRestview 5124
Lawrence Productions - GRamote 5543
C. P. MacGregor Sound Studios - Dúnkirk 4-4191
Ted MacMurray & Co. - Hillside 4305
Mayfair Transcriptions, Inc. - GLandstone 1454
Fred C. Mertens & Assoc. - Dúnkirk 3-7372
Les Mitchell Productions - FLorida 3-1105
Monogram Radio Programs, Inc. - GLandstone 2045
Music Citie - HUdson 9-8211
Ed Paul Phillips Agency - HUdson 2-7245
Precision Recording Co. - PLesaint 5-7633
George Logan Price, Inc. - HOLlywood 3-7372
Radio Recorders, Inc. - HEmstead 3292
Rediowision Production - HOLlywood 9-7039
RCA, Victor Division - Hillside 5711
(Recorded ShoFlajo - BRadshaw 6811
Jack Rourke Productions - HUdson 7178
James L. Sashier Agency, Inc. - CRestview 1-7731
Script It Productions - Dúnkirk 6-6576
Sentinel Productions - HEmstead 6828
Standard Radio Transcription Service, Inc. - CRestview 4-9001
Richard Stout Productions - HUdson 2-2145
Studio & Artists Recorders - Hillside 8741
Sunshine Audio Sales & Service - ORegon 2-1443
Television Film Co. - CRestview 1-0700
Teel-Air Associates - GLandstone 2070
Telefilm, Inc. - HOLlywood 9-7205
Telemount Pictures, Inc. - HOLlywood 9-8371
Telepix Corp. - Hillside 8351
Tele-Radio, Inc. - CRestview 6-7371
Television Productions - HEmstead 2070
Television Films of America - GLandstone 2624
Televaay Radio Productions - BRadshaw 2-1447
The Thomas Co. - Hillside 6564
TV Ad. Inc. - Dúnkirk 8-1323
20th Century Television - CRestview 5-6875
United Productions of America - CHarleston 0-7717
Universal Recorders - HOLlywood 9-8282
Vallely Video - Hillside 6118
Widling Picture Productions of Calif. - WEbster 2-3508
Fletcher Wiley Productions - HOLlywood 9-1212
Hal Wilson Productions - HOLlywood 9-1714
Herbert Wixson - SUNset 2-3580
World Broadcasting System - HEmstead 5121
WRS Recording Lab - HEmstead 5121
Frederick W. Ziv - HEmstead 5121
Radio Artists Agencies

American Federation of Radio Artists
Hillside 5125

Artists Agency Corp.
Crestview 6-1071

Stanley Bergerman
Crestview 6-3196

Phil Bloom
Crestview 4-6064

Business Administration Co.
Crestview 6-7071

Century Artists
Hudson 2-1283

Cinema Authors & Artists Agency
Crestview 6-6241

Columbia Artists Management
Hillside 5316

Hallam Cooley Agency
Crestview 5-6161

Jack Creamer
Gladstone 9683

Everett N. Crosby
Birchadw 2-2771

Ken Dolan & Co.
Hollywood 9-3558

Famous Artists
Crestview 1-5222

Federal Artists Corp.
Crestview 5-5251

Ferry & Pickman
Crestview 5-4598

Frederick Bros.
Crestview 1-6294

General Artists
Crestview 1-8101

Mitchell Gertz
Crestview 4-5491

Bruce Gern
Crestview 5-1660

Goldstone Agency
Crestview 6-1071

Mitchell J. Hamilburg
Crestview 5-4171

Hartford Agency
Crestview 4-5416

Lou Irwin
Crestview 1-7131

Sam Jaffe
Crestview 6-6121

Paul Kohner
Crestview 1-5165

Earl Kramer
Crestview 6-2338

Levée-Short
Crestview 5-0626

Levée-Stark
Crestview 1-5781

A. S. Lyons
Crestview 1-6131

Muncokey Artists Corp.
Hillside 7141

MCA Artists, Ltd.
Crestview 6-2001

Monter-Cray
Crestview 1-1191

William Morris
Crestview 1-6161

George Rosenberg
Crestview 1-8121

Radio Registry
Hillside 8321

Radio Artists Corp.
Crestview 1-7111

Art Rush
Hillside 5161

The Salkow Agency
Crestview 1-9134

James L. Saphier
Crestview 1-7231

Schwarz Agency
Crestview 4-6301

Louis Shurr
Crestview 1-1116

Edward Sherman
Crestview 5-0186

Stempel-Olenick
Crestview 1-7141

A. George Volck
Crestview 6-3121

D. M. Winkler
Crestview 1-7244

Chas. Wendling
Crestview 6-2348

Publications

Broadcasting-Telecasting
Hillside 8181

Hollywood Reporter
Hillside 7411

RADIO DAILY
Gladstone 8436

Radio Life
Hillside 9275

Radio News
Tucker 9123

Variety
Hollywood 1141

Radio Artists Directory
Hillside 1010

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.
Hudson 2-7251

Facts Consolidated
LY 2181

C. E. Hooper, Inc.
Hollywood 9-3553

Moffett Research Co.
Hillside 5653

Radio-TV Phone Numbers in Los Angeles

Radio Artists Agencies

American Federation of Radio Artists
Hillside 5125

Artists Agency Corp.
Crestview 6-1071

Stanley Bergerman
Crestview 6-3196

Phil Bloom
Crestview 4-6064

Business Administration Co.
Crestview 6-7071

Century Artists
Hudson 2-1283

Cinema Authors & Artists Agency
Crestview 6-6241

Columbia Artists Management
Hillside 5316

Hallam Cooley Agency
Crestview 5-6161

Jack Creamer
Gladstone 9683

Everett N. Crosby
Birchadw 2-2771

Ken Dolan & Co.
Hollywood 9-3558

Famous Artists
Crestview 1-5222

Federal Artists Corp.
Crestview 5-5251

Ferry & Pickman
Crestview 5-4598

Frederick Bros.
Crestview 1-6294

General Artists
Crestview 1-8101

Mitchell Gertz
Crestview 4-5491

Bruce Gern
Crestview 5-1660

Goldstone Agency
Crestview 6-1071

Mitchell J. Hamilburg
Crestview 5-4171

Hartford Agency
Crestview 4-5416

Lou Irwin
Crestview 1-7131

Sam Jaffe
Crestview 6-6121

Paul Kohner
Crestview 1-5165

Earl Kramer
Crestview 6-2338

Levée-Short
Crestview 5-0626

Levée-Stark
Crestview 1-5781

A. S. Lyons
Crestview 1-6131

Muncokey Artists Corp.
Hillside 7141

MCA Artists, Ltd.
Crestview 6-2001

Monter-Cray
Crestview 1-1191

William Morris
Crestview 1-6161

George Rosenberg
Crestview 1-8121

Radio Registry
Hillside 8321

Radio Artists Corp.
Crestview 1-7111

Art Rush
Hillside 5161

The Salkow Agency
Crestview 1-9134

James L. Saphier
Crestview 1-7231

Schwarz Agency
Crestview 4-6301

Louis Shurr
Crestview 1-1116

Edward Sherman
Crestview 5-0186

Stempel-Olenick
Crestview 1-7141

A. George Volck
Crestview 6-3121

D. M. Winkler
Crestview 1-7244

Chas. Wendling
Crestview 6-2348

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

Federal Departments and Agencies

American National Red Cross
Republic 8300

Archives, National
District 6928

Capital U. S. (Senate, House of Reps.)
National 3120

Censors, Bureau of the
Trinidad 3000

Commerce, Department of
Sterling 9200

Copyright Office—Library of Congress
National 2722

Court of Customs & Patent Appeals
National 4696

Executive Mansion
National 1414

FEDERAL COMMUNICATIONS
COMMISSION
Executive 3620

Federal Trade Commission
Executive 6800

Government Printing Office
District 6840

Interior, Department of the
Republic 1820

Justice, Department of
Republic 8200

Labor, Department of
Executive 2420

National Labor Relations Board
Sterling 7373

National Military Establishments
Air Force, Department of The
Republic 6700

Army, Department of The
Republic 6700

Navy, Department of The
Republic 7400

National Research Council
Executive 8100

Patent Office
Sterling 1200

Post Office Department
District 5360

Radio Correspondents' Galleries—Capitol
(Senate & House of Reps.)
National 3120

Radio Script & Transmission Exchange
Republic 1820, Ext. 2225

State, Department of
Republic 5600

Supreme Court of The U. S
Executive 1640

White House
National 1414

Blair House
Republic 1681

Non-Governmental

Clear Channel Broadcasting Service
Executive 0255

Frequency Modulation Ass'n
Hudson 7170

National Association of Broadcasters
Decatur 9300

National Press Club
Republic 2500

RADIO DAILY
Wisconsin 3271

Hobart 7627

National 2292

Radio Manufacturers' Association
National 4901

AM Radio Stations

WARL
Wbens 7800

WBBCC
Oliver 2800

WEM
Wbens 7100

WFAX
Falls Church 0900

WGBY
Shepherd 1030

WINX
Republic 8000

WML
National 5400

WOL
Metropolitan 0010

WOKK
Sterling 7265

WPXK
Overlook 3000

WQW
Executive 8676

WRC
Republic 4000

WTOP
Metropolitan 3200

WWDJ
National 7203

FM Radio Stations

WASH-FM
District 1356

WCAM
Republic 8688

WRC-FM
Republic 4000

WWDJ-FM
National 7203

Television Stations

WMAL-TV
National 5400

WNBW
Republic 4000

WQJC
Sterling 0600

WTTC
Sterling 5300

News Services

Associated Press
District 1500

International News Service
National 1727

Transradio Press
National 1178

United Press
Executive 8400
In the long run, it's results that count... solid, measurable results that have linked these national advertisers to NBC year after year, together with dozens of other leaders now building up similar long runs... obvious effectiveness that in 1949 won 24 new network sponsorships for NBC... busiest network in America.

The National Broadcasting Company
A service of Radio Corporation of America
on NBC for more than 20 years:
The American Tobacco Company
Bristol-Myers Company
Cities Service Company
General Foods Corporation
General Mills, Incorporated
Standard Oil Company of California

National Dairy Products Corporation
The Procter & Gamble Company
Radio Corporation of America
Sterling Drug, Incorporated
Sun Oil Company

on NBC for more than 10 years:
Brown & Williamson Tobacco Corporation

Advertising Medium

on NBC for more than 15 years:
American Home Products Corporation
B. T. Babbitt, Incorporated
Colgate-Palmolive-Peet Company
The Firestone Tire and Rubber Company
S. C. Johnson & Son, Incorporated
Miles Laboratories, Incorporated
Philip Morris & Company, Ltd., Inc.
Campana Sales Company
E. I. du Pont de Nemours & Company, Inc.
Lever Brothers Company
Lewis-Howe Company
Liggett & Myers Tobacco Company
Manhattan Soap Company
The Pure Oil Company
R. J. Reynolds Tobacco Company
Skelly Oil Company
BENRUS SALUTES

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

BENRUS

official watch of famous airlines*

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

As of January 1, 1950, there were in operation almost 3,000 AM and FM stations blanketing the country as against only 96 video outlets in slightly more than 50 cities each serving a 40-mile listening area. And, as of this writing, there are in use in excess of 80 million audio receivers as compared with an estimated four million TV sets.

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

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

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

Any predictions, he admits, regarding future TV effects on radio involves many unresolved questions; however, in 1954, says Nielsen, 38 per cent of the 13,100,000 radio homes in 500,000 population cities will have TV; 36 per cent of the 13,800,000 radio homes in 5,000 to 500,000 population cities will be TV equipped; and, in rural areas, only 4 per cent of an estimated 16,100,000 radio homes will have video.

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

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

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

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

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

110
NEWS SERVICES

*Associated Press*
New York—50 Rockefeller Plaza. PLaza 7-1111

Executives
Executive Director. Kent Cooper
General Manager. Frank J. Starzel
Asst. General Manager for Radio. Oliver Gramling
Secretary. Lloyd Straton
Assistant Secretary. Charles Honce
Radio News Editor. Tom O'Neil

*International News Service*
New York—235 East 45th Street. MUrray Hill 7-8800

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

*Press Association, Inc. (Associated Press)*
New York—50 Rockefeller Plaza. PLaza 7-1111

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

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

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

*Transradio Press Service, Inc.*
New York—521 Fifth Avenue. MUrray Hill 2-4053-4

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

*United Press Associations*
New York—220 East 42nd Street. MUrray Hill 2-0400

Executives
President. Hugh Baillie
Vice-President & General Business Manager. Jack Bisco
V.P. and General News Manager. Earl J. Johnson
Radio News Manager. Phil Newsom
General Sales Manager. Leroy Keller
Radio Sales Manager. Alfred F. Harrison
Still the best mousetrap...
In all advertising, there's only one medium where one advertiser reaches over half the families of the country...21,000,000 families!
...with one program in one month.*

He does it with Network Radio...on CBS.

The Columbia Broadcasting System

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

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

He does it with Network Radio...on CBS.

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers... everywhere in America, week in, week out...at an average cost of approximately 85¢ per thousand people, the lowest cost of actual "advertiser circulation" in all major advertising media today.
A single symbol
and four significant
words...to convey
a new concept
of network radio
in 1950:

the difference is MUTUAL!

"Mister PLUS"
### Non-Commercial AM Stations of the U. S.

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

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letter</th>
<th>License</th>
<th>Freq. (Kc.)</th>
<th>Power (Watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>KFSG</td>
<td>Echo Park Evangelistic Assn...1150</td>
<td>2500 d;1000 n</td>
<td></td>
</tr>
<tr>
<td>Pasadena</td>
<td>KPPC</td>
<td>Pasadena Presbyterian Church 1240</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>KPOF</td>
<td>Pillar of Fire ..................910</td>
<td>5000 d;1000 n</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WMBI</td>
<td>The Moody Bible Inst............1110</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Urbana</td>
<td>WILL</td>
<td>University of Illinois ..........580</td>
<td>5000 d</td>
<td></td>
</tr>
<tr>
<td>La Fayette</td>
<td>WBAA</td>
<td>Purdue University .............920</td>
<td>5000 d;1000 n</td>
<td></td>
</tr>
<tr>
<td>Ames</td>
<td>WOI</td>
<td>Iowa State College .............640</td>
<td>5000 d</td>
<td></td>
</tr>
<tr>
<td>Boone</td>
<td>KFGQ</td>
<td>Boone Biblical College .........1260</td>
<td>250 d</td>
<td></td>
</tr>
<tr>
<td>Decorah</td>
<td>KWLc</td>
<td>Luther College ................1240</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Iowa City</td>
<td>WSUI</td>
<td>The State U. of Iowa ..........910</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Lawrence</td>
<td>KFKU</td>
<td>University of Kansas ..........1250</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Manhattan</td>
<td>KSAC</td>
<td>Kansas State College ..........580</td>
<td>5000 d; 500 n</td>
<td></td>
</tr>
<tr>
<td>East Lansing</td>
<td>WKAR</td>
<td>Michigan State College .......870</td>
<td>5000 d</td>
<td></td>
</tr>
<tr>
<td>Lapeer</td>
<td>WMPC</td>
<td>The Liberty St. Gospel Church 1230</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>KTIS</td>
<td>Nwstrn. Theo. Sem.............900</td>
<td>1000 d</td>
<td></td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>KUOM</td>
<td>University of Minn.............770</td>
<td>5000 d</td>
<td></td>
</tr>
<tr>
<td>Northfield</td>
<td>WCAL</td>
<td>St. Olaf College ...............770</td>
<td>5000 d</td>
<td></td>
</tr>
<tr>
<td>Clayton-St. Louis</td>
<td>KFUO</td>
<td>Lutheran Church-Mo. Synod. ....850</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Zarataph</td>
<td>WAWZ</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brooklyn</td>
<td>WBBR</td>
<td>Watch Tower Soc...............1330</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>WNYC</td>
<td>City of N. Y..................630</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>Grand Forks</td>
<td>KFJM</td>
<td>U. of North Dakota ............1440</td>
<td>1000 d; 500 n</td>
<td></td>
</tr>
<tr>
<td>Columbus</td>
<td>WOSU</td>
<td>The Ohio State U..............820</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Norman</td>
<td>WNAD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corvallis</td>
<td>KOAC</td>
<td>Oregon State Agric. College...550</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Portland</td>
<td>KBPS</td>
<td>Benson Polytechnic School.....1450</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Grove City</td>
<td>WSAJ</td>
<td>Grove City College ............1340</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Rapid City</td>
<td>WCAT</td>
<td>S. Dak. Sch. of Mines &amp; Tech...1230</td>
<td>100 d</td>
<td></td>
</tr>
<tr>
<td>Vermillion</td>
<td>KUSD</td>
<td>University of South Dakota ....920</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Pullman</td>
<td>KWSC</td>
<td>State College of Wash.........1250</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Madison</td>
<td>WHA</td>
<td>University of Wisconsin ......970</td>
<td>5000 d</td>
<td></td>
</tr>
<tr>
<td>Stevens Point</td>
<td>WLBL</td>
<td>State of Wis., Dept. of Agric..930</td>
<td>5000 d</td>
<td></td>
</tr>
</tbody>
</table>

115
Some sales are more profitable than others.

American Broadcasting Company

ABC

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO
So sell hardest where you sell best!

NO MATTER WHAT YOU HAVE TO SELL
ABC
COVERS AMERICA'S BEST MARKETS—EFFICIENTLY!
Some sales are more profitable than others . . . . So sell hardest where you sell best!

American Broadcasting Company

ABC
NEW YORK - CHICAGO - DETROIT
LOS ANGELES - SAN FRANCISCO

NO MATTER WHAT YOU HAVE TO SELL
ABC
COVERS AMERICA'S BEST MARKETS—EFFICIENTLY!
How One Advertising Agency
Looks At Television

No one knows all the answers, today.

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

Believing that, we have, in the last five years spared no effort to develop facilities which will enable Y&R clients to get on outstanding value for every dollar spent in the Television field.

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

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

### TELEVISION SHOWS

<table>
<thead>
<tr>
<th>CLIENT</th>
<th>PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duffy-Mott Company, Inc.</td>
<td>“Hollywood Screen Test”</td>
</tr>
<tr>
<td>Dictaphone Corporation</td>
<td>“Manhattan Spotlight”</td>
</tr>
<tr>
<td>General Electric Company</td>
<td>“The Fred Waring Show”</td>
</tr>
<tr>
<td>General Foods Corporation</td>
<td>“The Aldrich Family”</td>
</tr>
<tr>
<td>Jello Family of Desserts</td>
<td>“The Goldbergs”</td>
</tr>
<tr>
<td>Sanka Coffee</td>
<td>“We, The People”</td>
</tr>
<tr>
<td>Gulf Oil Corporation</td>
<td>“The Goodyear-Paul Whiteman Revue”</td>
</tr>
<tr>
<td>Goodyear Tire &amp; Rubber Co., The</td>
<td>“Silver Theater”</td>
</tr>
<tr>
<td>International Silver Company</td>
<td>“Arthur Godfrey’s Talent Scouts”</td>
</tr>
<tr>
<td>Lipton, Inc., Thomas J.</td>
<td>“Schlitz Family Parade”</td>
</tr>
<tr>
<td>Schlitz Brewing Company, Jos.</td>
<td>“Holiday House”</td>
</tr>
</tbody>
</table>

### TELEVISION SPOT CAMPAIGNS

<table>
<thead>
<tr>
<th>CLIENT</th>
<th>PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borden Company, The</td>
<td>General Foods Corporation</td>
</tr>
<tr>
<td>Bristol-Myers Company</td>
<td>Simmons Company</td>
</tr>
<tr>
<td>Duffy-Mott Company, Inc.</td>
<td>Petri Wine Company</td>
</tr>
<tr>
<td>O-Cedar Cor’u.</td>
<td></td>
</tr>
</tbody>
</table>

YOUNG & RUBICAM, INC.
Advertising — New York Chicago Detroit San Francisco Hollywood
Montreal Toronto Mexico City London

118
BUSINESS

Agency and Sponsor Network Billings

Research Firms

Advertising Agencies

Radio-TV Station Representatives

NINETEEN FIFTY
America runs on

BULOVA

TIME

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

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

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

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE  NEW YORK
Network Billings
AGENCY AND SPONSOR

American Broadcasting Co.
1949 Agency Gross Billings

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
<td>$3,185,036</td>
</tr>
<tr>
<td>J. Walter Thompson Company</td>
<td>3,586,220</td>
</tr>
<tr>
<td>McCann-Erickson, Inc.</td>
<td>2,392,688</td>
</tr>
<tr>
<td>Lennen &amp; Mitchell, Inc.</td>
<td>2,122,919</td>
</tr>
<tr>
<td>Hutchins Advertising Co., Inc.</td>
<td>1,961,929</td>
</tr>
<tr>
<td>Leo Burnett Company, Inc.</td>
<td>1,916,781</td>
</tr>
<tr>
<td>The Row Company, Inc.</td>
<td>1,818,107</td>
</tr>
<tr>
<td>Wm. H. Weitnraub &amp; Co., Inc.</td>
<td>1,599,305</td>
</tr>
<tr>
<td>Kinnier Agency, Inc.</td>
<td>1,554,131</td>
</tr>
<tr>
<td>Young &amp; Rubicam, Inc.</td>
<td>1,414,361</td>
</tr>
<tr>
<td>Battey, Barton, Durstine &amp; Osborn, Inc.</td>
<td>1,178,775</td>
</tr>
<tr>
<td>Compton Advertising, Inc.</td>
<td>1,074,156</td>
</tr>
<tr>
<td>Tatham-Laird, Inc.</td>
<td>1,036,808</td>
</tr>
<tr>
<td>Warwick &amp; Lecler, Inc.</td>
<td>983,752</td>
</tr>
<tr>
<td>Maxon, Incorporated</td>
<td>915,375</td>
</tr>
<tr>
<td>Cecil &amp; Presbrey, Inc.</td>
<td>926,894</td>
</tr>
<tr>
<td>C. J. La Roche &amp; Co., Inc.</td>
<td>818,138</td>
</tr>
<tr>
<td>Sherman &amp; Marquette</td>
<td>813,235</td>
</tr>
<tr>
<td>Benton &amp; Bowles, Inc.</td>
<td>809,960</td>
</tr>
<tr>
<td>Lawrence C. Gumbinner Adv. Agency, Inc.</td>
<td>809,838</td>
</tr>
<tr>
<td>Knox Reeves Advertising, Inc.</td>
<td>778,019</td>
</tr>
<tr>
<td>Sullivan, Stanfill, Colwell &amp; Bayles, Inc.</td>
<td>664,234</td>
</tr>
<tr>
<td>Needham, Louis &amp; Brachy, Inc.</td>
<td>636,198</td>
</tr>
<tr>
<td>Doherty, Clifford &amp; Sheinfeld, Inc.</td>
<td>607,491</td>
</tr>
<tr>
<td>Robert W. Orr &amp; Associates, Inc.</td>
<td>602,382</td>
</tr>
<tr>
<td>Geyer, Newell &amp; Ganger, Inc.</td>
<td>592,976</td>
</tr>
<tr>
<td>The Joseph Katz Company</td>
<td>396,722</td>
</tr>
<tr>
<td>Weisstein &amp; Company</td>
<td>300,572</td>
</tr>
<tr>
<td>Roche, Willians &amp; Cleary, Inc.</td>
<td>355,238</td>
</tr>
<tr>
<td>H. B. Humphreys Company</td>
<td>318,410</td>
</tr>
<tr>
<td>R. H. Alter Company</td>
<td>314,284</td>
</tr>
<tr>
<td>Hixson &amp; Jorgensen, Inc.</td>
<td>324,724</td>
</tr>
<tr>
<td>Weiss &amp; Geller, Inc.</td>
<td>328,870</td>
</tr>
<tr>
<td>MacManus, John &amp; Adams, Inc.</td>
<td>283,054</td>
</tr>
<tr>
<td>Raymond Spector Company</td>
<td>266,598</td>
</tr>
<tr>
<td>Fouto, Cone &amp; Belding</td>
<td>214,983</td>
</tr>
<tr>
<td>Zimm-Decker Company</td>
<td>225,631</td>
</tr>
<tr>
<td>Roy S. Burdine, Inc.</td>
<td>218,168</td>
</tr>
<tr>
<td>Lambert &amp; Feasley, Inc.</td>
<td>202,341</td>
</tr>
<tr>
<td>Bachman &amp; Company, Inc.</td>
<td>170,272</td>
</tr>
<tr>
<td>Thwing &amp; Altman, Inc.</td>
<td>160,587</td>
</tr>
<tr>
<td>Grey Advertising Agency, Inc.</td>
<td>139,092</td>
</tr>
<tr>
<td>Khan-Yan-Petersen-Bump Associates</td>
<td>137,841</td>
</tr>
<tr>
<td>Tucker Wayne &amp; Company</td>
<td>124,154</td>
</tr>
<tr>
<td>Western Adv. Agency, Inc.</td>
<td>125,389</td>
</tr>
<tr>
<td>Huber Hugo &amp; Sons</td>
<td>110,180</td>
</tr>
<tr>
<td>Gotham Adv. Company, Inc.</td>
<td>105,722</td>
</tr>
<tr>
<td>Gardner Advertising Co.</td>
<td>67,021</td>
</tr>
<tr>
<td>Hrshon-Gurfield, Inc.</td>
<td>61,977</td>
</tr>
<tr>
<td>Liller, Neal &amp; Battle Adv. Agency</td>
<td>59,544</td>
</tr>
<tr>
<td>The Clements Company, Inc.</td>
<td>38,711</td>
</tr>
</tbody>
</table>

W. L. Gleeson & Company 48,737
Morey, Hunan & Johnstone, Inc. 41,015
John C. Dowd, Inc. 38,472
Ewell & Thurber Associates 27,807
MacKenzie-Advertising 24,704
Politieals 24,428
Beaumont & Bohman, Inc. 21,160
Lockwood-Shakelford 20,596
John F. Murray Adv. 15,780
Russell, Harris & Wood, Inc. 13,546
Pacific National Advertising 13,332
Irwin-McHugh Adv. Agency 13,250
Charles W. Hoyt Company, Inc. 13,101
No Agency 11,808
Hill & Knowlton, Inc. 11,764
Wiltman & Callahan 11,710
Farman, Feiner & Co., Inc. 11,181
Philip J. Munny, Company, Inc. 11,036
Brisacher, Van Norden & Staff, Inc. 6,729
Raymond R. Morgan Co. 6,240
Abbott Kimball Co., Inc. 5,981
Cowen & Whitmore Adv. Agency 4,950
Honig-Cooper Company 2,160
Glasser-Galley, Inc. 1,110
West-Marquis, Inc. 1,050

TOTAL 842,342,225

Mutual Broadcasting System
1949 Agency Gross Billings

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cecil &amp; Presbrey, Inc.</td>
<td>$1,972,202</td>
</tr>
<tr>
<td>Wade Advertising Agency</td>
<td>1,159,329</td>
</tr>
<tr>
<td>J. Walter Thompson Co.</td>
<td>1,211,655</td>
</tr>
<tr>
<td>McCann-Erickson, Inc.</td>
<td>1,096,566</td>
</tr>
<tr>
<td>Sherman &amp; Marquette</td>
<td>856,559</td>
</tr>
<tr>
<td>Neal D. Ivey Co.</td>
<td>919,129</td>
</tr>
<tr>
<td>Gardner Advertising Co., Inc.</td>
<td>914,149</td>
</tr>
<tr>
<td>Benton &amp; Bowles, Inc.</td>
<td>757,195</td>
</tr>
<tr>
<td>Kinnier Agency, Inc.</td>
<td>688,810</td>
</tr>
<tr>
<td>Grey Advertising Agency, Inc.</td>
<td>580,562</td>
</tr>
<tr>
<td>Roy S. Burdine, Inc.</td>
<td>566,737</td>
</tr>
<tr>
<td>William H. Weitnraub Co., Inc.</td>
<td>561,592</td>
</tr>
<tr>
<td>Grant Advertising, Inc.</td>
<td>490,189</td>
</tr>
<tr>
<td>Sullivan, Stanfill, Colwell &amp; Bayles, Inc.</td>
<td>175,537</td>
</tr>
<tr>
<td>Erwin Wasey &amp; Co., Inc.</td>
<td>161,612</td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan, Inc.</td>
<td>156,978</td>
</tr>
<tr>
<td>Gotham Advertising Co., Inc.</td>
<td>428,289</td>
</tr>
<tr>
<td>Aubrey, Moore &amp; Wallace, Inc.</td>
<td>402,294</td>
</tr>
<tr>
<td>Hill Buckett &amp; Co.</td>
<td>387,230</td>
</tr>
<tr>
<td>Brown Radio Productions, Inc.</td>
<td>366,502</td>
</tr>
<tr>
<td>Walker &amp; Downing</td>
<td>355,315</td>
</tr>
<tr>
<td>Stanley G. Bayton Advertising Co.</td>
<td>332,181</td>
</tr>
<tr>
<td>Western Advertising, Inc.</td>
<td>290,130</td>
</tr>
<tr>
<td>Maxon, Inc.</td>
<td>278,918</td>
</tr>
<tr>
<td>H. B. Humphreys Co.</td>
<td>231,178</td>
</tr>
<tr>
<td>Huber &amp; Sons, Inc.</td>
<td>211,203</td>
</tr>
</tbody>
</table>
Since 1898...

THE AGENCY OF THE SHOW WORLD

WILLIAM MORRIS AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON
O'Neill, Larson & McMahon 172,352
Durland, Inc. 155,917
Glenn-Jordan-Stoezel, Inc. 141,668
Harry H. Cohen Advertising Co. 122,688
Evans Associates Co. 115,818
Batten, Barton, Durstine & Osborne, Inc. 106,528
St. Georges & Keyes, Inc. 76,080
Birmingham, Castlemale & Pierce, Inc. 67,070
Raymond Spector, Inc. 65,048
Ewell & Thurber Associates 62,774
Tracy-Locke Co. 49,929
Ralph H. Jones Co. 45,960
Van Sant, Dugdale & Co., Inc. 44,465
William Esty Co. 32,860
Crook Advertising Agency 30,740
Weston-Barnett, Inc. 23,551
Klinger Advertising Corp. 20,188
Henri, Hurst & McDonald, Inc. 18,759
Charles W. Hoyt Co., Inc. 14,560
J. M. Mathes, Inc. 11,352
Brook, Smith, French & Durance, Inc. 8,811
Sorensen & Co. 8,800
Counselors Advertising 5,876
Furman & Feiner Co., Inc. 5,801
Raymond K. Morgan Co. 5,121
Smith, Bull & McCreery, Inc. 5,310
Leo Burnett Co., Inc. 4,518
Brooks & Co. 4,096
Buchanan & Co., Inc. 2,901
Charles Schlafner & Co., Inc. 1,371

TOTAL $18,971,695

American Broadcasting Co.
1949 Sponsor Expenditures

General Mills, Inc. $ 1,805,036
Sterling Drug, Inc. 2,392,910
Swift & Company 2,336,418
P. Lurilhard Company 2,122,919
Pillsbury Mills, Inc. 2,061,016
Philco Corporation 1,901,929
The Quaker Oats Co. 1,031,713
Pepsi-Cola Company 1,328,111
Libby, McNeill & Libby 1,335,712
The Procter & Gamble Co. 1,074,156
A. & M. Dept. of G. E. 957,168
Emitable Life Assurance Society 909,025
Westinghouse Electric Corp. 901,817
The Norwich Pharmacal Co. 809,838
Association of American Railroads 776,311
Gillette Safety Razor Co. 731,151
The Texas Company 677,255
U. S. Steel Corp. of Delaware 676,775
Derby Foods, Inc. 636,496
Kaiser-Frazer Sales Corp. 620,292
Bristol-Myers Company 605,411
General Motors Corporation 603,420
The Andrew Jergens Co. 600,382
Pacific Coast Borax Co. 581,620
Seaman Brothers, Inc. 537,100
Spiegel Co. 519,469

Nash-Kelvinator Corp. 492,976
The Goodyear Tire & Rubber Company, Inc. 436,736
The Frank H. Lee Company 428,351
Phillip Morris & Co., Ltd., Inc. 407,425
American Oil Company 396,722
Carter Products, Inc. 385,558
Chesbrough Mfg. Co., Cons'd. 380,148
Geo. A. Hormel & Co. 377,456
Eversharp, Inc. 365,533
United Electrical, Radio & Machine Workers of America 360,352
Regent Camera Co. 355,228
Gospel Broadcasting Ass'n 314,284
Riehfield Oil Corp. 324,724
Christian Science Pub., Soc. 321,448
Elgin-American Div. of Illinois Watch Case Company 288,870
Champion Spark Plug Co. 283,954
Smith Brothers 278,673
Bruner-Ritter, Inc. 266,580
Frechman Trailer Co. 255,631
Servant Co. 218,168
H. J. Heinz Company 214,224
Phillips Petroleum Co. 202,311
Toast, Inc. Div. of Div. of Safety Razor Co. 199,683
General Foods Corporation 195,006
William H. Wise & Co., Inc. 160,587
The Drackett Co. 146,971
Club Aluminum Products Co. 113,352
Adam Hat Stores, Inc. 110,685
Miller Brewing Company 110,611
American Bakers Company 115,154
Serve!, Incorporated 100,900
Voice of Prophecy, Inc. 95,389
Lutheran Laymen's League 105,722
Petri Wine Company 101,643
Radio Offers Company 85,485
Farnsworth Tele & Radio Corp. 71,727
The U. S. Air Force Recruiting Service 67,021
The Southern Baptist Convention 59,544
P. J. Kitter Co. 58,711
Globe Mills, Pillsbury Mills, Inc. 53,199
Waltham Watch Company 48,813
Dawn Bible Students Ass'n 48,757
Langendorf United Bakers, Inc. 44,160
The Anheist Co. 41,400
Riehfeld Oil Corp. of N. Y. 41,015
First National Stores, Inc. 38,472
Wilson Sporting Goods Co. 27,806
Bubbleday & Company, Inc. 24,995
Stanley Home Products, Inc. 21,999
Beauty Factors, Inc. 20,762
Politics 20,342
Greystone Press 20,392
Pacific Greyhound Lines 20,160
California Medical Association 19,596
Whitehall Pharmacal Company 18,598
National Assn. of Mfrs. 17,482
Safeway Stores, Incorporated 14,930
U. S. Sixth Army Command 13,516
Fisher Flouring Mills Co. 13,352
Budget Finance Plan, Inc. 13,319
Dr. A.Posner Shoes, Inc. 13,161
Inland Steel Co. 11,761

123
Agency—Network—Sponsor Billings

United Steel Workers of Amer. 11,740
The Textile Workers’ Union of America 11,181
Green Spot, Inc. 11,036
Butler Packing Company 6,720
Institute of Religion, Geneva 6,240
Regal-Amber Brewing Co. 5,981
R. C. W. Enterprises 1,969
Fisher Body Div. Gen. Motors Corp. 4,022
Dr. Hess Shoe Stores 2,160
Mode O’Day Corp. 1,410
Gen. Petroleum Corp. of Calif. 1,050

TOTAL $18,671,695

Note: December billings estimated.

American Broadcasting Co. TV Industrial Classifications

Foods and Food Products, $ 285,017
Automobiles, Trucks and Accessories 214,263
Drugs and Toilet Goods 208,577
Pu. Lorrillard Co. 131,063
Radios, Refrigerators, Phonos & Electrical Appliances 125,169
Beverages 120,852
Clear-Lace Leather 119,087
Lubricants, Petroleum Products and Fuel 80,418
Cigarettes and Tobacco 33,804
Religion 31,271
Photographic Equipment 29,752
Hardware 11,613
Toys 1,180
Miscellaneous 1,485

TOTAL $1,391,991

American Broadcasting Co. 1949 TV Advertisers

The R. F. Goodrich Co. $ 125,505
Time, Inc. 131,063
The Kellogg Company 128,712
Admiral Corporation 125,169
P. Lorillard Co. 119,087
Canada Dry Ginger Ale, Inc. 80,418
General Mills, Inc. 75,027
Sun Oil Co. 72,598
International Celnellotous Prods. Co. 61,512
Bristol-Myers Company 60,166
The Goodyear Tire & Rubber Co. 36,855
Pak Blade Co., Inc. 32,542
Derby Foods, Inc. 32,542
Bigs Brewing Co. 31,270
Cheesbrough Mfg. Co. Cons’d 30,488
Young People’s Church of the Air 30,488
Bell & Howell Co. 28,752
Chevrolet Dealers Assn., Inc. 24,813
Libby, McNeil & Libby 24,780
A. Stein & Company 22,844
The Delta Mfg. Company Div. of Rockwell Mfg. Co. 11,613
A. Sagner’s Son, Inc. 10,960
Wrigley’s Candy & Chocolates 8,910
The Texas Company 7,400
R. J. Reynolds Tobacco Co. 4,116
The Lionell Corp. 1,500
American Jewish Congress 1,485
Gillette Safety Razor Co. 1,150

TOTAL $1,391,991

American Broadcasting Co. 1949 Gross Monthly Billings

Month

January $4,067,907
February 3,845,610

125
### Mutual Broadcasting System 1949 Gross Monthly Billings

<table>
<thead>
<tr>
<th>Month</th>
<th>1949 Gross Monthly Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,876,124</td>
</tr>
<tr>
<td>February</td>
<td>$1,677,257</td>
</tr>
<tr>
<td>March</td>
<td>$1,755,790</td>
</tr>
<tr>
<td>April</td>
<td>$1,633,880</td>
</tr>
<tr>
<td>May</td>
<td>$1,788,790</td>
</tr>
<tr>
<td>June</td>
<td>$1,333,315</td>
</tr>
<tr>
<td>July</td>
<td>$1,119,661</td>
</tr>
<tr>
<td>August</td>
<td>$1,178,388</td>
</tr>
<tr>
<td>September</td>
<td>$1,667,482</td>
</tr>
<tr>
<td>October</td>
<td>$1,316,063</td>
</tr>
<tr>
<td>November</td>
<td>$1,376,010</td>
</tr>
<tr>
<td>December</td>
<td>$1,876,124</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$18,071,695</td>
</tr>
</tbody>
</table>

### American Broadcasting Co. 1949 Industrial Classifications

<table>
<thead>
<tr>
<th>Category</th>
<th>1949 Gross Monthly Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foods and Food Products</td>
<td>$13,818,636</td>
</tr>
<tr>
<td>Drugs and Toilet Goods</td>
<td>7,056,310</td>
</tr>
<tr>
<td>Radios, Refrigerators, Plum &amp;</td>
<td></td>
</tr>
<tr>
<td>Electrical Appliances</td>
<td>1,544,181</td>
</tr>
<tr>
<td>Cigars, Cigarettes and Tobacco</td>
<td>2,539,314</td>
</tr>
<tr>
<td>Automobiles and Accessories</td>
<td></td>
</tr>
<tr>
<td>Beverages</td>
<td>1,695,188</td>
</tr>
<tr>
<td>Laundry, Soaps and Cleaners</td>
<td>1,659,076</td>
</tr>
<tr>
<td>Lubricants, Petroleum Products</td>
<td>1,109,194</td>
</tr>
<tr>
<td>Light &amp; Fuel</td>
<td>1,617,077</td>
</tr>
<tr>
<td>Jewelry and Accessories</td>
<td>1,123,732</td>
</tr>
<tr>
<td>Insurance and Personal Loans</td>
<td>942,881</td>
</tr>
<tr>
<td>Household Furnishings and</td>
<td></td>
</tr>
<tr>
<td>Accessories</td>
<td>852,392</td>
</tr>
<tr>
<td>Transportation and Travel</td>
<td>797,901</td>
</tr>
<tr>
<td>Religion</td>
<td>688,093</td>
</tr>
<tr>
<td>Steel</td>
<td>670,753</td>
</tr>
<tr>
<td>Clothing and Dry Goods</td>
<td>585,370</td>
</tr>
<tr>
<td>Publications</td>
<td>534,282</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>452,163</td>
</tr>
<tr>
<td>Photographic Equipment</td>
<td>355,528</td>
</tr>
<tr>
<td>Toys</td>
<td>96,451</td>
</tr>
<tr>
<td>Controversial Issues</td>
<td>10,886</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>27,807</td>
</tr>
<tr>
<td>Polities</td>
<td>24,428</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$42,342,232</td>
</tr>
</tbody>
</table>

### American Broadcasting Co. 1949 TV Gross Time Sales

<table>
<thead>
<tr>
<th>Month</th>
<th>1949 TV Gross Time Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$6,273</td>
</tr>
<tr>
<td>February</td>
<td>18,674</td>
</tr>
<tr>
<td>March</td>
<td>20,352</td>
</tr>
<tr>
<td>April</td>
<td>17,359</td>
</tr>
<tr>
<td>May</td>
<td>132,146</td>
</tr>
<tr>
<td>June</td>
<td>119,835</td>
</tr>
<tr>
<td>July</td>
<td>119,674</td>
</tr>
<tr>
<td>August</td>
<td>115,662</td>
</tr>
<tr>
<td>September</td>
<td>155,480</td>
</tr>
<tr>
<td>October</td>
<td>217,199</td>
</tr>
<tr>
<td>November</td>
<td>214,660</td>
</tr>
<tr>
<td>December</td>
<td>219,357</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,394,991</td>
</tr>
</tbody>
</table>
MONARCH® SAPHIN

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

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

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

SEND FOR FREE 68-PAGE CATALOG

MONARCH-SAPHIN

NEW YORK • 56 W. 45th St., bet. 5th & 6th Ave.
Open Daily 'til 6 P.M. Thurs. 9 P.M. MU. 2-1470
BROOKLYN • 1640 Bedford Ave., cor. Crown St.
Open Daily and Sat. 10 A.M.-10 P.M. UL. 6-8007
HEMPSTEAD • 120 Main St.
Open Daily and Sat. 10 A.M.-10 P.M. Wed. 10 A.M.-6 P.M.
HE. 2-9182

Name it...we've got it! Over 2000 nationally famous products for home use, personal use, office use...gift giving—brand new, current models in original factory cartons—AT BIG SAVINGS. Come in...compare our prices...convinced yourself that Monarch Saphin is the place to shop for QUALITY...for SERVICE...for SAVINGS.
SPOT BUSINESS EXPANSION
FORECAST FOR 1950

by
T. F. FLANAGAN
Managing Director, National Association of
Radio Station Representatives

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

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

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

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

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

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

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

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

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

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

Fortunately advertising is blessed with thousands of inquisitive minds, more and more digging up the facts and causes. The second half of the century may well be marked by the introduction of a very substantial amount of science into the art of advertising. The purpose of that science will be the isolation of the causes of sales. In that field there is great promise for larger markets and lower costs.
RADIO SETS DO NOT LISTEN — PEOPLE LISTEN . . .

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

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

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

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

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

For information about the radio or TV audience now in 11 markets—Boston, New York, Northern New Jersey, Philadelphia, Washington, D. C., Chicago, Cleveland, Cincinnati, St. Louis, Los Angeles, and San Francisco.

ASK THE PULSE

110 FULTON STREET

NEW YORK 7, N. Y.
Research Organizations

ADVERTEST RESEARCH
133 Albany St., New Brunswick, N. J.
Phone: Charter 7-1564
605 Broad St., Newark, N. J.
Phone: Mitchell 3-0166

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 ASSOCIATES, INC.
347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 6-9282

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

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

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 8-0600
230 N. Michigan Ave., Chicago 1, Ill.
Phone: Randolph 6-6150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: Hollywood 9-5533

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 3-0690
425 N. Michigan Ave., Chicago 11, Ill.
Phone: Mohawk 4-4600

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

RICHARD MANVILLE RESEARCH
15 W. 45th St., New York 19, N. Y.
Phone: Luxembourg 2-4378

MCKINSEY & COMPANY
60 East 42nd St., New York 17, N. Y.
Phone: Murray Hill 7-3123
208 South LaSalle St., Chicago 4, Ill.
Phone: Randolph 6-6980

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

NOBLE & SWARS, INC.
7 W. 44th St., New York 18, N. Y.
Phone: Murray Hill 2-7461

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: Audubon 3-2335

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

THE PULSE, INC.
110 Fulton St., New York 7, N. Y.
Phone: Digby 9-4532

RADIO COPY
162-25 Depot Road, Flushing, N. Y.
Phone: Flushing 9-7779

RADIO REPORTS, INC.
220 East 42nd Street, New York 17, N. Y.
Phone: Murray Hill 7-6658
519 Sixth Street, N.W., Washington 1, D. C.
Phone: Executive 2689
1542 East 53rd Street, Chicago 15, Illinois
Phone: Hyde Park 3-3215

ELMO ROPER
30 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

SPOT RADIO SERVICE
545 W. 112th St., New York 25, N. Y.
Phone: Luxembourg 2-5932
TEXACO STAR THEATER
Starring
MILTON BERLE
for
The Texas Company

LIGHTS OUT
for
Admiral Corporation

TOPS OF THEIR TYPES
in TV ADVERTISING, too!

STOP THE MUSIC
for
Admiral Corporation

MARTIN KANE,
PRIVATE EYE
Starring
WILLIAM GARGAN
for
United States Tobacco Company

KUDNER AGENCY, INC.
NEW YORK ★ DETROIT ★ WASHINGTON ★ LOS ANGELES ★ SAN FRANCISCO
ADVERTISING AGENCIES

RADIO AND TELEVISION

Personnel

Addresses

Phone Numbers

Membership

Network Accounts

Local Accounts

NINETEEN FIFTY
Lido Belli

NINETEEN years of successful ITALIAN language
broadcasting over

RADIO STATION W B N X

Progressive Radio Advertising Co.
260 East 161st Street

New York 51, N. Y.
AGENCIES

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 . . Transamérica Advertising Agency Network

A. W. ADV., INC.
17 E. 53 St., New York 22, N. Y.
Phone EL 5-5158
ANPA—APA
President ............... Bliss Woodward
Radio Dir. ............... Selwyn Rausch
Account Executive .............. G. F. Mettee
Radio Accounts: Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

AD FRIED ADVERTISING AGENCY
318 15 St., Oakland 12, Calif.
Phone: Higate 4-6580
Owner-Radio-TV Dir. .......... Ad Fried
Time Buyer ................. Ruth Grennan
TV Librarian ............... Ruth Grennan
Production Mgr. ............ Joseph A. Babando
Art Director ............... Gerhard Jacobi
TV Research ............... Ad Fried
Music Director ............. Elaine Trigger
Radio Producers: .......... Ruth Grennan, Joseph A. Babando, Elaine Trigger, Gerhard Jacobi (Art), and Ad Fried
Radio Accounts: Cochran & Celii Chevrolet Dealers, Darling Shops (P. C. only) (Ladies Ready-to-Wear); Bigelow Films (Motion Picture Film); Dr. J. J. Citron Dental Offices, Commercial Truck Sales, Cochran & Celii Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Dave Miracle Foam International (Rug & Upholstery Cleaner); Fox West Coast Theaters (Oakland only); Guarantee Furniture Co., 30th & San Pablo Warehouse, Henry De Lugach Real Estate, Oakland Lodge No. 324, Moose, General Appliance Co., G & W Refrigeration (Ice Machines); Morse Starrett Products (Wire Rope Cutters); Oakland Frame & Axle Co., Rocil Shoe Co., Rhodes & Janicson, Ltd., Swans Market, Sports Unlimited, Quality Laundries, West Coast Soap (White Navy), (P. C. Dist.); Powow Scouring Cleanser, (P. C. Dist.); Williams Diary Co., The Quiet Hour, Minit Man Auto Laundries, Foster & Louis Insurance, Lo Fare Cab Co., Lou Winston Co.

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

WILLIAM HART ADLER, INC.
720 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-5210
APB—APA
Pres.-Treas. ............... William Hart Adler
V-P., Secy., Art Dir. .......... Warren Shuster
Personnel Dir. ............. James W. Taylor
Copy Chief, Radio-TV Dir. . . Aaron Adler
Media & Research Dir. ....... George Bromberg
Asst. to Pres. ......... Kenneth C. Ring
Acet. Execs. ............... W. H. Adler, Warren Shuster, Aaron Adler, Kenneth Ring, George Bromberg
We're busy as

Jack Benny  Phil Harris-Alice Faye Show  Theatre Guild on the Air  Adventures of Sam Spade

Music With the Girls  Frank Sinatra Dorothy Kirsten "Light Up Time"  Arthur Godfrey Time  Inner Sanctum

Cavalcade of America  Bob Hope  Groucho Marx "You Bet Your Life"  Your Hit Parade

Armstrong's Theatre of Today  Let's Pretend

...but not too busy to thank all our clients and all the folks working on these shows. Same goes for the folks on the regional and local programs we handle, and our record number of spot accounts, too!

BBDO

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

NEW YORK - BOSTON - BUFFALO - CHICAGO - CLEVELAND - PITTSBURGH

MINNEAPOLIS - SAN FRANCISCO - HOLLYWOOD - LOS ANGELES - DETROIT

136
ADMASTERS ADVERTISING, INC.
314 Tenth St., N.W., Washington 4, D. C.
Phone: District 0551
ABP—PPA
President.................. John E. Waterfield
Vice-President............... J. P. Jones, Jr.
Secretary.................. E. H. Bell
Prod. Mgr.................. V. E. VanderSchaat
Copy Chief.................. J. DuVall

ADVERTISERS' BROADCASTING CO.
117 W. 46 St., New York 19, N. Y.
Phone: Plaza 7-3560
Executive Director........... M. Keilson
Radio Director............... Sholom Rubinstein
Producer................... Jacob F. Keilson
Continuity Chief.............. Jacob I. Freedman
Program Planning............. David M. Hausdorff
Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee), Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuhan Coffee, Post Toasties, Grape Nuts Flakes; Horowitz-Margareten (Food Products); I. Roketch & Sons, Inc. (Food Products, Soaps, Cleansers); Breakstone Bros. (Dairy Products); R. B. Davis Co. (Davis Baking Powder, Coconailt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmacal Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sun-sweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Bread); Carter Products, Inc. (Carter's Little Liver Pills); American Maize Products Co. (Anamoz Instant Dinner); Florida Citrus Exchange (Floridiglope Orange & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Arnold Bakers (Arnold Bread); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); J. L. Prescott Co. (Dazzle); Gordon Baking Co. (Silvercup Bread); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Tide); Maltex Co., Inc. (Maltex Cereal); G. Washington Coffee Co. (G. Washington Instant Coffee); Public National Bank & Trust Co.

ADVERTISING COUNSELORS
Spreckels Bldg., San Diego 1, Calif.
Phone: M-8016 & B-7632
Owner .................. Buckleigh Oxford
Manager .................. Terese Oxford
Chief Acct. Exec........... Mary Alice Haggard
Copy Chief................ W. E. Kiser
Art & Layout.............. Harold B. DePute
Production .................. Esta Burton
Producer-Director ......... Buckleigh Oxford
Writer .................. W. E. Kiser
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—SNPA
PPA—SNPA
President & Treas........... J. Lynn Miller
Vice-President............... M. T. Miller
Secretary .................. A. G. Timewell
Production Mgr............... F. T. Cooke
Art Director................ Robert Bowers
Radio-TV Dept.
TV Director............... Aubrey F. Watson
Assistant .................. Harry Cornet
Copy .................. Jane Morris
Branch Office
416 E. Main St., Richmond 19, Va.
Phone: 3-5667
Manager .................. A. F. Watson
Radio Accounts: Virginia Electric & Power Co. (Public Utility), Commonwealth Motors, Inc. (Ford Automobiles), Henry Haase (Furs), Virginia Dairy (Milk products), Richmond, Va.
TV Accounts: Meyer Greentree, (Men's clothing), Richmond, Va.

AGENCY SERVICE CORP.
66 E. S. Water, Chicago 1, Ill.
Phone: Central 6-5255
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: Travel Bureau, Chicago Motor Club (Travel information & reservations), Chicago.

137
THE AITKIN-KYNETT CO.
1400 South Penn Square, Philadelphia 2, Pa.
Phone Rittenhouse 6-7810
AAAA — APA — NOAB — ABP — ANPA
PPA—ABC—BMB
Senior Partner..........................H. H. Kynett
Partners...............................A. K. Aitkin,
                           M. E. Goldman, H. A. Medhold
Art Dir.................................F. Wade Lane
Production Mgr......................W. B. Turner
Space & Radio Time Buyer........E. M. Gretz
Execs..................................Thomas J. Smith
Allen C. Smith

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

ALLEN & REYNOLDS
1300 Woodmen of the World Bldg.,
Omaha 2, Neb.
Phone: Atlantic 4445
AAAA—APB—ANPA—APA
Account Executives:
Partners............................Earl H. Allen,
                        Milton H. Reynolds
Account Executives.............Karl Joens,
                        Robert H. Reynolds; Claude F. Anderson,
                        John E. Enis; Floyd Mellen
Dir. of Radio & TV..................Milt Stephan
Asst. Dir.-Radio & TV.............Don B. Ansden, Jr.
Continuity & Scenario Writer.Hariette Koch
Steno. & Librarian.................Dona Reel
Radio Accounts: Omaha Public Power Dist.
                        (Public Utility); Western Iowa Power Co.
                        (Public Utility); Paramount Radio Shop
                        (Appliances), Graybar Electric Co.
                        (Electrical Appliances), Carpenter Oil Co.
                        (Coryell), Merchants Biscuit Co.
                        (Peter Pan Bread) (Bakery Products), Peterson Baking
                        Co. (Bakery Products), Vitamin Industries
                        (Vitamins), Reed Ice Cream Co.
                        (Ice Cream), (Hog Feeds), Omar Inc.
                        (Flour, Packaged Mixes), Webber Motors
                        (Automobiles, Trucks and Equipment—Dodge-Plymouth),
                        Byron Reed Co., Inc. (Real Estate,
                        (Farm Management), Enot Home Permanent
                        (Home Permanent Waves), Tekseeed
                        Hybrid Co. (Hybrid Corn), John A. Gentleman
                        Mortuary (Civic Service), U. S. National Bank;
                        George H. Lee Co. (Biologies
                        and Pharmaceuticals), General Electric
                        (Nebr-Iowa) Electrical Appliances), Nucl-
                        ler-Selby, Inc. (Motorola—Radio and TV
                        Gunnison Homes), T. H. Maenner Co.;
                        Ted's Pen Shop (Pens, Cards, Stationery),
                        Hill Hotel, Omaha Stationery Co. (Office
                        Equipment), Omaha, Neb.
TV Accounts: T. H. Maenner Co. (Gunnison Homes), Paramount Radio Shop (Appliances), Omaha Public Power District
                        (Public Utility), Webber Motors (Autos,
                        Trucks, Equipment — (Dodge-Plymouth),
                        Merchants Biscuit Co. (Bakery Products),
                        Ted's Pen Shop (Pens, Cards, Stationery),
                        P. F. Petersen Baking Co. (Bakery Prod-
                        ucts, Peter Pan Bread, Omaha, Neb.

ALLEY & RICHARDS, INC.
370 Lexington Ave., New York 17, N. Y.
Phone: LEXington 2-5020
AAAA—ABC—ABP—ANPA—NOAB
President.........................A. L. Whittemore
V.P.-Treas. and Media Dir...H. M. Billerbeck
Secretary.........................R. B. Raymonds
V.P. and Creative Dir...........D. H. Untegrove
Vice-President..................C. A. Holcomb
Time Buyers......................Grace Kipp, Elane Akst
                                 Production.....................John Fitzgerald
Branch Office
Stater Office Bldg., Boston 16, Mass.
Vice-President..................J. T. Coenen
Vice-President..................Paul B. Cavanagh
Radio-TV Director...............Barbara Keane
Radio Accounts: Allen V. Smith, Inc., Pack-
                        aged 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., Inc., Pick-
                        wick Ale, Jamaica Plains, Mass.
TV Accounts: Haffenreffer & Co., Pickwick
                        Ale, Jamaica Plains, Mass.

ALLIED ADVERTISING AGENCIES,
INC.
167 So. Vermont Ave., Los Angeles 4, Calif.
Phone: Dunkirk 7-3311
ANPA—APA—NOAB—PPA
President.........................W. Fehr Gardner
Vice-President.................A. Howard Esary
Manager.........................Bill Welsh
Prod. Mgr.........................Stuart Heinemann
Time Buyer........................Shirley Peron
Branch Office
358 Flood Bldg., San Francisco, Calif.
Phone: Douglas 2-7018
Manager.........................Jack Gregory
Radio Accounts: Dr. F. E. Campbell
                        (Dentistry), L. A. Examiner
                        (Newspaper), Star Piano Co. (Pianos), Gold
                        Furniture Co. (Furniture), Los Angeles;
                        Reliance Pharmacal Co. (Drugs), Nevada
                        City; Pridham Davis Optometrist (Optome-
                        trist), Los Angeles; Dundee Smart Clothes
                        (Clothes), Progressive Optical Co. (Optical

139
Best wishes and thanks from all of us!

Marc Daniels — Director
Winston O'Keefe — Producer
Samuel Leve — Settings
Nelson Case — Announcer
Kenyon & Eckhardt, Inc. — Production

The Ford Theater on Television
Lincoln-Mercury Dealers' "Toast of the Town"

Ed Sullivan — Master of Ceremonies
John Wray — Director
Mario Lewis — Producer
Ray Block — Musical Director
Art Hannes — Announcer
Kenyon & Eckhardt, Inc. — Supervision
Co.), Geo. Mollander Motors (Cars), Vacuum Cleaner Co. of A. (Vacuum), San Francisco; Pacific Finance Co. (Loans), Hub Vacuum Co. (Vacuums), West Pico Furniture Co. (Furniture), Thrifty Outlet (Clothing), United Radio & App. Co. (Sporting goods), Los Angeles, Calif.

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

ANDERSON, DAVIS & PLATTE
438 Madison Ave, New York, N. Y.
Phone: Plaza 7-2300
AAAA—ANPA—APA—PPA
Chairman of the Board...T. Hart Anderson
President ....................Harvey H. Smith
Executive Vice Pres. ...Louis G. Van Aiken
Vice Pres. & Treas. ...Harold H. Thurby
Director of Radio & TV ....Victor Seydel
Time Buyer..................Vera J. Munzer
Research ....................Donald Foote

Radio Accounts: Alderney Dairy Co. (Dairy Products), Newark, N. J.; Alexander Smith (Rugs & Carpets), Yonkers, N. Y.; Roots Motors (Hillman Minx Motor Car), Rolls Razor (Razor), F. Schumacher (Fabrics), New York, N. Y.

TV Accounts: C. H. Masland & Sons (Carpets), Carlisle, Pa.; Alexander Smith (Rugs & Carpets), Yonkers, N. Y.

CLAUDI ANIOl & ASSOCIATES
Smith-Young Tower, San Antonio, Tex.
Phone: Fanlin 9148
SNPA—PPA
President & Prod. Mgr. ...Claude B. Aniol

ASSOCIATED ADVERTISING AGENCY, INC.
737 Dixie Terminal Bldg., Cincinnati 2, O.
Phone: Main 5784
ABP—ANPA—PPA—APA—NOAB
President ....................Sam Malcolm Levy
Secy. & Treas................J. C. Levy
Service ....................Russel C. Cook
Director Radio-TV........Stephen Freiberg

Radio Accounts: Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati, Linder Ice Cream Co. (Ice Cream), Frisch's Restaurants, Inc. (Drive-In-Restaurants), Hotel Sinton, Cincinnati.

TV Accounts: French Bootery (Women's Shoes, Retail), Cincinnati, O.

ASSOCIATED BUSINESS COUNSELORS, INC.
Fox Blvdg., Detroit 1, Mich.
Phone: CA 7378
President ....................Franklin A. Johns
Exec. Vice-Pres..............Glenn B. Hiller
Vice-Presidents: Fred Gould, Lansing Moore

Secretary ....................T. R. Johns
Gen. Mgr. ....................Kurt Scheuer
Space Buyer, Media Dir. ...F. Humphreys

Branch Office
350 Fifth Ave., New York 1, N. Y.
Phone: LO 3-7260
Manager ....................Lansing Moore

Radio Accounts: Detroit Times, Locks Laboratories.

ATHERTON ADVERTISING AGENCY
8455 Melrose Pl., Los Angeles 46, Calif.
Phone: Webster 3-8486
Owner & Copy Chief/Alfred A. Atherton
Prod. TV & Radio Dir./Thomas Mullins
Space & Time Buyer........Alice Asdour

Radio Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.; Diction

Vice-President ...............W. T. J. Anderson
Treasurer ....................H. P. Francis
Time Buyer ....................Wm. T. J. Anderson
Program Director ............J. P. A. Atherton

Branch Office
100 Adelaide St., Toronto, Ont., Canada

Radio Accounts: Blyresen Cuticura, Eno, Scott's Emulsion, Phelps Dodge Refining Corp.

AUBREY, MOORE & WALLACE, INC.
230 N. Michigan Ave., Chicago 1, Ill.
Phone: Randolph 0830
ANPA—ABP—PPA—APA—NOAB
President ....................James T. Aubrey
Vice-President ...............John J. Finlay
Space & Radio Time Buyer & TV Dir.

John H. North


N. W. AYER & SON, INC.
West Washington Square, Philadelphia 6, Pa.
Phone Lombard 3-0100
ANPA—PPA—ABP—APA—MBB
President ....................H. A. Batten
Vice-Pres. & Dir. of Radio-TV

H. L. McClinton
Vice-Prese-Mgr. Radio-TV Dept.

James E. Hanna
An International "NETWORK!"

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

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

Branch Offices
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 6-0200
Vice-President............... John D. Upton Statler Office Bldg., Boston 16, Mass.
Manager..................... E. Craig Greiner 133 S. LaSalle Street, Chicago 3, Ill.
Manager..................... Sterling E. Peacock 4170 Penobscot Bldg., Detroit 26, Mich.
Manager..................... Glenhall Taylor 235 Montgomery St., San Francisco 4, Calif.
Manager..................... Carl Zachrisson 231 Dillingham Bldg., Honolulu 16, Hawaii
Manager..................... Avery McBee


BADGER, BROWNING & HERSEY, INC.
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-3270
ABP—ANPA—PPA
Chairman of Board............ J. L. Badger President..................... R. W. Hersey Vice President................ J. C. Morrow Treasurer..................... F. S. Browning Radio-TV Time Buyer........... Edward Whitley Radio-TV Director........... Jack Wilcher Radio Time Dept............... Marie H. Missing Shirley Helmieh

Branch Office
Badger, Browning & Parcher, Inc.
75 Federal St., Boston 10, Mass.
Phone: Liberty 2-3364

Radio Accounts: American Chicle Co. (Chewing Gum Products), Long Island City, N. Y.; White Tower Management Corp. (White Tower Restaurants), Stamford, Conn.
TV Accounts: American Chicle Co. (Chewing Gum Products), Long Island City, N. Y.

THE BAKER ADVERTISING AGENCY, LTD.
1375 Yonge St., Toronto, Ont. Canada
Phone: Princess 2101
Manager..................... Gabriel Langlais


BALDWIN, BOWERS & STRACHAN, INC.
374 Delaware Ave., Buffalo 2, N. Y.
Phone: Washington 6854
ABP—ANPA—PPA—NOAB
President..................... William M. Baldwin Vice-President............... Everett L. Bowers Treasurer................. H. Kenneth Strachan Radio Director........... Everett L. Thompson Copywriters & Producers........ John H. Radder Catherine D. Walsh Traffic..................... J. A. MacMurray

BACHRODT, NEWELL, O’KANE & GANO
75 E. Waeker Dr., Chicago 1, Ill.
Phone: Franklin 2-1893
APA—NOAB—ABP—PPA—ANPA
President..................... J. C. Bachrodt V.P.’s..................... R. C. Gano, Thomas J. O’Kane Secretary...................... Katherine Jansen Treasurer..................... R. B. Newell Account Executives........ J. C. Bachrodt, R. B. Newell, Thomas J. O’Kane, Ashley Kennedy
Radio Account: Wm. Frank Co.
ALAN YOUNG

Now Starring in

"THE ALAN YOUNG SHOW"

CBS — Television
Every Tuesday Night
Radio Accounts: Sears Roebuck Co. (Retail Merchandise), Iroquois Beverage Corp. (Beer and Ale), Erie Savings & Loan, Kohler & Miller (Home Furnishings), Red & White Stores (Grocery-Chain), Hambleton Terminal Corp. (Gasoline & Oil), General Ice Cream Corp., International Railway Co., Bflo. Industrial Bank, Crystal Beach Co., Inc. (Amusement Park & Beach), First Federal Savings & Loan Assn., Ettoh Products (Balpine Bath Oils etc.), Thomas Products (Brittex Hand & Nail Creams, etc.), Joseph Strauss Co., Inc., Dodds Alderney Dairy, Kenmore Motors, Prechtel Optical Co., Buffalo, N. Y.; Farmer Brown, Inc. (Packaged Farm Products), Depew, N. Y.; Martin Jacobi (Haberdashery), The Sample Shop, National Television Co., Pontiac Dealers, Clockwise Permanent Salon, Trico Products Inc. (Windshield Wipers & Auto Accessories), West Side Business Men’s Assoc., Holdick & Taylor (Floor Coverings), Erie County Savings Bank, Maxson Cadillac-Pontiac Corp., Great Lakes Audiphonc Co. (Hearing Aids), Rochester & Pittsburgh Coal Co., Buffalo, N. Y.; Kelly Brothers Nursery (Nursery Products), Dansville, N. Y.

BARLOW ADV. AGENCY, INC.
742 James St., Syracuse 3, N. Y.
Phone: 9-6644
AAA—APA—PPA—ABP
Pres. & Treas. E. S. Barlow
Vice-Pres. & Acct. Exe. E. S. Crawford, H. H. Goodhart
Vice-Pres. R. J. Sloan
Production Mgr. Donald Nowak
Media Dir. F. B. Tompkins
Vice-Pres. & Copy Chief J. J. Hines
Art Director H. C. Millard

BARNES CHASE COMPANY
530 Broadway, San Diego 1, Calif.
Phone: Franklin 7771
AAA—ABC—NOAB—ABD—ANPA—APA
Owner N. R. Barnes
Account Executives Norman Foster, Mark Moore, George Hawkins
Radio Director Edwina B. Sample
Branch Office
1121 South Hill St., Los Angeles 15, Calif.
Manager Charles J. Hawkins
Radio Accounts: Bay Shore Motors, Frazee’s, Greenwood Memorial Park, Johnson Sunn Co., Qualitee Dairy Products Co., Yellow Cab Co.

TED BATES & CO.
630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-9700
AAA—ANPA—PPA—NAOB
ABC—FAAG
Radio & TV Producers Jay Clark, Alan Dingwall, Jr.
Director Press Dept. Benson Inge

Branch Office
Room 1014, Taft Bldg.,
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, Life, Viceroy Cigarettes).
TV Accounts: Colgate-Palmolive-Peet Co. (Colgate Dental Cream), Continental Baking Company (Wonder Bread), Brown & Williamson (Kool, Viceroy Cigarettes).

BATTEN, BARTON, DURSTINE & OSBORN, INC.
383 Madison Ave., New York 17, N. Y.
Phone: Eldorado 5-5800
AAA—ABC—ABP—ANPA—APA
BMB—NOAB—PPA—SNPA
Chmn. of Board . Bruce Barton
Vice-Chmn. of Board . Alex F. Osborn
President Bernard C. Duffy
V.P. & Treasurer & Chmn. of Exec. Comm. F. R. Feland
Exec. V.P. in Chg. Western offices . John C. Cornelius
Exec. V.P. in Chg. Creative Services Charles H. Brower
Exec. V.P. in Chg. Account Operations J. D. Danforth
Secretary . Eugene T. McQuade
V.P. in Chg. New Program Development (Radio & TV) . Wickliffe W. Crider
V.P. in Chg. Radio (Hollywood) . Wayne Tiss
V. S. BECKER Productions

Producers of Package Shows & Spots for Television & Radio (Live and Film)

Agents for Talent and Musicians

562 Fifth Avenue
New York 19, N. Y.
Luxemburg 2-1040
Advertising Agencies

Business Manager........Carroll P. Newton
V.P. in Chg. Radio Commercial Copy
Robert L. Foreman
In. Chg. Radio Timebuying. Frank Silvermail
Local Radio Mgr........Elenore Scanlan
Chief Story Editor........George Kondolf
Mgr. Radio Promotion & Merchandising
James A. McGarry

TV Dept. (In Chg.)........Herbert B. West
In Chg. Talent Contracts. Katherine V. Winn
Chief Talent Contact.....Edwin M. Marshall

Branch Offices
1220 Slater Office Bldg., Boston 16, Mass.
Phone: Hubbard 2-0430
Vice-President........Francis W. Hatch
Rand Building, Buffalo 3, N. Y.
Vice-President........Stanley P. Irwin
919 N. Michigan Ave., Chicago 11, Ill.
Phone: superior 7-9200
Vice-President........H. H. Haupt
1050 Terminal Tower, Cleveland 13, O.
Phone: Towers 1-2720
Vice-President........E. E. Haring
Phone: Woodward 5-0620
Manager........Donald B. Hamilton
1680 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-7337
Vice-President........Wayne Tiss
6363 Wilshire Blvd., Los Angeles, Calif.
Phone: Webster 1-1234
Vice-President........A. K. Nally
N. W. Bank Bldg., Minneapolis 2, Minn.
Phone: Lincoln 8401
Exec. V.P. chg. Western offices
J. C. Cornelius
Vice President........E. A. Cashin
Grant Building, Pittsburgh 19, Pa.
Phone: Grant 1-1060
Vice President........Leon D. Hansen
2200 Ross Bldg., San Francisco 4, Calif.
Phone: Sutter 1-2232
Vice-President........C. H. Ferguson

Radio Accounts: American Tobacco Co.,
Armstrong Cork Co., Cream of Wheat, Cur- 
tis Circulation Co., DeSoto Div., Chrysler
Corp., E. I. du Pont de Nemours & Co., Inc.,
 Emerson Drug Co., General Electric Co.,
 U. S. Steel, Rexall Drug Co., Wildroot Co.,
 Inc., Berwin Fuel Corp., Bon Ami Co.,
 Chamberlain Sales Corp., Circus Foods, Inc.,
 Consolidated Edison Co., First National
 Bank of Boston, Fort Pitt Brewing Co.,
 Fruit Dispatch Co., Gamble-Skogmo, Inc.,
 General Baking Co., Golden State Co., Ltd.,
 B. F. Goodrich Co., Hormel, Geo. A. & Co.,
 Lever Brothers, Marine Trust Co., Maywood
 Park Trottin Assn., Minneapolis Baking
 Co. Inc., Black Horse Ale, Nehi Corp., New
 York Telephone Co., Northwestern Bell
 Telephone, Pacific Telephone & Telegraph,
 Penick & Ford, Ltd., Inc., Peter Hand
 Brewing Co., Reader's Digest Assoc., Roose-
 velt Raceway, Savings Bank Assoc. of Mass.,
 Servel, Inc., F. & M. Schaefer Brewing Co.,
 Sea Breeze Laboratories, Southern New Eng- 
land Telephone, Standard Oil of Calif.,
 Stearns Co., R. H., Tea Garden Products
 Co., Tennessee Coal, Iron & Railroad Em- 
ken Roller Bearing Co., Trans World Air-
 lines, Wait & Bond, Inc., William Under- 
wood Co., Republican State Committee, F.
 W. Cook Co., Inc., Easy Washing Machine
 Co., Ethyl Corp., General Mills Co., Infra
 Roast, Inc., Liberty Mutual Insurance Co.,
 MJB Co., National Pet Foods, Hamilton
 Watch Co., Northrup King & Co., Schick,
 Inc., Oneida, Ltd., Fedders Quigan Co., Bar-
calo Manufacturing Co.

TV Accounts Curtis Publishing Co., De
 Soto, Ethyl Corp., Hamilton Watch Co., Min-
 neapolis Brewing Co., Min. Mining &
 Mfg. Co., Roosevelt Raceway, Emerson Drug
 Co., B. F. Goodrich, Remington Arms, Inc.,
 Barcalo Mfg. Co., Schaefer, F. & M. Brew-
ing Co., Schick, Inc., Bon Ami Co., Con-
 solidated Edison Co., Cream of Wheat, First
 National Bank of Boston, Fort Pitt Brewing
 Co., General Baking Co., D. L. Clark, Gen-
 eral Time Corp., Hygeia Nursing Bottle Co.,
 Rexall Drug Co., Easy Washing Machine
 Peter Hand Brewery, Servel, Standard Oil of
 Calif., United Fruit Co., Western Auto
 Supply, Wildroot Co., Du Pont, Golden
 State Co., MJB Co., TWA, Fedders—Quigan
 Corp.

ADRIAN BAUER ADVERTISING
AGENCY, INC.
1528 Walnut St., Philadelphia 2, Pa.
Phone: Kingsley 5-7870
ANPA—PPA

President........Adrian Bauer
Sr. Vice-Pres.-Secty........Alan R. Tripp
Vice-Pres........Harold Fieson
Vice-Pres.-Consult. Engr
W. Laurence LePage
Art Director........David X. Miller
Production Manager, Wilmer S. D. Roberts
Copy Chief........John Milton
Radio & TV Dir........Patricia M. Randolph
Space Buyer........Sylvia P. Etkin

Radio Accounts: Adelphia Hotel, Broad
 St. Trust Co., Cayuga Federal Savings &
 Loan Assoc., J. Frank & Sons (Carbonated
 Beverages), Land Title Bank & Trust Co.,
 Phila. Dairy Products Co., Inc. (Dolly
 Madison and Aristocratic Milk and Ice
 Cream) C. F. Simonin's Sons, Inc. (Pop-
 corn Oil seasoning), Phila., Pa.; Woodlawn
 Farm Dairy Co., Scranton, Willkes-Barre,
 Pa.

TV Accounts: Land Title Bank & Trust
Co., Phila., Pa.; Sanson Hosiery Mills, Inc.
("Picturesque" Stockings), New York, N. Y.;
Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc., Sun Oil Co.

**BEANE ADV. AGENCY**
136 N. Delaware St., Indianapolis 4, Ind.
Phone: FRanklin 4248
Owner: Roger Beane
Art Director: Francis Fox

**BEAUMONT, HELLER & SPERLING, INC.**
6th & Walnut Sts., Reading, Pa.
Phone: 7447
ABP—ANPA—NOAB—PPA
President: Donald T. Beaumont
Vice-Pres. & Sec.: L. J. Sperling
Treasurer & Copy Chief: R. F. Heller
Art Director: R. R. Glassmire
Production Manager: J. L. Ryan
Publicity Director: Marion W. Nagle
Media & Research Dir.: Kenneth W. Erdman
Radio Time Buyer: Dorathea Hassler
Radio Accounts: Allen Laundries, Allentown; 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.

**VICTOR A. BENNETT CO., INC.**
511 Fifth Ave., New York 22, N. Y.
Phone: MUrray Hill 7-2189
ANPA—PPA
President: Victor A. Bennett
Vice-res.: John A. Moore

**BENTON & BOWLES, INC.**
444 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1100
AAAA — ABC — ABP — ANPA — APA
BMB—NOAB—PPA
Chairman of Board: Atherton W. Hobler
President: Clarence B. Goshorn
Sec.-Treas.: Edward R. Reach
Vice Pres. & Dir. of Media: H. H. Doberteen
Vice Pres. in Charge of Radio & TV: Walter Craig
Contract Dept.—Radio and TV: William Schneider

---

**Raymond R. Morgan**

**We gotta NEW One!**

**Wanta hear it?**
Radio Program Dir............ Tom McDermott
Script Editor................... Roy Bailey
Casting Director............. Katherine de Carlo
TV Program Dir............. Herb Leder
Technical Director TV........ William Vallee
Directors ....................... Olga Druce,
Oliver Barbour, Charles Fisher, Tom
McDermott, Don Wallace, Ralph Stahl
Butler, Jr., Bill Mann
Time Buying, Radio and TV... George Kern
Radio and TV Business Co-ordinator
Irwin Segalstein
Time Buyers................. Ruth Jones,
Mary McKenna, Stan Schroeder, Fredric
Apt
Vice Pres. in Charge of Public Relations
Charles Gannon
Mgr. Publicity Dept...... Richard K. Bellamy
Branch Offices
Vice-Pres. & Gen. Mgr. West Coast Oper.
L. T. Steele
Vice-Pres. & Radio Dir........ Al Kaye
Office Manager.............. Mary E. Stahl
Directors ..................... Kenneth Burton,
Al Kaye, Murray Bolen
326 E. Main St., Lakeland, Fla.
Director ....................... Jack Bissell
Office Manager............... Annie G. Hull
Publicity ...................... Kendall Tolle

Radio Accounts: Association of American
Railroads, Arnold Bakers, Inc., General
Foods Corp. (Post’s 40 percent Bran Flakes,
Post’s Sugar Crisp, Post’s Raisin Bran, Post’s
Corn Toasties, Post’s Cereal Products, Dia-
mond Crystal Shaker Salt, Diamond Crystal
Kosher Salt, Maxwell House Coffee, Instant
Maxwell House Coffee, Ridways Tea, Yuban
Coffee, Bliss Coffee, Gaines Dog Food, Log
Cabin Syrup, Snider Condiments, Baker’s
Premium No. 1, Baker’s Deluxe Cocoa,
Baker’s Chocolate Chips, Baker’s 4-in-1
Sweet Cocoa Mix, Certo, Sure-Jell); Bitem-
nious Coal Institute, The Prudential
Insurance Company of America, The Procter
& Gamble Co. (Tide, Chipso, Ivory Snow,
Prell), The Best Foods, Inc. (Hellmann’s
Mayonnaise, Nucoa, H-O Oats, Presto, Far-
ina, 2-In-1 Shoe Polish, Shinola, Jet Oil),
The AVCO Manufacturing Corp.—Crosley
Division, The Pepperell Manufacturing Co.,
American Express Travelers Cheques.

TV Accounts: General Foods Corp. (Max-
well House Coffee), Procter & Gamble
(Tide), Crosley Division—AVCO Manufac-
turing Corp., Arnold Bakers, Inc., The Best
Foods, Inc. (Nucoa, Farina, H-O Oats,
Presto).

BROADCAST • TELEVISION • RECORDING ENGINEERS
INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
LOCAL UNION 45
1591 CROSS ROADS OF THE WORLD
HOLLYWOOD 28, CALIFORNIA
GLADSTONE 8889

December 31, 1949

TO ALL RADIO ADVERTISERS:
The West’s greatest radio market offers the
greatest array of services to be
found anywhere in the world.

CINEMASCOPE RECORDING by KLAC-TV • KINESCOPE RECORDING BY CBS
If it’s live shows on TV we have:
KTTV—LA TIMES—CBS • KTSX—DON LEE BROADCASTING SYSTEM
KLAC-TV, plus Cinemascope films
KNX—KNX-FM—THE COLUMBIA BROADCASTING SYSTEM
KHJ—KHJ-FM—THE DON LEE BROADCASTING SYSTEM

KMPC—HOLLYWOOD KRKD—LOS ANGELES KFOX—LONG BEACH
KFMV—HOLLYWOOD KGFJ—LOS ANGELES KGMR—LONG BEACH
KFVB—HOLLYWOOD KFV—LOS ANGELES KIEF—GLENDALE
KMGM—LOS ANGELES KAGH—PASADENA KWIK—BURBANK
KFAC—LOS ANGELES KXLA—PASADENA KGIL—SAN FERNANDO
KWKW—PASADENA

6000 SUNSET RADIO—TELEVISION CENTER
UNIVERSAL RECORDERS

Sincerely,
ROY TINDALL, Business Manager
Local Union 45 I.B.E.W.
ALFRED PAUL BERGER COMPANY, INC.
9 E. 48 St., New York 17, N. Y.
Phone: PLaza 9-4703

ABP—PPA
Pres. & Treas.................. Alfred Paul Berger
Sec. .................. Florence Berger
Space Buyer.................. Jane Ellenbogen
Acct. Exec.................. Sidney Rosendorf
Prod. Mgr.................. Albert Gerfin
Art. Dir.................. Leo Lobell
Radio Director.................. Richard E. Skutch

Radio Accounts: Exquisite Form Bras-sieres, Inc. (Lingerie), New York N. Y.; Pilot Radio Corp., Long Island City, N. Y.

BERMINGHAM, CASTLEMAN & PIERCE
136 E. 38 St., New York 16, N. Y.
AAAA—ABP—APA—NOAB

President .................. Arch Bermingham
Vice-Presidents .................. George Castleman, C. E. Patrick, Leslie Spencer, James Walker
Manager .................. G. C. Castleman
TV Director .................. John McNeil
Time Buyer .................. John Collins

Radio Accounts: Griffin Mfg. Co., Inc. (Shoe Polish); Conti Products Corp. (Shampoo & Soap); Monarch Wine Co. (Wines), Brooklyn, N. Y.; Sabena Belgian Airlines (Travel), Brussels, Belgium; Lektrolite Corp. (Lighters), New York, N. Y.

TV Accounts: Beneficial Management Co. (Finance), Newark, N. J.

TED BERNSTEIN ASSOCIATES
51 Madison Ave., New York 10, N. Y.
Phone: MUrray Hill 5-3730

NOAB

Owner.................. Theodore H. Bernstein
Treas., Space & Time Buyer .................. Sylvester J. Bernstein
Art Director .................. Morris Brodis
Publ. Dir.................. Ted Kaufmann
Prod. Mgr.................. Harold Franklin
Radio Director.................. Mann Genchell

Radio Accounts: Eagle Clothes, Inc. (Men’s Clothing), Tress, Inc. (Retailer Men’s Clothing), Harry Jay Treu (Furrier), New York, N. Y.; Procel (Household Cleaner), Oceanside, L. I.

PROGRAMS—PICTURE ALBUMS
PRINTED PROMOTION—SPECIAL FEATURES

IF YOUR TV-AM-FM STATION NEEDS PROMOTIONAL IDEAS SOLD TO PRODUCE CASH REVENUE OF FROM $200-$1,000 PER WEEK FOR SEVERAL MONTHS, AS WE HAVE DONE FOR OVER 300 STATIONS FROM COAST TO COAST DURING THE PAST 12 YEARS — Wire, call, write —

Edgar L. Bill — Merle V. Watson

NATIONAL RADIO PERSONALITIES
100 WALNUT STREET
PEORIA, ILLINOIS

Telephone 64607
GORDON BEST CO., INC.
228 N. LaSalle St., Chicago 1, Ill.
Phone: Sta. 2-5060

ABC—ABP—ANPA—APA—NOAB—PPA

President..............................Gordon Best
Vice-Presidents......................Roy M. Kirtland,
                                  Leroy A. Kling,
                                  Willard E. Stevens, Frank F. Morr

Radio Accounts: Booth Fisheries Corp.
(Frozen Fruits, Vegetables, Fish), Chicago,
Ill.; Carey Salt Co., Hutchinson, Kans.;
Coyne Electrical School (Trade School),
Jackson, Miss.; Key Work Clothes, Inc., Fort
Scott, Kans.; Milner Products Co. (Pine-Sol
and Fly-Cide), Chicago, Ill.; Weil & Co. (Don-
De Coffee), Cleveland, Ohio.

TV Accounts: Weil & Co. (Don-De Coffee),
Cleveland, Ohio.

THE BLOW CO., INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1100

ABC—ANPA—NOAB—PPA

President.....................Milton H. Biow
Secretary-Treasurer........Morris Zimmerman
Exec. Vice President.....F. Kenneth Beirn
Vice-Presidents..................S. A. Alter,
                                  T. Clyne, R. F. Linder, W. G. Smith, E.
                                  D. Swann, L. W. Thomas, H. R. Turnbull,
                                  C. P. Tyler

Act. Executives..............W. P. Booth,
                               Braun, Lloyd Delaney, L. B. Elms, Mrs.
                               Ruth Farquhar, John Ham, P. H. Hiner-
                               feld, Miss E. Leeman, Norman Mork,
                               Leslie Moseley, Mel Singer

Manager Radio & TV Deps...Tom Revere
Dir. Radio Time Buying......John Kucera
Head Talent Contracts......Lucille Webster
Time Buyer......................Ethel Wieder
Publicity.....................Lois Winston

Branch Offices
Phone: Plaza 2377
Manager.......................Jack Runyon
703 Market St., San Francisco, Calif.
Phone: Garfield 1-4834
Manager.....................Leslie J. Hannah

Radio Accounts: Bulova Watch Co., Inc.,
New York, N. Y.; Eversharp, Inc., Chicago,
Ill., Mills Brothers, New York, N. Y.; Lang-
endorf United Bakersies, San Francisco,
Calif.; Philip Morris & Co., Ltd., New York,
N. Y.; National Shawmut Bank of Boston,
Boston, Mass.; Pepsi Cola Co., New York,
N. Y.; Procter & Gamble Co., Cincinnati,
Ohio; Roma Wine Co., San Francisco, Calif.;

LENNEN & MITCHELL, INC.

ADVERTISING

NEW YORK and BEVERLY HILLS

RADIO...
since its commercial infancy

TELEVISION
since 1939

GEORGE R. NELSON, INC.
Advertising
Schenectady and New York City
NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?

AP
Jacob Ruppert Brewery, Whitehall Div. of National Home Products, New York, N. Y.

THE BLAINE THOMPSON CO., INC.
234 W. 44th St., New York 18, N. Y.
Phone: LO 4-0500
ANPA—PPA—APA—ABC—NOAB
President-Treasurer..........Myer Lesser
Vice-President.............Marlo Lewis
Copy Chief..................Gail Gordon
Secretary..................A. L. Lesser
Branch Office
321 W. 44th St., New York 18, N. Y.
Phone: Circle 6-1000
Account Executive............Philip Solomon
TV Accounts: Messinger Bakeries, Brooklyn, N. Y.; “Popsicle”—Joe Lowe Corp (Ice Cream Products), New York.

W. EARL BOTHWELL, INC.
600 Grant St., Pittsburgh 19, Pa.
Phone: Court 6565
ANPA—AAAA—PPA
President..................W. Earl Bothwell
Vice-President...............Virginia D. Bothwell
Secretary-Treasurer........Fred E. Baxter
Copy Chief.................H. B. Trautman
Space Buyers..............Betty Ritter,
Avis Philbrook
Radio Director.............Nathan A. Tufts
Production Manager........Clark Glenn
Art Director..............O. C. Jochumsen
Research Director..........Jack Bradlute
Publicity Dir................George E. Kelly
Merchandising Director......Wright Nodine
Branch Offices
1660 N. Vine St., Hollywood 28, Calif.
Manager..........................Nathan A. Tufts
22 E. 40 St, New York 16, N. Y.
Manager.....................T. Howard Black, Jr.
520 N. Michigan Ave., Chicago 11, Ill.
Manager........................Charles D. Pettengill

BOTSFORD, CONSTANTINE & GARDNER
115 S. W. 4 Ave., Portland 4, Ore.
Phone: ATwater 9541
AAAA — ABC — ABP — ANPA — APA
NOAB—PPA
Vice Pres. & Space Buyer
Frankie Cokendall
Sec-Treas......................Merle W. Manly
333 Central Bldg. Seattle 4, Wash.
Phone: ELiot 3523
Exec. V.P......................C. P. Constantine
156 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-7565
Pres. & Genl. Mgr...........David M. Botsford
629 S. Hill St., Los Angeles 14, Calif.
Phone: VAndike 0796
Vice President.............Thomas O. Morris, Jr.
Empire State Building, New York 1, N. Y.
Phone: BRyant 9-4845
Vice President...............Elizabeth Eyler
Radio Accounts: Columbia River Packers Assn, (Bumble Bee Sea Foods), Astoria; Oregon Mutual Fire Insurance Co., McMinnville; Tillamook County Creamery Assn, (Tillamook Cheese), Tillamook; Olympia Brewing Co. (Olympia Beer), Olympia; Western Hotels, Inc, Seattle, Wash.; Sego Milk Products Co. (Sego Evaporated Milk),

M AR F R E E
ADVERTISING CORP.

NEW YORK
1560 Broadway
Mgr., Harry A. Friedenberg

CHICAGO
112 E. Walton
Mgr., Alvin Elcock
Sliklin Paper Corp. (Blu-Magic Paper Towels), San Francisco, Calif.; Prudential Insurance Co. of America, Los Angeles, Calif.

TV Accounts: E. H. Bendiksen Co. (East Point Oysters), South Bend, Wash.

STANLEY G. BOYTON
Phone: TR 1-2552
President...........Stanley G. Boynton
Vice-Pres. & Art Dir............Ben Taylor
Vice-Pres. & Radio Dir............Philip Rouda
Secretary-Treasurer............Morris E. Jacobs
Asst. Sec-Treas............S. E. Perlmeter
Production Manager............Harold Kaplan

Branch Office
17 E. 42nd St., New York 17, N. Y.

Radio Accounts: Radio Bible Class Wesley Radio League, Calvary Hour, New World Coming, Highland Park Baptist Church, National Tennis Matches, Davis Cup Series.

BOZELL & JACOBS, INC. OF ILL.
326 W. Madison St., Chicago 6, Ill.
Phone: Central 6-6505

APA—NOAB
President & Mgr............Nathan E. Jacobs
Vice-Pres. & Art Dir............Ben Taylor
Vice-Pres. & Radio Dir............Philip Rouda
Secretary-Treasurer............Morris E. Jacobs
Asst. Sec-Treas............S. E. Perlmeter
Production Manager............Harold Kaplan

Branch Office
415 S. 6 St., Minneapolis 15, Minn.
Manager............Sam Kaufman
V. P. & Mgr............Donald Hoover


ARTHUR BRAITSCH ADV.
510 Hospital Trust Bldg., Providence 3, R. I.
Phone: Dexter 1-5313, 1-4115

ABP—APA—ANPA—PPA
Radio Director............Arthur Braitsch
Secretary............Martha Watkins
Space Buyer............John A. Lorimer

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

THE J. CARSON BRANTLEY ADV. AGENCY
Owen Bldg., Salisbury, N. C.
Phone: 900
President, Time Buyer. J. Carson Brantley
Auditor..................A. R. Monroe
Production................Betty Hogge

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

BRESNICK & SOLOMONT INC.
216 Tremont St., Boston 16, Mass.
Phone: Liberty 2-7751

ABP—ANPA—PPA—APA
President..................Chester L. Solomont
Vice-Pres..................Russel Spoor


R. C. BRETH, INC.
310 Pine St., P. O. Box 128, Green Bay, Wis.
Phone: Howard 134

ABP—ANPA—APA
President..................R. C. Breth
Vice-Pres..................Russel Spoor


BRISACHER, WHEELER & STAFF
620 Market St., San Francisco 4, Calif.
Phone: GArfield 1-0276

AAAA—ABC—ABP—ANPA

NOAB—PPA
President..................Emil Brisacher
Exec. Vice-Pres..........F. C. Wheeler
Vice-Presidents........A. McKie Donnan, R. T. Van Norden, Walton Purdom
Secy.-Treas...........Robert Brisacher
Controller..............William Wingate
Radio & TV Time Buyer, San Francisco

Deane Weinberg, Jr.
Radio & TV Dir., Los Angeles
Charles Chaplin
Radio Time Buyer, Los Angeles

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

Branch Offices
1133 Crenshaw Blvd., Los Angeles 6, Calif.
Phone: Webster 8143

V.P. & Mgr..................Don Breyer

140 E. 39 St., New York 16, N. Y.
Phone: ORegon 9-4960

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

Radio Accounts: Dennison's Foods (Catsup, Chili Con Carne, Canned Meat Products), Oakland; Los Angeles Dons (Football Team), Los Angeles; Mondavi, C. & Sons (Wines), St. Helena, Calif.; Peter Paul Inc. (Mounds & Almond Joy Candy Bars), Naugatuck, Conn.; Pictsweet Foods Inc. (Canned Corn & Peas, Frozen Foods), Mt.
Vernon, Wash.; Richmond-Chase Co. (Hearts Delight Nectars, Pasteurized Prunes and Prune Juice), San Jose; Sav-On-Drugs Inc., Los Angeles; Sunset Line and Twine Co. (Fishing lines), San Francisco, Calif.

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

**BROADCAST ADVERTISING**
3055 Wilshire Blvd., Los Angeles 5, Calif. Phone: DUnkirk 9-1339

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

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

**BROOKE, SMITH, FRENCH & DORRANCE, INC.**
8169 E. Jefferson Ave., Detroit 11, Mich. Phone: Valley 2-9700

AAAA—ABP—NOAB—ANPA—PP—APA
Chairman of Board........... Sturges Dorrance
President ................ Willard S. French
Secretary-Treasurer ............ Guy C. Smith
Exec. Vice President.......... Walter C. Ayers
Vice President ............. Clarke C. Wilmot
J. G. Williams, Blount Slade, George John-\nston, L. Grant Hamilton, Herbert R. Bayle, \nRichard Reins, Wm. F. Austin, Jr.
Director of Radio—TV .......... Hugh Hole
Time Buyer.................. Clyde Vortman

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

AAA — OAAA — ABP — NOAB — ANPA — PPA — APA
Exec. Vice-President ........ Thayer Ridgway
Vice Pres. & Mgr., Media Dept. ........ H. E. Pengel
Vice Pres. & Art Dir........ Wm. A. Adriance, Jr.


**BROOKS ADVERTISING AGENCY**
461 W. 8 St., Los Angeles 14, Calif. Phone: TRinity 0558

**ANPA—PPA—ABP—APA**
Owner ..................... A. R. Brooks
Production Manager .......... Sterling Blakeman
Time Buyer ................ A. R. Brooks
Copy Chief ................ Robert Hal'k
Art Director ............. James Gaynor
Secretary ................. Mary McCauley
Radio Production .............. Barbara Vosburgh
Chief Accountant .......... Jean Shay

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

**D. P. BROTHER & CO., INC.**
General Motors Bldg., Detroit 2, Mich. Phone: Trinity 2-8250

**APA—AAAA—ANPA—ABP**
NOAB—PPA—ABC

Pres. & Treat............... D. P. Brother
Exec. Vice-Pres ............. Clarence Hatch, Jr.

**FRANKLIN BRUCK ADVERTISING CORP.**
RKO Bldg., Rockefeller Center, New York 20, N. Y. Phone: Circle 7-7660

President ................. Franklin Bruck
Secretary and Radio Dir .......... M. J. Kleinfeld
Vice President ............ Mort Heineman
Radio Time Buyer .......... Rae Elbroch
Radio Traffic ............ Milton Jurin
Radio Production .......... Howard Blake
Research Director .......... Jules Nathan

**Branch Office**
Taft Bldg., Hollywood & Vine, Los Angeles, Calif.

Manager ................. Howard Blake


**CHARLES BRUNELLE ADV. AGENCY**
15 Lewis St., Hartford 3, Conn. Phone: 7-0726

**ABP—PPA**

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 .. John R. Sheehan
Time Buyer .................................. Bill Smith

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

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

BUCHANAN-THOMAS ADV. CO.
412 S. 19 St., Omaha 4, Nebr.
Phone: ATLantic 2125
ABP — ANPA — APA — NOAB — PPA
Partner ......... C. Coe Buchanan
Partner ............. Lyman H. Thomas
Director ............. Adam Reinemund
Asst. Director ........... Bob Thomas

G. NORMAN BURK, INC.
(Formerly Pratt & Burk)
223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATLantic 1-4139
President ............. G. Norman Burk
Vice-President ....... Edgar E. Eaton
Media Dir. & Sec. ...... Dolores E. McCarthy
Radio Dir. ............. Lillian Jacobs
Radio & TV Dir. ...... G. Norman Burk
Time Buyer ............. D. E. McCarthy
Asst. Director ........... Lillian Jacobs

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

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

BUCHANINGAME-GROSSMAN ADV.
201 N. Wells St., Chicago 6, Ill.
Phone: Financial 6-4616
APA—PPA
Owner ............. S. W. Grossman
Art Director ............. Jerome Leve
Production Manager ....... R. C. Mackey
Copy Dir. ............. S. S. Kain
Account Executive .......... M. A. Harvis

Graphic Arts Monthly, Seatmaster Co.

BURNET-KUHN ADV. CO.
520 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-3800
ANPA—APA—PPA
President & Treasurer .......... Paul R. Kuhn
Vice-Presideats ................. Francis J. Woods,
Philip D. Simons
Secretary ................... James H. Kristof
Radio Director .............. William Coop
Account Executives ........... F. J. Woods,
P. D. Simons

Radio Accounts: Chicago Tribune, Coro-
net, Inc.

LEO BURNETT COMPANY, INC.
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5959
AAAA—ARC—ABP—ANPA—APA—
BMB—NOAB—PPA
President .................... Leo Burnett
Exec. Vice-Pres. ........... R. N. Heath
Vice-Pres. & Media Dir. .... E. Ross Gamble
Vice-Pres. in Charge of Radio
& TV ...................... Wm. L. Wiedell
Asst. to V. P. In Charge
of Radio & TV ............. MacLean Chandler
Radio & TV Prod. Mgr. .... Clair Cahill
Radio Traffic Mgr. ........... Marian N. Rice
Mgr. of Facilities &
Estimating ............. E. G. Eisenmenger

Branch Office
743 Fifth Ave., New York 22, N. Y.
Phone: PLaza 3-2772

Manager ............. Donough Prince
Radio Director .......... William McLlvain
3632 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-8313

Manager .................. Howard Cheney
Radio Director ............. Wendell Williams

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

TV Accounts: Pillsbury Mills, Inc. (Pills-
bury White Cake Mix, Choc. Fudge Cake
Mix), Minneapolis, Minn.; Pure Oil Co.
BYER & BOWMAN ADVERTISING AGENCY
203 E. Broad St., Columbus 3, O.
Phone: MAIN 3276
ABP—ANPA—NOAB—PPA
Partner ......................... Herbert Byer
Partner ........................... Gus K. Bowman
Partner ........................... Joel M. Burghalter
Director ......................... Bill Copeland
Acct. Exec. ...................... Neil Hallock
Acct. Exec. ...................... R. W. Testeinent

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

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

HAROLD CABOT & CO., INC.
136 Federal St., Boston 10, Mass.
Phone: HAncock 6-7600
AAAA—ANA—APA—NOAB—PPA
President ...................... Harold Cabot
Treasurer ...................... Richard P. Holland
Production Manager .......... Frederick E. Dwyer
Copy Chief ..................... Henry W. Patterson
Art Director ................... William H. Ganick
Radio-TV Director ............ Jan Gilbert

Radio Accounts: Adams & Swett (Rugs), Boston Consolidated Gas Co. (Public Utility), Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston Globe (Newspaper), S. S. Pierce Co. (Importers & Grocers), H. P. Hood & Sons (Dairy Products), Boston and Maine Railroad, Boston; Quincy Savings Bank, Quincy, Mass.; Rock of Ages Corporation (Monuments), Barre, Vt.

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

CAHN-MILLER, INC.
413 N. Charles St., Baltimore 1, Md.
Phone: SARatoga 4466
PPA
President ....................... Louis F. Cahu
Vice-Pres. & Treas. .......... C. LeRoy Miller
Secretary ...................... George Gettman
Account Executives .......... Louis C. Pedlar, Jr., Betty Reese, Mary Downey
Media Director ............... George Gettman

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

CALKINS & HOLDEN
217 Park Ave., New York 17, N. Y.
Phone: PLaiza 5-6900
AAAA—ABP—ANPA—PPA—SNPA
NOAB—ABC
President ...................... J. Sherwood Smith
Vice-President ................. James A. Clark
Secretary-Treasurer .......... R. P. Clayberger
Partner ........................ Z. C. (Jess) Barnes
Radio-TV Pgm. Consultant .. Walter Laurie
Art Director ................... William Chause
Production Manager .......... Fred Oughton
Manager Outdoor Dept. ...... E. J. Fitzgerald
Media Director ............... Thomas H. Young
Radio-TV Program Dir. ...... Chester H. Miller

Branch Office
333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager .......... R. A. Washburn

TV Accounts: Oakite Products, Inc. Western Biscuit.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Pres. & Chr. of Bd. .......... Henry T. Ewald
Exec. V.P. & Gen Mgr. ...... Henry G. Little
Sr. V.P. & Sec-Treas. ...... Lawrence R. Nelson
Vice-Pres. & Dir. Med. J. J. Hartigan
Vice-Pres. & Art Dir. Halsey Davidson
Vice Presidents.............. J. H. Neehe,
Chairman Radio-TV Dept. Winslow H. Chase

Branch Offices
1 E. 57 St., New York 22, N. Y.
Phone: MUrRay Hill 8-3190
Sr. V-P.................. Winslow H. Case
230 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1946
V-P. & Gen. Mgr............ Earl W. Clements
714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmond 6204
V-P. & Gen. Mgr........... R. C. Francis
995 Market St., San Francisco 3, Calif.
Phone: SUtter 1-8756
Manager ................... T. M. Johnson


CAMPBELL-MITHUN, INC.
1370 Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone: LIncoln 8924
ABP—NOAB—ANPA—PPA—APA
President ...................... Ray. O. Mithun
Vice-Pres. ..................... John W. Forney
Secretary .................... Lester J. Will
Treasurer .................... E. S. Brugette
Radio Dir. ..................... B. N. Sandquist
Production Creative Dir. John W. Forney
Copy Writers .................. Donald Gravert, Myrna McCauley.

Branch Office
919 N. Michigan Ave, Chicago 11, Ill.
Vice-President ................. August C. Ragnow


SOLIS S. CANTOR ADV. AGENCY
1711 Walnut St., Philadelphia 3, Pa.
Phone: LO 7-8141
PPA—ABC—ABP—ANPA
Pres. & Act. Exec........... Solis S. Cantor
Vice-Pres. ................... Kathryn Cantor
Art Director ............... Robert Hersch
Act. Exces. ................ John Shaw
Robert Weiner, Bernard Binuick

Branch Office
350 Lincoln Rd. Bldg., Miami Beach 39, Fla.
Manager ................... Sidney B. Gorcho

CARTER ADV. AGENCY
912 Baltimore, Kansas City 6, Mo.
Phone: HA 1356
ABP—ANPA—APA—NAAN—NOAB—PPA
President .................... Charles W. Carter
Vice-Pres. ..................... William G. Rowe
Radio-TV Director ............ Herb True
TV Acct. Executive .......... Fred Klem


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

CASIMIR ADVERTISING CO., INC.
531 Fifth Ave., New York 17, N. Y.
Phone: MUrRay Hill 2-2014
ABP—APA
President .................... David C. Casimir
Copy Chief .................... James T. Cunningham
Art Director .................. Ray Tatro
Art Director .................. William E. Burgess
Production Mgr. ............. C. Wiechmann
Radio-TV Director ........... Marvin Casimir

CAYTON, INC.
350 Fifth Ave., New York 1, N. Y.
Phone: BRYant 9-0390
ABP—APA—ANPA—PPA
President .................... William D’Areey Cayton
Secretary .................... D. R. Roberts
Art Director .................. Bob Lee
Radio Director ............... M. Eaton
Prod. Mgr. ................... C. F. Lucchesi
TV Director .................. Allan Black
TV Time Buyer ............... M. Eaton, Allan Black
Copy ......................... Leo Nolan
Publicity .................... K Carr

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

**TV Accounts:** Polaroid TV Filters, Durable Irons, Bond Clothing Stores, Chesbrough Mfg. Co.

**CECIL & PRESBREY, INC.**

247: Park Ave., New York, N. Y.  
Phone: PLaza 3-8020  
AAAA—ABC—ABP—ANPA—BMB—NOAB—PPA  
President ........................ James M. Cecil  
Vice-Presidents .............. H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, David G. Lyon, Cecil Hackett, Eugene Bannwart.  
Sec. -Treas. .................. David C. Thomas  
Media Director ............... Harry Parnas  
Radio & TV Dir. ............. Edward E. Simon  
-Time Buyer ................ Thaddeus Kelly  
Ass't. Radio-TV Dir. .......... David G. McAneny  

**Branch Offices**

Phone: HEmpstead 2321  
Exec-in-Chge. .................. Riley Jackson  

**Radio Accounts:** Philip Morris & Co., Ltd. Inc. (Philip Morris Cigarettes), New York, N. Y.; Block Drug Co. (Anesthetic Tooth powder & paste), Minipoo, Omega Oil, Poligrip, Polifident), Jersey City, N. J.; Lamont Corliss (Nestle candy), New York, N. Y.; Speidel Corp. (Watch bands), Providence, R. I.; Oyster Shell Products, Denver, Colo.

**NELSON CHESMAN COMPANY**

Main at Market St., Chattanooga 3, Tenn.  
Phone: 6-9412  
ABP—ANPA—APA—NOAB—PPA—SNPA  
Partner-Radio Director ... John E. Fontaine  
Partner-Time Buyer .......... Sara M. Kelly  
-Time Buyer ................. James R. Fox  

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

**CHICAGO ADV. AGENCY**

20 W. Jackson Blvd., Chicago 4, Ill.  
Phone: WA 2-5732  
ANPA—PPA—APA—ABC  
Pres. & Space Buyer .......... J. L. Wade  
Vice-President ............... Elmer Wade  

**C. P. CLARK, INC.**

James Robertson Hotel, Nashville 3, Tenn.  
Phone: 6-4179  
ABP—ABP—NOAB—PPA—SNPA  
President- In-Charge of Radio ... C. P. Clark  
Vice-Pres. & Treasurer ......... D. G. Goodwin  
Secretary ........................ J. D. Clark  

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

**CLEMENTS COMPANY, INC.**

Phone: Rittenhouse 6-0236  
ANPA—PPA  
President ...................... I. W. Clements  
Vice & Copy Chief ........... E. D. Masterman  
Director of Radio ............ Alice Clements  

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

**HARRY B. COHEN ADV. CO., INC.**

1 E. 57 St., New York 22, N. Y.  
Phone: Murray Hill 8-3030  
President ...................... Harry B. Cohen  
Vice-Pres. -Treas. ............ Edith S. Cohen  
Vice-Pres.-Gen. Mgr. .......... Edward Aleshire  
Vice-Pres. ................. Edward Rosenwald  
Secretary ..................... Harry B. Cohen, Jr.  
Art Director .................. Robert E. Wilson  
Production Mgr. .............. Oscar Fileppo  
Print Space Buyer .......... Jeannette LeBrecht  
Research Director .......... William A. Yoell  
Radio-TV Dir. ............... Edward Aleshire  
Radio Time Buyer .......... John Donaldson  
Ass't. Time Buyer .......... Viola Nolan  

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

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

**COLE & CHASON, INC.**

331 Madison Ave., New York 19, N. Y.  
Phone: Murray Hill 7-6414  
PPA  
Principal ..................... Herbert S. Chason  

**RUSSELL C. COMER CO.**

Land Bank Bldg., Kansas City 6, Mo.  
Phone: HArrison 3964  
APL—ANPA—PPA—ABP  
Partners ... Russell C. Comer, Ruth E. Comer  
Space Buyer .................. Daniel C. Martin  
Production Mgr. ............. John C. Fehlandt  
Acct. Executive .............. Gardner Reams  
Radio Dir. .................. Bill Godden
COMPTON ADVERTISING, INC.
630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2500

SNPA—ANPA—PPA—NOAB—ABC—

BMB

President ......................... Robert D. Halbrook

Vice-Pres. & Secy............. Leonard T. Bush

Asst. to Vice-Pres. .......... Daniel P. Potter


Director of Radio & TV Production .......... L. H. Titterton

Manager of Depts............. Brewster Morgan

Media Director.................. Guy Richards

Asst. Media Dir................. Frank B. Kemp

Head Time Buyer .............. Henry Clochessy

Times Buyers ................. Julia Brown, Jean Carroll, Richard Hurley, Ken Kearns, Herb Claassen.

Branch Offices

Socony-Vacuum Bldg., Chicago, Ill.
Manager ......................... L. O. Holmberg

Gwynne Bldg., Cincinnati, O.
Manager ......................... Robert P. Marsh

744 N. 4 St., Milwaukee, Wis.
Manager ......................... Richard Davis

Manager ......................... Floyd Holm


THE CONNOR COMPANY, INC.

544 Market St., San Francisco 4, Calif.

Phone: YUKon 0196

APA—ABP—ANPA—PPA

President ......................... Edward W. Connor

Exec. Vice-Pres. .............. Shirley Walker

Production Manager........ Mrs. V. George

Account Executives .......... Ted Conner, B. McClure, D. McFadden, S. Walker

COWAN & DENGLER, INC.

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

Phone: Murray Hill 2-0940

ANPA—PPA—NOAB—APA

President ......................... Stuart D. Cowan

Vice-Pres. & Treas............ H. W. Dengler

Vice-President .............. Porter F. Leach

Vice-President .............. J. Clement Boyd

Secretary ....................... Stuart D. Cowan, Jr.

Space-Time Buyer .............. A. Marie Maus

Radio-TV Director .......... T. H. Moore, Jr.


JOHN GILBERT CRAIG ADV. INC.

913 Washington St., Wilmington, Del.

Phone: 5-6185

ABP—ANPA—APA—NAAN—PPA

President ......................... John Gilbert Craig

Sec-Treas. ...................... Kathleen A. Walsh

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

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

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee, Wis.

Phone: Daly 8-3500

AAAA—ABC—ABP—ANPA—NOAB—BMB

President ......................... A. W. Seiler

Exec. Vice-Pres. .............. H. N. Pasteur

Vice-Pres-Treas. .............. C. W. Faude

Secretary ....................... F. Aumueller


Vice-Pres-Dir. of Media ...... L. H. Ness

Radio-TV Director .......... J. S. Stolzoff

Prod. Mgr. ....................... H. J. Fink

Art Dir. ......................... A. H. Biermann

Radio Time Buyer .......... Loretta Mahar

Copy Chief ..................... R. B. Skeen


CRITCHFIELD & COMPANY, INC.  
720 North Michigan Ave., Chicago 11, Ill.  
Phone: Superior 7-3061  
ANPA—APA—PPA—NOAB  
President .................. E. P. Nesbitt  
Media Dir. .................. E. Groenboom  
Production Manager ....... R. M. Cowing

CRUTTENDEN & EGER  
69 W. Washington St., Chicago 2, Ill.  
Phone: Financial 6-3630  
ABP—ANPA—PPA—NOAB—APA  
Partners .................. Edmond I. Eger,  
Harley B. Hobbs  
Account Executives ....... Leon H. Lewis,  
George M. Stern, Harley B. Hobbs, E. I. Eger  
Media Research Director ... Harry C. Pick  
Art Director .................. Harry J. Beier  
Prod. Mgr. .................. R. H. Wilson  
Radio Account: Admiral Corp.  
TV Account: Admiral Corp.

CUNNINGHAM & WALSH, INC.  
(formerly Newson-Emmett Co.)  
40 E. 34 St., New York 16, N. Y.  
Phone: Murray Hill 3-1900  
AAAA—ANPA—PPA—ABP—NOAB—  
SNPA—ABC—APA—CAN—NAAN—  
TAAN—BMB  
Principals .................. J. P. Cunningham,  
E. H. Ellis, G. S. Fowler, G. E. Hoyt, R. R. Newell, Wm. Reydel, R. L. Strobridge,  
F. H. Walsh,  
Media Director ................. N. M. McAvoy  
Branch Office (Radio) .......  
3420 Sunset Blvd., Hollywood 46, Calif.

DANCER-FITZGERALD-SAMPLE, INC.  
247 Park Ave., New York 17, N. Y.  
Phone: Murray Hill 3-1600  
AAAA—ANPA—APA—PPA  
President .................. H. M. Dancer  
Vice-President ............... C. L. Fitzgerald  
Vice-Pres.-Treas. .......... Paul Keenan  
Vice-Pres.-Secy. ............. F. T. Leighty  
V.P’s. & Acct. Execs. ...... Lyndon O. Brown,  
Joseph H. Holmes, Jr., Charles Hotchkiss,  

Branch Offices  
221 N. La Salle St., Chicago 1, Ill.  
Exec. Vice-Pres. ......... F. Sewall Gardner  
V.P’s. & Acct. Execs. ...... E. R. Detchon,  
J. Fitzmorris,  
1680 N. Vine St., Hollywood 23, Calif.  
Manager .................. Alvin Kabaker  
6 King St., E., Toronto, Ontario, Can.  
Manager .................. Gilbert Nunis  

D’ARCY ADVERTISING CO.  
Missouri Pacific Bldg., St. Louis 3, Mo.  
Phone: CEentral 6700  
AAAA—ABC—ABP—ANPA—APA—  
BMB—NOAB—APA  
Chairman of the Board .......... A. L. Lee  
President .................. J. F. Oberwinder  
Secretary-Treasurer ........ E. D. Cronk  
Exec. Vice-Pres. .......... P. J. Orthwein  
Radio Director .............. P. A. Louis  
(New York Office)  
Branch Offices  
515 Madison Ave., New York 22, N. Y.  
Phone: Plaza 8-2600  
Vice-Pres. .................. John Toigo  
Terminal Tower Bldg., Cleveland 13, O.  
Phone: CH 0158  
Vice-Pres. ................. Stanley P. Seward  
90 Broadview, Toronto, Ontario, Can.  
Phone: GL 7591  
Vice-Pres. .................. G. P. Altenbernd  
500 Peachtree St., N.E., Atlanta 5, Ga.  
Phone: VE 8815  
Vice-Pres. .................. J. Hixon Kinsella  
6352 Sunset Blvd., Hollywood 28, Calif.  
Phone: HU 2-7787  
Manager ..................... Dario Soria  
TV Accounts: General Tire & Rubber Co., Akron, O.

JIMM DAUGHERTY, INC.  
706 Chestnut St., St. Louis 1, Mo.  
Phone: Main 0790-1  
PAPA—NOAB—APA  
Pres., Space-Time Buyer.James M. Daugherty  
Secretary-Treasurer..Pauline Otto Daugherty  
Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., So Good Potato Chips, Blanke-Bar, Odera.  
TV Account: Pepsi-Cola.

DAVIS & COMPANY  
Pacific Mutual Bldg., Los Angeles 14, Calif.  
Phone: Michigan 3908  
ANPA—PPA  
Partner ..................... Robert J. Davis  
Time Buyer ................. Beth Freeman  
Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products, Dodson, Ltd., American Fruit Growers, Fruit Industries, Ltd.
BEN DEAN ADVERTISING AGENCY
207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 3-0666
APA—ABP
Owner .......... Ben Dean
Production Manager .......... Mildred Juneau
Account Executive .......... Ben Dean, Jr.

DICKLOW ADV. AGENCY
1325 National City Bldg., Dallas 1, Tex.
Phone: C-3295
APA—SNPA
Owner-Radio Buyer, Irene Scott Dicklow

DININ & DubROWIN, INC.
624 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-2826-9-3639
Pres.-Treas. .......... Erwin Dinion
Secretary .......... Blanche Dinion
TV Accounts: House Beautiful Curtains, New York.

Doe-Anderson ADV. AGENCY
308 Martin Brown Bldg., Louisville 2, Ky.
Phone: Wabash 3193
ANPA—APA—PPA—SNPA
Partner .......... Elmer H. Doe
Partner .......... Warwick Anderson
Acct. Exec. .......... Elmer H. Doe
Warwick Anderson, George W. Emerson, Robert G. O’Bréin.
Space Buyer .......... Miss G. P. Wagner
Prod. Mgr. .......... J. B. Peterkin

DOHERTY, CLIFFORD & SHENFIELD, INC.
350 Fifth Ave., New York 1, N. Y.
Phone: Bryant 9-0445
AAAA—ABC—ABP—ANPA—APA—BMB—NOAB—PPA
President .......... Lawrence L. Shenfield
V.P. & Treasurer .......... Arthur Cobb, Jr.
V.P. & Secretary .......... William E. Steers
Asst. Treasurer .......... Nelson O. Argueso
Asst. Secretary .......... Marie L. Brennan
Director Radio-TV .......... Chester MacCracken
Director-Commercials .......... D. Peter Bowles
Time Buyer .......... Helen Wilbur
Radio Accounts: Bristol-Myers Co. (Ipana, Vitalis, Trushay, Benex, Mum, Amen, Resistab), Minute Maid Corp. (Minute Maid).
TV Accounts: Bristol Myers Co. (Ipana, Vitalis, Mum, Sal Hepatica, Resistab, Bufferin).

THE RALPH L. DOMBROWER CO., INC.
11 E. Franklin St., Richmond 20, Va.
Phone: Richmond 3-1113
AAAA—ABC—ABP—ANPA—APA—NOAB—PPA—SNPA
Vice-Pres. .......... Ralph L. Dombrower, Jr.
Malcolm R. Dombrower
Acct. Exec. .......... Edward L. Wallerstein
Counsel .......... Morton L. Wallerstein
Art Director .......... J. H. O. E. Pickett
Production Manager .......... Hobart Britton
Space & Time Buyer .......... Phyllis King
Talent Buyer .......... T. Michaux Moody
Assistant .......... Wilson Angel

Branch Office
Woodward Bldg., Washington, D. C.
Phone: REPublic 1420
Manager .......... Philip Rosenfeld
Radio Accounts: Pamplin Smoking Pipe & Mfg. Co., Pamplin; Richmond Hotels, Inc. (Richmond, Va. Hotels & Old Point Comfort); Southland Wine Co., Inc. (Velvet Rose Wines), Goldberg Electric Products Co., Inc., Richmond; Fork Union Military Academy (Military School), Fork Union; The Words Co. (TV Receivers), Central National Bank, Ethicon Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va.; Hushpuppy Corp. of America, Inc. (Thompson’s Hushpuppy Mix), Jacksonville, N. C.; Cheleo Corp., Inc. (Four “C’s” Headache Remedy), Petersburg, Va.; John D. Battle (Gubernatorial Nominee), Richmond, Va.

DONAHUE & COE, INC.
1270 Sixth Ave., New York 20, N. Y.
Phone: Columbus 5-4252
ABP—ANPA—APA—NOAB—PPA—SNPA
Dir. Motion Picture, Radio & TV Div. .......... A. Carl Rigrod
Time Buyer .......... Evelyn Jones

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

DORLAND, INC.
247 Park Ave., New York 17, N. Y.
Phone: Eldorado 5-2680
ABP—ANPA—APA—NOAB—PPA
President .......... Atherton Pettingell
Treas., Exec. V-P. .......... Walter S. Maas
ROY S. DURSTINE, INC.
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-I400
ABC—ANPA—NOAB—PPA—SNPA
President ..................Roy S. Durstine
Vice-Pres., Secy. Dir. of
Media ........................Arch T. Gardiner
Vice-Presidents ..............Wm. E. Dempster,
John Malone, Ralph D. Allum, Wm. C.
Pank.
Treasurer ..................T. Arnold Rau
Prod. Mgr. ..................David R. Margareten
Head Art Dir. ................Harvey A. Spooner
Art Directors ................J. Burton Stevens,
John A. Hagstrom.
Exec. Staff ..................John C. Rome,
David L. Rand, Clew W. Kohlman, Carl
Friendlander, Robert L. Whitehead, C.
Henry Heppenstall.
Radio-TV Dir. .................Maurice Condon
Mgr. Radio-TV Dept. & Time
Buyer ........................Bergo Boe
Branch Offices
2853 W. 7 Ave., Los Angeles, Calif.
Phone: DUnkirk 8-3411
Exec.in-Charge ...............William Sloan
703 Market St., San Francisco, Calif.
Phone: YUkon 6-6239
Exec.-in-Charge ..............Robert England
Radio Accounts: The Serutan Co. (Serutan,
Nutrex, RDX, Lemel, Hi-V, Journal of
Living), Van Houten & Zoon Inc. (Cocoa &
Chocolate), New York, N. Y.

ADAM F. EBY & ASSOC.
336 Andrews Bldg., Buffalo 2, N. Y.
Phone: MA'dison 2921
Owner ........................Adam F. Eby
Account Execs...............Pauline Ferguson,
Samuel E. Eby, Lillian Kirk.
Radio Accounts: Annual Sports Show,
Home Family Laundry, David J. Scott Co.,
Bruce McGuire Co., Inc.

EDELSTEIN-NELSO ADV.
AGENCY, INC.
27 East Monroe St., Chicago 3, Ill.
Phones: ANdover 3-3867, DEarborn 2-5976
ABP—PPA
President & Sp. Buyer ........Edward Edelstein
Aet. Exec. ..................Lloyd C. Nelson
W. C. Kauer, Edward Edelstein
Art Director ..................Louise Larson

ELLINGTON & CO., INC.
535 Fifth Ave., New York, N. Y.
Phone: MMurray Hill 7-4300
ANPA—APA—NOAB—PPA
President ..................Jesse T. Ellington
Vice-Presidents .............Theodore S. Strong,
Hyland L. Hodgson, Charles R. Marshall,
Chauncey L. Landon.
Dir. of Radio & TV ..........Hal James

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

ElliS ADVERTISING CO.
2500 Rand Bldg., Buffalo 3, N. Y.
Phone: CL 0422
ABP—ANPA—NOAB—PPA

Radio-IV Director ............ Toby Treger


ROBERT J. ENDERS ADVERTISING
1415 K St., Washington 5, D. C.
Phone: STerling 2222

President ...................... Robert J. Enders
Creative Staff ............... Dorothy Wasserman, Baxter Schwellenbach, Donald Blass.
TV Art Director ............ Fred Waller
Film Director ................. Richard Lyford
Animation Director ......... Gene Tourville
Chief Photographer ........ Sam Rosenberg

Branch Offices
1420 Walnut St., Philadelphia, Pa.
Phone: Kingsley 6-1858
Manager .................... Howard Enders
Phone: TEmple 9337

Manager .................... Leonard C. Rennie

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


engel ADVERTISING, INC.
185 N. Wahash Ave., Chicago 1, Ill.
Phone: State 1366-7

ANPA—PPA—AP—NOAB

President & Treasurer ........ Frank L. Engel, Jr.
Vice-Pres. & Sec. ............ M. L. Engel
Art Dir. & Copy Dir. ........ A. A. Laumann

ENNIS-ANDERSON ADV. AGENCY
Angelo Bank Bldg., Fresno, Calif.
Phone: PH 3-2613

Pres. & Prod. Mgr. ............ E. E. Anderson
Vice-Pres & Space Buyer ... Frank Ennis
Radio Director .............. Milton M. Young
Radio Accounts: N. Y. McGeady

ERWIN, WASEY & CO., INC.
Graysbar Bldg., 420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8700

AAA—ANPA—PPA—NOAB
Chairman of the Board ......... Louis R. Wasey
Pres.Gen., Mgr. ............ Howard D. Williams
Vice-Presidents ................... George E. Wasey, Charles A. Rheinstrom
Sec.Treas. .................... James F. O'Connor
Exec. Radio-TV Dir. ...... C. H. Cottingham (L.A.)
Radio-TV Dir. .......... Richard L. Eastland (N.Y.)
Time Buyer .................... Raymond Sims (N.Y.)

Edwin, Wasey & Company, Ltd.
230 N. Michigan Ave., Chicago, Ill.
Manager .................... L. R. Northrup

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

Erwin, Wasey & Co. of Minnesota
523 Marquette Ave., Minneapolis 2, Minn.
Presidnt-Manager ............ Mac Martin

Erwin, Wasey & Co. of the South
First National Bank Bldg, Oklahoma City, Okla.
Vice-Pres.Mgr. ............... Harold Halsell

Erwin, Wasey of Canada, Ltd.
1170 Bay St., Toronto, Ont., Canada
Manager .................... Ralph L. Lawson
Advertising Agencies

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

Benjamin Eshelman Co.
1522 Locust St., Philadelphia 2, Pa.
Phone: KI 5-2590
ANPA—APA—PPA
President .................Benjamin Eshelman
Exec. Vice-Pres.............J. J. D. Spillan
V.P. & Radio Dir............L. H. Greenhouse
Secy. & Prod. Mgr..........W. J. Collopy
Radio Accounts: Commonwealth of Pa., dept. of commerce; Commonwealth of Pa., dept. of revenue; Lee Rubber & Tire Corp.

William Esty Company, Inc.
100 E. 42 St., New York, N. Y.
Phone: Murray Hill 5-1900
Vice-Pres.Chg. Radio Thomas D. Luckenbill
Chg. Television............Kendall Foster
Chg. Hollywood Office.....Don Bernard
Chief Execs...............Wendell Adams, Stan Lomax, Sam Northing, Helen Phillips, Andrew Potter, Charles White, Max Wylie.
Branch Office
Phone: Hudson 2-3366
Exec-in-Chg...............Don Bernard
TV Accounts: R. J. Reynolds Tobacco Co. (Camel Cigarettes), Colgate (Vcl), National Carbon (Eveready Batteries), Piel Bros. (Piel’s Beer).

Albert Evans—Advertising
9th Floor Dan Waggner Bldg., Fort Worth 2, Tex.
Phone: 3-9521
ABP—ANPA—AP—MBM—NAAN
NOAB—SNPA
Partner....................Albert Evans, Jr.
Partner....................Gordon N. Teague
Acct. Exec................Gene M. Lightfoot
Acct. Exec................Stan Schleuther
Art Dir....................Jud Acker
Prod. Mgr..................Mary Lou Slay

Evans-Work Advertising Agency
318½ South Sixth, Springfield, Ill.
Phone: 28868
President..................Clarence R. Evans
Art Director...............John Robert Work
Continuity Director........Imogene Reische

Lawrence I. Everling, Inc.
1700 Walnut St., Philadelphia 3, Pa.
Phone: Pennypacker 5-7927
ABP—ANPA—APA—AAAA
NOAB—ABC
President..................Lawrence I. Everling
V.P. Radio Dir. & Buyer Radio Time
Frank J. Crockery
Sec. & Dir. of Art........Reynold Abbruzi

Federal Advertising Agency, Inc.
385 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 8-4200
AAAA—ABP—ANPA—APA—NOAB—PPA
President ...................Gordon Hyde
Vice-residents............Dr. Wallace H. Wulfeke, Jules Singer, Kenneth Plumb, Pete Hurd, Joseph Leopold, Douglas Boyd, Thomas P. McMahon, Frank Herens, Herb Morse, Charles Wright
Vice-Pres.-Dir. of Radio & TV
Francis C. Barton, Jr.
Ass’t to Mr. Barton..........George Burbach
Time Buyer..............Penelope A. Simmons
Copywriter-Radio & TV.....Miss Pat Hartels
Estimator................Frank Howlett
Ass’t to Time Buyer.......Jacqueline Ruta
Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyke Cigars), Lever Bros. (Breeze), New York; John F. Trommer, Inc. (White Label Beer & Ale), Brooklyn, N. Y., Orange, N. J.; McCall Corp. (McCall’s Magazine), New York, N. Y.

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

**HARRY FEIGENBAUM ADVERTISING AGENCY**


Phone: LOCust 4-1536

ANPA—NOAB—PPA

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


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

**ROBERT FELDMAN, INC.**

378 Seventh Ave., New York 19, N. Y.

Phone: CO 5-3642

Pres. & Radio Time Buyer: Robert Feldman

Vice-Pres. ...................... B. Michaelson

Radio Director: .................. C. Rhodes

Copy Chief: ..................... L. Barton

**Radio Accounts:** Hotel Manhattan Towers Nevele, Country Club, Elliott Murphy’s Aquashow, Manrella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey’s Best, Palisades Amusement Park, Chen’s Singapore, Young’s Gap Hotel

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

**FELLOWS ADVERTISING AGENCY**

410 Harned Blvd., Syracuse, N. Y.

Phone: 2-2197

ABP—APA

President: ...................... Byron F. Fellows, Jr.

Vice-President: ............... Donald G. Novak

Sec.Treas.: ..................... Marjorie Hughes

Copy Writer: .................... Jane Logan

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

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

**COURTLAND D. FERGUSON, INC.**

Rm. 315, National Press Bldg., Washington, D. C.

Phone: National 7713

PPA

President: ...................... Courtland D. Ferguson

Secy-Treas.: .................... Lucille Pierce Ferguson

Radio Director: ................. Wm. R. Groome

TV Director: .................... Walter J. Kerwin

Radio Time Buyer: .......... Patricia Brennan

Account Executive: ............ George D. McGuinness

Branch Offices

525 N. Charles St., Baltimore, Md.

Manager: ...................... George Ross


Manager: ...................... Frank G. Christian

**Radio Accounts:** L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Bilt.; Mann’s Potato Chips, Wash. & Richmond; Smith-Douglass Co. (Fertilizer), James G. Gill Co. (Coffee), Richmond; Smith’s Storage Co., Washington; Lincoln Warehouse Corp., New York; Manbeck Bread Co. (Bread Products), Hagers-town, Md.; High’s Ice Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore.

**TV Accounts:** Bergmann Laundry, Briggs (Meat products), Emerson & Ore (Buick Dealers), Smith’s Storage Co., Washington, D. C.

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

149 Madison Ave., New York 16, N. Y.

Phone: MURay Hill 9-7100

ABP—ANPA—APA—NOAB—PPA

President-Treasurer: .......... Lawrence Fertig

Exec. Vice-Pres. & Sec.: ....... Alexander Slavitt

Vice-President: ................ Philip Lakin

Account Execs.: ................ J. B. Morse

Lawrence Wisser, Henry Bretzfield

Space Buyer: ................... Miss Selma Grosswith

Art Director: .................... Stanley Dusek

Production Mgr.: ............... Kenneth Miller

Radio-TV Time Buyer, Dir.Henry Bretzfield

**Radio Accounts:** Sam Smith Shoe Corp. (Little Yankee Shoes), Newark, N. H.

**ROBERT G. FIELDS & CO.**

1100 Warner Bldg., Nashville 3, Tenn.

Phone: 64977

ABP—APA—PPA—SNPA

President: ...................... Robert G. Fields
Account Exec., 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).

JOHN A. FINNERAN, INC.
1475 Broadway, New York 18, N. Y.
Phone: BRyant 9-1290
Pres. & Secy., John A. Finneran
V.P. & Treas., Honoria Finneran
Asst. Treas.-Gen., H. B. Pettigill
Art Dir., K. Elmore
Chief Copywriter, D. Anscombe
Space & Time Buyer, E. Pryde
Acct. Execs., Curtis I. Brown, G. White, B. Silon, F. Quinn, Dayton M. Jones.
Radio Accounts: DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

FIRESTONE-GOODMAN ADV. AGENCY, INC.
415 Loeb Arcade, Minneapolis 2, Minn.
Phone: Main 4393
ANPA—APA
President, Allan L. Firestone
V.P.-Treas., Archie Goodman
Sec., R. S. Firestone
Radio Accounts: Great Minneapolis Surplus Store, Palm Beach Cosmetics, Minneapolis, Minn.

M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2, Ill.
Phone: Cen. 6-1610-1611
Owner, Jack L. Fisher, St.
Co-Owner, Jack L. Fisher, Jr.
Radio Time & TV Space Buyer, Helen Heinz
Radio Accounts: Lester Cowan Prods. (Movies), New York; Balaban & Katz (Movies), Bell Savg., & Loan Assn. (Bank), Hilton Hotels (Hotel), Cook Co. Democratic Party (Political), Chicago; Greater Chicago Hotel Assn. (Hotel), Eagle-Lion Films, Inc. (Movies), Chicago & New York; Geo. S. May Co. (Tam O'Shanter Country Club), Chicago; Selznick Releasing Org. (Movies), New York; Shubert Theaters (Stage Shows), Chicago; United Artists Corp. (Movies), Universal Pictures (Movies), Warner Bros. Pictures (Movies), Essaness Theaters (Movies), Sol Lesser Productions (Movies), Andrew Stone Productions (Movies), 20th Century-Fox Film Corp. (Movies), New York; Vanguard Films, Inc. (Movies), Hollywood.
TV Accounts: Selznick Releasing Org. (Movies), New York, N. Y.

FITZGERALD ADVERTISING AGENCY
833 Howard Ave., New Orleans 12, La.
Phone: Tulane 3131
Radio Director, Aubrey Williams
Radio Accounts: Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift), H. G. Hill Stores, Jackson Brewing Co. (Jax Beer), New Orleans, La.
TV Accounts: Jackson Brewing Co. (Jax Beer), New Orleans, La.

FLACK ADV. AGENCY, INC.
1110 Hills Mldg., Syracuse 2, N. Y.
Phone: 2-3129
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, David R. Allen

FOLEY ADVERTISING AGENCY
1012 N. B. C. Bldg., Cleveland 14, O.
Phone: Cherry 1490
President, Robert B. Foley
Sec.-Treas., Helen M. Little
Radio Accounts: J. J. Fox, Inc. (Retail Furniture), Grismer Motors, Inc. (Lincoln-Mercury Dealer), Morton S. Pine Co. (Day's Pine Cleanser), Cleveland Satin Shop (Retail—Shoes), Cleveland 0.

THE RICHARD A. FOLEY ADV. AGENCY, INC.
1528 Walnut St., Philadelphia 2, Pa.
Phone: Kingley 5-1560
AAAA—ABC—NOAB
President, Charles H. Eyles
V.P.-Sec.-Treas., Lee E. Hood
V.P.-General Manager, A. Edward Morgan
V.P.-Dir. of Merch'dising, 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
Mech. Production Mgr., Ed. G. Griffiths
Office Manager, Catherine E. Gibbons
Radio-TV Director, James L. Tabor
Albert Frank-Guenther Law, Inc.
131 Cedar St., New York 6, N. Y.
Phone: COtlandt 7-5060

ANPA—PPA—ABP—NOAB—APA—ABC
Chairman of the Board: Emmett Corrigan
President: Frank J. Reynolds
First Vice-President & Treasurer: Victor J. Cevasco
Vice-Chairman-General Mgr.: Harold E. Maples

Branch Offices
10 Post Office Square, Boston 9, Mass.
1 La Salle St., Chicago 2, Ill.
235 Montgomery St., San Francisco 4, Calif.


Jones Frankel Co.
180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745

NOAB—ABP—ANPA—APA—PPA
President: Jones B. Frankel
Acct. Execs.: A. G. Gaines, Ben Rubin, Ira L. Morton, Jones B. Frankel, Lew Sanders, Fred McCarthy
Prod. Manager: Gladys R. Arnold
Space Buyer: Helen Eich
Radio-TV Director: Lew Sanders
Radio Accounts: Lion Chemical Co., Terman’s, Rolin Sales, Valmor Prod., General Camera Co.

TV Accounts: Terman TV Sls., Rosin-Starr, General Camera Co.

The Frederick-Clinton Co., Inc.
545 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-4333

ABP—ANPA—APA—NOAB
President: F. C. Burger
Exec. V-P. & Treas.: H. S. Rieff
Secretary: R. S. Buckbinder
Art Director: E. Gambol
Prod. Mgr.: Phil Bernan
Radio & TV Dir.: Sydney Rubin

Curt Freiberger & Co.
314 Cooper Build., Denver 2, Colo.
Phone: ALpine 2048

ANPA—ABP—APA—NAAN
Pres., Radio Dir. & Time Buyer: C. J. Freiberger
Art Director: H. Ray Baker
Account Executive: Kent Thomas
Secretary: Charles A. Haskell
FREITAG ADV. AGENCY
988 Spring St., N.W., Atlanta 5, Ga.
Phone: HEmlock 1345
ABP—ANPA—APA—NOAB—PPA
SNPA—BMB
Owner: J. V. Freitag
Prod. Mgr. & Art Dir.: H. J. Torgesen
Space Buyer: M. K. McGowan
Secretary: R. W. Wallace
Copy Chief Radio Dir.: Norman Frankel

OAKLEY R. FRENCH
& ASSOCIATES
4235 Lindell Blvd., St. Louis 3, Mo.
Phone: Newstead 0037
 AAAA—ABP—NOAB—ANPA—PPA
APA—NAAN
Partner: Oakleigh R. French
Partner: Mazie G. French
Dir., Consumer Mds.: G. Gordon Hertslet
Art Director: F. H. Turpin
Dir., Client Service: Richard C. Lynch

AD FRIED ADVERTISING AGENCY
318 15 St., Oakland 12, Calif.
Phone: Higate 46580
(See Complete Listing Under “A”)

HARRY M. FROST CO., INC.
260 Tremont St., Boston 16, Mass.
Phone: Liberty 20013
ANPA—PPA—APA
President: Karl M. Frost
Treasurer: Harry M. Frost
Asst. Treas.: Florence A. Donordo
Sey. Radio Dir. & Time Buyer: Harvey P. Newcomb
V-P. Pro. Mgr. & Space Buyer: Harold E. Bessom
Newpaper Space Buyer: Anna V. Turner

FULLER & SMITH & ROSS, INC.
71 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
AAAA—ABC—ABP—ANPA—APA—BMB
NOAB—PPA
Chairman of the Board: John E. Wiley
President: Allen L. Billingsley
Exec. Vice-Pres.: E. L. Andrew
Sey.:Treas.: C. C. Reidenbaugh
Mgr. Radio & TV Dept. (New York): Lee Williams
Mgr. Media Dept. (New York): George Lyon
Mgr. Media Dept. (Cleveland): W. J. Staab
Mgr. Film Dept. (Cleveland): Richard Reynolds
Mgr. Radio Dept. (Cleveland): M. M. Scott

Branch Offices
1501 Euclid Ave., Cleveland 15, O.
Phone: CHarley 6700
Vice-Pres.: W. A. Wright
105 W. Adams St., Chicago 3, Ill.
Phone: ANDover 3-5041
Vice-Pres.: E. J. Lausesen
Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene), Aluminum Cooking Utensil Co. (Ware-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzco (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Alum inum Co. of Amer. (Various).


FURMAN, FEINER & CO., INC.
117 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-6265
ANPA—APA—PPA
Pres.-Time Buyer: Norman Furman
Vice-President: Irving J. Gottlieb
Secretary: Nathan Rothenberg
Art Director: Edwin R. Swaback
Aect. Executive: H. Edward Simon
TV Director: Les Persky

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915
President: Elmer G. Marshutz
Radio-TV Director: Arthur J. Casey
Asst. Radio-TV Director: May A. Kohler
Radio Time Buyer: John Naylor
Asst. Radio Time Buyer: John Hetherington
Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: COLumbus 5-2000
Exec. Vice-President: S. M. Ballard
V-P. in Chq. of Radio for N. Y. Office: Roland Martini

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


GARFIELD & GUILD ADV. AGENCY
45 2 Street, San Francisco, Calif.
PPA—ANPA—NOAB—APB—NAAN
AAAA—APB—SNPA—BMB
President........................................Sidney Garfield
Prod. Mgr........................................John Brevik
V.-P. Radio-TV Dir................................William A. Morrison
Acct. Execs........................................Sidney Garfield,
W. A. Morrison

W. W. GARRISON & COMPANY
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-6338
PPA—ANPA—PPA—NOAB
Secretary & Space Buyer..........................G. P. Schill
V.-P. & Acct. Exec..................................Earl Lines
Art Dir.............................................O’Cal Hanson
Radio Accounts: Florida Citrus Exchange,
Gibson Refrigerator Co.

GEARE-MARSTON, INC.
21 S. 12 St., Philadelphia 7, Pa.
Phone: LExington 1-6530
AAAA—ABC—APB—ANPA—APB—BMB
NOAB—PPA
President..................................................Norman W. Geare
V.-P. Media Dir......................................Frank C. Murphy
Secretary.............................................William G. Huckel
Treasurer..............................................Elizabeth A. Heath
Acct. Execs...........................................Bates Compton,
John E. Rooney, John W. Claghorn, J.
Ross Pilling, Jr., Wm. E. Sargner, John
F. Coverly-Smith, Joseph F. Feeney, Ed-
ward B. Scull
Public Relations Director..........................Wm. C. Faust
Radio-TV Dir..........................................Hal S. Lamb

Branch Office
120 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0830
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 (Ivy
Point Salmon), Seattle, Wash.; Henry Dis-
ton & Son (Chain Saws), Pennsylvania Salt

TV Accounts: Aherle, Inc. (Women's Hos-

JOSEPH R. GERBER CO.
1305 S. W. 12 Ave., Portland 1, Ore.
Phone: Broadway 0515
AAAA—APB—NOAB—ANPA
PPA—AP
President.................................Joseph R. Gerber
V.P. & Radio Dir...............................Chas. H. Devlin
Media Dir.....................................Geo. E. Clinton
Production..................................Jack Lockie
Art Director..................................John Blew
Copy Chief...................................Dean Pollock
Account Execs.................................Chas. H. Devlin,
Vernor M. Schenen, H. William MacGib-

GERTH-PACIFIC ADV. AGENCY
65 Post St., San Francisco 4, Calif.
Phone: Garfield 1-1081
AAAA—APB—APB—ANPA—NOAB
Owner.............................................E. P. Gerth
Account Executives..............................J. W. Clark,
R. A. Heely
Media Director..................................Pat Crowell
Production Manager.............................M. F. Mustill

Branch Office
Manager.................................Orson Hauer

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

TV Account: Calif. Fruit Products, Ltd.

GEYER, NEWELL & GANGER, INC.
745 Fifth Ave., New York 1, N. Y.
Phone: PLaza 5-5400
AAAA—APB—ANPA—APB—BMB
NOAB—PPA
President.................................Bertram B. Geyer
Exec. Vice-President......................H. W. Newell
Vice-Presidents..............................R. M. Ganger,
C. A. Brockner, A. J. Cole, F. P. Reynolds,
Jr., J. H. Sheldon, A. A. Suvin, E. F.
Thomas, W. R. Mason
Treasurer........................................J. R. Kunz
Publicity Director.............................E. F. Thomas
Director........................................Frederick A. Long
Associate Director...........................George J. Zachary
Traffic........................................Barbara A. Fishel

Branches Offices
Phone: Hogarth 5520
Vice-President...............................John L. McQuigg
Executive Contacts.............................R. Manney,
W. Graham, H. Wilson
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), Ponce City, Okla.; Lorillard Co. (Embassy), Knox—The-Hatter (Wearing Apparel), Chicopee Mills (Lumite Screening, Infant Specialties), New York, N. Y.; G. Krueger Brewing Co. (Beer & Ale), Newark, N. J.

TV Accounts: Nash-Kelvinator Corp.
(Nash, Kelvinator, Leonard), Detroit, Mich.; G. Krueger Brewing Co. (Beer & Ale), Newark, N. J.; Continental Oil Co. (Conoco), Ponce City, Okla.

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

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

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

THE GIEZENDANNER CO.
3003 Louisianna St., Bx. 6278, Houston, Tex.
Phone: Keystone 7383

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

Radio Accounts: Houston Fat Stock Show (Livestock Exposition), Sun-Up Ice Cream (Motor & TV Acct. Exec.), E. S. W. & I. Co., Inc. (Ladies Ready to Wear), Union Bottling Works (Dr. Pepper), Archer Grain Co. (Livestock & Poultry Feeds), Amer. Brahman Breeders Assn. (Brahman Cattle), Hargis Motor Co. (Ford Automobiles), South Texas Motor Co. (Kaiser-Frazer Cars), Houston Hat Co. (Men's Hats), Home Owned Properties (Real Estate), Braswell's of Houston (Floral Shop), Kelley's Restaurants (Restaurants), Pin Oak Horse Show (Charity Horse Show), Loew's State Theater (Movie House), Sakowitz Brothers (Clothing, etc.), Houston, Tex.

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

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

ABP—ANPA—APA

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

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

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

GLASSER-GAILEY, INC.
301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 42141
AAAA—ANPA—APA

President ...................... G. F. Glasser
Vice-President .............. P. E. Gailey
Secretary-Treasurer .... Howard W. Gambrill
Art Director ................. C. S. Heizer
Traffic Manager ............. Louise Ludke
Branch Office
De Young Bldg., San Francisco, Calif.
Manager..................Robert O. Davis
Radio Accounts: Ralphs Grocery Co.,
Tropical Preserving Co., Bu-Tay Products,
Ltd., Chip Steak Company, Bluhill Foods,
Inc., Huggins-Young Coffee Co., Microteone
Co. (Hearing Aid), Los Angeles; Santa Clara
Packaging Co. (Quality Canned Fruits, Juices,
Nectar), San Jose; L. B. Laboratories, Inc.
(Hair Oils, Shampoos, Hair Preparations),
Los Angeles; Pearson Motor (Car Dealer),
San Diego; Quickway Household Products
(Woodwork, Wall Cleaner), Radio Gospel
Fellowship (Religious Programs), Los
Angeles, Calif.
TV Accounts: Quickway Household Prod.
(Woodwork, Wall Cleaner), Los Angeles,
Calif.

Glew Advertising Agency
517 Murray Bldg., Grand Rapids, Mich.
Phone: 2-13148
ABP—ANPA
Owner-Operator...............Francis K. Glew
Radio Account: Valley City Milling Co.

Goldman, Walter & Kanna
36 State St., Albany 7, N. Y.
Phone: 5-3864-5
ABP—ANPA
President....................Jack Goldman
Vice-President...............Ralph D. Kanna
Treasurer....................Harry L. Goldman
Secretary.....................Hymen Rosenblum
Radio & TV Dir., Space Time Buyer,
Account Exec..................Ralph D. Kanna
Account Exec., Sales Mgr.,
Space Time Buyer...............Jack Goldman
Account Exec. .................Norman D. Tllman
Copy Chief...................Betty Tierney
Asth. Copy Chief..............Elinor Yuguda
Radio Accounts: Albany Garage, Inc.
(Dodge Cars & Trucks, Electric Appliances),
Alban; Greens Stationers, Albany, Seven Up
Bottling Co. (Soft Beverage), Troy; Standard
Furniture Co. (Furniture Stores in Al-
baugh, Kingston, Troy & Schenectady),
Waltex Clothing Factory (Men's Suits, Coats,
Slacks), Troy and Schenectady; Electro
Protection Co. (Lightning Rod), Sector Men
& Boys Furnishings, Schwartz & Levison (Shoe-
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. Frei-
hofer Baking Co. (Bakeries), Albany, Troy,
Schenectady; Seven Up Bottling Co. (Soft
Drinks), Troy, N. Y.; Waltex Clothing Fac-
tory, Troy and Schenectady N. Y.

Goodkind, Joice & Morgan
910 North Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-6746
AAA—ANPA—PPA—ABP—AA
President......................Clyde M. Joice
V-P, & General Mgr...........Harlow P. Roberts
Vice-President................Charles O. Puffer
Vice-President...............Fred W. Swanson
Treas. & Copy Chief..........Garrick M. Taylor
Secy. & Media Dir...........Florence A. Neighborhood
Research & Mdse............George B. Frank
Research & Mdse.............J. Alden Joice
Production Mgr..............Doris Monnett
Account Exec................Henry Nathan
Radio Accounts: Service Stores, Inc.,
Planters Nut & Chocolate Co., Goldenrod
Ice Cream Co., Planters Edible Oil Co.,
Hooker Glass & Paint Co., Jewel Tea Co.,
Inc., The Illinois Canning Co., Newly Weds
Baking Company (Ice Cream 'n Cake Roll),
Chicago, Ill.
TV Accounts: Goldenrod Ice Cream Co.
(Ice Cream), Chicago, Ill.

Gotham Advertising Co.
2 West 46th St., New York 19, N. Y.
Phone LUXemburg 2-2830
APA—ABP—ANPA—PPA—ABC
Chairman of Board...............G. E. Harris
President.....................D. D. Sutphen, Jr.
Arthur A. Kron
Secretary......................C. A. Priest
Radio Accounts: Hartley's Marmalade,
Lutheran Hour, A. D. Juilliard & Co., Inc.,
Region Siciliana, New York, N. Y.

Green-Brodie
120 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-9533
ANPA—PPA
Partner......................Julian P. Brodie
Partner......................Alan Green
Radio Time Buyer...............Dorothy Grinn
Art Director..................Cecil Baumgarten
Production Directors.............Sidney Sawyer,
Melford Brodie
Copy Chief....................Tom D. Murray
Radio Accounts: Pieter de Witt, Inc., The
Viking Press, The New School, Castle Prod-
ucts Co.

Grey Advertising Agency, Inc.
166 W. 32 St., New York 1, N. Y.
Phone: CHicking 4-3900
AAAA—ABP—ANPA—PPA—NOAB
President......................Lawrence Valenstein
Executive Vice-Prese...........Arthur C. Fatt
Media & Research Dir...........Herbert A. Vitriol
Radio-TV Director.............John Wyatt
Manager, Radio-TV Dept.........Joseph Bailey
TV Supervisor...............Barbara Jones
Time-Video Buyer...............Philip Leshen
Radio Accounts: Gruen Watch Co. (Watches), Cincinnati, O.; Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Lambert Brothers (Jewelry), Phillips-Jones Corp. (Shirts), Kleintert Corp. (Bathing Caps), A. Hollander & Son, Inc. (Furs), New York, N. Y.

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

THE GRISWOLD-ESHELMAN CO.
2700 Terminal Tower, Cleveland 13, O.
Phone: Main 9484
AAAA—ANPA—PPA—APA—ABP—NOAB—ABC

President......................Kenneth W. Akers
Vice-President..............Earl R. Preble
Chief Radio Accounts: Fleetwing Corp., B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADV. AGENCY
11 Asylum St., Hartford 3, Conn.
Phone: 7-7179
ABP—NAAN—ANPA
Pres., Treas., Publ. Div........Julian Gross
Vice-Pres........................Beulah Gross
Art Div..........................Robert Honer
Sec., Media Dir., Time Buyer........Erwin B. Needles
Copy Chief.....................Lani Janes
Radio Accounts: (21 Local and Regional.)

GUILFORD ADVERTISING AGENCY
350 Fifth Ave., New York 1, N. Y.
Phone: PENNsylvania 6-6518
ANPA
Owner..........................Frances G. Guilford
Space Buyer.....................Amelia Pronko

1700 Walnut St., Philadelphia 3, Pa.
Phone: Pennypacker 5-0837
ABP
Partner-Radio Dir..................Ralph A. Hart
Partner-Art Dir.............................Leon Greenfield
Prod. Mgr. TV Dir......................Alvin Schultzberg
Publicity Dir...........................Vivian Sandler
Account Executives: Ralph A. Hart, Alvin Schultzberg
Radio Accounts: Capitol Tire Co., Glamour Shoe Co.

HART-CONWAY CO., INC.
Genesee Valley Trust Bldg.
Rochester 4, N. Y.
Phone: Main 2073-4
ANPA—PPA—ABP

President & Treasurer........H. Lyman Hart
Vice-Presidents..............Harold E. Kennedy, Joseph Brown
Secretary.........................John P. Street
Chief Executives...............H. Lyman Hart, Harold E. Kennedy, Joseph P. Brown
Chief Account Executives: John P. Street, J. P. E. Ward, Phillip, John M. Nixon, Lawrence F. Luescher

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Phone 20492

Partners........................John L. Halpin, Marion G. Halpin
Copy Chief......................E. C. Geneis
Production Chief..............M. B. Kunes
Art Director....................A. J. Hitchins

HANLY, HICKS & MONTGOMERY
500 Fifth Ave., New York 18, N. Y.
Phone LONgacre 5-5000
AAAA—ABP—ANPA—PPA—APA—NOAB—ABC

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

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

Wallace-Ferry-Hanly Co.
400 W. Madison St., Chicago, Ill.
Phone: Franklin 2-6460
President..........................L. T. Wallace

RALPH A. HART ADV.

GEORGE H. HARTMAN CO.
307 North Michigan Ave., Chicago 1, Ill.
Phone: State 2-0655

ANPA—PPA—ABP—NOAB

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

Media Director........Charles Pumpian
Radio-TV Director........John Scott Keck
Radio-TV Time Buyer........Dorothy Ayres
Publicity Director........Frazier E. Noonan

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


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

ABC—ANPA—APA—PPA

President........H. L. Hicks
V.P. & Treas.........E. H. Greist
Acct. Exec...........J. A. Drake
S. R. Huntley, K. A. Hamilton, H. L. Hicks, Jr.
Copy Chief...........C. V. Skoog, Jr.
Radio & TV Director......Peter A. Krug

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

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

HIRSHON-GARFIELD, INC.
580 Fifth Ave., New York, N. Y.
Phone: Plaza 7-6300

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

Branch Offices
Radio and TV Dept, at
18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979

Executive-in-Charge........Stanley J. Wolf
Park Square Bldg., Boston, Mass.
Phone: Liberty 2-0483

Executive-in-Charge........Gabe Stern
Radio Accounts: Prentis Clothes (Men's & Women's Clothing), Miles Shoes (Shoes), New York; Waltham Watch Co. (Watches), Waltham, Mass.; Dr. Posner's Shoes (Children's Shoes), New York, Utica Knitting Mills (Children's Sleepers), Utica, N. Y.

TV Accounts: Galey & Lord (Fabrics), Artistic Foundations ("Flexes" & bathing suits), New York, N. Y.

W. F. HOLLAND AGENCY
Hotel Sinton, Cincinnati 2, Ohio
Phone: MAin 3450

Owner, Space & Time Buyer
William F. Holland
Radio-TV Dir................Earl Holland
Production..................E. Haverfield
Research....................Frank Hilgemeyer
Copy Chief...................R. Bader
Art Dir.....................Paul Bogosian
Publicity Dir...............Ted Lehmeier

CHARLES W. HOYT CO., INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0850

AAA—ABP—ANPA—APA—NOAB—PPA

President...............Everett W. Hoyt
Chairman of the Board..........Winthrop Hoyt
Dir. of Radio-TV........Wm. Philip Smith

Branch Office
15 Lewis St., Hartford 3, Conn.
Phone: Hartford 5-6066

Executive-in-charge........Frank A. Whipple


TV Accounts: The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; F. Ad. Richter & Co., Inc. (Pain Expeller Liniment), Brooklyn, N. Y.

H. B. HUMPHREY CO.
Phone: Liberty 2-4714

AAA—ABP—ANPA—APA—PPA

President & Treas........Richard S. Humphrey
V.P. & Acct. Exec........Herbert T. Hand, Jr.
V.P., Acct. Exec. & Copy Chief
Julian L. Watkins
V.P. & Acct. Exec...........John H. McCullough
V.P., Acct. Exec. & Market Dir.
Frank S. Christian
V.P., Acct. Exec. & Dir. of Pub.
Marjory Hall
Dir. of Radio & V.P. (N. Y.)
William H. Eynon
V.P. & Asst. Dir. of Radio (Boston)
Sally Larkin
V.P. & Radio Prod. Mgr. (N. Y.)
Walton Butterfield
Acct. Exec. (N. Y.) .......... Humphrey Ireland
Branch Office
25 W. 45 St., New York 19, N. Y.
Phone: JUdson 6-2640

V. P., Mgr. ................. Ned Smith
Radio Accounts: The First Church of
Christ, Scientist (Religious), Boston; The
Christian Science Monitor (Newspaper), Bos-
ton; National Council of The Protestant
Episcopal Church (Religious), New York.
TV Accounts: Sak-S-34th (Department
Store), New York.

HUTCHINS ADVERTISING CO., INC.
42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 1160

APA—ANPA—PPA—ABP—NOAB
Chairman of Board............ F. Irving Hutchins
President .................. Frank A. Hutchins
Vice-Pres. & Gen. Mgr. .. Frank M. Hutchins
Vice-President ............ John P. McCarthy
Vice-Presidents ............ William F. Lacey,
Homer C. Scheck
Asst. to Pres. .............. Raymond P. Weiss

Branch Offices
3701 N. Broad St., Philadelphia 40, Pa.
Vice-Presidents ............ John R. Maxwell,
Max Enelow
16-18 W. 46 St., New York 19, N. Y.
Vice-President .......... H. Pierson Mapes
Vice-President ........... Maitland Jones
1244 Dufferin St., Toronto, Que., Canada
Res. Mgr. ................. Walter Engwer
Radio Accounts: Philco Corp., American
Baking Co., Schuler Potato Chips Co.,
Lincoln Rochester Trust Co., McCurdy &
Co., Scranton's.
TV Account: Philco Corp.

INTERNATIONAL ADVERTISERS
60 Division Ave., N., Grand Rapids 2, Mich.
Phone: 9-4184-5

President .................. Roy C. Kelley
V. P. & Gen. Mgr. ........ Lewis N. Steenwyk
Treasurer ................. Jean Foster
Time Buyer ............... Abbie Seastrom
Prod. Mgr. .............. Walter L. Ven Oeveren

Radio Accounts: Brunger & 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., C. B. DeKorne, Forsythe Prod-
ucts Co., Goller Upholstery Fabrics & Sup-
ply, Grand Rapids Bottling Co., Grand Rapids
Chieks, Grand Rapids Industrial Electric,
Nelhi Beverage Co., Radio Station WFRU,
Wolkerne Network, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES
32 West Randolph St., Chicago 1, Ill.
Phone: Randolph 6-2324-25
Account Exec. & Radio-TV Dir.
Irving Rocklin

Continuity Director ........ M. S. Lovinger
Production ................ D. Engel

Radio Accounts: Libby Furniture Co.
(Furniture & Appliances), Walton Motors,
Inc. (New and Used Cars), Union Life
Insurance Co. (Insurance), Linolcnum City
(Floor Coverings), Balaban Floor Cov. Co.
(Floor Coverings), Chicago Furniture Mart
(Furniture & Appliances), Illinois Sewing
Machine Dist. (Sewing Machines; Parts),
Muntz TV (Radio Counselors) (Television
Sets), Don't the Town Enter. (Pass Books),
North Town Currency Exch., Mutual Cloth-
ers (Men's Clothing & Furn.), Richards
Drive-Ins (Restaurants), Martin Jewelers
(Watches & Jewelry), Atlas Piano Co.
(Pianos), American School (High School by
Mail), Town House-Town Pump (Restau-
rants), Chicago, Ill.

TV Accounts: Sandra Motors, Inc. (New
and Used Cars), Balaban Floor Cov. Co.
(Floor Coverings), North Town Currency
Exchange, Walton Motors, Inc. (New and
Used Cars), Wokack & Bauer (Women's
Shoes), Chicago, Ill.

JACKSON & COMPANY
49 Worth St., New York 13, N. Y.
Phone: WOth 4-7005

PPA
Managing Partner ............. Paul E. Jackson
General Manager ............. John Yeargain
Acct. Exec. ................ Paul E. Jackson,
John Yeargain, James Frankenhurry
Production Manager ........ Gerald Duggan
Radio & TV Director ...... Wallace H. Lanetan
Asst Radio Director ......... Alice Frey

Radio Accounts: Pequot Mills (Sheets &
Pillowcases), Richard E. Thibaut, Inc. (Wal-
paper), J. W. Valentine Co., Inc. (Institu-
tional), New York, N. Y.; Denning Paint &
Wallpaper (Wallpaper & Decorating Sup-
plies), Bridgeport, Conn.; George Wood,
Sons & Co. (Diapers), Philadelphia, Pa.;
Louis Sherry, Inc. (Food Products), New
York, N. Y.

TV Accounts: Pequot Mills, Berkshire Fine
Spinning Associates (Curtains), Richard E.
Thibaut, Inc., New York, N. Y.; Warner
Wallpaper Co., Chicago, Ill.; Flo-Bar, Ltd.
(Soap), New York, N. Y.

JESSOP ADVERTISING CO.
1st Central Tower Bldg., Akron 8, Ohio
Phone: Franklin 2169
APA—ABP
President & Treas. ........ M. K. Jessop
Vice-President ............. Charles A. Jessop
Radio Director ............. R. Gilbert
Secretary ................ R. D. Moss
DUANE JONES COMPANY, INC.
570 Lexington Ave., New York 22, N. Y.

President: Duane Jones
Exec. V-P. & Gen. Mgr.: Ralph Smith
Secretary: Eugene Hulshizer
Treasurer: Lawrence Leaman

Vice-Presidents: C. Frederic Bell, Robert Hayes
Copy Chief: Robert Hughes
Space Buyer: Dave Hogner
Production Mgr.: Gerald O. DaCosta
Art Directors: Thomas McManus, Robert Young, Dick Beyer

Business Manager: Richard A. Stevens

Lawrence Hubbard

Radio Director: Reggie Schuebel
Production-AM: Chester Gierlach
Production-TV: Walter Ware
Head Time Buyer: Vera Brennan
Time Buyers: Jeanne Sullivan, Sally Reynolds, Anne Small, Thelma Corlani

Radio Accounts: B. T. Babbitt, Inc. (Bab-O and Glin), New York, N. Y.; Curtice Brothers Co. (Blue Label Ketchup), Rochester, N. Y.; R. B. Davis Co. (Sweel Fudge and Frosting Mix), Hoboken, N. J.; Haskin Bros. & Co. (Blue Barrel Soap), Omaha, Neb.; G. F. Heubel & Bro., Inc. (Al Mustard), Hartford, Conn.; Huffman Pub. & Paper Corp. (Paper Napkins), New York, N. Y.; International Salt Co., Inc. (Sterling Salt), Scranton, Pa.; Kilmer & Co., Inc. (Swamp-Root, Sweetheart Soap), Stamford, Conn.; Manhattan Soap Co. (Blu-White Flakes), New York, N. Y.; The Marlin Firearms Co. (Marlin Razor Blades), New York, N. Y.; Megowen-Education Food Co. (Crax, Kremo), Lowell, Mass.; The Mennen Co. (Mennen Men's Products), Newark, N. J.; C. F. Mueller Co. (Macaroni and Spaghetti), Jersey City, N. J.; Pharmaco, Inc. (Chooz, Feen-a-mint), Newark, N. J.; Pierce's Properties, Inc. (Dr. Pierce's Golden Medical Discovery), Buffalo N. Y.; Stafe, Inc. (Stafe), Stamford, Conn.; Weekly Publications, Inc. (Newsweek Magazine), Watson Oil & Snowdrift Sales Co. (Tavol), Whitehall Pharmaceutical Company (Anaerin (Spot) Hill), Casenara Quinine Cold Tablets), New York, N. Y.

THE RALPH H. JONES COMPANY
3100 Carew Tower, Cincinnati 2, O.

Phone: CArnfield 2300

APA—NOAB AAAA—ABP—ANPA

PPA—BMB—ABC

President & Treas.: C. M. Robertson, Jr.
V-P. & Gen. Mgr.: Stanley A. Willer
Vice-President: James M. Nelson
Secretary: Elmer A. Vehr
Space Buyer: Richard K. Jones
Asst. Radio Dir.: Kathryn M. Hardig

Branch Office
530 Fifth Ave., New York 19, N. Y.

President: W. A. Powers

Radio Accounts: Bavarian Brewing Co.,
Cincinnati Street Railroad Co., Kroger Co.,
Cincy Products Co., Miami Margarine Co.,
Martin Rosenberger Wall Paper Co., Ten-B-
Low Co., Heekin Co., M. Werk Co.

TV Account: Bavarian Brewing Co.

KAL, EHRlich & MERRICK
ADVERTISING, INC.
314 Star Bldg., Washington 4, D. C.

President: Norman C. Kal

Radio Accounts: Bavarian Brewing Co.,
Cincinnati Street Railroad Co., Kroger Co.,
Cincy Products Co., Miami Margarine Co.,
Martin Rosenberger Wall Paper Co., Ten-B-
Low Co., Heekin Co., M. Werk Co.

TV Account: Bavarian Brewing Co.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, III.

Phone Central 6-3331

ABC—NOAB—ANPA—PPA—APA

President: A. G. Kastor

V-P. & Gen. Mgr.: Marvin Harms

Vice-Presidents: Herman Kastor,
John T. Urice, Ashley Bellin

Manager of Media: Walter Kniffen

Radio Director: James H. West

Radio Accounts: Procter & Gamble Co.

(American Family Flakes), International
Milling Co. (Robin Hood Flour), Union
Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

274 Madison Ave., New York 16, N. Y.

Phone: ORegon 9-4440

ABP—ANPA—APA—NOAB—PPA

President: H. Kastor Kahn

Exec. Vice-Pres.: W. S. Chesley, Jr.
V-P. & Copy Dir.: C. E. J. Clifford
V-P. & Treasurer: J. M. Van Horson
V-P. & Media Dir.: J. B. Peters

Radio & TV Dir.: Jules Bundgus

Branch Office
333 N. Michigan Ave., Chicago 1, III.

Phone: Randolph 6-3600

Vice-President: David D. Brown

Radio Accounts: Blatz Brewing Co., New
Marlboro Shirt Co., Laco Products, Inc.,
Baltimore, Md.; Selmefl Bros., Newark,
N. J.

THE JOSEPH KATZ COMPANY
444 Madison Ave., New York 22, N. Y.
Phone PLAza 5-2740

AAA—ANPA—PPA—ABP—AAA—APA
President.......................... Joseph Katz
Vice-President In Chg. .......Nat C. Wildman
Treasurer......................... Charles M. Harrison
Time & Space Buyer.............. Alice Ross
Continuity Writers ............ Nat C. Wildman, Margo Patterson, Louise Moyer, Phil Thompson,
Boland Brave, Margaret Currens, Graydon
Walker

Branch Office
3 South St., Baltimore 2, Md.
Manager......................... C. M. Harrison
Dir. of Radio & Tele............ Robert G. Swan
Media Dir.......................... J. T. McHugh

Radio Accounts: American Oil Co., Globe
Brewing Co., Baltimore Transit Co., Chunk-
Laco Products, Inc., Madera Bonded Wine
& Liquor Co., Maryland Pharmaceutical Co.,
Pompeian Co., Inc., Veneill-Drayer Co., Lack-
awanna Railroad, Humphreys Medicine Co.

TV Accounts: American Oil Co., Globe
Brewing Co., Maryland Pharmaceutical Co.

HEINR J. KAUFMAN &
ASSOCIATES
Homer Bldg., Washington 5, D. C.
Phone: District 7400-13

ANPA—APA—ABP—NAAN—ABC—NOAB
Senior Partner.................. Henry J. Kaufman
Partners.......................... Jeffrey A. Abel,
Wm. F. Signund
Radio-TV Dir. & Time Buyer Jeffrey A. Abel
Prod. Mgr......................... Betty Darling Gwyer
Acct. Exec........................ H. J. Kaufman,
G. C. Brant, J. A. Abel, A. H. Edelson, A.
A. Sarra, R. C. O'Donnell

Radio Accounts: Potomac Electric Power
Co., Columbia Federal Bldg. & Loan Assn.,
Pepsi-Cola Bottling Co. of Wash., Lacy's Ap-
pliances, The S. S. Co., Inc.

TV Accounts: Lacy's Appliance, Simon
Distrib. Co.

RAYMOND KEANE ADVERTISING
AGENCY, INC.
707 S. Broadway, Los Angeles 14, Calif.
Phone: TR 2915

Pres. & Space Buyer............ Raymond Keane
Vice-President.................... H. B. Kortz
Secy., Treas., Time Buyer .... Ethel N. Keane
Radio Dir.......................... Wes Battersea

Branch Office
1441 Welton St, Denver 2, Colo.
Manager......................... Harold Neumann

Radio Accounts: American Natl. Bank,
Kay's Better Jewelers, K & B Packing Co.,
Kortz Jewelry Co., Republic Drug Co., Seven-
Up Colorado Co.

KEELING & CO., INC.
1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: Riley 1476

AAA—ABP—NOAB—ANPA—PPA—APA
ABC—CAN
President & Treasurer........ Hal R. Keeling
Exec. Vice-Pres. & Sec. ........ William M. Hutelson
Vice-Presidents ................ Raphi B. Roberts,
Lowell H. Stormont, Victor G. Varmo
Vice-Pres. & Art Dir ........... Ernest R. Roose
Asst. Sec. & Controller ......... Lenore R. Martin
Vice-Pres. & Copy Chief, Lawrence T. Sogard
Space & Radio Time Buyer ...... Mary C. Dill

Radio Accounts: Hastings Manufacturing
Co., The Castile Corp., Walker Mfg. Co., Wil-
son Milk Co., Inc.

THE KEILSON CO.
117 W. 46 St., New York 19, N. Y.
Phone: PLAza 7-3560

Executive Director ............ M. Keilson
Radio Director ................. Sholom Rubinstein
Producer......................... Jacob F. Keilson
Continuity Chief ............... Jacob I. Freedman
Scripts & Commercials ......... Morris Rivlin
Program Planning ............. David M. Hausdorff

KELLY, ZAHRNDT & KELLY, INC.
3529 Franklin Ave., St. Louis 6, Mo.
Phone: JEFFerson 8337

PPA—APA—SNPA—ANPA
President......................... Virgil A. Kelly
Vice-Pres. & Space Buyer .... W. W. Zahrndt
Secretary......................... E. M. Kelly
Director of Radio .............. David C. Chopin

Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.
247 Park Ave., New York 17, N. Y.
Phone: PLAza 3-0700

Chairman of Board ............. Thomas D'A. Brophy
President ......................... Dwight Mills
Sr. Vice-President .............. Edwin Cox
Treasurer ......................... Charles H. Vasoll
Secretary......................... David C. Stewart
V-P. in Charge of Media ......... Joseph Braun
V-P. in Charge of Research, G. Maxwell Ule
V-P. and Copy Director ......... Gerald H. Carson
V-P. and Art Director .......... Gerald Link
Vice-Presidents ................. Malcolm Smith,
John Brew, William B. Lewis, E. W. New-
son, Glen Wiggins

V-P. and Radio-TV Director
William A. Chalmer

V-P. and Pub. Dir. .............. Hal Davis

Commercial Continuity

Thomas K. Carpenter, Jr.

Talent Buyer.................... Sylvan Taplinger
Director of Time Buying ...... Philip C. Kenney

Time Buyers..................... Mary Dwyer,
Lucy Kerwin, William Hinman, Engene
Litt
Director of Radio Research..................Richard Dunne
TV Director.............................Garth Montgomery
Radio Publicity Director...........Herb Landon

Branch Offices
Equitable Bldg., Hollywood, Cal.
Vice-President in Charge...........Robert D. Wolfe
Penobscot Bldg., Detroit, Mich.
Vice-President in Charge..........Don Miller
335 S. La Salle Street, Chicago, Ill.
301 Bay Street, Toronto, Canada
Manager.............................William J. Frost
Other Offices: San Francisco, Washington, D. C., Kansas City

Radio Accounts: The Borden Co., Ford


KIESEWETTER, WETTERAU & BAKER, INC.
9 E. 40 St., New York 16, N. Y.
Phone: LExington 2-0025
ABP—ANPA—APA—PPA
President..................H. M. Kiesewetter
Vice-Presidents..................Sam S. Baker, Rudolph Wetteran, Horace Hagedorn
Acct. Execs..................Edward G. Chase, J. Fred Cross
Radio-TV Execs..................Sam S. Baker, Horace Hagedorn, Edward G. Chase
Time Buyer..................E. Thompson

Radio Accounts: V. La Rosa & Sons (La Rosa Macaroni), Brooklyn, N. Y.; Bath-sweet Corp. (Bath Product), New York, N. Y.; Abraham & Straus (Dept. Store), Brooklyn, N. Y.; Stern's Nurseries (Garden Products), Geneva, N. Y.; Courtley, Ltd. (Men's Toiletries), Sloan's Liningment & Balm (Liniments), New York, N. Y.; Royal Lace Paper Works (Royledge Sheling), 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 Doilies), Brooklyn, N. Y.; Lane, Ltd. (Lords Cigarettes), New York, N. Y.

ABBOTT KIMBALL CO., INC.
250 Park Ave., New York 17, N. Y.
Phone: Plaza 3-9600
AAA—ANPA—NOAB—PPA
President..................Abbott Kimball
Vice-President..................Harry Muller
G. F. Riegel
Comptroller..................Monica Riley
Time Buyer..................Miriam Traeger

Branch Offices
333 N. Michigan Ave., Chicago, Ill.
Manager..................Thomas Erwin
Abbott Kimball Bldg., Van Ness at Wilshire
Los Angeles, Calif.
Manager..................Howard Ehrlich
155 Sansome St., San Francisco, Calif.
Manager..................Alfred Ducato
Radio Accounts: Family Laundry Owners Assn., New York, N. Y.; Union Pharmaceuticals Co. (Saraika), Bloomfield, N. J.

TV Accounts: Artra Cosmetics, Inc. (Artra Creme Shampoo), Bloomfield, N. J.; Norcross, Inc. (Greeting Cards), New York, N. Y.; Lampl Fashions (Suits and Dresses), Cleveland, 0.; Jackson Furniture Co. (Furniture), San Francisco, Calif.

KIRCHER, HELTON & COLLETT, INC.
19th Floor, Holman Bldg., Dayton 2, O.
Phone: FULLton 5361
AAAA
President..................Ralf Kircher
Gen. Manager..................Carter B. Helton
Treasurer..................Robert M. Collett
Art Director..................Bill Kinzer
Production Manager..................Hap Moon
Business Manager..................R. C. Mills
Acct. Executives..................James Hadley, Robert Collett, W. B. Metcalfe, R. C. Mills, Van S. Lindsay

Radio-TV Director..................Chuck Gay
Dept. Assist..................Gary Malcolm
Radio Accounts: August Wagner Breweries, Inc. (Beer), Columbus; Gen City Bldg. & Loan Assn. (Home Loans, Savings), Frederics-Helton, Travel Service (Travel Service), Fun Tan Gun Corp. (Chewing Gum), Dayton, O.; Automotive Gear Corp. (Gears), Richmond, Ind.

TV Accounts: August Wagner Breweries, Inc.; Columbus; Gen City Bldg. & Loan Assn., Dayton, O.

KNOLLIN ADV. AGENCY
105 Montgomery St., San Francisco 4, Cal.
Phone: Sutton 1-6110
AAAA—APA—ABP
President..................James C. Knollin
Art Director..................Sigurd Mortenson
Space Buyer..................Marion Dunn

KOELH, LANDIS & LANDAN, INC.
22 E. 47 St., New York 17, N. Y.
Phone: Murray Hill 3-2627
ABP—ANPA—APA—NOAB—PPA
Pres. & Treas..................Albert E. Koehl
Vice-Pres. & Sec..................A. A. Landis
Vice-President..................John R. Landan

Branch Office
524 Guardian Bldg., Cleveland 14, 0.
Vice-Pres-in-Chg..................A. A. Landis
MERRILL KREMER, INC.
1711 Exchange Bldg., Memphis 3, Tenn.
Phone: 5-4343
ABP—ANPA—APA—NAAN—NOAB
SNPA
President............................Ernest Lee
Vice-President.....................Marshall J. Smith
Secretary............................Homer Gentry
Radio-TV Dept. Executives..Homer Gentry,
Kathryn Huckaba, Betty Strobel, Edmunda
McGehee, J. P. Tucker, Andrew Kozik

KUDNER AGENCY, INC.
630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-3200
President............................J. H. S. Ellis
Vice-Presidents...........Haywood Anderson,
Sam D. Fuson, Myron P. Kirk, Schuyler
Kudner, E. J. Owens, Robert D. Stewart
Exec. Dir. TV & Radio.....Myron P. Kirk
Ass't Dir. TV & Radio.....Frank Harting
Prod. Supervision TV & Radio
Edmund Cashman
Business Manager..............Al Reibling
Ass't Bus. Mgr.................John Marsich
Time Buyer.........................Carlos Franko
Production Mgr..............Wm. Templeton
Casting.........................Mickey Alpert
Directors..................Eddie Sutherland,
A. A. Coughlin, Frank Burns, Hugh Brown
Copy Chief (Radio & TV)...Norman Nash

Branch Offices
New Center Bldg., Detroit, Mich.
President in Charge..............Ed Schipper
315 W. 9th St., Los Angeles 13, 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 5596
Representative...............Frank Getty
Radio Accounts: General Motors, Good-
year Tire & Rubber Co., United States
Tobacco Co., Benson & Hedges
TV Accounts: The Texas Co., Admiral
Corp., Buick Motor Division, United States
Tobacco Co., Benson & Hedges

J. R. KUPSICK ADV. AGENCY
122 East 42 St., New York 17, N. Y.
Phone: MURray Hill 5-9143
ANPA—APA—APA
President & Radio Dir........J. R. Kupsick
Vice-President...............Saul Kaufman
Sec. & Space Buyers.........Jule Bouton,
Beth Leveson

KUTTNER & KUTTNER, INC.
646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-7940
ANPA—APA—PPA
President.....................H. E. Kuttner
Vice-President...............F. S. Kuttner
Vice-Pres., Sec. & Treas.....C. D. Kuttner
Exec. Executives..............S. C. Kuttner,
Mac McCain
Media Director & Time Buyer..S. C. Kuttner
Promotional Director..........Martin Maller

Branch Office
New York, N. Y.
Executive in Charge...........F. S. Kuttner

Radio Accounts: Town Club of Chicago
(Club), Chicago; Community Builders
(Builders), Skokie; Royal Metal Mfg. Co.
(Furniture), Capitol Dairy (Dairy), Finders
Mfg. Co. (Hollywood Broilers), Chicago, Ill;
Shainberg Dry Goods Co. (Dept. Store),
Memphis, Tenn.; Holleb and Co. (Wholesale
Grocers), Pacific Wine Co., Frank’s Dept.
Store (Dept. Store), Delaney Heald (Cleans-
ers), Ruttenberg Galleries, Fabric Center,
Jo Bell Products (Kurl Klap), Essaness
Theaters (Chain of Theaters), Chas. Doppelt
and Co. (Leather Goods), Chicago, Ill.

TV Accounts: Bercraft Corp. (Appliance
Distr.), Gage Bros. (Millinery), FINDERS

LAKE-SPIRO-SHURMAN, INC.
Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ANPB—APA—APA—PPA
President...............Avron Spiro
Secy-Treas.................M. M. Shurman
Radio Dept. Mgr............Geo. H. Murphy
Asst. Radio Time Buyer.....M. L. Simmons
Production Mgr...........Mrs. M. Parker
Publicity Dir..............Al R. Capley
Acct. Executives..............David Davidson,
Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S.
Bedding Co., Abraham Bros. Packing Co.,
Memphis, Tenn.; Childs’ Distributing Co.,
Jonesboro, Ark.; WM. A. Webster Co., Mem-
phis, Tenn.

LAMBERT & FEASLEY, INC.
60 E. 42 St., New York 17, N. Y.
Phone: MURray Hill 7-8980
ANPA—APA—APA
President...............E. T. T. Williams
Vice-Pres. Mgr................Gordon K. Seagrove
V.P., General Manager......Frank W. Mace
Director of Radio..............Ray H. Kremers

(Gasoline, Motor Oil), Bartlesville, Okla.
Landsheft, Inc.
810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA—ABC
President...........................A. Wm. Landsheft
Secretary-Treasurer................Vera H. Landsheft
V.P. & Copy Chief............Henry L. Barber
Production Manager..............E. T. Drullard
Art Dir............................Harold F. Feltz

Lang, Fisher & Stashower, Inc.
1010 Euclid Ave., Cleveland 15, 0.
Phone: MA 6579
ABEP—APPA—APA—NOAB
Vice-President & Secretary—Alvin B. Fisher
Assistant Radio Copywriter—Mary Haring

TV Accounts: The Babec-Tenda Corp. (Baby Furniture), Strong, Carlisle & Hammond, Cleveland Transit System, Cleveland, O.; Republic Pictures Corp., New York, N. Y.: G. E. Supply Corp. (Electrical Appliances), The Miller-Becker Co. (Beverages), Philco Radio & TV, Cleveland, O.

Lausen & Salomon
520 No. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-0738
ABP—APPA—PPA
President...........................A. M. Salomon
Account Executives.............Wendell Walker, M. H. Selhorn
Production Manager..............D. L. Cattie
Radio Accounts: Foley & Co., Imperial Credit Co.

Al Paul Lefton Co., Inc.
Phone: Rittenhouse 6-1500
ABP—APPA—NOAB—PPA
President..........................Al Paul Lefton
Vice-Pres. & Treasurer.........H. S. Loucheim
Vice-Presidents ..................P. Brown, A. Parker, J. Jensen
Media Dir..........................E. V. Richter

Branch Offices
521 Fifth Ave., New York 17, N. Y.
Vice-Pres. & Mgr..................R. J. Herts
Radio & TV Dir.....................Edwin S. Friendly, Jr.

435 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-9511
Vice-Pres. & Mgr..................E. G. Foreman, Jr.
Radio Accounts: Lit Bros. (Department store), Phila. Electric Co. (Light & Power), Yellow Cab Co. (Taxi service), Borden’s Ice Cream, Red Arrow Lines (Trolley line), Philadelphia; Crawford Clothes, Inc., Claridge Food Products (Canned meats), Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman’s Noodles), New York; Gordon Chemical Co. (Plasta-Starch), Philadelphia; Hotel Bar Bucker, Westminster Racing Assn. (Belmont Race Track), Triangle Publications (Seventeen Magazine & Tragedy-of-the-Month), J. Lyons & Co. (Tea), New York, N. Y.

TV Accounts: Pal Blade Company, Inc. (Razor blades), New York; Raymond Rosen (RCA Distributor), Sylvan Seal Milk Co. (Milk), Yellow Cab Co. (Taxi service), Philadelphia; Metropolitan Jockey Club (Jamaica Race Track), New York; Gordon Chemical Company (Plasta-Starch), Philadelphia; A. Goodman & Son (Goodman’s Noodles), Hotel Bar Bucker, New York; Ekco Products (Kitchen utensils), Brunswick-Balke-Collender (Bowling alleys and equipment), Chicago; Schmidt’s Beer & Ale, Philadelphia, Pa.

Lennen & Mitchell, Inc.
17 E. 45 St., New York 17, N. Y.
Phone: Murray Hill 2-9170
ANPA—APPA—PPA—AAAA—NOAB
ABC—ABP
Chairman of the Board...........Philip W. Lennen
President.........................Ray Vir Den
Vice-Pres. & Sec’y..............Reginald T. Townsend
Vice-Pres. .........................Walter M. Sweferteng
Treasurer & Controller.........Barron R. Proctor
V.P. & Exec. Art Dir............Hans Sauer
V.P. in Charge of Prod...........Michael J. Madar
Exec. Vice-Pres..................Bryan Houston
V.P. in Charge of Copy.........John G. Schneider
V.P. in Charge of Research.....Todd B. Franklin
V.P. in Charge of Media........

Catherine V. Parker
Vice-Presidents..................Gordon D. Cates,
Thomas P. Doughten,
V.P. Radio & TV Copy Chief
Peter V. Keveson
Vice-Pres.........................Daniel M. Daley, Jr.
V.P. in Charge of Radio & TV
Nicholas Keesely
Art Director TV....................Clark Agnew
Art Directors.....................John DeNero,
Sanford Gerard, William H. Weber, Lucille
D. Lupke
Mgr. Art Dept....................Frank Farrell
Mgr. Service Dept..............Myles E. Baker
Space Buyer......................Arthur H. Ude
Time Buyer.......................Frank A. Daniel
Librarian: Ann Elder

Branch Office
308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: Crestview 1-7221

Radio Director: Benjamin R. Potts


TED LEVY ADVERTISING AGENCY
515 Insurance Bldg., Denver 2, Colo.
Phone: Main 7133

ABP—ANPA—APA—PPA

Time Buyers: Ted Levy, Gertrude B. Levy, Nora Ehrlich
Dir. Radio Dept.: Barbara Aitken
Account Executives: Dorothy Downs, Ted Levy, G. B. Levy

A. W. LEWIN CO., INC.
40 E. 49 St., New York 17, N. Y.
Phone: Eldorado 5-3543

AAAA—ABP—ANPA—APA

Partners: A. W. Lewin, S. M. Weiss
Vice-president: Max Green
Art Directors: Don Waterbury, Leslie Kay
Asst. Art Director: Ed Altman
Space Buyer: H. H. Dyrenson, Jr.
Traffic Manager: S. Levin
Auditor: E. R. Bader
Account Executives: Archie Foster, Maurice Marks, Ray Kennedy, Jim Ellers

Branch Office
11 Commerce St., Newark 2, N. J.
Vice-President: Leonard Newsteder
Account Executive: Sheldon Berlow, David Strauss, III

Radio Accounts: National Spot: First Army, Doggett Pfeil Co., Clearweave Stores, True Tone Hosierly, Colonial House, Powers Inc. (Candy), Gregor Chocolate Shops, Cook & Dunn (Paints), Ferber Bros., Fed-Flack (Cameras), Cook & Dunn (Paints), Colonial House (Candy), Doughten Seed Co., Chambers Distributing Co. (Stoves), Badka Co. (Rum Cakes), C. N. Coughlan (Chimney Sweep).

TV Accounts: Norma Penelius, Forstner Chain Corp. (Jewelry).

ADDISON LEWIS & ASSOCIATES
1414 Foshay Tower, Minneapolis 2, Minn.
Phone: AT 6255

ABP—ANPA—PPA—NOAB—APA—ABC

Pres. & Acct. Exec.: Addison Lewis

Prod. Mgr.: Don H. Johnson

Comptroller: Margie Anderson

Account Executives: Edward Grubb, Harry Kruse, J. A. Quint, Arthur Grove

Radio Accounts: Twin City Dodge Dealers (Automobiles), Twin City Lincoln-Mercury Dirs. (Autos), Twin Cities, Minn.; Direct Service Oil Co. (Gasoline), Minnesota Amusement Co. (Theaters), Minneapolis-Honeywell (Heating Controls), Regulator Company, The Microtone Co. (Hearing Aids), Lavoris Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE
819 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521-23-4

AAAA—ABP—NOAB—ANPA—APA

ABC—BMB—SNPA—PPA

Partners: W. W. Neal, C. K. Liller, J. L. Battle

Media Dir.: Sarah Williams


LLOYD, CHESTER & DILLINGHAM, INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC

President: Laurence M. Lloyd
Vice-Pres. & Secty.: Charles F. Pietsch
Vice-President: Harvey N. Volkmar
Treasurer: John J. Hagan
Vice-President & Art Dir.: M. H. Kates
Production Manager: William T. Kaleb
Time Buyer: John J. Hagan

LOCKWOOD-SHACKLEFORD ADVERTISING AGENCY
2001 Beverly Blvd., Los Angeles 4, Calif.
Phone: Dunkirk 8-3121

ANPA—NOAB—APA—ABP—PPA

President: R. N. Lockwood
Secretary-Treasurer: M. W. Shackelford
Vice-President: Louis Lombardi
Radio Director: Lou Holzer
**Branch Offices**

Russo Bldg., San Francisco 4, Calif.
Vice-President........Mac Alan Gardner
57 E. Jackson Blvd., Chicago 4, Ill.
Vice-President.........Scott Robertson
420 Madison Ave., New York 17, N. Y.
Manager................R. T. O'Connell

**Radio Accounts:** Los Angeles Brewing Co., Breakfast Club Coffee.

**DUDLEY L. LOGAN ADV.**
448 S. Hill St., Los Angeles 13, Calif.
Phone: Trinity 8194
ANPA—AAAA—PPA—APA—ABP
Owner..................Dudley L. Logan
Art Director............Lloyd Morris
Space Buyer & Prod. Mgr...K. Richardson

**THE W. E. LONG CO.**
188 Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606
ABP—ANPA—NOAB
Chairman of Board.........W. E. Long
President................L. W. Haas
Vice-President...........E. E. Hanson
Treasurer................A. Downie
Secretary................H. Mergener
Director of Adv...........Wm. Goodman
Director of Radio & TV......Harold Gingrich
Radio Dept................J. Minetz, J. Petrie


**EARLE LUDGIN & CO.**
121 W. Wacker Drive, Chicago 1, Ill.
Phone: AN 3-1888
AAAA
President-Treasurer........Earle Ludgin
Executive V.P.............Vincent R. Bliss

**Time & TV Buyer........................Jane Daly**
**TV Department.....................Dale Fisher**


**LYNN-FIELDHOUSE**
15 S. Franklin St., Wilkes-Barre, Pa.
Phone: 2-7182
ABP—ANPA—NOAB
Partners....................S. C. B. Lynn, L. S. Fieldhouse
Radio & Media Director.....W. B. Pritchard

**Branch Office**
51 E. 42 St., New York 17, N. Y.

**Radio Accounts:** Carr-Consolidated Biscuit Co. (Cookies & Crackers), Wilkes-Barre; Wise Potato Chip Co. (Potato Chips), Berwick; J. S. Ivins' Son, Inc. (Cookies & Crackers), Wilkes-Barre; Planters Nut & Chocolate Co. (Peanut Products), Planters Edible Oil Co. (Peanut Oil), Wilkes-Barre, Pa.

**MACE ADVERTISING AGENCY, INC.**
507 Lehmann Bldg., Peoria 2, Ill.
Phone: 71978
ANPA—ABP—APA—NAAN—PPA—NOAB
President.....................J. F. Fellay
Seyc-Treas. & Gen. Mgr........Jay J. Keith
V.P. Copy Dept................Larry Harris

**Radio Accounts:** Keystone Steel & Wire Co., Schulz, Banjan & Co.

**MacFARLAND, AVEYARD & CO.**
333 N. Michigan Ave., Chicago 1, Ill.
Phone: Randolph 6-9360
ANPA—PPA—ABP—APA—NOAB
President....................Hays MacFarland
V.P. & Gen. Mgr..............Allen B. Diets
Senior Vice-Pres...............A. E. Aveyard
Seyc-Treas. ..................L. Peters
Media Director...............Herb Shults
Space Buyer..................Chandler Bates

**MacLAREN ADVERTISING CO., LTD.**
372 Bay Street, Toronto, Ont.
Phone: Elgin 0321
ABC—ANPA
President....................J. A. MacLaren
Vice-Presidents............E. V. Rechnitzer, James Ferres
Comptroller..................M. D. MacMahon
Director....................W. G. Abel
Directors of Radio..........M. Rosenfeld, F. H. Horler
Traffic Mgrs: Miss Kay Dale, V. D. L. Dyer, Gail Ferries, Allan J. Scott, I. S. Wallace, Dorothy Robb

Branch Offices
305 Province Bldg., Vancouver, B. C. Manager: W. D. M. Patterson Radio. 18 Rideau St., Ottawa, Ont.


MALCOLM-HOWARD
203 N. Wabash Ave., Chicago 1, Ill. Phone: RAnadolph 6-7942

ABP—ANPA—PPA—APA


TV Accounts: Harry Alter Co., Cook County Motors, Rubin’s Apparel, Courtesy Motors, Hollands, Dad’s Root Beer, Nectar Beer.

DAVID MALKIEL ADV. AGENCY
260 Tremont St., Boston 16, Mass. Phone: LI 2-1421

ABP—ANPA—APA—PPA

Copy Chief & Owner: David Malkiel Prod. Mgr.: Julian Malkiel Media: Martha Brest Account Exec.: Elliot Rose

Radio Accounts: Gailing Enterprises, Kasanof-Paramount (Bkery Products), Boston; Serta-White Cross (Mattresses), Cambridge; Lithuanian Society, N. E. Doll & Novelty Co. (Toys), Royal Crown of Boston (Soft Drinks), Steubens Restaurants, Canadian Ace Ale (Beer & Ale) Darbury Room (Supper Club), Boston; D. Monosson & Son (Photo Finisher), Roxbury; C. Pappas Co. (Pappas Wines), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

TV Account: N. E. Doll & Novelty Co. (Toys), Boston, Mass.

MANSON-GOLD-MILLER, INC.
1004 Marquette Ave., Minneapolis 2, Minn. Phone: GEneva 9619

APA


Radio Accounts: Snyder’s Drug Stores, Janney Best Paints, CharTex.

MARFREE ADVERTISING CORP.
1560 Broadway, New York, N. Y. Phone: PL 7-7655

V. Pres.: H. A. Friedenberg V. Pres.: Alvin Eicoff V. Pres.: Barnett Friedenberg Sec. & Treas.: Louis P. Randell

Branch Office
112 E. Walton, Chicago, Ill. Phone: WHitehall 4-7679

V. Pres.: Alvin Eicoff

Radio Accounts: Dean Ross (Piano Course), New York, N. Y.; House of Goddard (Quilt Lady), Galgano Dist. (Records), Chicago, Ill.; Salvit (Arthritis Pills), Jersey City, N. J.; Foto-Magic (Picture Coloring), Chicago, Ill.; McFadden Foundation (Books), New York, N. Y.; Rig-A-Jig (Toys), Harlich Corp. (Movie Albums), Chicago, Ill.; Mercury Life & Health Insurance (Insurance), San Antonio, Tex.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17, N. Y. Phone: VAnderbilt 6-2022

Partners: H. C. Marschalk, S. H. Giellerup, S. L. Meulendyke, G. A. Poetschke, C. A. Peterson

Radio Director: Curt A. Peterson Time Buyer: H. Gesregan TV Dir.: E. J. Whitehead

Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.
MASON-REIKN CO.
20 E. 35 St., New York 16, N. Y.
Phone: Murray Hill 9-3891
ABP—ANPA—APA—PPA
Time Buyer..................R. B. Relkin

J. M. MATHESES, INC.
122 E. 42 St., New York 15, N. Y.
Phone: 2Elxington 27450
President.....................J. M. Mathes
Treasurer....................A. E. Cox
Secretary....................Carle E. Rollins
Vice-Pres. & Directors....Lester Loh,
Wilfred S. King, W. T. Okie
Vice-Presidents.............D. R. Hathaway,
Dr. O. L. Tinklepaugh, Jan H. Meyer
Director of Radio & TV....Read H. Wight
Time Buyer................Edna S. Cathcart
Motion Pictures.............Anne Moore
Radio Accounts: Air France, American
Viscose Corp., Austin Motor Co., Ltd. (England),
Canada Dry Ginger Ale, Inc. New
York, N. Y.; Delaware Floor Products, Wilming-
don, Del.; Honbigant Sales Corp.,
Imperial Paper & Color Corp., Indson Dunaway
Corp., New York, N. Y.; Ludden's, Inc. Reading,
Pa.; The Pure Food Co., Inc., Mamaron-
eck, N. Y.; Union Carbide & Carbon Corp.,
New York, N. Y.
TV Account: Canada Dry Ginger Ale, Inc.,
New York, N. Y.

MATHIESSON & ASSOCIATES, INC.
411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 8-1090
ABP—NOAB—PPA—APA—ANPA
President....................C. A. Mathieson
Vice-Pres. & Treas........J. M. Harloff
Secretary....................Evelyn Heronymus
Copy Chief...................Edw. G. Ball

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3, R. I.
Phone: Gaspee 1-4456
ABP—ANPA—APA
President....................Joseph M. Finkle
Vice-President.............Aaron M. Finkle
Treasurer...................Archie M. Finkle
Copy Chief..................Richard D. Brugman
Radio Director.............Constance Clarke

MAXON, INC.
2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: Lorain 7-5170
ANPA—APA—PPA—ABC—NOAB
President....................Lon R. Maxon
Vice-President.............Searle Hendee
Treasurer....................J. W. I. O'Neil
Secretary....................G. Reginald McKel
Branch Offices
12 E. 53 St., New York 22, N. Y.
Vice-President.............W. Ray Baker
664 N. Rush, Chicago 11, Ill.
Manager.....................L. J. Sholtz
Radio Account: Gillette Safety Razor Co.

THE MAYERS CO., INC.
2301 W. Third St., Los Angeles 5, Calif.
Phone: Dunkirk 82111
ABP—APA—FAAG—NOAB—PPA
President....................Henry Mayers
Vice-President.............Forrest Dolan
Secretary...................James P. Shelley
Art Director..............Geo. Lahadie
Production..................Edith Hemphill
Media Dir. and Time Buyer, Radio & TV
Bea Davies
Radio Accounts: Gordon Bread Co., Hoff-
man Candy Co., National Schools (Cor-
respondence Courses), Adolph's Food Products
(Meat Tenderizer), Pennzioil Co. (Oil & Lub-
ricants), Sears Roebuck & Co. (Retail De-
partment Store), Los Angeles, Calif.
TV Accounts: Sears Roebuck & Co. (Re-
tail Department Store), Adolphs Food Prod-
ucts (Meat Tenderizer), Charcoo Co. (Char-
coal Broiler), Los Angeles, Calif.

McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York 22, N. Y.
Phone: 23udson 5-3100
AAAA—ABC—ABP—ANPA—APA
BMB—NOAB—PPA
Chairman of Board........H. K. McCann
Vice-Chairman & Chairman of Exec. Comm.
Harrison Atwood
President....................Marion Harper, Jr.
Vice-President & Treas........John L. Anderson
V. P. & Mgr. of Eastern Operations
L. S. Briggs
Vice-Presidents (N. Y.)....R. M. Alderman,
Donald G. Calhoun, Robert S. Congdon,
W. H. Conine, J. L. Deane, G. B. Dearnly,
Earl C. Donegan, Leonard F. Erikson,
L. E. Firth, George H. Giese, (Miss) Alberta
Hays, C. A. Hoppock, Daniel W. Keefe,
Arthur J. Kemp, Alton Ketchem, W. E.
McKeachie, H. A. Mitchell, C. A. Posey,
(Miss) Florence Richards, (Miss) Margot
Sherman, John H. Tinker, Jr., R. E. Thomp-
sion, E. F. Wilson
Vice-President.............Thomas H. Lane
Vice-Pres. Producer........Dorothy B. McCann
Director of Radio & TV Programs
Alfred J. Scalpone
Dir. of Service.............William C. Dekker
Dir. of Radio-TV Plans..Frederick Anderson
Dir. of Radio..............Hendrik Booraem
Dir. of TV..................Lee Cooley
Senior Producers..........Glen Heisch,
Neil Reagan
Director of Radio-TV Copy
Charles H. Wolfe
Mgr. of Radio-TV Time, Robert M. Reusch
Mgr. of Radio-TV Pub...James Macdonald
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>R. E. McCarthy</td>
<td>1002 Tampa Theater Bldg., Tampa 2, Fla.</td>
<td>M-2323</td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Watson M. Gordon</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Homer Havermale</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Walter C. Krause</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>A. W. Sherer</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>A. A. Sommer</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Ralph Koser</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Paul Holder</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Neil Reagan</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Burt Cochran</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Jackson Taylor</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Harry Burton</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>H. Q. Hawes</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Roswell Cochran</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Clarence Hestorff</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>F. H. McCrea</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Robbins Milbank</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>James L. McCormick</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>John R. Forkner</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Mgr...</td>
<td>Alfred M. Gibbons</td>
<td></td>
</tr>
<tr>
<td>President</td>
<td>Roy J. McFee</td>
<td></td>
</tr>
<tr>
<td>Vice-President-Treasur</td>
<td>David R. Albright</td>
<td></td>
</tr>
<tr>
<td>V.P.-Radio-TV Director</td>
<td>James A. McFadden</td>
<td></td>
</tr>
<tr>
<td>V.P.-Mds.</td>
<td>Evelyn Walsmley</td>
<td></td>
</tr>
<tr>
<td>V.P.-Mds.</td>
<td>Howard H. Yaw</td>
<td></td>
</tr>
<tr>
<td>President</td>
<td>James M. Baxter</td>
<td></td>
</tr>
<tr>
<td>V.P.-Treas.</td>
<td>J. W. Thain</td>
<td></td>
</tr>
<tr>
<td>President</td>
<td>James M. Baxter</td>
<td></td>
</tr>
<tr>
<td>V.P.-Treas.</td>
<td>J. W. Thain</td>
<td></td>
</tr>
<tr>
<td>President</td>
<td>James M. Baxter</td>
<td></td>
</tr>
<tr>
<td>V.P.-Treas.</td>
<td>J. W. Thain</td>
<td></td>
</tr>
<tr>
<td>President</td>
<td>James M. Baxter</td>
<td></td>
</tr>
<tr>
<td>V.P.-Treas.</td>
<td>J. W. Thain</td>
<td></td>
</tr>
</tbody>
</table>

**McCORMICK COMPANY**
217 E. 7 Ave., Box 1931 Amarillo, Tex. Phone: 5333
NOAB—ANPA—APA—SNPA
Owner-Manager........James L. McCormick
Account Exec........John R. Forkner
Account Exec........R. W. Siemelpfank
Art Director........Alfred M. Gibbons
Radio Accounts: Shamrock Oil & Gas Corp., Consolidated Appliances, Inc.

**McKEE & ALBRIGHT, INC.**
1400 South Penn Square, Philadelphia 2, Pa. Phone: Locust 7-4737
ANPA—APA—APA
President..............Roy J. McFee
Vice-President-Treasur| David R. Albright
V.P.-Radio-TV Director| James A. McFadden
Time Buyer............Evelyn Walsmley
V.P.-Mds..............Howard H. Yaw
TV Accounts: General Ice Cream Co., Breyer Ice Cream Co.

**McKIM ADVERTISING LIMITED**
1010 St. Catherine St. W., Montreal, Que., Can. Phone: Lancaster 5192
ANPA—ABC
President..............James M. Baxter
V.P.-Treas.............J. W. Thain
Branch Offices
320 Bay St., Toronto, Ont., Canada
Manager..............James M. Baxter
Paris Bldg., Winnipeg, Man., Canada
Manager..............A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Acct. Exec...........W. H. Sandstrom
Acting Manager.......H. Suffell
MELAMED-HOBBS, INC.
609 Second Ave. So., Minneapolis 2, Minn.
Phone: Bridgeport 1225
ANPA—PPA—NOAB—APA—SNPA
President-Treasurer.............Louis Melamed
Vice-President....................S. E. Melamed
Secretary........................M. O. Guder
Acct. Execs......................Ralph W. Hobbs,
Lorne R. Moodie, E. T. Holmgrav,
Newton Stein, Glenn Knoblauch, Vern Soash,
A. Pacini, O. L. Smith
Media Dir.........................Frank Johns
Branch Offices
E-906 First National Bank Bldg., St. Paul 1, Minn.
Manager.........................E. T. Holmgrav
333 N. Michigan Ave., Chicago 1, Ill.
Manager.........................E. R. Livingston
Radio Accounts: Chocolate Products Co.,
Griggs Cooper & Co., Lan-O-Sheen, Inc.,
Minnesota Farm Bureau Federation, Milk
Foundation of Minnesota, Sanitary Food
Mfg. Co.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-7860
ANPA—PPA—AAAA—ABP—NOAB
General Manager...Arthur E. Meyerhoff
Financial Manager................J. A. Johnston
Director of Radio.............Benjamin J. Green
Assoc. Radio Dir................George Rich III
Radio Time Buyer..............Carol Perel
Publication Space Buyer........Mary Hauser
Copy Chief......................M. E. Chon
Account Executives...........John H. Lemmon,
A. E. Meyerhoff, George Grabin, Marshall
Kissel, Benj. Green, George Taylor, Henry
Bartenstein.
Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Manager........................George Grabin
Radio Accounts: Chicago National League
Ball Club, Illinois Meat Company, Milwaukuee Elec. & Transport Co., Wisconsin &
Michigan SS Co., Wn. Wrigley Jr. Company,
Patricia Stevens Models’ Finishing School,
Chicago Transit Authority, Clark’s Super
Gas.

C. L. MILLER COMPANY, INC.
521 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-1010
ABC—ABP—ANPA—APA—NOAB—PPA
Treasurer......................G. V. Carhart
Branch Office
333 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-1640
Exec.-In-Charge............Irving M. Tuteur
Radio Accounts: Corn Products Sales Co.,
(Niagara Laundry Starch & Mazola Salad
Oil), New York; Bachman Chocolate Mfg. Co. (Old Sol Bar), Mount Joy, Pa.; Dough-
nut Corp. of America, New York, N. Y.

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: Dunkirk 2-2973
AAAA—ABC—ABP—ANPA—APA—BMB
CAN—NOAB—PPA
President.....................Dan B. Miner
Exec. Vice-Pres................J. C. Morse
Vice-Pres........................J. M. Greer
Vice-Pres.....................Hildred Sanders
Secretary-Treasurer...........M. R. Sweeney
Account Executives...........J. C. Morse,
I. M. Greer, Hassel Smith, John Christie,
Andrew Carpenter
Production Mgr..............Richard Glover
Art Director..................Fred Kaplan
Media Director................Edith Grooms
Radio & TV Dir................Hildred Sanders
Time Buyer....................Terri Brady
Copy Chief....................Marion Sternbach
Research Dir..................Herbert Kessler
Radio Accounts: American Beauty Macaro-
ni (West Coast Div.) (Macaroni), Los An-
geles; Awful Fresh MacFarlane, Inc. (South-
ern Div.) (Candy), Oakland; Foreman and
Clark (Clothing), Interstate Bakers 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. (Dicty
Fry), Pasadena; L. A. Transit Lines (Trans-
portation), Los Angeles, Calif.
TV Accounts: Awful Fresh MacFarlane,
Inc., Log Cabin Baking Co., Luer Packing

EMIL MOGUL CO., INC.
250 W. 57 St., New York 19, N. Y.
Phone: CO 5-2482
ABP—ANPA—PPA
President......................Emil Mogul
Asst. to Pres....................Seth D. Tobias
Exec. Vice- Pres..............Charles L. Rothschild
Secy. & Treas..................Helene Mogul
General Manager..............Milton Guttenplan
Production Manager...........Al Mauro
Art Director..................Jean Coquillot
Media & Research Dir........Richard Liebman
Asst. Research Dir..........Bob Wanderman
Radio & TV Dir................Helen Munroe
Copy Chief....................Myron A. Mahler
Radio Accounts: Barney’s Clothes, Inc.
(Men’s & Boys’ Clothing), Canadian Fur
Corp. (Women’s Furs), New York; Gem
Packing Corp. (Gem Oil), Brooklyn; Napa
Valley Grape Prod. (Colombo Wine), Calif.,
New York; National Shoes, Inc. (Women’s
& Children’s Shoes), New York; Knomark
Mfg. Co., Inc. (Esquire Boot Polish), Brook-
llyn; Ronzoni Macaroni Co. (Spaghetti &
Macaroni Prod. & Spaghetti Sauce), Long
Island City; Santarpia Wine & Liquor
(Liquor Store), Berolio Import Co., Inc.
(Berio Olive Oil), S. A. Schonbrunn & Co.,
Inc. (Medaglia D'Oro Coffee), Modern Industrial Bank, New York, N. Y.

**TV Accounts:** National Shoes, Inc. (Women's and Children's Shoes), New York, N. Y.

**THE CHESTER C. MORELAND CO.**
1104 Times-Star Tower, Cincinnati 2, O.
Phone: Parkway 1178

PAPA—ABP—ANPA

President.................Chester C. Moreland
Secretary..................Walter H. Strauss
V. P. & Space Buyer......B. L. Schuman

**Radio Accounts:** Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

**MOREY, HUMM & JOHNSTONE, INC.**
350 Fifth Ave., New York 1, N. Y.
Phone: BR 9-5950

ABP—ANPA—APA—NOAB—PPA

President.................Silvester M. Morey
Exec. V. P.................Llewellyn B. Van Doren
V. P. & Mgr. Utility & Home Appliance
Dept.....................Albert W. Humm
V. P. & Copy Chief........Stanley F. Ellsworth
V. P. & Art Dir...........William J. Sutton
Secty. & Treas.............William G. Carmody
Media Dir................Lillian F. Parker
Time Buyer..............Kathryn Shanahan
Exec. V. P. & Radio Dir.
Llewellyn B. Van Doren
Time Buyer..............Kathryn Shanahan

**Branch Office**
9 Rockefeller Plaza, New York 20, N. Y.
Phone: PL 7-8000

V. P., Chg. Midtown Office. Muriel Johnstone
Mkt. Counsellor...........Rosamond Gilmartin

**Radio Accounts:** Sinclair Refining Co., Richfield Oil Corp., N. Y.

**TV Accounts:** Sinclair Refining Co., New York, N. Y.

**RAYMOND R. MORGAN CO.**
Phone: HEmontcliff 4194

ANPA—PPA—APA—NOAB

President.................Raymond R. Morgan
Exec. Vice-Pres...........Robert C. Temple
Vice-President.............Sydney B. Gaynor
Account Executives........Jack Kerr, L. W. Hobson

Radio Director...........James C. Morgan
Production................John Burton
Time Buyer..............Mary Ellen Ryan
Copy Chief................Audrey Sharpe

**Branch Offices**
Raymond R. Morgan Co.,
San Francisco 8, Calif.
Account Executive........Porter F. Anderson

Goodkind, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.

President..................Clyde M. Joice

Raymond R. Morgan Co.
1 Rue Faubourg St. Honore
Paris, France

Chief Executive........Raymond R. Morgan, Jr.


**MORSE INTERNATIONAL, INC.**
122 E. 42 St., New York 17, N. Y.
Phone: ORegon 9-4600

APA—PPA

Chairman of the Board.............A. T. Preyer
President........................J. Patterson
Exec. Vice-Pres.................O. L. Lancaster
Treasurer.....................F. D. Davies
Space Buyer...................C. Slaybaugh
Export Media Mgr.............Aurora Blando
Dir. of Prod................M. K. Burkeett
Group Prod. Mgrs..............W. W. Williams, D. R. Quist, W. J. Berey
Sr. Art Director................L. Szalay
Group Art Directors..............E. Ellis, J. Clark

Art Studio Mgr................J. V. Ryden
Account Executives.............Constance Boland, Emory Ward, E. R. Korth

**Radio Accounts:** Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics).

**TV Accounts:** Vick Chemical Co. (Vick Products).

**MOSELLE & EISEN ADV. AGENCY**
522 Fifth Ave., New York 18, N. Y.
Phone: MUrray Hill 2-4939

PPA—APA—ANPA

Partner.....................Henry Eisen
Partner.....................Rose Moselle
Copy Chief...............Mildred Barsky
Publicity..............Jane Irwin
Art Dir, TV Prod...........Frederick H. Cassens
Prod. Mgr..............M. Baumstein
Media Dir, Research Time Buyer

Miriam Howard

**MOSER & COTINS, INC.**
10 Hopper St., Utica 3, N. Y.
Phone: Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

Pres. & Treas................A. S. Collins
Vice-President.............James N. Brown
Vice-Pres-Art Director........M. Huntington
V. P. & Secret.............Lyle B. Reigler
Tstl. Treas...............Mildred S. Benson
Media Director............Miss L. B. Mang

**Radio Accounts:** C. A. Durr Packing Co., Inc., West End Brewing Co.
MOSS ASSOCIATES
415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-3778
ABC—ANPA—APA
President..........................Joseph H. Moss
Copy Chief.......................Charles D. Beckman
Space Buyer....................Betty Math
Art Director.....................James K. Sullivan
TV Director......................Ely A. Landau
TV Assistant........................Hal Goldin
TV Accounts: The Ziploc Co. (Watch Straps), N. J.; Purrofied Down Prod. (Pillows & Comforters), N. Y. C.; Staco Equip. Corp. (TV Accessories), Brooklyn, N. Y.; Nat Palerton Motors (Auto Dealer), Samea Clock Co. (Clock Mfg.), New York City.

C. WENDEL MUECH & COMPANY
75 E. Wacker Drive, Chicago 1, Ill.
Phone: Financial 6-3481
ABP—ANPA—PPA
President..........................C. W. Muench
Account Executive..............W. O. Yorum
Account Executive..............C. T. Kerrigan
Mgr. Client Service............Robert Gingrich
Media Director...............Virtor Fabian
Producer Management..........Wm. G. Fisher
Radio Director..................Glenn Martin
Time Buyer......................Virtor Fabian
Radio Accounts: Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; Marhoefer Packing Co. (Meat Products), Monarch Brewing Co. (Beer), Chicago, Ill.; Sugardale Provision Co. (Meat Products), Canton, O.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurants), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.
TV Accounts: Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Meats), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.
405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835
President.......................Paul R. Kruming
Vice-President...............Thomas W. Hughes
Secretary......................Joseph W. Madden
Treasurer......................Frank Neuhauer
Media Director...............Jack Donelon
Account Executives...........Paul R. Kruming,
Thomas W. Hughes, Joseph W. Madden,
Walter Kelly, John Sweeney, Philip Gurvich
Radio & TV Directors........James G. Zena,

James A. MacDonald, Alex Cardenas, Jean Volpe
Time Buyer....................Lenore Sanders
Branch Offices

Associates offices in Central and South America, Europe, U. S. possessions and the Far East.


NEEDHAM, LOUIS & BRORBY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone: SState 2-5151
ABP—ANPA—PPA—NOAB—APA
ABC—ABP
President.....................Maurice H. Needham
Vice-President...............John J. Louis
Media Dir......................Otto R. Stadelman
Radio- TV Dir.................Allan Wallace
Publicity Dir.................John Willoughby
Sec.-Treas.....................Max D. Andyl

Branch Office

1630 North Vine St., Hollywood 28, Calif.
V-P & Manager.................Frank Pittman

NEFF-ROGOW, INC.
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-4230
President-Acct. Exec...........William Rogow
Acct. Exec-Copy Chief-Stewart Pierce Brown
Acct. Exec.....................Robert Rogow
Personnel Director............Harriet Barnett
Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.
TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.

RALPH NELMS, INC., ADV.
312 W. Walnut, Springfield 3, Mo.
Phone: 4-2555
APX
Pres.-Radio Dir...............Ralph A. Nelms
Art Dir........................J. H. Richards
Account Executive............Jeanette Mahan
Account Executive............Mrs. Gary Madsen
Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed
GEORGE R. NELSON, INC.

203 State St., Schenectady 3, N. Y.

Phone: 4-4135

Pres.-Treas. ............... George R. Nelson
Vice-President ............ Helen C. Nelson
Secretary .................. Alice Pach
Copy Chief ................ Robert S. Cragin
Publicity Director .......... Robert S. Cragin
Art Director ............... Arnold Hitchins
Space Buyer .............. Sybil Van Patten
Research .................. Alice Pach
Radio Director ............. Jack Rourke
TV Director .............. Edward F. Flynn
Radio Time Buyer .......... Anne F. Pratt

Radio Placement Accounts: Carl Co. (Department Store), Cowell's Shell Station (Shell Dealer), Hüb Store (Sports Store), Schenectady; Wm. W. Lee & Co., Inc. (Cold Remedy), Watervliet; A. L. Parsons & Sons (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse; Saratoga Racing Assn. (Racing Association), Saratoga Springs; Industrial Bank (Banking Association), Devenpeck Coal Co. (Coal Co.), Cummings Motors, Inc. (Chrysler Dealer), Schenectady; Rodgers Liquor Co. (Liquor Distributors), Albany; Union-Fern (Furniture Chain), Troy; Miller Coal Co. (Coal Co.), Schenectady, N. Y.

Radio Transcription Production Accounts: General Electric Co., Electronics Division (G. E. TV & Radio) Syracuse; Bennus Watch Co. (Watch manufacturers), New York City; Mohawk Carpet Mills, Inc. (Rug and carpet manufacturers), Marcus Breier's Sons (Sports Clothing manufacturers), Amsterdam; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Assn. (Racing Association), Saratoga Springs, N. Y.

TV Film Production Account: Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Racing Assn. (Racing Association), Saratoga Springs, N. Y.

TV Placement Accounts: Mohawk Carpet Mills, Inc. (Rugs and Carpets), Amsterdam; Allen's Appliances (G. E. Appliance Store), Apex Department Store, Carl Co. (Department Store), Schenectady; Empire State Distributors (Philco Distributors), Cohoes; William W. Lee & Co. (Cold Remedy), Watervliet; Nusbaum's (Men's furnishings), Schenectady; A. L. Parson's & Son (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Saratoga Assn., Saratoga Springs; Wm. Sherry Tire Co. (Tire Dealer), Central Candy Corp. (Candy manufacturers), Empire State Bedding Co. (Sealey Mattress manufacturers), Schenectady; Smith Food Co. (Potato Chip manufacturer), Cohoes, N. Y.

TED NELSON ASSOCIATES

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

Phone: Circle 6-3470

Acct. Executive ............ Nat Fields
Script Director ............ Richard Diamond
Talent Director ............ Perry Bruskin
Production ................ Isabelle Van Stockhem

TV Accounts: Exclusive TV and Radio Representatives for Professional Basketball-Gothams on WBN—1948-49.

NEWELL-EMMETT CO.

(See Cunningham & Walsh, Inc.)

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.

Phone: Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA

Partners ............. Theodore A. Newhoff, Marx S. Kaufman
Vice-President ............ Samuel S. Strouse
Comptroller ................ R. M. Newhoff

NEWMAN, LYNDE & ASSOCIATES.

INC.

Florida National Bank Bldg., Jacksonville 2, Fla.

Phone: 3-1253, 5-7720

ABP—ANPA—APA—FAG—NOAB—PPA—SNPA

President .................. M. T. Newman
Exec. Vice-President ...... Hunter Lynde
Vice-President .............. Kenneth F. Small
Vice-President .............. David E. Robeson
Vice-President .............. Ronald G. Sercombe

Radio TV Dept.

Exec. Vice-President ...... Hunter Lynde
Vice-President .............. Kenneth F. Small
Vice-President .............. 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), 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, Alaska Life.

O'BRIEN & DORRANCE, INC.
160 E. 56 St., New York 22, N. Y.
Phone: Plaza 9-5120
President-Secretary........Dick Dorrance
Exec. Vice-Pres.-Treas......Harry F. O'Brien
Vice-Pres..........................John A. Cashman
Media Director..............William L. Morison
Art Director....................Jack Wolfgang Beck
Production Manager........Lincoln W. Allan
Account Executive........Joseph Anderson
Radio-TV Director............William R. Seth

OLIAN ADVERTISING CO.
909 Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 8380-12-23
ABP—ANPA—APA—NOAB—PPA
President........................Irwin A. Olian
Exec. Vice-Pres.............J. Walter Goldstein
Vice-President...............Harold A. Thomas
Copy Chief....................James Spencer
Space Buyer & Res. Dir.......James O'Neal
Prod. Mgr....................Evelyn Dieckmann
Art Director....................Harry Lindermann
Radio Director...............Margaret Nelson
Radio Accounts: Eagle Stamp Co., Eagle Stamps, General Grocer Co., American Lady-Topmost Foods, Big Fellow Peas, Cob Cut Corn, Manhattan Coffee, Milton Oil Co. (Diesel Gasoline), Sayman Products Co. (Sayman Soap), Pevly Dairy (Jitterbug Dairy Products & Reddi-Wip), Hudson Dealers of St. Louis (Hudson Cars), Stewart's Apparel, Inc. Ladies Ready-To-Wear, Dining Car Coffee Co. (Dining Car Coffee), St. Louis, Mo.

TV Accounts: Pevly-Dairy Co. (Reddi-Wip), General Grocer Co. (Manhattan Coffee), Automatic Firing Corp. (Gas-A-Fire), St. Louis, Mo.

ROBERT W. ORR & ASSOCIATES.
INC.
4 W. 58 St., New York 19, N. Y.
Phone: Plaza 8-8505
ABC—ANPA—NOAB—PPA
President.......................Robert W. Orr
Exec. Vice-Pres..............John H. Baxter
Vice-Pres. & Asst. to Pres...... Eldon Sullivan
Vice-Presidents..................Arthur Livingston, Jerome Isaacs
Secy-Treas........................Chamney C. Seedorf
Radio-TV Dir.....................Stephen G. Bowen

Branch Offices
9130 Sunset Blvd., Los Angeles, Calif.
Exec-in-Chge.....................Richard Diggs
123 New Bond St., London, England
Exec-in-Chge.....................F. A. Nicholson
96 Rue de la Victoire, Paris, France
Exec-in-Chge.....................M. Renault
Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.

OWEN & CHAPPELL, INC.
595 Madison Ave., New York 22, N. Y.
Phone: Plaza 8-2400
ABP—ANPA—APA—NOAB—PPA
President.......................John H. Owen
Executive Vice-Pres........Charles Chappell
Vice-President...............Mare Seixas
Director of Media........Harry Torpe
Radio-TV Dept.
Vice-Pres-Radio-TV Dir........David Hales Halpern
Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.
TV Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.
365 New Brotherhood Bldg., Kansas City 11, Kans.
Phone: Dr. 7250
ABP—ANPA—APA—PPA
President & Acct. Exec...............Merritt Owens
Vice-President Acct. Exec........R. Grant Neds
Production Mgr..............Bernard L. Wardlow
Acct. Exec..................Willard G. Saunders
Copywriter....................Gloria Stultz
Art Dir..........................Bernard L. Wardlow
Radio Accounts: Feld Chevrolet Company, Interstate Moving & Storage Co., Meyer Sani-

PACIFIC ADV. STAFF
1624 Franklin St., Oakland 12, Calif.
Phone: Templebar 2-2835
ABP—APA
Partners......................Helen A. Kennedy, Carl W. Sickler
Assoc..........................Harvey C. Scott
Prod. Mgr....................Walter Utterback

PACIFIC NATIONAL ADVERTISING AGENCY
605 Union St., Seattle 1, Wash.
Phone: Eliot 1401
ANPA—AAAA—NOAB—CAN
President.....................Wm. H. Horsley
V.P., Radio-TV Dir............Trevor Evans
Secretary, Copy Chief..........H. O. Stone
Radio Time Buyer...............G. M. Nyman

Branch Office
715 Cascade Bldg., Portland 4, Ore.
V.P. & Mgr....................Milton Roland

TV Accounts: Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pa-

**PEARSON ADV. AGENCY, INC.**
50 E. 42 St., New York 17, N. Y.  
Phone: VAnderbilt 6-0029

Pres-Treas. .................C. H. Pearson  
Copy Chief, Editor ............W. R. Barker  
Radio Director ...............B. J. Lanza

**Radio Accounts:** Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

**PECK ADV. AGENCY, INC.**
400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-0900  
ABP—ANPA—APA—NOAB—PPA

Chairman of the Board........Harry Peck  
President .....................Harry Krawit  
Vice-President ...............Norman A. Mack  
Dir. of Radio-TV.............Arthur J. Daly

**Radio Accounts:** I. J. Fox (Furs), New York; Howard Clothes (Men’s & Boys’ Furnishings), Brooklyn; Old Dutch Coffee (Coffee); Charles of the Ritz (Cosmetics, Premier Foods (Food Products), New York, N. Y.

**TV Accounts:** Howard Clothes (Men’s & Boys’ Furnishings), Brooklyn; Old Dutch Coffee (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), New York, N. Y.

**PEDLAR & RYAN, INC.**
250 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-1500  
AAAA—ABC—ABP—ANPA—APA—BMB—NOAB—PPA—SNPA

President .....................Thomas L. L. Ryan  
Vice-Presidents ..............G. Douglas Morris, T. C. Fisher, Donald R. Shaw, Jack Skolnik  
Secretary .....................H. C. Sutherland  
Media Director ...............T. C. Fisher  
Time Buyer ...................William G. White  
Director of Radio-TV........Wilfred S. Roberts  
Program Supervisor ..........Elizabeth G. Shay

**Radio Accounts:** Procter and Gamble (Camay Beauty Shop), Cincinnati, O.; Northeast Airlines (Air Transportation), Boston, Mass.; La Primadora Cigar Corp. (Cigars), New York, N. Y.

**TV Accounts:** La Primadora Cigar Corp. (Cigars), New York, N. Y.

**THE PHILLIPS COMPANY**
604 First National Bldg., San Diego 1, Calif.  
Phone: Franklin 2122  
TAAN

Partner .....................William L. Phillips  
Partner .....................Charles C. Ramsey

Acct. Exec. ..................Fred J. Volz  
Time Buyer .................Robert F. Lewis  
Radio Director...............Bill Mesmer

**Radio Accounts:** Walt Tufford DeSoto-Plymouth (DeSoto-Plymouth Automobiles), Davidson Furniture Co. (Retail Furniture), Home Federal Savings & Loan (Savings & Loan), Demnstedt Electro Mart (Electrical Appliances), Tufford TV (Television), First National Bank (Trust & Savings), Dr. G. W. Raichart (Dentist), San Diego, Calif.

**TV Accounts:** Davidson Furniture Co., Tufford TV, Walt DeSoto-Plymouth, Valle’s Restaurant, San Diego, Calif.

**CASPER PINSKER, INC.**
150 Nassau St., New York 7, N. Y.  
Phone: BEEkman 3-3680

ANPA

President .....................Casper Pinsker  
Vice-President ...............Thomas J. McElroy  
Secretary-Treasurer ..........Casper Pinsker, Jr.  
Director of Radio .............Jules M. Labert  
Asst. Radio Director ..........Robert Kirschein

**Radio Accounts:** Fifth Ave. Merchandise Mart (Vest Pocket Adding Machine), New York; Albern Sales Co. (Novelties), Long Island City; Associated Nutrition Products (“Protan” Reducing Formula), Christian Herald (Books), Champion Implement Co. (Electric Spray Gun), Fillum Fun, Inc. (Toys), New York, N. Y.; Grayson Farms (California-grown Dates), La Quinta, Calif.; Harbert Company (Toys), Novel Manufacturing Co. (Toys), Scope Sales Co. (Sewing Accessories), Seven Sires Press (Books), New York; Dale Shears’ School of Music (Dale Shears’ Piano Course), Struthers, O.; Simon & Schuster (Books), Superior Agencies (American Progressive Health Insurance Company), Tex Smith, Harmonica Man (Harmonica Course), New York, N. Y.

**PITLUK ADVERTISING**
2200 Alamo National Bank Bldg.  
San Antonio 5, Texas  
Phone: GARfield 7268

ABP—ANPA—PPA  
SNPA—NOAB—APA—TAAN

Partner, Space Buyer ..........Jack N. Pitluk  
Radio Director ...............Bob Holleron  
Copy Chief, Sales Mgr. ......Jack N. Pitluk, Jr.  
Radio Time Buyer .............Sam Riklin

**PORTER & ASSOCIATES**
430 S. Western Ave., Los Angeles 5, Calif.  
Phone: DÜnkirk 8-2972

Partner-Owner, Time Buyer & Adv. Sales Mgr. ...............Irwin T. Porter  
Partner-Owner, Radio Dir. & Time Buyer ..................Gertrude T. Porter  
Copy Chief ....................Jean Norab
R. J. POTTS—CALKINS & HOLDEN
215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Victor 2530
ANPA—APA—NOAB—PPA
President......................R. J. Potts
Vice-Presidents............J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer.........C. C. McMillan
Radio & TV Director........William J. Brewer
Publicity Director........James McQueeney

POTTS-TURNBULL CO., INC.
912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9100
ANPA—APA—PPA—NOAB
President....................W. J. Krebs
V.P.—Production Mgr........D. E. Dexter
Secretary.....................W. B. Stone
Treasurer....................C. J. Elle
V.P. & Radio Dir............N. P. Rowe

PRATER ADV. AGENCY, INC.
705 Chestnut St., St. Louis 1, Mo.
Phone: GARfield 6490
ABP—ANPA—APA—SNPA
President & Treasurer.......George L. Prater
Vice-President..............M. T. Prater
Secretary....................Mary E. Johnson
Art Director................Walter Miller
Radio Accounts: Class-mer Hosiery Co.,
Falls City Brewing Co., Inc., Merit Clothing Co.,
Monticue Mills.

PROGRESSIVE RADIO
ADVERTISING CO.
260 E. 161 St., New York 51, N. Y.
Phone: MElrose 5-5322
Director......................Lido Belli
Time Buyer..................Catherine Termini
Radio Accounts: Adam Hats, Bendix
Washing Machine, Florsheim Shoes, Buitoni
Prods., White Sewing Machine, William Oil-
O-Matic Oil Burners, Chrysler Corporation,
Carter's Little Liver Pills, Conti Products,
Consolidated Edison Co. of N. Y., De Nobili
Cigar Co., Ford Motors, Flotill Products,
Gambarelli & Davitto, Inc., General Electric,
General Motors, Johnson & Johnson,
Kelvinator Refrigerators, Manufacturers Trust
Co., Pepsi Cola, Philco Refrigerators and
Radio, Pinex, Southern Cotton Oil Co.,
United Security Associated Warehouses Assn.,
White Labs, Inc., Planters Edible Oil Co.,
Procter & Gamble, Public National Bank &
Trust Co., RCA Victor, Perugina, Inc.,
Quiet May Oil Burner Co., S. A. Shonbrunn
(Medaglia d'Oro Coffee); Warren Norge Co.,
Wrigley Chewing Gum, Superfilm Distribut-
ing Corp., St. Joseph's Aspirin, Atlantic
Macaroni, Co., Inc., Florence Gas Range,
Frank (Chicory & Spices), HiJump Fruit
Co. of California; Maytag Washing Machine,
Ossola J. Co.; Pandora Cigar Co., Inc., RKO
Theater, Paradise Wines; Cella Vineyards,
Munzv TV, International Harvester Refriger-
tor, Starrett TV, Hallierafter TV, Sonoma
Grape Products, Etna Recording Co.

QUALITY PARK ADV. AGENCY
450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873
ANPA—PPA—ABP
President.....................C. A. Ward
Vice-President...............R. J. Henderson
Art Director................Charles Ernst
Pro. Mgr., Radio Time Byr........D. J. Holstad
Gen. Mgr.....................E. J. Petersen
Radio Dir. Chge. Research.....J. H. Fischbein
Copy Chief..................John Reely
Radio Accounts: Dairy Fresh Creameries,
Miss Morris Candies, Zip Co., Red Wagon
Pop Corn, Kennedy Products, Hilltop Feeds.

RADIO ADVERTISING CORP. OF
AMERICA
47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332
President.....................Michael A. Fiore
V.P. & Treasurer............B. V. Fiore
Secretary....................Sol Chasnoff
Prod. Mgr. & Acct. Exec........Paul Apello
Radio-TV Director...........Michael A. Fiore
Acct. Exec...................B. Wilman
Radio Accounts: China Clipper, Non-Sec-
tarian Radio Church, Evangelistic Prophetic
Testimony of Phila., Watching Lake, Casino
Beach & Pool, Freehold Raceways, Dover
Race Track, Post Auto Exchange, Airport
Motors, Alexander Beverages, D. Wolff &
Co., Circle Motor Sales, South Beach
Business Men's Assn., Village Business Men's
Assn.
Television Accounts: Watching Lake,
Swimming & Bathing Resort.

THE L. W. RAMSEY ADV. AGENCY
111 E. Third St., Davenport, Iowa
Phone: 3-1839
NOAB—ANPA—PPA—APA—ABP
President & Secretary........E. G. Naecel
Service Director...............A. M. Walgren
Production Manager...........Esther Burmeister
Art Director..................P. Norton
Technical Consultant..........W. A. Giraldi
Branch Offices
6611 Sunset Blvd.,
Hollywood 28, Calif.
Exec. Vice-President........W. W. Kennedy
230 N. Michigan Ave., Chicago, Ill.
Vice-President & Treasurer...L. H. Copeland
Art Director...............E. J. McCabe
Buyer Radio Time...............D. L. Parsons
Production Manager.............Vito M. Volino
Radio Accounts: Blackhawk Brewing Co.,
Western Grocer Co., The Herman Nelson
Corp., Illinois Commercial Men's Assn., Lite
Soap Co., Michigan Mushroom Co.

193
THE RANDALL COMPANY
75 Pearl St., Hartford 3, Conn.
Phone: 7-1179

ABP

President .................. Wilbur W. Randall
Art Director .............. Bernard S. Vinick
Prod. Mgr................. Muriel M. O'Connor
Radio-TV Dir ............. Florence F. Grady

Radio Accounts: Bacon Bottling Co. (Carbonated Beverages), Hartford, Conn.; Crown Petroleum Corp. (Petroleum Products), Httfd., Conn., Spfd., Mass.; George E. Dewey Co. (Movers), Ellin & Levin (Furs), Hartford; Genten Clothes ( Apparel), East Hartford; Harry Glotzer (Furs), Hara Decorators (Home Furnishings), Harry's Clothing Store (Men's Store), Hartford Gas Co. (Public Utility), Hartford; Harty & Young (Electronics), Hoffman Wallpaper Co., Conn. & Mass.; Savitt Jewelers (Jewelry), Hartford; Schultz Beauty Salons, Conn. & Mass.; Tuckel's Radio & Appliances, Hartford; Wachtel's Dept. Store, Hartford, Conn.

TV Accounts: Crown Petroleum Corp., Harty & Young, Conn. & Mass.

THE FRED M. RANDALL CO.
Phone: Cadillac 1-4662

ABP—ANPA—APA—PPA—ABC—NOAB
Pres. & Treasurer .............. H. Ross Mack
Vice-Presidents ................ Hal. G. Trump, Ralph W. Sharp
Secy. & Copy Chief ........... George B. Dow
Radio Dir ..................... R. D. Hughes
Space & Radio Time Buyer .... Charles E. Foerster

Art Director ................ T. E. Eklund
Production Mgr............... George L. Husted
Account Executives ......... H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, Lee E. Crooks, P. F. Droese

Radio Accounts: Booth Newspapers, Bronte Champagne & Wines Co., Inc.

RAYMOND ADV. AGENCY
11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811

ANPA—PPA—ABP—APA

Owner ..................... Milton C. Tauder
Art Dir ..................... Gorman Loss
Production Mgr ............. Margaret McBride
Publicity Dir .............. Lillian Timoney
Research Dir ............... Eleanor Lambeck


CHAS. DALLAS REACH CO., INC.
69 Washington St., Newark, N. J.
Phone Market 3-5100

AAAA—ABP—ANPA—APA—PPA
Pres. & Treasurer ........... Chas. Dallas Reach
Ex. V. P ..................... Howard Sands
V. P ................................ Francis R. Risley
Secretary .................... Everett Sahrbeck
Asst, Treasurer .............. Wm. F. Renz
Director of Media .......... Jerome B. Harrison
Director of Research ......... Edward Stover
Prod. Mgr.................... Robert J. Burns
Traffic Mgr .................. Emil Lotruglio
Director Radio & TV ......... Jerome B. Harrison
Time Buyer .................. Rose Italia
Asst ........................ Eleanor Leonard

Branch Office
46 W. 55 St., New York 19, N. Y.
Phone: Circle 5-4176

Director of Media ........... Jerome B. Harrison

Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppes Co. (Coke Fuel), Curtis-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppes Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.
600 First Natl.-So Line Bldg., Minneapolis 2, Minn.
Phone: Bridgeport 7701

AAAA—ABC—ABP—ANPA—APA

BMB—NOAB—PPA

President .................... E. E. Sylvestre
Executive V. Pres ............ Wayne Hunt
Vice-Presidents .............. J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle
Secretary-Treasurer ........ C. L. Greenwood
Director of Media ........... K. P. Torgeson
Space Buyer .................. C. E. Anderson

Branch Office
625 Market St., San Francisco, Calif.
Exe ensued in charge .......... H. R. Ohleyer


TV Accounts: Art Instruction, Inc., General Mills.

REINCKE, MEYER & FINN, INC.
520 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-7440

ABP—ANPA—APA—NOAB—PPA

President ................ Wallace Meyer
Treasurer ................ C. A. Reincke
Secretary ................ A. L. Reincke
Vice Presidents ........... Gordon Taylor, C. C. Stevens, J. J. Finn
Director .................... Frank M. Baker


THE REINGOLD CO., INC.
10 State St., Boston 9, Mass.
Phone: Capital 7-5611
ANPA—PPA—ABP—AAAA
President & Treas. Harry L. Reingold
Art Dir. Harry Goodman
Production Mgr. Francis R. O'Reilly
Asst. Prod. Mgr. Robert Curley
Copy Chief. Harry Dodsworth
Media Dir. & Radio Time Buyer
Thomas J. Rowen
Radio Account: Hampden Brewing Co.

EMIL REINHARDT ADV. AGENCY
1736 Franklin St., Oakland 12, Calif.
Phone: Temple 2-2103
ABP—ANPA—APA
President. Emil Reinhardt
Copy Chief. Dave Lane
Space Buyer. Eleanor Sha Moreira
Radio Manager. Joseph Connor
Copywriter. James Prindiville
Production Mgr. Edward O'Mara
Radio Time Buyer. Anna Ponti


REISS ADVERTISING
221 W. 57 St., New York 19, N. Y.
Phone: Plaza 5-0830
ABP—ANPA—APA—GN—PPA—SNPA
President. Joseph Reiss
Vice President. Harold Reiss
Sec.-Treasurer. B. M. Reiss
Comptroller & Office Mgr. John T. Cisneros
Account Executives. Leonard M., Heine, Jr., Lester Loch, Stanley Sussman, Elizabeth Taubin, Richard Weiss, Rose Young

Radio Accounts: Decorative Cabinet Corp. (E-Z-Do Closets and accessories), Kearney, N. J.; Lafayette-Concord Radio (Radio & TV), S. Klein (Retail Apparel), McCroby Stores, New York, N. Y.; Princess House Closets (Closets & accessories), Newark, N. J.; Rand Rubber (Rubber products), Brooklyn, N. Y.

TV Accounts: Lionel Corp. (Electric Train), New York, N. Y.; Decorative Cabinet Corp. (E-Z-Do Closets & accessories), Kearney; Princess House Closets (Closets & accessories), Newark, N. J.

E. W. REYNOLDS LIMITED
145 Yonge St., Toronto 1, Ont., Canada
Phone: Waverley 6157

ABC
President. Edward W. Reynolds
Secy. & Treasurer. Fred Banks
Art Dept. Garth Harber
Production Mgr. John L. R. Russell
Copy Chief. N. Stuart Walton
Radio Department. Shirley Oakes
Space Buyer. Helen Anderson
Press Relations. John J. Callan
Account Executives. C. Warren Reynolds, H. D. R. Newby, H. A. Davis, David G. Kilmer

Branch Office
Room 409, 1405 Pearl St., Montreal, Quebec
Phone: L'Anse 3743
Exec.-in-Charge. Allan S. Morrison

Radio Accounts: Mutual Benefit Health & Accident Assoc., Lautigan Laboratories, Ltd. (Lautigan "E" "g", "B" "C"), Ontario Honey Producers Co-Operative Ltd., Toronto; The T. Simson Shoe Co. (Scamper's, Treadhers, Thoro-Bills), Aurora; The Coffield Washer Co. Ltd. (Washers), Hamilton, Ont.; T. S. Simmons & Co. Ltd. (Brushes), St. John N. B.; Benjamin Moore & Co. Ltd. (Paints), J. H. Stafford Industries, Ontario Beekeepers' Council, Toronto, Ont.; D. F. Morgan Ltd. (Morgan Hats), Montreal, P. Q.; Belmont Park, Cartierville.

R. C. RIBEL ADV. AGENCY
151 S. 5th St., Louisville 2, Ky.
Phone Wabash 6039-30

Owner. R. C. Ribel
Radio Production Mgr. Walter W. Werle
Radio-TV Dir. Sally V. Woleven


FLETCHER D. RICHARDS, INC.
10 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-6333

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President. Fletcher D. Richards
Vice-Pres. Eugene L. Harrington
Vice-Pres. Bradley A. Walker
Seey-Treas. Duane W. Beermann
Vice-Pres. & Media Dir. E. A. Elliot
Vice-Presidents. Herbert Baldwin, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trel Yocum
Art Dir. John Sidebotham
Copy Chief. John William
Motion Picture Dir. Kenneth Young
V. P. in charge Radio & TV
John S. Davidson
Radio & TV Program Director...Tom Hicks
Time Buyer..............George Pameental
Radio & TV Copy..............S. J. Frolick
Radio Writer..............Kenneth Derby

Branch Offices
Lincoln Tower, 75 E. Wacker Drive
Chicago 1, Ill.
Manager..................French L. Eason

HARRINGTON & RICHARDS: Division of
F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Exec. in charge..............Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
Exec. in charge..............Eugene Harrington

Radio Accounts: U. S. Rubber Co. (U. S.
Royal Tires, Fisk Tires, U. S. Keds, U. S.
Gaytees, Koylon Mattresses), Eastern Air
Lines, Rockwood & So. (Rockwood Choco-
late Products), Dixon Crucible Co. (Ticon-
deroga Pencils), Durham-Enders Razor
Corp. (Enders Razor), Foremost Dairy
Products), Berghoff Brewing (Berghoff
Beer), U. S. Coast Guard.

TV Accounts: U. S. Rubber Co. (U. S.
Royal Tires, U. S. Keds, U. S. Gaytees),
Eastern Air Lines, Atlanta-New York; Berg-
hoff Beer (Berghoff Beer), Durham-Enders
(Enders Razor), New York-New Haven;
Foremost Dairy (Foremost Ice Cream), New
York, N. Y.

M. EVANS RICHMOND ADV.
AGENCY
1518 Walnut St, Philadelphia 2, Pa.
Phone: PE 5-2234
ABP
Pres. & Radio Time Buyer........M. Evans
Richmond
Art. Dir..................Mathew Lynch
Production Mgr.............Claude Lathrop
Account Executive........Robert E. Hammond

Branch Office
230 Boylston St., Boston 16, Mass.
Exec-in-charge............Robert S. Richmond
Yucca Vine Bldg., Hollywood, Calif.
Exec-in-charge............Morey K. Reise

LEE RINGER ADVERTISING
3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DRexel 8131
AAAA—ABP—ANPA—APA—PPA
Owner..........................Lee Ringer
Art Dir..................Richard Pennington
Production..................C. C. Wickstrom

JOHN H. RIORDAN CO.
605 Lucas Ave., Los Angeles 14, Calif.
Phone: Madison 6-2291
Owner..............John H. Riordan
Art Dir....................Elsie Beck
Space & Time Buyer........Shirley A. Smith
Account Executives..........B. P. Lowry,
F. C. McElligot, A. F. Banks

Radio Accounts: Calif. Flyers, Inc., Calif.,
Doyle Packing Co.

PHILIP RITTER CO., INC.
511 Fifth Ave, New York 17, N. Y.
Phone: Murray Hill 7-6574
ANPA—PPA—AAAA—NOAB
Chairman & Treasurer........Philip Ritter
Vice-President..............Walter J. McIntosh
Secretary..................Henry P. Bender

Radio Accounts: Bel Paese Sales Co., Ryan
Sales Co.

RITT'S ADVERTISING AGENCY
601-5 Gerke Bldg., Cincinnati 2, O.
Phone: DUnbar 0532
Owner....................Charles Rittenhouse

DAN RIVKIN AGENCY
1418 Walnut St, Phila. 2, Pa.
Phone: PE-5-5760
Owner..........................Dan Rivkin

Radio Accounts: John Kohler (Clothing),
Ismak Rug Mills, Ford Optical Co., Phila.;
Royal Shoe Stores, Chester, Camden;
Spiro's Apparel, Moskin Clothes, Berg Bros.
(Clothing), Richards Clothes, I. Shubin
& Son (Furniture), Phila., Wilmington.

ELWOOD J. ROBINSON ADV.
AGENCY
634 So. Spring St, Los Angeles 14, Calif.
Phone: MUTual 6293
ABP—ANPA—APA—PPA
President..................Elwood J. Robinson
Vice-President...............Melvin A. Jensen
Secretary..................Eola E. Gass
Copy Chief................B. E. Howard
Production Mgr............T. H. Tomlin
Art Director..............Walton Titus
Media Dir-Time Buyer........R. C. Neuman
801 Kohl Building, San Francisco, Calif.

Branch Office

Radio Accounts: Loma Linda Food Pro-
ducts (Ruskets, Oven-Cooked Wheat, and
25 other food products), Arlington; Pioneer
Savings & Loan, Home Building & Loan
Assn., Cinch Products, Inc. (Cake Mixes),
Los Angeles; Pasadena Building & Loan
Assn., Pasadena; California Fig Institute
(Fig Industry), Fresno; California Federal
(Savings & Loan), Western Federal S. & L
Assn., Los Angeles; Lorenz Broom & Mop
Co. (Rubber Broom), Arlington, Calif.

TV Accounts: Pasadena Building & Loan
Assn., Pasadena; Loma Linda Food Co.,
Arlington; Cinch Products, Inc., Home
Building & Loan Assn., California Federal
S. & I. Assn., Los Angeles, 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
Secretary..........................M. F. Williamson

ROIZEN ADV. AGENCY, INC.
291 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 5975
ABP—PPA
President, Treas., Space & Time Buyer
Manus Roizen
Vice-Presidents...................Samuel Sapowitch,
Arthur H. Rich
Secretary..................Edith Roizen

1440 St. Catherine St. W., Montreal, Can.
Phone: Plateau 4803
AAA—ABC—ANPA—BMB—CAN
NAAN—PPA
President..................Russell G. Ronalds
Vice-President..................F. deB. Walker
Vice-President (Toronto)......R. J. Averv
Treasurer..................Angus Ahern
Radio Director...........Frank Starr
Asst. to Radio Director......S. B. Hayward

Branch Office
137 Wellington St. W., Toronto, Can.
Vice-President & Radio Dir......R. J. Averv
Asst. to Radio Director........D. R. Loney

Radio Accounts: Dominion Government
(Army, Canada Savings Bonds), Ottawa;
Canadian Industries Ltd. (Agricultural
Chemicals Div., Paint & Varnish Division),
Montreal Shoe Stores (Footwear), Canada
Packers Ltd. (Meats), Bovril (Canada)
Ltd. (Bovril), Canadian Arena Co., Bristol
Mom's, Tintex, Montreal; L. K. Liggett Co.
Ltd., United Rexall Drug Co. Ltd., Niagara
Finance Co. Ltd., Trans-Canada Credit Corp.,
Toronto.

ROEVER & SMITH ADV. AGENCY
20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA
President..................Walter E. Smith
Exec. V-P........................Ray H. Reynolds
Vice-President...........Howard N. Smith
Treasurer..................George H. Huppertz
Secretary..................Olve A. Kinloch
Art Dir..................H. A. Frahm
Account Executives........Howard N. Smith,
W. E. Smith, R. H. Reynolds, G. C. Huppertz,
J. M. Wensel

Branch Offices
Reserve Loan Life Bldg., Dallas 1, Tex.
President..................Walter E. Smith
Exec. V-P. & Mgr...........Howard N. Smith
Public Relations Dir.........John Olds
Art Dir. (Dallas)............Marvin Krieger
Radio Dir..................Marie Callahan
Copy Chief..................M. Stewart
1004 Baltimore Ave., Kansas City 6, Mo.
President..................Walter E. Smith
Vice-President...........Howard N. Smith
Manager..................J. W. Coy

RONALDS ADV. AGENCY, LTD.
1440 St. Catherine St. W., Montreal, Can.
Phone: Plateau 4803
AAA—ABC—ANPA—BMB—CAN
NAAN—PPA
President..................Russell G. Ronalds
Vice-President..................F. deB. Walker
Vice-President (Toronto)......R. J. Averv
Treasurer..................Angus Ahern
Radio Director...............Frank Starr
Asst. to Radio Director......S. B. Hayward

Branch Office
137 Wellington St. W., Toronto, Can.
Vice-President & Radio Dir......R. J. Averv
Asst. to Radio Director........D. R. Loney

Radio Accounts: Dominion Government
(Army, Canada Savings Bonds), Ottawa;
Canadian Industries Ltd. (Agricultural
Chemicals Div., Paint & Varnish Division),
Montreal Shoe Stores (Footwear), Canada
Packers Ltd. (Meats), Bovril (Canada)
Ltd. (Bovril), Canadian Arena Co., Bristol
Mom's, Tintex, Montreal; L. K. Liggett Co.
Ltd., United Rexall Drug Co. Ltd., Niagara
Finance Co. Ltd., Trans-Canada Credit Corp.,
Toronto.

CHARLES EDSON ROSE CO.
100 East Chicago Ave., Chicago 11, Ill.
Phone: Superior 7-3486
ANPA—PPA—ABP—APA
Owner..................Charles E. Rose
Art Dir..................L. E. Manning
Space & Radio Time Buyers,William Perry,
M. B. Cooper

Radio Accounts: Auto Accessory Co.,
Charms & Cain, H. C. Evans & Co., Lombardo
Wine Co., Nu-Dell Mfg. Co., Winken
weder & Ladd, Inc.
WILLIAM GANSON ROSE, INC.
Williamson Bldg., Cleveland 14, O.
Phone: TOWER 1-6171
Pres., Treas., Radio Dir.
William Ganson Rose
Vice-Presidets............. Frank Pelton,
L. C. Brown
Prod. Mgr.................. Ana M. Peters
Branch Office
3719 Reading Rd., Cincinnati 29, O.
Manager.................. L. C. Brown
Radio Accounts: Bailey Co., W. B. Burke
& Co., Cleveland Foundation, Higbee Co.,
Square Relations.

ROSE-MARTIN, INC.
21 W. 46 St., New York 19, N. Y.
Phone: LUXemburg 2-3550
ABP—ANPA—PPA—APA
President.................. Irl W. Rose
Secretary-Treasurer......... John B. Martin
Vice-President........... Vaughn G. Hanning
Media Director........... G. M. Rundbaken
Production Manager....... John A. Bouille
Art Director............... Andrew K. Nelsen
Comptroller............... H. J. Carmichael
Account Executive........ Irl W. Rose 2nd
Radio Accounts: Public National Bank &
Trust Co. of New York.

IRVING ROSEN ADVERTISING
230 Fifth Ave., New York 1, N. Y.
Phone: LONgacre 3-0471
Owner, Space & Radio Time Buyer
Irving Rosen
Production Mgr............ E. Wayne
Radio Accounts: Style-Rite Footwear Corp.,
The Wenley Co.

ARTHUR ROSENBERG CO., INC.
570 7th Ave., New York 18, N. Y.
Phone: CHickering 4-4240
ABP—ANPA—NOAB—PPA
President.................. Samuel Rubenstein
Vice-Prs................... Wm. H. Saul
Secretary.................. Harold Chartow
Treasurer.................. A. A. Rosenberg
Prod. Mgr.................. John La Barbera
Media & Res. Dir.......... Sam Haven
Copy & Plans.............. H. B. Sadler,
Joseph Ellner
Radio Accounts: Gleam Shampoo, Myer
1890 Beverages, Miner's Inc.
TV Accounts: Monarch-Saphin (Retail
Store), New York

A. JAMES ROUSE CO.
521 N. LaCienega Blvd.,
Los Angeles 36, Calif.
Phone: BRadshaw 2-5608
ABP—APA
Owner .................... Art Rouse

Art Director............. John Fish
Acct. Exec., Production Mgr., Radio-TV Dir.
Bert Feinberg
Space, Time Buyer........ Eleanor Dorfman,
Anne Flynn, Art Rouse

Radio Accounts: Original Barbecue, Cul-
ver of Calif., Harold's, Pensick & Gordon,
Inc. (Toys), Los Angeles.

TV Accounts: Harold's, Pensick & Gordon,
(Toys), Los Angeles.

CHARLES L. RUMRILL & CO., INC.
339 East Ave., Rochester 7, N. Y.
Phone: BAKER 4340
AAAA—ABP—PPA—ANPA
President.................. C. L. Rumrill
Vice-Presidets............ S. H. Weinstein,
G. M. Prince, H. R. Hanson
Secy-Treasurer........... G. G. Wallington
Prod. Mgr................. H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The
Pleasant Valley Wine Co., Brighton Place
Dairy.

LOWE RUNKLE CO.
1365 First National Bldg.,
Oklahoma City 2, Okla.
Phone: 3-5439
AAAA—TBP—APA—PPA—SNPA
President.................. Lowe Runkle
Vice-Prs................... Roger Pishny
Secretary................. Irene Gammel
Production Mgr........... Lois Rea
Art Director............... Elinar Lundquist
Account Exec............. Harold Kranz,
Roger Pishny, Lowe Runkle
Dir. of Radio & TV...... Howard Neumann
Radio Accounts: Arkansas City Flour
Mills (Flour), Arkansas City, Kan.; Cain's
Coffee Co. (Coffee, Tea, Spice), Dulaney's
(Appliances Distributor), Local Federal
S & L Ass'n, Liberty National Bank, Merit
Bills, Inc. (Feed), Oklahoma Operating
Co. (Laundry Group), Oklahoma City.
TV Accounts: Dulaney's (Appliances Dis-
tributor), Oklahoma Operating Co. (Laun-
dry Group), Oklahoma City.

RUTHRAUFF & RYAN, INC.
405 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 6-6400
AAAA—ANPA—PPA—NOAB—APA
Chairman of Board........ F. B. Ryan
President.................. F. B. Ryan, Jr.
Sr. Vice-Prs. & Treas. . Cal. J. McCarthy
Exec. Vice-Prs............ E. J. Grady
Media Dir.................. J. L. Ames

Radio Department
V.P. Dir. of Radio-TV... Willson M. Tuttle
Head Talent & Time Buyer. Thomas G. Slater
Mgr. TV Dept............. Grant Y. Flynn
Production Mgr............. John G. Cole
Script Editor.............. Sidney Slon
LEWIS EDWIN RYAN
726 Jackson Place, N. L., Washington 6, D. C.
Phone: Re. 7606-78
AAA—ABC—ABP—ANPA—NOAB
PPA—SNP

Owner. Lewis Edwin Ryan
Secretary. Laura D. Baker
Gen. Mgr. J. Robert Corry
Auditor. Preston B. Coiner
Art. Dir. William N. Clifford
Prod. Mgr. David F. DeYoung
Copy Chief. Harry A. Lyles
Rad. Dir. Gordon Manchester
Account Executives. Robert Ames, John F. Hardie, Wm. Green,
Gordon Manchester, Wm. R. Doores
Director-Radio & TV. Gordon Manchester
Continuity Chief. Bette Murphy
Time Buyer. Laura D. Baker

BEN SACKHEIM, INC.
2 W. 59 St., New York 19, N. Y.
Phone: Plaza 9-5141

ANPA—PPA—AP—ABP—NOAB

President. Ben Sackheim
Vice-President. Lloyd G. Whitebrook
Secretary. M. A. Aldridge
Treasurer. Leonard H. Spring
Prod. Mgr. Hugh A. Gigante
Media Dir. & Time Buyer. Leonard H. Spring
Publicity Dir. Bette Benfield
Research Dir. Sylvia M. Sackheim
Art Dir. Arthur Singer
Fashion Prom. Dir. Ruth Hammer
Copy Chief. Anne Green

Radio Accounts: Peter Pan Foundations, Inc. (Brassieres), Miss Swank, Inc. (Slips & Pajamas), N. Y. State Democratic Committee, New York; The Autogyre Co. (Kitchen & Bathroom accessories), Oakville, Conn.

ST. GEORGES & KEYES, INC.
250 Park Ave., New York 17, N. Y.
Phone: Plaza 5-1180

ABP—ANPA—PPA—ABC

President. Maubert St. Georges
Exec. V.P. Radio Dir. Stanley J. Keyes, Jr.
Treasurer. John H. Vesely
Vice-Dir. Art Director. Alfred A. Anthony
Production Manager. William Korkac
Media Dir. James J. Freeman
Publicity Director. John C. Gourlie

Branch Offices
Post Road, Stamford, Conn.
Manager. Carl Speirs
2121 N. Charles St., Baltimore 18, Md.
Manager. Arthur Booth


TV Accounts: Revere Copper and Brass (Revere Ware).
SALESVERTISING ASSOCIATES, INC.
Board of Trade Bldg., Chicago 4, Ill.
Phone: WAbash 2-6245
President ..................Douglas Doolittle
Treasurer ..................G. Xenos
Secy......................G. S. Doolittle

RICHARD SALINGER, ADV.
99 Chauncey St., Boston 11, Mass.
Phone: Li. 25-332
President ..................Richard Salinger
Radio-TV Director ........ Irwin I. Sacks
Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Lepie's, Inc. (Fabrics, materials), Remore, Inc. (Ladies apparel), Stasey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co. Chieftain Pontiac Corp., Boston, Mass.
TV Accounts: Lehrburger & Asher (Furs), Boston, Mass.

SALOW & RIEDL
82 Lexington Ave., Passaic, N. J.
Phone: Gregory 3-1414
ABP—ANPA
Art Director ..................Geo. Riedl
Copy Chief ..................Florian Raymond
Media & Radio Time ........ N. Harvey Salow
Research ..................Lynn Murray
Acct. Execs ..................H. H. Salow, S. Robert Freede,
Production Chief ..............Al Latin
Radio Accounts: Arrow Elec. Corp. (Major Appliance), Passaic, Berman, Charles (Floor Coverings), Patterson, La Perla (Spaghetti), Passaic, Brogan-Cadillac (Cadillac-Olids), Franklin Tr. Co. (Bank), Paterson, N. J.

FRANK B. SAWDON, INC.
450 Lexington Ave., New York 17, N. Y.
Phone: Plaza 3-2516
President & Treas. ........ Frank B. Sawdon
Vice-Pres.-Radio Dir. ............Jerry Bess
Secretary ..................Victor Sawdon
Account Executives .............Frank B. Sawdon, Jerry Bess

Branch Office
737 North Michigan Ave., Chicago 1, Ill.
Office Manager ..................Marty Hogan

SCHENK ADV. AGENCY, INC.
9 Clinton St., Newark 2, N. J.
Phone: Market 2-4840
ANPA—APA—PPA
President ..................Julius Schenk
V. P. & Treas. ...............Morris Schenk
Art Dir. ..................Ernest D. Barnham
Prod. Mgr..................Louis E. Arrants
Copy Chief ..................Carlton Smith
Space Buyer..................Frank M. Craumer
Radio Dir..................E. Grant Scheck
Account Executives ...... William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheibner

Radio Accounts: Barclay Tissue Corp. (Petal Soft Toilet Tissue), Brooklyn, N. Y.; Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip topping), Harrison, N. J.; Rex Vacuum Stores (Vacuum Cleaners), Jamaica, N. Y.
TV Accounts: Fischer Baking Co. (Baked Goods), Newark, N. J.

HUGO SCHEINBER, INC.
111 West 7th St., Los Angeles 14, Calif.
Phone: Michigan 6636
ABC
Pres.-Radio & TV Dir.... Hugo Scheibner
Vice-President, Copy Chief .... Sidney Kahn
Media & Research ............Warren Stolaroff
A/C ............................Rose Landau
A/C ............................Rose Landau,
Mary Steffen, Hugo Scheibner

SCHENK COMPANY
2101 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 1600
Pres., Media Dir., Space Buyer .... Sydney R. Raike
Vice-Pres. ..................J. E. Schenker
Art Dir. ..................M. Rickbaugh
Radio Time Buyer ...........C. D. Domin
Account Executives .............S. R. Raike,
J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE
1201 W. 4th St., Los Angeles 13, Calif.
Phone: Michigan 2396
President ..................Wm. G. Scholts
Director ..................T. D. Scholts
Merchandising ..............L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.
58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4
ABP—ANPA—APA—NOAB—PPA
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: California Artificial Flower Co. (Artificial Flowers), Colonial Launderies (Laundry Cleaning Storage), Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Provi-


dence; Otto Seidner, Inc. (Mayonnaise & Salad Products), Westerly; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I.

**TV Accounts:** Kestenman Bros. Mfg. Co. (Watch Bands), Providence, R. I.

**SCHWIMMER & SCOTT, INC.**
75 E. Wacker Drive, Chicago 1, Ill.

Phone: D'Eearborn 2-1815

AAA—ABP—ANPA—PPA—APA

Pres. & Treas. ................. R. J. Scott

Vice-Pres. ..................... W. Schwimmer

Copy Chief .................... L. Krakover

Media Dir. .................... E. Vanderplog

Art. Dir. ...................... A. Thaler

Secretary ..................... H. Heilig

Acct. Execs. .................. E. Guy,
C. H. Lilienfeld, Fred Vosse, Gene Colin,
Robert Knapp, Frank Kerr, John Bridgwater,
Earl Sproll, Holman Faust, R. A. L. Herweg

Radio Dir. .................... Earl Bronson


**SCOTT'S AGENCY, INC.**
11 Pemberton Sq., Boston 8, Mass.

Phone: CAPitol 7-4225

Pres., Treas., Space Buyer, Radio Dir. & Buyer Radio Time

George L. Stingley

Secretary ..................... Edith M. Ripley

**J. B. SEBRELL ADV. AGENCY**
300 S. Los Angeles St., Los Angeles 13, Calif.

Phone: Madison 69937

ABP—APA

Owner & Director ............. J. B. Sebrell

Art Director .................. Gilbert Martinez

Copy Chief .................... George Roosevelt

Media ......................... Peg Thomas

Publicity ..................... J. P. Barnes

Acct. Executives ............. J. B. Sebrell,
Geo. Roosevelt, Harry Page, Peg Thomas

Director ...................... James P. Barnes

Ass't ......................... Ayn McKechnie

**Radio Accounts:** D. P. Bushnell Importers (Binooculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

**TV Accounts:** D. P. Bushnell Importers (Binooculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

**RUSSEL M. SEEDS CO., INC.**
919 No. Michigan Ave., Chicago 11, Ill.

Phone: DElaware 7-1043

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

Treasurer ...................... Jack Harding

Secretary .................... H. J. Jackson

Director of Res. ............... James Withrell

Art Director .................. Jerry Bryant

Time Buyer .................... Merle Myers

Space Buyer ..................... A. H. Bergsten

Media Dir. ..................... H. B. Goldsmith, Jr.

Media Res. ................... Katherine Messick

Radio-TV Director ............. Jack Simpson

**Branch Offices**

Lemeke Bldg., Indianapolis 4, Ind.

Phone: Market 1395

V.P. in Charge ................. Paul Richey

1469 N. Vine St., Hollywood 28, Calif.

Phone: Hudson 2-1206

Manager ...................... Lionel C. Place

Empire State Bldg., 350 Fifth Ave.

New York City 1

Phone: L'Onge'rco 3-2655

V.P. & Gen. Mgr. .............. H. B. Goldsmith, Sr.

**Radio Accounts:** Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.;

H. Hendrich Inc. (La Hendrich & Clas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; House of Crane (Londonaire Pipes & Tobacco), Indianapolis; The Pinex Co. (Cough Syrup), Fort Wayne, Princeton Farms (Popcorn), Princeton, Ind.; The Procter & Gamble Co. (Tide), Cincinnati, O.; Reed Products Co. (Cobex), St. Louis, Mo.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

**TV Accounts:** Princeton Farms (Popcorn),
Princeton, Ind.; W. A. Sheaffer Pen Co.
("Touchdown Pens"), Fort Madison, Iowa.

201

---

*Note: The text provided is a partial listing of advertising agencies and their representatives. The full content is not provided here.*
ROSCOE W. SEGAR ADV.
2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445
Owner-Manager................. Roscoe W. Segar
Sec.-Treas., Radio Dir........... D. D. Segar

FREDERICK SEID ADV.
127 Montgomery St., San Francisco 4, Calif.
Phone: GArfield 14060
ABP—ANPA
Owner-Acct. Exec............. Frederick Seid

SEWELL, THOMPSON & CLAIRE
852 Carondelet St., New Orleans, La.
Phone: Tu 2251
SNPA
President.................... Granville Sewell
Art Director.................. Francesca Fry
Production Mgr.................. Ken Franz
Account Executives............ K. B. Thompson, Robert Caire
TV Accounts: Dixie Beer.

SHAFFER, 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................. S. B. Margulis, S. I. Rosenfeld, R. W. Bickelhaupt, Sidney Nehmen.

ED SHAPIRO ADVERTISING
Phone: LO 4-2877
ANPA—ABP
President.................... Edward Shapiro
Vice-Presidents............. H. H. Shapiro, Leonard Goldsmith
Account Executive............ George Mallis
Secretary.................... Martin Sacks
Media Dir.................... R. Goddes

JOHN W. SHAW ADVERTISING, INC.
221 N. LaSalle St., Chicago 1, Ill.
Phone: DEarborn 2-5082
ANPA—APA—PPA
President & Treas............. John W. Shaw
Vice Presidents............. Wm. J. Wilmont, L. W. Scott
Secretary.................... Augusta Young
Radio & TV Director.......... Robert Zelens
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.

SHELDON, QUICK & McELROY, INC.
400 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-1670
AAAA—ANPA—APA—NOAB—PPA
President.................... John F. Quick
Vice Presidents............... L. C. McElroys, James Albert Wales
Treasurer.................... John F. Quick
Secretary.................... Agnes R. Volk
Time Space Buyer............ Catherine Wohlpart
TV Accounts: Habitant Soup Co. (Pea Soup, Vegetable Soup, Onion Soup), Manchester, N. H.

K. E. SHEPHERD ADV. AGENCY
75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA
Owner....................... Kenneth E. Shepard
Art Dir...................... Richard L. Felden
Med Dir...................... Frank E. McBride
Prod. Mgr.................... B. Shepard
Research Dir................ Ben Homan

SHERMAN & MARQUETTE
919 North Michigan Ave., Chicago 44, Ill.
Phone: Delaware 7-8000
AAAA—ABC—ANPA—APA
NOAB—PPA
Partners..................... Stuart Sherman, Arthur Marquette, Carl S. Brown
Radio Director................ Louis E. Tilden
TV Department............... L. D. Griffith
Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Phone: Plaza 7-6400
Eastern Mgr.................. Carl S. Brown
Radio Accounts: The Quaker Oats Co., (Quaker Puffed Wheat & Puffed Rice, Pack-O-Ten, Petitjohns, Ful-O-Pep Feeds, Quaker Oats and Mother's Oats, Mother's Premium Oats), Chicago, Ill.; Oscar Mayer & Co. (Domestic Meats & Canned Meats), Madison, Wis.; Colgate-Palmolive-Peet Co. (Ajax Cleanser, Cashmere Bouquet Face Powder, Colgate Shave Creams, Colgate Talcum Powder, Colgate Tooth Powder, Cashmere
Quaker
Leonard
Albert
Merle
Dorothy
Ronco
H.
W.
Dab-,
Thomas
Schmidt
Campus
Phil
Grieg,
Mgr
A.
(Ajax),
L.
Rautbord
Md.se
F.
Tol)ias,
Mo.
126
Slicrwin
III.
Smith
(Jewelry),
(Pepe
Ky.
Milton
G.
111.
Gislason,
Campbell
Smith
G.
Adam
F.
Al
V.-P
Halfib
&
C.
M.
Pros
M.
Arthur
Phil
Greenwald
Rudy
W.
Sielaff
Allison
Helen
Edward
Co.
Products,
(Ainto
Smith
M.
Craven
L.
S.
H.
M.
L
Smith
Laurence
G.
Jersey
Pres.,
President
Prod.
Exec.
N.
Vice-Pres
Vice-Pres.
624
As>t.
Account
TV
Stcuritv
(Paquet
Prod.
Oats
(The
Quaker
Bouquet
Prod.
The
American
Annie—
APA—
ANPA—
SNPA—
APPA—NOAB
Pres.,
Pres.
D.
Simons
Auger
D.
G.
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
C.
D.
P.
R.
W.
&
C.
A.
R.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
&
C.
M.
D.
Treas.
&
M.
J.
R.
H.
W.
&
C.
A.
R.
S.
W.
SMITH-BULL & McCREERY, INC.
6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmplestead 5671
ANPA
President .................. Walter K. McCreevy
Vice-President .............. V. R. Dick Smith
Secy-Treas. .................. Frank Bull
Exec. Asst. .................. Earle Dumont
Radio-TV Dir. ................ Dick Gartow
Radio Time Buyer .......... Georgia Small
Acct. Execs ................. Charles B. Ganz,
                       Richard Berggren, James Lester, Al Essig.
Radio-TV Dir. Prod. ...... Richard Garton
Copy Chief .................. Richard Konesky
Publicity .................. Henry Konesky

Branch Offices
350 5th Ave., New York 1, N.Y.
Manager .................. Mayfield Kaylor
522 Powell St., San Francisco, Cal.
Manager .................. Robert Selby
Radio Accounts: Seaboard Finance Co.,
Pan Pacific Auditorium, J. E. Coberly, Inc.,
Marshall & Clampett, Western Harness Racing
Assn., Iee Follies, Iee Capades.
TV Account: Pan Pacific Auditorium.

SMITH, TAYLOR & JENKINS, INC.
223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA—FAAC—PPA
President .................. Ronald P. Taylor
Chairman of the Board ...... Robert M. Jenkins
Vice-President .............. Lee M. Dillon
Radio & TV Director ....... Thomas J. MacWilliams
Script & Production ......... Les Sterne
Art Director .................. Phil Deme
Films ........................ L. Cook Thompson
Musical Director ......... Al Marsico
Account Executives ......... Vaughn King,
                           Jules Petrenes, Robert Quaid

SON DE REGGER ADV. AGENCY.
1020 Locust St., Des Moines, Ia.
Phone: 3-3185
ANPA—APA—ABP
President .................. Les Son de Regger
Vice-Pres. .................. O. D. McKasson, Jr.
Secretary .................. G. Hupp
Treasurer .................. H. Son de Regger
Art Dir. ...................... D. D. Neal
Prod. Mgr. .................. Joseph Daniels
Acct. Execs. ................. Fred Carl,
                          Gus Strauss.
TV Dir. ..................... James Hill
Radio Accounts: National Soap & Refining
Co., Grocers Wholesale Co.

SORENSEN & CO.
864 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-0330
ABP—ANPA—PPA—NOAB
President .................. Roy A. Sorensen
Art Dir. ..................... W. D. MacCourt
Radio Accounts: Bowey’s, Inc., J. P. Harding Restaurants, Old Heidelberg Corp.

C. JERRY SPAULDING, INC.
201 Commercial St., Worcester 8, Mass.
Phone: 3-4789
Pres., Treas. & Radio Time Buyer
C. Jerry Spaulding
Secretary ..................... H. H. Hartwell
Art Director ................ Harvey Ball
Prod. Mgr. .................. Robert F. Hayward
Acct. Exec .................... Seth Martin
Radio Accounts: Bieber-Polar Corp. (Beverages), Matthew Mfg. Co. (Roller skates),

SPITZ & WEBB ADV.
206 E. Genesee St., Syracuse 2, N. Y.
Phone: 2-7228
ABP—ANPA—APA
Account Executives .......... William Spitz,
                          Stephen M. Webb
Production Manager ........ Eleanor Belling
Space Buyer .................. Carol McCarthy
Radio Accounts: Grange Silo Co. Inc.
                   (Grange Silos), Red Creek; Greenway’s,
                   Inc. (Panda Beer), Reynolds Motors, Inc.
                   (Ford cars), Syracuse; Moses Bros. Inc.
                   (Dairy and Poultry Feeds), Eaton; Best Ice
                   Cream Co. (Ice Cream & Frozen Foods),
                   Bieber-Issaacs Co. Inc. (Men’s Clothing
                   Manufacturers, C. E. Chappell & Sons, Inc. (De-
                   partment Store), Nettleton Shops, Inc.
                   (Men’s Shoe Stores), Peoples’ Ice Co. (Ice
                   Coal), Renee Packing Co., Inc. (Meat
                   Products), Rusterholtz & Rossell, Inc. (Chry-
                   sler-Plymouth Dealer), Syracuse Glass Co.
                   (Store Fronts, Mirrors, etc.), Syracuse,
                   N. Y.

SPITZER & MILLS LIMITED
50 King St., W., Toronto 1, Ont., Canada
PLaza 2811
CAAAA—CDNA—BBM—CAB—CWNA
PPAC—PAA—ABC
President .................. C. F. Mills
Exec. Vice-Pres. ............. J. W. Spitzer
Sec. Treas. & Gen. Mgr. .... W. H. Reid
Radio Dir. English (Toronto) ...... T. R. Hart
French Radio Director (Montreal) ...... P. E. Corbeil

Branch Offices
1010 St. Catherine St. W., Montreal, Que.
Phone: HArbour 9147
Vice-Pres. .................. V. L. Hanna
675 West Hastings St., Vancouver, B. C.
Phone: PAcific 2102
Vice-Pres. .................. T. G. Vatcher
Radio Accounts: Bell Telephone Co. of
Canada (Yellow Pages), Montreal, Que.;
Can. Breweries, Ltd. (Brading’s and British
American Ales), Colgate-Palmolive-Peet Co.,
Ltd., Eagle-Lion Films of Can. Ltd., To-
ronto, Ont.; Fruitatives Products Ltd. (Fruitatives), Hull, Que.; General Bakeries Ltd., Montreal and Toronto; Jarmain’s Ltd. (Dry cleaning), London, Ont.; Langley’s Ltd. (Dry cleaning), Toronto, Ont.; Monarch Overall Mfg. Co. Ltd. (Work clothes, Babyalls, Playalls), Winnipeg, Man.; Pacific Meat Ltd., Vancouver, B. C.; The Quaker Oats Co. of Can. Ltd., Peterborough, Ont.; R.C.A. Victor Co. Ltd., Toni Division, Gillette Safety Razor (Can.) Ltd. (Home permanents, shampoos), Montreal, Que.

CHARLES N. STAHL ADV. AGENCY
542 S. Broadway, Los Angeles 13, Calif.
Phone: Madison 7844
Owner .........................Charles N. Stahl
Radio Director ...............Tom Cafferty
TV Director ...................Charles N. Stahl
Time Buyer ....................Kay Huldermann
Branch Office
208 Sheldon Bldg., San Francisco, Calif.
Phone: EXbrook 2-4713
Manager ......................John J. Casey
Radio Accounts: Dr. Beauchamp Dental (All Branches of Dentistry), Offices of So. Calif., Model Furn. Co., Murphy Motors (New & Used Automobiles), Los Angeles; Kling Mfg. Co. (Baby Furniture, etc), Glendale; A. Reed Arch Shoe Co. (Shoes), Los Angeles; Chrysler-Plymouth Dealers (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Light-house Cafe, Santa Monica; Victor Chemical Co. of California (Chemical Products), Broadway-Spring Arcade Bldg., Yorktown Shirt Shop (Men’s Clothing), Los Angeles, Calif.

TV Accounts: So. Calif. Dental Offices of Dr. Beauchamp (All Branches of Dentistry). Los Angeles; Chrysler-Plymouth Dealers (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Murphy Motors (New & Used Automobiles), Los Angeles.

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 14, Calif.
Phone: Trinity 3821
AAA—ABP—ANPA—APA
BMB—NOAB
Owner .........................Barton A. Stebbins
Acct. Execs ...................Walter Jensen, Nat Jeffras
Time Buyer ...................A. W. Gudelman
Radio Program Director ...E. C. Bloodworth
Radio Accounts: Signal Oil Co., Los Angeles, Calif.

TV Accounts: Fortner & Perrin (Topper Pants-Skirt Hanger), La Corte Mfg. Co. (Custom Upholstering), L. A. Honey Co. (Bee Bonnet Honey), Pump-It Inc. (Catsup pump), Ready-to-Bake Foods (Borden’s Biscuits), Mrs. Lee’s Pies (Simple Simon Frozen Pies), Signal Oil Co., (Vogue Venetian Blinds), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.
70 West 40th St., New York 18, N. Y.
Phone: LOngacre 5-4610
PPA
Chairman of Board .............S. M. Broun
President .......................Joseph S. Edelman
Secretary ......................William Forray
Treasurer ......................Herbert Goldsmith
Radio-TV Director .............Myron L. Broun

FRED D. STEVENS CO.
14 Devereux St., Utica 2, N. Y.
Phone: 4-9339
NOAB—NAAN
Partners .......................Fred D. Stevens, Gerald S. Stevens

STOCKTON, WEST, BURKHART, INC.
1303 First National Bank, Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02
AAAA—ABP—ANPA—BMB—NOAB
Pres. & Treas ..................William Z. Burkhart
V. P. & Sec ...................Ranald S. West
V. P. .........................Erie W. Stockton
Times-Martin Director ...C. Thomas Martin
Research Dir .................R. A. McDowell
Radio Accounts: Ohio Oil Co. (Gasoline & Oil), Findlay; Cin. Gas & Electric (Utilities), Gibson Wine Co. (Wine), Central Trust Co. (Banking Institution), U. S. Shoe Co. (Women’s Shoes), Cincinnati, O.

TV Account: Ohio Oil Co. (Gasoline & Oil), Findlay, O.

STORM & KLEIN, INC.
50 E. 42nd St., New York 17, N. Y.
Phone: VMurray Hill 7-4460
ANPA—PPA
President, Secretary ........ Allston E. Storm
Executive Vice-President ....Edward Klein
V. Pres. & Research Dir. ...Harry Chapperon
Time Buyer ...................Arthur J. Klein
Art Director ..................Frederick Widicka
Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City, (Perfumes and Cosmetics).

C. R. STOUT ADVERTISING
672 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 2-7074
Owner .........................C. R. Stout
Office Manager ................Dan Andrews
Art Director ..................Rudolph K. Nauss
STRAUHEN & MCKIM
6 E. Fourth St., Cincinnati 2, O.
Phone: Main 1618
AAAA—ABC—APA—BMB—NOAB
Account Executives........... E. R. Strauchen, Gordon F. Mckim
Radio & TV Director........... John G. Maupin
Assistant TV Director......... Charles Diebel
Radio Time Buyer............... Mary Taylor
Radio Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana, Ky., West Va.; The Crosset Co. (Packaged vegetables), Geo. Bayers Sons (Automobile Agency), Four-Way Aluminum Co. (Home furnishings), Cincinnati, O.

TV Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana; Bayers Sons (Automobile Dealer), The Crosset Co. (Packaged Vegetables), Four-Way Aluminum Co. (Home furnishings), Cincinnati, O.

DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16, Mass.
Phone: Hancock 6-7644
AAAA—ABP—ANPA—APA—NOAB
Radio & TV Dir............ Eugene F. Stafford
Radio Accounts: Carling's Red Cap Dist. (Beers & Ales), Chelsea Clocks (Clocks), Boston; Davis Bros. Fisheries Co. (Canned Fish), Gloucester; Eastern Mass. St. Ry. Co. (Bus service 74 cities), Gould Negative Ion Co. (Medications), Granada Wines, Inc. (Wines), Boston; Hamid-Morton Circus (Circus), Sarasota, Fla.; Hampton Beach Casino (Resort), Hampton Beach, N. H.; Hickox Secretarial School (Education), Kaler, Carney, Liffer & Co. (Insurance), Maloney Motors, Inc. (Studebaker Dist.), Metro Dist. Inc. (Appliances), Nutters System (Track Rentals), Boston; Plastiex Co. (Floor Wax), Cambridge; Plasticlear Products, Inc. (Auto Polishes), Malden; Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburg), Pine Point, Me.; Wilbur and Williams (Paint Products), Boston, Mass.

TV Accounts: R. S. Robie, Inc. (Auto Rentals), Cambridge; Granada Wines, Inc. (Wines), Boston; Revere Racing Assn. (Wonderland Greyhound Track), Revere, Mass.

SULLIVAN, STAUFFER, COLDWELL & BAYLES, INC.
437 5th Ave., New York 16, N. Y.
Phone: O'regen 9-2500
ANPA—PPA—NOAB—ABC
President............... Raymond F. Sullivan
Vice Presidents.......... Donald D. Stauffer, Robert T. Colwell, S. Heagan Bayles, Lloyd W. Baillie
V. P. & Secy.. John J. Cohane
V. P. & Treas........ T. Newton Weatherby
V. P. & Copy Chief..... J. Clifford Dillon
V. P. & Media Dir........ Francis Minehan
V. P. & Merc. Dir........ Daniel J. O'Meara
Secretaries........... A. K. Spencer
Assistant Secretaries.... William M. Spire
V. P. & Research Dir........ Luther H. Wood
Head Art Dir............ Robert West
Production Mgr........ George Andrew Controller........ M. Herbert King

Branch Office
Phone: Gladstone 5048; Hillside 2119
V. P. Dir............ John J. VanNostrand

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

J. D. TARCHER & CO., INC.
630 Fifth Ave., New York 29, N. Y.
AAAA—ABP—ANPA—APA—NOAB—PPA
Pres.................... Jack D. Tarcher
Vice-Pres............... George R. Mark
Vice-Pres................ E. C. Ridley
Space Buyer............... W. W. Kirchert
Prod. Mgr................ Jay R. Wieder
Copy Chief.................. Dimitri Petrov
Research Dir............... Ben F. Laitin
Art Dir.................. Leonard Tarcher
Mgr. Radio-TV........... Bob Kelly

TV Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.

SAMUEL TAUBMAN & CO.
1541 Sansom St., Philadelphia 2, Pa.
Phone: L'Ouest 40792
ANPA
Space Buyer............... S. Taubman
Radio Director............... M. Taylor
Copy Chief................ Raymond H. Love
Art Director............... B. Kistner

TV Account: Harry Krouse, Inc.
TIMELY ASSOCIATES, INC.
70 E. 45 St., New York 17, N. Y.
Phone: MU 40286

President .................. Daniel R. Prosnit
Vice-President ............. David J. Diamond

ALFRED F. TOKAR ADV.
350 Broad St., Newark 2, N. J.
Phone: 2-2561

President .................. A. F. Tokar
Vice-President ............. M. E. Bach
Radio Dir. & Buyer Radio Time .... N. Tokar

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2000

AAA—ANPA—ABP—PPA—NOAB—ABC

President .................. Stanley Resor
Vice-Pres. in Charge of Radio & Tele
John U. Reber
Radio Tele Time Buyer ....... Linnea Nelson
Radio Tele Talent Buyer ....... Virginia Sprague

Branch Offices
1549 North Vine St., Hollywood 28, Calif.
V.P. Manager .................. Cornell Jackson
410 N. Michigan Ave., Chicago 11, Ill.
Vice-President and Gen. Mgr.

Henry T. Stanton
Radio Director .............. Harold R. Rorke
Radio Tele Time Buyer ....... E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.
Manager ..................... Fred Fidler
Radio Time Buyer .............. Frances Young
643 South Flower St., Los Angeles 36, Calif.
General Manager ............. Robert B. Shirley
Radio Time Buyer .............. Jane Hubert


TRACY, KENT & CO., INC.
515 Madison Ave., New York 22, N. Y.
Phone: ELdor 5-4404

ABP—ANPA—APA—NOAB—PPA
Chairman of Board .............. Wm. Irwin Tracy
President .................. Frank S. Kent
Radio Sales Manager ......... Hugh F. Donnell
Treas. & Sec .................. Geo. M. Pease
Asst. Treas. & Sec ............. P. A. Baecker
Production Mgr ................ C. R. Holmberg

Radio & TV Directors:
Programs ...................... A. S. Moss
Buying ....................... P. A. Baecker

Radio Accounts: The Taylor-Reed Corp. (Q.T Frosting), Glenbrook, Conn.; Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; H. C. Brilli Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.

TV Accounts: Celomat Corp. (Vue-Scope Lens), Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; The Taylor-Reed Corp. (Q.T Frosting), Glenbrook, Conn.; Julian Freirich Co. (Meat Products), Long Island City, N. Y.

TRACY-LOCKE CO., INC.
1307 Pacific Ave., Dallas 1, Tex.
Phone: P7-8655

President .................. Raymond P. Locke
Exec. V. P. .................. Morris Hite
Vice-Presidents ............. Glenn G. Addington, Jr., Ernest S. Lovan, Clay W. Stephenson, Jr.
Radio Accounts: Secy-Treas. .... John H. Wellenkamp
Radio Time Buyer .............. Ernestine Parker

Radio Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Div.) (Milk & Ice Cream), Burrus Mill & Elevator Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Neuhoff Brothers, Packers (Meat, etc.), Dallas, Republic National Bank (Com't Banking), Dallas; Resistol Hats, Inc. (Men's hats), Garland, Texas.

THE TULLIS CO., INC.
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6831

President .................. Howard L. Tullis
Vice-President .............. Earl Willbrite
Radio Director .............. Ben Lang
Radio Time Buyer .............. Willy Brosik
Kelley Kar Co. (Used Cars), Los Angeles; Balion Ice Cream Co. (Vanilla Ice Cream), South Gate; Vacuum Cleaner Co. of America (Vacuum Cleaners), Rogers Upholstery Co. (Reupholstering, Furniture Service), Carolina Pines Re-taurant (Restaurant), Party Snax Food Prod. Co. (Packaged Foods), Los Angeles, Calif.
Advertising Agencies

TV Accounts: Tail o' the Cock Restaurant, Beverly Hills; Cal Cast Prod. Co. (Household Products), Leo Kelley Ford Dealer (New Fords), Los Angeles, Calif.

VALLEY ADVERTISING CO.  
113 W. 4 St., Weslaco, Tex.  
Phone: 7Elsaco 175  
Pres., Treas., Radio Dir., Radio Time  
Buyer & Space Buyer .................. J. D. Grafton  
Vice-President .................. E. S. Grafton  
Secretary .................. R. B. Blancett  
Art Director .................. L. Blancett  
Production Manager .................. F. Schultz  

VICTOR VAN DER LINDE CO.  
683 Fifth Ave., New York 22, N. Y.  
Phone: 7Eldorado 5-5185  
Partners: Victor van der Linde, Charlotte Rains  
Media Dir. .................. Agnes Kingsley  

JOHN B. VAN DOMELEN, AGENCY  
322-332 Federal Square Bldg.  
Grand Rapids 2, Mich.  
Phone: 7Eldorado 9-3453-4  
PAA—ABP  
Owner & Space Buyer: J. B. Can Domelen  
TV Director .................. Robert Riekse  
Publ. Dir. .................. E. J. Logie  

VAN HECKER, INC.  
664 No. Michigan Ave., Chicago 11, Ill.  
Phone: 7Eliware 7-3122-3-4  
NOAB—PAA—APA  
President & Treas. .................. C. E. Van Hecker  
Account Exec. .................. W. F. Gadbow  
Account Exec. & Space Buyer: F. J. Guzk  
Radio Account: Pyroil Co.

VAN SANT, DUGDALE & CO., INC.  
Court Square Bldg., Baltimore 2, Md.  
Phone: 7LEXington 5400  
AAAA—ABP—ANPA—PAA—NOAB  
APA—ABC  
President: Wilbur VanSant  
Vice-President: Robert E. Daiger  
Media & Research: U. H. Moss  
Acct. Execs.: Wm. Dugdale, D. J. Loden  
Radio Dir. .................. R. V. Walsh  

VENABLE-BROWN CO., INC.  
211 E. Fourth St., Cincinnati 2, Ohio  
Phone: 7Dunbar 0067, 0068  
ABP—ANPA—APA  
President: B. W. Brown  
Vice-President: R. Vanable  
Secretary: G. L. Service  
Treas. & Radio Time: D. M. Harrover  
Treas. & Buyer Radio Time: D. B. Mescher  

J. FRANKLYN VIOLA  
152 W. 42 St., New York 18, N. Y.  
Phone: 7CHickering 4-3254  
President-Owner: J. Franklyn Viola  

WADE ADVERTISING AGENCY  
Pres. .................. A. C. Wade  
Exec. V-P .................. W. A. Wade  
Treas. .................. E. N. Nelson  
Head of Creative .......... R. O. Archer  
Radio Director: Jeff Wade  
Media Director: Louis J. Nelson  
Time Buyer: Wm. B. Condon  
Research Dir. .................. Gordon A. Norberg  
Radio-TV Dept.  
Art Mgr. .................. Ken Bangs  
Copy Chief: L. W. Davidson  
Branch Office  
411 W. 5th St., Los Angeles 13  
Manager: Robt. E. Dwyer  
Radio Dir. .................. Forrest F. Owen, Jr.  
Acct. Exec. .................. Joe Charboneau  
Radio Accounts: Shotwell Mfg. Co. (Candy), Chicago; Miles Calif Co. (Prop. Remedies), Los Angeles, Calif.

TV Account: Miles Labs. Inc. (Alka-Seltzer), Ellhart, Ind.

HUGO WAGENSEIL & ASSOCIATES  
Talbott Bldg., Dayton 2, Ohio  
Phone: 7EEmlock 5542  
AAAA—ABP—CAN—APA  
President: H. Wagenseil  
Sec-Treasurer: G. Wagenseil  
Production Mgr.: W. J. Staags  
Art Director: E. Hageman  
Public Relations: G. W. Young  
Radio-TV Program Dir.: Jim Bridges  
### Advertising Agencies

**Radio Accounts:** Albers Super Markets (Groceries & Markets), Cincinnati; Bonded Oil Co. (Service Stations), Springfield, O.; CROP (World Relief Program), Chicago, Ill.; Dayton Power & Light Co., Dayton; First National Bank, Middletown; Gallerah Drug Co., House of Lowell, Inc (Beauty Items), Lowe Brothers Co. (Paints), Ohio Yellow Cab Co., Dayton; Savings Society, Springfield; Dayton Reliable Motors (New Cars—Service), Cheerheart Cleaners (Dry Cleaners—Laundurers), Day Brothers Furniture, Dayton, O.

**TV Accounts:** Anderson Piano Co. (Musical Instruments), Crystal Rug & Carpet Co. (Carpeting—Cleaning), Cheerhearn Cleaners, Grismer Tire Co. (Firestone Dealer), Triple Seal Window & Door Co. (Storm Windows & Doors), Dayton, O.

**WALDIE & BRIGGS, INC.**
221 N. LaSalle St., Chicago 3, III.
Phone: Franklin 8122
ANPA—APA—PPA—ABC—NOAB
President .......................... B. D. Waldie
Vice-Pres. & Treas. .............. G. L. Briggs
Vice-President .................... Art Knaske
Secretary .......................... Lois Chambers
Assistant Treasurer .............. Leona McMullen
Account Executives .............. A. Knaske, J. H. Bolt, R. E. Wright, P. Frantz
Art Director ..................... Helmut Bocnich
Production Mgr. .................. Harold Trestenjak
Additional Acct. Execs. ........ R. M. Skallerup, D. L. Campbell

**WALKER & DOWNING**
532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: Grant 1900
ANPA—ABP—PPA—APA—CAN
President .......................... William S. Walker
Acct. Execs. ...................... Benjamin I. Davis, Jr., C. P. Richardson, F. L. New Meyer, Vic Maitland, T. B. Wallace
Radio Director .................... R. C. Woodruff
TV Director ........................ Walter Sickles
Industrial Dir. .................... Harold S. Downing


**WALLACE-FERRY-HANLY CO.**
400 W. Madison St., Chicago 6, Ill.
Phone: Fra 2-6440
ANPA—ABP—ANPA—APA
President .......................... C. P. Hanly
Vice-president ................. L. T. Wallace
Secy-Treas. ........................ H. E. Lehman
Prod. .............................. J. T. Shegenda
Art Dir. ............................ Ruth Maisel
Space & Radio Time Buyer ........ Blanche J. Sivkova
Radio Dir. .......................... J. T. Ainsley
Henry E. Behr

**Radio Account:** Campana Sales Co. (Cosmetics), Batavia, Ill.

**WILLIAM WARREN, JACKSON & DELANEY**
45 W. 45 St., New York, N. Y.
Phone: JU 6-0359-1-2
ABP—APA
Partners .......................... Harry Solow, Jr., Wm. Warren Solow
TV Director ....................... Stevens P. Jackson
Asst. TV Director ............... Wm. W. Solow
Radio Director .................... S. Thomas Delaney
Copy Chief ......................... Beatrice Gerber

**Radio Accounts:** Alexanders Dept. Store, Sachs Quality Stores, Spears (Department Store), New York; Snow White Products (Cosmetics), Lynchburg, Va.; Strauss Stores (Auto Accessories), 6 states; Flag Pet Food Corp. (Cat & Dog Food), Pierce School, Federal Life & Casualty, Sofia Bros. (Moving & Storage), Bop City (Night Club), Warren-Connolly (Distributor), Ritz Thirst Shop (Furrier), Stevens Appliances, #50 New-Lac (Floor Polish), Furniture Town, Cardinal Ties, Metropolitan Training Center School, New York, N. Y.

**TV Accounts:** Lord & Taylor (Department Store), Sachs Quality Stores, Alexanders Dept. Store, Stevens Appliances, Ritz Thirst Shop (Furrier), Spear & Co., Warren Connolly (Distributor), Flag Pet Food Corp, Strauss Stores (Auto Accessories), 6 States; Cardinal Ties, New York, N. Y.

**WARWICK & LEGLER, INC.**
230 Park Ave., New York 17, N. Y.
Phone: Murray Hill 6-8585
ANPA—ABP—ABC—APA—NOAB—PPA
President ......................... H. Paul Warwick
Vice- Presidents .............. Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson, C. E. Staudinger
Radio Director .................... Tevis Huhn
TV-Director ........................ Tevis Huhn

**Branch Office**
Phone: Hempstead 8163
Radio Director .................... Cecil Underwood

**Radio Accounts:** Pabst Sales Co. (Pabst Blue Ribbon Beer), Chicago, Ill.; Equitable Life Assurance Society of the U. S., New York, N. Y.
TV Accounts: Pabst Sales Co., Chicago, Ill.; The George W. Luft Co. (Cosmetics), Long Island City, N. Y.

NORMAN D. WATERS & ASSOCIATES, INC.
6 E. 39 St., New York 16, N. Y.
Phone: MUrray Hill 5-8950
ABP—ANPA—NOAB—PPA
President .................. Norman D. Waters
Vice-President ............ Charles H. Whitebrook
Vice-President ............ Sanford L. Hirschberg
Secretary ................ Elseine L. Waters
Treasurer ................ Harold L. Waters
Asst. Treas. & Gen. Mgr. . Louis Landesman
Media Director .......... Murray Platte

WATTS, PAYNE—ADV., INC.
205 S. Cheyenne Ave., Tulsa 3, Okla.
Phone 3-8108
ABP—APA—SNPA—AAAA
President .................. Don Watts
Vice-President ............. Leslie S. Hauger
Secretary-Treasurer ......... Oscar E. Payne
Account Executive .......... Don Dyer
Production Manager .......... S. B. Snyder
Art Director ................ Harold Carlsson
Time Buyers ................ Don Watts, Leslie S. Hauger
Continuity ............... Don Mitchell

Branch Offices
316 Fidelity Bldg., Dallas, Tex.
Manager ................... Burke Gilliam
Account Executive .......... R. S. Hauger
Todd Merrill


TUCKER WAYNE & CO.
1175 Peachtree St., N.E., Atlanta 5, Ga.
Phone: ATwood 3856-3859
ANPA—PPA—APA—ABP—SNPA
NOAB—AAAA
President .................. Tucker Wayne
Publ. Relations ............. Lee Fuhrman
Medio Dir. .................. C. C. Fuller
Radio Director .............. D. D. Connah

Radio Accounts: Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakers Co. (Regional), J. Allen Smith & Co., The Schwob Co.

LUTHER WEAVER & ASSOCIATES
200 Globe Bldg., Saint Paul 1, Minn.
Phone: Cedar 3777
AAAA—ABP—Twin City Media Association
Owner .......................... Luther Weaver
Acct. Exec. .................. Donald Gardner
Exec. Asst. .................. Ruth H. Muldoon
Secretary ........................ Blanche G. Anderson
Director Radio and TV ....... Luther Weaver

Radio Accounts: Twin City Wholesale Grocer Co., Saint Paul, Minn.; Fargo, N. D.; Twin Ports Wholesale Grocer Co., Duluth; Minnesota Hospital Service Assn.—Blue Cross—Blue Shield, Saint Paul; Stewart Paint Mfg. Co., Minneapolis; Falcon and Pilgrim Cleaners (dry-cleaners), Saint Paul & Minneapolis, Minn.

TV Account: Twin City Wholesale Grocer Co., St. Paul, Minn.

R. W. WEBSTER ADVERTISING
316 W. 5th St., Los Angeles 13, Calif.
Phone: MAnumber 9-2283

APA—SCAAA (Southern California Advertising Agencies Association)
President .................. R. W. Webster
Treasurer ................... Irene Boyle
Art Directors ............... James N. Hastings, Robert Magee
Acct. Execs .................. R. W. Webster, Vaughn Shed, Joy Garrison Berghek

Radio Account: Pharmaceutical Research, Inc. (P-R Iodin Ration), Los Angeles, Calif.

TV Account: The Bramhall Co. (Un-mask), Pasadena, Calif.

JOHN P. WEIDENHAMER & ASSOCIATES
26 N. 13 St., Harrisburg, Pa. (Box 1024)
Phone: 4-1808
Pres. & Space Buyer ........... J. P. Weidenhamer
Scey.-Radio Dir. & Buyer Radio Time ................................................................. N. H. Weidenhamer
Treas. & Prod. Mgr. .......... F. F. Bratten
Art Director ................ D. H. Bates


ARMAND S. WEILL CO., INC.
170 Franklin St., Buffalo 2, N. Y.
Phone: Washington 6250
ABP—ABC—ANPA—APA
President .................. Armand S. Weill
V. P.-Treas. ............... Harold C. Desbecker
V. P. .......................... Robert K. Weill

MILTON WEINBERG ADV. CO.
325 W. Eighth St., Los Angeles 14, Calif.
Phone: TUCKER 4111
ANPA—PPA—ABC—APA
President & Time Buyer . . . Bernard Weinberg
Media Director ................ Ray Keplinger
Radio Director ................ W. H. Krauch

WILLIAM H. WEINTRAUB & CO., INC.
488 Madison Ave., New York 22, N. Y.
Phone: MUr-ray Hill 8-4110
ANPA—NOAB—PPA
President ............ William H. Weintraub
Exec. Vice-President .... Elkin Kaufman
V.P., Treas. & Gen'l Mgr. 
    John Davenport Scheuer
Vice-Pres. & Secy. ......... Harry Trenner
Vice-President ........... John F. Reeder
V.P. Chg. Public Relations ...... David Karr
Vice-President ........... Norman B. Norman
Art Director ............. Paul Rand
Director of Copy .......... Simon A. Halpern
Media Director .......... Lee M. Rich
Production Manager ...... William Zerweck
Research Director...... Dr. Leon Arons
Vice-Pres. Chg. Radio-TV .... Noran Kersta
Director of Radio ..... Theo Cannon
Business Mgr. & Time Buyer-Radio-TV Dept., 
    Gladys York
Account Executives ......... M. J. Eysler, 
    William Jensen, Eugene Kummel, Richard Bouton, Kay Daly

Branch Office
Willow Run, Mich.
Phone: Ypsilanti 5010
Resident Mgr ............. Curtiss C. LeWald
Asst. Resident Mgr ........ John K. Geist


TV Accounts: Seeman Brothers (Air-Wick), Maiden Form Brassiere Co., Inc. (Maiden Form Brassieres), New York, N. Y.

WALTER WEIR, INC.
250 W. 57 St., New York 19, N. Y.
Phone: PLaza 7-0140
ANPA—PPA—AAAA
President ............. W. Weir
Vice-President ........... G. Baird
V.P., Chg. Prod........ W. R. Downes
V.P. & Art Director .......... A. E. Moran
Secy. & Treas. ........... M. B. Solomon
Space Buyer .............. Doris A. Davies

WEISS & GELLER NEW YORK, INC.
100 Madison Ave., New York 17, N. Y.
Phone: PL 3-1070
ANPA—APA—NOAB—PPA
Radio Director .......... Lester J. Mallets
TV Director .......... Ernest Byfield, Jr.
Time Buyer .......... Max Tenderick

Radio Accounts: Flagstaff Foods, Perth Amboy, N. J.; Nedick's Inc. (Restaurants and Bottled Drink), New York; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

TV Accounts: Flagstaff Foods, Perth Amboy, N. J.; Nedick's Inc. (Restaurant and Bottled Drink), New York; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

WERTHEIM ADV. ASSOCIATES
11 W. 42nd St., New York 18, N. Y.
Phone: WISconsin 7-5973
ANPA—PPA
Owner, Radio Dir ........... Ed. L. Wertheim
Manager ............ Ed T. Wertheim
Art Dir. ............... Jose I. Ramos
Account Executives ......... E. Taylor Wertheim, Madeline George

Branch Office
1031 Arch St., Philadelphia 7, Pa.
Manager ............ Jean H. Breig

WESTheimer & BLOCK
315 N. 7th St., St. Louis 1, Mo.
Phone: Garfield 4080
AAAA—ABP—ANPA—PPA—NOAB
Partner, Acct. Execs. ... Louis E. Westheimer, Frank Block
Production Mgr ............ Barbara Block
Time & Space Buyer ...... Elizabeth Ehrlich

Radio Accounts: Schutter Candy Company (Old Nick & Bit-O-Honey candy bars), St. Louis, Mo.; Centlivre Brewing Corp. (Old Crow Beer and Ale), Peter Eckrich and Sons (Packaging Company), Fort Wayne, Ind.; Freund Jewelry Company, Disco Distributing Co. (Motorola Distributions), E. B. Jones Motor Co. (Plymouth-Dodge distributors), Sears, Roebuck and Co. (Department Store), Staten Island Cleaners (Cleaning and Dyeing), St. Louis, Mo.; Ripon Foods, Inc. (Kiddie Kookies), Ripon, Wis.; Valley Farm Dairy (Dairy products), Mutual Bank and Trust Co., St. Louis, Mo.


WESTON-BARNEtt, INC.
217 W. 5th St., Waterloo, Iowa
Phone: 4677
ABP—ANPA—PPA—APA
President ............. Wells H. Barnett
Vice-President ........... Phillips Taylor

Branch Office
520 N. Michigan Ave., Chicago 11, III.
Vice-Presidents ........... A. C. Barnett, M. C. Swartz

TOM WESTWOOD ADV. AGENCY
416 W. 8 St., Los Angeles 14, Calif.
Phone: TRinity 8496-7
SCBA
Owner & President.........Tom Westwood
Time Buyer & Traffic......Marguerite Thomas
Radio Accounts: Hebrew Christian Hour,
Voice of China, So. Calif., Lutheran Hour,
Los Angeles, Calif.

WARD WHEELOCK CO.
Phone: Rittenhouse 6-7500
ANPA—PPA—APA—NOAB—ABC
President...................Ward Wheelock
Vice-Pres.-General Mgr......Arthur A. Bailey
Vice-Presidents...............Robert Y. Brown,
Walter L. Stocklin, Ralph K. Strassman,
William R. Farrell.
Secretary-Treasurer..........William A. Dunn
Dir. Radio Dept................Diana Bourbon
Branch Offices
44 Madison Ave., New York 22, N. Y.
Vice-President...............R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Radio Director...............Diana Bourbon
Radio Account: Campbell Soup Co.
Television Account: Stephen F. Whitman
& Son, Inc.

WILKINSON-SCHIWETZ & TIPS, INC.
455 Caroline St., Houston 2, Tex.
Phone: CEntral 9301
AAAA—ABP—ANPA—NOAB
President...................J. B. Wilkinson
Vice-Pres. ..................Kern Tips
Radio Time Buyer...............Gene Heard
Secy-Treas..............Ted Schiwetz
Radio Accounts: American General Inc.
Co., Mr. Baird's Bread, Geo. H. Dentler &
Sons, Foley's, Associated General Con-
tractors, Houston Natural Gas Co., Hum-
bile Oil & Refining Co., Kuhn Paint Co.,
Raymond Pearson, Inc., Rettigs, Texas Gulf Sul-
phur Co.
TV Account: Humble Oil & Refining Co.

WILLIAMS & SAYLOR, INC.
271 Madison Ave., New York 16, N. Y.
Phone: LEXington 23494
ABP—ANPA—APA—NOAB—PPA
President & Treas............Ralph W. Williams
Vice-President...............Walter T. Pollock
Secretary...................Sylvia Elliott
Space Buyer................Mrs. Ivah F. Randall
Production Mgr...............M. J. Osias
Acct. Executive...............Marshall J. Murphy

WINIUS-DRESCHER-BRANDON, INC.
1706 Olive St., St. Louis 3, Mo.
Phone: Chestnut 6380
AAAA—ABP—ANPA—BMB—CAN—PPA
President....................Enno D. Winius
Vice- Presidents...............W. L. Sanborn,
W. J. Fuchs, C. A. Brandon, V. L. More-
lock.
Radio-TV Director...........Vernon L. Morelock
Asst. Radio-TV Dir...........Shirley M. Crespi
Radio Accounts: American Packing Co.
(Meats (Sunrise)); Boatman's National
Bank, St. Louis, Mo.; Endicott Johnson
Corp. (Shoes); Emerson Electric Mfg. Co.
(Fans-Heaters-Motors), Endicott, N. Y.;
Deep Rock Oil Corp. (Petroleum Products),
Chicago, Ill.; Missouri-Kansas-Texas RR, St.
Louis, Mo.; Prim Hosiery, Inc. (Women's
Hosiery), Chester, Ill.; Senoret Chemical
Co. (Terro Ant Killer), St. Louis, Mo.

N. A. WINTER ADV. AGENCY
11th Fl., Paramount Bldg., Des Moines 9, Ia.
Phone 4-9154
ABP—NOAB—APA—NAAN
Pres., Service Dir., Acct. Exs........N. A. Winter
Acct. Execs..................N. A. Winter, Jr.,
T. Bryce Spruill, Robert C. Lochrie
Art Director...............Fred Stewart

WOLFE-JICKLING-CONKEY, INC.
76 W. Adams, Detroit 26, Mich.
Phone: WOodward 1-1865
AAAA—ABP—ANPA—APA
NOAB—PPA
President....................Ralph Wolfe
Vice-President...............A. D. Conkey
Secy-Treas...............C. M. Jickling
Acct. Executive..............R. L. Mulvogue
Art Director................C. S. Brown
Acct. Executive.............Florentine Urban
Radio TV Dir..............Cyrilla Anderson
Supervisor-Continuity..........Ruth Rice
Radio Accounts: Schafer Bakeries
(Bread), Detroit; Employers Assn., Detroit,
Mich.; Albert Taub Co. (Peanut Butter),
Cleveland, O.

LESTER "L" WOLFF, INC.
14 E. 39 St., New York 16, N. Y.
Phone: MU 9-1440
ANPA—ABP—PPA
President..................Lester "L" Wolff
Vice- Presidents...............Frederick Roselius,
Clifford Poppleton
WOODARD & FRIS, INC.
24 James St., Albany 7, N. Y.
Phone: 3-1248-1249-1240

President.................. Tedford L. Woodard
Secy.-Treas. ................ R. David Fris
Radio Director ............. Mary Elizabeth Gaynor


WORTMAN, WILCOX & CO., INC.
(Formerly Wortman, Barton & Goold, Inc.)
345 Madison Ave., New York 17, N. Y.
Phone: MUrrey Hill 4-5920

ABP—ANPA—NOAB—PPA

Pres. & Treas. ............. E. B. M. Wortman
Vice-Pres. & Secy. ........ D. N. Wortman
Exec. Vice-Pres. .......... E. A. Wilcox
Vice-Pres. ................. E. Dunn
Media Dir. ................. E. M. Crowley

TV Accounts: Esquire Novelty Co. (Pony Boy Gun & Holster Set), Jersey City, N. J.; Balcony Downs Plantation (Oil Paintings), Glasgow, Va.

ROBERT B. YOUNG, ADV.
AGENCY
625 Market St., San Francisco 5, Calif.
Phone: SU 1-5411

APA—ABP

President & Space Buyer .... R. B. Young
Secretary .................... W. E. Misselwitz

Radio Accounts: Northern Calif. Floral Industry, Sierra Candy Co.

YOUNG & RUBICAM, INC.
285 Madison Ave., New York 17, N. Y.
Phone: MUrrey Hill 9-6000

ANPA—PPA—APA—AAA
NOAB—ABC—ABP

President ................. Sigurd S. Larmon
Executive V.P. ............ Louis N. Brockway
V.P.-Chairman Plans Board Charles L. Whitmer
Vice-President ............. Frank Fagan
V-P., Dir. of Media & Gen. Production A. V. B. Geoghegan
Vice-Presidents ............ Milford Baker, Edward Barnes, Harry Carpenter, George Dippie, J. Brooks Emory, John E. Grimm, Jr., Harry Harding, William H. Howard, Garret A. Lydecker, Donald Payne, Curtis G. Pratt, J. B. Rosbrook, Frederick Ser- genian, 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.-Director of Research ... Dr. P. Langhoff
V-P.-Art Director .......... Walter K. Niel

ZIMMER-KELLER, INC.
28 W. Adams St., Detroit 26, Mich.
Phone: CADillac 9151

ABP—ANPA—APA—SNPA—PPA

Chairman of Bd. ........... W. F. Zimmer
President .................... Ralph E. Keller
Vice-Presidents ............ H. W. Calvert, W. Chittenden, A. H. Ritter
Account Exec.................. M. R. Whipple
WANT to SELL EUROPE?
-your ideas? - your products?

RADIO LUXEMBOURG

Europe's only privately owned station!
You will reach more people with greater conviction.

Mornings: 3 million | Share of radio audience:
   Noon       5 million | French 25.9%
   Night      10 million | British 14.0 sets in use

Details on Request

Exclusive Representative USA
GUY BOLAM
American Sales & Servicing Agency

Tel. AL 4-7881
175 FIFTH AVENUE
NEW YORK 10, N. Y.

3 SEPARATE SALES STAFFS
EACH DOING ONE JOB... BETTER!

U.S. Radio
Canadian Radio
Television

Adam Young
RADIO and TELEVISION REPRESENTATIVES
OFFICES FROM COAST TO COAST

No other representative anywhere, only Adam Young, maintains three separate staffs: United States Radio, Canadian Radio, Television.
RADIO-TV STATION REPRESENTATIVES

ABC SPOT SALES
(American Broadcasting Company)
7 West 66th St., New York 23, N. Y.
Phone: TRafalgar 3-7000
Manager.................. Ralph E. Dennis
Eastern Sales Manager......... Earl B. Salmon

Branch Offices
20 N. Wacker Drive, Chicago, Ill.
Manager.................. Roy McLaughlin
6363 Sunset Blvd., Hollywood, Calif.
Manager............. Amos Baron
1770 Stroh Bldg., Detroit 26, Mich.
Manager........... Harold Christian
155 Montgomery St., San Francisco, Calif.
Manager........... Vincent Francis

Stations Represented—KGO, KGM-TV, San Francisco, Calif.; KECA, KECA-TV, Los Angeles, Calif.; WXYZ, WXYZ-TV, Detroit, Mich.; WJZ, WJZ-TV, New York, N. Y.; WENR, WENR-TV, Chicago, Ill.; WMAL, WMAL-TV, Washington, D. C.

AMERICAN SALES AND SERVICING AGENCY
175 Fifth Ave., New York 10, N. Y.
Phone: AL 4-3831
Owner ...................... Guy Boman
Informations & Publicité, 50 Rue de
Branch Offices
Chateaudun, Paris 19, France
Radio Luxembourg Adv., Ltd., 36 Davies St.,
London W. I, Eng.

Stations Represented—Radio Luxembourg.

avery-Knodel inc.
565 Fifth Ave., New York 17, N. Y.
Phone: Plaza 34-513
President............ Lewis H. Avery
Vice President............ J. W. Knodel
Secretary................... R. P. Timnoby
Treasurer............... Arthur H. McCoy
Director.................. David H. Sandberg

Branch Offices
333 N. Michigan Ave., Chicago 1, Ill.
Phone: Andover 3-1710
Vice President............ J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 3-8377
Director.................. David H. Sandberg
315 W. Ninth St., Los Angeles 15, Calif.
Phone: Tucker 2095

Executive-in-charge...... Richard I. Hasbrook

41 Marietta St., N.W., Atlanta 3, Ga.
Phone: Cypress 7545

Executive-in-charge..... Charles C. Coleman

TV Stations Represented — WMBR-TV, Jacksonville, Fla.; KMTV, Omaha, Neb.

BERTHA BANNAN
30 Boylston St., Boston 16, Mass.
Phone: HUBbard 2-4419, 2-4370
Owner ...................... Bertha Bannan

TV Stations Represented — WJAR-TV, Providence, R. I.
WALTER BIDDICK COMPANY
1151 So. Broadway, Los Angeles 15, Calif.
Phone: Richmond 6184
Manager.........................Guy Biddick
Ast. Mgr......................Mildred Biddick
Office Mgr....................Lela Hill
Traveling Rep................Burt Zoul


JOHN BLAIR & COMPANY
520 North Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-8659
President....................John Blair

Vice President......................Gale Blocki, Jr.
Treasurer.........................Blake Blair
Sales Development Manager........Wells H. Barnett, Jr.
Charles F. Dilcher, Paul Ray, John W. Davis
Branch Offices
22 East 40th St., New York 16, N. Y.
Phone: MU 9-6084
Executive-in-charge...........Richard D. Buckley
Robert Eastman, Richard Gerken, William O. Tilenius, John A. Beaton, David N. Simmons, Morton G. Bassett, William Reed, Jr.
1143 Paul Brown Blvd., St. Louis 1, Mo.
Phone: CH 5683
Phone: WO 5-3230
Manager.....................Paul Ray
606 Russ Blvd., San Francisco 4, Calif.
Phone: DO 2-3188
Vice President....................Lindsey H. Spight
James Alspaugh
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: GR 6103
Vice President........Carleton E. Coveney
Frank G. Moreland
Rio Grande Nat'l Blvd., Dallas, Texas.
Phone: CE 7955
Clarke R. Brown.


HEADLEY-REED COMPANY
REPRESENTING RADIO AND TELEVISION STATIONS EXCLUSIVELY

NEW YORK CHICAGO
DETROIT ATLANTA
HOLLYWOOD SAN FRANCISCO

All Offices Company Owned and Operated

BLAIR-TV, INC.
22 E. 40 St., New York 16, N. Y.
Phone: Murray Hill 9-6084
President....................William H. Weldon
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
TV Stations Represented—WBRC-TV, Birmingham, Ala.; WNSTV, Columbus, Ohio; KTSI, Los Angeles, Calif.; WDSU-TV, New Orleans, La.; WOW-TV, Omaha, Neb.; WTVR, Richmond, Va.; KDY-LTV, Salt Lake City, Utah; KING-TV, Seattle, Wash.

THE BOLLING COMPANY, INC.
480 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. Stelbins
Phone: Granite 2248
Executive-in-Charge.........Norman E. Noyes
1 Nob Hill Circle, San Francisco, Calif.
Phone: Yukon 6-2187
Executive-in-Charge..........B. Newlin
TV Stations Represented—KPIX, San Francisco, Calif.; WNBF-TV, Binghamton, N. Y.

THE BRANHAM COMPANY
230 Park Ave., New York 17, N. Y.
Phone: Murray Hill 6-1860
President..................M. H. Long
Vice President..............Joseph F. Tinlin
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726
Chairman of Board..............John Petrie
V. P...........................C. B. Peterson
7236 General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 1-0410
Executive-in-Charge..........Harry Anderson
First National Bank Bldg., Dallas 1, Tex.
Phone: Riverside 4834
Executive-in-Charge..........J. S. McCauley
Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: Walnut 3025
Executive-in-Charge..........H. L. Ralls
Arcade Bldg., St. Louis 1, Mo.
Phone: Chestnut 6192

Executive-in-Charge............J. E. Nicholson
5 Third St., San Francisco 3, Calif.
Phone: Garfield 1-6740
Executive-in-Charge..........George D. Close
2978 Wilshire Blvd., Los Angeles 3, Calif.
Phone: Dunkirk 8-8158
Executive-in-Charge.............Chet Doyle
612 Commercial National Bank Bldg., Charlotte 2, N. C.
Phone: 8339
Executive-in-Charge.............B. G. Finch
1018 Sterick Bldg., Memphis 3, Tenn.
Phone: 8-2344
Executive-in-Charge..........Sidney L. Nichols
AM & FM Stations Represented—WABB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; WGBA, Columbus, Ga.; KWKH, Shreveport, La.; WRCB, Jackson, Miss.; WCPO, Cincinnati, O.; WDEF, Chattanooga, WTJS, Jackson, WNOX, Knoxville, WMC, Memphis, Tenn.; KRIC, Beaumont, KWBX, Corpus Christi, KAND, Corsicana, KLRL, Dallas, Tex.; WCHS, Charleston, WBLK, Clarksburg, WSAZ, Huntington, WPAR, Parkersburg, W. Va.
TV Stations Represented—KFMB-TV, San Diego, Calif.; WCPO-TV, Cincinnati, WEWS, Cleveland, Ohio; WMCT, Memphis, Tenn.; KLRL-TV, Dallas, Tex.

BURN-SMITH CO., INC.
19 W. 44 St., New York 18, N. Y.
Phone: MU 2-3124
Vice Pres.-Eastern Mgr........C. Stanley Bailey
Branch Offices
307 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4437
Pres. Treasurer.............John A. Toothill
646 Chamber of Commerce Bldg.
Los Angeles 15, Calif.
Phone: Richmond 6184
Manager....................Clark Barnes
AM & FM Stations Represented—KFOX, Long Beach, KKL, Oakland, KSON, San Diego, Calif.; WRUF, Gainesville, Fla.; WALB, Albany, WBGE, Atlanta, Ga.; WWXL, Peoria, Ill.; WTRC, Elkhart, WJVA, South Bend, Ind.; KCRC, Cedar Rapids, Iowa; WLBJ, Bowling Green, WLHN, Harlan, WVLK, Lexington, WKYW, Louisville, WOMIC, Owensboro, Ky.; WBOC, Salisbury, Md.; WWOK, Flint, WKLX, Ludington, WKBJ, Muskegon, Mich.; WMCA, Corinith, Miss.; WKOP, Binghamton, N. Y.; WCNC, Elizabeth City, WFLL, Fayetteville, WGBG, Greensboro, WMFR, High Point, WRTC, Kinston, WCIT, Roanoke Rapids, WSTP, Salisbury, WMFD, Wilmington, N. C.; WCMW, Canton, Ohio; KWJJ, Portland, Oregon; WJSW, Altoona, WMRF, Lewiston, WBAX, Wilkes-Barre, WWPA, Williamsport, Pa.; WAIM, Anderson, WHAN,
CAPPER PUBLICATIONS, INC.
1035 Topeka Blvd., Topeka, Kans.

General Manager................Ben Ludy
Branch Offices
420 Lexington Ave., New York 17, N. Y.
Executive-in-charge............William L. McKee
180 No. Michigan Ave., Chicago 1, III.
Executive-in-charge.............Terry Hughes
300 Walthour Bldg., Kansas City 6, Mo.
Executive-in-charge.............Joseph H. Story, Jr.
1207 Russ Bldg., San Francisco 4, Calif.
Executive-in-charge.............Fred Jameson
(Walter Biddick Company)
435 Chamber of Commerce Bldg.
Los Angeles 15, Calif.
Executive-in-charge.............Guy Biddick
Stations Represented—WIBW, WIBW-FM,
Topeka, Kans.; WCKN, KCKN-FM, Kansas
City, Mo.

THOMAS F. CLARK COMPANY, INC.
205 E. 42nd St., New York 17, N. Y.

Manager ..................Paul Elsberry
Stations Represented—WOOB, Anniston,
Ala.; WKLJ, Clanton, Ala.; KGWJ, Alamosa;
KVRH, Salida; KOKO, La Junta; KGKE,
Sterling, Colo.; KIUP, Durango, Colo.;
WTNT, Tallahassee, Fla.; WMOC, Brunswick;
WMJM, Cordele; WMGA, Moultrie; WLET,
Toccoa; WKTG, Thomasville, Ga.; WKIC,
Hazard, Ky.; WLSA, Hammond, Ind.; WSGM,
St. Genevieve, Mo.; WSNJ, Bridgeton, N. J.;
WMBO, Auburn; WNBB, Saramac Lake;
WWRL, Woodside, N. Y.; WPAQ, Mt. Airy;
WENC, Whiteville; WSTS, Southern Pines;
WLTC, Gastonia, N. C.; KDSJ, Deadwood, S.
D.; KVWC, Vernon, Tex.; WFLO, Farmville,
Va.; WLDY, Ladysmith, Wis.

CLARK-WANDLESS-MANN, INC.
205 E. 42 St., New York 17, N. Y.

President ......................H. J. Wandlest
Vice-President ................S. A. Mann
Secy. & Treasurer .............M. E. Miklos

AM & FM Stations Represented—Argentina—LR3, LRY, and LRY1 “Radio Bel-
grano,” Buenos Aires, and the Belgrano net-
work of 16 stations throughout Argentina.

Colombia—HJKJ, HJKL, & HJKJ-FM “Emi-
sora Nueva Granada,” Bogotá; HJD&P and
HJDQ, “Emisora Claridad,” Medellin. Costa
Rica—TILS “Radio Para Ti,” San José. Cuba
—RHC-CADENA AZUL, Habana, network of
11 stations throughout Cuba. Ecuador—
HC2AN and HC2DC “Radio Cenit,” Guaya-
quil. Guatemala—TGL and TGLA “La Voz
de Centro America” Guatemala City. Hon-
duras—HRQ “Radio Suyapa” San Pedro
Sula. Nicaragua—YNW & YNW1 “Radio
Mundial” Managua. YNNW “Radio Sport
Granada.” YNJAT “La Voz del Aire” León.
Panama—HOG, Panama City. HQA, HOB &
HP5G “Radio Panamericana,” Panama
City. HOW “Radio Panamericana” Colón.
Puerto Rico — WAPA, San Juan. WKJB,
Mayaguez. Salvador—YSO “La Voz de la
Democracia,” San Salvador. Uruguay —
CX18 “Radio Libertad” Montevideo.
CX14 and CXA19 “Radio El Espectador,”
Montevideo, and the Espectador network of
10 stations throughout Uruguay.
DONALD COOKE INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7270

Sales Manager.................. N. R. Madonna
President....................... Donald Cooke
Secretary...................... Dorothy McLaughlin
Tele. Manager.................... Michael Renault

Branch Offices
1323 Penobscot Bldg., Detroit 26, Mich.
Executive-in-Charge........ Charles J. Sheppard
228 N. La Salle St., Chicago 1, Ill.
Phone: State 2-5096

Executive-in-Charge........... Fred R. Jones
402 Sweetland Bldg., Cleveland 15, O.
Phone: PR 6100

Executive-in-Charge........... Howard McLennen
521 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. Ayers

AM & FM Stations Represented—WKAR, Mobile, Ala.; KVSM, San Mateo; KTIP, Porterville; KOCB, Ontario; KPAS, Banning; KWTC, Barstow; KBLF, Red Bluff; KSUE, Susanville; KRNO, San Bernardino; KTED, Laguna Beach, Cal.; KTLN, Denver; KDZA, Pueblo, Colo.; WINK, Fort Myers; WWPB, Miami; WEAT, Lake Worth, Fla.; KSEE, Pittsburg, Kansas; WIBR, Baton Rouge, La.; WTAO, Cambridge-Boston; WTXL, Springfield; KAUS, Austin; KRON, Crookston, Minn.; KBOU, Butte, Mont.; WIMS, Michigan City, Ind.; KLAS, Las Vegas, Nevada; WPAT, Paterson, New Jersey; WKLAL, Rome; Television WKTU-TV, Utica; WXRA, Buffalo; WOKO, Albany; WWSC, Glens Falls; WVGW, Geneva; KCTI, Gonzales, Texas; WAYB N. Y.; WPFB, Middletown-Dayton, Ohio; KASH, Eugene, Ore.; WCMB, Harrisburg; WHJB, Green-burg, Pa.; WUSN, Charleston, S. C.; WSTS, Southern Pines, N. C.; KISD, Sioux Falls, S. D.; WIRK, Knoxville; WKPT, Kingsport, Tenn.; KFRO, Longview; KBKI, Alice; KCTI, Gonzales, Texas; WAYB, Wayneboro; WMEV, Marion, Va.; WOSH, Osiskosh, Wis.; WVVW, Fairmont, W. Va.; KBYR, Anchorage, Alaska; KPAC, Port Arthur, Texas; CKMO, Vancouver, B. C.; CTKO, Vancouver, B. C.; CJIB, Vernon, B. C.; CKOK, Penticton, B. C.; CHUB, Nanaimo, B. C.; CKK, Brandon, Manitoba; CKSB, St. Boniface, Manitoba; CKBW, Bridgewater, Nova Scotia; CJKH, Halifox, Nova Scotia; CKFI, Fort Frances, Ontario; CJJO, Guelph, Ontario; CJRL, Kenora, Ontario; CKWS, Kingston, Ontario; CJKL, Kirkland Lake, Ontario; CFCH North Bay Ontario; CKOY, Ottawa, Ontario; CHEX, Peterborough, Ontario; CHOK, Sarnia-Huron, Ontario; CHLO, St. Thomas, Ontario; CKGB, Timmins, Ontario; CKEX, Toronto, Ontario; CKYL, Verdun, Quebec; Quebec French Radio Group: CKCV, Quebec; CKVL, Verdun; CHLT, Sherbrooke; CHEF, Granby; CHLN, Three Rivers; CJSO, Sorel.

HARRY E. CUMMINGS

1306 Barnett National Bank Bldg.,
Jacksonville 2, Fla.
Phone: 34-0831

Owner........................... Harry E. Cummings
AM & FM Stations Represented—WDBG, Dothan, Ala.; WQAM, Miami; WFLA, Tampa; WJAX, Jacksonville; WDBO, Orlando; WTLA, 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 9-3347

President......................... Max M. Everett
V-Pre. & Treas............... R. H. McKinney
Secretary....................... George Allan
Sales Mgr........................ Powell H. Ensing

Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 9866

Executive-in-Charge........... Carl Jewett
Phone: Hillside 3362

AM & FM Stations Represented—WHTT, Hartford; WSTC, Stamford, Conn.; WROM, Rome, Ga.; WDAN, Danville, Ill.; Iowa Tall Corn Network; KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSTT, Davenport; KDEC, Decorah; KWDI, Des Moines; KDKD, Dubuque; KVPD, Ft. Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KCOM, Sioux City; KICD, Spencer; KAYX, Waterloo, La.; KWKK, Hutchinson, Kansas; WBEC, Pittfield, Mass.; WABY, Albany; WENY, Elmira; WGLN, Glens Falls; WHDL, Olean; WHEC, Rochester, N. Y.; WHNC, Henderson, N. C.; WLEC, Sandusky, Ohio; KFLW, Klamath Falls; KORE, Eugene, Ore.; WPAM, Pottsville; WRAK, Williamsport, Pa.; KCOR, San Antonio; KWTH, Waco, Tex.; WHBY, Appleton; WLIP, Kenosha, Wis.
FREE & PETERS, INC.
444 Madison Ave., New York 22, N. Y.
Phone: PLAZA 9-6022

President ......... H. Preston Peters
Exec. Vice-President .... Rus-el Woodward
Vice-President ....... Jones Sceoven
Vice-President ......... Arthur J. Barry, Jr.
Eward M. Blain, William N. Davidson,
Martin L. Henry, E. P. J. Shurick.

TV Department: John W. Brooke, Robert
J. McNamara, Elliott W. Reed.

Branch Offices
180 N. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-6373

Manager:............. James M. Wade
3463 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 1-4255

Manager:............. W. W. Bryan
406 W. 7th St., Fort Worth 2, Tex.
Phone: Ft. Worth 3349

Manager:............. Joseph W. Evans
Chm. of Bd. .......... James L. Free
Phone: Hollywood 9-2151

Manager:................ Hal W. Hoag
58 Sutter St., San Francisco 4, Calif.
Phone: Sutter 1-4533

Manager:............. A. Leo Bowman
AM & FM Stations Represented—East:
Southeast: WBIZ-WBZA, Boston-Springfield.
Mass.; WGR, Buffalo; WMCA, New York;
KYW, Philadelphia; KDKA, Pittsburgh,
Pa.; WFBL, Syracuse, N. Y.; WSCG, Charleston,
WIS, Columbia, S. C.; WGH, Norfolk,
Va.; WPTF, Raleigh, N. C.; WDBJ, Roanoke,
Va.; Midwest-Southwest: WHO Des Moines;
WOC, Davenport, Ia.; WDSM, Duluth,
Minn.; WDAY, Fargo, N. D.; WOWO, Ft.
Wayne, Ind.; WISH, Indianapolis, Ind.;
KMBC-KFRE, Kansas City, Mo.; WAVE,
Louisville, Ky.; WTCN, Minneapolis-St. Paul,
Minn.; WFAI, Omaha, Neb.; WMBD, Peoria,
Ill.; KSD, St. Louis, Mo.; KFDM, Beaumont;
Kris, Corpus Christi; WBAP, Ft. Worth-Dallas;
WXYZ, Houston; KHTS, San Antonio,
Tex.; Mountain & West: KOB, Albuquerque,
N. M.; KDSh, Boise, Idaho; KYOD, Denver,
Colo.; KGMB-KHBC, Honolulu-Hilo, Hawaii;
KEX, Portland, Ore.; KIRO, Seattle, Wash.
KIRO, Seattle, Wash.

TV Stations Represented—WOC-TV, Daven-
port, Ia.; WBAP-TV, Ft. Worth-Dallas,
Tex.; WAVE-TV, Louisville, Ky.; WTVM,
Miami, Fla.; WTCN-TV, Minneapolis,
Minn.; WPIX, New York, N. Y.; KSD-TV, St. Louis,
Mo.; KRON-TV, San Francisco, Calif.

THE FRIEDENBERG AGENCY, INC.
165 W. 46 St., New York 18, N. Y.
Phone: Plaza 7-7655

President ............. Harry A. Friedenberg
Treasurer ............ Louis P. Randell
Vice-President ........ Alvin Eicoff
Vice-President ........ Barney Friedenberg

Branch Offices
112 E. Walton St., Chicago, Ill.
Phone: WH 4-7679

Vice-President ........ Alvin Eicoff
Phone: HI 3362

Executive-in-Charge ........ Irene Griffith
681 Market St., San Francisco, Calif.

Executive-in-Charge ........ Irene Griffith

AM & FM Stations Represented—WOK, Birmingham, Ala.; KGRH, Fayetteville, Ark.;
WOK, Washington, D. C.; KWSL, Lake
Charles, La.; WJEJ, Hagerstown, Md.;
WIDE, Biddeford, Me.; WBKA, Brockton;
KWOX, Framingham; WHAV, Haverhill,
Mass.; WEXL, Royal Oak, Mich.; WSKB,
McComb, Miss.; KBLR, McComb, Neb.;
WJOC, Jamestown; WHOM, New York, N.
Y.; WSKY, Asheville; WNF, Fayetteville;
WSSB, Durham, N. C.; WJEL, Springfield,
Ohio; KASA, Elk City, Okla.; WLOA,
Braddock-Pittsburgh, Pa.; KOLE, Port
Arthur, Tex.; WHYU, Newport News, Va.;
WHTN, Huntington, W. Va.

GALS Members: WGLS, Atlanta; WBBQ,
Augusta; WDEC, Americus; WGAU, Athens;
WLB, Carrollton; WBHF, Cartersville;
WGAA, Cedartown; WMJM, Covington;
WBLJ, Dalton; WDWD, Dawson; WMLT,
Dublin; WDUN, Gainesville; WKEU, Grif-
fin; WFM, Marietta; WROM, Rome;
WFP, Savannah; WNN, Stateboro; WSTF,
Thomaston; WKTG, Thomasville; WWGS,
Tifton; WRLC, Toocoa; WRON, Vidalia;
WAYX, Waycross; WRLD, West Point;
WMVG, Miladelphia; WMGA, Moultrie;
WBHB, Fitzgerald; WBIB, Macon; WGBA,
Columbia.

PAUL GIRARD COMPANY
Tower Petroleum Bldg., Dallas 1, Tex.
Phone: Riverside 3518-3519

Owner ................. Paul Girard
Executive Assistant ........ Leta Ford

AM & FM Stations Represented—KWHN,
Pt. Smith, Ark.; WGVW, Greenville, Miss.;
KOMA, Okla. City, KTUL, Tulsa, KGLC,
Miami, Okla.; KLYN, Amarillo; KPDN,
Pampa, KHUZ, Borger, KCTX, Childress,
KWFT, Wichita Falls, KEPO, El Paso,
KECK, Odessa, KSKY, Dallas, KWB, Ft.
Worth, KTF, Texarkana, KGKB, Tyler,
KVET, Austin, KMAC, San Antonio, KTLW,
Texas City, KIOX, Bay City, KTRM, Bea-
umont, KSFA, Nacogdoches, KLTL, Longview,
Texas.
IRENE GRIFFITH
Phone: HUDson 2-7391
Executive-in-charge .......... Irene Griffith
Branch Office
681 Market St., San Francisco, Calif.
Phone: DOuglas 4145
Executive-in-charge .......... Ruth Brooks

MELCHOR GUZMAN COMPANY, INC.
45 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-0624
President .................... Melchor Guzman
Vice-President ................ A. M. Martinez
Stations Represented in—Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, Puerto Rico, El Salvador, Uruguay and Venezuela.

H-R REPRESENTATIVES, INC.
Chrysler Bldg., New York 17, N. Y.
Phone: MURray Hill 9-7463
President-Treasurer .......... Frank M. Headley
Secretary ........................ Paul R. Weeks
Branch Offices
79 West Monroe St., Chicago, Ill.
Phone: RAndolph 6-0113
Exec. V. P. ........................ Dwight S. Reed
314 California St., San Francisco, Calif.
Phone: EXbrook 2-3407
Manager ........................ James M. Alsbaugh
Stations Represented: KMPC, Los Angeles, Calif.; WJTM, Lansing; WCGO, Kalamazoo, Mich.; KXXX, Colby, Kans.
TV Station Represented—WJHM-TV, Lansing, Mich.

HARRINGTON, RIGHTER & PARSONS, INC.
270 Park Ave., New York 17, N. Y.
Phone: MU 3-1165
TV Department
President ..................... John E. Harrington, Jr.
Vice President ................ Volney Righter
Vice President ................ James O. Parsons, Jr.
Aet. Executive ................ John F. Dickinson
Branch Office
Tribune Tower, Chicago, Ill.
Phone: Whitehall 4-0074
Executive-in-charge .......... Carroll R. Layman
TV Stations Represented—WAAM, Baltimore, Md.; WBEN-TV, Buffalo, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wis.

HEADLEY-REED COMPANY
420 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 3-5467
President ..................... Frank W. Miller, Sr.
Vice-President Chg. TV ...... William B. Faber
Vice-President Chg. AM ...... Sterling Beeson
Scey-Treas. ..................... Frank W. Miller, Jr.
Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Executive-in-charge .......... John W. Wrath
Executive-in-charge .......... Harold V. Barrett
Palmer Bldg., Atlanta 3, Ga.
Executive-in-charge .......... Eli W. Sweatman
300 Montgomery St., San Francisco 4, Cal.
Executive-in-charge .......... Ralph W. Mitchell
Taft Bldg., Hollywood, Cal.
Executive-in-charge .......... Harold Lindley
TV Stations Represented — WJAC-TV, Johnstown, Pa.; WTVN, Columbus, Ohio.

GEORGE P. HOLLINGBERG CO.
307 N. Michigan Ave., Chicago 1, Ill.
Phone: Andover 3-2636
Branch Offices
420 Lexington Ave., New York 17, N. Y.
Phone: ORegon 9-2660
Executive-in-charge .......... F. E. Spencer, Jr.
411 W. 5th St., Los Angeles 13, Calif.
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 .......... Dan Schmidt, Ill
AM & FM Stations Represented—WADC, Akron, O.; WAEB, Allentown, Pa.; WGST, Atlanta, WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; WTMA, Charleston,
HAL HOLMAN COMPANY

360 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-0016

Branch Offices

4 E. 41 St., New York 17, N. Y.
Phone: MU 3-3421

Mgr. ............................ Hal Holman
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hol. 5408

Mgr. ............................ Tracy Moore

Stations Represented — WTMG, Traverse City,
WATT, Cadillac, WATZ, Alpena,
WMBN, Petoskey, WPAG, Ann Arbor,
WHFB, Benton Harbor, *WIBM, Jackson,
WMUS, Muskegon, WHLS, Port Huron,
WKNX, Saginaw, Mich.; WIBV, Belleville,
WCAC, Carthage, WHOW, Clinton,
Kankakee, WLBI, Mattoon, WLVL, Olney,
WLDS, Jacksonville, WSIV, Pekin, Ill.;
WTWT, Stevens Point, Wis.; WCBC,
operator, *WLBC, Muncie, Ind.; WCHR, Morris-
town, WGN, Murfreesboro, WTPR, Paris,
Tenn.; WKCT, Bowling Green, WHIR, Dan-
ville, WMK, Middleboro, Ky.; WAYX,
Waycross, Ga.; WCLE, Clearwater, Fla.;
WKAL, Wallace, Ida.; KNEB, Scottsbluff,
Neb.; KWBM, Williston, N. Dakota;
*KOWL, Santa Monica, Calif.; KFXJ, Grand
Junction, KKFA, Greeley, Colo.; KSEL,
Lubbock, Texas.

* Midwest representation only.

THE KATZ AGENCY, INC.

500 Fifth Ave., New York 18, N. Y.
Phone: W1 76620

President .................... George R. Katz
Exec. V.P. & Gen. Mgr........ Eugene Katz
V.P. & Sales Mgr ............. George W. Brett
Treasurer ..................... Morris J. Beck
Secretary ..................... Theodore E. Kruglak

Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4006

Mgr. ............................ G. H. Gunst
General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 2-7685

Mgr. ............................ R. Bateman
Bryant Bldg., Kansas City 6, Kans.
Phone: Victor 7093

Mgr. ............................ T. J. Flanagan, Jr.
Phone: Alpine 1637

Mgr. ............................ F. M. Bell
Republic Bank Bldg., Dallas 1, Tex.
Phone: Central 7936

Mgr. ............................ D. C. Staley
530 W. Sixth St., Los Angeles 14, Calif.
Phone: Tucker 3219

Mgr. ............................ S. J. Reulman
AM & FM Stations Represented—KLZ,
Denver, Colo.; WPLO, Jacksonville, WGBS,
Miami; WDAE, Tampa, Fla.; WAGA, Atlanta,
WMAZ, Macon, WTOP, Springfield, Va.;
KCU, Honolulu, Hawaii; WIND, Chi-
icago, Ill.; WEOA, Evansville, WFBM, In-
dianapolis, Ind.; WMT, Cedar Rapids,
KRNT, Des Moines, Ia.; WWL, New Or-
leans, La.; WCOP, Boston, Mass.; WJBK,
Detroit, WDFD, Flint, WOOD, Grand Rapids,
Mich.; KWK, St. Louis, Mo.; KCHL, Bel-
lings, Mont.; WXXW, Albany, WBBR, Buf-
falo, WARC, Rochester, N. Y.; WKRC, Cin-
cinnati, WSPD, Toledo, 0.; WKY, Okla.
City, Okla.; WKST, New Castle, WFIL,
Philadelphia, WCAE, Pittsburgh, Pa.; WAXW,
Yankton, S. D.; WREC, Memphis, WSIX,
Nashville, Tenn.; KHQ, Spokane, Wash.;
WHIS, Bluefield, WMMN, Fairmont, W. Va.

TV Stations Represented—KLAC-TV, Los
Angeles, Calif.; WNHC-TV, New Haven,
Conn.; WAGA-TV, Atlanta, Ga.; WFBM-
TV, Indianapolis, Ind.; WMAR-TV, Balti-
more, Md.; WIBK-TV, Detroit, Mich.;
WHEN, Syrahee, N. Y.; WKRC-TV, Cincin-
натi, WXEL, Cleveland, WHIO-TV, Dayton,
WSPD-TV, Toledo, 0.; WKY-TV, Okla. City,
Okla.; WFIX-TV, Phila., Pa.; WSAZ-TV,
Huntington, W. Va.

JOHN KEATING

414 Alderway Building, Portland 5, Ore.
Phone: Beacon 4107

Manager ...................... John D. Keating
Branch Office
408 Second & Pine Bldg., Seattle 1, Wash.
Executive-in-charge... James A. McLoughlin

Stations Represented — OREGON: KAST,
Astoria; KBKR, Baker; KBND, Bend;
KFJ, Klamath Falls; KLBZ, La Grande;
KMED, Medford; KNPT, Newport; KODL,
The Dalles; KOOS, Coos Bay; KORE, En-
KETTELL-CARTER

John Hancock Bldg., Boston 16, Mass.
Phone: Liberty 2-799

Partner ......................... Elmer Kettell
Partner ......................... Marjorie Carter

AM & FM Stations Represented—Represents in New England and New York State—
   WACE, Springfield; WALF, Fall River; WBEC, Pittsfield; WBSM, New Bedford;
   WEM, Fitchburg; WNEB, Worcester, Mass.; WSKI, Barre-Montpelier, Vt.; WHIM, Providence, R. I.; WHCU, Ithaca; *WOR, New York; *WSYR, Syracuse, N. Y.; Pine Tree Group of Maine (WABI, Bangor; WLAM, Lewiston; WPOR, Portland; WITV, Waterville); New Hampshire Group (WFBA, Manchester; WKNE, Keene; WLH, Laconia; WMU, Berlin); Boston Supplement Group (WBKA, Brockton; WHAV, Haverhill; WKOX, Framingham); New England Broadcasting System.

*New England only.

TV Stations Represented—WOIC, Washington, D. C.; WOR-TV, New York; WSYR-TV, Syracuse, N. Y.

JOSEPH HERSHEY McGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 24755

President ......................... Joseph H. McGillvra

Branch Offices
185 N. Wash Ave., Chicago 1, Ill.  Phone: State 2-5292
Manager .......................... Rex S. Gay, Jr.
Manager .......................... 68 Post St., San Francisco, Calif.
Manager .......................... Sutter 1-5568
Manager .......................... 319 Mortgage Guarantee Bldg., Atlanta, Ga.
Manager .......................... Dora Dodson

ROBERT MECKER ASSOCIATES INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-2170

General Manager .................. Robert D. C. Meeker
Eastern Manager .................. Louis J. F. Moore

Branch Offices
333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1712

Midwest Manager .................. Don Pontius
Manager .......................... Tracy Moore

AM & FM Stations Represented—WMGY, Montgomery, Ala.; KCRA, Sacramento, Cal.;

TV Stations Represented—WDEL-TV, Wil- mington, Del.; WJIM-TV, Lansing, Mich. (C. P.); WGAL-TV, Lancaster, Pa.

**NATIONAL BROADCAST SALES**
25 King St. W., Toronto, Ontario

**President** ................. R. H. Thomson **Manager** ................. J. M. Davidson **Sales Manager** ............ P. F. Mulvihill

Branch Office
106 Medical Arts Bldg., Guy & Sherbrooke Sts., Montreal, Quebec


* Represented by Montreal office only.

**NATIONAL BROADCASTING COMPANY**

National Spot and Local Sales Division
30 Rockefeller Plaza, New York 20, N. Y.


Branch Offices
Merchandise Mart, Chicago 54, Ill.

**Manager** ................. Oliver Morton **NBC Bldg., Cleveland 4, Ohio**

**Phone** ................. Cherry 0942


**Manager** ................. Robert Howard **NBC Bldg., San Francisco 2, Calif.**

**Phone** ................. Greystone 4-8700


**PAN AMERICAN BROADCASTING CO.**

330 Madison Ave, 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.

**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 1-7590

Executive-in-Charge ............ Duncan Scott **AM & FM Stations Represented—Alaska Broadcasting System, Alaska; Barbados, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, British Guiana, Dutch Guiana, Haiti, Honduras, Nicaragua, Panama, Paraguay, Puerto Rico, Trinidad, Venezuela, France, Spain, Portugal, North Africa, South Africa, Fiji, China, India-Pakistan.

**JOHN E. PEARSON CO.**

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

**Phone** ................. Plaza 8-2555

Owner ................. John E. Pearson **Exec-in-Charge** ............ Russel Walker, Jr. **Account Exec.** ............ John S. Stewart **Account Exec.** ............ Kaye Kane

Branch Offices
360 No. Michigan Ave., Chicago 1, Ill.

**Phone** ................. Fr 2-2359


**Phone** ................. Dre 4388

Executive-in-Charge ............ R. W. Walker **Executive-in-Charge** ............ Bambie Herrington **68 Post St., San Francisco 4, Calif.**

**Phone** ................. Sut 5568

Executive-in-Charge ............ Rogers Parratt
Radio-TV Station Representatives


JOHN H. PERRY ASSOCIATES
310 E. 45 St., New York 17, N. Y.
Phone: MU 4-1641

General Manager.............Wm. K. Dorman
Salesman.....................R. S. Mandeville
Salesman.....................W. T. Kelly

Branch Offices
122 S. Michigan Ave., Chicago 3, Ill.
Phone: Harrison 3093

Executive-in-Charge............F. W. Thurnau
12 S. 12th St., Philadelphia 7, Pa.
Phone: Walnut 2-5553

Executive-in-Charge.............Robert Hitchings
Room 8-150, General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 3-1803

Executive-in-Charge.............John F. Cole
72 Eleventh St. N.E., Atlanta, Ga.
Phone: Emerson 2956

Executive-in-Charge.............Mrs. Alice Grant

AM & FM Stations Represented—WDLP, Panama City, WWPG, Palm Beach, WJHP, Jacksonville, WCOA, Pensacola, WALT, Tampa, WINZ, Miami Beach, WNB, Daytona Beach, WTMC, Ocala, Fla.

EDWARD PETRY & CO., INC.
488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-0200

President......................Edward Petry
Secretary-Treasurer............Henry L. Christal
Vice-President...............Edward E. Voynow
Manager TV Sales.............Keith Kiggins

Branch Offices:
400 N. Michigan Ave., Chicago 11, Ill.
Executive-in-charge.............Edward E. Voynow
Phone: Deleware 7-8600

General Motors Bldg., Detroit 2, Mich.
Executive-in-charge.............William Cartwright
Phone: Madison 1035

Russ Bldg., San Francisco 4, Calif.
Executive-in-charge.............Earle H. Smith
Phone: Garfield 1-0892

601 W. Fifth St., Los Angeles 13, Calif.
Executive-in-charge.............Chester G. Matson
Phone: Michigan 8729

Shell Bldg., St. Louis 3, Mo.
Executive-in-charge.............George Kereher
Phone: Chestnut 7-91

Executive-in-charge.............Charles F. Grisham
Phone: Lamar 2600

M & W Tower, 311 S. Akard, Dallas 2, Tex.
Executive-in-charge.............Buell Herman
Phone: Prosper 7-593

AM & FM Stations Represented—WSB

TV Stations Represented—WSB-TV, Atlanta, Ga.; WBAL-TV, Baltimore, Md.; WNAC-TV, Boston, Mass.; WDAF-TV, Kansas City, Mo.; KFI-TV, Los Angeles, Calif.; KSTP-TV, Minneapolis-St. Paul, Minn.; WOAI-TV San Antonio, Tex.; WHAS-TV, Louisville, Ky.; WTAR-TV, Norfolk, Va.
RA-TEL REPRESENTATIVES, INC.
420 Lexington Ave., New York 17, N. Y.
Phones: MURray Hill 4-2549-50-51
President .................... C. A. G. Kuipers
Vice President ................ A. W. Howe
Treasurer .................... S. P. Mahoney
Secretary .................... C. W. Beller
General Manager .............. J. W. LeBaron

Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-3719
Exe-in-charge ............... Martin McGeohan
Suite No. 3, 72—11th St. N.E., Atlantl, Ga.
Phone: Walnut 1334
Exe-in-charge ............... Alice Grant
558—1st Nat. Bank Bldg., Oklahoma City 1, Okla.
Phone: 7-7417
Exe-in-charge ............... C. M. Lintecum
521 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022
Exe-in-charge ............... Lee O’Connell
544 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-4586
Exe-in-charge ............... William A. Ayres
306 Empire State Bank Bldg., Dallas 1, Tex.
Phone: Prospect 5-5200
Exe-in-charge ............... Kenneth L. Sibson

RADIO REPRESENTATIVES, INC.
450 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 3-8432
President .................... Harry Goodman
Vice President ............... Frank Sawdon
Vice President ............... Peggy Stone
Vice President ............... John North

Branch Offices
737 N. Michigan Ave., Chicago 11, Ill.
Vice President ............... John North
672 S. Lafayette Pk Pl., Los Angeles 5, Calif.
Executive .................... Harlan G. Oakes

RADIO REPRESENTATIVES LIMITED
4 Albert St., Toronto 1, Ont., Canada
Phone: Waverley 6511
President .................... J. O. Slatter
Sales Manager ................ J. S. Scott
Salesman ..................... A. E. Bedard
Secretary-Treasurer ........... V. Murphy

Branch Offices
337 Dominion Square Bldg., Montreal, Que., Canada
Manager .................... W. C. Dippie
Phone: HA. 7811
Lindsay Bldg., Winnipeg, Manitoba, Canada
Manager ..................... A. J. Messner
Phone: 9-6374
505 Dunsmuir Ave., Vancouver, B. C., Can.
Manager ..................... J. N. Hunt
Phone: PA. 2888

AM & FM Stations Represented—CJAV, Port Alberni, CKNW, New Westminster, CJIB, Vernon, CJDC, Dawson Creek, B. C.; CFCN, Calgary, CKRD, Red Deer, CFRN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CKX, Brandon, CJOB, Winnipeg, Man.; CKPR, Fort William, CHLO, St. Thomas, CJOY, Guelph, Ont.; CKBW, Bridgewater, N.S.; CJRW, Summerside, P. E. I.

RADIO SALES
(A Division of CBS)
485 Madison Ave., New York 22, N. Y.
Phone: Plaza 5-2000
Vice Pres. in Charge ............ J. Kelly Smith
General Sales Manager ......... Carl J. Burkland
Research & Promotion Mgr. .... Fred Mahlstedt
Manager ..................... H. A. Carlborg
TV Sales Mgr. ................. George Dunham

Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Manager ..................... Gordon Hayes
Phone: Whitehall 4-6000
63 South Main St., Memphis 3, Tenn.
Manager ..................... H. H. Holtshouser
Phone: Memphis 37-8612
902 Fisher Bldg., Detroit 2, Mich.
Manager ..................... Ralph Patt, Jr.
Phone: Trinity 2-5500
Radio-TV Station Representatives

Palace Hotel, San Francisco 5, Calif.
Manager....................Edwin W. Buckalew
Phone: Yukon 2-7000

621 Sunset Blvd., Los Angeles 28, Calif.
Manager....................Richard Elpers
Phone: Hollywood 9-1212


WILLIAM G. RAMBEAU CO.
360 N. Michigan Ave., Chicago 1, Ill.
Phone: An 3-5566

President................William G. Rambeau
Secretary..................Mary S. Rudd

Branch Offices
Chamin Bldg., New York 17, N. Y.
Exec. Vice Pres............William M. Wilson
Phone: LE 2-1280

672 S. Lafayette Park Pl., Los Angeles 5, California
Exec. Vice Pres.............Dama Porter
Phone: Ex 8281

605 Market St., San Francisco 5, Calif.
Exec. Vice Pres.............Gay Harding
Phone: Do 0668


PAUL H. RAYMER COMPANY, INC.
366 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 7-6540

President................Paul H. Raymer
Sales Manager................Paul Tiemen
V. P. & Mgr. TV............Reynold R. Kraft
Salesman....................Charles A. Hammarstrom
Salesman....................Lawrence Van Dolen, Jr.
Salesman....................William E. Moore
Salesman....................John R. Porterfield
Accountant................F. E. McDonald
Station Research Director...M. Vose

Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Exec. Vice-Pres.............Fred Brokaw
Phone: Superior 7-4173

Executive-in-Charge.......Robert C. Foster
Phone: Hubbard 2-3225

Executive-in-Charge.......Robert C. Rains
Phone: Woodward 3-0764

1680 Vine St., Hollywood 28, Calif.
Executive-in-Charge.......John D. Gale
Phone: Hudson 2-2376

1672 Russ Bldg., San Francisco 4, Calif.
Executive-in-Charge.......Ray Rhodes
Phone: Douglas 2-8909


* Also FM
SEARS & AYER, INC.
612 N. Michigan Ave., Chicago, Ill.
*Phone: Superior 7-81778
President: William B. Sears
Branch Offices
295 Madison Ave., New York, N. Y.
Executive-in-Charge: P. J. Bogner
*Phone: Murray Hill 9-2586-87
15 W. 10th St., Kansas City, Mo.
Executive-in-Charge: William Temple
*Phone: Victor 0021
5225 Wilshire Blvd., Los Angeles, Calif.
Executive-in-Charge: Gene Grant
*Phone: York 8812
681 Market St., San Francisco, Calif.
Executive-in-Charge: Gene Grant
*Phone: Yukon 6-0621
Mid-South Network—WROX, Clarksdale, WCBI, Columbus, WNAG, Grenada, WMOX, Meridian, WELO, Tupelo, WROB, West Point, Miss.

HORACE N. STOVIN & COMPANY
30 Richmond St. W., Toronto, Ontario
*Phone: AD-lada 9184
President: H. N. Stovin
Sales Manager: A. A. McDermott
Manager: R. J. Judge
*Phone: Plateau 8749
432 Main St., Winnipeg, Manitoba
Manager: J. A. Whitehouse
*Phone: 93-1531
846 Main Howe St., Vancouver, B. C.
Manager: J. W. Stover
*Phone: Marine 6164
*Except in Winnipeg.
= Winnipeg Only.
x Except Montreal.

TAYLOR-BORROFF AND COMPANY, INC.
360 N. Michigan Ave., Chicago 1, Ill.
*Phone: State 2-5260
President: E. R. Borroff
Vice-President: O. L. T. Taylor
Secy.-Treas.: Era Lewis
Branch Offices
500 Fifth Ave., New York 18, N. Y.
*Phone: PEN 6-6537
Manager: Clyde Melville
*Phone: Riverside 5663
360 N. Michigan Ave., Chicago 1, Ill.
*Phones Stn. 2-5260
Manager: Tom Peterson
404 Palmer Building, Atlanta 3, Ga.
*Phone: Cypress 1323
Manager: Tony West
2978 Wilshire Blvd., Los Angeles 5, Calif.
*Phone: Fairfax 8438
Manager: W. Eickelberg
235 Montgomery St., San Francisco, Calif.
*Phone: Douglas 2-1323
Manager: H. Kennan
333 S. W. Oak St., Portland, Ore.
*Phone: Broadway 3210
Manager: F. McHugh

port, Conn.; WLOS. Asheville, N. C.; WMAN, Mansfield, Ohio; WORD, Spartanburg, N. C.; WPAY, Portsmouth, Ohio; WJBF (formerly WTNT), Augusta, Ga.; WTOP, Winston-Salem, N. C.; LONE STAR CHAIN, Texas; OKLAHOMA NETWORK, Okla.; SOUTHWEST NETWORK, Texas, N. M.

TV Stations Represented — KPHO-TV, Phoenix, Ariz.

TRANSIT RADIO, INC.
109 Union Trust Bldg., Cincinnati 2, O.
Phone: Dunbar 7775
Chairman of the Board..........Hulbert Taft, Jr.
President.........................C. L. Thomas
Exec, Vice President..............Richard C. Crisler
Assistant.........................Arnold C. Nygren

Branch Offices
250 Park Ave., New York 17, N. Y.
Phone: Murray Hill 8-3780
Vice Pres. in Charge of Sales—F. E. Pellegrin
35 E. Wacker Dr., Chicago 1, Ill.
Phone: Financial 6-1281
Western Sales Mgr..............Carlin S. French


THE WALKER CO.
347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 3-5830
Manager......................Wythe Walker
Manager......................C. Otis Rawalt
Manager......................Frederic E. Lake

Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: And 3-5771
Managers........Wythe Walker, A. Wur Lee
15 W. 10th St., Kansas City 6, Mo.
Phone: Victory 0021
Manager......................William Temple
672 S. Lafayette Park Pl, Los Angeles 5, Cal.
Phone: Fairfax 3200
Manager......................Harlan G. Oakes
Little Bldg., Boston, Mass.
Phone: Hubbard 4419
Manager......................Bertha Bann
333 Candler Bldg., Atlanta, Ga.
Phone: Lamar 7050
Manager......................Royal Penny
814 Nat'l Bldg., Minneapolis, Minn.
Phone: Geneva 9631
Manager......................Orville F. Lawson


WEED AND COMPANY
350 Madison Ave., New York 17, N. Y.
Phone: MU 7-7772
Partner........Joseph J. Weed
Partner........C. C. Weed
Partner........Ruth P. Weed
Television Dept. Head........Peter B. James

Branch Offices
203 North Wabash Ave., Chicago 1, Ill.
Phone: Randolph 6-7730
Executive-in-Charge........C. C. Weed
2437 Book Bldg., Detroit 26, Mich.
Phone: Woodward 2-5382
Executive-in-Charge........Bernard P. Pearse
Palmer Bldg., Atlanta 3, Ga.
Phone: Cypress 4081
Executive-in-Charge........George Swearingen, Jr.
Phone: Hillside 8611
Executive-in-Charge........Lincoln P. Simonds
69 Post St., San Francisco 4, Calif.
Phone: Yukon 6-1899
Executive-in-Charge........Lincoln P. Simonds
Phone: Hubbard 2-5677
Executive-in-Charge........Dana Baird

AM & FM Stations Represented — WJJI, Montgomery, Ala.; WTCI, Hartford, Conn.;

Canadian Stations: CFAC, Calgary, CJCA, Edmonton, CFGP, Grande Prairie, CJOC, Lethbridge, CHAT, Medicine Hat, Alberta; CFJC, Kamloops, COKV, Kelowna, CJAT, Trail, CKWX, Vancouver, CJVI, Victoria, British Columbia; CKRC, Winnipeg, Manitoba; CKNB, Campbellton, CFNB, Fredericton, CFBC, St. John, New Brunswick; CHNS, Halifax, CJCB, Sydney, Nova Scotia; CKOC, Hamilton, CFPL, London, CFRA, Ottawa, CFPA, Port Arthur, CJCS, Stratford, CKSO, Sudbury, Ontario; CFCA, Charlottetown, Prince Edward Island; CFCEF, Montreal, CKCV, Quebec City, Quebec; CKBI, Prince Albert, CHAB, Moose Jaw, CKCK, Regina, CKRM, Regina, Saskatchewan.

TV Stations Represented—KTLA, Los Angeles, Calif.; WBKB, Chicago, Ill.; WATV, Newark, N. J.; WJAR-TV, Providence, R. I.

ADAM J. YOUNG JR. INCORPORATED
22 E. 40 St., New York 16, N. Y.

Phone: Murray Hill 9-0006

President .............. Adam J. Young, Jr. Vice President & Sales Mgr. . . . . Paul S. Wilson

In charge Canadian Dept.


V. P. & Charge of TV Sales

Stephen A. Machincski, Jr.

Secretary & TV Station Adviser

Samuel H. Cuff

Branch Offices

55 E. Washington St., Chicago 2, Ill.

Phone: Andover 3-5448

Executive-in-Charge .... William J. Reilly.

Harold Froelich

2976 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-4151

Executive-in-Charge .... A. O. Dillenbeck, Jr.

Mills Bldg., San Francisco 4, Calif.

Phone: Garfield 1-7950

Executive-in-Charge .... Duncan A. Scott

827 Securities Bldg., Seattle 1, Wash.

Phone: Senate 6135

Executive-in-Charge .... Richard E. Goebel

Monadnock Bldg., San Francisco 5, Calif.

Phone: Garfield 1-5426

Executive-in-Charge .... Richard S. Raiton


TV Stations Represented—KBTX, Dallas, KLEE-TV, Houston, Tex.; KOTV, Tulsa, Oklahoma.

WESTERN RADIO SALES OF SAN FRANCISCO

79 Post St., San Francisco, Calif.

Phone: Yu. 6-4112

Gen. Manager ................. Jack Q. Hall

AM & FM Stations Represented—KXOC, Chico, KXOA, Sacramento, KXOB, Stockton, KYNO, Fresno, KCCO, Tulare, KAFY, Bakersfield, KSDO, San Diego, KCMJ, Palm Springs, KVSN, Ventura, KXRX, San Jose, KSBW, Salinas, KHUM, Eureka, Calif.; KATO, Reno, Nev.
FCC and NAB

FEDERAL COMMUNICATIONS COMMISSION

Personnel

NATIONAL ASSOCIATION OF BROADCASTERS

Personnel — Committees

NINETEEN FIFTY
FEDERAL
COMMUNICATIONS
COMMISSION

Headquarters: New Post Office Building, Washington 25, D. C.
Personnel as of January 1, 1950

Commissioners
Chairman
WAYNE COY
(Term Expires June 30, 1951)

PAUL A. WALKER
(Term Expires June 30, 1953)
Assistant—PHYLLIS HANCOCK
ROSEL H. HYDE
(Term Expires June 30, 1952)
Assistant—MINNIE SPARKS
EDWARD M. WEBSTER
(Term Expires June 30, 1949)
Assistant—ARNOLD A. ULIN

ROBERT F. JONES
(Term Expires June 30, 1954)
Assistant—ELIZABETH DANNELLY

GEORGE E. STERLING
(Term Expires June 30, 1950)
Assistant—NEVA BELL PERRY

FRIEDA B. HENNOCK
(Term Expires June 30, 1955)
Assistant—STANLEY NEUSTADT

Assistant To Chairman
EARL MINDERMAN
Confidential Assistant
MRS. FARRELL McGONIGAL

Secretaries
JOHANNA OSWALD
HELEN WISHER

Clerk
GRACE MINER

Bureau of the Secretary
Secretary
T. J. SLOWIE
Administration Assistant
Laura L. Hollingsworth

License Division
WILLIAM P. MASSING, Chief
CATHERINE LUNDERS, Secretary
Broadcast Branch
CLARA M. IEHL, Chief
Commercial Branch
WILLIAM H. IRVIN, Chief
Amateur, Citizens Radio and Operator Branch
FRANK GENTILE, Chief

Service Division
PAUL H. SHEEHY, Chief
HELEN E. VETTERMAN, Secretary
Records Division
WALTER S. DAVIS, Chief
Minute Section
LAVELLE W. HUGHES, Chief
Library Branch
HELEN A. CLARK, Chief

Acting Executive Officer
W. K. HOLL
MRS. RITA CLAYTON, Secretary
Budget and Fiscal Division
ROBERT W. COX, Budget Officer
REKA MATHIAS, Secretary

Office of Administration

Personnel Division
GILBERT H. HATFIELD, Personnel Officer
MRS. DOROTHY GLEN, Secretary
Organization and Methods Division
CHARLES R. WEEKS, Planning Officer

232
Office of Information
Director of Information
GEORGE O. GILLINGHAM
Assistants
MARY O'LESON EVA O. MELTON

Hearing Division
J. FRED JOHNSON, JR. FANNEY LITVIN LEO RESNICK ELIZABETH SMITH BASIL P. COOPER

Bureau of Law
Aviation and General Mobile Branch
MARSHALL S. ORR, Chief
Secretaries
FAUSTA M. PUFFENBERGER FLORENCE I. STRETCH Common Carrier Division
HAROLD J. COHEN Asst. General Counsel
L. GRACE KLEIN, Secretary
Assistant Chief
JACK WERNER Rate Branch
BERNARD STRASSBURG, Chief
International Service Division
ANNE N. HUNTING, Chief
Domestic Wire Branch
BERNARD STRASSBURG, Chief
International Service Division
ANNE N. HUNTING, Chief
Domestic Radio Branch
ARTHUR A. GLADSTONE, Chief
Litigation and Administration Division
MAX GOLDMAN, Asst. General Counsel
ELIZABETH KAPLAN, Secretary
Litigation Branch
RICHARD A. SOLOMON, Chief
Administration Branch
A. HARRY BECKER, Chief

Attorneys
Bureau of Engineering

Acting Chief Engineer
JOHN A. WILLOUGHBY
ESTELLE BUNN, Secretary
Assistant to the Chief Engineer
VIRGIL R. SIMPSON
MARY A. NALLS, Secretary

Standard (Am) Broadcast Division
JAMES E. BARR, Chief

U. S. Member, North American Regional Broadcasting Committee
RALPH J. RENTON
OLLIE IRENE CLINE, Secretary

Cartographic and Drafting Unit
BRAXTON L. PEELE, Chief


TV Broadcast Division, CURTIS B. PLUMMER, Chief; Agnes B. Carr, Secretary; (Engineers): Hart Cowperthwait, Carl Jones, Hideyuji Noguchi, Louis H. Rein, Ernest C. Tellenmann, A. Prose Walker, Kenneth Miller.

Aviation Division, EDWIN L. WHITE, Chief; Zula M. Byram, Secretary; (Engineers): James D. Durkee, John R. Evans, William Hawthorne, John S. MacDonald, Albert Mantilla, John J. McCue, Donald Mitchell, Stuart Pettingill, Robert Stark.


Radio Operator and Amateur Division, GEORGE K. ROLLINS, Chief; Emma F. Wiley, Secretary; (Engineers): Roland Archibald, John C. Currie, Daniel P. Herliby, Alvin C. Holmes, Ivan H. Loncke, Robert W. Percy, Leland Quaintance.


Laboratory Division, E. W. CHAPIN, Chief; Anne F. Janeu, Secretary; (Engineers): A. G. Craig, F. D. Craig, Joseph Dougherty, Francis Doenehy, Milton Mobley, Lawrence C. Middlekamp, Ward J. Moore, William K. Roberts, Everett N. Shinn.


Regional Managers

CHARLES C. KOLSTER
North Atlantic Region
506 Federal Building, 641 Washington Street, New York 14, N. Y.

PAUL H. HERNDON, JR.
South Atlantic Region
411 Federal Annex, Atlanta 3, Georgia.

JOE H. MCKINNEY
Gulf States Region
332 U. S. Appraisers Bldg., 7300 Wingate Street Houston 11, Texas.

KENNETH G. CLARK
South Pacific Region
333-A Customhouse
San Francisco 26, Calif.

GEORGE V. WILSTE
North Pacific Region
801 Federal Office Bldg., Seattle 4, Washington

WILLIAM J. MCDONALD
Central States Region
876 U. S. Court House, Chicago 4, Illinois.

EMERY H. LEE
Great Lakes Region

LEE R. DAWSON
Hawaiian Region
P. O. Box 1432, Lanikai, Oahu, T. H.

CHARLES T. MANNING
Alaskan Region
Room 52, Federal Bldg., Anchorage, Alaska.
## Federal Communications Commission

### District Offices and Engineers in Charge

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Address/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>WALTER BUTTERWORTH</td>
<td>2600 Customhouse, Boston 9, Massachusetts</td>
</tr>
<tr>
<td>2.</td>
<td>ARTHUR BATECHELLER</td>
<td>748 Federal Building, 641 Washington Street, New York 14, New York</td>
</tr>
<tr>
<td>3.</td>
<td>ROGER A. PHILPS</td>
<td>1005 U. S. Customhouse, 2nd and Chestnut Streets, Philadelphia 6, Pennsylvania</td>
</tr>
<tr>
<td>4.</td>
<td>HYMAN A. COHEN</td>
<td>508 Old Town Bank Building, Gay Street and Fallsway, Baltimore 2, Maryland</td>
</tr>
<tr>
<td>5.</td>
<td>EDWARD BENNETT</td>
<td>Room 402, New P. O. Building, Norfolk 10, Virginia</td>
</tr>
<tr>
<td>6.</td>
<td>PAUL SCHMIDT</td>
<td>Room 106, U. S. P. O. Building, Newport News, Virginia</td>
</tr>
<tr>
<td>7.</td>
<td>ANDREW MCALISTER</td>
<td>441 Federal Annex, Atlanta 3, Georgia</td>
</tr>
<tr>
<td>8.</td>
<td>ARTHUR FISHER</td>
<td>P. O. Box 150, 312 Federal Building, Miami 1, Florida</td>
</tr>
<tr>
<td>9.</td>
<td>CHALMER H. NEEB</td>
<td>409-410 P. O. Building, Tampa 2, Florida</td>
</tr>
<tr>
<td>10.</td>
<td>THEODORE G. DEleh</td>
<td>400 Audubon Building, New Orleans 16, Louisiana</td>
</tr>
<tr>
<td>11.</td>
<td>WALTER M. HAMMOND</td>
<td>324 U. S. Court House &amp; Customhouse Bldg., Mobile 10, Ala.</td>
</tr>
<tr>
<td>12.</td>
<td>LOUIS L. McCABE</td>
<td>324 U. S. Appraisers Building, 7300 Wingate Street, Houston 11, Texas</td>
</tr>
<tr>
<td>13.</td>
<td>ERIC D. COBURN</td>
<td>P. O. Box 1527, 329 P. O. Building, Beaumont, Texas</td>
</tr>
<tr>
<td>14.</td>
<td>JOHN H. HOMSY</td>
<td>P. O. Box 5238, 500 Terminal Annex Building, Dallas 2, Texas</td>
</tr>
<tr>
<td>15.</td>
<td>BERNARD H. LINDEN</td>
<td>339 U. S. P. O. and Court House Building, Temple and Spring Streets, Los Angeles 12, California</td>
</tr>
<tr>
<td>16.</td>
<td>HAROLD D. DE VOE</td>
<td>230 U. S. Customhouse &amp; Courthouse, San Diego 1, California</td>
</tr>
<tr>
<td>17.</td>
<td>JAMES HOMSY</td>
<td>Room 326, U. S. P. O. and Courthouse Bldg., San Pedro, California</td>
</tr>
<tr>
<td>18.</td>
<td>HAROLD D. HAYES</td>
<td>464 U. S. Court House, 219 South Clark Street, Chicago 4, Illinois</td>
</tr>
<tr>
<td>19.</td>
<td>EDWIN S. HEISER</td>
<td>1029 New Federal Building, Detroit 26, Michigan</td>
</tr>
<tr>
<td>20.</td>
<td>PAUL A. HOLLWAY</td>
<td>328 P. O. Building, Buffalo 3, New York</td>
</tr>
<tr>
<td>21.</td>
<td>PAUL R. FENNER</td>
<td>609 Stangenwald Building, 119 Merchant Street, Honolulu 1, T. H.</td>
</tr>
<tr>
<td>22.</td>
<td>IRL D. BALL</td>
<td>P. O. Box 2987, 322-323 Federal Building, San Juan 13, P. R.</td>
</tr>
<tr>
<td>23.</td>
<td>SIGFRED F. BERGE</td>
<td>P. O. Box 1421, 7-8 Shattuck Building, Junction, Alaska</td>
</tr>
</tbody>
</table>

### Primary Monitoring Stations and Engineers in Charge

<table>
<thead>
<tr>
<th>Name</th>
<th>Box Number</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>IRING, L. WESTON</td>
<td>P. O. Box 89</td>
<td>Allegan, Michigan</td>
</tr>
<tr>
<td>ARTHUR A. JOHNSON</td>
<td>P. O. Box 788</td>
<td>Allegan, Nebraska</td>
</tr>
<tr>
<td>W. D. JOHNSTON</td>
<td>P. O. Box 1527</td>
<td>Laurel, Maryland</td>
</tr>
<tr>
<td>LOUIS L. McCABE</td>
<td>P. O. Box 5238</td>
<td>Kingsville, Texas</td>
</tr>
<tr>
<td>EDWARD W. SANDERS</td>
<td>P. O. Box 308</td>
<td>Millis, Massachusetts</td>
</tr>
<tr>
<td>ROBERT A. LANDSBURG</td>
<td>P. O. Box 5165</td>
<td>Portland, Oregon</td>
</tr>
<tr>
<td>HENRY B. DUNPHEY, JR.</td>
<td>P. O. Box 989</td>
<td>Livermore, California</td>
</tr>
<tr>
<td>LEE R. DAWSON</td>
<td>P. O. Box 1142</td>
<td>Lanikai, Oahu, T. H.</td>
</tr>
</tbody>
</table>
Federal Communications Commission

Secondary Monitoring Stations and Engineers in Charge

VERNON W. WILSON
P. O. Box 44
Belfast, Maine
THOMAS B. CAVE
P. O. Box 3
North Scituate, R. I.
ADELBERT C. LAWRENCE
P. O. Box 37, Station "A"
Spokane, Washington
JOHN L. KURDEKA
P. O. Box 499
Twin Falls, Idaho
HOMER V. THOMPSON
P. O. Box 187
Fort Lauderdale, Florida
IRL D. BALL
P. O. Box 2987
San Juan, Puerto Rico
(Mailing address for Pt. Maldonade Secondary)
JAMES E. GILFOY
P. O. Box 99
Lexington, Kentucky
JOHN F. DEBARDELEBEN
P. O. Box 1448
Muskegee, Oklahoma
H. FRANK RAWLS
P. O. Box 300
Bay St. Louis, Mississippi
(Near New Orleans)
EDWIN G. FORSYTH
P. O. Box 719
Anchorage, Alaska

Common Carrier Field Division and Engineers in Charge

JOSEPH B. BRITTINGHAM
515 First National Bank Building
Atlanta, Georgia
EDWARD COLLINS
Room 604, 90 Church Street
New York 7, New York
ELMER F. RUDESILL
316 U. S. Customhouse
555 Battery Street
San Francisco 26, California

Chief Accounting
WILLIAM J. NORFLEET
LILY M. MARSHALL, Secretary

Assistant Chief Accountant
HUGO REYER
ELIZABETH S. HARRIS, Secretary

Accounting Regulation Division
HENRY M. LONG, Chief

Development and Compliance Branch
H. R. MORRIS, Chief

Original Cost and Depreciation Branch
J. J. NORDBERG, Chief

Broadcast Division
LeROY SCHAFF, Chief

Applications Branch
E. E. HENSINGER, Chief

Renewals and Annual Reports Branch
ROBERT F. BRADEN, Chief

Hearings Branch
GUY E. DOUGLAS, Chief

Assistant Chief Accountant
ROBERT E. STROMBERG

Economics & Statistics Division
H. H. GOLDIN, Acting Chief

Common Carrier Branch
ALEXANDER FIRFER, Acting Chief

Broadcast Branch
JAMES B. SHERIDAN, Chief

Special Studies Branch
TED E. McHOLD, Chief

Rates Division
WILLIAM G. BUTTS, Chief

Tariffs and Telephone Rates Branch
JOHN R. LAMBERT, Chief

Telegraph Rates Branch
A. M. BOOTH, Acting Chief

Bureau of Accounting

Field Offices

JACK E. BUCKLEY
624 Federal Office Building
90 Church Street
New York 7, New York

HENRY G. GOTHARD
515 First National Bank Building
Atlanta 3, Georgia

H. PIERCE NIEDERMeyer
Old Customhouse
813 Olive Street
St. Louis 1, Missouri

PAUL SUMMERHAYS
316 Customhouse
555 Battery Street
San Francisco, California
NATIONAL ASSOCIATION OF BROADCASTERS

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

Officers

Justin Miller
President

C. E. Arney, Jr.
Secretary-Treasurer

Administrative Staff

Ralph W. Hardy
Director
Radio Division

Don E. Petty
General Counsel

Forney A. Rankin
Director
Government Relations

Richard P. Doherty
Director
Employee-Employer Relations

G. Emerson Markham
Director
Television Division

Kenneth H. Baker
Director
Research Department

Robert K. Richards
Director
Public Affairs

Neal McNaughten
Director
Engineering Department

Broadcast Advertising Bureau

Maurice B. Mitchell
Director

BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Director</th>
<th>District</th>
<th>States Comprising District</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEI, Boston, Mass.</td>
<td>2</td>
<td>Delaware, Pennsylvania, Maryland.</td>
</tr>
<tr>
<td>WHAM, Rochester, N. Y.</td>
<td>4</td>
<td>Arkansas, Louisiana, Mississippi, Tennessee.</td>
</tr>
<tr>
<td>George D. Coleman</td>
<td>5</td>
<td>Kentucky, Ohio.</td>
</tr>
<tr>
<td>Harold Essex</td>
<td>7</td>
<td>WDAK, Columbus, Ga.</td>
</tr>
<tr>
<td>WSJS, Winston-Salem, N. C.</td>
<td>8</td>
<td>WSMB, New Orleans.</td>
</tr>
<tr>
<td>Allen M. Woodell</td>
<td>9</td>
<td>Gilmore N. Nunn</td>
</tr>
<tr>
<td>WDAP, Lexington, Ky.</td>
<td></td>
<td>WLAP, Lexington, Kentucky.</td>
</tr>
<tr>
<td>George J. Higgins</td>
<td></td>
<td>Charles C. Caley</td>
</tr>
<tr>
<td>WISH, Indianapolis.</td>
<td></td>
<td>WMBD, Peoria, Ill.</td>
</tr>
<tr>
<td>Harold Wheelahan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GILMORE N. NUNN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WDAK, Columbus, GA.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WSJS, Winston-Salem, N. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allen M. Woodell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WISH, Indianapolis.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charles C. Caley</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMBD, Peoria, Ill.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# National Association of Broadcasters

## Director
- William B. Quarton
- John F. Meagher
- KYSM, Mankato, Minnesota.

## District
<table>
<thead>
<tr>
<th>Director</th>
<th>District</th>
<th>States Comprising District</th>
</tr>
</thead>
<tbody>
<tr>
<td>William B. Quarton</td>
<td>10</td>
<td>Iowa, Missouri, Nebraska.</td>
</tr>
<tr>
<td>John F. Meagher</td>
<td>11</td>
<td>Minnesota; North Dakota; South Dakota, excluding the countries of Fall River, Shannon, Bennett, Todd, Mellette, Waushabbaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn Sawyer, Price, Oneida Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic.</td>
</tr>
<tr>
<td>KYSM, Mankato, Minnesota.</td>
<td></td>
<td>Kansas, Oklahoma.</td>
</tr>
<tr>
<td>KPBC, Cheyenne, Wyo.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jack Todd</td>
<td>12</td>
<td>Texas.</td>
</tr>
<tr>
<td>KAKE, Wichita, Kans.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clyde W. Rembert</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>KRLD, Dallas, Texas.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William C. Grove</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>KPBC, Cheyenne, Wyo.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glenn Shaw</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>KLX, Oakland, Calif.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calvin J. Smith</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>KFAC, Los Angeles.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harry R. Spence</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>XX RO, Aberdeen, Wash.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DIRECTORS-AT-LARGE

#### Large Stations
- James D. Shouse (WLW, Cincinnati, O.)
- John Esau (KTUL, Tulsa, Okla.)

#### Medium Stations
- Edgar Kobak (WTW, Thomson, Ga.)

#### Small Stations
- Class B
- Craig Lawrence (WCOP-FM, Boston.)
- Ben Strouse (WWDC-FM, Washington, D. C.)

#### FM Stations
- Eugene S. Thomas (WOIC, Washington, D. C.)

#### TV Stations
- Robert D. Sweezy (WDSU-TV, New Orleans, La.)

---

**NAB Board Sub-Committees and Standing Committees for 1950**

*Not Available At Press Time*
STANDARDS for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

PROGRAM STANDARDS

News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcast*

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts

*Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.
to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Children’s Programs

Children’s programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.
Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

- Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.
- Episodes involving the kidnaping of children.
- Sound effects calculated to mislead, shock or unduly alarm the listener.
- Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.
- Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps, it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.
In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

**Time Standards for Advertising Copy**

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

**Between 6:00 p.m. and 11:00 p.m.**

<table>
<thead>
<tr>
<th>Time Duration</th>
<th>Allowable Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 minute programs</td>
<td>1:00</td>
</tr>
<tr>
<td>10 minute programs</td>
<td>2:00</td>
</tr>
<tr>
<td>15 minute programs</td>
<td>2:30</td>
</tr>
<tr>
<td>25 minute programs</td>
<td>2:50</td>
</tr>
<tr>
<td>30 minute programs</td>
<td>3:00</td>
</tr>
<tr>
<td>45 minute programs</td>
<td>4:30</td>
</tr>
<tr>
<td>60 minute programs</td>
<td>6:00</td>
</tr>
</tbody>
</table>

**All Other Hours**

<table>
<thead>
<tr>
<th>Time Duration</th>
<th>Allowable Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 minute programs</td>
<td>1:15</td>
</tr>
<tr>
<td>10 minute programs</td>
<td>2:10</td>
</tr>
<tr>
<td>15 minute programs</td>
<td>3:00</td>
</tr>
<tr>
<td>25 minute programs</td>
<td>4:00</td>
</tr>
<tr>
<td>30 minute programs</td>
<td>4:15</td>
</tr>
<tr>
<td>45 minute programs</td>
<td>5:45</td>
</tr>
<tr>
<td>60 minute programs</td>
<td>7:00</td>
</tr>
</tbody>
</table>

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

242
While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off should be avoided. To this end the program itself should be announced and clearly identified before the use of what have been known as “cow-catcher” announcements and the program should be signed off after the use of what have been known as “hitch-hike” announcements.

Any casual reference in a program to another’s product or service under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

Contests

Any broadcasting designed to “buy” the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners’ names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor’s product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.
How Buyers of Time Benefit From Service-Ads in SRDS

Take this WGY ad, for instance. It highspots up-to-press-time information on Coverage, Sales Potential, Audience, Mail Pull, Results, Costs... additional information that helps time buyers make selections. Buyers say that such Service-Ads save their time, bring them up to date, make it easier for them to identify the stations that offer the best possibilities in the markets they want to reach.

Here's Real Sales Help for Radio Stations

The monthly Radio Section of SRDS is the basic advertising medium of many leading radio stations. Your Service-Ad in SRDS keeps the basic sales story of your station constantly before buyers, through all stages of consideration, recommendation, final discussions, and actual station selections. Your Service-Ad in SRDS reaches the men who buy when they are buying...at times when no other sales effort can reach your prospects ...on his desk, in his brief case, or on the conference table. The answers you provide to a buyer's simple question on area coverage, programming, or market data about your listeners, told at the right time in a Service-Ad helps him decide to put your station on the list.

Promotional Help and Market Data for Stations

The SPOT RADIO PROMOTION HANDBOOK, recently published, describes the kind of station information time buyers say they want. Radio station advertisers find it a real help in preparing effective promotion ...in making real SERVICE-ADS of the space they use in SRDS Radio and TV Sections. Copies are available at $1.00 each.

In addition, SRDS CONSUMER MARKETS is used by radio station advertisers as a source of factual market data on the buying power of listeners in their coverage areas. Some stations have built their entire promotional story around market data from CONSUMER MARKETS. Copies are available at $5.00 each.

Copy Service for Radio Stations

The Copy Service Department of SRDS will prepare factual, informative copy suggestions for radio stations, on request, without charge or obligation...effectively presenting the kind of station promotion that works best in SRDS Service-Ads. Ask your SRDS Representative about this helpful service, or write direct.

SRDS

Standard Rate & Data Service, Inc.
Walter E. Batthof, Publisher
333 North Michigan Avenue
Chicago 1, Illinois

New York.... Los Angeles
ADVERTISING AGE is the BIG medium with the BIG selling power—with the BIG circulation where it counts among general national advertisers and their agencies. And it offers you the Big value for your promotion dollar.

Editorially, it serves those major executives who must decide whether to use radio or other media—and who must therefore keep abreast of all media in order to evaluate any of them. It is not a "single-industry" paper.

In other words, ADVERTISING AGE is no dummy antenna—but a live tower, properly tuned and loaded to carry your message clearly to those advertising executives who should hear it, and who are able to act on it.

That's why, in the general advertising press—the publications which are dominant in power to influence national advertising and agency executives—ADVERTISING AGE carries the big load of radio promotion beamed to important national advertisers and influential agency executives . . . that's why its radio lineage is increasing . . . that's why it can and should carry the major weight of your promotion as well.

ADVERTISING AGE
200 E. Illinois St. 11 E. 47th St.
Chicago 11 New York 17
Branch Offices
250 Park Ave., New York 17, N. Y.
Phone: Plaza 3-8355

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
Phone: WElmstead 8181
West Coast Mgr. .......... David Gliekman
Hollywood News Editor. William C. Tuchman
417 Harbour Commission Bldg., Toronto, Canada
Phone: Elgin 0775
Executive-in-Charge ...... James Montagnes

DAILY VARIETY
6311 Yucca St., Hollywood 28, Calif.
Phone: Hollywood 9-1141

Editor & Publisher .......... Arthur Ungar
Managing Editor .......... Rosee Cornell
City Editor ............... Al Schaper
Radio Editor .............. Jack Hellman
Labor Editor ............. William Brogdon
Amusement Editor ......... Charles Daggett
Executive-in-Charge ...... James Daggett

Branch Office
(See listing under VARIETY)

DOWN BEAT
203 North Wabash, Chicago 1, Ill.
Phone: ANdover 3-1612

Publisher ................. Glenn Burns
Editor .................... Ned E. Williams

Branch Offices
228 E. 71 St., New York 21, N. Y.
Phone: RHineland 4-1131

Executive-in-Charge ...... John S. Wilson
1103 N. El Centro, Los Angeles 38, Calif.
Phone: HE 6005
Executive-in-Charge ...... Charles Enge

EDITOR AND PUBLISHER
1700 Times Tower, New York 18, N. Y.
Phone: BRyant 9-3052

Publisher .......... Charles T. Stuart
President .............. James Wright Brown
Editor .................. Robert U. Brown
Managing Editor .. Jerome H. Walker
Advertising Mgr. ........ Leach Lany
Classified Mgr. .......... Bernadette Borries
Dir. of Circulation ...... Robert P. Joy

Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Editor .................. George A. Brandenburg
Mills Bldg., San Francisco 4, Calif.
Advertising Rep. .......... Duncan A. Scott
2978 Wilshire Blvd., Los Angeles 5, Calif.

ELECTRONICS
330 W. 42 St., New York 18, N. Y.
Phone: LOnagrace 4-3000

Editor .................... Donald G. Fink
Consulting Editor .......... Keith Henney
Managing Editor .......... W. W. Macdonald

Branch Offices
Executive-in-Charge ...... William S. Hodgkinson

Executive-in-Charge ...... Warren W. Shew
Executive-in-Charge ...... Ralph C. Maultsby
1510 Hanna Bldg., Cleveland 14, O.

Executive-in-Charge ...... James L. Phillips
520 Michigan Ave., Chicago, Ill.

Executive-in-Charge ...... Charles D. Wardner
621 S. Hope St., Los Angeles 14, Calif.

Executive-in-Charge ...... Carl W. Dysinger
68 Post St., San Francisco 4, Calif.

Executive-in-Charge ...... J. W. Otterson

FILM DAILY
DAILY. 1501 Broadway, New York, 18, N. Y. Phone, BRyant 9-7117. John W. Alicoate, President & Publisher; Donald M. Mersereau, Associate Publisher, General Manager & Treasurer; Patti Alicoate, Vice-President & Secretary; Chester B. Bahn, Editor; West Coast Offices, Ethel Rosen, Larry Urbach, Milton Epstein, 6425 Hollywood Blvd., Phone GLadstone 8436; Washington Bureau, Andrew H. Older, 5417 Dahlenega Road, Phone, WIsconsin 3271; Chicago Bureau, Joseph Esler, Chief C. L. Esler, 6241 N. Oakley Ave., Phone, BRiargate 7441.

THE HOLLYWOOD REPORTER
6715 Sunset Blvd., Hollywood 28, Calif.
Phone: HIlside 7411

Editor & Publisher .......... W. R. Wilkinson
Assoc. Publ., Man. Editor, Thomas F. Seward

Branch Offices
229 W. 42nd St., New York 18, N. Y.
Phone: WIscnsin 7-2470

Manager .................... Jack Harrison
6147 Dahlenega Rd., Washington, D. C.
reaching professional and amateur musicians, music teachers and music students, music fans throughout the U. S., Canada and selected foreign countries

and

reaching 7500 hand-picked, active music retailers—old established firms and up-and-coming new ones—located in every one of our 48 States and 15 foreign countries.

Give you a 100% music-minded consumer audience and complete trade-wide coverage. If you have something to advertise in the music line this is the RIGHT COMBINATION for the RIGHT RESULTS. There is a special money saving rate when using both magazines. Write for full particulars today—to

METRONOME CORP.

26 WEST 58TH STREET NEW YORK 19, N. Y.
INDUSTRIAL MARKETING
200 E. Illinois St., Chicago, Ill.
Phone: DElaware 7-1336
Publisher .................. G. D. Crain, Jr.
Editor .................. Robert S. Atchison
Managing Editor .................. Merle B. Kingman
Associate Editor .................. Margaret C. Lucas
Eastern Editor .................. Charles Downes
Washington Editor .................. Stanley E. Cohen
Art Director .................. Tom Raki
Editor, Data Book No. .................. Murray E. Crain
Business Manager .................. C. B. Groome
Advertising Dir. .................. Jack C. Gafford
Mgr. Sales & Service .................. Gordon D. Lewis
Promotion Mgr. .................. Curran deBruler
Circulation Dir. .................. Myron A. Hartenfeld

Branch Offices
11 E. 47 St., New York 17, N. Y.
Phone: Murray Hill 8-0073
Advising Director .................. Jack C. Gafford
Russ Bldg., San Francisco 4, Calif.
Phone: DO 4994
Rep. .................. Simpson-Reilly, Ltd.
1709 W. 8th St., Los Angeles 14, Calif.
Phone: MI 5721
Rep. .................. Simpson-Reilly Ltd.
618 Second Ave., Seattle 4, Wash.
Phone: SE 6733
Rep. .................. Simpson-Reilly Ltd.

INTERNATIONAL LYRIC COURIER
226 W. 53 St., New York 19, N. Y.
Phone: Clircle 7-6317
Editor & Publisher .................. Alfredo Salmaggi
Associate Editor .................. Felix Deyo
Managing Editor .................. Felix W. Salmaggi
Art Editor .................. Edward Salmaggi
Ballet Editor .................. Robert Salmaggi
England Editor .................. A. R. Lang
France Editor .................. Mario Facchinetti
Holland Editor .................. Leo Riemens
Italy Editor .................. Attilio Tramontano
California Corres. .................. Jean Cort

Branch Offices
45, rue La Boetie-Gaveau, Paris, France
Phone: Bal: 14-29
France Editor .................. Mario Facchinetti
1513 No. El Molino Ave., Pasadena 6, Calif.
Phone: SY 7-3224
California Corres. .................. Jean Cort
Via Mario Giuriati 14, Milano, Italy
Phone: 574-406
Italy Editor .................. Attilio Tramontano
2de Schuytstraat 195, The Hague, Holland
Phone: 336-009
Holland Editor .................. Leo Riemens
771 Christchurch Rd., Boscombe,
Bournemouth, Eng.
Phone: Southbourne 2423
England Editor .................. A. R. Lang

MARKETS OF AMERICA
11 W. 42 St., New York 18, N. Y.
Phone: LONgacre 5-2125
Publisher & Editor .................. Manuel Rosenberg
Managing Editor .................. Col. Don R. Jason
Business Mgr. .................. L. B. Rosenberg
Camera Editor .................. Lydie Bloch
Advertising Mgr. .................. Robert M. Jason
Production Mgr. .................. Arnold Hallock
Circulation Mgr. .................. Sam J. Davis
Associate Editors .................. James Carr.
A. Maxwell Hage, Tom Patterson, Arthur
Coles, Elmer Dressman, Audrie G. Davis.

Branch Offices
15th & H Sts., N.W., Washington, D. C.
Chief Washington Corres. .................. Marion Wheeler Scott
98 St. Julian Rd., Newport, Mon., England
London Corres. .................. Arthur E. Jones
3557 Bogart Ave., Cincinnati, O.
Executive-in-Charge .................. Simon Rosenberg

METRONOME CORP.
26 W. 58 St., New York 19, N. Y.
Phone: Plaza 3-7253-45
Editors .................. George T. Simon, Barry Ulano
Asst. Editor .................. Barbara Hodgkins
Advtg. Mgr. .................. Eugene A. Roderick
Asst. Advtg. Mgr. .................. Gus O. Greiff
Advtg. Rep. .................. Martin S. Sternberg
Publishers .................. Ned Bitner, John W. Bitner

Branch Office
1014 Kimball Hall, Chicago, Ill.
Phone: HAarrison 7-1357
Manager .................. Ed Paro

MUSIC DEALER
26 W. 58 St., New York 19, N. Y.
Phone: Plaza 3-7253-45
Editor .................. John C. Stoltzfus
Executive Editor .................. William J. Dougherty
Editorial Consultant .................. Doron K. Antrim
Advertising Mgr. .................. Eugene A. Roderick
Asst. Advtg. Mgr. .................. Gus O. Greiff
Advertising Rep. .................. Martin S. Sternberg
Publishers .................. Ned Bitner, John W. Bitner

Branch Office
1014 Kimball Hall, Chicago, Ill.
Phone: HAarrison 7-1357
Manager .................. Ed Paro

MUSICAL AMERICA
113 W. 57 St., New York 19, N. Y.
Phone: Clircle 7-0520
Publisher .................. John F. Majeski
Vice-Press .................. John F. Majeski, Jr.
Editor .................. Cecil Smith
Assoc. Editor .................. Quaintance Eaton
Advertising Mgr. .................. Maurice B. Swaab
Production Mgr. .................. Edward J. Davis
musical COURIER

Review of the World's Music

RADIO AND TELEVISION

RECORDS

Orchestra

THE DANCE

Opera

CONCERTS

119 WEST 57th STREET

NEW YORK 19, N. Y.

Circle 7-4500
RADIO DAILY
DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicote, President & Publisher; Donald M. Mersereau, General Manager and Treasurer; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone Gladstone 8436, Allen Kushner, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonega Road, Phone, Wisconsin 3271; Chicago Bureau, Herbert M. Kraus, 188 W. Randolph St., Phone, Andover 3-6050.

RADIO-ELECTRONICS
(Formerly RADIO-CRAFT)
25 W. Broadway, New York 7, N. Y.
Phone: REctor 2-9690
Editor-in-Chief........ Hugo Gernsback
Managing Editor .......... Fred Shumman
Consulting Editor .. M. Harvey Gernsback
Technical Editor ........ Robert F. Scott
Associate Editor ....... R. H. Dorf
Production Mgr........... Angie Pascale
Technical Illustration Dir. Wm. Lyon McLaughlin
Advertising Mgr........... John Lamson
General Mgr.............. Lee Robinson
Circulation Mgr........ G. Aliquo
Promotion Mgr.......... Robert A. Fallath

RADIO SHOWMANSHIP
1700 Walnut St., Philadelphia 3, Pa.
Phone: KInsley 5-1494
Publisher........... William G. Kircher
Editor.................. Russell G. Carpenter
Circulation Mgr...... Kathryn R. McGiffney
Production Dir........ Ernest A. Cooper
Mechanical Dir........ Fred Barnes
USE...

RORABAUGH REPORT ON TELEVISION ADVERTISING

for

Complete, reliable, up-to-date information

on

How and where advertisers use television

Rorabaugh Report Lists...

Every month for all Network, National-Regional Spot, and Local-Retail Advertisers on all stations:

- Advertiser Name
- Product or Service
- Agency
- Location of Agency
- Program Title
- Program Length
- Program Production: Live or Film
- Time of Telecasts
- Starting dates of network schedules
- Number of announcements per week
- Announcement length in minutes
- Announcement Production: Live, Film, Slide
- Time of announcements: Day or Night
- Type of announcements: Station breaks, weather reports, 1-minute spots

- Plus -

- 5 Cross Indexes by advertisers, agencies, product classifications

- Plus -

- An over-all summary of TV advertising activity for the reported month

N. C. RORABAUGH CO.

347 Madison Avenue New York 17, N. Y.
Real-life examples of how to make a TIME sale

Example 1:
A large beer distributor using a list of New England stations carefully analyzed a SPONSOR round-up story titled "Beer on the Air." Result: it increased its radio appropriation 100% on every station over which it advertised.

Example 2:
A 50,000-watt station in North Carolina advertised an available daily program via a full page in SPONSOR. Result: the advertising manager of a large drug firm contacted his advertising agency and requested that they buy it. They did.

Example 3:
Two advertising agencies in a large city told an identical story. In both cases a client had curtailed radio advertising for the 1949 summer. In both cases the agency gave its client a copy of SPONSOR's summer-selling issue. Result: in one case $12,000 of radio advertising was reinstated; in the other $48,000 was reinstated in one area alone.

Example 4:
A station in Virginia had failed to dispose of its expensive baseball package and the season was about to start. Then the manager received his current SPONSOR containing an article on baseball sponsorship. Result: over the week-end he showed a prospect the SPONSOR "evidence" and landed his contract.

These are only several of the many scores of sales which have been reported to SPONSOR as a result of its "use value" concept of publishing. One third of all radio stations contacted during a thirty-day across-the-desk survey reported one or more sales that had come about, directly or indirectly, through the use of SPONSOR.

SPONSOR is 100% devoted to the use-interest of broadcast-minded agency and advertiser executives. Its paid subscriptions among broadcast-minded buyers is the largest in its field. Its pinpointed appeal, bright format, and easy-to-read pages insure intensity of readership. Whether your list permits only one magazine or several, SPONSOR is the buy.

SPONSOR
For Buyers of Radio and Television
254
TELE-TECH
480 Lexington Ave., New York 17, N. Y.
Phone: Plaza 3-1340
Editorial Dir. ............... O. H. Caldwell
Publisher .................. M. Clements
Business Mgr. ............. M. H. Newton
Western Mgr. ............. S. M. Gaskins

TELEVISER MONTHLY
1780 Broadway, New York 19, N. Y.
Phone: Plaza 7-3723
Editor & Publisher .......... Irwin A. Shane
Managing Editor .......... Robert E. Harris
Business Manager .......... Julius Gordon
Advtg. Rep. .............. George Webster
Branch Office
3757 Wilshire Blvd., Los Angeles, Calif.
West Coast Rep. .......... John A. Basset

TELEVISION DAILY
DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, General Manager and Treasurer; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone GLadstone 8436, Allen Kushner, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonega Road, Phone, Wisconsin 3271; Chicago Bureau, Herbert M. Kraus, 188 W. Randolph St., Phone, ANDover 3-6050. Published daily as a feature of Radio Daily, and periodically as a special edition.

TELEVISION DIGEST
1519 Connecticut Ave., Washington 6, D. C.
Phone: Michigan 2020
Publisher ................... Martin Codel
Assc. Editor .............. Earl Abrams
Assc. Editor ............ Albert Weinstein
Business Mgr. ........... Robert Codel

TELEVISION ENGINEERING
52 Vanderbilt Ave., New York 17, N. Y.
Phone: Murray Hill 4-0170
Pres. & Bus. Mgr. ........ Bryan S. Davis
Vice-Pres. & Gen. Mgr. .... Paul S. Weil
Editorial Dir. ............ Lewis Winner

Representatives
James C. Munn
2253 Delaware Dr., Cleveland 6, O.
Brand & Brand
1052 W. Sixth St., Los Angeles 14, Calif.
Brand & Brand
Russ Bldg., San Francisco 4, Calif.

TELEVISION MAGAZINE
600 Madison Ave., New York 28, N. Y.
Phone: Plaza 3-3671
Editor & Publisher .......... Frederick A. Kugel
Managing Editor .......... Jim Owens
Business Mgr. ............. Norman Markwell
Contributing Editor,
Dr. Alfred N. Goldsmith
West Coast Editor .......... Arthur Engel
Washington Editor .......... Dorothy Holloway
Film Editor .............. H. G. Christensen
Art Dir. .................... Richard Rose

TIDE
232 Madison Ave., New York 16, N. Y.
Phone: Murray Hill 3-7700
President & Editor .......... Reginald Clough
Vice-Pres. & Advtg. Dir. .... Jacob F. Weintz
Secretary-Treasurer ........ Leo F. Haggerty
Managing Editor .......... Doris Doland
News Editor .............. John A. Conway
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 25764
Sr. Assoc. Editor .......... Elinor Zeigler
National Press Bldg., Washington, D. C.
Phone: EXECutive 4674
Sr. Assoc. Editor .......... Bainbridge Crist

TODAY'S ADVERTISING
535 Fifth Ave., New York, N. Y.
Phone: Murray Hill 7-4669
Editor ...................... Joseph M. Koehler
Radio Editor ................ Charles Sinclair
Advertising Dir. .......... Kendrick Welles Diller
Sr. Assoc. Editor .......... Milton Rich
Type of Publication: Daily.

VARIETY
154 W. 46 St., New York 19, N. Y.
Phone: LUXemburg 2-2700
Publisher ................. Sid Silverman
Editor ....................... Abel Green
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Manager .................. Don Wilson
6311 Yucca St., Hollywood 28, Calif.
Editor (Daily Variety) .... Arthur Ungar
8 St. Martins Pl., London, W-C. Z.,
London, Eng.
Bureau Head ............. Harold Myers
1292 National Press Bldg.,
Washington 4, D. C.
Bureau Head ............ Herman Lowe

255
FIRST, year after year . . .

When it comes to station and network promotion to advertising executives responsible for national spot billings — TIDE, The Newsmagazine for Advertising Executives, is *first choice year after year.*

1947—TIDE  9% more pages than second publication*
1948—TIDE 25% more pages than second publication
1949—TIDE 37% more pages than second publication†

†First nine months of 1949.

TIDE not only consistently carries more pages of station and network advertising promotion, but its lead continues to increase.

More people have read more about radio and television in TIDE than in any other general advertising publication.

May we show you our special report on the effectiveness of national spot promotion in TIDE?

TIDE
The Newsmagazine for Advertising Executives
232 Madison Avenue — New York 16, New York
NETWORKS

NATIONAL

REGIONAL

NINETEEN FIFTY
It’s still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949... an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946... a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that’s why we repeat... it’s still Bargain Day at The Nation’s Station!

*Nielsen Radio Index

WLW
the nation’s most merchandise-able station

CROSLEY BROADCASTING CORPORATION

258
TELEVISION must abandon the yoke of radio thinking. Television must tailor its cloth to fit its economic and technical needs.

Programming has improved tremendously during the past year. The critical judgment of those watching the televising of this year’s Metropolitan Opera opening and comparing it to the television operatic opening of last season attests to this. To a large extent the belief that good radio programming automatically becomes good television programming is being abandoned. New ideas and new formats are being developed and tried constantly. But, all of this is worthless unless the industry solves its technical problems so that the widest possible audience can view television in the best possible manner.

There are two means by which this can be done. Constant improvement of signal for existing stations, and here the transfer of ABC’s WJZ-TV transmitter to the Empire State Building is a case in point, and the creation of new television stations in areas where none now exist. The Federal Communications Commission also is considering the problem of increased power for existing stations. The creation of new stations is hindered by the lack of cable facilities and by the poor quality of transcribed programs available, even for existing stations which are unable to carry a great portion of their programs in the form of “live” pickups.

Radio, by constantly improving methods of transcription, has solved this problem. A transcribed program, preferably by tape recording, may be made at the time of the original broadcast or made and edited solely for future broadcasting, and cannot be distinguished from a live broadcast. To achieve this same technical quality in video recording is the immediate and most pressing problem facing the industry.

Video recordings are now made by an electronic-optical process on film. These recordings at the present time are the only means of providing certain areas an opportunity to see the better programs originating in New York, Chicago and Hollywood. Even with the contemplated expansion of coaxial cable facilities it is probable that for years to come many sections of the country must obtain their television fare in this manner if at all. And present video recordings leave much to be desired. Under the best of circumstances a non-technical viewer can distinguish between the program presented by video recording, the “live” program, and even the program from film especially made for television.

It is obviously impossible for all television stations now operating or planned to present one hundred percent live programs. Two alternatives remain. Our existing methods of recording may be improved. ABC, which pioneered in the application of improved magnetic tape recording, is moving in this direction. But, at the same time, we are not convinced that this is the ideal method and are pioneering in two other directions—simultaneous motion picture filming, and the production of camera picture film especially for television.

The success that has greeted the televising of the “Lone Ranger” program, which is broadcast from film shot in Hollywood especially for television, amply testifies to the efficiency of this method.

The simultaneous motion picture filming of a program that is at the same time being presented “live” in some parts of the country, however, seems to be the ideal solution. The technical problems are tremendous. It is necessary to have a television camera, or a bank of cameras, in absolute synchronization with one or more film picture cameras. Technicians of the American Broadcasting Company, in cooperation with camera and electronic experts from other companies, are now working toward a solution of the technical difficulties. Legal and labor union problems also confront the television broadcaster. But, none of these problems are insurmountable.
NETWORK FACILITIES
AS OF JAN. 15, 1950
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......

TRENDELE-CAMPBELL ENTERPRISES, INC.

Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET (Tuesday-Thursday, 5:00 to 5:30 p.m.)

TRENDELE-CAMPBELL ENTERPRISES, INC.
1800 Stroh Building
Detroit 26, Michigan
IN A comprehensive volume such as this, there are many subjects that can properly be discussed; but rather than try to cover the entire field, I feel that the best contribution I can make is to discuss one subject specifically. And I have chosen Television Costs.

There is an impression that television costs are very high. Very high in relation to what? Radio? Newspapers? Magazines? High in relation to a force of salesman making door to door sales calls?

Is a full page ad, say, in Life magazine, in four colors, a terribly high cost advertisement simply because the outlay is larger than the same page produced in black and white? The outlay is greater for color because the results justify the more expensive production treatment than mere black and white.

The same is obviously true of television. Television cannot and should not be compared to any other single advertising medium. The complicated and costly process which reproduces a moving image on a screen right in a man's living room is a brand new entry into the field of sales and advertising. Because of the characteristics inherent in it, there cannot be a direct comparison with radio—which appeals to the ear; nor with newspapers whose memory-jogging printed word also is simply one other characteristic provided by television; nor magazines whose scope and eye appeal characteristics are also present to an even greater degree in TV.

In other words, TV is combining all the advertising values of all other media—plus certain effects completely unique to television alone. Let's consider a single advertiser in television.

The Lincoln-Mercury dealers sponsor Columbia's Toast Of The Town. Through this program, the Lincoln-Mercury people gain the effect of the most ideal car salesman imagin-
COLUMBIA BROAD

NETWORK FACILITIES
AS OF JAN. 15, 1950
COLUMBIA BROADCASTING SYSTEM

NETWORK FACILITIES
AS OF JAN. 15, 1950
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

**BOARD OF DIRECTORS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescott S. Bush</td>
<td>Isaac D. Levy</td>
</tr>
<tr>
<td>Ralph F. Colin</td>
<td>Leon Levy</td>
</tr>
<tr>
<td>J. A. W. Iglehart</td>
<td>Edward R. Murrow</td>
</tr>
<tr>
<td></td>
<td>General Counsel</td>
</tr>
<tr>
<td>Samuel Paley</td>
<td>Dorsey Richardson</td>
</tr>
<tr>
<td>William S. Paley</td>
<td>Frank Stanton</td>
</tr>
<tr>
<td>Joseph H. Ream</td>
<td>Edward Wallerstein</td>
</tr>
<tr>
<td>Adrian Murphy</td>
<td></td>
</tr>
<tr>
<td>Howard S. Meighan</td>
<td></td>
</tr>
<tr>
<td>Lawrence W. Lowman</td>
<td></td>
</tr>
<tr>
<td>J. L. Van Volkenburg</td>
<td></td>
</tr>
<tr>
<td>H. V. Akerberg</td>
<td></td>
</tr>
<tr>
<td>H. Leslie Atlass</td>
<td></td>
</tr>
<tr>
<td>Earl H. Gammons</td>
<td></td>
</tr>
<tr>
<td>William C. Gittinger</td>
<td></td>
</tr>
</tbody>
</table>

**Officers**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>William S. Paley</td>
<td>Chairman of the Board</td>
</tr>
<tr>
<td>Frank Stanton</td>
<td>President</td>
</tr>
<tr>
<td>Joseph H. Ream</td>
<td>Executive Vice President</td>
</tr>
<tr>
<td>Adrian Murphy</td>
<td>Vice President and General Executive</td>
</tr>
<tr>
<td>Howard S. Meighan</td>
<td>Vice President and General Executive</td>
</tr>
<tr>
<td>Lawrence W. Lowman</td>
<td>Vice President and General Executive</td>
</tr>
<tr>
<td>J. L. Van Volkenburg</td>
<td>Vice President in Charge of Network Sales</td>
</tr>
<tr>
<td>H. V. Akerberg</td>
<td>Vice President in Charge of Station Relations</td>
</tr>
<tr>
<td>H. Leslie Atlass</td>
<td>Vice President in Charge of Central Division</td>
</tr>
<tr>
<td>Earl H. Gammons</td>
<td>Vice President in Charge of Washington Office</td>
</tr>
<tr>
<td>William C. Gittinger</td>
<td>Vice President &amp; Asst. to the President</td>
</tr>
<tr>
<td>Howard L. Hausman</td>
<td>Vice President in Charge of Personnel Relations</td>
</tr>
<tr>
<td>Arthur Hull Hayes</td>
<td>V. P. in Charge of San Francisco Office</td>
</tr>
<tr>
<td>William B. Lodge</td>
<td>Vice President in Charge of General Engineering</td>
</tr>
<tr>
<td>Hubbell Robinson, Jr.</td>
<td>Vice President in Charge of Network Programs</td>
</tr>
<tr>
<td>James M. Seward</td>
<td>Vice President in Charge of Business Affairs, Network Programs</td>
</tr>
<tr>
<td>J. Kelly Smith</td>
<td>V. P. in Charge of Station Administration</td>
</tr>
<tr>
<td>Frank Falknor</td>
<td>Vice President in Charge of Program Operations</td>
</tr>
<tr>
<td>Julius F. Brauner</td>
<td>Secretary and General Attorney</td>
</tr>
<tr>
<td>S. R. Dean</td>
<td>Treasurer</td>
</tr>
<tr>
<td>William J. Flynn</td>
<td>Assistant Treasurer</td>
</tr>
<tr>
<td>Arthur S. Padgett</td>
<td>General Auditor</td>
</tr>
<tr>
<td>Edward Saxe</td>
<td>Controller</td>
</tr>
</tbody>
</table>

**DEPARTMENTS AND DIVISIONS**

**Accounting Department**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>S. R. Dean</td>
<td>Treasurer and Comptroller</td>
</tr>
<tr>
<td>William J. Flynn</td>
<td>Assistant Comptroller</td>
</tr>
<tr>
<td>L. C. Merrick</td>
<td>Assistant Comptroller</td>
</tr>
<tr>
<td>Norman C. Hadley</td>
<td>Chief Accountant</td>
</tr>
</tbody>
</table>

**Auditing and Tax Department**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arthur S. Padgett</td>
<td>General Auditor</td>
</tr>
<tr>
<td>Norman DuFrane</td>
<td>Chief Auditor</td>
</tr>
</tbody>
</table>

**Operations Department**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frank Falknor</td>
<td>Vice President in Charge of Program Operations</td>
</tr>
<tr>
<td>Gilson Gray</td>
<td>Director of Operations</td>
</tr>
<tr>
<td>R. L. Hopkins</td>
<td>Manager of Set Construction</td>
</tr>
<tr>
<td>James C. Shattuck</td>
<td>Director of Editing</td>
</tr>
<tr>
<td>John E. Forsander</td>
<td>Purchasing Agent</td>
</tr>
</tbody>
</table>
Network Sales Department

J. L. Van Volkenburg
V.P. in Charge of Network Sales
John J. Karol.............Sales Manager
William J. Fagan............Administrative Manager
Allyn Jay Marsh............Assistant Sales Manager
Thomas D. Connolly........Manager Program Sales
Charles E. Midgley, Jr........Sales Service Manager
T. P. Maguire............Assistant Sales Service Mgr.

Chicago Office Network Sales,
410 North Michigan Avenue

Wendell Campbell.............Western Manager
Dudley Faust................Assistant Manager

Detroit Office Network Sales
Fisher Building

Joseph Spadea ................Manager

Personal Relations Department

Howard L. Hausman,V.P. Chg. Personnel Relations
Charles Burt.............Personnel Manager
Robert Kalaidjian........Employment Manager
Dr. Jack Nelson..........Director Medical Office

Program Department

Hubbell Robinson, Jr.
Vice President in Charge of Network Programs

Harry Ackerman
Dir. of Network Programs, Hollywood

Robert Heller............N. Y. Director of Programs
Guy Della Cioppa
Associate Dir. of Network Programs, Hollywood

Gerald Malsby............Manager of Broadcasts
Lester Gottlieb
Director of Popular Music and Talent Scout

James H. Fasset.........Director of Serious Music
Marjorie Morrow............Casting Director

Public Affairs

Sig Mickelson.............Director of Public Affairs
Edward R. Murrow...Counselor on Public Affairs
Werner Michel..Dir. of Production, Public Affairs
George Crothers............Dir. of Religious Broadcasts
Helen Sioussat.............Director of Talks
Leon Levine............Director of Discussion Broadcasts

Lewis Shellenberger
Dir. of Talks and Special Events, Wash., D. C.

Sam Abelow............Assistant, Documentary Unit
Edmund Chester............Director of News

Wells Church .............Editor-in-Chief

Theodore F. Koop
Dir. of News and Public Affairs, Washington
Henry Wefing ............ Asst. Dir. of News Broadcasts
Walter L. Barber ............ Director of Sports Division
John Derr ............ Associate Director of Sports

Press Information
George Crandall ............. Director of Press Information
Michael J. Foster ............ Assistant Director
Michael Boscia ............. Executive Assistant
Harry Warner ............. Manager of Operations
Walter Seigal ............. Mgr. of Photographic Division
Anne Harding ............. Manager of Service Division
Dorothy Leffler ............. Manager of Magazine Division
Harry Feeney ............. Trade News Editor

Radio Sales, Radio and TV Stations’ Rep.
Carl Burkland ............. General Sales Manager
H. A. Carlborg ............. Eastern Sales Manager, New York
George Dunham ............. Eastern Television Sales Manager
Sam Digges ............. TV Sales Manager, Chicago
Gordon F. Hayes ............. AM Sales Manager, Chicago
H. H. Holtshouser ............. Sales Manager (AM), Memphis
Edwin Buckalew ............. AM-TV Sales Manager, San Francisco
Richard Elpers ............. AM-TV Sales Manager, Los Angeles
Ralph Patt ............. AM-TV Sales Manager, Detroit

Research Department
Oscar Katz ............. Director of Research
Harper Carraine ............. Asst. Dir. Research
Edward Reeve ............. Research Projects Manager

Reference Department
William C. Ackerman ............. Director of Reference Department
Agnes Law ............. Librarian

Sales Promotion and Advertising Department

Station Administration Department
J. Kelly Smith ............. V.P. in Charge of Station Administration
Edward DeGray ............. Asst. to the Vice President
James V. Melick ............. Executive Assistant

Station Relations Department
Herbert V. Akerberg ............. Vice President in Charge of Station Relations
William A. Schudt, Jr ............. Director of Station Relations
Edward E. Hall ............. Eastern Division Manager

Housewives’ Protective League Productions
Fletcher Wiley ............. General Manager
Edward W. Wood ............. Sales Manager

Television Department
Hubbell Robinson, Jr ............. Vice President in Charge of Network Programs
Richard J. Redmond ............. Dir. General Operations
Charles M. Underhill ............. Director of TV Programs
Jerome Danzig ............. Associate Dir. of Programs
Worthington C. Miner ............. Mgr. of Television Program Development
David Sutton ............. Televisio Sales Manager
George L. Moskovics ............. Manager of Television Sales Development
Edmund Chester ............. Director of News
Robert Bendick ............. Director of Special Events
Eleanor Kilgallen ............. Casting Director
John DeMott ............. Production Management
Robert Wood ............. Traffic Manager
Arthur E. Duram ............. Market Research Counsel
Paul Wittlig ............. Mgr. of Technical Operations

COLUMBIA BROADCASTING SYSTEM

Standard Stations:
KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York

WCCO, Minneapolis
WEEI, Boston
KCBS, San Francisco

FM Stations:
KNX-FM, Los Angeles

WBBM-FM, Chicago
WCBS-FM, Chicago
WEEI-FM, Boston

TV Station:
CBS-TV, New York
The year just past has afforded broadcasters their first real insight into the probable future of this now dual industry: radio and television. Earlier prophets had found in their crystal balls the vision of one all-powerful telecasting medium and the attendant death of sound broadcasting within three to five years. The industry experience during these 12 months of 1949, however, has given a perspective to the picture which has outstripped most of these same prophets to temper their rather grim and glib predictions. Industry statisticians now point to a few pertinent figures to indicate the realities: that television homes in the United States number some 3 million while radio homes total close to 40 million; that even during this period of television's amazing progress, the number of new radio homes has outstripped television better than three to one; that, with all the 1949 emphasis on television, the country's set manufacturers produced three radio receivers for every video set.

As 1950 begins, we get a similar perspective on the transmitting end of radio and television. It is generally agreed that, for the next several years at least, television will be concentrated in the larger cities. By the end of 1950 or perhaps 1951, network TV will be available to about half the country's homes. But it will take a long, long time to reach the other half. Because the populations of hundreds of towns and cities are not large enough to support a local television station, radio will still be their main source of entertainment and information. This is a factor of special significance to the Mutual Broadcasting System because more than 300 of our 520 stations are the only network voice in town.

A glance at the history of advertising in America gives us a still broader perspective on the so-called battle between radio and television. No major communications medium has ever been destroyed by another. Newspapers did not kill the billboards, nor magazines the newspapers. Motion pictures and phonograph recordings thrived together; radio itself has far from bankrupted any of its predecessors. And now television? The older media will have to move over, as they have done before, but they will retain their roles in the nation's expanding economy.

This does not imply that there will be no competition between radio and television. Of course there will be—at times for the same audience and for the same advertising dollar. But we at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry.

Mutual has always been a different kind of network. Throughout 1950 and the years ahead, we plan to stress and emphasize these differences. They contribute heavily to Mutual's strength and we plan to make the most of them. They add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners.

Mutual's second difference complements the first. Here—and on no other network—the advertiser can, at no extra cost, tell his customers where to buy what he is selling, as well as why. The Mutual plan of free cut-ins provides localized messages identifying dealers in each station-town by name and address.

The third difference is the maximum flexibility of Mutual's facilities. Advertisers are finding it increasingly important to adapt their radio coverage more closely to their individual marketing patterns but conventional network lineups rarely conform to sales geography.

Mutual's fourth difference: the highest per dollar return in all network radio.

The fifth point of difference: Mutual offers the lowest costs, hook-up by hook-up, of all the networks. Our latest rate-card makes it possible for an advertiser to buy the proven benefits of coast-to-coast radio—and still save enough to explore the high promise of television, too.
NETWORK FACILITIES
AS OF JAN. 15, 1950
Executives and Staff
1440 Broadway, New York 18, N. Y.
Phone, PENnsylvania 6-9600

Executive Personnel

Board of Directors

Theodore C. Streibert .................. WOR, Chairman
Thomas O'Neil .................. Yankee Network, Vice-Chmn.
E. M. Antrim .................. WGN
Willet H. Brown .................. Don Lee
J. E. Campeau .................. CKLW, Detroit
Benedict Gimbel, Jr. .............. WIP, Philadelphia

Officers

Frank White .................. President
E. M. Antrim .................. Chicago, Secretary
James E. Wallen .................. New York, Treasurer
William H. Fineshriber, Jr. .................. V.P. in Chg. of Prog.
Adolph N. Hult .................. Vice-Pres. in Chg. of Sales
Robert A. Schmid .................. Vice-Pres. in Charge of Adv., Planning & Research
A. A. Schechter .................. Vice-Pres. in Chg. of News, Spec. Events & Press
E. M. Johnson, Vice-Pres. .................. in Chg. of Sta. Rela. & Engineering

Legal Counsel

Louis C. Caldwell, Keith Masters,
Andrew C. Hamilton ..... of Kirkland, Fleming,
Green, Martin and Ellis, Washington, D. C.,
and Chicago.
Leo Lauterstein and David Brown ..... New York
Elisha Goldfarb .................. MBS Counsel
Esterly Chase Page .................. Wash., Eng. Consultant

J. R. Popplele .................. WOR
Frank Schreiber .................. WGN
Linus Travers .................. Yankee Network
Lewis Allen Weiss .................. Don Lee
Frank K. White .................. MBS, New York

Departments and Divisions

EXECUTIVE OFFICERS

Frank K. White .................. President
James E. Wallen; Treas., Controller & Asst. Secty.

Office Management

James E. Wallen .................. Office Manager
Beatrice M. Marschner ............ Personnel Director
Ruth Hendler .................. Purchasing Agent
Gaile Dody .................. Supervisor of Central Steno.
Sigrid Ramberg ............ Supervisor of File & Reception

Program Department

William H. Fineshriber, Jr.
Vice-Pres. & Dir. of Programs
Adolph Opfinger .................. Asst. Program Director
Advertising, Planning and Research

Robert A. Schmid..............Vice-President
Harold Coulter..............Director of Promotion
James Tyler..............Manager of Adv. & Prom.
William Fairbanks, Mgr. Presentations & Planning
Richard Puff..............Director of Research
Paul Benson..............Asst. Director of Research
F. Carleton McVarish........Mgr. of Audience Prom.
Arnold Roston..............Art Director
Winifred Hall..............Production Supervisor

Sales Department

Adolf N. Hult..............Vice-President
Sidney P. Allen..............Asst. to V.P.
D. R. Buckham..............Eastern Sales Manager
Alma Graef..............Manager of Sales Service
Torrence Danley..............Manager of Sales Traffic
Minnie Antrim..............Service Representative
Eda Purcell..............Manager of Contract

Accounting Department

George Ruppel..............Assistant Controller
Richard Groome..............Auditor
George Westby..............Budget Director
Madeline Pellinger..............Supervisor of Affidavit

Chicago Staff

Carroll Marts..............Sales Manager
Dorothy Reynolds..............Midwest Sales Service Mgr.
Myrtle Goulet..............Office Mgr. & Program Traffic
George Herro..............Dir of Prom. & Publicity

Washington Staff

Hollis Seavey..............Washington Program Coordinator
William Hillman..............Presidential Corres.

Philadelphia Staff

Howard Cann..............Philadelphia Sales Representative

Hollywood Staff

Ned Tollinger..............Program Mgr.
Harriet Crouse..............Publicity Dir.
KOOL
THE Gene Autry STATION IN PHOENIX

Clever, Unique Promotion
Better Programming
Superior Merchandising

AGGRESSIVE MANAGEMENT!
and
A loyal, responsive audience
that annually spends more than
HALF A BILLION DOLLARS
in KOOL's retail area

Arizona's FIRST Station
5,000 WATTS DAY AND NIGHT - 960 KCs

Key Station of the
Radio Network of Arizona.
KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson
Covering 75% of the popula-
tion of Arizona's richest area.

NATIONAL REPRESENTATIVES . . . George P. Hollingberry Co.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA
Radio broadcasting reached new economic levels in 1949, and during the past year television has made unprecedented advances alongside the older art of sound. The prospects for these two broadcast services in 1950 are bright. As entertainment media, they will continue to serve the American public well. As advertising media, they complement each other. Only by using radio and television can the advertiser reach all of the people of the United States—something he cannot do by the use of any other medium.

The very growth of television is a challenge to radio to make the most of its capacities and to realize fully its great potential.

This growth will continue at an increasing pace. The number of television receivers in the hands of the public will grow by leaps and bounds and television facilities will also expand. At the beginning of 1949, NBC had an interconnected television network of only seven stations on the East Coast. By December 1, the NBC interconnected network had increased to twenty-six stations which, together with twenty-seven non-interconnected stations, brought NBC service to thirty-two states—and to an area containing upwards of 60 per cent of the nation's population.

Television will also grow in program skills and production know-how. At NBC, television is now "on its own," with its own studios, engineers, newsmen, talent scouts, sales force and financial set up. It will develop new sales patterns and will sell billions of dollars worth of goods and services. And ultimately television will be profitable, with several video broadcasters already reporting a small profit from operations.

Radio, however, will continue as a great force of entertainment for people of all ages, with basic advantages as an advertising medium. Radio covers all markets. It can reach over 94 per cent of the families in this country and there are additional twenty million sets in cars, out of doors and in public places. Radio has been getting bigger, with more than five million families added to the radio population in the last three years. It is the most economical of all media, and a better buy than ever before. In the past ten years, the NBC network cost-per-thousand has decreased 28 per cent, while during the same period daily newspapers have increased 7 per cent, and one of the largest weekly magazines has increased 17 per cent in cost-per-thousand.

With these advantages, radio has nothing to fear so long as it makes the most of its opportunities. It will always have a substantial audience if it is alert in meeting the public's requirements for entertainment and information. With such a mass audience, radio will continue to enjoy advertising support. But it cannot hide its light under a bushel. Radio must tell the advertisers of America its full story—and it must develop new merchandising and sales techniques to meet changing requirements.

As long as radio faces its challenge and does a real job, it will not be displaced by any other medium of entertainment or advertising. Radio itself did not replace older advertising media, but stimulated them to greater growth. Between 1928 and 1948, while radio established itself as a basic advertising medium, the national advertising revenues of magazines and newspapers increased by over $400,000,000. The telegraph was not banished by the telephone; wireless has not eliminated the cables; the phonograph was not killed by radio; and the movies did not destroy the theatre.

As a new and dynamic medium, television itself will create new demands for goods, with greater business volumes and increased sales opportunities. Radio has an opportunity for a larger scope of service in 1950 and it will realize that opportunity. Teamed, it will do an unparalleled job for the American economy.
NATIONAL BROAD CASTING COMPANY

NETWORK FACILITIES AS OF DEC. 11, 1936
NATIONAL
Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8500)
Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS
Niles Trammell, Chairman of the Board

Arthur E. Braun
John T. Cahill
Charles R. Denny
Gano Dunn

Frank M. Folsom
George L. Harrison
Harry C. Ingle
Charles B. Jolliffe

Joseph H. McConnell
Edward F. McGrady
Edward J. Nally
Brig. Gen. David Sarnoff

Officers
Niles Trammell..................Chairman of the Board
Joseph H. McConnell..............President
Charles R. Denny..............Executive Vice President
Harry C. Kopf..................Administrative Vice President
Edward Madden..............Asst. to Pres.
Sylvester Weaver..............Vice President
John H. MacDonald..............Administrative Vice President
Sidney N. Stotz..................Administrative Vice President
William Brooks..............Vice President
Sydney Eiges..............Vice President
Charles P. Hammond..............Vice President

O. B. Hanson..................Vice President
William S. Hedges..............Vice President
Gustav B. Margraf..............Vice President & General Attorney
John F. Royal..................Vice President
Frank M. Russell..............Vice President
I. E. Showerman..............Vice President
Victor T. Norton..............Vice President
H. F. McKeon..................Controller
R. J. Teichner..............Treasurer & Assistant Secretary
Lewis MacConnach............Secretary
Wayne Mason..................Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Officers

Joseph H. McConnell..............President
Charles R. Denny..............Executive Vice President
John H. McDonald..............Administrative Vice President
in Charge of Finance
William Hedges..............Vice President in Charge of Planning and Development
John A. Royal..................Vice President
David C. Adams..............Assistant to the Executive Vice President
George McGovern..............Rate Specialist
Albert Walker..............Executive Assistant
William Burke Miller........Night Executive Officer
James Gaines..............Dir. of Owned & Oper. Stations

Advertising and Promotion

James Nelson..............Director Advtg. & Prom. for TV
Charles P. Hammond
Director Advtg. & Prom. for Radio

Budget

John Tiedeman..............Budget Officer

Continuity Acceptance
Department

Stockton Helffrich..............Manager

Controllers Department

Harry F. McKeon..............Controller
Harold M. Kelly..............Assistant Controller
Hugh R. McGeechie..............Assistant Controller
Engineering Department
O. B. Hanson...Vice President and Chief Engineer
George McElrath...Director of Engineering Operations
William A. Clarke...Administrative Assistant
Joseph D'Agostino...Liaison Engineer
Raymond F. Guy...Manager, Radio and Allocations Engineering
George H. Nixon...Manager, Engineering Development
Chester A. Rackey...Manager, Audio and Video Engineering
Thomas H. Phelan...New York Division Engineer
James Wood...Manager of Technical Services

General Service Department
Edward M. Lowell...Director
Walter E. Giebelhaus...Manager of Building Maintenance Division
Helen Davis...Manager of Office Services Division

Guest Relations
Peter M. Tintel...Manager
Joseph Phillips...Assistant Manager in Charge of Reception Division
Alton Porter...Assistant Manager in Charge of Tours Division
James Van Gaasbeck...Assistant Manager in Charge of Ticket Division

Legal Department
Gustav B. Margraf...Vice President & General Attorney
Robert P. Myers...Assistant General Attorney
Thomas E. Ervin...Assistant General Attorney
George H. Halbert...Senior Attorney
John V. Shute...Senior Attorney
John P. King...Attorney
Paul B. Lynch...Attorney
Cahill, Gordon, Zachry & Reindel...Counsel
(New York & Washington)

National Spot Sales Department
James V. McConnell...Director
John de Russy...Manager
Jacob Evans...Promotion Manager

Network Sales Department
Harry C. Kopf...V.P. for Sound Bcast.
George Frey...Dir. of TV Sales
Walter Scott...Eastern Sales Mgr. for Radio
Ed Hitz...Eastern Sales Mgr. for TV
Sackett Miles...Mgr. Sales & Service for Radio
Frank Reed...Mgr. Sales & Service for TV

News and Special Events Department
William F. Brooks...Vice President in Charge Radio
Francis C. McCall...Director of News & Special Events
Adolph J. Schneider...Director of TV News & Special Events
Joseph O. Meyers...Manager of Radio Operations

International Division
Cal Abraham...Station Liaison & Public Relations Director

Personnel Department
Ernest de la Ossa...Director
Theodore Thompson...Manager
Edmund Souhami...Labor Relations Assistant to the Director
Doris Ann...Employment Manager
Donald Bogert...Employee Service Manager
William Rodin...Records & Research Manager

Press Department
Sydney Eiges...Vice President in Charge
Josef Dine...Director
Sam Kaufman...Special Services Manager
Allan Kalmus...Tele. Manager
Michael Dann...Trade Editor
Leo Hershledger...Feature & Copy Editor
Leonard Meyers...Music Editor
Sidney Desfor...Photo Editor
Don Bishop...Magazine Editor
Ursala Halloran...Column Editor
Anita Barnard...Information

Program Department
Thomas C. McCray...National Program Director
Arch Robb...Operations Manager
Leslie Harris...Assistant National Program Dir.
Mitchell Benson...Administrative Assistant; Coordinator of New Package Programs
Mary Cooper...Supervisor of Booking Office
Allin Robinson...Night Program Manager
Patrick J. Kelly...Manager of Annunciators
Samuel Chatzinoff...General Music Director
James Kovach...Manager Production Div.
Richard McDonagh...Executive Producer
Joel Hammill...Manager, Literary Rights & Material Review
Bill Stern...Director of Sports
Frederick Knopfke...Manager of Sound Effects
Wade Arnold...Assistant to the Program Director in Charge of Special Programs
Van Woodward...Mgr. Script Div.

Public Affairs and Education Department
Sterling Fisher...Manager
Doris Corwith...Director of Talks & Religious Broadcasts
Margaret Cuthbert...Director of Public Affairs
Jane T. Wagner...Director of Education

Radio Recording Department
Charles G. Hicks...Comm. Recording Sales Mgr.

Research Department
Hugh M. Beville, Jr...Director
Barry T. Rumple...Manager

Stations Departments
Easton C. Woolley...Dir. Sta. Rel. for Radio
Sheldon Hickox...Dir. Sta. Rel. for TV

Traffic Department
Harry A. Woodward...Manager

281
Television Department
Sylvester L. Weaver Vice President in Chg. of Television

OPERATIONS
Carleton D. Smith...Director of TV Operations
John T. Williams...Asst. to the Director of TV Operations
Fred Shawhan...Manager of Operations
J. Robert Myers...TV Controller
Leslie C. Vaughan...TV Cost & Billing Manager
Joseph Berhalter...TV Budget Officer
Neil Knox...TV Personnel Supervisor
Rus Johnston...Director of Film Operations
N. Ray Kelly...Assistant Director of Film Division
Robert E. Shelby...Director of TV Engineering Operations
F. A. Wankel...Asst. Director of TV Engineering Operations
Reid R. Davis...TV Operations Supervisor

PRODUCTION
Frederic W. White...Director of Production
Fred Coe...Manager of New Program Development
Carl Stanton...Talent & Program Procurement Manager

SALES
Robert W. Sarnoff...Program Sales Mgr.

Transportation Department
Marie F. Dolan...Manager

Treasurers Department
Rudolph J. Teichner...Treasurer

William A. Williams Assistant to the Treasurer
William D. Bloxham...Purchasing Agent

Owned & Operated Stations
James M. Gaines...Director of Owned and Operated Stations
Hamilton Shea...Controller

WNBC, WNBC-FM, WNBTV Department
Thomas B. McFadden...Manager of WNBC, WNBC-FM, WNBTV
Donald A. Fadden...Manager of WNBC, WNBC-FM, WNBTV
Harvey J. Gannon...Program Manager, WNBC, WNBTV

John H. Reber...Program Manager, WNBTV

John C. Warren...Sales Manager
Joseph Goodfellow...Account Executive
William Rich...Account Executive
Murry Harris...Advertising & Promotion Manager
Richard Stahlberger...Assistant Advertising & Promotion Manager

George Stevens...Sales Traffic Director
Earl Harder...Manager of AM Traffic
Catherine Formickella...Manager of TV Traffic
Jay Heitin...News & Special Events Manager

Schuyler Chapin...Press Manager
Thomas Page...Farm Director
Clay Daniel...Production Manager
Marjorie Hutchison...Business Manager
Raymond C. Johnson...Promotion Writer
Winifred Schaefer...Assistant to News & Press Managers

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM New York Owned and operated by NBC
WMAQ, WMAQ-FM Chicago Owned and operated by NBC
WRC, WRC-FM Washington Owned and operated by NBC
WTAM, WTAM-FM Cleveland Owned and operated by NBC
KNBC, KNBC-FM San Francisco Owned and operated by NBC
KOA, KOA-FM Denver Owned and operated by NBC

WNBT New York (Television) Owned and operated by NBC
WNBW Washington (Television) Owned and operated by NBC
WNBK Cleveland (Television) Owned and operated by NBC
WNBJ Chicago (Television) Owned and operated by NBC
KNBH Hollywood (Television) Owned and operated by NBC

AFFILIATED STATIONS—Interconnected Network
WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBN, WWJ-TV, WICU, WLAV-TV, WAGL-TV, WTMJ-TV, WHHC-TV, WNBTV, WPTZ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV.

Non-interconnected Network
KOBR-TV, WSB-TV, WBRCTV, WBTY, WLW- TV, WLW-C, WLW-D, WBAP-TV, KNBN, WAVE-TV, WMCT, WDSU-TV, WKY-TV, WOW-TV, KDLY-TV, KSTP-TV, KPIX, KING-TV, WSATV, KFMB-TV.

Central Division—Chicago
Merchandise Mart, Chicago 54, III.
Tel. Superior 743300
WMAQ, WMAQ-FM, WNBQ (TV)
WMAQ, WMAQ-FM, WNBQ (TV)
WMAQ, WMAQ-FM, WNBQ (TV)

I. E. Showman...Asst. Vice President in Charge
John F. Whalley...Business Manager
Robert Guilbert...Manager of Continuity Acceptance

Howard Lutt. Division Engineer
William Ray...Manager of News & Special Events
Jack Ryan...Manager of Press
Frederick Jacobson...Program Manager
Judith Waller...Public Affairs and Education Director
Oliver Morton...Local & National Spot Sales Manager

282
Western Division—Hollywood
Sunset Blvd. & Vine St., Hollywood 28, Calif.
Tel. 9-6161
KNBH (TV)
Sidney W. Stotz, Administrative Vice President in Charge of the Western Division
Lewis S. Frost, Assistant to the Vice President
Frank V. Dellett, Auditor
Donald Honrath, Manager of Continuity Acceptance
Alfred Saxton, Western Division Engineer
Roger Sprague, Manager of News & Special Events Western Division
Leslie Raddatz, Manager of Press Western Div.
Homer Canfield, Prog. Mgr. Western Division
Jennings Pierce, Manager of Public Affairs, Station Relations & Guest Relations
Henry Maas, Manager of Sales & Prog. Traffic
Harold Bock, Manager of Tele. Operations
Wallace Boone, Business Manager
Robert Clark, TV Eng. Operations Supervisor
Robert Brown, TV Program Manager
Norman Blackburn, Dir. West. Network TV Operations
WRC, WRC-FM, WNBW, Washington Trans Lux Bldg., 14th St. & N. Y. Ave.
Washington 5, D. C.
Frank M. Russell, Vice President in Charge
William R. McAndrew, Assistant to the Vice President; General Manager
Mahlon Glascock, Sales Manager
Eugene Juster, Director of Programs
Donald Cooper, Chief Engineer
Cassius Keller, Director of News & Special Events
Thomas Geoghegan, Manager of Advertising & Promotion
R. G. Coldenstroth, Auditor & Office Manager
Walter Royen, Manager of Press
Ralph Burgin, TV Program Manager
Charles Colledge, TV Engineering Operations Supervisor

NBC Stations Planning & Advisory Committee
Harold Essex, WSJS, Winston Salem, N. C.
Martin Campbell, WFAA, Dallas, Texas
Clair McCollough, WGAL, Lancaster, Pa.
Harry Bannister, WWJ, Detroit, Mich.
Wiley Harris, WJDX, Jackson, Miss.
Walter Damm, WAMJ, Milwaukee, Wis.
Ed Yocum, KGHL, Billings, Montana
Ewing Kelley, KCRA, Sacramento, Calif.
Harold Burke, WBAL-TV, Baltimore, Md.
John Outler, WSB-TV, Atlanta, Ga.

FOR COMPLETE TV INFORMATION SEE TELEVISION YEAR BOOK IN THIS VOLUME
SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 385 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length. Keystone makes its facilities available nationally or in selected groups.
Alaska Broadcasting System
CBS
830 Securities Bldg., Seattle 1, Wash.
Phone: Seneca 6333

PERSONNEL
General Manager..........William J. Wagner
Secretary & Treasurer....I. F. Wagner
Washington Attorney......Philip M. Baker
Chief Engineer..........W. R. Nichols
Seattle Manager........Ernest Spink
Attorney................Warren Cuddy

BRANCH OFFICES
Station KFQD, Box 1040, Anchorage. Kenneth Laughlin, Station Mgr.; Station KTKN, Ketchikan, Thomas J. Durant, Station Mgr.; Station KINY, Juneau, John Ashbaugh, Station Mgr.; Station WFRB, Box 950, Fairbanks, James Fletcher, Station Mgr.; Station KIBH, Box 250, Seward, James B. Lawson, Station Mgr.; Station KIFW, Sitka, Alaska.

STATIONS
KFQD. Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KOQL, Anchorage; KIFW, Sitka, Alaska.

The Aloha Network
P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL
Vice-Presidents.............R. M. Fitkin
J. E. Jaeger, C. J. Fern, E. J. Crane
Sales Manager...............L. R. Turner

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

The Arizona Network
Radio Station Koy
Phone: 4-4144

PERSONNEL
Manager....................Albert D. Johnson
Program Manager........John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.............Lee Little
KSUN Owner.............Carlton W. Morris

BRANCH OFFICES
Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone: 3.

STATIONS
KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.
NATIONAL REPRESENTATIVE
John Blair & Company

Arrowhead Network
WEBG Building, Duluth, Minn.
Phone: Melrose 2873

PERSONNEL
President..................Morgan Murphy
Gen. Mgr..................Walter C. Bridges
Marlin E. Smythe
Sales Mgr, WMFG...........Oscar Peterson
Sales Mgr, WHLB...........Art Nelson
Mgr, WJMC................Gregg Rouleau
Mgr, WEAU..............Harry Hyett
Mgr, WISC................Ralph O'CONNOR
Arrowhead News Editor...Earl Henten
Arrowhead Program Mgr...Jack McKenna

BRANCH OFFICES
WEBG Building (WEFC), Duluth, Minn., Phone Melrose 2873. Mgr. Marlin E. Smythe: Androy Hotel (WMFG), Hibbing, Minn., Phone Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave. & 17th St. (WHLB), Virginia, Minn., Phone Virginia 2000, Mgr. Arthur Nelson; 203 S. Barstow St. (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry S. Hyett: 1615 S. Main St. (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Greg Rouleau; Commercial State Bank Bldg. (WISC), Madison, Wis., Phone Madison 7-2588, Mgr. Ralph O'CONNOR.

STATIONS
WEBG, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn.; WJMC, Rice Lake; WEAU, Eau Claire; WISC, Madison, Wisc.
KEystone

Talks "like-a-next-door-neighbor" to the

THE DIRECT ROUTE TO BUYING INFLUENCE
IN AMERICA'S RICHEST MARKET . .

TO THE
RADIO TIME BUYER . .

Only One Order Needed

One order is all you need to buy all 385 outlets of the big KEYSTONE NETWORK, or any part of it (down to as few as 2 stations spotted where you most need them)—and you will enjoy a lower rate on any combination you decide upon. Consult our nearest representative for complete information.

KEYSTONE BROADCASTING
Reaches the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!

These are the “Backbone of America” families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items in greater quantities than any other people on earth!

More than 88% of these families can be reached on the friendly, neighborly, influential KBS community level by no other stations than the local Keystone outlet.

40,000,000 radio listeners reached through the 385 KBS outlets

A market which represents 56% of all retail outlets and 43% of all retail sales!

Do you know that the 16,340 cities and towns of 25,000 population or less have more than half of all retail outlets and do nearly half of all the retail business? America’s leading brand name manufacturers are becoming more keenly aware of these facts every day. In 1949 they spent much more on their radio advertising at the local community level than for either national network radio or national spot radio. Do these facts convey any special significance for your future radio advertising plans?

TO ADVERTISERS AND AGENCIES...

Keystone can effect many economies for you

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a “Keystone campaign for greater sales volume.”

KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively.

IN OPERATION SINCE 1940

TO ADVERTISERS AND AGENCIES...

Keystone can effect many economies for you

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a “Keystone campaign for greater sales volume.”

SYSTEM, INC. New York 580 Fifth Ave. Phone Plaza 7-1460 Chicago 134 N. LaSalle St. Phone State 2-4590
Reachs the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!

These are the "Backbone of America" families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items in greater quantities than any other people on earth!

More than 85% of these families can be reached on the friendly, neighborly, influential KBS community level by no other stations than the local Keystone outlet.

Reaches the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!

These are the "Backbone of America" families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items in greater quantities than any other people on earth!

More than 85% of these families can be reached on the friendly, neighborly, influential KBS community level by no other stations than the local Keystone outlet.

REACHES 14,427,017 RADIO FAMILIES WHOSE INCOME HAS MORE THAN DOUBLLED IN LAST 8 YEARS!

TO ADVERTISERS AND AGENCIES...

Keystone can effect many economies for you

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a "Keystone campaign for greater sales volume."

KEYSTONE BROADCASTING
Broadcasting Corp. of America
(Western Network)
P. O. Box 987, Riverside, Calif.
Phone: Riverside 6293
PERSONNEL
President & Gen. Mgr. W. L. Gleeson
BRANCH OFFICE
483 E. St., San Bernardino, Calif.
Phone: AB 5157, Gen Williams, V.P.
STATIONS
KPLO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe;
KRPO, San Jose, Calif.
SUPPLEMENTS
KICO, Calexico; KPMO, Pomona; KNCS, Hanford; KVOE, Santa Ana; KSDO, San Diego;
KFVD, Los Angeles; KUBA, Yuba City; KMAC, Bakersfield, Calif.

The Connecticut State Network, Inc.
555 Asylum St., Hartford 5, Conn.
Phone: 2-0237
PERSONNEL
President C. Glover DeLaney
STATIONS
WNAB, Bridgeport; WTHT, Hartford; WNHC, New Haven; WNLYC, New London; WSTC, Stamford; WTOR, Torrington; WATH, Waterbury, Conn.

Don Lee Broadcasting System
1313 North Vine St., Hollywood 28, Calif.
Phone: Hudson 2-2139
PERSONNEL
Chair, Bd. of Directors Lewis Allen Weiss
President Willet H. Brown
Secretary-Treas. A. M. Quinn
Vice Pres. Chg. of Sales Ward D. Inglim
Vice Pres. Chg. of Sta. Rel. Patrick Campbell
Sales Manager George Whitney
Sales Promotion Mgr. Herbert Sonnenberg
Program Director J. Carlton Adair
Director of Operations Anthony J. LaFranco
Continuity Accept. Dir. William Williams
News & Spec. Feature Dir. Les Mawhinney
Public Relations Director Mark Finley
Publicity Dir. James Parsons, Jr.
Program Promotion Dir. Robert Harrnett
V.P. Chg. of Engring. Walter Carruthers

STATIONS
KHL, Los Angeles; KFRC, San Francisco; KAFY, Bakersfield; KHSI, Chico; KKO, El Centro;
KIEM, Eureka; KYYO, Fresno; KMYC, Marysville; KYO, Merced; KPRL, Paso Robles;
KCV, Redding; KXOA, Sacramento; KSBW, Salinas; KFXY, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa
Ana; KDB, Santa Barbara; KXOB, Stockton;
KCOX, Tulare, Calif.; KOJ, Portland; KWL, Albany; KAST, Astoria; KBN, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass;
KFII, Klamath Falls; KRRN, Roseburg; KSLM, Salem, Ore.; KVL, Seattle; KNEW, Spokane;
KXRO, Aberdeen; KPUG, Bellingham; KELA, Centralia; KROO, Everett; KWLK, Longview;
KGY, Olympia; KUJ, Walla Walla; KWNW, Wenatchee; KYAR, Yakima, Wash.; KVNI, Coeur d'Alene; KRLC, Lewiston; KVAL, Wallace, Idaho; KATQ, Reno, Nev.; KOOL, Phoenix; KCNA, Tucson; KCKY, Coolidge, Ariz.; KHON, Honolulu; KIPA, Hilo; KTOH, Lihue; KWILO, Wailuku, T. H.; KENI, Anchorage; KFAR, Fairbanks, Alaska.

Foreign Language Quality Network
70 E. 45th St., New York 17, N. Y.
Phone: MURRAY Hill 6-0238
PERSONNEL
General Manager Claude Barrere
Sales Manager Irving Collin
A group of stations broadcasting in Italian, Polish and other languages in major language markets throughout the country, formed to facilitate obtaining information and planning of campaigns, purchases of time, etc. Listing incomplete at time of going to press.

Georgia Associations of Local Stations
Atlantic Hotel, Atlanta, Ga.
Phone: Alpine 5132
PERSONNEL
Sales Director Tom Carr
STATIONS
WGRLS, Atlanta-Decatur; WDEC, Americus;
WGAU, Athens; WLBB, Carrollton; WBHF, Cartersville; WGA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton;
WDW, Dawson; WMLT, Dublin; WBBH, Fitzgerald; WDUN, Gainesville; WKEU, Griffin;
WFOM, Marietta; WIBB, Macon; WMVG, Milledgeville; WMGA, Maoutle; WROM, Rome;
WFRP, Savannah; WWNS, Statesboro; WSR, Thomaston; WKTG, Thomasville; WWGS, Tifton;
WLET, Toccoa; WRQN, Vidalia; WAYX, Waycross; WRLD, West Point.
* Key Station

Georgia Major Market Trio
(Address any station or The Katz Agency)
PERSONNEL
General Manager (WAGA) James E. Bailey
General Manager (WTOC) W. T. Knight
General Manager (WMAZ) Wilton E. Cobb
STATIONS
WAGA, Atlanta; WMAZ, Macon; WTOC, Savannah, Ga.
Regional Networks

STATIONS
WBCM, Bay City; WDFL, Flint; WJIM, Lansing; WIBM, Jackson; WGL, Battle Creek; WLAV, Grand Rapids; WQFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

New England Regional Network
26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

DIRECTORS
Chairman..........................Paul W. Morency
J. B. Conley, John J. Boyle, William H. Ilines.

STATIONS
WBZ, Boston, Mass.; WCSH, Portland, Me.; WAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE
Weed & Company

Northwest Network
3415 University Ave., St. Paul W4, Minn.
3415 University Ave., S.E., Minneapolis 18, Minn.
Phone: Prior 2717

PERSONNEL
General Manager............Stanley E. Hubbard
Treasurer.......................Kenneth M. Hance
Sales Manager...............Miller C. Robertson

STATIONS
KSTP, St. Paul-Minneapolis, Minn. (Key station); WBEC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE
Edward Petry & Co.

Rocky Mountain Broadcasting System
25 S. State St., Salt Lake City 1, Utah
Phone: 9-4322

PERSONNEL
President & Gen. Mgr..................Frank C. Carman
Vice-Pres. & Sales Mgr..............John Schile
Vice-Pres. & Program Dir............Ray Fadel
Traffic Director...................Marie Fish

STATIONS
KCEM, Boise; KBIO, Burley; KIFL, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KPRK, Livingston, Mont.; RELK, Elko; KENO, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVQG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wyo.

The Oklahoma Network
1800 West Main, Oklahoma City 2, Okla.
Phone: 3-8352

PERSONNEL
Managing Director...............Robert D. Enoch

STATIONS
KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE
Taylor-Boroff & Co.

The Pacific Regional Network
6540 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7406

PERSONNEL
General Manager..................Cliff Gill
Sales Manager....................Ted MacMurray
Program Manager...............Dan Russell

STATIONS

Radio Network of Arizona
Adams Hotel, Phoenix, Ariz.
Phone: 2-1748

PERSONNEL
General Manager.............Charles H. Garland
Commercial Manager........George E. Agnew

BRANCH OFFICES
400 S. Main St., Coolidge, Ariz., Phone: 355.

STATIONS
KCOOL, Phoenix; KOPO, Tucson; KCKY, Coolidge, Ariz.

Rural Radio Network, Inc.
118 N. Tioga St., Ithaca, N. Y.
Phone: 3341

PERSONNEL
President.........................H. L. Creal
Executive Secretary..............R. B. Gervan
General Manager...............M. R. Hanna
Sales Manager................H. S. Brown
Program Supervisor..............M. K. Knapp
Farm Service Dir.................R. B. Child
Ass't. Chief Engineer............T. R. Humphrey

BRANCH OFFICE
330 W. 42nd St., New York 18, N. Y., Phone: LO 3-4190. Sales Rep., Dr. Miller McClinton.

STATIONS
WHCU-FM, Ithaca; WNF, Wethersfield; WVBT, Bristol Center; WCWN, DeRuyter; WVBN, Turin; WCVC, Cherry Valley; WSLBFM, Ogdensburg; WFLY, Troy, New York.
Regional Networks

Steinman Stations
8 W. King St., Lancaster, Pa.
Phone: 5251
PERSONNEL
Mgr. Dir. .......... Clair R. McCollough
Sales Manager .......... J. Robert GuIllick
Program Manager .......... J. Gorman Walsh
Technical Director .......... J. E. Mathiot

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: 3-3473
PERSONNEL
President .......... Gene L. Cagle
Vice-President .......... Charles B. Jordan
Secretary-Treasurer .......... D. C. Hornburg
Sales Mgr. .......... Clarke R. Brown
Traffic Manager .......... Forrest W. Clough
Program Director .......... Hal Thompson
Chief Engineer .......... James T. Peterson

STATIONS
KFIZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOV, Austin; KHTH, Houston; KGVL, Greenville, Texas.

The Tobacco Network, Inc.
806 Odd Fellows Bldg., P. O. Box 1988, Raleigh, N. C.
Phone: 8885
President .......... Floyd Fletcher, WTIK
Vice-President .......... Louis N. Howard, WHIT
Secy. and Treas. .......... Harriwell Campbell, WGTC

STATIONS
WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

Wisconsin Network, Inc.
Nash Block, Wisconsin Rapids, Wis.
Phone: 723
PERSONNEL
Managing Dir. .......... George T. Frechette
President .......... John M. Walter

STATIONS
WRIN, Racine; WCLQ, Janesville; WGEZ, Beloit; WIBU, Poynette; KFIZ, Fond du Lac; WHBY, Appleton; WHBL, Shoboygan; WJP, Green Bay; WFHR, Wis. Rapids, Wis.

The Yankee Network
21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800
President .......... William O'Neil
Executive Vice-Pres. & Gen. Mgr. .......... Linus Travers
Vice-President .......... George Stefl
Vice-President .......... Thomas O'Neil
Dir. of Promotion .......... Charles Curin
Dir. of Station Relations .......... Charles Curin
Editor, Yankee Network News Service .......... Leland Bickford

BOARD OF DIRECTORS
William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Stefl

BRANCH OFFICES
Crown Hotel, Providence 2, R. I., Phone: Temple 1-0800, Joseph Lopez, WEAK Supervisor; 54 Pratt St., Hartford 4, Conn., Phone: Hartford 7-9131, Robert Kennett, WONS Supervisor; Hotel Stratfield, Bridgeport 1, Conn., Phone: Bridgeport 5-1121, Dickens J. Wright, WICC Supervisor.

STATIONS

Z Net
Box 1956, Butte, Mont.
Phone: 2-5344
Managing Director .......... Ed Craney
Manager .......... Arne E. Anson
Eastern Sales Mgr. .......... Wythe Walker
Western Sales Mgr. .......... Tracy Moore

BRANCH OFFICES
The Walker Co., 551 Fifth Ave., New York City, MUrray Hill 7-8288, Wythe Walker, Sales Mgr.

STATIONS
KXL, Butte; KXLY, Helena; KXLYQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.
### Estimated Radio Homes for 1949


<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>2,920,000</td>
<td>+ 3.1</td>
<td>766,000</td>
<td>744,500</td>
</tr>
<tr>
<td>ARIZONA</td>
<td>745,000</td>
<td>+ 49.1</td>
<td>188,000</td>
<td>184,000</td>
</tr>
<tr>
<td>ARKANSAS</td>
<td>1,964,000</td>
<td>+ 0.7</td>
<td>543,000</td>
<td>488,500</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>10,665,000</td>
<td>+ 54.4</td>
<td>3,286,000</td>
<td>3,254,000</td>
</tr>
<tr>
<td>COLORADO</td>
<td>1,215,000</td>
<td>+ 8.2</td>
<td>370,000</td>
<td>367,000</td>
</tr>
<tr>
<td>CONNECTICUT</td>
<td>2,019,000</td>
<td>+ 18.1</td>
<td>584,000</td>
<td>580,000</td>
</tr>
<tr>
<td>DELAWARE</td>
<td>311,000</td>
<td>+ 16.5</td>
<td>89,000</td>
<td>80,000</td>
</tr>
<tr>
<td>DISTRICT OF COLUMBIA</td>
<td>870,000</td>
<td>- 31.1</td>
<td>243,000</td>
<td>238,000</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>2,494,000</td>
<td>+ 31.4</td>
<td>742,000</td>
<td>735,000</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>3,196,000</td>
<td>+ 2.3</td>
<td>872,000</td>
<td>859,000</td>
</tr>
<tr>
<td>IDAHO</td>
<td>592,000</td>
<td>+ 12.8</td>
<td>159,000</td>
<td>150,000</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>8,439,000</td>
<td>+ 7.0</td>
<td>2,654,000</td>
<td>2,555,000</td>
</tr>
<tr>
<td>INDIANA</td>
<td>3,964,000</td>
<td>+ 16.5</td>
<td>1,102,000</td>
<td>1,165,000</td>
</tr>
<tr>
<td>IOWA</td>
<td>2,643,000</td>
<td>+ 4.1</td>
<td>796,000</td>
<td>780,000</td>
</tr>
<tr>
<td>KANSAS</td>
<td>1,947,000</td>
<td>+ 8.1</td>
<td>612,000</td>
<td>594,000</td>
</tr>
<tr>
<td>KENTUCKY</td>
<td>2,883,000</td>
<td>+ 1.7</td>
<td>748,000</td>
<td>768,000</td>
</tr>
<tr>
<td>LOUISIANA</td>
<td>2,630,000</td>
<td>+ 11.3</td>
<td>714,000</td>
<td>686,000</td>
</tr>
<tr>
<td>MAINE</td>
<td>909,000</td>
<td>+ 7.3</td>
<td>256,000</td>
<td>248,000</td>
</tr>
<tr>
<td>MARYLAND</td>
<td>2,175,000</td>
<td>+ 19.4</td>
<td>608,000</td>
<td>596,000</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td>4,713,000</td>
<td>+ 9.2</td>
<td>1,321,000</td>
<td>1,308,000</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>6,352,000</td>
<td>+ 20.8</td>
<td>1,806,000</td>
<td>1,778,000</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>2,977,000</td>
<td>+ 6.6</td>
<td>845,000</td>
<td>830,000</td>
</tr>
<tr>
<td>MISSISSIPPI</td>
<td>2,130,000</td>
<td>- 2.5</td>
<td>581,000</td>
<td>478,000</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>3,935,000</td>
<td>+ 4.0</td>
<td>1,218,000</td>
<td>1,168,000</td>
</tr>
<tr>
<td>MONTANA</td>
<td>521,000</td>
<td>- 6.9</td>
<td>159,000</td>
<td>156,000</td>
</tr>
<tr>
<td>NEBRASKA</td>
<td>1,285,000</td>
<td>- 2.3</td>
<td>301,000</td>
<td>380,000</td>
</tr>
<tr>
<td>NEVADA</td>
<td>174,000</td>
<td>+ 57.7</td>
<td>47,000</td>
<td>45,500</td>
</tr>
<tr>
<td>NEW HAMPSHIRE</td>
<td>544,000</td>
<td>+ 10.7</td>
<td>163,000</td>
<td>159,500</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td>4,873,000</td>
<td>+ 17.1</td>
<td>1,356,000</td>
<td>1,324,000</td>
</tr>
<tr>
<td>NEW MEXICO</td>
<td>589,000</td>
<td>+ 10.8</td>
<td>171,000</td>
<td>158,900</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>14,392,000</td>
<td>+ 6.8</td>
<td>4,287,000</td>
<td>4,203,000</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td>3,864,000</td>
<td>+ 8.2</td>
<td>918,000</td>
<td>812,000</td>
</tr>
<tr>
<td>NORTH DAKOTA</td>
<td>605,000</td>
<td>- 5.7</td>
<td>149,000</td>
<td>145,000</td>
</tr>
<tr>
<td>OHIO</td>
<td>7,699,000</td>
<td>+ 15.7</td>
<td>2,361,000</td>
<td>2,301,000</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>2,502,000</td>
<td>- 1.5</td>
<td>686,000</td>
<td>624,000</td>
</tr>
<tr>
<td>OREGON</td>
<td>1,736,000</td>
<td>+ 59.3</td>
<td>537,000</td>
<td>547,000</td>
</tr>
<tr>
<td>PENNSYLVANIA</td>
<td>10,033,000</td>
<td>+ 7.4</td>
<td>2,356,000</td>
<td>2,396,000</td>
</tr>
<tr>
<td>RHODE ISLAND</td>
<td>743,000</td>
<td>+ 4.1</td>
<td>217,000</td>
<td>215,000</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td>2,001,000</td>
<td>+ 5.3</td>
<td>498,000</td>
<td>480,000</td>
</tr>
<tr>
<td>SOUTH DAKOTA</td>
<td>649,000</td>
<td>+ 0.9</td>
<td>173,000</td>
<td>169,000</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td>3,234,000</td>
<td>+ 10.9</td>
<td>846,000</td>
<td>766,000</td>
</tr>
<tr>
<td>TEXAS</td>
<td>7,532,000</td>
<td>+ 17.4</td>
<td>2,154,000</td>
<td>2,032,000</td>
</tr>
<tr>
<td>UTAH</td>
<td>682,000</td>
<td>+ 24.0</td>
<td>179,000</td>
<td>176,000</td>
</tr>
<tr>
<td>VERMONT</td>
<td>369,000</td>
<td>+ 2.6</td>
<td>104,000</td>
<td>102,000</td>
</tr>
<tr>
<td>VIRGINIA</td>
<td>3,102,000</td>
<td>+ 15.9</td>
<td>786,000</td>
<td>716,000</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>2,582,000</td>
<td>+ 48.7</td>
<td>760,000</td>
<td>748,000</td>
</tr>
<tr>
<td>WEST VIRGINIA</td>
<td>1,941,000</td>
<td>+ 2.1</td>
<td>481,000</td>
<td>452,000</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>3,355,000</td>
<td>+ 6.9</td>
<td>954,000</td>
<td>941,000</td>
</tr>
<tr>
<td>WYOMING</td>
<td>284,000</td>
<td>+ 13.4</td>
<td>84,000</td>
<td>81,000</td>
</tr>
<tr>
<td><strong>TOTAL U.S.</strong></td>
<td><strong>148,720,000</strong></td>
<td><strong>+ 12.9</strong></td>
<td><strong>42,612,000</strong></td>
<td><strong>41,150,000</strong></td>
</tr>
</tbody>
</table>


Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.

292
STATIONS

Alphabetical Listing

U. S. Standard Stations
Indexed by Call Letters—Location

Stations Alphabetically
Listed by States—Cities

Personnel

Other Detailed Information

NINETEEN FIFTY
Want to reach lots of **CLASS**

**and** lots of **MASS**?

Class is purchasing power.
Mass is many people.

Combine them, and you have WQXR's audience—a million people, 500,000 music-loving families. 31.6% with incomes in the top two income groups.

If your product needs class-mass, it needs WQXR...because WQXR has sold the class-mass audience successfully for nearly fourteen years.

There's lots more to the WQXR class-mass story. Pulse data shows it, and is available to you by calling CIrele 5-5566 or your nearest Raymer representative.

WQXR

AM-1560   FM-96.3
The Radio Station of The New York Times
"Always the Best in Music"
### Index Of The Standard Stations Of The United States

**Call Letters—City—State—Page Number Providing Complete Information**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KAAA</td>
<td>Red Wing, Minn.</td>
<td>489</td>
</tr>
<tr>
<td>KABC</td>
<td>San Antonio, Tex.</td>
<td>666</td>
</tr>
<tr>
<td>KADA</td>
<td>Ada, Okla.</td>
<td>585</td>
</tr>
<tr>
<td>KAFY</td>
<td>Bakersfield, Calif.</td>
<td>331</td>
</tr>
<tr>
<td>KAKC</td>
<td>Tulsa, Okla.</td>
<td>589</td>
</tr>
<tr>
<td>KAKE</td>
<td>Wichita, Kans.</td>
<td>437</td>
</tr>
<tr>
<td>KALB</td>
<td>Alexandria, La.</td>
<td>445</td>
</tr>
<tr>
<td>KALE</td>
<td>Richland, Wash.</td>
<td>687</td>
</tr>
<tr>
<td>KALI</td>
<td>Pasadena, Calif.</td>
<td>345</td>
</tr>
<tr>
<td>KALL</td>
<td>Salt Lake City, Utah</td>
<td>673</td>
</tr>
<tr>
<td>KAMD</td>
<td>Camden, Ark.</td>
<td>324</td>
</tr>
<tr>
<td>KAMQ</td>
<td>Amarillo, Tex.</td>
<td>645</td>
</tr>
<tr>
<td>KANA</td>
<td>Anaconda, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KAND</td>
<td>Coriscana, Tex.</td>
<td>650</td>
</tr>
<tr>
<td>KANE</td>
<td>New Iberia, La.</td>
<td>448</td>
</tr>
<tr>
<td>KANS</td>
<td>Wichita, Kans.</td>
<td>437</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock, Ark.</td>
<td>326</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno, Calif.</td>
<td>333</td>
</tr>
<tr>
<td>KASA</td>
<td>Elk City, Okla.</td>
<td>585</td>
</tr>
<tr>
<td>KASH</td>
<td>Eugene, Ore.</td>
<td>592</td>
</tr>
<tr>
<td>KASI</td>
<td>Ames, la.</td>
<td>425</td>
</tr>
<tr>
<td>KAST</td>
<td>Astoria, Ore.</td>
<td>591</td>
</tr>
<tr>
<td>KATE</td>
<td>Albert Lea, Minn.</td>
<td>485</td>
</tr>
<tr>
<td>KATL</td>
<td>Houston, Tex.</td>
<td>658</td>
</tr>
<tr>
<td>KATO</td>
<td>Reno, Nev.</td>
<td>514</td>
</tr>
<tr>
<td>KAUS</td>
<td>Austin, Minn.</td>
<td>485</td>
</tr>
<tr>
<td>KAVE</td>
<td>Carlsbad, N. Mex.</td>
<td>522</td>
</tr>
<tr>
<td>KAVR</td>
<td>Havre, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KAWT</td>
<td>Douglas, Ariz.</td>
<td>320</td>
</tr>
<tr>
<td>KAYL</td>
<td>Storm Lake, la.</td>
<td>432</td>
</tr>
<tr>
<td>KAYS</td>
<td>Hays, Kans.</td>
<td>434</td>
</tr>
<tr>
<td>KAYX</td>
<td>Waterloo, la.</td>
<td>432</td>
</tr>
<tr>
<td>KUBO</td>
<td>Butler, Iowa.</td>
<td>708</td>
</tr>
<tr>
<td>KUBI</td>
<td>Muskogee, Okla.</td>
<td>401</td>
</tr>
<tr>
<td>KUBK</td>
<td>Alice, Tex.</td>
<td>643</td>
</tr>
<tr>
<td>KUBO</td>
<td>Portland, Ore.</td>
<td>595</td>
</tr>
<tr>
<td>KUBR</td>
<td>Baker, Ore.</td>
<td>591</td>
</tr>
<tr>
<td>KUBW</td>
<td>Aberdeen, Wash.</td>
<td>685</td>
</tr>
<tr>
<td>KUBL</td>
<td>Red Bluff, Calif.</td>
<td>347</td>
</tr>
<tr>
<td>KBMW</td>
<td>Berekenridge, Minn.</td>
<td>485</td>
</tr>
<tr>
<td>KBMY</td>
<td>Billings, Mont.</td>
<td>506</td>
</tr>
<tr>
<td>KBND</td>
<td>Bend, Ore.</td>
<td>591</td>
</tr>
<tr>
<td>KBOA</td>
<td>Kenneth, Mo.</td>
<td>501</td>
</tr>
<tr>
<td>KBOI</td>
<td>Boulder, Colo.</td>
<td>361</td>
</tr>
<tr>
<td>KBOI</td>
<td>Omaha, Neb.</td>
<td>512</td>
</tr>
<tr>
<td>KBOR</td>
<td>Brownville, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KBow</td>
<td>Butte, Mont.</td>
<td>507</td>
</tr>
<tr>
<td>KBRC</td>
<td>Mt. Vernon, Wash.</td>
<td>688</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBRL</td>
<td>McCook, Neb.</td>
<td>512</td>
</tr>
<tr>
<td>KBRO</td>
<td>Bremerton, Wash.</td>
<td>685</td>
</tr>
<tr>
<td>KBRS</td>
<td>Springdale, Ark.</td>
<td>329</td>
</tr>
<tr>
<td>KBST</td>
<td>Big Spring, Tex.</td>
<td>647</td>
</tr>
<tr>
<td>KBTM</td>
<td>Jonesboro, Ark.</td>
<td>326</td>
</tr>
<tr>
<td>KBUF</td>
<td>Corona, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KBUD</td>
<td>Athens, Tex.</td>
<td>645</td>
</tr>
<tr>
<td>KBUH</td>
<td>Brigham City, Utah</td>
<td>672</td>
</tr>
<tr>
<td>KBUS</td>
<td>Bemidji, Minn.</td>
<td>485</td>
</tr>
<tr>
<td>KBUR</td>
<td>Burlington, la.</td>
<td>425</td>
</tr>
<tr>
<td>KBWD</td>
<td>Brownwood, Tex.</td>
<td>649</td>
</tr>
<tr>
<td>KBYE</td>
<td>Oklahoma City, Okla.</td>
<td>587</td>
</tr>
<tr>
<td>KBYR</td>
<td>Anchorage, Alaska</td>
<td>708</td>
</tr>
<tr>
<td>KBZY</td>
<td>Grand Rapids, Minn.</td>
<td>487</td>
</tr>
<tr>
<td>KCBC</td>
<td>Des Moines, la.</td>
<td>427</td>
</tr>
<tr>
<td>KCBD</td>
<td>Lubbock, Tex.</td>
<td>662</td>
</tr>
<tr>
<td>KCBO</td>
<td>San Diego, Calif.</td>
<td>351</td>
</tr>
<tr>
<td>KCBS</td>
<td>San Jose, Calif.</td>
<td>353</td>
</tr>
<tr>
<td>KCFL</td>
<td>Cueru, Tex.</td>
<td>650</td>
</tr>
<tr>
<td>KCHA</td>
<td>Charles City, la.</td>
<td>426</td>
</tr>
<tr>
<td>KCHC</td>
<td>El Reno, Okla.</td>
<td>585</td>
</tr>
<tr>
<td>KCHS</td>
<td>Hot Springs, N. Mex.</td>
<td>522</td>
</tr>
<tr>
<td>KCID</td>
<td>Caldwell, Ida.</td>
<td>401</td>
</tr>
<tr>
<td>KCIL</td>
<td>Houma, La.</td>
<td>447</td>
</tr>
<tr>
<td>KCKK</td>
<td>Kansas City, Kans.</td>
<td>435</td>
</tr>
<tr>
<td>KCKY</td>
<td>Coolidge, Ariz.</td>
<td>319</td>
</tr>
<tr>
<td>KCLA</td>
<td>Fine Bluff, Ark.</td>
<td>329</td>
</tr>
<tr>
<td>KCLE</td>
<td>Cleburne, Tex.</td>
<td>649</td>
</tr>
<tr>
<td>KCMO</td>
<td>Kansas City, Mo.</td>
<td>500</td>
</tr>
<tr>
<td>KCMN</td>
<td>Fort Worth, Tex.</td>
<td>653</td>
</tr>
<tr>
<td>KCMO</td>
<td>Broken Bow, Neb.</td>
<td>510</td>
</tr>
<tr>
<td>KCNY</td>
<td>San Marcos, Tex.</td>
<td>667</td>
</tr>
<tr>
<td>KCOG</td>
<td>Centerville, la.</td>
<td>426</td>
</tr>
<tr>
<td>KCOH</td>
<td>Houston, Tex.</td>
<td>658</td>
</tr>
<tr>
<td>KCOX</td>
<td>Tulare, Calif.</td>
<td>358</td>
</tr>
<tr>
<td>KCOL</td>
<td>Fort Collins, Colo.</td>
<td>363</td>
</tr>
<tr>
<td>KCOM</td>
<td>Sioux City, la.</td>
<td>431</td>
</tr>
<tr>
<td>KCOR</td>
<td>San Antonio, Tex.</td>
<td>666</td>
</tr>
<tr>
<td>KCOU</td>
<td>Alliance, Neb.</td>
<td>510</td>
</tr>
<tr>
<td>KCOR</td>
<td>Santa Maria, Calif.</td>
<td>357</td>
</tr>
<tr>
<td>KCRC</td>
<td>Sacramento, Calif.</td>
<td>348</td>
</tr>
<tr>
<td>KCRE</td>
<td>Enid, Okla.</td>
<td>585</td>
</tr>
<tr>
<td>KCRG</td>
<td>Cedar Rapids, la.</td>
<td>425</td>
</tr>
<tr>
<td>KCRS</td>
<td>Midland, Tex.</td>
<td>659</td>
</tr>
<tr>
<td>KCRW</td>
<td>Trinidad, Colo.</td>
<td>368</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City-State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>KCBI</td>
<td>Wichita, Kans.</td>
<td>438</td>
</tr>
<tr>
<td>KFBK</td>
<td>Sacramento, Calif.</td>
<td>348</td>
</tr>
<tr>
<td>KFDA</td>
<td>Amarillo, Tex.</td>
<td>645</td>
</tr>
<tr>
<td>KFDM</td>
<td>Beaumont, Tex.</td>
<td>647</td>
</tr>
<tr>
<td>KFDW</td>
<td>Helena, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KFDX</td>
<td>Wichita Falls, Tex.</td>
<td>671</td>
</tr>
<tr>
<td>KFEL</td>
<td>Denver, Colo.</td>
<td>362</td>
</tr>
<tr>
<td>KFER</td>
<td>St. Joseph, Mo.</td>
<td>503</td>
</tr>
<tr>
<td>KFFA</td>
<td>Helena, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KFGO</td>
<td>Fargo, N. Dak.</td>
<td>571</td>
</tr>
<tr>
<td>KFGT</td>
<td>Fremont, Neb.</td>
<td>511</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita, Kans.</td>
<td>438</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles, Calif.</td>
<td>305</td>
</tr>
<tr>
<td>KFJO</td>
<td>Spokane, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KFIZ</td>
<td>Fond du Lac, Wis.</td>
<td>589</td>
</tr>
<tr>
<td>KFJB</td>
<td>Marshalltown, Ia.</td>
<td>429</td>
</tr>
<tr>
<td>KFJL</td>
<td>Klamath Falls, Ore.</td>
<td>593</td>
</tr>
<tr>
<td>KFJZ</td>
<td>Fort Worth, Tex.</td>
<td>655</td>
</tr>
<tr>
<td>KFKL</td>
<td>Greeley, Colo.</td>
<td>364</td>
</tr>
<tr>
<td>KFMB</td>
<td>Klamath Falls, Ore.</td>
<td>593</td>
</tr>
<tr>
<td>KFNT</td>
<td>San Diego, Calif.</td>
<td>351</td>
</tr>
<tr>
<td>KFRE</td>
<td>Tulsa, Okla.</td>
<td>589</td>
</tr>
<tr>
<td>KFMO</td>
<td>Flat River, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>KFNT</td>
<td>Shenandoah, Ia.</td>
<td>430</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln, Neb.</td>
<td>511</td>
</tr>
<tr>
<td>KFOX</td>
<td>Long Beach, Calif.</td>
<td>335</td>
</tr>
<tr>
<td>KFPW</td>
<td>Ft. Smith, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KFQD</td>
<td>Anchorage, Alaska</td>
<td>708</td>
</tr>
<tr>
<td>KFRB</td>
<td>Fairbanks, Alaska</td>
<td>708</td>
</tr>
<tr>
<td>KFRC</td>
<td>San Francisco, Calif.</td>
<td>352</td>
</tr>
<tr>
<td>KFRD</td>
<td>Rosenberg, Tex.</td>
<td>666</td>
</tr>
<tr>
<td>KFRE</td>
<td>Fresno, Calif.</td>
<td>333</td>
</tr>
<tr>
<td>KFRE</td>
<td>Kansas City, Mo.</td>
<td>506</td>
</tr>
<tr>
<td>KFRO</td>
<td>Longview, Tex.</td>
<td>689</td>
</tr>
<tr>
<td>KFUS</td>
<td>Columbus, Mo.</td>
<td>497</td>
</tr>
<tr>
<td>KFSA</td>
<td>Ft. Smith, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KFSB</td>
<td>Joplin, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>KFSD</td>
<td>San Diego, Calif.</td>
<td>349</td>
</tr>
<tr>
<td>KFTM</td>
<td>Fort Morgan, Colo.</td>
<td>363</td>
</tr>
<tr>
<td>KFUN</td>
<td>Las Vegas, N. Mex.</td>
<td>522</td>
</tr>
<tr>
<td>KFVD</td>
<td>Los Angeles, Calif.</td>
<td>339</td>
</tr>
<tr>
<td>KFVS</td>
<td>Cape Girardeau, Mo.</td>
<td>497</td>
</tr>
<tr>
<td>KFWB</td>
<td>Los Angeles, Calif.</td>
<td>339</td>
</tr>
<tr>
<td>KFXD</td>
<td>Nampa, Ida.</td>
<td>402</td>
</tr>
<tr>
<td>KFXI</td>
<td>Grand Junction, Colo.</td>
<td>364</td>
</tr>
<tr>
<td>KFXM</td>
<td>San Bernardino, Calif.</td>
<td>349</td>
</tr>
<tr>
<td>KFYI</td>
<td>Bonham, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KFYO</td>
<td>Lubbock, Tex.</td>
<td>662</td>
</tr>
<tr>
<td>KFYR</td>
<td>Bismarck, N. Dak.</td>
<td>571</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KGA</td>
<td>Gainesville, Tex.</td>
<td>655</td>
</tr>
<tr>
<td>Kgal</td>
<td>Gallup, N. Mex.</td>
<td>522</td>
</tr>
<tr>
<td>KGAN</td>
<td>Kingman, Ariz.</td>
<td>329</td>
</tr>
<tr>
<td>KGAR</td>
<td>Garden City, Kan.</td>
<td>434</td>
</tr>
<tr>
<td>KGB</td>
<td>San Diego, Calif.</td>
<td>349</td>
</tr>
<tr>
<td>KGBG</td>
<td>Galveston, Tex.</td>
<td>657</td>
</tr>
<tr>
<td>KGBS</td>
<td>Harlingen, Tex.</td>
<td>657</td>
</tr>
<tr>
<td>KGEX</td>
<td>Springfield, Mo.</td>
<td>505</td>
</tr>
<tr>
<td>KGCU</td>
<td>Mandan, N. Dak.</td>
<td>572</td>
</tr>
<tr>
<td>KGDO</td>
<td>Sidney, Mont.</td>
<td>510</td>
</tr>
<tr>
<td>KGDE</td>
<td>Fergus Falls, Minn.</td>
<td>487</td>
</tr>
<tr>
<td>KGDF</td>
<td>Stockton, Calif.</td>
<td>357</td>
</tr>
<tr>
<td>KGEX</td>
<td>Sterling, Colo.</td>
<td>366</td>
</tr>
<tr>
<td>KGEI</td>
<td>Boise, Ida.</td>
<td>400</td>
</tr>
<tr>
<td>KGGR</td>
<td>Long Beach, Calif.</td>
<td>339</td>
</tr>
<tr>
<td>KGEU</td>
<td>Kalispell, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KGFF</td>
<td>Shawnee, Okla.</td>
<td>589</td>
</tr>
<tr>
<td>KGFL</td>
<td>Calgary, Alberta.</td>
<td>589</td>
</tr>
<tr>
<td>KGFL</td>
<td>Great Falls, Mont.</td>
<td>507</td>
</tr>
<tr>
<td>KGFL</td>
<td>Cheyenne, Wyo.</td>
<td>706</td>
</tr>
<tr>
<td>KGFL</td>
<td>Bismarck, N. Dak.</td>
<td>571</td>
</tr>
<tr>
<td>KGFL</td>
<td>San Diego, Calif.</td>
<td>349</td>
</tr>
<tr>
<td>KGFL</td>
<td>Sacramento, Calif.</td>
<td>348</td>
</tr>
<tr>
<td>KGFL</td>
<td>Amarillo, Tex.</td>
<td>645</td>
</tr>
<tr>
<td>KGFL</td>
<td>Beaumont, Tex.</td>
<td>647</td>
</tr>
<tr>
<td>KGFL</td>
<td>Helena, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KGFL</td>
<td>Wichita Falls, Tex.</td>
<td>671</td>
</tr>
<tr>
<td>KGFL</td>
<td>Denver, Colo.</td>
<td>362</td>
</tr>
<tr>
<td>KGFL</td>
<td>St. Joseph, Mo.</td>
<td>503</td>
</tr>
<tr>
<td>KGFL</td>
<td>Helena, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KGFL</td>
<td>Fargo, N. Dak.</td>
<td>571</td>
</tr>
<tr>
<td>KGFL</td>
<td>Fremont, Neb.</td>
<td>511</td>
</tr>
<tr>
<td>KGFL</td>
<td>Wichita, Kans.</td>
<td>438</td>
</tr>
<tr>
<td>KGFL</td>
<td>Los Angeles, Calif.</td>
<td>305</td>
</tr>
<tr>
<td>KGFL</td>
<td>Spokane, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KGFL</td>
<td>Fond du Lac, Wis.</td>
<td>589</td>
</tr>
<tr>
<td>KGFL</td>
<td>Marshalltown, Ia.</td>
<td>429</td>
</tr>
<tr>
<td>KGFL</td>
<td>Klamath Falls, Ore.</td>
<td>593</td>
</tr>
<tr>
<td>KGFL</td>
<td>Fort Worth, Tex.</td>
<td>655</td>
</tr>
<tr>
<td>KGFL</td>
<td>Greeley, Colo.</td>
<td>364</td>
</tr>
<tr>
<td>KGFL</td>
<td>Klamath Falls, Ore.</td>
<td>593</td>
</tr>
<tr>
<td>KGFL</td>
<td>San Diego, Calif.</td>
<td>351</td>
</tr>
<tr>
<td>KGFL</td>
<td>Tulsa, Okla.</td>
<td>589</td>
</tr>
<tr>
<td>KGFL</td>
<td>Flat River, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>KGFL</td>
<td>Shenandoah, Ia.</td>
<td>430</td>
</tr>
<tr>
<td>KGFL</td>
<td>Lincoln, Neb.</td>
<td>511</td>
</tr>
<tr>
<td>KGFL</td>
<td>Long Beach, Calif.</td>
<td>335</td>
</tr>
<tr>
<td>KGFL</td>
<td>Ft. Smith, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KGFL</td>
<td>Anchorage, Alaska</td>
<td>708</td>
</tr>
<tr>
<td>KGFL</td>
<td>Fairbanks, Alaska</td>
<td>708</td>
</tr>
<tr>
<td>KGFL</td>
<td>San Francisco, Calif.</td>
<td>352</td>
</tr>
<tr>
<td>KGFL</td>
<td>Rosenberg, Tex.</td>
<td>666</td>
</tr>
<tr>
<td>KGFL</td>
<td>Fresno, Calif.</td>
<td>333</td>
</tr>
<tr>
<td>KGFL</td>
<td>Kansas City, Mo.</td>
<td>506</td>
</tr>
<tr>
<td>KGFL</td>
<td>Longview, Tex.</td>
<td>689</td>
</tr>
<tr>
<td>KGFL</td>
<td>Columbus, Mo.</td>
<td>497</td>
</tr>
<tr>
<td>KGFL</td>
<td>Ft. Smith, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KGFL</td>
<td>Joplin, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>KGFL</td>
<td>San Diego, Calif.</td>
<td>349</td>
</tr>
<tr>
<td>KGFL</td>
<td>Fort Morgan, Colo.</td>
<td>363</td>
</tr>
<tr>
<td>KGFL</td>
<td>Las Vegas, N. Mex.</td>
<td>522</td>
</tr>
<tr>
<td>KGFL</td>
<td>Los Angeles, Calif.</td>
<td>339</td>
</tr>
<tr>
<td>KGFL</td>
<td>Cape Girardeau, Mo.</td>
<td>497</td>
</tr>
<tr>
<td>KGFL</td>
<td>Los Angeles, Calif.</td>
<td>339</td>
</tr>
<tr>
<td>KGFL</td>
<td>Nampa, Ida.</td>
<td>402</td>
</tr>
<tr>
<td>KGFL</td>
<td>Grand Junction, Colo.</td>
<td>364</td>
</tr>
<tr>
<td>KGFL</td>
<td>San Bernardino, Calif.</td>
<td>349</td>
</tr>
<tr>
<td>KGFL</td>
<td>Bonham, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KGFL</td>
<td>Lubbock, Tex.</td>
<td>662</td>
</tr>
<tr>
<td>KGFL</td>
<td>Bismarck, N. Dak.</td>
<td>571</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City-State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td>KGFL</td>
<td>Roswell, N. Mex.</td>
<td>523</td>
</tr>
<tr>
<td>KGFN</td>
<td>Grass Valley, Calif.</td>
<td>334</td>
</tr>
<tr>
<td>KGFW</td>
<td>Kearney, Neb.</td>
<td>511</td>
</tr>
<tr>
<td>KGFX</td>
<td>Pierre, S. Dak.</td>
<td>632</td>
</tr>
<tr>
<td>KGGF</td>
<td>Coffeyville, Kans.</td>
<td>433</td>
</tr>
<tr>
<td>KGGM</td>
<td>Albuquerque, N. Mex.</td>
<td>521</td>
</tr>
<tr>
<td>KGHF</td>
<td>Pueblo, Colo.</td>
<td>368</td>
</tr>
<tr>
<td>KGHJ</td>
<td>Little Rock, Ark.</td>
<td>326</td>
</tr>
<tr>
<td>KGHL</td>
<td>Billings, Mont.</td>
<td>507</td>
</tr>
<tr>
<td>KGIL</td>
<td>San Fernando, Calif.</td>
<td>352</td>
</tr>
<tr>
<td>KGJW</td>
<td>Flomosa, Colo.</td>
<td>561</td>
</tr>
<tr>
<td>KGKB</td>
<td>Tyler, Tex.</td>
<td>670</td>
</tr>
<tr>
<td>KGKL</td>
<td>San Angelo, Tex.</td>
<td>666</td>
</tr>
<tr>
<td>KGLC</td>
<td>Miami, Okla.</td>
<td>586</td>
</tr>
<tr>
<td>KGLO</td>
<td>Mason City, Ia.</td>
<td>430</td>
</tr>
<tr>
<td>KGLU</td>
<td>Safford, Ariz.</td>
<td>322</td>
</tr>
<tr>
<td>KGMB</td>
<td>Honolulu, Hawaii</td>
<td>710</td>
</tr>
<tr>
<td>KGNC</td>
<td>Amarillo, Tex.</td>
<td>645</td>
</tr>
<tr>
<td>KGNO</td>
<td>Dodge City, Kans.</td>
<td>433</td>
</tr>
<tr>
<td>KGO</td>
<td>San Francisco, Calif.</td>
<td>352</td>
</tr>
<tr>
<td>KNON</td>
<td>Oregon City, Ore.</td>
<td>595</td>
</tr>
<tr>
<td>KGRH</td>
<td>Fayetteville, Ark.</td>
<td>324</td>
</tr>
<tr>
<td>KGRJ</td>
<td>Henderson, Tex.</td>
<td>658</td>
</tr>
<tr>
<td>KGST</td>
<td>Fresno, Calif.</td>
<td>333</td>
</tr>
<tr>
<td>KGU</td>
<td>Honolulu, Hawaii</td>
<td>710</td>
</tr>
<tr>
<td>KGVL</td>
<td>Greenville, Tex.</td>
<td>657</td>
</tr>
<tr>
<td>KGVO</td>
<td>Missoula, Mont.</td>
<td>509</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>595</td>
</tr>
<tr>
<td>KGY</td>
<td>Olympia, Wash.</td>
<td>587</td>
</tr>
<tr>
<td>KGYN</td>
<td>Guymon, Okla.</td>
<td>585</td>
</tr>
<tr>
<td>KGYY</td>
<td>Salinas, Calif.</td>
<td>359</td>
</tr>
<tr>
<td>KHAS</td>
<td>Hastings, Neb.</td>
<td>511</td>
</tr>
<tr>
<td>KHBC</td>
<td>Hilo, Hawaii</td>
<td>710</td>
</tr>
<tr>
<td>KHBG</td>
<td>Okmulgee, Okla.</td>
<td>588</td>
</tr>
<tr>
<td>KBBR</td>
<td>Hillsboro, Tex.</td>
<td>658</td>
</tr>
<tr>
<td>KHTJ</td>
<td>Lampasas, Tex.</td>
<td>661</td>
</tr>
<tr>
<td>KHJ</td>
<td>Los Angeles, Calif.</td>
<td>339</td>
</tr>
<tr>
<td>KHMO</td>
<td>Hannibal, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>KHON</td>
<td>Honolulu, Hawaii</td>
<td>710</td>
</tr>
<tr>
<td>KHOZ</td>
<td>Harrison, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KHQJ</td>
<td>Spokane, Wash.</td>
<td>690</td>
</tr>
<tr>
<td>KHSJ</td>
<td>Chico, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KHSB</td>
<td>Watsonville, Calif.</td>
<td>360</td>
</tr>
<tr>
<td>KHUM</td>
<td>Eureka, Calif.</td>
<td>333</td>
</tr>
<tr>
<td>KHUZ</td>
<td>Borger, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KIBE</td>
<td>Palo Alto, Calif.</td>
<td>345</td>
</tr>
<tr>
<td>KIBH</td>
<td>Seward, Alaska</td>
<td>709</td>
</tr>
<tr>
<td>KIBL</td>
<td>Beeville, Tex.</td>
<td>647</td>
</tr>
<tr>
<td>KICA</td>
<td>Clovis, N. Mex.</td>
<td>522</td>
</tr>
<tr>
<td>KICD</td>
<td>Spencer, Ia.</td>
<td>432</td>
</tr>
<tr>
<td>KICK</td>
<td>Springfield, Mo.</td>
<td>505</td>
</tr>
<tr>
<td>KICM</td>
<td>Mason City, Ia.</td>
<td>430</td>
</tr>
<tr>
<td>KICO</td>
<td>Calexico, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KID</td>
<td>Idaho Falls, Ida.</td>
<td>401</td>
</tr>
<tr>
<td>KIDO</td>
<td>Boise, Ida.</td>
<td>400</td>
</tr>
<tr>
<td>KIEM</td>
<td>Eureka, Calif.</td>
<td>333</td>
</tr>
<tr>
<td>KIEV</td>
<td>Glendale, Calif.</td>
<td>334</td>
</tr>
<tr>
<td>KIFI</td>
<td>Idaho Falls, Ida.</td>
<td>401</td>
</tr>
<tr>
<td>KIFW</td>
<td>Sitka, Alaska</td>
<td>709</td>
</tr>
<tr>
<td>KIHN</td>
<td>Hugo, Okla.</td>
<td>586</td>
</tr>
<tr>
<td>KIHO</td>
<td>Sioux Falls, S. Dak.</td>
<td>633</td>
</tr>
<tr>
<td>KIJV</td>
<td>Huron, S. Dak.</td>
<td>632</td>
</tr>
<tr>
<td>KILO</td>
<td>Grand Forks, N. Dak.</td>
<td>572</td>
</tr>
<tr>
<td>KIMA</td>
<td>Yakima, Wash.</td>
<td>691</td>
</tr>
<tr>
<td>KIMO</td>
<td>Independence, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>KIMP</td>
<td>Mount Pleasant, Tex.</td>
<td>663</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City—State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>KMMO</td>
<td>Marshall, Mo.</td>
<td>501</td>
</tr>
<tr>
<td>KMNS</td>
<td>Son. Luis Obispo, Calif.</td>
<td>354</td>
</tr>
<tr>
<td>KMO</td>
<td>Tacoma, Wash.</td>
<td>659</td>
</tr>
<tr>
<td>KMON</td>
<td>Great Falls, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KMOX</td>
<td>St. Louis, Mo.</td>
<td>503</td>
</tr>
<tr>
<td>KMPC</td>
<td>Los Angeles, Calif.</td>
<td>341</td>
</tr>
<tr>
<td>KMRG</td>
<td>Tulsa, Okla.</td>
<td>590</td>
</tr>
<tr>
<td>KMLE</td>
<td>Murray, Utah</td>
<td>672</td>
</tr>
<tr>
<td>KMUS</td>
<td>Muskogee, Okla.</td>
<td>586</td>
</tr>
<tr>
<td>KMIW</td>
<td>Wailuku-Mau, Hawaii</td>
<td>711</td>
</tr>
<tr>
<td>KMKC</td>
<td>Marysville, Calif.</td>
<td>341</td>
</tr>
<tr>
<td>KMYR</td>
<td>Denver, Colo.</td>
<td>362</td>
</tr>
<tr>
<td>KNAF</td>
<td>Fredericksburg, Tex.</td>
<td>655</td>
</tr>
<tr>
<td>KNAK</td>
<td>Salt Lake City, Utah</td>
<td>674</td>
</tr>
<tr>
<td>KNAL</td>
<td>Victoria, Tex.</td>
<td>670</td>
</tr>
<tr>
<td>KNBC</td>
<td>San Francisco, Calif.</td>
<td>352</td>
</tr>
<tr>
<td>KNBY</td>
<td>Newport, Ark.</td>
<td>327</td>
</tr>
<tr>
<td>KNEB</td>
<td>Scottsbluff, Neb.</td>
<td>513</td>
</tr>
<tr>
<td>KNEL</td>
<td>Brady, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KNEM</td>
<td>Nevada, Mo.</td>
<td>501</td>
</tr>
<tr>
<td>KNET</td>
<td>Palestine, Tex.</td>
<td>665</td>
</tr>
<tr>
<td>KNEW</td>
<td>Provo, Utah</td>
<td>672</td>
</tr>
<tr>
<td>KNEX</td>
<td>Spokane, Wash.</td>
<td>690</td>
</tr>
<tr>
<td>KNGS</td>
<td>McPherson, Kans.</td>
<td>436</td>
</tr>
<tr>
<td>KNOE</td>
<td>Monroe, La.</td>
<td>448</td>
</tr>
<tr>
<td>KNOG</td>
<td>Nogales, Ariz.</td>
<td>320</td>
</tr>
<tr>
<td>KNOR</td>
<td>Norman, Okla.</td>
<td>587</td>
</tr>
<tr>
<td>KNOW</td>
<td>Austin, Tex.</td>
<td>645</td>
</tr>
<tr>
<td>KNOX</td>
<td>Grand Forks, N. Dak.</td>
<td>572</td>
</tr>
<tr>
<td>KNPT</td>
<td>Newport, Ore.</td>
<td>585</td>
</tr>
<tr>
<td>KNUJ</td>
<td>New Ulm, Minn.</td>
<td>489</td>
</tr>
<tr>
<td>KNUZ</td>
<td>Houston, Tex.</td>
<td>658</td>
</tr>
<tr>
<td>KNX</td>
<td>Los Angeles, Calif.</td>
<td>341</td>
</tr>
<tr>
<td>KOA</td>
<td>Denver, Colo.</td>
<td>363</td>
</tr>
<tr>
<td>KOAL</td>
<td>Price, Utah</td>
<td>673</td>
</tr>
<tr>
<td>KOB</td>
<td>Pittsburg, Kans.</td>
<td>436</td>
</tr>
<tr>
<td>KOB</td>
<td>Albuquerque, N. Mex.</td>
<td>521</td>
</tr>
<tr>
<td>KOB</td>
<td>Albuquerque, N. Mex.</td>
<td>521</td>
</tr>
<tr>
<td>KOB</td>
<td>Los Cruces, N. Mex.</td>
<td>522</td>
</tr>
<tr>
<td>KOCF</td>
<td>Kilgore, Tex.</td>
<td>457</td>
</tr>
<tr>
<td>KOCO</td>
<td>Salem, Ore.</td>
<td>597</td>
</tr>
<tr>
<td>KOCO</td>
<td>Ontario, Calif.</td>
<td>345</td>
</tr>
<tr>
<td>KOCY</td>
<td>Oklahoma City, Okla.</td>
<td>587</td>
</tr>
<tr>
<td>KOFR</td>
<td>Cady, Wyo.</td>
<td>706</td>
</tr>
<tr>
<td>KODL</td>
<td>The Dallas, Ore.</td>
<td>592</td>
</tr>
<tr>
<td>KODY</td>
<td>N. Platte, Nebr.</td>
<td>512</td>
</tr>
<tr>
<td>KOFN</td>
<td>Ottawa, Kans.</td>
<td>436</td>
</tr>
<tr>
<td>KOGT</td>
<td>Orange, Tex.</td>
<td>664</td>
</tr>
<tr>
<td>KOGT</td>
<td>Reno, Nev.</td>
<td>514</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha, Neb.</td>
<td>512</td>
</tr>
<tr>
<td>KOIN</td>
<td>Portland, Ore.</td>
<td>596</td>
</tr>
<tr>
<td>KOKM</td>
<td>Havre, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KOKO</td>
<td>La Junta, Colo.</td>
<td>365</td>
</tr>
<tr>
<td>KOKX</td>
<td>Keokuk, Ia.</td>
<td>429</td>
</tr>
<tr>
<td>KOL</td>
<td>Seattle, Wash.</td>
<td>688</td>
</tr>
<tr>
<td>KOLE</td>
<td>Portland, Ore.</td>
<td>665</td>
</tr>
<tr>
<td>KOLS</td>
<td>Lincoln, Neb.</td>
<td>511</td>
</tr>
<tr>
<td>KOLN</td>
<td>Reno, Nev.</td>
<td>514</td>
</tr>
<tr>
<td>KOLT</td>
<td>Scottsbluff, Neb.</td>
<td>513</td>
</tr>
<tr>
<td>KOMA</td>
<td>Oklahoma City, Okla.</td>
<td>588</td>
</tr>
<tr>
<td>KOME</td>
<td>Tulsa, Okla.</td>
<td>590</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KOMW</td>
<td>Omak, Wash.</td>
<td>687</td>
</tr>
<tr>
<td>KONO</td>
<td>Portland, Ore.</td>
<td>667</td>
</tr>
<tr>
<td>KOPN</td>
<td>Port Angeles, Wash.</td>
<td>687</td>
</tr>
<tr>
<td>KOOL</td>
<td>Phoenix, Ariz.</td>
<td>322</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOOS</td>
<td>Coos Bay, Ore.</td>
<td>591</td>
</tr>
<tr>
<td>KOPN</td>
<td>Tucson, Ariz.</td>
<td>322</td>
</tr>
<tr>
<td>KOPR</td>
<td>Ogden, Utah</td>
<td>672</td>
</tr>
<tr>
<td>KOPR</td>
<td>Butte, Mont.</td>
<td>507</td>
</tr>
<tr>
<td>KORA</td>
<td>Bryan, Tex.</td>
<td>649</td>
</tr>
<tr>
<td>KORC</td>
<td>Mineral Wells, Tex.</td>
<td>663</td>
</tr>
<tr>
<td>KORE</td>
<td>Eugene, Ore.</td>
<td>592</td>
</tr>
<tr>
<td>KORN</td>
<td>Mitchell, Neb.</td>
<td>632</td>
</tr>
<tr>
<td>KOSA</td>
<td>Odessa, Tex.</td>
<td>664</td>
</tr>
<tr>
<td>KOSF</td>
<td>Osceola, Ark.</td>
<td>327</td>
</tr>
<tr>
<td>KOTA</td>
<td>Nacogdoches, Tex.</td>
<td>664</td>
</tr>
<tr>
<td>KOTN</td>
<td>Rapid City, S. Dak.</td>
<td>632</td>
</tr>
<tr>
<td>KOTN</td>
<td>Lander, Wyo.</td>
<td>706</td>
</tr>
<tr>
<td>KOVO</td>
<td>Provo, Utah</td>
<td>673</td>
</tr>
<tr>
<td>KOWB</td>
<td>Laramie, Wyo.</td>
<td>706</td>
</tr>
<tr>
<td>KOWH</td>
<td>Omaha, Neb.</td>
<td>513</td>
</tr>
<tr>
<td>KOWL</td>
<td>Los Angeles, Calif.</td>
<td>341</td>
</tr>
<tr>
<td>KOY</td>
<td>Phoenix, Ariz.</td>
<td>322</td>
</tr>
<tr>
<td>KPAB</td>
<td>Laredo, Tex.</td>
<td>661</td>
</tr>
<tr>
<td>KPAC</td>
<td>Port Arthur, Tex.</td>
<td>666</td>
</tr>
<tr>
<td>KPAH</td>
<td>Hereford, Tex.</td>
<td>658</td>
</tr>
<tr>
<td>KPAS</td>
<td>Banning, Calif.</td>
<td>331</td>
</tr>
<tr>
<td>KPBE</td>
<td>Beaumont, Tex.</td>
<td>647</td>
</tr>
<tr>
<td>KPDN</td>
<td>Pampa, Tex.</td>
<td>665</td>
</tr>
<tr>
<td>KPDB</td>
<td>Portland, Ore.</td>
<td>596</td>
</tr>
<tr>
<td>KPET</td>
<td>Lamesa, Tex.</td>
<td>661</td>
</tr>
<tr>
<td>KPHC</td>
<td>Walsenburg, Colo.</td>
<td>365</td>
</tr>
<tr>
<td>KPHC</td>
<td>Phoenix, Ariz.</td>
<td>322</td>
</tr>
<tr>
<td>KPRD</td>
<td>Pasco, Wash.</td>
<td>687</td>
</tr>
<tr>
<td>KPLC</td>
<td>Lake Charles, La.</td>
<td>448</td>
</tr>
<tr>
<td>KPLT</td>
<td>Paris, Tex.</td>
<td>665</td>
</tr>
<tr>
<td>KPMC</td>
<td>Bakersfield, Calif.</td>
<td>331</td>
</tr>
<tr>
<td>KPMO</td>
<td>Pomona, Calif.</td>
<td>347</td>
</tr>
<tr>
<td>KPOA</td>
<td>Honolulu, Hawaii</td>
<td>710</td>
</tr>
<tr>
<td>KPOJ</td>
<td>Portland, Ore.</td>
<td>596</td>
</tr>
<tr>
<td>KPOW</td>
<td>Powell, Wyo.</td>
<td>706</td>
</tr>
<tr>
<td>KPPQ</td>
<td>Wenatchee, Wash.</td>
<td>691</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston, Tex.</td>
<td>659</td>
</tr>
<tr>
<td>KPRK</td>
<td>Livingston, Mont.</td>
<td>509</td>
</tr>
<tr>
<td>KPRL</td>
<td>Paso Robles, Calif.</td>
<td>347</td>
</tr>
<tr>
<td>KPRW</td>
<td>Riverside, Calif.</td>
<td>348</td>
</tr>
<tr>
<td>KPRS</td>
<td>Olathe, Kans.</td>
<td>436</td>
</tr>
<tr>
<td>KPST</td>
<td>Preston, Ida.</td>
<td>402</td>
</tr>
<tr>
<td>KPGU</td>
<td>Bellingham, Wash.</td>
<td>685</td>
</tr>
<tr>
<td>KQV</td>
<td>Pittsburgh, Pa.</td>
<td>615</td>
</tr>
<tr>
<td>KQW</td>
<td>San Jose, Calif.</td>
<td>345</td>
</tr>
<tr>
<td>KRAI</td>
<td>Craig, Colo.</td>
<td>361</td>
</tr>
<tr>
<td>KRAL</td>
<td>Rawlins, Wyo.</td>
<td>707</td>
</tr>
<tr>
<td>KRAM</td>
<td>Las Vegas, Nev.</td>
<td>514</td>
</tr>
<tr>
<td>KRBA</td>
<td>Lufkin, Tex.</td>
<td>662</td>
</tr>
<tr>
<td>KRBC</td>
<td>Abielen, Tex.</td>
<td>643</td>
</tr>
<tr>
<td>KRBT</td>
<td>Baytown, Tex.</td>
<td>646</td>
</tr>
<tr>
<td>KRDG</td>
<td>Colorado Springs, Colo.</td>
<td>361</td>
</tr>
<tr>
<td>KRDW</td>
<td>Dinuba, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KREI</td>
<td>Berkeley, Calif.</td>
<td>331</td>
</tr>
<tr>
<td>KREL</td>
<td>Farmington, Mo.</td>
<td>397</td>
</tr>
<tr>
<td>KREL</td>
<td>Baytown, Tex.</td>
<td>646</td>
</tr>
<tr>
<td>KREM</td>
<td>Spokane, Wash.</td>
<td>690</td>
</tr>
<tr>
<td>KREO</td>
<td>Indio, Calif.</td>
<td>335</td>
</tr>
<tr>
<td>KRES</td>
<td>St. Joseph, Mo.</td>
<td>503</td>
</tr>
<tr>
<td>KRGV</td>
<td>Weslaco, Tex.</td>
<td>671</td>
</tr>
<tr>
<td>KRGV</td>
<td>Duncan, Okla.</td>
<td>584</td>
</tr>
<tr>
<td>KRIC</td>
<td>Beaumont, Tex.</td>
<td>647</td>
</tr>
<tr>
<td>KRGK</td>
<td>Odessa, Tex.</td>
<td>664</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City—State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>KRIO</td>
<td>McAllen, Tex.</td>
<td>663</td>
</tr>
<tr>
<td>KRIS</td>
<td>Corpus Christi, Tex.</td>
<td>650</td>
</tr>
<tr>
<td>KRIF</td>
<td>Miles City, Mont.</td>
<td>509</td>
</tr>
<tr>
<td>KRID</td>
<td>Los Angeles, Calif.</td>
<td>341</td>
</tr>
<tr>
<td>KRKL</td>
<td>Kirkland, Wash.</td>
<td>686</td>
</tr>
<tr>
<td>KRKO</td>
<td>Everett, Wash.</td>
<td>686</td>
</tr>
<tr>
<td>KRLC</td>
<td>Lewiston, Idaho</td>
<td>401</td>
</tr>
<tr>
<td>KRLD</td>
<td>Dallas, Tex.</td>
<td>651</td>
</tr>
<tr>
<td>KRLN</td>
<td>Canon City, Colo.</td>
<td>361</td>
</tr>
<tr>
<td>KRMN</td>
<td>Shreveport, La.</td>
<td>451</td>
</tr>
<tr>
<td>KRNO</td>
<td>San Bernardino, Calif.</td>
<td>349</td>
</tr>
<tr>
<td>KRNN</td>
<td>Roseburg, Ore.</td>
<td>597</td>
</tr>
<tr>
<td>KRN T</td>
<td>Des Moines, Iowa</td>
<td>428</td>
</tr>
<tr>
<td>KROC</td>
<td>Rochester, Minn.</td>
<td>489</td>
</tr>
<tr>
<td>KROD</td>
<td>El Paso, Tex.</td>
<td>653</td>
</tr>
<tr>
<td>KROF</td>
<td>Abbeville, La.</td>
<td>445</td>
</tr>
<tr>
<td>KROG</td>
<td>Sonora, Calif.</td>
<td>357</td>
</tr>
<tr>
<td>KROP</td>
<td>Brawley, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KROS</td>
<td>Clinton, Iowa</td>
<td>426</td>
</tr>
<tr>
<td>KROW</td>
<td>Oakland, Calif.</td>
<td>343</td>
</tr>
<tr>
<td>KROX</td>
<td>Crookston, Minn.</td>
<td>485</td>
</tr>
<tr>
<td>KROY</td>
<td>Sacramento, Calif.</td>
<td>348</td>
</tr>
<tr>
<td>KRPI</td>
<td>Moscow, Idaho</td>
<td>402</td>
</tr>
<tr>
<td>KRRV</td>
<td>Sherman-DeSoto, Tex.</td>
<td>668</td>
</tr>
<tr>
<td>KRSC</td>
<td>Seattle, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KRTH</td>
<td>Raton, N. Mex.</td>
<td>523</td>
</tr>
<tr>
<td>KRUL</td>
<td>Corvallis, Ore.</td>
<td>592</td>
</tr>
<tr>
<td>KRUN</td>
<td>Bellingr, Tex.</td>
<td>646</td>
</tr>
<tr>
<td>KRUS</td>
<td>Ruston, La.</td>
<td>450</td>
</tr>
<tr>
<td>KRUX</td>
<td>Phoenix, Ariz.</td>
<td>322</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSMN</td>
<td>Mason City, Ia.</td>
<td>430</td>
</tr>
<tr>
<td>KSMO</td>
<td>San Mateo, Calif.</td>
<td>354</td>
</tr>
<tr>
<td>KSNY</td>
<td>Snyder, Tex.</td>
<td>658</td>
</tr>
<tr>
<td>KSOO</td>
<td>Des Moines, Iowa</td>
<td>428</td>
</tr>
<tr>
<td>KSOK</td>
<td>Arkansas City, Kan.</td>
<td>433</td>
</tr>
<tr>
<td>KSON</td>
<td>San Diego, Calif.</td>
<td>352</td>
</tr>
<tr>
<td>KSOO</td>
<td>Sioux Falls, S. Dak.</td>
<td>633</td>
</tr>
<tr>
<td>KSPA</td>
<td>Santa Paula, Calif.</td>
<td>357</td>
</tr>
<tr>
<td>KSPI</td>
<td>Stillwater, Okla.</td>
<td>589</td>
</tr>
<tr>
<td>KSPR</td>
<td>Casper, Wyo.</td>
<td>706</td>
</tr>
<tr>
<td>KSPT</td>
<td>Sand Point, Idaho</td>
<td>402</td>
</tr>
<tr>
<td>KSRD</td>
<td>Santa Rosa, Calif.</td>
<td>357</td>
</tr>
<tr>
<td>KSRV</td>
<td>Ontario, Ore.</td>
<td>595</td>
</tr>
<tr>
<td>KSS T</td>
<td>Sulphur Springs, Tex.</td>
<td>669</td>
</tr>
<tr>
<td>KSTA</td>
<td>Celena, Tex.</td>
<td>649</td>
</tr>
<tr>
<td>KS TB</td>
<td>Breckinridge, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KSTL</td>
<td>St. Louis, Mo.</td>
<td>503</td>
</tr>
<tr>
<td>KSTN</td>
<td>Stockton, Calif.</td>
<td>358</td>
</tr>
<tr>
<td>KSTP</td>
<td>St. Paul-Minneapolis, Minn.</td>
<td>490</td>
</tr>
<tr>
<td>KSTT</td>
<td>Davenport, la.</td>
<td>427</td>
</tr>
<tr>
<td>KSTV</td>
<td>Stephenville, Tex.</td>
<td>668</td>
</tr>
<tr>
<td>KSUB</td>
<td>Cedar City, Utah</td>
<td>672</td>
</tr>
<tr>
<td>KSUB</td>
<td>Susanville, Calif.</td>
<td>358</td>
</tr>
<tr>
<td>KSUM</td>
<td>Fairmont, Minn.</td>
<td>487</td>
</tr>
<tr>
<td>KSUB</td>
<td>Bisbee, Ariz.</td>
<td>319</td>
</tr>
<tr>
<td>KSV C</td>
<td>Richfield, Utah</td>
<td>673</td>
</tr>
<tr>
<td>KSVP</td>
<td>Artesia, N. Mex.</td>
<td>521</td>
</tr>
<tr>
<td>KS WA</td>
<td>Graham, Tex.</td>
<td>657</td>
</tr>
<tr>
<td>KS WI</td>
<td>Council Bluffs, Ia.</td>
<td>426</td>
</tr>
<tr>
<td>KS WM</td>
<td>Joplin, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>KSWO</td>
<td>Lawton, Okla.</td>
<td>586</td>
</tr>
<tr>
<td>KSW S</td>
<td>Roswell, N. Mex.</td>
<td>523</td>
</tr>
<tr>
<td>KSYC</td>
<td>Yreka, Calif.</td>
<td>360</td>
</tr>
<tr>
<td>KSYL</td>
<td>Alexandria, La.</td>
<td>445</td>
</tr>
<tr>
<td>KTA E</td>
<td>Taylor, Tex.</td>
<td>669</td>
</tr>
<tr>
<td>KTAN</td>
<td>Sherman, Tex.</td>
<td>668</td>
</tr>
<tr>
<td>KTAR</td>
<td>Phoenix, Ariz.</td>
<td>320</td>
</tr>
<tr>
<td>KTAT</td>
<td>Frederick, Okla.</td>
<td>585</td>
</tr>
<tr>
<td>KTBB</td>
<td>Tyler, Tex.</td>
<td>670</td>
</tr>
<tr>
<td>KTB C</td>
<td>Austin, Tex.</td>
<td>646</td>
</tr>
<tr>
<td>KTB I</td>
<td>Tacoma, Wash.</td>
<td>690</td>
</tr>
<tr>
<td>KTB S</td>
<td>Shreveport, La.</td>
<td>451</td>
</tr>
<tr>
<td>KTED</td>
<td>Laguna Beach, Calif.</td>
<td>335</td>
</tr>
<tr>
<td>KTEM</td>
<td>Temple, Tex.</td>
<td>669</td>
</tr>
<tr>
<td>KT FI</td>
<td>Twin Falls, Idaho</td>
<td>403</td>
</tr>
<tr>
<td>KTFS</td>
<td>Texarkana, Tex.</td>
<td>669</td>
</tr>
<tr>
<td>KTF Y</td>
<td>Brownfield, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KTH S</td>
<td>Hot Springs, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KTH T</td>
<td>Houston, Tex.</td>
<td>659</td>
</tr>
<tr>
<td>KTL I</td>
<td>Tillamook, Ore.</td>
<td>597</td>
</tr>
<tr>
<td>KT IM</td>
<td>San Rafael, Calif.</td>
<td>355</td>
</tr>
<tr>
<td>KT IP</td>
<td>Porterville, Calif.</td>
<td>347</td>
</tr>
<tr>
<td>KT JS</td>
<td>Hobart, Okla.</td>
<td>585</td>
</tr>
<tr>
<td>KT KN</td>
<td>Ketchikan, Alaska</td>
<td>705</td>
</tr>
<tr>
<td>KT KR</td>
<td>Taft, Calif.</td>
<td>358</td>
</tr>
<tr>
<td>KT KT</td>
<td>Tucson, Ariz.</td>
<td>323</td>
</tr>
<tr>
<td>KTL IN</td>
<td>Denver, Colo.</td>
<td>363</td>
</tr>
<tr>
<td>KTL W</td>
<td>Texas City, Tex.</td>
<td>670</td>
</tr>
<tr>
<td>KT MC</td>
<td>McAlester, Okla.</td>
<td>586</td>
</tr>
<tr>
<td>KT MS</td>
<td>Santa Barbara, Calif.</td>
<td>355</td>
</tr>
<tr>
<td>KT NM</td>
<td>Tucumcari, N. Mex.</td>
<td>523</td>
</tr>
<tr>
<td>KT ON</td>
<td>Lihue-Kauai, Hawaii</td>
<td>711</td>
</tr>
<tr>
<td>KT PO</td>
<td>Oklahoma City, Okla.</td>
<td>587</td>
</tr>
<tr>
<td>KT TO</td>
<td>Topeka, Kan.</td>
<td>437</td>
</tr>
<tr>
<td>KT OW</td>
<td>Oklahoma City, Okla.</td>
<td>587</td>
</tr>
<tr>
<td>KTR B</td>
<td>Modesto, Calif.</td>
<td>343</td>
</tr>
<tr>
<td>KTR C</td>
<td>Santa Fe, N. Mex.</td>
<td>523</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City-State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>KTRF</td>
<td>Thief River Falls, Minn.</td>
<td>490</td>
</tr>
<tr>
<td>KTRH</td>
<td>Houston, Tex.</td>
<td>659</td>
</tr>
<tr>
<td>KTRI</td>
<td>Sioux City, Ia.</td>
<td>432</td>
</tr>
<tr>
<td>KTRM</td>
<td>Beaumont, Tex.</td>
<td>647</td>
</tr>
<tr>
<td>KTRN</td>
<td>Wichita Falls, Tex.</td>
<td>671</td>
</tr>
<tr>
<td>KTRY</td>
<td>Bastrop, La.</td>
<td>445</td>
</tr>
<tr>
<td>KTSK</td>
<td>Emporia, Kans.</td>
<td>433</td>
</tr>
<tr>
<td>KTRR</td>
<td>Rola, Mo.</td>
<td>503</td>
</tr>
<tr>
<td>KTSF</td>
<td>Springfield, Mo.</td>
<td>506</td>
</tr>
<tr>
<td>KTMU</td>
<td>Tuscon, Ariz.</td>
<td>323</td>
</tr>
<tr>
<td>KTRU</td>
<td>Tulsa, Okla.</td>
<td>590</td>
</tr>
<tr>
<td>KTTN</td>
<td>Turlock, Calif.</td>
<td>359</td>
</tr>
<tr>
<td>KTW</td>
<td>Seattle, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KTXC</td>
<td>Big Spring, Tex.</td>
<td>647</td>
</tr>
<tr>
<td>KTXI</td>
<td>Jasper, Tex.</td>
<td>660</td>
</tr>
<tr>
<td>KTXL</td>
<td>San Angelo, Tex.</td>
<td>666</td>
</tr>
<tr>
<td>KTXN</td>
<td>Austin, Tex.</td>
<td>646</td>
</tr>
<tr>
<td>KTYL</td>
<td>Mesa, Ariz.</td>
<td>320</td>
</tr>
<tr>
<td>KUBA</td>
<td>Yuba City, Calif.</td>
<td>360</td>
</tr>
<tr>
<td>KUBC</td>
<td>Montrose, Calif.</td>
<td>365</td>
</tr>
<tr>
<td>KUGN</td>
<td>Eugene, Ore.</td>
<td>532</td>
</tr>
<tr>
<td>KUJS</td>
<td>Grants Pass, Ore.</td>
<td>533</td>
</tr>
<tr>
<td>KUKJ</td>
<td>Walla Walla, Wash.</td>
<td>691</td>
</tr>
<tr>
<td>KUJA</td>
<td>Honolulu, Hawaii</td>
<td>710</td>
</tr>
<tr>
<td>KULP</td>
<td>El Campo, Tex.</td>
<td>652</td>
</tr>
<tr>
<td>KUNO</td>
<td>Corpus Christi, Tex.</td>
<td>650</td>
</tr>
<tr>
<td>KUOA</td>
<td>Siloam Springs, Ark.</td>
<td>329</td>
</tr>
<tr>
<td>KURV</td>
<td>Edinburg, Tex.</td>
<td>652</td>
</tr>
<tr>
<td>KUTA</td>
<td>Salt Lake City, Utah</td>
<td>674</td>
</tr>
<tr>
<td>KVAK</td>
<td>Atchison, Kans.</td>
<td>433</td>
</tr>
<tr>
<td>KVAM</td>
<td>Brownsville, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KVAN</td>
<td>Vancouver, Wash.</td>
<td>690</td>
</tr>
<tr>
<td>KVAT</td>
<td>Redding, Calif.</td>
<td>348</td>
</tr>
<tr>
<td>KVCM</td>
<td>San Luis Obispo, Calif.</td>
<td>354</td>
</tr>
<tr>
<td>KVPC</td>
<td>Ventura, Calif.</td>
<td>359</td>
</tr>
<tr>
<td>KVER</td>
<td>Albuquerque, N. Mex.</td>
<td>521</td>
</tr>
<tr>
<td>KVFV</td>
<td>Austin, Tex.</td>
<td>646</td>
</tr>
<tr>
<td>KVGD</td>
<td>Ft. Dodge, Ia.</td>
<td>429</td>
</tr>
<tr>
<td>KVGB</td>
<td>Great Bend, Kans.</td>
<td>434</td>
</tr>
<tr>
<td>KVI</td>
<td>Seattle, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KVIC</td>
<td>Victoria, Tex.</td>
<td>670</td>
</tr>
<tr>
<td>KVMM</td>
<td>Monahans, Tex.</td>
<td>669</td>
</tr>
<tr>
<td>KVMC</td>
<td>Little Rock, Ark.</td>
<td>327</td>
</tr>
<tr>
<td>KVLF</td>
<td>Alpine, Tex.</td>
<td>645</td>
</tr>
<tr>
<td>KVLH</td>
<td>Pauls Valley, Okla.</td>
<td>588</td>
</tr>
<tr>
<td>KVMD</td>
<td>Magnolia, Ark.</td>
<td>327</td>
</tr>
<tr>
<td>KVH</td>
<td>Twin Falls, Ida.</td>
<td>403</td>
</tr>
<tr>
<td>KVNI</td>
<td>Coeur d'Alene, Ida.</td>
<td>401</td>
</tr>
<tr>
<td>KVNJ</td>
<td>Fargo, N. Dak.</td>
<td>571</td>
</tr>
<tr>
<td>KVNU</td>
<td>Logan, Utah</td>
<td>672</td>
</tr>
<tr>
<td>KVOA</td>
<td>Tuscon, Ariz.</td>
<td>323</td>
</tr>
<tr>
<td>KVOB</td>
<td>Alexandria, La.</td>
<td>445</td>
</tr>
<tr>
<td>KVOO</td>
<td>Casper, Wyo.</td>
<td>706</td>
</tr>
<tr>
<td>KVD</td>
<td>Denver, Colo.</td>
<td>363</td>
</tr>
<tr>
<td>KVOC</td>
<td>Santa Ana, Calif.</td>
<td>355</td>
</tr>
<tr>
<td>KVOD</td>
<td>Ogden, Utah</td>
<td>672</td>
</tr>
<tr>
<td>KVOD</td>
<td>Lafayette, La.</td>
<td>447</td>
</tr>
<tr>
<td>KVON</td>
<td>Napa, Calif.</td>
<td>343</td>
</tr>
<tr>
<td>KVOO</td>
<td>Tulsa, Okla.</td>
<td>580</td>
</tr>
<tr>
<td>KVOP</td>
<td>Plainview, Tex.</td>
<td>665</td>
</tr>
<tr>
<td>KVOR</td>
<td>Colorado Springs, Colo.</td>
<td>361</td>
</tr>
<tr>
<td>KVSJ</td>
<td>Bellingham, Wash.</td>
<td>685</td>
</tr>
<tr>
<td>KVOU</td>
<td>Uvalde, Tex.</td>
<td>870</td>
</tr>
<tr>
<td>KVOW</td>
<td>Littlefield, Tex.</td>
<td>661</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City-State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVOX</td>
<td>Moorhead, Minn.</td>
<td>488</td>
</tr>
<tr>
<td>KVRC</td>
<td>Arkadelphia, Ark.</td>
<td>324</td>
</tr>
<tr>
<td>KVRH</td>
<td>Salida, Colo.</td>
<td>366</td>
</tr>
<tr>
<td>KVRG</td>
<td>Rock Springs, Wyo.</td>
<td>707</td>
</tr>
<tr>
<td>KVHF</td>
<td>Sante Fe, N. Mex.</td>
<td>523</td>
</tr>
<tr>
<td>KVSF</td>
<td>San Mateo, Calif.</td>
<td>355</td>
</tr>
<tr>
<td>KVCI</td>
<td>Aidmore, Okla.</td>
<td>584</td>
</tr>
<tr>
<td>KVVC</td>
<td>Ventura, Calif.</td>
<td>360</td>
</tr>
<tr>
<td>KVWC</td>
<td>Vernon, Tex.</td>
<td>670</td>
</tr>
<tr>
<td>KWAD</td>
<td>Wadena, Minn.</td>
<td>490</td>
</tr>
<tr>
<td>KWAK</td>
<td>Stoughton, Ark.</td>
<td>329</td>
</tr>
<tr>
<td>KWAR</td>
<td>Wallace, Ida.</td>
<td>403</td>
</tr>
<tr>
<td>KSW</td>
<td>Watertown, S. Dak.</td>
<td>633</td>
</tr>
<tr>
<td>KWSB</td>
<td>Fort Worth, Tex.</td>
<td>655</td>
</tr>
<tr>
<td>KWEB</td>
<td>Beatrice, Neb.</td>
<td>510</td>
</tr>
<tr>
<td>KWBK</td>
<td>Williston, N. Dak.</td>
<td>572</td>
</tr>
<tr>
<td>KWBW</td>
<td>Oakland, Calif.</td>
<td>345</td>
</tr>
<tr>
<td>KWBD</td>
<td>Corpus Christi, Tex.</td>
<td>650</td>
</tr>
<tr>
<td>KWBW</td>
<td>Hutchinson, Kans.</td>
<td>434</td>
</tr>
<tr>
<td>KWCJ</td>
<td>Natchitoches, La.</td>
<td>448</td>
</tr>
<tr>
<td>KWCQ</td>
<td>Chickasha, Okla.</td>
<td>584</td>
</tr>
<tr>
<td>KWNK</td>
<td>Des Moines, Ia.</td>
<td>428</td>
</tr>
<tr>
<td>KWDJ</td>
<td>Seguin, Tex.</td>
<td>668</td>
</tr>
<tr>
<td>KWEI</td>
<td>Weese, Ida.</td>
<td>403</td>
</tr>
<tr>
<td>KWCN</td>
<td>West Memphis, Ark.</td>
<td>329</td>
</tr>
<tr>
<td>KWRH</td>
<td>Cedar Rapids, Ia.</td>
<td>426</td>
</tr>
<tr>
<td>KKW</td>
<td>Hobsbs, N. Mex.</td>
<td>522</td>
</tr>
<tr>
<td>KWF</td>
<td>Hot Springs, Ark.</td>
<td>326</td>
</tr>
<tr>
<td>KWFH</td>
<td>Wichita Falls, Tex.</td>
<td>671</td>
</tr>
<tr>
<td>KWH</td>
<td>Stockton, Calif.</td>
<td>358</td>
</tr>
<tr>
<td>KWHB</td>
<td>Good-ond, Kans.</td>
<td>434</td>
</tr>
<tr>
<td>KWHI</td>
<td>Brehmam, Tex.</td>
<td>648</td>
</tr>
<tr>
<td>KWHJ</td>
<td>Hutchinson, Kans.</td>
<td>434</td>
</tr>
<tr>
<td>KWHN</td>
<td>Ft. Smith, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KWHW</td>
<td>Altus, Okla.</td>
<td>584</td>
</tr>
<tr>
<td>KWIN</td>
<td>Kennewick, Wash.</td>
<td>686</td>
</tr>
<tr>
<td>KWK</td>
<td>Burbank, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KWL</td>
<td>Albany, Ore.</td>
<td>591</td>
</tr>
<tr>
<td>KWIN</td>
<td>Ashland, Ore.</td>
<td>591</td>
</tr>
<tr>
<td>KWO</td>
<td>Globe, Ariz.</td>
<td>320</td>
</tr>
<tr>
<td>KWW</td>
<td>Portland, Ore.</td>
<td>596</td>
</tr>
<tr>
<td>KWW</td>
<td>St. Louis, Mo.</td>
<td>504</td>
</tr>
<tr>
<td>KWWC</td>
<td>Abilene, Tex.</td>
<td>643</td>
</tr>
<tr>
<td>KWWH</td>
<td>Shreveport, La.</td>
<td>451</td>
</tr>
<tr>
<td>KWWK</td>
<td>Pasadena, Calif.</td>
<td>347</td>
</tr>
<tr>
<td>KWWJ</td>
<td>Longview, Wash.</td>
<td>686</td>
</tr>
<tr>
<td>KWWK</td>
<td>Wilmar, Minn.</td>
<td>41</td>
</tr>
<tr>
<td>KWNO</td>
<td>Winona, Minn.</td>
<td>491</td>
</tr>
<tr>
<td>KWNW</td>
<td>Wenatchee, Wash.</td>
<td>691</td>
</tr>
<tr>
<td>KWOA</td>
<td>Worthington, Minn.</td>
<td>491</td>
</tr>
<tr>
<td>KWOI</td>
<td>Poplar Bluff, Mo.</td>
<td>501</td>
</tr>
<tr>
<td>KWOJ</td>
<td>Clinton, Okla.</td>
<td>584</td>
</tr>
<tr>
<td>KRES</td>
<td>Bartlesville, Okla.</td>
<td>584</td>
</tr>
<tr>
<td>KWR</td>
<td>Worland, Wyo.</td>
<td>707</td>
</tr>
<tr>
<td>KWSO</td>
<td>Jefferson City, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>KWPC</td>
<td>Muscatine, Ia.</td>
<td>430</td>
</tr>
<tr>
<td>KWPM</td>
<td>West Plains, Mo.</td>
<td>506</td>
</tr>
<tr>
<td>KWRC</td>
<td>Pendleton, Ore.</td>
<td>595</td>
</tr>
<tr>
<td>KJRE</td>
<td>Warrenton, Mo.</td>
<td>506</td>
</tr>
<tr>
<td>KWRL</td>
<td>Riverton, Wyo.</td>
<td>707</td>
</tr>
<tr>
<td>KWRN</td>
<td>Reno, Nev.</td>
<td>515</td>
</tr>
<tr>
<td>KWRK</td>
<td>Coquille, Ore.</td>
<td>592</td>
</tr>
<tr>
<td>KWRZ</td>
<td>Flagstaff, Ariz.</td>
<td>320</td>
</tr>
<tr>
<td>KWSH</td>
<td>Mt. Shasta, Calif.</td>
<td>942</td>
</tr>
<tr>
<td>KWSL</td>
<td>Lake Charles, La.</td>
<td>448</td>
</tr>
<tr>
<td>KWTB</td>
<td>Barstow, Calif.</td>
<td>331</td>
</tr>
<tr>
<td>KWTN</td>
<td>Springfield, Mo.</td>
<td>506</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City-State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td>WATX</td>
<td>Waco, Tex.</td>
<td>670</td>
</tr>
<tr>
<td>WAWB</td>
<td>Walla Walla, Wash.</td>
<td>691</td>
</tr>
<tr>
<td>WAWL</td>
<td>Waterloo, Ia.</td>
<td>432</td>
</tr>
<tr>
<td>KWYD</td>
<td>Sheridan, Wyo.</td>
<td>707</td>
</tr>
<tr>
<td>KXAR</td>
<td>Seattle, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KXEL</td>
<td>Hope, Ark.</td>
<td>325</td>
</tr>
<tr>
<td>KXEO</td>
<td>Waterloo, Ia.</td>
<td>432</td>
</tr>
<tr>
<td>KXGJ</td>
<td>Mexico, Mo.</td>
<td>501</td>
</tr>
<tr>
<td>KXJQ</td>
<td>Fort Madison, Ia.</td>
<td>429</td>
</tr>
<tr>
<td>KXLI</td>
<td>Glendale, Mont.</td>
<td>507</td>
</tr>
<tr>
<td>KXLC</td>
<td>Iowa City, Ia.</td>
<td>429</td>
</tr>
<tr>
<td>KXFR</td>
<td>Dalhart, Tex.</td>
<td>650</td>
</tr>
<tr>
<td>KXJG</td>
<td>Forrest City, Ark.</td>
<td>324</td>
</tr>
<tr>
<td>KXL</td>
<td>Portland, Ore.</td>
<td>597</td>
</tr>
<tr>
<td>KXLA</td>
<td>Ellensburg, Wash.</td>
<td>636</td>
</tr>
<tr>
<td>KXLF</td>
<td>Butte, Mont.</td>
<td>507</td>
</tr>
<tr>
<td>KXLI</td>
<td>Helena, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KXLL</td>
<td>Great Falls, Mont.</td>
<td>508</td>
</tr>
<tr>
<td>KXLK</td>
<td>Missoula, Mont.</td>
<td>510</td>
</tr>
<tr>
<td>KXLO</td>
<td>Lewistown, Mont.</td>
<td>509</td>
</tr>
<tr>
<td>KXLR</td>
<td>Pozman, Mont.</td>
<td>507</td>
</tr>
<tr>
<td>KXLY</td>
<td>St. Louis, Mo.</td>
<td>504</td>
</tr>
<tr>
<td>KXLY</td>
<td>Spokane, Wash.</td>
<td>690</td>
</tr>
<tr>
<td>KXO</td>
<td>El Centro, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KXOA</td>
<td>Sacramento, Calif.</td>
<td>348</td>
</tr>
<tr>
<td>KXOB</td>
<td>Stockton, Calif.</td>
<td>358</td>
</tr>
<tr>
<td>KXOC</td>
<td>Chico, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KXOK</td>
<td>St. Louis, Mo.</td>
<td>504</td>
</tr>
<tr>
<td>KXOL</td>
<td>Fort Worth, Tex.</td>
<td>655</td>
</tr>
<tr>
<td>KXOX</td>
<td>Sweetwater, Tex.</td>
<td>669</td>
</tr>
<tr>
<td>KXRI</td>
<td>Russellville, Ark.</td>
<td>329</td>
</tr>
<tr>
<td>KXRN</td>
<td>Renton, Wash.</td>
<td>687</td>
</tr>
<tr>
<td>KXRO</td>
<td>Aberdeen, Wash.</td>
<td>689</td>
</tr>
<tr>
<td>KXRX</td>
<td>San Jose, Calif.</td>
<td>354</td>
</tr>
<tr>
<td>KXRL</td>
<td>Reno, Nev.</td>
<td>515</td>
</tr>
<tr>
<td>KXXX</td>
<td>Colby, Kans.</td>
<td>433</td>
</tr>
<tr>
<td>KXYR</td>
<td>Alexander, Minn.</td>
<td>485</td>
</tr>
<tr>
<td>KXYZ</td>
<td>Houston, Tex.</td>
<td>660</td>
</tr>
<tr>
<td>KYA</td>
<td>San Francisco, Calif.</td>
<td>353</td>
</tr>
<tr>
<td>KYAK</td>
<td>Yakima, Wash.</td>
<td>692</td>
</tr>
<tr>
<td>KYCA</td>
<td>Prescott, Ariz.</td>
<td>322</td>
</tr>
<tr>
<td>KYES</td>
<td>Butte, Mont.</td>
<td>507</td>
</tr>
<tr>
<td>KYJC</td>
<td>Medford, Ore.</td>
<td>593</td>
</tr>
<tr>
<td>KYNO</td>
<td>Fresno, Calif.</td>
<td>334</td>
</tr>
<tr>
<td>KYOR</td>
<td>Blythe, Calif.</td>
<td>332</td>
</tr>
<tr>
<td>KYOS</td>
<td>Merced, Calif.</td>
<td>341</td>
</tr>
<tr>
<td>KYOU</td>
<td>Greeley, Col.</td>
<td>365</td>
</tr>
<tr>
<td>KYSM</td>
<td>Mankato, Minn.</td>
<td>487</td>
</tr>
<tr>
<td>KYUM</td>
<td>Yuma, Ariz.</td>
<td>323</td>
</tr>
<tr>
<td>KYW</td>
<td>Philadelphia, Pa.</td>
<td>609</td>
</tr>
<tr>
<td>KYZ</td>
<td>Redlands, Calif.</td>
<td>348</td>
</tr>
<tr>
<td>WABA</td>
<td>Worcester, Mass.</td>
<td>469</td>
</tr>
<tr>
<td>WABF</td>
<td>Chicago, Ill.</td>
<td>405</td>
</tr>
<tr>
<td>WABT</td>
<td>Newark, N. J.</td>
<td>518</td>
</tr>
<tr>
<td>WADD</td>
<td>Mobile, Ala.</td>
<td>316</td>
</tr>
<tr>
<td>WABI</td>
<td>Bangor, Me.</td>
<td>451</td>
</tr>
<tr>
<td>WABJ</td>
<td>Adrian, Mich.</td>
<td>471</td>
</tr>
<tr>
<td>WABY</td>
<td>Albany, N. Y.</td>
<td>525</td>
</tr>
<tr>
<td>WABZ</td>
<td>Albemarle, N. C.</td>
<td>555</td>
</tr>
<tr>
<td>WACB</td>
<td>Camden, S. C.</td>
<td>626</td>
</tr>
<tr>
<td>WACB</td>
<td>Kittanning, Pa.</td>
<td>606</td>
</tr>
<tr>
<td>WACE</td>
<td>Chicopee, Mass.</td>
<td>464</td>
</tr>
<tr>
<td>WACO</td>
<td>Waco, Tex.</td>
<td>671</td>
</tr>
<tr>
<td>WAGR</td>
<td>Starkville, Miss.</td>
<td>463</td>
</tr>
<tr>
<td>WADC</td>
<td>Akron, O.</td>
<td>573</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City-State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WADE</td>
<td>Wadesboro, N. C.</td>
<td>568</td>
</tr>
<tr>
<td>WAEB</td>
<td>Allentown, Pa.</td>
<td>597</td>
</tr>
<tr>
<td>WAEF</td>
<td>Mayaguez, P. R.</td>
<td>713</td>
</tr>
<tr>
<td>WAFB</td>
<td>Baton Rouge, La.</td>
<td>446</td>
</tr>
<tr>
<td>WAGA</td>
<td>Atlanta, Ga.</td>
<td>388</td>
</tr>
<tr>
<td>WAGC</td>
<td>Chattanooga, Tenn.</td>
<td>634</td>
</tr>
<tr>
<td>WAGE</td>
<td>Anacostia, N. Y.</td>
<td>552</td>
</tr>
<tr>
<td>WAGH</td>
<td>Dothan, Ala.</td>
<td>313</td>
</tr>
<tr>
<td>WAGM</td>
<td>Presque Isle, Me.</td>
<td>455</td>
</tr>
<tr>
<td>WAIM</td>
<td>Anderson, S. C.</td>
<td>625</td>
</tr>
<tr>
<td>WAIR</td>
<td>Winston-Salem, N. C.</td>
<td>569</td>
</tr>
<tr>
<td>WAIT</td>
<td>Chicago, Ill.</td>
<td>405</td>
</tr>
<tr>
<td>WAKR</td>
<td>Morgantown, W. Va.</td>
<td>696</td>
</tr>
<tr>
<td>WAKT</td>
<td>Akron, O.</td>
<td>573</td>
</tr>
<tr>
<td>WALA</td>
<td>Mobile, Ala.</td>
<td>316</td>
</tr>
<tr>
<td>WALB</td>
<td>Albany, Ga.</td>
<td>387</td>
</tr>
<tr>
<td>WALD</td>
<td>Worchester, S. C.</td>
<td>631</td>
</tr>
<tr>
<td>WALE</td>
<td>Fall River, Mass.</td>
<td>464</td>
</tr>
<tr>
<td>WALL</td>
<td>Middletown, N. Y.</td>
<td>357</td>
</tr>
<tr>
<td>WALT</td>
<td>Tampa, Fla.</td>
<td>385</td>
</tr>
<tr>
<td>WAML</td>
<td>Laurel, Miss.</td>
<td>494</td>
</tr>
<tr>
<td>WAMS</td>
<td>Wilmington, Del.</td>
<td>372</td>
</tr>
<tr>
<td>WAND</td>
<td>Canton, O.</td>
<td>574</td>
</tr>
<tr>
<td>WANE</td>
<td>Catonsville, Md.</td>
<td>420</td>
</tr>
<tr>
<td>WANN</td>
<td>Annapolis, Md.</td>
<td>455</td>
</tr>
<tr>
<td>WANS</td>
<td>Anderson, S. C.</td>
<td>626</td>
</tr>
<tr>
<td>WAOV</td>
<td>Vincennes, Ind.</td>
<td>425</td>
</tr>
<tr>
<td>WAPA</td>
<td>San Juan, P. R.</td>
<td>715</td>
</tr>
<tr>
<td>WAPF</td>
<td>McComb, Miss.</td>
<td>495</td>
</tr>
<tr>
<td>WAPI</td>
<td>Birmingham, Ala.</td>
<td>312</td>
</tr>
<tr>
<td>WAPO</td>
<td>Chattanooga, Tenn.</td>
<td>634</td>
</tr>
<tr>
<td>WAPX</td>
<td>Montgomery, Ala.</td>
<td>317</td>
</tr>
<tr>
<td>WARC</td>
<td>Rochester, N. Y.</td>
<td>549</td>
</tr>
<tr>
<td>WARD</td>
<td>Johnstown, Pa.</td>
<td>605</td>
</tr>
<tr>
<td>WARE</td>
<td>Ware, Mass.</td>
<td>468</td>
</tr>
<tr>
<td>WARK</td>
<td>Hagerstown, Md.</td>
<td>460</td>
</tr>
<tr>
<td>WALR</td>
<td>Arlington, Va.</td>
<td>676</td>
</tr>
<tr>
<td>WARM</td>
<td>Scranton, Pa.</td>
<td>617</td>
</tr>
<tr>
<td>WASA</td>
<td>Havre De Grace, Md.</td>
<td>640</td>
</tr>
<tr>
<td>WASK</td>
<td>Lafayette, Ind.</td>
<td>422</td>
</tr>
<tr>
<td>WASL</td>
<td>Annapolis, Md.</td>
<td>455</td>
</tr>
<tr>
<td>WATK</td>
<td>Antigo, Wis.</td>
<td>698</td>
</tr>
<tr>
<td>WATL</td>
<td>Atlanta, Ga.</td>
<td>388</td>
</tr>
<tr>
<td>WATN</td>
<td>Watertown, N. Y.</td>
<td>554</td>
</tr>
<tr>
<td>WATO</td>
<td>Oak Ridge, Tenn.</td>
<td>642</td>
</tr>
<tr>
<td>WATR</td>
<td>Waterbury, Conn.</td>
<td>371</td>
</tr>
<tr>
<td>WATT</td>
<td>Cadillac, Mich.</td>
<td>473</td>
</tr>
<tr>
<td>WATW</td>
<td>Ashland, Wis.</td>
<td>698</td>
</tr>
<tr>
<td>WATZ</td>
<td>Alpena, Mich.</td>
<td>471</td>
</tr>
<tr>
<td>WAUD</td>
<td>Auburn, Ala.</td>
<td>312</td>
</tr>
<tr>
<td>WAUX</td>
<td>Waukesha, Wis.</td>
<td>705</td>
</tr>
<tr>
<td>WAVE</td>
<td>Louisville, Ky.</td>
<td>441</td>
</tr>
<tr>
<td>WAVL</td>
<td>Apollo, Pa.</td>
<td>599</td>
</tr>
<tr>
<td>WAVU</td>
<td>Albertville, Ala.</td>
<td>311</td>
</tr>
<tr>
<td>WAVZ</td>
<td>New Haven, Conn.</td>
<td>370</td>
</tr>
<tr>
<td>WAYB</td>
<td>Waynesboro, Va.</td>
<td>684</td>
</tr>
<tr>
<td>WAYN</td>
<td>Rockingham, N. C.</td>
<td>566</td>
</tr>
<tr>
<td>WAYS</td>
<td>Charlotte, N. C.</td>
<td>557</td>
</tr>
<tr>
<td>WAYX</td>
<td>Waycross, Ga.</td>
<td>400</td>
</tr>
<tr>
<td>WAZF</td>
<td>Yazoo City, Miss.</td>
<td>497</td>
</tr>
<tr>
<td>WAZL</td>
<td>Hazleton, Pa.</td>
<td>605</td>
</tr>
<tr>
<td>WBAZ</td>
<td>Atlantic City, N. J.</td>
<td>517</td>
</tr>
<tr>
<td>WBCA</td>
<td>Cleveland, Tenn.</td>
<td>635</td>
</tr>
<tr>
<td>WBLA</td>
<td>Baltimore, Md.</td>
<td>456</td>
</tr>
<tr>
<td>WBAP</td>
<td>Fort Worth, Tex.</td>
<td>655</td>
</tr>
<tr>
<td>WBAH</td>
<td>Marion, Ind.</td>
<td>442</td>
</tr>
<tr>
<td>WBAX</td>
<td>Wilkes-Barre, Pa.</td>
<td>619</td>
</tr>
<tr>
<td>WBBB</td>
<td>Green Bay, Wis.</td>
<td>699</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City-State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------</td>
<td>----------</td>
</tr>
<tr>
<td>WBBB</td>
<td>Burlington, N. C.</td>
<td>556</td>
</tr>
<tr>
<td>WBBG</td>
<td>Flint, Mich.</td>
<td>477</td>
</tr>
<tr>
<td>WBBM</td>
<td>Richmond, Va.</td>
<td>682</td>
</tr>
<tr>
<td>WBBM</td>
<td>Chicago, Ill.</td>
<td>405</td>
</tr>
<tr>
<td>WBOB</td>
<td>Forest City, N. C.</td>
<td>559</td>
</tr>
<tr>
<td>WBOQ</td>
<td>Augusta, Ga.</td>
<td>391</td>
</tr>
<tr>
<td>WBBW</td>
<td>Youngstown, O.</td>
<td>583</td>
</tr>
<tr>
<td>WBBZ</td>
<td>Ponta City, Okla.</td>
<td>589</td>
</tr>
<tr>
<td>WBBZ</td>
<td>Beechwood, Md.</td>
<td>457</td>
</tr>
<tr>
<td>WBBP</td>
<td>Battle Creek, Mich.</td>
<td>471</td>
</tr>
<tr>
<td>WBCM</td>
<td>Bay City, Mich.</td>
<td>470</td>
</tr>
<tr>
<td>WBCU</td>
<td>Union, S. C.</td>
<td>831</td>
</tr>
<tr>
<td>WBEF</td>
<td>Pittsfield, Mass.</td>
<td>456</td>
</tr>
<tr>
<td>WBEJ</td>
<td>Elizabeth, Tenn.</td>
<td>636</td>
</tr>
<tr>
<td>WBEL</td>
<td>Beloit, Wis.</td>
<td>698</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo, N. Y.</td>
<td>529</td>
</tr>
<tr>
<td>WBET</td>
<td>Brockton, Mass.</td>
<td>463</td>
</tr>
<tr>
<td>WBEX</td>
<td>Chillicothe, 0.</td>
<td>574</td>
</tr>
<tr>
<td>WBGE</td>
<td>Atlanta, Ga.</td>
<td>388</td>
</tr>
<tr>
<td>WBGR</td>
<td>Jessup, Ga.</td>
<td>395</td>
</tr>
<tr>
<td>WBBH</td>
<td>Fitzgerald, Ga.</td>
<td>395</td>
</tr>
<tr>
<td>WBF</td>
<td>Cartersville, Ga.</td>
<td>393</td>
</tr>
<tr>
<td>WBJ</td>
<td>Huntsville, Ala.</td>
<td>316</td>
</tr>
<tr>
<td>WBLB</td>
<td>Greensboro, N. C.</td>
<td>560</td>
</tr>
<tr>
<td>WBLR</td>
<td>Knoxville, Tenn.</td>
<td>658</td>
</tr>
<tr>
<td>WBR</td>
<td>Bristol, Conn.</td>
<td>487</td>
</tr>
<tr>
<td>WBIW</td>
<td>Bedford, Ind.</td>
<td>418</td>
</tr>
<tr>
<td>WBJZ</td>
<td>Eau Claire, Wis.</td>
<td>698</td>
</tr>
<tr>
<td>WBJA</td>
<td>Brockton, Mass.</td>
<td>464</td>
</tr>
<tr>
<td>WBLJ</td>
<td>Dalton, Ga.</td>
<td>394</td>
</tr>
<tr>
<td>WBLK</td>
<td>Clarksburg, W. Va.</td>
<td>693</td>
</tr>
<tr>
<td>WBLQ</td>
<td>Baltimore, Md.</td>
<td>456</td>
</tr>
<tr>
<td>WBLJ</td>
<td>Macon, Ga.</td>
<td>396</td>
</tr>
<tr>
<td>WBLM</td>
<td>Boston, Mass.</td>
<td>461</td>
</tr>
<tr>
<td>WBNH</td>
<td>Columbus, O.</td>
<td>577</td>
</tr>
<tr>
<td>WBNA</td>
<td>New York, N. Y.</td>
<td>537</td>
</tr>
<tr>
<td>WBNY</td>
<td>Buffalo, N. Y.</td>
<td>529</td>
</tr>
<tr>
<td>WBOB</td>
<td>Galax, Va.</td>
<td>679</td>
</tr>
<tr>
<td>WBOC</td>
<td>Salisbury, Md.</td>
<td>460</td>
</tr>
<tr>
<td>WBOW</td>
<td>Terre Haute, Ind.</td>
<td>424</td>
</tr>
<tr>
<td>WPB</td>
<td>Lock Haven, Pa.</td>
<td>432</td>
</tr>
<tr>
<td>WPB</td>
<td>Birmingham, Ala.</td>
<td>312</td>
</tr>
<tr>
<td>WPRE</td>
<td>Wilkes-Barre, Pa.</td>
<td>619</td>
</tr>
<tr>
<td>WPRK</td>
<td>Pittsfield, Mass.</td>
<td>467</td>
</tr>
<tr>
<td>WBRM</td>
<td>Marion, N. C.</td>
<td>563</td>
</tr>
<tr>
<td>WBRW</td>
<td>Welch, W. Va.</td>
<td>697</td>
</tr>
<tr>
<td>WBRY</td>
<td>Waterbury, Conn.</td>
<td>371</td>
</tr>
<tr>
<td>WBSR</td>
<td>Pensacola, Fla.</td>
<td>384</td>
</tr>
<tr>
<td>WBSC</td>
<td>Bennettsville, S. C.</td>
<td>626</td>
</tr>
<tr>
<td>WBSC</td>
<td>Charleston, N. C.</td>
<td>557</td>
</tr>
<tr>
<td>WBTA</td>
<td>Batavia, N. Y.</td>
<td>526</td>
</tr>
<tr>
<td>WBT</td>
<td>Williamson, W. Va.</td>
<td>697</td>
</tr>
<tr>
<td>WBTM</td>
<td>Danville, Va.</td>
<td>678</td>
</tr>
<tr>
<td>WBUD</td>
<td>Morrisville, Pa.</td>
<td>609</td>
</tr>
<tr>
<td>WBUF</td>
<td>Butler, Pa.</td>
<td>607</td>
</tr>
<tr>
<td>WBUK</td>
<td>Doylestown, Pa.</td>
<td>601</td>
</tr>
<tr>
<td>WBUY</td>
<td>Lexington, N. C.</td>
<td>563</td>
</tr>
<tr>
<td>WBVP</td>
<td>Beaver Falls, Pa.</td>
<td>599</td>
</tr>
<tr>
<td>WBYA</td>
<td>Canton, Ill.</td>
<td>404</td>
</tr>
<tr>
<td>WBZ</td>
<td>Boston, Mass.</td>
<td>461</td>
</tr>
<tr>
<td>WBJA</td>
<td>Springfield, Mass.</td>
<td>461</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City-State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCAE</td>
<td>Pittsburgh, Pa.</td>
<td>615</td>
</tr>
<tr>
<td>WCAM</td>
<td>Camden, N. J.</td>
<td>518</td>
</tr>
<tr>
<td>WCAO</td>
<td>Baltimore, Md.</td>
<td>456</td>
</tr>
<tr>
<td>WCAQ</td>
<td>Asbury Park, N. J.</td>
<td>517</td>
</tr>
<tr>
<td>WCAR</td>
<td>Pontiac, Mich.</td>
<td>482</td>
</tr>
<tr>
<td>WCAU</td>
<td>Philadelphia, Pa.</td>
<td>611</td>
</tr>
<tr>
<td>WCAV</td>
<td>Norfolk, Va.</td>
<td>680</td>
</tr>
<tr>
<td>WCAW</td>
<td>Charleston, W. Va.</td>
<td>693</td>
</tr>
<tr>
<td>WCAX</td>
<td>Burlington, Vi.</td>
<td>675</td>
</tr>
<tr>
<td>WCAZ</td>
<td>Carthage, Ill.</td>
<td>405</td>
</tr>
<tr>
<td>WCBA</td>
<td>Corning, N. Y.</td>
<td>531</td>
</tr>
<tr>
<td>WCCB</td>
<td>Anderson, Ind.</td>
<td>418</td>
</tr>
<tr>
<td>WCBD</td>
<td>Chicago, Ill.</td>
<td>407</td>
</tr>
<tr>
<td>WCBI</td>
<td>Columbus, Miss.</td>
<td>492</td>
</tr>
<tr>
<td>WCBM</td>
<td>Baltimore, Md.</td>
<td>456</td>
</tr>
<tr>
<td>WCRS</td>
<td>New York, N. Y.</td>
<td>537</td>
</tr>
<tr>
<td>WČBT</td>
<td>Roanoke Rapids, N. C.</td>
<td>566</td>
</tr>
<tr>
<td>WCCC</td>
<td>Hartford, Conn.</td>
<td>368</td>
</tr>
<tr>
<td>WCCP</td>
<td>Lawrence, Mass.</td>
<td>466</td>
</tr>
<tr>
<td>WCCO</td>
<td>Minneapolis, Minn.</td>
<td>499</td>
</tr>
<tr>
<td>WCCP</td>
<td>Savannah, Ga.</td>
<td>358</td>
</tr>
<tr>
<td>WCDL</td>
<td>Paris, Ill.</td>
<td>600</td>
</tr>
<tr>
<td>WCDT</td>
<td>Winchester, Tenn.</td>
<td>643</td>
</tr>
<tr>
<td>WCEC</td>
<td>Rocky Mount, N. C.</td>
<td>566</td>
</tr>
<tr>
<td>WCED</td>
<td>Du Bois, Pa.</td>
<td>601</td>
</tr>
<tr>
<td>WCEM</td>
<td>Cambridge, Md.</td>
<td>457</td>
</tr>
<tr>
<td>WCGE</td>
<td>Mt. Pleasant, Mich.</td>
<td>481</td>
</tr>
<tr>
<td>WCGF</td>
<td>Chicago, Ill.</td>
<td>407</td>
</tr>
<tr>
<td>WCHA</td>
<td>Chambersburg, Pa.</td>
<td>690</td>
</tr>
<tr>
<td>WCHS</td>
<td>Charleston, W. Va.</td>
<td>693</td>
</tr>
<tr>
<td>WCHV</td>
<td>Charlottesville, Va.</td>
<td>677</td>
</tr>
<tr>
<td>WCKF</td>
<td>Madisonville, Ky.</td>
<td>442</td>
</tr>
<tr>
<td>WCL</td>
<td>Carbondale, Ill.</td>
<td>405</td>
</tr>
<tr>
<td>WCKJ</td>
<td>Columbus, Miss.</td>
<td>492</td>
</tr>
<tr>
<td>WCKM</td>
<td>Dunn, N. C.</td>
<td>558</td>
</tr>
<tr>
<td>WCKY</td>
<td>Cincinnati, 0.</td>
<td>574</td>
</tr>
<tr>
<td>WCLD</td>
<td>Cleveland, Miss.</td>
<td>492</td>
</tr>
<tr>
<td>WCLE</td>
<td>Clearwater, Fla.</td>
<td>376</td>
</tr>
<tr>
<td>WCLQ</td>
<td>Janesville, Wis.</td>
<td>699</td>
</tr>
<tr>
<td>WCLT</td>
<td>Newark, O.</td>
<td>560</td>
</tr>
<tr>
<td>WCM</td>
<td>Corinth, Miss.</td>
<td>456</td>
</tr>
<tr>
<td>WCMB</td>
<td>Lempoyne, Pa.</td>
<td>607</td>
</tr>
<tr>
<td>WCMR</td>
<td>Ashland, Ky.</td>
<td>439</td>
</tr>
<tr>
<td>WCMN</td>
<td>Arciebo, P. R.</td>
<td>711</td>
</tr>
<tr>
<td>WCMW</td>
<td>Canton, O.</td>
<td>574</td>
</tr>
<tr>
<td>WCNB</td>
<td>Connersville, Ind.</td>
<td>419</td>
</tr>
<tr>
<td>WCNJ</td>
<td>Elizabeth City, N. C.</td>
<td>558</td>
</tr>
<tr>
<td>WCNH</td>
<td>Quincy, Fla.</td>
<td>384</td>
</tr>
<tr>
<td>WCHR</td>
<td>Bloomsburg, Pa.</td>
<td>599</td>
</tr>
<tr>
<td>WCNT</td>
<td>Centralia, Ill.</td>
<td>405</td>
</tr>
<tr>
<td>WCRN</td>
<td>Crestview, Fla.</td>
<td>376</td>
</tr>
<tr>
<td>WCNX</td>
<td>Middletown, Conn.</td>
<td>369</td>
</tr>
<tr>
<td>WCOA</td>
<td>Pensacola, Fla.</td>
<td>384</td>
</tr>
<tr>
<td>WCOC</td>
<td>Meridan, Miss.</td>
<td>495</td>
</tr>
<tr>
<td>WCOS</td>
<td>Greensboro, N. C.</td>
<td>561</td>
</tr>
<tr>
<td>WCOT</td>
<td>Newark, Ga.</td>
<td>397</td>
</tr>
<tr>
<td>WCOL</td>
<td>Columbus, O.</td>
<td>577</td>
</tr>
<tr>
<td>WCPO</td>
<td>Parsonsburg, W. Va.</td>
<td>696</td>
</tr>
<tr>
<td>WCOR</td>
<td>Atlanta, Ga.</td>
<td>388</td>
</tr>
<tr>
<td>WCOS</td>
<td>Boston, Mass.</td>
<td>461</td>
</tr>
<tr>
<td>WCOS</td>
<td>Lebanon, Pa.</td>
<td>639</td>
</tr>
<tr>
<td>WCRS</td>
<td>Columbus, S. C.</td>
<td>627</td>
</tr>
<tr>
<td>WCRO</td>
<td>Lewiston, Me.</td>
<td>452</td>
</tr>
<tr>
<td>WCRO</td>
<td>Montgomery, Ala.</td>
<td>317</td>
</tr>
<tr>
<td>WCRA</td>
<td>Clearfield, Pa.</td>
<td>601</td>
</tr>
<tr>
<td>WCPM</td>
<td>Middlesboro, Ky.</td>
<td>443</td>
</tr>
<tr>
<td>WCPN</td>
<td>Cincinnati, 0.</td>
<td>574</td>
</tr>
<tr>
<td>WCPS</td>
<td>Tarboro, N. C.</td>
<td>567</td>
</tr>
<tr>
<td>WCRA</td>
<td>Effingham, Ill.</td>
<td>412</td>
</tr>
<tr>
<td>WCRB</td>
<td>Waltham, Mass.</td>
<td>468</td>
</tr>
<tr>
<td>WCRK</td>
<td>Morristown, Tenn.</td>
<td>641</td>
</tr>
<tr>
<td>WCRY</td>
<td>Johnstown, Pa.</td>
<td>606</td>
</tr>
<tr>
<td>WCRS</td>
<td>Greenwood, S. C.</td>
<td>629</td>
</tr>
<tr>
<td>WCRW</td>
<td>Chicago, Ill.</td>
<td>407</td>
</tr>
<tr>
<td>WCSR</td>
<td>Charleston, S. C.</td>
<td>628</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City—State</td>
<td>See Page</td>
</tr>
<tr>
<td>-------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>WCSP</td>
<td>Portland, Me.</td>
<td>453</td>
</tr>
<tr>
<td>WCSS</td>
<td>Amsterdam, N. Y.</td>
<td>526</td>
</tr>
<tr>
<td>WCTA</td>
<td>Contoocook, N. H.</td>
<td>519</td>
</tr>
<tr>
<td>WCCT</td>
<td>Corbin, Ky.</td>
<td>439</td>
</tr>
<tr>
<td>WCUM</td>
<td>Cumberland, Md.</td>
<td>457</td>
</tr>
<tr>
<td>WCVA</td>
<td>Culpeper, Va.</td>
<td>678</td>
</tr>
<tr>
<td>WCVI</td>
<td>Connellsville, Pa.</td>
<td>601</td>
</tr>
<tr>
<td>WCVS</td>
<td>Springfield, Ill.</td>
<td>417</td>
</tr>
<tr>
<td>WCYB</td>
<td>Bristol, Va.</td>
<td>677</td>
</tr>
<tr>
<td>WIDAD</td>
<td>Indiana, Pa.</td>
<td>605</td>
</tr>
<tr>
<td>WDAE</td>
<td>Tampa, Fla.</td>
<td>386</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City, Mo.</td>
<td>500</td>
</tr>
<tr>
<td>WDAK</td>
<td>Columbus, Ga.</td>
<td>393</td>
</tr>
<tr>
<td>WDAN</td>
<td>Danville, Ill.</td>
<td>411</td>
</tr>
<tr>
<td>WDAR</td>
<td>Savannah, Ga.</td>
<td>398</td>
</tr>
<tr>
<td>WDAS</td>
<td>Philadelphia, Pa.</td>
<td>611</td>
</tr>
<tr>
<td>WDEL</td>
<td>Wilmington, Del.</td>
<td>372</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo, N. Dak.</td>
<td>571</td>
</tr>
<tr>
<td>WDBC</td>
<td>Escanaba, Mich.</td>
<td>477</td>
</tr>
<tr>
<td>WDBJ</td>
<td>Roanoke, Va.</td>
<td>683</td>
</tr>
<tr>
<td>WDBO</td>
<td>Orlando, Fla.</td>
<td>382</td>
</tr>
<tr>
<td>WDEC</td>
<td>Americus, Ga.</td>
<td>393</td>
</tr>
<tr>
<td>WDEF</td>
<td>Chattanooga, Tenn.</td>
<td>634</td>
</tr>
<tr>
<td>WDEM</td>
<td>Providence, R. I.</td>
<td>623</td>
</tr>
<tr>
<td>WDEV</td>
<td>Waterbury, Vt.</td>
<td>676</td>
</tr>
<tr>
<td>WDGY</td>
<td>Minneapolis, Minn.</td>
<td>488</td>
</tr>
<tr>
<td>WDHL</td>
<td>Bradenton, Fla.</td>
<td>376</td>
</tr>
<tr>
<td>WDIA</td>
<td>Memphis, Tenn.</td>
<td>639</td>
</tr>
<tr>
<td>WDIG</td>
<td>Dothan, Ala.</td>
<td>314</td>
</tr>
<tr>
<td>WDKD</td>
<td>Kingstown, S. C.</td>
<td>600</td>
</tr>
<tr>
<td>WDLB</td>
<td>Marshallfield, Wis.</td>
<td>701</td>
</tr>
<tr>
<td>WDLF</td>
<td>De Land, Fla.</td>
<td>377</td>
</tr>
<tr>
<td>WDLP</td>
<td>Panama City, Fla.</td>
<td>383</td>
</tr>
<tr>
<td>WDMG</td>
<td>Douglas, Ga.</td>
<td>394</td>
</tr>
<tr>
<td>WDMJ</td>
<td>Marquette, Mich.</td>
<td>481</td>
</tr>
<tr>
<td>WDNS</td>
<td>Durham, N. C.</td>
<td>558</td>
</tr>
<tr>
<td>WDNE</td>
<td>Elkins, W. Va.</td>
<td>694</td>
</tr>
<tr>
<td>WDOD</td>
<td>Chattanooga, Tenn.</td>
<td>635</td>
</tr>
<tr>
<td>WDOK</td>
<td>Cleveland, O.</td>
<td>575</td>
</tr>
<tr>
<td>WDOS</td>
<td>Oneonta, N. Y.</td>
<td>549</td>
</tr>
<tr>
<td>WDOV</td>
<td>Dover, Del.</td>
<td>372</td>
</tr>
<tr>
<td>WDRC</td>
<td>Hartford, Conn.</td>
<td>367</td>
</tr>
<tr>
<td>WDSC</td>
<td>Dillon, S. C.</td>
<td>627</td>
</tr>
<tr>
<td>WDSD</td>
<td>Dyersburg, Tenn.</td>
<td>636</td>
</tr>
<tr>
<td>WDSM</td>
<td>Superior, Wis.</td>
<td>705</td>
</tr>
<tr>
<td>WDSR</td>
<td>Lake City, Fla.</td>
<td>379</td>
</tr>
<tr>
<td>WDSU</td>
<td>New Orleans, La.</td>
<td>448</td>
</tr>
<tr>
<td>WDUK</td>
<td>Durham, N. C.</td>
<td>558</td>
</tr>
<tr>
<td>WDUN</td>
<td>Gainesville, Ga.</td>
<td>385</td>
</tr>
<tr>
<td>WDUS</td>
<td>Green Bay, Wis.</td>
<td>699</td>
</tr>
<tr>
<td>WDVA</td>
<td>Danville, Va.</td>
<td>678</td>
</tr>
<tr>
<td>WDWD</td>
<td>Dawson, Ga.</td>
<td>394</td>
</tr>
<tr>
<td>WDWS</td>
<td>Champaign, Ill.</td>
<td>405</td>
</tr>
<tr>
<td>WDXB</td>
<td>Chattanooga, Tenn.</td>
<td>635</td>
</tr>
<tr>
<td>WDXI</td>
<td>Jackson, Tenn.</td>
<td>636</td>
</tr>
<tr>
<td>WDYK</td>
<td>Cumberland, Md.</td>
<td>459</td>
</tr>
<tr>
<td>WDZ</td>
<td>Decatur, Ill.</td>
<td>411</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBJ</td>
<td>Brewton, Ala.</td>
<td>313</td>
</tr>
<tr>
<td>WEBQ</td>
<td>Harrisburg, Ill.</td>
<td>413</td>
</tr>
<tr>
<td>WEBR</td>
<td>Suffolk, N. Y.</td>
<td>529</td>
</tr>
<tr>
<td>WEDC</td>
<td>Chicago, Ill.</td>
<td>467</td>
</tr>
<tr>
<td>WEDQ</td>
<td>McKeesport, Pa.</td>
<td>607</td>
</tr>
<tr>
<td>WEDR</td>
<td>Birmingham, Ala.</td>
<td>312</td>
</tr>
<tr>
<td>WEEB</td>
<td>Southern Pines, N. C.</td>
<td>567</td>
</tr>
<tr>
<td>WEEG</td>
<td>Rocky Mount, N. C.</td>
<td>566</td>
</tr>
<tr>
<td>WEEI</td>
<td>Boston, Mass.</td>
<td>641</td>
</tr>
<tr>
<td>WEEK</td>
<td>Peoria, Ill.</td>
<td>416</td>
</tr>
<tr>
<td>WEEU</td>
<td>Reading, Pa.</td>
<td>616</td>
</tr>
<tr>
<td>WEFO</td>
<td>Concord, N. C.</td>
<td>557</td>
</tr>
<tr>
<td>WEIM</td>
<td>Fitchburg, Mass.</td>
<td>464</td>
</tr>
<tr>
<td>WEKR</td>
<td>Fayetteville, Tenn.</td>
<td>636</td>
</tr>
<tr>
<td>WELL</td>
<td>New Haven, Conn.</td>
<td>370</td>
</tr>
<tr>
<td>WENT</td>
<td>Battle Creek, Mich.</td>
<td>471</td>
</tr>
<tr>
<td>WELO</td>
<td>Elmiria, N. Y.</td>
<td>531</td>
</tr>
<tr>
<td>WELO</td>
<td>Tupelo, Miss.</td>
<td>496</td>
</tr>
<tr>
<td>WELR</td>
<td>Roanoke, Ala.</td>
<td>318</td>
</tr>
<tr>
<td>WEMP</td>
<td>Milwaukee, Wis.</td>
<td>702</td>
</tr>
<tr>
<td>WENS</td>
<td>Lake City, Tenn.</td>
<td>381</td>
</tr>
<tr>
<td>WENE</td>
<td>Union City, Tenn.</td>
<td>643</td>
</tr>
<tr>
<td>WENR</td>
<td>Chicago, Ill.</td>
<td>407</td>
</tr>
<tr>
<td>WENT</td>
<td>Groversville, N. Y.</td>
<td>533</td>
</tr>
<tr>
<td>WENY</td>
<td>Elmiria, N. Y.</td>
<td>531</td>
</tr>
<tr>
<td>WEOA</td>
<td>Evansville, Ind.</td>
<td>419</td>
</tr>
<tr>
<td>WEOC</td>
<td>Poughkeepsie, N. Y.</td>
<td>549</td>
</tr>
<tr>
<td>WEOL</td>
<td>Elyria, O.</td>
<td>578</td>
</tr>
<tr>
<td>WEMP</td>
<td>Martinsburg, W. Va.</td>
<td>695</td>
</tr>
<tr>
<td>WERF</td>
<td>Erie, Pa.</td>
<td>603</td>
</tr>
<tr>
<td>WERD</td>
<td>Atlanta, Ga.</td>
<td>391</td>
</tr>
<tr>
<td>WERE</td>
<td>Cleveland, O.</td>
<td>575</td>
</tr>
<tr>
<td>WERI</td>
<td>Westerly, R. I.</td>
<td>625</td>
</tr>
<tr>
<td>WESA</td>
<td>Charleroi, Pa.</td>
<td>600</td>
</tr>
<tr>
<td>WESB</td>
<td>Bradford, Pa.</td>
<td>600</td>
</tr>
<tr>
<td>WESC</td>
<td>Greenville, S. C.</td>
<td>628</td>
</tr>
<tr>
<td>WEST</td>
<td>Easton, Pa.</td>
<td>601</td>
</tr>
<tr>
<td>WESX</td>
<td>Salem, Mass.</td>
<td>467</td>
</tr>
<tr>
<td>WEBT</td>
<td>Johnson City, Tenn.</td>
<td>637</td>
</tr>
<tr>
<td>WEVD</td>
<td>New York, N. Y.</td>
<td>537</td>
</tr>
<tr>
<td>WEVE</td>
<td>Eveleth, Minn.</td>
<td>496</td>
</tr>
<tr>
<td>WEW</td>
<td>St. Louis, Mo.</td>
<td>604</td>
</tr>
<tr>
<td>WEWO</td>
<td>Laurinburg, N. C.</td>
<td>562</td>
</tr>
<tr>
<td>WEWL</td>
<td>Royal Oak, Mich.</td>
<td>422</td>
</tr>
<tr>
<td>WEXT</td>
<td>Milwaukee, Wis.</td>
<td>702</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas, Tex.</td>
<td>651</td>
</tr>
<tr>
<td>WFAF</td>
<td>White Plains, N. Y.</td>
<td>554</td>
</tr>
<tr>
<td>WFAU</td>
<td>Augusta, Me.</td>
<td>451</td>
</tr>
<tr>
<td>WFXA</td>
<td>Falls Church, Va.</td>
<td>678</td>
</tr>
<tr>
<td>WFTC</td>
<td>Greenville, S. C.</td>
<td>629</td>
</tr>
<tr>
<td>WFBG</td>
<td>Altoona, Pa.</td>
<td>598</td>
</tr>
<tr>
<td>WFBL</td>
<td>Syracuse, N. Y.</td>
<td>552</td>
</tr>
<tr>
<td>WFBM</td>
<td>Indianapolis, Ind.</td>
<td>421</td>
</tr>
<tr>
<td>WFBR</td>
<td>Baltimore, Md.</td>
<td>456</td>
</tr>
<tr>
<td>WFCB</td>
<td>Dunkirk, N. Y.</td>
<td>531</td>
</tr>
<tr>
<td>WFCI</td>
<td>Providence, R. I.</td>
<td>623</td>
</tr>
<tr>
<td>WFDI</td>
<td>Flint, Mich.</td>
<td>477</td>
</tr>
<tr>
<td>WFEA</td>
<td>Ranchester, N. H.</td>
<td>516</td>
</tr>
<tr>
<td>WFER</td>
<td>Sylacauga, Ala.</td>
<td>318</td>
</tr>
<tr>
<td>WFEW</td>
<td>Miami, Fla.</td>
<td>380</td>
</tr>
<tr>
<td>WFGN</td>
<td>Gaffney, S. C.</td>
<td>628</td>
</tr>
<tr>
<td>WHFG</td>
<td>Bristol, Va.</td>
<td>677</td>
</tr>
<tr>
<td>WFRH</td>
<td>Wisconsin Rapids, Wis.</td>
<td>705</td>
</tr>
<tr>
<td>WFIG</td>
<td>Sumter, S. C.</td>
<td>631</td>
</tr>
<tr>
<td>WFLI</td>
<td>Philadelphia, Pa.</td>
<td>611</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City-State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>WFIN</td>
<td>Findlay, O.</td>
<td>578</td>
</tr>
<tr>
<td>WFKY</td>
<td>Frankfurt, Ky.</td>
<td>440</td>
</tr>
<tr>
<td>WFLA</td>
<td>Tampa, Fla.</td>
<td>386</td>
</tr>
<tr>
<td>WFLB</td>
<td>Fayetteville, N. C.</td>
<td>559</td>
</tr>
<tr>
<td>WFLD</td>
<td>Farmville, Va.</td>
<td>678</td>
</tr>
<tr>
<td>WFMD</td>
<td>Frederick, Md.</td>
<td>459</td>
</tr>
<tr>
<td>WFMJ</td>
<td>Youngstown, O.</td>
<td>583</td>
</tr>
<tr>
<td>WFSN</td>
<td>Springfield, Ill.</td>
<td>559</td>
</tr>
<tr>
<td>WFNS</td>
<td>Burlington, N. C.</td>
<td>556</td>
</tr>
<tr>
<td>WFOM</td>
<td>Marietta, Ga.</td>
<td>396</td>
</tr>
<tr>
<td>WFOR</td>
<td>Hattiesburg, Miss.</td>
<td>493</td>
</tr>
<tr>
<td>WFOX</td>
<td>Milwaukee, Wis.</td>
<td>702</td>
</tr>
<tr>
<td>WFOY</td>
<td>St. Augustine, Fla.</td>
<td>384</td>
</tr>
<tr>
<td>WFPG</td>
<td>Atlantic City, N. J.</td>
<td>517</td>
</tr>
<tr>
<td>WFRM</td>
<td>Reidsville, N. C.</td>
<td>565</td>
</tr>
<tr>
<td>WFRP</td>
<td>Freeport, Ill.</td>
<td>413</td>
</tr>
<tr>
<td>WFTC</td>
<td>Kinston, N. C.</td>
<td>506</td>
</tr>
<tr>
<td>WFTL</td>
<td>Fort Lauderdale, Fla.</td>
<td>377</td>
</tr>
<tr>
<td>WFTM</td>
<td>Maysville, Ky.</td>
<td>442</td>
</tr>
<tr>
<td>WFTF</td>
<td>Front Royal, Va.</td>
<td>679</td>
</tr>
<tr>
<td>WFUN</td>
<td>Huntsville, Ala.</td>
<td>316</td>
</tr>
<tr>
<td>WFUR</td>
<td>Grand Rapids, Mich.</td>
<td>478</td>
</tr>
<tr>
<td>WFVA</td>
<td>Frederickburg, Va.</td>
<td>678</td>
</tr>
<tr>
<td>WFVG</td>
<td>Pickensville, Ga.</td>
<td>559</td>
</tr>
<tr>
<td>WFWC</td>
<td>Fauquier Springs, N. C.</td>
<td>559</td>
</tr>
<tr>
<td>WFWY</td>
<td>Alma, Mich.</td>
<td>471</td>
</tr>
<tr>
<td>WGAA</td>
<td>Cedartown, Ga.</td>
<td>393</td>
</tr>
<tr>
<td>WGAC</td>
<td>Augusta, Ga.</td>
<td>391</td>
</tr>
<tr>
<td>WGAD</td>
<td>Gadsden, Ala.</td>
<td>315</td>
</tr>
<tr>
<td>WGAI</td>
<td>Elizabeth City, N. C.</td>
<td>559</td>
</tr>
<tr>
<td>WGAL</td>
<td>Lancaster, Pa.</td>
<td>600</td>
</tr>
<tr>
<td>WGAM</td>
<td>Portland, Me.</td>
<td>453</td>
</tr>
<tr>
<td>WGAP</td>
<td>Maryville, Tenn.</td>
<td>639</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland, O.</td>
<td>575</td>
</tr>
<tr>
<td>WGAT</td>
<td>Utica, N. Y.</td>
<td>553</td>
</tr>
<tr>
<td>WGAU</td>
<td>Athens, Ga.</td>
<td>388</td>
</tr>
<tr>
<td>WGAY</td>
<td>Silver Spring, Md.</td>
<td>480</td>
</tr>
<tr>
<td>WGBA</td>
<td>Columbus, Ga.</td>
<td>393</td>
</tr>
<tr>
<td>WGBB</td>
<td>Freeport, N. Y.</td>
<td>532</td>
</tr>
<tr>
<td>WGBF</td>
<td>Evansville, Ind.</td>
<td>419</td>
</tr>
<tr>
<td>WGBG</td>
<td>Greensboro, N. C.</td>
<td>560</td>
</tr>
<tr>
<td>WGBI</td>
<td>Scranton, Pa.</td>
<td>617</td>
</tr>
<tr>
<td>WGBR</td>
<td>Goldsboro, N. C.</td>
<td>560</td>
</tr>
<tr>
<td>WGBS</td>
<td>Miami, Fla.</td>
<td>381</td>
</tr>
<tr>
<td>WGGD</td>
<td>Chester, S. C.</td>
<td>627</td>
</tr>
<tr>
<td>WGHI</td>
<td>Gulfport, Miss.</td>
<td>493</td>
</tr>
<tr>
<td>WGEM</td>
<td>Quincy, Ill.</td>
<td>416</td>
</tr>
<tr>
<td>WGES</td>
<td>Chicago, Ill.</td>
<td>407</td>
</tr>
<tr>
<td>WGEZ</td>
<td>Beloit, Wis.</td>
<td>698</td>
</tr>
<tr>
<td>WGFG</td>
<td>Kalamazoo, Mich.</td>
<td>480</td>
</tr>
<tr>
<td>WGGA</td>
<td>Gainesville, Ga.</td>
<td>395</td>
</tr>
<tr>
<td>WGGB</td>
<td>Gainesville, Fla.</td>
<td>378</td>
</tr>
<tr>
<td>WGHH</td>
<td>Marion, Ill.</td>
<td>415</td>
</tr>
<tr>
<td>WGH</td>
<td>Newport News, Va.</td>
<td>680</td>
</tr>
<tr>
<td>WGI</td>
<td>Caguas, P. R.</td>
<td>711</td>
</tr>
<tr>
<td>WGIS</td>
<td>Brunswick, Ga.</td>
<td>392</td>
</tr>
<tr>
<td>WGH</td>
<td>Galesburg, Ill.</td>
<td>413</td>
</tr>
<tr>
<td>WGIY</td>
<td>Charlotte, N. C.</td>
<td>557</td>
</tr>
<tr>
<td>WGBK</td>
<td>Charleston, W. Va.</td>
<td>693</td>
</tr>
<tr>
<td>WGL</td>
<td>Ft. Wayne, Ind.</td>
<td>420</td>
</tr>
<tr>
<td>WGLN</td>
<td>Galesburg, Ill.</td>
<td>353</td>
</tr>
<tr>
<td>WGLS</td>
<td>Decatur, Ill.</td>
<td>349</td>
</tr>
<tr>
<td>WGN</td>
<td>Chicago, Ill.</td>
<td>409</td>
</tr>
<tr>
<td>WGNB</td>
<td>Gastonia, N. C.</td>
<td>559</td>
</tr>
<tr>
<td>WGNH</td>
<td>Gadsden, Ala.</td>
<td>315</td>
</tr>
<tr>
<td>WGNI</td>
<td>Wilmington, N. C.</td>
<td>568</td>
</tr>
<tr>
<td>WGNK</td>
<td>Murfreesboro, Tenn.</td>
<td>641</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City-State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGY</td>
<td>Newburgh, N. Y.</td>
<td>537</td>
</tr>
<tr>
<td>WGOV</td>
<td>Valdosta, Ga.</td>
<td>399</td>
</tr>
<tr>
<td>WGPA</td>
<td>Bethlehem, Pa.</td>
<td>599</td>
</tr>
<tr>
<td>WGGC</td>
<td>Albany, Ga.</td>
<td>387</td>
</tr>
<tr>
<td>WGR</td>
<td>Buffalo, N. Y.</td>
<td>529</td>
</tr>
<tr>
<td>WGRS</td>
<td>Louisville, Ky.</td>
<td>441</td>
</tr>
<tr>
<td>WGRD</td>
<td>Grand Rapids, Mich.</td>
<td>478</td>
</tr>
<tr>
<td>WGRM</td>
<td>Greenwood, Miss.</td>
<td>492</td>
</tr>
<tr>
<td>WGT</td>
<td>Bay City, Mich.</td>
<td>473</td>
</tr>
<tr>
<td>WGNP</td>
<td>Greenville, Tenn.</td>
<td>636</td>
</tr>
<tr>
<td>WGST</td>
<td>Atlanta, Ga.</td>
<td>389</td>
</tr>
<tr>
<td>WGTC</td>
<td>Greenville, N. C.</td>
<td>561</td>
</tr>
<tr>
<td>WGTJ</td>
<td>Kannapolis, N. C.</td>
<td>562</td>
</tr>
<tr>
<td>WGTM</td>
<td>Wilson, N. C.</td>
<td>569</td>
</tr>
<tr>
<td>WGTN</td>
<td>Georgetown, S. C.</td>
<td>628</td>
</tr>
<tr>
<td>WGuy</td>
<td>Bangor, Me.</td>
<td>452</td>
</tr>
<tr>
<td>WGVA</td>
<td>Geneva, N. Y.</td>
<td>533</td>
</tr>
<tr>
<td>WGVM</td>
<td>Greenville, Miss.</td>
<td>492</td>
</tr>
<tr>
<td>WGWC</td>
<td>Selma, Ala.</td>
<td>318</td>
</tr>
<tr>
<td>WGW</td>
<td>Charleston, S. C.</td>
<td>626</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City-State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAI</td>
<td>Greenfield, Mass.</td>
<td>465</td>
</tr>
<tr>
<td>WHAK</td>
<td>Rogers City, Mich.</td>
<td>482</td>
</tr>
<tr>
<td>WHAL</td>
<td>Shelbyville, Tenn.</td>
<td>642</td>
</tr>
<tr>
<td>WHAM</td>
<td>Rochester, N. Y.</td>
<td>551</td>
</tr>
<tr>
<td>WHAN</td>
<td>Charleston, S. C.</td>
<td>626</td>
</tr>
<tr>
<td>WHAP</td>
<td>Hopewell, Va.</td>
<td>679</td>
</tr>
<tr>
<td>WHAR</td>
<td>Clarksburg, W. Va.</td>
<td>694</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville, Ky.</td>
<td>441</td>
</tr>
<tr>
<td>WHAT</td>
<td>Philadelphia, Pa.</td>
<td>611</td>
</tr>
<tr>
<td>WHAV</td>
<td>Haverhill, Mass.</td>
<td>466</td>
</tr>
<tr>
<td>WHAW</td>
<td>Weston, W. Va.</td>
<td>697</td>
</tr>
<tr>
<td>WHAY</td>
<td>New Britain, Conn.</td>
<td>369</td>
</tr>
<tr>
<td>WHAZ</td>
<td>Troy, N. Y.</td>
<td>553</td>
</tr>
<tr>
<td>WHB</td>
<td>Kansas City, Mo.</td>
<td>500</td>
</tr>
<tr>
<td>WHBB</td>
<td>Selma, Ala.</td>
<td>318</td>
</tr>
<tr>
<td>WHBC</td>
<td>Canton, O.</td>
<td>574</td>
</tr>
<tr>
<td>WHBF</td>
<td>Rock Island, Ill.</td>
<td>417</td>
</tr>
<tr>
<td>WHBI</td>
<td>Newark, N. J.</td>
<td>518</td>
</tr>
<tr>
<td>WHBL</td>
<td>Sheboygan, Wis.</td>
<td>704</td>
</tr>
<tr>
<td>WHER</td>
<td>Dayton, Ohio</td>
<td>704</td>
</tr>
<tr>
<td>WHER</td>
<td>Tampa, Fla.</td>
<td>387</td>
</tr>
<tr>
<td>WHER</td>
<td>Memphis, Tenn.</td>
<td>639</td>
</tr>
<tr>
<td>WHER</td>
<td>Huntsville, Ala.</td>
<td>316</td>
</tr>
<tr>
<td>WHER</td>
<td>Harrisburg, Pa.</td>
<td>603</td>
</tr>
<tr>
<td>WHH</td>
<td>Warren, O.</td>
<td>582</td>
</tr>
<tr>
<td>WHHM</td>
<td>Memphis, Tenn.</td>
<td>640</td>
</tr>
<tr>
<td>WHIM</td>
<td>Providence, R. I.</td>
<td>623</td>
</tr>
<tr>
<td>WHIN</td>
<td>Gallatin, Tenn.</td>
<td>636</td>
</tr>
<tr>
<td>WHIO</td>
<td>Dayton, O.</td>
<td>577</td>
</tr>
<tr>
<td>WHIR</td>
<td>Danville, Ky.</td>
<td>439</td>
</tr>
<tr>
<td>WHIS</td>
<td>Bluefield, W. Va.</td>
<td>692</td>
</tr>
<tr>
<td>WHIT</td>
<td>New Bern, N. C.</td>
<td>564</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City—State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>WHIZ</td>
<td>Zanesville, O.</td>
<td>583</td>
</tr>
<tr>
<td>WHJB</td>
<td>Greensburg, Pa.</td>
<td>603</td>
</tr>
<tr>
<td>WHK</td>
<td>Cleveland, O.</td>
<td>576</td>
</tr>
<tr>
<td>WHRC</td>
<td>Columbus, O.</td>
<td>577</td>
</tr>
<tr>
<td>WHKK</td>
<td>Akron, O.</td>
<td>573</td>
</tr>
<tr>
<td>WHKP</td>
<td>Hendersonville, N. C.</td>
<td>561</td>
</tr>
<tr>
<td>WHKY</td>
<td>Hickory, N. C.</td>
<td>561</td>
</tr>
<tr>
<td>WHLB</td>
<td>Virginia, Minn.</td>
<td>490</td>
</tr>
<tr>
<td>WHLD</td>
<td>Niagara Falls, N. Y.</td>
<td>547</td>
</tr>
<tr>
<td>WHLF</td>
<td>South Boston, Va.</td>
<td>683</td>
</tr>
<tr>
<td>WHLI</td>
<td>Hempstead, N. Y.</td>
<td>687</td>
</tr>
<tr>
<td>WHLL</td>
<td>Wheeling, W. Va.</td>
<td>440</td>
</tr>
<tr>
<td>WHLN</td>
<td>Han. Ky.</td>
<td>482</td>
</tr>
<tr>
<td>WHLS</td>
<td>Port Huron, Mich.</td>
<td>311</td>
</tr>
<tr>
<td>WHMA</td>
<td>Anniston, Ala.</td>
<td>561</td>
</tr>
<tr>
<td>WHNC</td>
<td>Henderson, N. C.</td>
<td>428</td>
</tr>
<tr>
<td>WHO</td>
<td>Des Moines, Ia.</td>
<td>605</td>
</tr>
<tr>
<td>WHOB</td>
<td>Gardner, Mass.</td>
<td>465</td>
</tr>
<tr>
<td>WHOC</td>
<td>Philadelphia, Miss.</td>
<td>496</td>
</tr>
<tr>
<td>WHOD</td>
<td>Homestead, Pa.</td>
<td>496</td>
</tr>
<tr>
<td>WHOK</td>
<td>Lancaster, O.</td>
<td>579</td>
</tr>
<tr>
<td>WHOL</td>
<td>Allentown, Pa.</td>
<td>598</td>
</tr>
<tr>
<td>WHOM</td>
<td>New York, N. Y.</td>
<td>539</td>
</tr>
<tr>
<td>WHOO</td>
<td>Orlando, Fla.</td>
<td>383</td>
</tr>
<tr>
<td>WHOS</td>
<td>Hopkinsville, Ky.</td>
<td>440</td>
</tr>
<tr>
<td>WHOT</td>
<td>South Bend, Ind.</td>
<td>424</td>
</tr>
<tr>
<td>WHOW</td>
<td>Clinton, Ill.</td>
<td>411</td>
</tr>
<tr>
<td>WHP</td>
<td>Harrisburg, Pa.</td>
<td>603</td>
</tr>
<tr>
<td>WPE</td>
<td>High Point, N. C.</td>
<td>562</td>
</tr>
<tr>
<td>WHRA</td>
<td>Ann Arbor, Mich.</td>
<td>471</td>
</tr>
<tr>
<td>WHSC</td>
<td>Harrodsburg, S. C.</td>
<td>629</td>
</tr>
<tr>
<td>WHSH</td>
<td>Hattiesburg, Miss.</td>
<td>493</td>
</tr>
<tr>
<td>WHTB</td>
<td>Talladega, Ala.</td>
<td>319</td>
</tr>
<tr>
<td>WHTC</td>
<td>Holland, Mich.</td>
<td>479</td>
</tr>
<tr>
<td>WHTN</td>
<td>Huntington, W. Va.</td>
<td>684</td>
</tr>
<tr>
<td>WHUB</td>
<td>Cookeville, Tenn.</td>
<td>635</td>
</tr>
<tr>
<td>WHUC</td>
<td>Hudson, N. Y.</td>
<td>534</td>
</tr>
<tr>
<td>WHUM</td>
<td>Reading, Pa.</td>
<td>616</td>
</tr>
<tr>
<td>WHUN</td>
<td>Huntington, Pa.</td>
<td>605</td>
</tr>
<tr>
<td>WHVR</td>
<td>Hanover, Pa.</td>
<td>603</td>
</tr>
<tr>
<td>WWHI</td>
<td>Nanticoke, Pa.</td>
<td>609</td>
</tr>
<tr>
<td>WHYN</td>
<td>Holyoke, Mass.</td>
<td>466</td>
</tr>
<tr>
<td>WHYU</td>
<td>Newport News, Va.</td>
<td>680</td>
</tr>
<tr>
<td>WIAW</td>
<td>San Juan, P. R.</td>
<td>715</td>
</tr>
<tr>
<td>WIBA</td>
<td>Madison, Wis.</td>
<td>700</td>
</tr>
<tr>
<td>WIBB</td>
<td>Macon, Ga.</td>
<td>396</td>
</tr>
<tr>
<td>WIBC</td>
<td>Indianapolis, Ind.</td>
<td>421</td>
</tr>
<tr>
<td>WIBG</td>
<td>Philadelphia, Pa.</td>
<td>613</td>
</tr>
<tr>
<td>WIBK</td>
<td>Knoxville, Tenn.</td>
<td>638</td>
</tr>
<tr>
<td>WIBM</td>
<td>Jackson, Miss.</td>
<td>480</td>
</tr>
<tr>
<td>WIBR</td>
<td>Baton Rouge, La.</td>
<td>446</td>
</tr>
<tr>
<td>WIBS</td>
<td>San Juan, P. R.</td>
<td>717</td>
</tr>
<tr>
<td>WIBU</td>
<td>Poyntette, Wis.</td>
<td>704</td>
</tr>
<tr>
<td>WIBV</td>
<td>Belleville, Ill.</td>
<td>404</td>
</tr>
<tr>
<td>WIBX</td>
<td>Topeka, Kans.</td>
<td>437</td>
</tr>
<tr>
<td>WIBY</td>
<td>Utica, N. Y.</td>
<td>553</td>
</tr>
<tr>
<td>WICA</td>
<td>Ashtabula, O.</td>
<td>573</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport, Conn.</td>
<td>367</td>
</tr>
<tr>
<td>WICH</td>
<td>Norwich, Conn.</td>
<td>370</td>
</tr>
<tr>
<td>WICY</td>
<td>Malone, N. Y.</td>
<td>535</td>
</tr>
<tr>
<td>WIDE</td>
<td>Biddleford, Me.</td>
<td>452</td>
</tr>
<tr>
<td>WIGM</td>
<td>Medford, Wis.</td>
<td>701</td>
</tr>
<tr>
<td>WIHL</td>
<td>Hammond, La.</td>
<td>447</td>
</tr>
<tr>
<td>WIKB</td>
<td>Iron River, Mich.</td>
<td>479</td>
</tr>
<tr>
<td>WIKC</td>
<td>Bogalusa, La.</td>
<td>446</td>
</tr>
<tr>
<td>WIKK</td>
<td>Erie, Pa.</td>
<td>603</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIKY</td>
<td>Evansville, Ind.</td>
<td>420</td>
</tr>
<tr>
<td>WIL</td>
<td>St. Louis, Mo.</td>
<td>504</td>
</tr>
<tr>
<td>WILE</td>
<td>Cambridge, O.</td>
<td>573</td>
</tr>
<tr>
<td>WILK</td>
<td>Wilkes-Barre, Pa.</td>
<td>619</td>
</tr>
<tr>
<td>WILM</td>
<td>Wilmington, Del.</td>
<td>370</td>
</tr>
<tr>
<td>WILS</td>
<td>Lansing, Mich.</td>
<td>461</td>
</tr>
<tr>
<td>WIMA</td>
<td>Des Moines, Ia.</td>
<td>579</td>
</tr>
<tr>
<td>WIMS</td>
<td>Detroit, Mich.</td>
<td>422</td>
</tr>
<tr>
<td>WINA</td>
<td>Charlottesville, Va.</td>
<td>677</td>
</tr>
<tr>
<td>WINC</td>
<td>Winchester, Va.</td>
<td>684</td>
</tr>
<tr>
<td>WIND</td>
<td>Chicago, Ill.</td>
<td>409</td>
</tr>
<tr>
<td>WING</td>
<td>Dayton, O.</td>
<td>578</td>
</tr>
<tr>
<td>WINK</td>
<td>Ft. Myers, Fla.</td>
<td>377</td>
</tr>
<tr>
<td>WINN</td>
<td>Louisville, Ky.</td>
<td>441</td>
</tr>
<tr>
<td>WINS</td>
<td>Binghamton, N. Y.</td>
<td>526</td>
</tr>
<tr>
<td>WIXN</td>
<td>New York, N. Y.</td>
<td>539</td>
</tr>
<tr>
<td>WINX</td>
<td>Washington, D. C.</td>
<td>373</td>
</tr>
<tr>
<td>WINZ</td>
<td>Hollywood, Fla.</td>
<td>378</td>
</tr>
<tr>
<td>WIOD</td>
<td>Miami, Fla.</td>
<td>381</td>
</tr>
<tr>
<td>WIOU</td>
<td>Kokomo, Ind.</td>
<td>422</td>
</tr>
<tr>
<td>WIP</td>
<td>Philadelphia, Pa.</td>
<td>613</td>
</tr>
<tr>
<td>WIRA</td>
<td>Fort Pierce, Fla.</td>
<td>378</td>
</tr>
<tr>
<td>WIRB</td>
<td>Enterprise, Ala.</td>
<td>314</td>
</tr>
<tr>
<td>WIRC</td>
<td>Oxford, Miss.</td>
<td>562</td>
</tr>
<tr>
<td>WIRE</td>
<td>Indianapolis, Ind.</td>
<td>421</td>
</tr>
<tr>
<td>WIRJ</td>
<td>Humboldt, Tenn.</td>
<td>636</td>
</tr>
<tr>
<td>WIRK</td>
<td>West Palm Beach, Fla.</td>
<td>387</td>
</tr>
<tr>
<td>WIRL</td>
<td>Peoria, Ill.</td>
<td>416</td>
</tr>
<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>627</td>
</tr>
<tr>
<td>WISC</td>
<td>Madison, Wis.</td>
<td>701</td>
</tr>
<tr>
<td>WISE</td>
<td>Asheville, N. C.</td>
<td>556</td>
</tr>
<tr>
<td>WISH</td>
<td>Indianapolis, Ind.</td>
<td>421</td>
</tr>
<tr>
<td>WISL</td>
<td>Shamokin, Pa.</td>
<td>618</td>
</tr>
<tr>
<td>WISN</td>
<td>Milwaukee, Wis.</td>
<td>702</td>
</tr>
<tr>
<td>WISR</td>
<td>Butler, Pa.</td>
<td>600</td>
</tr>
<tr>
<td>WITA</td>
<td>Santurce, P. R.</td>
<td>718</td>
</tr>
<tr>
<td>WITB</td>
<td>Baltimore, Md.</td>
<td>456</td>
</tr>
<tr>
<td>WITR</td>
<td>Santurce, P. R.</td>
<td>718</td>
</tr>
<tr>
<td>WITZ</td>
<td>Jasper, Ind.</td>
<td>422</td>
</tr>
<tr>
<td>WIVY</td>
<td>Jacksonville, Fla.</td>
<td>378</td>
</tr>
<tr>
<td>WIZE</td>
<td>Springfield, O.</td>
<td>581</td>
</tr>
<tr>
<td>WJAC</td>
<td>Johnstown, Pa.</td>
<td>606</td>
</tr>
<tr>
<td>WJAG</td>
<td>Norfolk, Neb.</td>
<td>512</td>
</tr>
<tr>
<td>WJAR</td>
<td>Providence, R. I.</td>
<td>623</td>
</tr>
<tr>
<td>WJAS</td>
<td>Pittsburgh, Pa.</td>
<td>615</td>
</tr>
<tr>
<td>WJAX</td>
<td>Jacksonville, Fla.</td>
<td>378</td>
</tr>
<tr>
<td>WJAY</td>
<td>Millins, S. C.</td>
<td>630</td>
</tr>
<tr>
<td>WJBF</td>
<td>Halesville, Ala.</td>
<td>315</td>
</tr>
<tr>
<td>WJBC</td>
<td>Bloomington, Ill.</td>
<td>404</td>
</tr>
<tr>
<td>WJBF</td>
<td>Augusta, Ga.</td>
<td>391</td>
</tr>
<tr>
<td>WJBC</td>
<td>Detroit, Mich.</td>
<td>476</td>
</tr>
<tr>
<td>WJBO</td>
<td>Baton Rouge, La.</td>
<td>446</td>
</tr>
<tr>
<td>WJBW</td>
<td>New Orleans, La.</td>
<td>449</td>
</tr>
<tr>
<td>WJBY</td>
<td>Gadsden, Ala.</td>
<td>315</td>
</tr>
<tr>
<td>WJCD</td>
<td>Seymour, Ind.</td>
<td>424</td>
</tr>
<tr>
<td>WJDA</td>
<td>Quincy, Mass.</td>
<td>467</td>
</tr>
<tr>
<td>WJEF</td>
<td>Grand Rapids, Mich.</td>
<td>478</td>
</tr>
<tr>
<td>WJDX</td>
<td>Jackson, Miss.</td>
<td>493</td>
</tr>
<tr>
<td>WJEL</td>
<td>Hagerstown, Md.</td>
<td>460</td>
</tr>
<tr>
<td>WJFL</td>
<td>Springfield, O.</td>
<td>581</td>
</tr>
<tr>
<td>WJHL</td>
<td>Johnson City, Tenn.</td>
<td>638</td>
</tr>
<tr>
<td>WJHO</td>
<td>Opeilka, Ala.</td>
<td>318</td>
</tr>
<tr>
<td>WJHP</td>
<td>Jacksonville, Fla.</td>
<td>378</td>
</tr>
<tr>
<td>WJIG</td>
<td>Tullahoma, Tenn.</td>
<td>643</td>
</tr>
<tr>
<td>WJIM</td>
<td>Lansing, Mich.</td>
<td>480</td>
</tr>
<tr>
<td>WJJD</td>
<td>Chicago, Ill.</td>
<td>409</td>
</tr>
<tr>
<td>WJII</td>
<td>Montgomery, Ala.</td>
<td>317</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City—State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>WJL</td>
<td>Niagara Falls, N. Y.</td>
<td>547</td>
</tr>
<tr>
<td>WJMM</td>
<td>Lewisburg, Tenn.</td>
<td>639</td>
</tr>
<tr>
<td>WJLB</td>
<td>Detroit, Mich.</td>
<td>476</td>
</tr>
<tr>
<td>WJLD</td>
<td>Bessemer, Ala.</td>
<td>312</td>
</tr>
<tr>
<td>WJLS</td>
<td>Beckley, Va.</td>
<td>692</td>
</tr>
<tr>
<td>WJMA</td>
<td>Orange, Va.</td>
<td>781</td>
</tr>
<tr>
<td>WJMB</td>
<td>Brookhaven, Miss.</td>
<td>491</td>
</tr>
<tr>
<td>WJMC</td>
<td>Rice Lake, Wis.</td>
<td>704</td>
</tr>
<tr>
<td>WJMJ</td>
<td>Philadelphia, Pa.</td>
<td>613</td>
</tr>
<tr>
<td>WJMO</td>
<td>Cleveland, O.</td>
<td>576</td>
</tr>
<tr>
<td>WJMR</td>
<td>New Orleans, La.</td>
<td>649</td>
</tr>
<tr>
<td>WJMS</td>
<td>Ironwood, Mich.</td>
<td>479</td>
</tr>
<tr>
<td>WJMW</td>
<td>Athens, Ala.</td>
<td>311</td>
</tr>
<tr>
<td>WJMX</td>
<td>Florence, S. C.</td>
<td>628</td>
</tr>
<tr>
<td>WJNC</td>
<td>Jacksonville, N. C.</td>
<td>562</td>
</tr>
<tr>
<td>WINO</td>
<td>West Palm Beach, Fla.</td>
<td>387</td>
</tr>
<tr>
<td>WJOB</td>
<td>Hammond, Ind.</td>
<td>421</td>
</tr>
<tr>
<td>WJOE</td>
<td>Jamestown, N. Y.</td>
<td>535</td>
</tr>
<tr>
<td>WJOM</td>
<td>Florence, Ala.</td>
<td>314</td>
</tr>
<tr>
<td>WJOL</td>
<td>Joliet, Ill.</td>
<td>414</td>
</tr>
<tr>
<td>WJOR</td>
<td>Banger, Me.</td>
<td>452</td>
</tr>
<tr>
<td>WJOY</td>
<td>Burlington, Vt.</td>
<td>675</td>
</tr>
<tr>
<td>WIPA</td>
<td>Washington, Pa.</td>
<td>619</td>
</tr>
<tr>
<td>WJPD</td>
<td>Ishpeming, Mich.</td>
<td>480</td>
</tr>
<tr>
<td>WJPF</td>
<td>Herrin, Ill.</td>
<td>414</td>
</tr>
<tr>
<td>WJPG</td>
<td>Green Bay, Wis.</td>
<td>699</td>
</tr>
<tr>
<td>WIPR</td>
<td>Greenville, Miss.</td>
<td>492</td>
</tr>
<tr>
<td>WIPS</td>
<td>Evansville, Ind.</td>
<td>420</td>
</tr>
<tr>
<td>WJQS</td>
<td>Jackson, Miss.</td>
<td>494</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit, Mich.</td>
<td>476</td>
</tr>
<tr>
<td>WJRD</td>
<td>Tuscaloosa, Ala.</td>
<td>319</td>
</tr>
<tr>
<td>WJRI</td>
<td>Lenoir, N. C.</td>
<td>563</td>
</tr>
<tr>
<td>WJSW</td>
<td>Altoona, Pa.</td>
<td>598</td>
</tr>
<tr>
<td>WJTN</td>
<td>Jamestown, N. Y.</td>
<td>536</td>
</tr>
<tr>
<td>WJVA</td>
<td>South Bend, Ind.</td>
<td>424</td>
</tr>
<tr>
<td>WJVB</td>
<td>Jacksonville Beach, Fla.</td>
<td>379</td>
</tr>
<tr>
<td>WJW</td>
<td>Cleveland, O.</td>
<td>576</td>
</tr>
<tr>
<td>WJXN</td>
<td>Jackson, Miss.</td>
<td>494</td>
</tr>
<tr>
<td>WJZ</td>
<td>New York, N. Y.</td>
<td>539</td>
</tr>
<tr>
<td>WJZM</td>
<td>Clarksville, Tenn.</td>
<td>635</td>
</tr>
<tr>
<td>WKAB</td>
<td>Mobile, Ala.</td>
<td>316</td>
</tr>
<tr>
<td>WKAI</td>
<td>Macomb, Ill.</td>
<td>414</td>
</tr>
<tr>
<td>WKAL</td>
<td>Rome, N. Y.</td>
<td>551</td>
</tr>
<tr>
<td>WKAM</td>
<td>Warsaw, Ind.</td>
<td>425</td>
</tr>
<tr>
<td>WKAN</td>
<td>Kankakee, Ill.</td>
<td>414</td>
</tr>
<tr>
<td>WKAP</td>
<td>Allentown, Pa.</td>
<td>598</td>
</tr>
<tr>
<td>WKAQ</td>
<td>San Juan, P. R.</td>
<td>717</td>
</tr>
<tr>
<td>WKAT</td>
<td>Miami Beach, Fla.</td>
<td>382</td>
</tr>
<tr>
<td>WKAX</td>
<td>Birmingham, Ala.</td>
<td>312</td>
</tr>
<tr>
<td>WKAY</td>
<td>Glasgow, Ky.</td>
<td>440</td>
</tr>
<tr>
<td>WKB</td>
<td>Dubuque, la.</td>
<td>428</td>
</tr>
<tr>
<td>WKBK</td>
<td>N. Wilkesboro, N. C.</td>
<td>564</td>
</tr>
<tr>
<td>WKBH</td>
<td>laCrosse, Wis.</td>
<td>709</td>
</tr>
<tr>
<td>WKBK</td>
<td>Youngstown, O.</td>
<td>583</td>
</tr>
<tr>
<td>WKBQ</td>
<td>Harrisburg, Pa.</td>
<td>605</td>
</tr>
<tr>
<td>WKBW</td>
<td>Manchester, N. H.</td>
<td>516</td>
</tr>
<tr>
<td>WKBV</td>
<td>Oyster Bay, N. Y.</td>
<td>549</td>
</tr>
<tr>
<td>WKBW</td>
<td>Richmond, Ind.</td>
<td>423</td>
</tr>
<tr>
<td>WKBZ</td>
<td>Buffalo, N. Y.</td>
<td>531</td>
</tr>
<tr>
<td>WKBZ</td>
<td>Muskegon, Mich.</td>
<td>481</td>
</tr>
<tr>
<td>WKCT</td>
<td>Bowling Green, Ky.</td>
<td>439</td>
</tr>
<tr>
<td>WDKA</td>
<td>Nashville, Tenn.</td>
<td>641</td>
</tr>
<tr>
<td>WDKD</td>
<td>Newbury, S. C.</td>
<td>630</td>
</tr>
<tr>
<td>WKDN</td>
<td>Camden, N. J.</td>
<td>518</td>
</tr>
<tr>
<td>WKEU</td>
<td>Griffin, Ga.</td>
<td>395</td>
</tr>
<tr>
<td>WKEY</td>
<td>Covington, Va.</td>
<td>677</td>
</tr>
<tr>
<td>WKGN</td>
<td>Knoxville, Tenn.</td>
<td>638</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKIC</td>
<td>Hazard, Ky.</td>
<td>440</td>
</tr>
<tr>
<td>WKID</td>
<td>Urbana, Ill.</td>
<td>418</td>
</tr>
<tr>
<td>WKin</td>
<td>Kittanning, Pa.</td>
<td>606</td>
</tr>
<tr>
<td>WKIP</td>
<td>Poughkeepsie, N. Y.</td>
<td>549</td>
</tr>
<tr>
<td>WKIX</td>
<td>Columbia, S. C.</td>
<td>627</td>
</tr>
<tr>
<td>WKJB</td>
<td>Mayaguez, P. R.</td>
<td>713</td>
</tr>
<tr>
<td>WKJG</td>
<td>Fort Wayne, Ind.</td>
<td>420</td>
</tr>
<tr>
<td>WKL</td>
<td>Ludington, Mich.</td>
<td>481</td>
</tr>
<tr>
<td>WKLH</td>
<td>Clinton, Ala.</td>
<td>313</td>
</tr>
<tr>
<td>WKLQ</td>
<td>Louisville, Ky.</td>
<td>441</td>
</tr>
<tr>
<td>WKLV</td>
<td>Blackstone, Va.</td>
<td>677</td>
</tr>
<tr>
<td>WCLK</td>
<td>Lexington, Ky.</td>
<td>440</td>
</tr>
<tr>
<td>WKLW</td>
<td>Hartwell, Ga.</td>
<td>395</td>
</tr>
<tr>
<td>WLM</td>
<td>Quitman, Ga.</td>
<td>397</td>
</tr>
<tr>
<td>WLMH</td>
<td>Dearborn, Mich.</td>
<td>473</td>
</tr>
<tr>
<td>WLMH</td>
<td>Charleston, W. Va.</td>
<td>693</td>
</tr>
<tr>
<td>WLMK</td>
<td>New Britain, Conn.</td>
<td>369</td>
</tr>
<tr>
<td>WLMN</td>
<td>Keene, N. H.</td>
<td>515</td>
</tr>
<tr>
<td>WXN</td>
<td>Saginaw, Mich.</td>
<td>482</td>
</tr>
<tr>
<td>WKNY</td>
<td>Kingston, N. Y.</td>
<td>535</td>
</tr>
<tr>
<td>WLO</td>
<td>Sunbury, Pa.</td>
<td>618</td>
</tr>
<tr>
<td>WLOP</td>
<td>Binghamton, N. Y.</td>
<td>527</td>
</tr>
<tr>
<td>WLOK</td>
<td>Madison, Wis.</td>
<td>701</td>
</tr>
<tr>
<td>WLOX</td>
<td>Framingham, Mass.</td>
<td>465</td>
</tr>
<tr>
<td>WLOY</td>
<td>Bluefield, W. Va.</td>
<td>693</td>
</tr>
<tr>
<td>WLOZ</td>
<td>Kosciusko, Miss.</td>
<td>494</td>
</tr>
<tr>
<td>WLP</td>
<td>New Kensington, Pa.</td>
<td>609</td>
</tr>
<tr>
<td>WLPK</td>
<td>Kingsport, Tenn.</td>
<td>638</td>
</tr>
<tr>
<td>WLM</td>
<td>Cincinnati, O.</td>
<td>575</td>
</tr>
<tr>
<td>WLRG</td>
<td>Mobile, Ala.</td>
<td>317</td>
</tr>
<tr>
<td>WLRM</td>
<td>Columbus, Tenn.</td>
<td>635</td>
</tr>
<tr>
<td>WLRD</td>
<td>Cairo, Ill.</td>
<td>404</td>
</tr>
<tr>
<td>WLRG</td>
<td>Waukegan, Ill.</td>
<td>418</td>
</tr>
<tr>
<td>WLRK</td>
<td>Cortland, N. Y.</td>
<td>531</td>
</tr>
<tr>
<td>WLRZ</td>
<td>Oil City, Pa.</td>
<td>609</td>
</tr>
<tr>
<td>WLSR</td>
<td>Puluski, Tenn.</td>
<td>642</td>
</tr>
<tr>
<td>WLSK</td>
<td>New Castle, Pa.</td>
<td>609</td>
</tr>
<tr>
<td>WLSG</td>
<td>Thomasville, Ga.</td>
<td>399</td>
</tr>
<tr>
<td>WLSM</td>
<td>Mayfield, Ky.</td>
<td>442</td>
</tr>
<tr>
<td>WLY</td>
<td>La Crosse, Wis.</td>
<td>700</td>
</tr>
<tr>
<td>WLU</td>
<td>Cullman, Ala.</td>
<td>313</td>
</tr>
<tr>
<td>WKUM</td>
<td>Arciebo, P. R.</td>
<td>711</td>
</tr>
<tr>
<td>WKV</td>
<td>Lewistown, Pa.</td>
<td>607</td>
</tr>
<tr>
<td>WKW</td>
<td>Key West, Fla.</td>
<td>379</td>
</tr>
<tr>
<td>WKW</td>
<td>Wheeling, W. Va.</td>
<td>697</td>
</tr>
<tr>
<td>WXL</td>
<td>Concord, N. H.</td>
<td>515</td>
</tr>
<tr>
<td>WXY</td>
<td>Sarasota, Fla.</td>
<td>385</td>
</tr>
<tr>
<td>WXY</td>
<td>Oklahoma City, Okla.</td>
<td>588</td>
</tr>
<tr>
<td>WXYB</td>
<td>Paducah, Ky.</td>
<td>444</td>
</tr>
<tr>
<td>WXYW</td>
<td>Louisville, Ky.</td>
<td>442</td>
</tr>
<tr>
<td>WZ</td>
<td>Kalamazoo, Mich.</td>
<td>480</td>
</tr>
<tr>
<td>WLAC</td>
<td>Nashville, Tenn.</td>
<td>641</td>
</tr>
<tr>
<td>WLAD</td>
<td>Danbury, Conn.</td>
<td>367</td>
</tr>
<tr>
<td>WLAG</td>
<td>La Grange, Ca.</td>
<td>396</td>
</tr>
<tr>
<td>WLAK</td>
<td>Lakeland, Fla.</td>
<td>379</td>
</tr>
<tr>
<td>WLAM</td>
<td>Lewiston, Me.</td>
<td>453</td>
</tr>
<tr>
<td>WLAN</td>
<td>Lancaster, Pa.</td>
<td>606</td>
</tr>
<tr>
<td>WLAP</td>
<td>Lexington, Ky.</td>
<td>441</td>
</tr>
<tr>
<td>WLAQ</td>
<td>Rome, Ga.</td>
<td>397</td>
</tr>
<tr>
<td>WLAR</td>
<td>Athens, Tenn.</td>
<td>694</td>
</tr>
<tr>
<td>WLAT</td>
<td>Conway, S. C.</td>
<td>627</td>
</tr>
<tr>
<td>WLAU</td>
<td>Laurel, Miss.</td>
<td>495</td>
</tr>
<tr>
<td>WLAV</td>
<td>Grand Rapids, Mich.</td>
<td>478</td>
</tr>
<tr>
<td>WLAU</td>
<td>Lawrence, Mass.</td>
<td>466</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City-State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>WLAG</td>
<td>Muscle Shoals City, Ala.</td>
<td>318</td>
</tr>
<tr>
<td>WLBB</td>
<td>Carrollton, Ga.</td>
<td>393</td>
</tr>
<tr>
<td>WLBC</td>
<td>Munice, Ind.</td>
<td>423</td>
</tr>
<tr>
<td>WLBE</td>
<td>Leesburg-Eustis, Fla.</td>
<td>500</td>
</tr>
<tr>
<td>WLBG</td>
<td>Laurens, S. C.</td>
<td>630</td>
</tr>
<tr>
<td>WLBI</td>
<td>Mattoon, Ill.</td>
<td>415</td>
</tr>
<tr>
<td>WLBJ</td>
<td>Bowling Green, Ky.</td>
<td>439</td>
</tr>
<tr>
<td>WLBR</td>
<td>De Kalb, Ill.</td>
<td>412</td>
</tr>
<tr>
<td>WLBR</td>
<td>Lebanon, Pa.</td>
<td>606</td>
</tr>
<tr>
<td>WLBR</td>
<td>Panong, Me.</td>
<td>452</td>
</tr>
<tr>
<td>WLCR</td>
<td>Torrington, Conn.</td>
<td>371</td>
</tr>
<tr>
<td>W LCS</td>
<td>Baton Rouge, La.</td>
<td>446</td>
</tr>
<tr>
<td>WL BX</td>
<td>La Crosse, Wis.</td>
<td>700</td>
</tr>
<tr>
<td>WLDI</td>
<td>Jacksonville, Ill.</td>
<td>414</td>
</tr>
<tr>
<td>W LDI</td>
<td>Ladysmith, Wis.</td>
<td>700</td>
</tr>
<tr>
<td>WLEA</td>
<td>Hornell, N. Y.</td>
<td>534</td>
</tr>
<tr>
<td>WLEC</td>
<td>Sandusky, O.</td>
<td>580</td>
</tr>
<tr>
<td>W LEE</td>
<td>Richmond, Va.</td>
<td>682</td>
</tr>
<tr>
<td>WLET</td>
<td>Toccoa, Ga.</td>
<td>399</td>
</tr>
<tr>
<td>WLEU</td>
<td>Erie, Pa.</td>
<td>603</td>
</tr>
<tr>
<td>WLEX</td>
<td>Lexington, Ky.</td>
<td>441</td>
</tr>
<tr>
<td>WLIB</td>
<td>New York, N. Y.</td>
<td>541</td>
</tr>
<tr>
<td>WLIN</td>
<td>Merrill, Wis.</td>
<td>701</td>
</tr>
<tr>
<td>W LIO</td>
<td>East Liverpool, O.</td>
<td>578</td>
</tr>
<tr>
<td>WLIP</td>
<td>Kenosha, Wis.</td>
<td>700</td>
</tr>
<tr>
<td>W LIZ</td>
<td>Bridgeport, Conn.</td>
<td>387</td>
</tr>
<tr>
<td>W L LH</td>
<td>Lowell-Lawrence, Mass.</td>
<td>466</td>
</tr>
<tr>
<td>W LIN</td>
<td>Pekeskill, N. Y.</td>
<td>549</td>
</tr>
<tr>
<td>W LNH</td>
<td>Laconia, N. H.</td>
<td>516</td>
</tr>
<tr>
<td>W LOA</td>
<td>Braddock, Pa.</td>
<td>599</td>
</tr>
<tr>
<td>W LOE</td>
<td>Leakesville, N. C.</td>
<td>563</td>
</tr>
<tr>
<td>W LOF</td>
<td>Orlando, Fla.</td>
<td>383</td>
</tr>
<tr>
<td>W LOG</td>
<td>Logan, W. Va.</td>
<td>695</td>
</tr>
<tr>
<td>W LOH</td>
<td>Princeton, W. Va.</td>
<td>696</td>
</tr>
<tr>
<td>W LOI</td>
<td>La Porte, Ind.</td>
<td>422</td>
</tr>
<tr>
<td>W LOK</td>
<td>Lima, O.</td>
<td>579</td>
</tr>
<tr>
<td>W L O L</td>
<td>Minneapolis, Minn.</td>
<td>488</td>
</tr>
<tr>
<td>W LOS</td>
<td>Asheville, N. C.</td>
<td>556</td>
</tr>
<tr>
<td>W LOU</td>
<td>Louisville, Ky.</td>
<td>442</td>
</tr>
<tr>
<td>W LOW</td>
<td>Norfolk, Va.</td>
<td>680</td>
</tr>
<tr>
<td>W L O X</td>
<td>Biloxi, Miss.</td>
<td>491</td>
</tr>
<tr>
<td>W LPO</td>
<td>Suffolk, Va.</td>
<td>684</td>
</tr>
<tr>
<td>W LPO</td>
<td>LaSalle, Ill.</td>
<td>414</td>
</tr>
<tr>
<td>W LRP</td>
<td>New Albany, Ind.</td>
<td>423</td>
</tr>
<tr>
<td>W LS</td>
<td>Chicago, Ill.</td>
<td>411</td>
</tr>
<tr>
<td>W L SI</td>
<td>Pikeville, Ky.</td>
<td>444</td>
</tr>
<tr>
<td>W LTC</td>
<td>Gastonia, N. C.</td>
<td>560</td>
</tr>
<tr>
<td>W LTR</td>
<td>Bloomburg, Pa.</td>
<td>599</td>
</tr>
<tr>
<td>W LV A</td>
<td>Lynchburg, Va.</td>
<td>679</td>
</tr>
<tr>
<td>W LW</td>
<td>Cincinnati, O.</td>
<td>575</td>
</tr>
<tr>
<td>W LX W</td>
<td>Carlisle, Pa.</td>
<td>600</td>
</tr>
<tr>
<td>W L Y N</td>
<td>Lynn, Mass.</td>
<td>466</td>
</tr>
<tr>
<td>W MAI</td>
<td>State College, Pa.</td>
<td>618</td>
</tr>
<tr>
<td>W MAK</td>
<td>Nashville, Tenn.</td>
<td>641</td>
</tr>
<tr>
<td>W MAN</td>
<td>Mansfield, O.</td>
<td>579</td>
</tr>
<tr>
<td>W MAL</td>
<td>Washington, D. C.</td>
<td>373</td>
</tr>
<tr>
<td>W MAM</td>
<td>Marinette, Wis.</td>
<td>701</td>
</tr>
<tr>
<td>W MAP</td>
<td>Monroe, N. C.</td>
<td>563</td>
</tr>
<tr>
<td>W M A Q</td>
<td>Chicago, Ill.</td>
<td>411</td>
</tr>
<tr>
<td>W MAS</td>
<td>Springfield, Mass.</td>
<td>468</td>
</tr>
<tr>
<td>W MA W</td>
<td>Milwaukee, Wis.</td>
<td>702</td>
</tr>
<tr>
<td>W MA Z</td>
<td>Macon, Ga.</td>
<td>396</td>
</tr>
<tr>
<td>W MB C</td>
<td>Macon, Miss.</td>
<td>495</td>
</tr>
<tr>
<td>W MB D</td>
<td>Peoria, Ill.</td>
<td>416</td>
</tr>
<tr>
<td>W MB G</td>
<td>Richmond, Va.</td>
<td>682</td>
</tr>
<tr>
<td>W MB H</td>
<td>Joplin, Mo.</td>
<td>499</td>
</tr>
<tr>
<td>W MB L</td>
<td>Morehead City, N. C.</td>
<td>583</td>
</tr>
<tr>
<td>W MB M</td>
<td>Milwaukee Beach, Fla.</td>
<td>382</td>
</tr>
<tr>
<td>W MBN</td>
<td>Patreony, Mich.</td>
<td>482</td>
</tr>
<tr>
<td>W MO B</td>
<td>Auburn, N. Y.</td>
<td>526</td>
</tr>
<tr>
<td>W MBB</td>
<td>Jacksonville, Fla.</td>
<td>379</td>
</tr>
<tr>
<td>W MBS</td>
<td>Uniontown, Pa.</td>
<td>418</td>
</tr>
<tr>
<td>W MC M</td>
<td>Memphis, Tenn.</td>
<td>640</td>
</tr>
<tr>
<td>W MCA</td>
<td>New York, N. Y.</td>
<td>541</td>
</tr>
<tr>
<td>W MCK</td>
<td>McKeesport, Pa.</td>
<td>607</td>
</tr>
<tr>
<td>W MDD</td>
<td>Fajardo, P. R.</td>
<td>713</td>
</tr>
<tr>
<td>W MD N</td>
<td>Middletown, Mich.</td>
<td>481</td>
</tr>
<tr>
<td>W M EV</td>
<td>Marion, Va.</td>
<td>680</td>
</tr>
<tr>
<td>W MEX</td>
<td>Boston, Mass.</td>
<td>463</td>
</tr>
<tr>
<td>W MFD</td>
<td>Wilmington, N. C.</td>
<td>569</td>
</tr>
<tr>
<td>W MF G</td>
<td>Hibbing, Minn.</td>
<td>487</td>
</tr>
<tr>
<td>W MFI</td>
<td>Daytona Beach, Fla.</td>
<td>377</td>
</tr>
<tr>
<td>W M FR</td>
<td>High Point, N. C.</td>
<td>562</td>
</tr>
<tr>
<td>W M FT</td>
<td>Florence, Ala.</td>
<td>314</td>
</tr>
<tr>
<td>W MG A</td>
<td>Moultrie, Ga.</td>
<td>397</td>
</tr>
<tr>
<td>W MG M</td>
<td>New York, N. Y.</td>
<td>541</td>
</tr>
<tr>
<td>W MG R</td>
<td>Bainbridge, Ga.</td>
<td>392</td>
</tr>
<tr>
<td>W MG W</td>
<td>Meadville, Pa.</td>
<td>609</td>
</tr>
<tr>
<td>W MG Y</td>
<td>Montgomery, Ala.</td>
<td>317</td>
</tr>
<tr>
<td>W MID</td>
<td>Atlantic City, N. J.</td>
<td>517</td>
</tr>
<tr>
<td>W MIE</td>
<td>Miami, Fla.</td>
<td>381</td>
</tr>
<tr>
<td>W MI K</td>
<td>Middleboro, Ky.</td>
<td>443</td>
</tr>
<tr>
<td>W MI L</td>
<td>Milwaukee, Wis.</td>
<td>702</td>
</tr>
<tr>
<td>W MIN</td>
<td>St. Paul, Minn.</td>
<td>490</td>
</tr>
<tr>
<td>W MI Q</td>
<td>Iron Mountain, Mich.</td>
<td>479</td>
</tr>
<tr>
<td>W MIS</td>
<td>Natchez, Miss.</td>
<td>496</td>
</tr>
<tr>
<td>W MIX</td>
<td>Mount Vernon, Ill.</td>
<td>415</td>
</tr>
<tr>
<td>W MJ M</td>
<td>Cordele, Ga.</td>
<td>394</td>
</tr>
<tr>
<td>W M LS</td>
<td>Sylacauga, Ala.</td>
<td>318</td>
</tr>
<tr>
<td>W ML IT</td>
<td>Dublin, Ga.</td>
<td>394</td>
</tr>
<tr>
<td>W M MB</td>
<td>Melbourne, Fla.</td>
<td>380</td>
</tr>
<tr>
<td>W M MJ</td>
<td>Peoria, Ill.</td>
<td>416</td>
</tr>
<tr>
<td>W MM N</td>
<td>Fairmount, W. Va.</td>
<td>694</td>
</tr>
<tr>
<td>W MM W</td>
<td>Meriden, Conn.</td>
<td>369</td>
</tr>
<tr>
<td>W MM T</td>
<td>McMinnville, Tenn.</td>
<td>641</td>
</tr>
<tr>
<td>W MB N</td>
<td>North Adams, Mass.</td>
<td>467</td>
</tr>
<tr>
<td>W MC N</td>
<td>Morgantown, N. C.</td>
<td>564</td>
</tr>
<tr>
<td>W MO A</td>
<td>Marietta, O.</td>
<td>579</td>
</tr>
<tr>
<td>W MO C</td>
<td>Covington, Ga.</td>
<td>394</td>
</tr>
<tr>
<td>W MO G</td>
<td>Brunswick, Ga.</td>
<td>393</td>
</tr>
<tr>
<td>W MO H</td>
<td>Hamilton, O.</td>
<td>579</td>
</tr>
<tr>
<td>W MO N</td>
<td>Montgomery, W. Va.</td>
<td>695</td>
</tr>
<tr>
<td>W MO U</td>
<td>Berlin, N. H.</td>
<td>515</td>
</tr>
<tr>
<td>W MO X</td>
<td>Meridian, Miss.</td>
<td>495</td>
</tr>
<tr>
<td>W MPS</td>
<td>Memphis, Tenn.</td>
<td>640</td>
</tr>
<tr>
<td>W M RA</td>
<td>Myrtle Beach, S. C.</td>
<td>630</td>
</tr>
<tr>
<td>W MC R</td>
<td>Greenville, S. C.</td>
<td>629</td>
</tr>
<tr>
<td>W MR F</td>
<td>Lewiston, Pa.</td>
<td>607</td>
</tr>
<tr>
<td>W MR N</td>
<td>Marion, O.</td>
<td>580</td>
</tr>
<tr>
<td>W MR R</td>
<td>Aurora, Ill.</td>
<td>404</td>
</tr>
<tr>
<td>W MR P</td>
<td>Flint, Mich.</td>
<td>478</td>
</tr>
<tr>
<td>W MSA</td>
<td>Massena, N. Y.</td>
<td>535</td>
</tr>
<tr>
<td>W M SL A</td>
<td>Decatur, Ala.</td>
<td>313</td>
</tr>
<tr>
<td>W M T</td>
<td>Cedar Rapids, Ia.</td>
<td>426</td>
</tr>
<tr>
<td>W M T C</td>
<td>Vanlouve, Ky.</td>
<td>445</td>
</tr>
<tr>
<td>W M TR</td>
<td>Morristown, N. J.</td>
<td>518</td>
</tr>
<tr>
<td>W M T W</td>
<td>Portland, Me.</td>
<td>453</td>
</tr>
<tr>
<td>W M U R</td>
<td>Manchester, N. H.</td>
<td>516</td>
</tr>
<tr>
<td>W M US</td>
<td>Muskegon, Mich.</td>
<td>481</td>
</tr>
<tr>
<td>W MU U</td>
<td>Greenville, S. C.</td>
<td>629</td>
</tr>
<tr>
<td>W M VA</td>
<td>Martinsville, Va.</td>
<td>680</td>
</tr>
<tr>
<td>W MV G</td>
<td>Milledgeville, Ga.</td>
<td>397</td>
</tr>
<tr>
<td>W NA B</td>
<td>Bridgeport, Conn.</td>
<td>387</td>
</tr>
<tr>
<td>W NA C</td>
<td>Boston, Mass.</td>
<td>463</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City—State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------------</td>
<td>----------</td>
</tr>
<tr>
<td>WNAE</td>
<td>Warren, Pa.</td>
<td>619</td>
</tr>
<tr>
<td>WNAG</td>
<td>Grenada, Miss.</td>
<td>493</td>
</tr>
<tr>
<td>WNAM</td>
<td>Neenah, Wis.</td>
<td>703</td>
</tr>
<tr>
<td>WNAO</td>
<td>Raleigh, N. C.</td>
<td>564</td>
</tr>
<tr>
<td>WNAR</td>
<td>Norristown, Pa.</td>
<td>609</td>
</tr>
<tr>
<td>WNAT</td>
<td>Natchez, Miss.</td>
<td>496</td>
</tr>
<tr>
<td>WNAY</td>
<td>Annapolis, Md.</td>
<td>455</td>
</tr>
<tr>
<td>WNAW</td>
<td>North Adams, Mass.</td>
<td>467</td>
</tr>
<tr>
<td>WNAX</td>
<td>Yankton, S. Dak.</td>
<td>634</td>
</tr>
<tr>
<td>WNBC</td>
<td>New York, N. Y.</td>
<td>543</td>
</tr>
<tr>
<td>WNBH</td>
<td>Binghampton, Mass.</td>
<td>527</td>
</tr>
<tr>
<td>WNBH</td>
<td>New Bedford, Mass.</td>
<td>467</td>
</tr>
<tr>
<td>WNBH</td>
<td>Murray, Ky.</td>
<td>443</td>
</tr>
<tr>
<td>WNBZ</td>
<td>Saranac Lake, N. Y.</td>
<td>552</td>
</tr>
<tr>
<td>WNCN</td>
<td>Aiken, S. C.</td>
<td>625</td>
</tr>
<tr>
<td>WNDDB</td>
<td>Daytona Beach, Fla.</td>
<td>377</td>
</tr>
<tr>
<td>WNDR</td>
<td>Syracuse, N. Y.</td>
<td>552</td>
</tr>
<tr>
<td>WNEB</td>
<td>Worcester, Mass.</td>
<td>469</td>
</tr>
<tr>
<td>WNEL</td>
<td>San Juan, P. R.</td>
<td>717</td>
</tr>
<tr>
<td>WNER</td>
<td>Live Oak, Fla.</td>
<td>380</td>
</tr>
<tr>
<td>WNEW</td>
<td>New York, N. Y.</td>
<td>543</td>
</tr>
<tr>
<td>WNXS</td>
<td>Macon, Ga.</td>
<td>396</td>
</tr>
<tr>
<td>WNGO</td>
<td>Mayfield, Ky.</td>
<td>442</td>
</tr>
<tr>
<td>WNHF</td>
<td>New Haven, Conn.</td>
<td>370</td>
</tr>
<tr>
<td>WNIR</td>
<td>Newark, N. J.</td>
<td>519</td>
</tr>
<tr>
<td>WNLC</td>
<td>New London, Conn.</td>
<td>370</td>
</tr>
<tr>
<td>WLNL</td>
<td>Norwich, Conn.</td>
<td>370</td>
</tr>
<tr>
<td>WSNM</td>
<td>Evanston, Ill.</td>
<td>412</td>
</tr>
<tr>
<td>WNNC</td>
<td>Newton, N. C.</td>
<td>564</td>
</tr>
<tr>
<td>WNNT</td>
<td>Warsaw, Va.</td>
<td>684</td>
</tr>
<tr>
<td>WNOH</td>
<td>Columbus, S. C.</td>
<td>627</td>
</tr>
<tr>
<td>WNOE</td>
<td>New Orleans, La.</td>
<td>449</td>
</tr>
<tr>
<td>WNOP</td>
<td>Newport, Ky.</td>
<td>443</td>
</tr>
<tr>
<td>WNOX</td>
<td>Norfolk, Va.</td>
<td>681</td>
</tr>
<tr>
<td>WNOW</td>
<td>York, Pa.</td>
<td>621</td>
</tr>
<tr>
<td>WNOX</td>
<td>Knoxville, Tenn.</td>
<td>638</td>
</tr>
<tr>
<td>WNVV</td>
<td>Norton, Va.</td>
<td>681</td>
</tr>
<tr>
<td>WAOI</td>
<td>San Antonio, Tex.</td>
<td>667</td>
</tr>
<tr>
<td>WOAP</td>
<td>Owosso, Mich.</td>
<td>481</td>
</tr>
<tr>
<td>WOAY</td>
<td>Oak Hill, W. Va.</td>
<td>696</td>
</tr>
<tr>
<td>WOBS</td>
<td>Jacksonville, Fla.</td>
<td>379</td>
</tr>
<tr>
<td>WOBT</td>
<td>Rhinelander, Wis.</td>
<td>704</td>
</tr>
<tr>
<td>WOD</td>
<td>Davenport, Ia.</td>
<td>427</td>
</tr>
<tr>
<td>WOCD</td>
<td>West Yarmouth, Mass.</td>
<td>468</td>
</tr>
<tr>
<td>WOHI</td>
<td>East Liverpool, O.</td>
<td>578</td>
</tr>
<tr>
<td>WOHS</td>
<td>Shelby, N. C.</td>
<td>567</td>
</tr>
<tr>
<td>WOKO</td>
<td>Albany, N. Y.</td>
<td>525</td>
</tr>
<tr>
<td>WOKZ</td>
<td>Alton, Ill.</td>
<td>404</td>
</tr>
<tr>
<td>WOL</td>
<td>Washington, D. C.</td>
<td>373</td>
</tr>
<tr>
<td>WOLF</td>
<td>Syracuse, N. Y.</td>
<td>553</td>
</tr>
<tr>
<td>WOLF</td>
<td>Florence, S. C.</td>
<td>626</td>
</tr>
<tr>
<td>WOMI</td>
<td>Owensboro, Ky.</td>
<td>443</td>
</tr>
<tr>
<td>WMTT</td>
<td>Manitowoc, Wis.</td>
<td>701</td>
</tr>
<tr>
<td>WONE</td>
<td>Dayton, O.</td>
<td>578</td>
</tr>
<tr>
<td>WNNI</td>
<td>Lakeshore, Fla.</td>
<td>380</td>
</tr>
<tr>
<td>WNOO</td>
<td>Oceonta, N. Y.</td>
<td>535</td>
</tr>
<tr>
<td>WONS</td>
<td>Hartford, Conn.</td>
<td>368</td>
</tr>
<tr>
<td>WOON</td>
<td>Defiance, O.</td>
<td>578</td>
</tr>
<tr>
<td>WOOP</td>
<td>Anniston, Ala.</td>
<td>311</td>
</tr>
<tr>
<td>WOOD</td>
<td>Grand Rapids, Mich.</td>
<td>479</td>
</tr>
<tr>
<td>WOOF</td>
<td>Dothan, Ala.</td>
<td>314</td>
</tr>
<tr>
<td>WOOG</td>
<td>Silver Spring, Md.</td>
<td>460</td>
</tr>
<tr>
<td>WOPF</td>
<td>Bristol, Tenn.</td>
<td>634</td>
</tr>
<tr>
<td>WOR</td>
<td>New York, N. Y.</td>
<td>543</td>
</tr>
<tr>
<td>WORA</td>
<td>Mayaguez, P. R.</td>
<td>713</td>
</tr>
<tr>
<td>WORC</td>
<td>Worcester, Mass.</td>
<td>469</td>
</tr>
<tr>
<td>WORD</td>
<td>Spartanburg, S. C.</td>
<td>631</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORK</td>
<td>York, Pa.</td>
<td>622</td>
</tr>
<tr>
<td>WORZ</td>
<td>Orlando, Fla.</td>
<td>383</td>
</tr>
<tr>
<td>WOSC</td>
<td>Fulton, N. Y.</td>
<td>533</td>
</tr>
<tr>
<td>WOSH</td>
<td>Oshkosh, Wis.</td>
<td>703</td>
</tr>
<tr>
<td>WOTW</td>
<td>Nashau, N. H.</td>
<td>516</td>
</tr>
<tr>
<td>WOY</td>
<td>New York, N. Y.</td>
<td>547</td>
</tr>
<tr>
<td>WOW</td>
<td>Omaha, Neb.</td>
<td>513</td>
</tr>
<tr>
<td>WOWO</td>
<td>Ft. Wayne, Ind.</td>
<td>420</td>
</tr>
<tr>
<td>WOXF</td>
<td>Oxford, N. C.</td>
<td>564</td>
</tr>
<tr>
<td>WPAB</td>
<td>Ponce, P. R.</td>
<td>715</td>
</tr>
<tr>
<td>WPAD</td>
<td>Paducah, Ky.</td>
<td>444</td>
</tr>
<tr>
<td>WPAG</td>
<td>Ann Arbor, Mich.</td>
<td>471</td>
</tr>
<tr>
<td>WPAL</td>
<td>Charleston, S. C.</td>
<td>626</td>
</tr>
<tr>
<td>WPAM</td>
<td>Pottsville, Pa.</td>
<td>616</td>
</tr>
<tr>
<td>WPAP</td>
<td>Mount Airy, N. C.</td>
<td>564</td>
</tr>
<tr>
<td>WPAR</td>
<td>Parksburg, W. Va.</td>
<td>696</td>
</tr>
<tr>
<td>WPAT</td>
<td>Paterson, N. J.</td>
<td>520</td>
</tr>
<tr>
<td>WPAX</td>
<td>Thomasville, Ga.</td>
<td>399</td>
</tr>
<tr>
<td>WPAY</td>
<td>Portsmouth, O.</td>
<td>580</td>
</tr>
<tr>
<td>WPBC</td>
<td>Minneapolis, Minn.</td>
<td>488</td>
</tr>
<tr>
<td>WPCF</td>
<td>Panama City, Fla.</td>
<td>384</td>
</tr>
<tr>
<td>WPDQ</td>
<td>Jacksonville, Fla.</td>
<td>379</td>
</tr>
<tr>
<td>WPDX</td>
<td>Clarksburg, W. Va.</td>
<td>694</td>
</tr>
<tr>
<td>WPEN</td>
<td>Philadelphia, Pa.</td>
<td>615</td>
</tr>
<tr>
<td>WPFB</td>
<td>Middletown, O.</td>
<td>550</td>
</tr>
<tr>
<td>WPGL</td>
<td>Pittsburgh, Pa.</td>
<td>515</td>
</tr>
<tr>
<td>WPIC</td>
<td>Sharon, Pa.</td>
<td>618</td>
</tr>
<tr>
<td>WPIS</td>
<td>Alexandria, Va.</td>
<td>676</td>
</tr>
<tr>
<td>WPIT</td>
<td>Pittsburgh, Pa.</td>
<td>616</td>
</tr>
<tr>
<td>WPKE</td>
<td>Pikeville, Ky.</td>
<td>444</td>
</tr>
<tr>
<td>WPKY</td>
<td>Princeton, Ky.</td>
<td>444</td>
</tr>
<tr>
<td>WPLA</td>
<td>Plant City, Fla.</td>
<td>384</td>
</tr>
<tr>
<td>WPPL</td>
<td>Huntington, W. Va.</td>
<td>695</td>
</tr>
<tr>
<td>WPPL</td>
<td>Jackson, Tenn.</td>
<td>637</td>
</tr>
<tr>
<td>WPOR</td>
<td>Portland, Me.</td>
<td>455</td>
</tr>
<tr>
<td>WPPA</td>
<td>Pottsville, Pa.</td>
<td>616</td>
</tr>
<tr>
<td>WPRA</td>
<td>Mayaguez, P. R.</td>
<td>713</td>
</tr>
<tr>
<td>WPBG</td>
<td>City Country, Md.</td>
<td>682</td>
</tr>
<tr>
<td>WPBA</td>
<td>Chester, Pa.</td>
<td>601</td>
</tr>
<tr>
<td>WQAM</td>
<td>Miami, Fla.</td>
<td>392</td>
</tr>
<tr>
<td>WQAN</td>
<td>Scranton, Pa.</td>
<td>617</td>
</tr>
<tr>
<td>WQBC</td>
<td>Vicksburg, Miss.</td>
<td>496</td>
</tr>
<tr>
<td>WQQW</td>
<td>Washington, D. C.</td>
<td>373</td>
</tr>
<tr>
<td>WQUA</td>
<td>Moline, Ill.</td>
<td>415</td>
</tr>
<tr>
<td>WQXI</td>
<td>Atlanta, Ga.</td>
<td>391</td>
</tr>
<tr>
<td>WQXR</td>
<td>New York, N. Y.</td>
<td>547</td>
</tr>
<tr>
<td>WRAK</td>
<td>Williamsport, Pa.</td>
<td>621</td>
</tr>
<tr>
<td>WRAL</td>
<td>Raleigh, N. C.</td>
<td>565</td>
</tr>
<tr>
<td>WRAW</td>
<td>Reading, Pa.</td>
<td>617</td>
</tr>
<tr>
<td>WRBC</td>
<td>Jackson, Miss.</td>
<td>494</td>
</tr>
<tr>
<td>WRBL</td>
<td>Columbus, Ga.</td>
<td>393</td>
</tr>
<tr>
<td>WRC</td>
<td>Washington, D. C.</td>
<td>374</td>
</tr>
<tr>
<td>WRCO</td>
<td>Richland, Wis.</td>
<td>704</td>
</tr>
<tr>
<td>WRCM</td>
<td>Ashokie, N. C.</td>
<td>555</td>
</tr>
<tr>
<td>WRDJ</td>
<td>Augusta, Me.</td>
<td>451</td>
</tr>
<tr>
<td>WREB</td>
<td>Augusta, Ga.</td>
<td>392</td>
</tr>
<tr>
<td>WREC</td>
<td>Memphis, Tenn.</td>
<td>641</td>
</tr>
<tr>
<td>WREL</td>
<td>Lexington, Va.</td>
<td>679</td>
</tr>
<tr>
<td>WREH</td>
<td>Topeka, Kans.</td>
<td>437</td>
</tr>
<tr>
<td>WREX</td>
<td>Duluth, Minn.</td>
<td>466</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City—State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------</td>
<td>----------</td>
</tr>
<tr>
<td>WSIS</td>
<td>Winston-Salem, N. C.</td>
<td>589</td>
</tr>
<tr>
<td>WSKB</td>
<td>McCombb, Miss.</td>
<td>485</td>
</tr>
<tr>
<td>WSKI</td>
<td>Montpelier-Barre, Vt.</td>
<td>675</td>
</tr>
<tr>
<td>WSKY</td>
<td>Asheville, N. C.</td>
<td>556</td>
</tr>
<tr>
<td>WSLB</td>
<td>Ogdensburg, N. Y.</td>
<td>547</td>
</tr>
<tr>
<td>WSLI</td>
<td>Jackson, Miss.</td>
<td>494</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville, Tenn.</td>
<td>642</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans, La.</td>
<td>450</td>
</tr>
<tr>
<td>WSNJ</td>
<td>Bridgeton, N. J.</td>
<td>518</td>
</tr>
<tr>
<td>WSNY</td>
<td>Schenectady, N. Y.</td>
<td>552</td>
</tr>
<tr>
<td>WSOC</td>
<td>Charlotte, N. C.</td>
<td>557</td>
</tr>
<tr>
<td>WSON</td>
<td>Henderson, Ky.</td>
<td>440</td>
</tr>
<tr>
<td>WSOO</td>
<td>Saul St. Marie, Mich.</td>
<td>483</td>
</tr>
<tr>
<td>WSOY</td>
<td>Decatur, Ill.</td>
<td>412</td>
</tr>
<tr>
<td>WSPA</td>
<td>Spartanburg, S. C.</td>
<td>631</td>
</tr>
<tr>
<td>WSPB</td>
<td>Sarasota, Fla.</td>
<td>385</td>
</tr>
<tr>
<td>WSPC</td>
<td>Anniston, Ala.</td>
<td>311</td>
</tr>
<tr>
<td>WSPD</td>
<td>Toledo, O.</td>
<td>582</td>
</tr>
<tr>
<td>WSPR</td>
<td>Springfield, Mass.</td>
<td>468</td>
</tr>
<tr>
<td>WSR</td>
<td>Cleveland, O.</td>
<td>576</td>
</tr>
<tr>
<td>WSSB</td>
<td>Durham, N. C.</td>
<td>558</td>
</tr>
<tr>
<td>WSSO</td>
<td>Starkville, Miss.</td>
<td>498</td>
</tr>
<tr>
<td>WSSV</td>
<td>Petersburg, Va.</td>
<td>681</td>
</tr>
<tr>
<td>WSTC</td>
<td>Stamford, Conn.</td>
<td>371</td>
</tr>
<tr>
<td>WSTP</td>
<td>Salisbury, N. C.</td>
<td>566</td>
</tr>
<tr>
<td>WSTS</td>
<td>Southern Pines, N. C.</td>
<td>567</td>
</tr>
<tr>
<td>WSTV</td>
<td>Steubenville, O.</td>
<td>581</td>
</tr>
<tr>
<td>WSUA</td>
<td>Bloomington, Ind.</td>
<td>418</td>
</tr>
<tr>
<td>WSUN</td>
<td>St. Petersburg, Fla.</td>
<td>384</td>
</tr>
<tr>
<td>WSVA</td>
<td>Harrisonburg, Va.</td>
<td>679</td>
</tr>
<tr>
<td>WSVS</td>
<td>Crewe, Va.</td>
<td>677</td>
</tr>
<tr>
<td>WSWN</td>
<td>Belle Glade, Fla.</td>
<td>376</td>
</tr>
<tr>
<td>WSYB</td>
<td>Rutland, Vt.</td>
<td>676</td>
</tr>
<tr>
<td>WSYR</td>
<td>Syracuse, N. Y.</td>
<td>553</td>
</tr>
<tr>
<td>WTAC</td>
<td>Flint, Mich.</td>
<td>478</td>
</tr>
<tr>
<td>WTAD</td>
<td>Quincy, Ill.</td>
<td>416</td>
</tr>
<tr>
<td>WTAG</td>
<td>Worcester, Mass.</td>
<td>469</td>
</tr>
<tr>
<td>WTAL</td>
<td>Tallahassee, Fla.</td>
<td>385</td>
</tr>
<tr>
<td>WTAM</td>
<td>Cleveland, O.</td>
<td>577</td>
</tr>
<tr>
<td>WTAN</td>
<td>Clearwater, Fla.</td>
<td>376</td>
</tr>
<tr>
<td>WTAO</td>
<td>Cambridge, Mass.</td>
<td>464</td>
</tr>
<tr>
<td>WTRR</td>
<td>Norwich, Va.</td>
<td>681</td>
</tr>
<tr>
<td>WTHA</td>
<td>College Station, Tex.</td>
<td>649</td>
</tr>
<tr>
<td>WTXA</td>
<td>Springfield, Ill.</td>
<td>417</td>
</tr>
<tr>
<td>WTB</td>
<td>Tuscaloosa, Ala.</td>
<td>319</td>
</tr>
<tr>
<td>WTB</td>
<td>Troy, Ala.</td>
<td>319</td>
</tr>
<tr>
<td>WBO</td>
<td>Cumberbland, Md.</td>
<td>459</td>
</tr>
<tr>
<td>WTXH</td>
<td>Shawano, Wis.</td>
<td>704</td>
</tr>
<tr>
<td>WTC</td>
<td>Tell City, Ind.</td>
<td>424</td>
</tr>
<tr>
<td>WTCM</td>
<td>Traverse City, Mich.</td>
<td>483</td>
</tr>
<tr>
<td>WTCN</td>
<td>Minneapolis, Minn.</td>
<td>488</td>
</tr>
<tr>
<td>WTCO</td>
<td>Campbellsville, Ky.</td>
<td>439</td>
</tr>
<tr>
<td>WTEL</td>
<td>Philadelphia, Pa.</td>
<td>615</td>
</tr>
<tr>
<td>WTHI</td>
<td>Terre Haute, Ind.</td>
<td>424</td>
</tr>
<tr>
<td>WTHT</td>
<td>Hartford, Conn.</td>
<td>368</td>
</tr>
<tr>
<td>WTHC</td>
<td>Hartford, Conn.</td>
<td>368</td>
</tr>
<tr>
<td>WTHK</td>
<td>Durham, N. C.</td>
<td>558</td>
</tr>
<tr>
<td>WTHP</td>
<td>Charleston, W. Va.</td>
<td>693</td>
</tr>
<tr>
<td>WTHH</td>
<td>East Point, Ga.</td>
<td>395</td>
</tr>
<tr>
<td>WTHS</td>
<td>Jackson, Tenn.</td>
<td>637</td>
</tr>
<tr>
<td>WTMA</td>
<td>Charleston, S. C.</td>
<td>626</td>
</tr>
<tr>
<td>WTMC</td>
<td>Ocala, Fla.</td>
<td>382</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee, Wis.</td>
<td>703</td>
</tr>
<tr>
<td>WTMV</td>
<td>E. St. Louis, Ill.</td>
<td>412</td>
</tr>
<tr>
<td>WTNB</td>
<td>Birmingham, Ala.</td>
<td>312</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City-State</td>
<td>See Page</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>WTNC</td>
<td>Thomasville, N. C.</td>
<td>568</td>
</tr>
<tr>
<td>WTND</td>
<td>Orangeburg, S. C.</td>
<td>630</td>
</tr>
<tr>
<td>WTNJ</td>
<td>Trenton, N. J.</td>
<td>520</td>
</tr>
<tr>
<td>WTNS</td>
<td>Coshocton, O.</td>
<td>577</td>
</tr>
<tr>
<td>WTNF</td>
<td>Tallahassee, Fla.</td>
<td>385</td>
</tr>
<tr>
<td>WTOB</td>
<td>Winston-Salem, N. C.</td>
<td>569</td>
</tr>
<tr>
<td>WTOC</td>
<td>Savannah, Ga.</td>
<td>398</td>
</tr>
<tr>
<td>WTOD</td>
<td>Toledo, O.</td>
<td>582</td>
</tr>
<tr>
<td>WTOP</td>
<td>Meridian, Miss.</td>
<td>495</td>
</tr>
<tr>
<td>WTOI</td>
<td>Toledo, O.</td>
<td>582</td>
</tr>
<tr>
<td>WTON</td>
<td>Bloomington, Ind.</td>
<td>419</td>
</tr>
<tr>
<td>WTON</td>
<td>Staunton, Va.</td>
<td>684</td>
</tr>
<tr>
<td>WTOP</td>
<td>Washington, D. C.</td>
<td>374</td>
</tr>
<tr>
<td>WTOR</td>
<td>Torrington, Conn.</td>
<td>371</td>
</tr>
<tr>
<td>WTPR</td>
<td>Paris, Tenn.</td>
<td>642</td>
</tr>
<tr>
<td>WTPS</td>
<td>New Orleans, La.</td>
<td>450</td>
</tr>
<tr>
<td>WTRC</td>
<td>Elkhart, Ind.</td>
<td>419</td>
</tr>
<tr>
<td>WTRF</td>
<td>Belleaire, O.</td>
<td>573</td>
</tr>
<tr>
<td>WTRR</td>
<td>Sanford, Fla.</td>
<td>385</td>
</tr>
<tr>
<td>WTRY</td>
<td>Troy, N. Y.</td>
<td>553</td>
</tr>
<tr>
<td>WTSK</td>
<td>Brattleboro, Vt.</td>
<td>675</td>
</tr>
<tr>
<td>WTSB</td>
<td>Lumberton, N. C.</td>
<td>563</td>
</tr>
<tr>
<td>WTSN</td>
<td>St. Petersburg, Fla.</td>
<td>385</td>
</tr>
<tr>
<td>WTSV</td>
<td>Claremont, N. H.</td>
<td>515</td>
</tr>
<tr>
<td>WTTC</td>
<td>Port Huron, Mich.</td>
<td>482</td>
</tr>
<tr>
<td>WTTM</td>
<td>Trenton, N. J.</td>
<td>520</td>
</tr>
<tr>
<td>WTTT</td>
<td>Bloomington, Ind.</td>
<td>419</td>
</tr>
<tr>
<td>WTVL</td>
<td>Waterville, Me.</td>
<td>455</td>
</tr>
<tr>
<td>WTVL</td>
<td>Covington, Ky.</td>
<td>415</td>
</tr>
<tr>
<td>WTVL</td>
<td>Waterville, Me.</td>
<td>455</td>
</tr>
<tr>
<td>WTWA</td>
<td>Thomson, Ga.</td>
<td>399</td>
</tr>
<tr>
<td>WTWN</td>
<td>St. Johnsburg, Vt.</td>
<td>676</td>
</tr>
<tr>
<td>WTWL</td>
<td>Stevens Point, Wis.</td>
<td>705</td>
</tr>
<tr>
<td>WTXL</td>
<td>West Springfield, Mass.</td>
<td>468</td>
</tr>
<tr>
<td>WTVS</td>
<td>Rock Hill, S. C.</td>
<td>631</td>
</tr>
<tr>
<td>WTVN</td>
<td>Wilmington, Del.</td>
<td>373</td>
</tr>
<tr>
<td>WTVN</td>
<td>Wilmington, Del.</td>
<td>373</td>
</tr>
<tr>
<td>WTVB</td>
<td>Coldwater, Mich.</td>
<td>473</td>
</tr>
<tr>
<td>WTVS</td>
<td>Marianna, Fla.</td>
<td>380</td>
</tr>
<tr>
<td>WULA</td>
<td>Eufaula, Ala.</td>
<td>314</td>
</tr>
<tr>
<td>WUSJ</td>
<td>Lockport, N. Y.</td>
<td>535</td>
</tr>
<tr>
<td>WUSN</td>
<td>Charleston, S. C.</td>
<td>626</td>
</tr>
<tr>
<td>WVAM</td>
<td>Altoona, Pa.</td>
<td>598</td>
</tr>
<tr>
<td>WVCQ</td>
<td>Coral Gables, Fla.</td>
<td>376</td>
</tr>
<tr>
<td>WVCB</td>
<td>Chester, Pa.</td>
<td>601</td>
</tr>
<tr>
<td>WVEC</td>
<td>Hampton, Va.</td>
<td>679</td>
</tr>
<tr>
<td>WVEF</td>
<td>Rochester, N. Y.</td>
<td>551</td>
</tr>
<tr>
<td>WVIM</td>
<td>Vicksburg, Miss.</td>
<td>496</td>
</tr>
<tr>
<td>WVIP</td>
<td>Gaguas, P. R.</td>
<td>711</td>
</tr>
<tr>
<td>WVIS</td>
<td>Owensboro, Ky.</td>
<td>443</td>
</tr>
<tr>
<td>WVLK</td>
<td>Versailles, Ky.</td>
<td>445</td>
</tr>
<tr>
<td>WVLN</td>
<td>Olney, Ill.</td>
<td>415</td>
</tr>
<tr>
<td>WVMC</td>
<td>Mount Carmel, Ill.</td>
<td>415</td>
</tr>
<tr>
<td>WVTJ</td>
<td>Newark, N. J.</td>
<td>519</td>
</tr>
<tr>
<td>WVOK</td>
<td>Birmingham, Ala.</td>
<td>313</td>
</tr>
<tr>
<td>WVOM</td>
<td>Brookline, Mass.</td>
<td>464</td>
</tr>
<tr>
<td>WVOP</td>
<td>Vidalia, Ga.</td>
<td>399</td>
</tr>
<tr>
<td>WVOS</td>
<td>Liberty, N. Y.</td>
<td>535</td>
</tr>
<tr>
<td>WVOT</td>
<td>Wilson, N. C.</td>
<td>569</td>
</tr>
<tr>
<td>WVPO</td>
<td>Stroudsburg, Pa.</td>
<td>618</td>
</tr>
<tr>
<td>WVWV</td>
<td>Fairmont, W. Va.</td>
<td>694</td>
</tr>
<tr>
<td>WWBZ</td>
<td>Vineland, N. J.</td>
<td>520</td>
</tr>
<tr>
<td>WWCA</td>
<td>Gary, Ind.</td>
<td>421</td>
</tr>
<tr>
<td>WWCO</td>
<td>Waterbury, Conn.</td>
<td>371</td>
</tr>
<tr>
<td>WWDC</td>
<td>Washington, D. C.</td>
<td>375</td>
</tr>
<tr>
<td>WEEZ</td>
<td>New Orleans, La.</td>
<td>450</td>
</tr>
<tr>
<td>WWGP</td>
<td>Sanford, Conn.</td>
<td>567</td>
</tr>
<tr>
<td>WWGS</td>
<td>Titon, Ga.</td>
<td>399</td>
</tr>
<tr>
<td>WWGH</td>
<td>Hornell, N. Y.</td>
<td>534</td>
</tr>
<tr>
<td>WWJ</td>
<td>Detroit, Mich.</td>
<td>476</td>
</tr>
<tr>
<td>WWL</td>
<td>New Orleans, La.</td>
<td>450</td>
</tr>
<tr>
<td>WWMP</td>
<td>Asheville, N. C.</td>
<td>556</td>
</tr>
<tr>
<td>WWIN</td>
<td>Fayetteville, N. C.</td>
<td>559</td>
</tr>
<tr>
<td>WWNH</td>
<td>Rochester, N. H.</td>
<td>517</td>
</tr>
<tr>
<td>WWNR</td>
<td>Beckley, W. Va.</td>
<td>692</td>
</tr>
<tr>
<td>WWNS</td>
<td>Statesboro, Ga.</td>
<td>398</td>
</tr>
<tr>
<td>WWNY</td>
<td>Watertown, N. Y.</td>
<td>554</td>
</tr>
<tr>
<td>WWOD</td>
<td>Lynchburg, Va.</td>
<td>680</td>
</tr>
<tr>
<td>WWOK</td>
<td>Flint, Mich.</td>
<td>478</td>
</tr>
<tr>
<td>WWOL</td>
<td>Buffalo, N. Y.</td>
<td>531</td>
</tr>
<tr>
<td>WWON</td>
<td>Woonsocket, R. I.</td>
<td>625</td>
</tr>
<tr>
<td>WWPA</td>
<td>Williamsport, Pa.</td>
<td>621</td>
</tr>
<tr>
<td>WWPB</td>
<td>Miami, Fla.</td>
<td>382</td>
</tr>
<tr>
<td>WWPF</td>
<td>Palatka, Fla.</td>
<td>383</td>
</tr>
<tr>
<td>WWPG</td>
<td>Palm Beach, Fla.</td>
<td>383</td>
</tr>
<tr>
<td>WWRG</td>
<td>Woodside, N. Y.</td>
<td>555</td>
</tr>
<tr>
<td>WWSM</td>
<td>Glens Falls, N. Y.</td>
<td>533</td>
</tr>
<tr>
<td>WWSO</td>
<td>Springfield, O.</td>
<td>581</td>
</tr>
<tr>
<td>WWSR</td>
<td>St. Albans, Vt.</td>
<td>676</td>
</tr>
<tr>
<td>WWST</td>
<td>Wooster, O.</td>
<td>582</td>
</tr>
<tr>
<td>WWWS</td>
<td>Pittsburgh, Pa.</td>
<td>616</td>
</tr>
<tr>
<td>WWVA</td>
<td>Wheeling, W. Va.</td>
<td>697</td>
</tr>
<tr>
<td>WYWE</td>
<td>Jasper, Ala.</td>
<td>316</td>
</tr>
<tr>
<td>WYWF</td>
<td>Fayette, Ala.</td>
<td>314</td>
</tr>
<tr>
<td>WWWR</td>
<td>Russellville, Ala.</td>
<td>318</td>
</tr>
<tr>
<td>WWWW</td>
<td>Rio Piedras, P. R.</td>
<td>715</td>
</tr>
<tr>
<td>WWXL</td>
<td>Peoria, Ill.</td>
<td>416</td>
</tr>
<tr>
<td>WYWO</td>
<td>Pineville, W. Va.</td>
<td>696</td>
</tr>
<tr>
<td>WYXW</td>
<td>Demopolis, Ala.</td>
<td>313</td>
</tr>
<tr>
<td>WXJD</td>
<td>Richmond, Va.</td>
<td>683</td>
</tr>
<tr>
<td>WKKW</td>
<td>Albany, N. Y.</td>
<td>526</td>
</tr>
<tr>
<td>WXLIT</td>
<td>Ely, Minn.</td>
<td>486</td>
</tr>
<tr>
<td>WXXL</td>
<td>Indianapolis, Ind.</td>
<td>422</td>
</tr>
<tr>
<td>WXXR</td>
<td>Kenmore-Buffalo, N. Y.</td>
<td>535</td>
</tr>
<tr>
<td>WXRF</td>
<td>Guayama, P. R.</td>
<td>713</td>
</tr>
<tr>
<td>WXYZ</td>
<td>Detroit, Mich.</td>
<td>478</td>
</tr>
<tr>
<td>WYVE</td>
<td>Wytheville, Va.</td>
<td>684</td>
</tr>
<tr>
<td>WZIP</td>
<td>Covington, Ky.</td>
<td>439</td>
</tr>
</tbody>
</table>
WAVU
ALBERTVILLE—1948
Frequency: 630 Kc.. Power: 500 Watts d.
Owned-Oper. By... Sand Mt. Bestg. Service
Business-Studio Address... P. O. Box 149
Phone Number... 630
News Service... AP
Transcription Service... World
President, Gen. Mgr. Pat M. Courington
Commercial Mgr. Eaton P. Govan, Jr.
Program Director... Mrs. Vinette B. Govan
Chief Engineer... Richard C. Payne

WRFS ALEXANDER CITY—1947
Frequency: 1050 Kc... Power: 1,000 Watts d.
Owned-Operated By... 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-Comm. Mgr. Lem Coley
Program Director... Bob McKinney
Chief Engineer... James W. Whatley

WCTA ANDALUSIA—1946—MBS-KBS
Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By... Andalusia Bestg. Co., Inc.
Business-Studio Address... Sanford Rd.
Phone Number... 844
Transmitter... Sanford Rd.
News Service... UP
Transcription Service... World
Membership... NAB
Executive V.P. Gen. Mgr. J. Dige Bishop
Prog. Dir. Kristine Hardage
Publicity Dir. Beri Moore
Musical Director... Tom Miniard
Chief Engineer & Comm. Mgr. J. Dige Bishop

WHMA ANNISTON—1938—ABC
Frequency: 1450 Kc... Power: 250 Watts d.
Owned-Operated By... Anniston Bestg. Co., Inc.
Business Studio Address... Radio Bldg.
Phone Number... 2380-1
Transmitter... 1401 W. 15th St.
News Service... UP
Transcription Service... Lang-Worth
Representative... Sears & Ayer
Membership... NAB-BMB
President-Owner... Harry M. Ayers
Sales Prom. Mgr. Lurline M. Smollon
Prod. Dir. Bob Sanders
Publicity Dir. Harry Mabry
Chief Engineer... James A. Hudson

WOOB ANNISTON—1947—MBS
Frequency: 1480 Kc... Power: 250 Watts
Owned-Operated By... Calhoun Bestg. Co.
Business-Studio Address... 10th & Noble St.
Phone Number... 3210-1
Transmitter Location... 16th & Raymont Ave.
News Service... AP
President-Gen. Mgr. W. S. Weatherly
Sta. Mgr.-Chief Announcer... Lee Blaine
Commercial Mgr. John Orrison
Sales Promotion Mgr. Walter Rankin
Program Director. David Vowell
Production Director... Pete Williams
Publicity-Musical Dir... Sara Jackson
Chief Engineer... Thomas B. Atkins

WSPC ANNISTON—1949—LIBERTY
Frequency: 1390 Kc... Power: 1000 Watts
Owned-Operated By... Model City Bestg. Co.
Business Address... Jefferson Davis Hotel
Phone... 1850
Air Time... Unlimited
News Service... AP
Transcription Service... Standard
Representative... Walker
President... Stanton B. Ingram
Comm. Mgr... Ross Charles
Chief Engineer... Raymond Watson, Jr.

WJMW
ATHENS—1948—ABS
Frequency: 1010 Kc... Power: 250 Watts d.
Owned-Operated By... Athens Bestg. Co., Inc.
Business-Studio-Transmitter Address... Hines St.
Phone Number... 565
News Service... AP
Transcription Service... Capitol
Membership... BMB
Pgm.-Prod.-Pub. Dir... Robert V. Dunnivant
Chief Engineer... Les Bryant
WAUD
AUBURN—1947
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By: Auburn Bestg. Co.
Business Address: Box 350
Phone Number: 1240-1
Studio Transmitter: Montgomery Hwy.
News Service: AP
Transcription Service: Standard, Lang-Worth
Capital Representative: Paul H. Raymer Co.
Membership: NAB, BMB, FMA
President-Gen. Mgr.: Eloise S. Hanna
Gen. Manager: Howell C. Cobb
Commercial Manager: Don D. Campbell
Pgm. Dir.: M. D. Smith
Prom. Mgr.: John T. Orr
Chief Engineer: G. P. Hamann

WJLD
BESSEMER—1942
Frequency: 1400 Kc. ... Power: 250 Watts
Owned By: Johnston Bestg. Co.
Business Address: Box 147
Phone Nos.: Bessemer 2300; Birmingham 6-6172
Transmitter: Birmingham Bessemer Super 'H'way
News Service: INS
Station Mgr.: James E. Connolly
Comm. Mgr.: Clay Cole
Sis. Prom. Mgr.: Otis Dodge
Prod. Dir.: John Staton
Publ. Dir.: Jane Shaddix
Program Director: Joan Jetton
Chief Engineer: Maurice McKinney

WAPI
BIRMINGHAM—1922—CBS
Frequency: 1070 Kc. ... Power: 5000 Watts
Operated By: Voice of Ala., Inc.
Bus.-Studio Address: 701 Protective Life Bldg.
Phone Number: 3-8116
Transmitter: Sandusky, Ala.
News Service: UP
Transcription Service: World
Representative: Radio Sales
Membership: NAB-FMA
President-General Mgr.: Thad Holt
Sales Prom. Mgr.-Pub. Dir.: Lionel F. Baxter
Program Director: Maury J. Farrell
Production Dir.: Burt F. McKee
Chief Engineer: James L. Evans

WBRC
BIRMINGHAM—1925—NBC
Frequency: 960 Kc. ... Power: 5000 Watts
Address: WBRC Bldg.
Phone Number: 4-7741
Transmitter Location: 2400 Arkadelphia Rd.
News Service: INS, AP
Transcription Service: Standard, Lang-Worth
Capital Representative: Paul H. Raymer Co.
Membership: NAB, BMB, FMA
President-Gen. Mgr.: Eloise S. Hanna
Gen. Manager: Howell C. Cobb
Commercial Manager: Don D. Campbell
Pgm. Dir.: M. D. Smith
Prom. Mgr.: John T. Orr
Chief Engineer: G. P. Hamann

WEDR
BIRMINGHAM—1949
Frequency: 1220 Kc. ... Power: 1000 Watts d.
Owned-Operated By: Magic City Bestg. Co.
Business Address: 1417 Fourth Ave. N.
Phone Number: 4-0925
President, Gen. Mgr.: J. E. Reynolds
V. P.: Mrs. Leah L. Doss
Secty.-Treas., Comm. Mgr.: John A. Thompson
Pgm. Dir.: Lloyd Williams
Chief Engineer: John H. Cram

WKAX
BIRMINGHAM—1946
Frequency: 900 Kc. ... Power: 1000 Watts d.
Owned-Operated: Courier Bestg. Service, Inc.
Address: 216½ N. 21 St.
Phone Number: 54-2541
Transmitter Location: 231 21st Ave. West
News Service: AP
Gen. Mgr.: Glenn V. Tingley
Prog. Dir.: Dorothy Alexander
Chief Engineer: Stanley L. Hawkins

WSGN
BIRMINGHAM—1927—ABC-ALA.
Frequency: 610 Kc. ... Power: 5000d.; 1000 n.
Owned-Operated: Birmingham News Co.
Business Address: Dixie Carlton
Hotel, P. O. Box 2553
Phone Number: 4-3434
Studio Address: YWCA Bldg.
Transmitter Location: Fair Grounds
News Service: AP
Representative: Headley-Reed
Membership: NAB, BMB
Gen. Mgr.: Henry P. Johnston
Commercial Manager: Julian A. Flint
Prom. Dir.: Mrs. Mary F. Childers
Prog. Dir.: Eugene M. Plamstead
Chief Engineer: I. V. Sanderson

WTNB
BIRMINGHAM—1949—MBS
Frequency: 1490 Kc. ... Power: 250 Watts
WVOK
BIRMINGHAM—1947
Frequency: 690 Kc. Power: 50,000 Watts d.
Owned-Operated By: Voice of Dixie Inc.
Business Address: P. O. Box 2468.
Phone Number: 6-2924
Studio-Transmitter: Bessemer Super Highway
News Service: AP
Transcription Service: Capitol
Membership: BMB
Pres., Gen. Mgr.: Irleee W. Benns
Com. Sales Prom. Mgr.: William J. Brennan
Program Director: Ira Leslie
Chief Engineer: William J. Brennan

WEBJ
BREWTON—1947—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Brewton Bcastg. Co.
Address: Brewton, Ala.
Phone Number: 553
News Service: AP
Transcription Service: Lang-Worth, SESAC
Associated Membership: NAB, BMB
Pres., Gen. Mgr.: W. Emmett Brooks
Vice-Pres.: William E. Brooks, Jr.
Com.-Sales Promotion Mgr.: J. M. Miller, Jr.
Program-Prod. Director: Charles Land
Chief Engineer: R. D. Craig

WKLF
CLANTON—1949—KBS
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By: Southeastern Bcastg. Co.
Bus.-Studio Address: Clanton
Phone Number: 449
Transmitter Location: Selma Highway
News Service: AP
Transcription Service: World, KBS
Representative: J. M. Clarke
President: Dr. J. Kelley Robinson
Sta. Comm. Mgr.: Robert B. Taber
Program Director: Paul Reid
Chief Engineer: Lester Carter

WKUL
CULLMAN—1946
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Cullman Bcastg. 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

WHOS
DECATUR—1948
Frequency: 800 Kc. Power: 1000 Watts d.
Business-Studio Address: 212 Jackson St.
Transmitter Location: 1 Mi. W. Decatur
Phone Number: 998L
News Service: UP
Transcription Service: Capitol
Membership: BMB
Partners: H. H. Kinney, Estate; D. T. Kinney
Gen., Sta. Mgr.: Hartwell Speegle
Com., Slp. Prom. Mgr.: W. H. Gibson
Chief Engr.: Frank Norris

WMSL
DECATUR—1935—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Studio-Business Address: 522 Bank St.
Phone Number: 802-3
Transmitter: Danville Rd. Decatur
News Service: AP
Transcription Service: World, SESAC
Pres., Gen. Sta. Mgr.: Melvin Hutson
Sls. Prom. Mgr.: Lewis C. Blizzard
Pgm., Dir.: Lewis C. Blizzard
Chief Engr.: J. V. Roser

WXAL
DEMPOLIS—1947—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Demopolis Bcastg. Co.
Business Address: Radio Bldg.
Phone Number: 400
News Service: AP
Transcription Service: World
Gen. Manager: W. M. Jordan
Station Manager: T. H. Gaillard, Jr.
Pgm. Dir.: Leo Hart
Chief Engineer: John T. Larkin, Jr.
News Service .................................. AP
Transcription Service .......................... World
Representative ............................... Joseph Hershey McGillivray
Membership .................................. NAB
General Manager .............................. Julian C. Smith
Comm. Mgr. .................................. Fred C. Moseley
Prog.-Prod.-Pub. Director ..................... Arthur Creamer
Chief Engineer ............................... John T. Hubbard

**W D I G**
**DOTHAN—1947—ABC**
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ............................ Houston Bcsts.
Business-Studio Address ..................... 107 E. Adams St.
Phone Number .................................. 3-4100
Transmitter ................................... Columbia Hwys., 1 Mi. E. City
News Service .................................. UP
Transcription Service ............................ Long-Worth
Representative ................................. Cummings
Membership .................................. NAB
Pres., Gen.-Comm. Mgr. ....................... Jess Swicegood
Pgm. Dir. ..................................... John Ingersoll
Chief Engineer ............................... Charles Laushe

**W O O F**
**DOTHAN—1948—KBS—WTN**
Frequency: 560 Kc.  Power: 1000 Watts d.
Owned-Operated By ............................. Dowlander Bcsts. Co.
Business-Studio Address ...................... 110½ So. Foster
Phone Number .................................. 2-560; 3-0560
Transmitter Location ......................... Radio Road
News Service .................................. UP
Transcription Service ............................ Capitol
Representative ................................. Sears & Ayer
Membership .................................. BMB
Commercial Manager ............................. Johnny LuCarter
Sales Promotion Mgr. ............................ Willard Wilkes
Chief Engineer ............................... Ed Hein

**W I R B**
**ENTERPRISE—1948**
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ............................. The Wiregrass Bcsts. Co.
Business Address ............................. Dothan Hiwya.
Phone Number .................................. 30
News Service .................................. UP
Transcription Service ............................ World
Partners ....................................... R. E. James, F. H. James, R. M. Stanford
Pgm. Dir. ..................................... Harry Gilder
Chief Engineer ............................... James C. Smith

**W U L A**
**EUFAULA—1948—AL. —SBS**
Frequency: 1240 Kc.  Power: 250 Watts
Address ....................................... Radio Bldg.
Phone Number .................................. 745
News Service .................................. UP
Transcription Service ............................ World, KBS
Membership .................................. NAB
Pres., Gen. Mgr. ............................... M. M. Moulthrop
Sta., Comm. Mgr.-Pgm. Dir. ................. Lee S. Bullis
Chief Engineer ............................... Hugh G. Chastain

**W W W F**
**FAYETTE—1949—KBS**
Frequency: 980 Kc.  Power: 1000 Watts d.
Owned-Operated By ............................. Bankhead Bcstg. Co., Inc.
Address ....................................... Highway 43
Phone Number .................................. 200
Air Time ...................................... Sunrise-Sunset
News Service .................................. UP
Transcription Service ............................ KBS
General Manager ............................... Jack Black
Chief Engineer ............................... Charles E. Watkins

**W J O I**
**FLORENCE—1946—ABC**
Frequency: 1340 Kc.  Power: 250 Watts
Address ....................................... 850 S. Court St.
Phone Number .................................. 2508
Air Time ...................................... 6 a.m.-M.
Pres., Gen-Sta. Mgr. ............................ Joe T. Van Sandt
Comm., Sta. Prom. Mgr. ....................... Oscar D. Lewis
Chief Engineer ............................... Pete Bingham

**W M F T**
**FLORENCE—1945—KBS—ALA.**
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By ............................. Tri-Cities Bcst. Co.
Bus. Add. .............................. 800 Cypress Mill Rd., P. O. Box 477
Phone Number .................................. 42
Studio-Transmitter ............................ 800 Cypress Mill Rd.
News Service .................................. AP
Transcription Service ............................ Associated, World
Membership .................................. NAB
President ..................................... Milton S. Killen
Gen. Mgr. .................................... Franklin L. Bush
Prog. Dir., Farm Editor ....................... Jim Garrett
Chief Engineer ............................... Edwin R. Miller
WGAD
GADSDEN—1946—MBS
Frequency: 1350 Kc. Power: 5000 d. 1000 n.
Owned-Operated By Coosa Valley Bcstg. Co.
Bus. Studio Address: 817 Forrest Ave.
Phone Number: 5641
News Service: UP
Representative: Joseph Hershey McGillivra
Pres.: E. L. Roberts
Prog. Dir.: Frances Seale
Chief Engineer: J. C. Vessels

WGNH
GADSSEN—1947—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By General Newspapers, Inc.
Bus. Studio Address: P. O. Box 351
Phone Number: 2571
Transmitter: 2000 Chestnut St.
News Service: INS
Transcription Service: World
Representative: Ra-Tel
Membership: NAB, BMB
President: Carmage Walls
Gen. Sta. Mgr.: Publ. Dir.: Joel C. Robertson
Program Dir.: Hall Wray

WGW D
GADSSEN—1947
Frequency: 570 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 128
Phone Number: 6-3301-2
Studio Address: 1004 E. Broad St.
Transmitter Location: Cranford Chapel Rd.
News Service: UP
Transcription Service: Associated
Representative: Taylor-Boroff
Membership: NAB, BMB
Gen. Sta. Mgr.: Edwin H. Estes
Comm. Sales Prom. Mgr.: Kenneth L. Wood
Pgm. Prod. Dir.: Ray Estes
Chief Engineer: Gaston Anderson

WJBB
HALEYVILLE—1949—ABS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Haleyville Bcstg. Co.

WHY IS AP THE BEST?
BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

ALABAMA ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS
President: W. Emmett Brooks—WEBJ, Brewton
Vice-President: James Reese—WWWB, Jasper
Directors: W. C. Needham—WTBF, Troy; John Garrison—WFUN, Huntsville; Howard Pil—WSFA, Montgomery; G. P. Hamann—WBRC, Birmingham
Continuing Study Committee Chairman: W. C. Needham—WTBF, Troy

President: Bascom H. Hopson
Gen. Mgr., Pgm. Dir.: Beatrice Tate Benton
Comm. Mgr.: Sam A. Benton
Chief Engineer: Glen Nichols
ALABAMA

WWB

JASPER—1946—KBS

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Bankhead Bcstg., Co., Inc.
Business Studio Address: Bankhead-Long Building
Phone Number: 100-200
Transmitter Location: W. 20th St.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: KBS, World Membership: NAB
President: W. W. Bankhead
General Manager: James E. Reese
Station Mgr.: Joseph L. Sartain, Jr.
Sales Prom. Mgr.: B. Bankhead
Chief Engineer: J. Copeland

WABB

MOBILE—1948—MBS—AFN

Frequency: 1480 Kc.  Power: 5000 Watts
Owned-Oper. By: Mobile Press Register, Inc.
Business Address: 304 Government St.
Phone Number: 2-2633-4
Transmitter: 8 Mi. Whistler
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated Representative: Branham Co.
Membership: NAB
President: R. B. Chandler
General Manager: W. J. Hearin, Jr.
Commercial Manager: J. F. Screen
Program Prod. Dir.: Anthony Leighton
Chief Engineer: William H. Murphree

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc.  Power: 5000 Watts
Owned-Oper. By: Pape Bcstg., Co., Inc.
Business-Studio Address: 210 Government St.
Phone Number: 3-3756
Transmitter: Cochran Bridge Causeway
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard Representative: Headley-Reed
Membership: NAB, EMB
President: W. O. Pape
General Sta. Mgr.: H. K. Martin
Commercial Manager: A. Treadway
Pgm., Publ. Dir.: Al Homan
Chief Engineer: R. B. Hurley

WKAB

MOBILE—1947—LIBERTY—ALA

Frequency: 840 Kc.  Power: 1000 Watts d.
Owned-Operated By: Pursley Bcstg. Service
Business-Studio Address: 354 St. Francis St.
**WKRG**

MOBILE—1946—CBS


Owned-Operated By: Giddens & Rester

Bus.-Studio-Trans. Address: Telegraph Rd.

Phone Number: 2-6783

Air Time: Unlimited

Transcription Service: AP

Transcription Service... Standard, SESAC

Representative: Adam J. Young, Jr.

Gen. Station Mgr.: F. E. Busby

Commercial Manager: John E. Waller

Sales Prom. Mgr., Pub. Dir.: Marquette Shea

Program Director: Guy Harris

Chief Engineer: Richard M. Cole

**WAPX**

MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts

Owned-Operated By: United Bcastg. Co.

Business, Studio Address: 116 Catoma St.

Phone Number: 3-7569

Transmitter Location: End of Blackburn St.

Air Time: 6 a.m.-M.

News Service: UP

Transcription Service: Lang-Worth, Standard

Representative: Walker Co.

Membership: BMB

Pres., Gen. Station Mgr.: Thomas E. Martin

Comm.-Sales Prom. Mgr.: Hoke Williford

Pub. Dir.: Dave Manns

Mgnt. Dir., Prod. Mgr.: James Reed

Musical Director: Owen Lehr

Chief Engineer: Bob Chisholm

**WCVO**

MONTGOMERY—1939—CBS

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By: Estate of G. W. Covington, Jr.

Business-Studio Address: Exchange Hotel

Phone Number: 5781-2

Transmitter Location: Narrow Lane Rd.

Air Time: 6 a.m.-11:05 p.m.

News Service: UP

Transcription Service: Associated

**WMGY**

MONTGOMERY—1946

LIBERTY

Frequency: 800 Kc. Power: 1000 Watts

Owned-Operated By: Dixie Bcastg. Co.

Business-Studio Address: 2½ S. Perry St.

Phone Number: 5425

Transmitter Location: E. of Greenwood Cem.

Air Time: Local sunrise-local sunset

News Service: IN

Transcription Service: World

Representative: Robert Meeker

President: Dr. S. D. Suggs

General Manager: Thomas W. Sewell

Commercial Manager: Ern B. Ingle

Program Director: Frank Monteleone

Chief Announcer: Douglas Hasing

Chief Engineer: John D. Lamar

Farm Editor: Crawford Roquemore

**WSFA**

MONTGOMERY—1930—NBC

Frequency: 1440 Kc. Power: 1000 Watts


Business Address: P. O. Box 1031

8—Radio Stations, Radio Annual

Phone Number: 9361

Studio Address: Jefferson Davis Hotel

Transmitter: Narrow Lane Rd.

Air Time: 6 a.m.-M.

News Service: AP

Transcription Service: Standard

Representative: Headley-Reed
Membership: BMB
Pres., Gen. Mgr.: Howard E. Hill
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. W. Butler
Musical Director: Earl Andrews
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, Ala.
Transmitter Location: East Second St., Sheffield, Ala.
Air Time: 5:30 a.m.-M.
News Service: UP
Member: NAB, BMB
President: Frank M. Farris, Jr.
General Mgr.: W. A. Reeves, Jr.
Comm. Manager: Eulus Whitehead
Program Director: Charlie Welsh
Chief Engineer: Lynn McIlvan

W J H O
OPELIKA—1940—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio-Trans. Address: 1400 Auburn Rd.
Air Time: 7:12
News Service: 8 a.m.-M.
Transcription Service: Standard, SESAC
Member: NAB
Gen., Station Mgr.: F. Marion Hyatt
Program Director: Ann Davis
Musical Director: Fred Digesu
Chief Engineer: William Welch

W E L R
ROANOKE—1949—ABS
Frequency: 1360 Kc. Power: 1000 Watts d.
Business Address: 801 Main St.
Air Time: 384
Representative: Dodson
President, Gen. Comm. Mgr.: J. W. Buttram
Pgm. Dir., Chief Engr.: John Hodges

W W R
RUSSELLVILLE—1949—KBS
Frequency: 920 Kc. Power: 1000 Watts d.

Business-Studio Address: Underwood Rd.
Phone Number: 647
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: KBS, World
General Manager: Hal Kirby
Chief Engineer: Charles G. McLellan

W G W C
SELMA—1946—CBS
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio-Transmitter Address: Birmingham Hwy.
Phone Number: 2746
Air Time: 5 a.m.-11 p.m.
Representative: Taylor-Boroff
Membership: NAB
Gen., Sta. Mgr.: Hugh M. Smith
Commercial Manager: John Frazier
Prog. Dir., Chief Engineer: John Townsend

W H B B
SELMA—1935—MBS
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 209 Washington St.
Phone Number: 1233
Transmitter Location: N. Seventh Ave.
Air Time: 7 a.m.-11 p.m.
Representative: Sears & Ayer
President: B. H. Hopson
Gen., Station, Comm. Mgr.: Julien Smith, Jr.
Pgm. Director: Julia Craig Miller
Chief Announcer: Carroll Ward
Chief Engineer: T. F. Kelly, Jr.

W F E B
SYLACAUGA—1944—MBS
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 527 North Broadway
Phone Number: 160
Transmitter Location: 527 North Broadway
Air Time: 6 a.m.-11 p.m.
Membership: NAB
President: E. E. Forbes, Sr.
Comm. Sales Prom. Mgr.: Francis Carter
Program Director: Joyce Nealens
Chief Announcer: B. W. Oaks
Chief Engineer: H. E. Peabody

W M L S
SYLACAUGA—1948
Frequency: 1290 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 511
Phone Number: 1290
WTB
TALLADEGA—1945—MBS-ABS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Voice of Talladega, Inc.
Business Studio Address: Box 374
Phone Numbers: 3733, 2614
Studio-Transmitter: Sylacauga Hwy.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Standard
Membership: NAB
Pres., Gen. Mgr.: R. A. Davidson
Chief Engineer: John Lester Fisher

WTBF
TROY—1946—MBS-SBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Troy Bestg. Corp.
Address: College Drive
Phone Number: 980-1
Air Time: 6:30 a.m.-11:30 p.m.
News Service: AP
Transcription Service: SESAC
Membership: NAB
Pres.: J. Roy Crow
Gen.-Sta.-Comm. Mgr.: William C. Needham

ARIZONA
Estimated Population 745,000—Increase +49.1%—Radio Homes 184,000
Radio Families 188,000—Stations in State 21

KSUN
BISBEE—1933—CBS-ARIZ. NET.
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Carlton W. Morris
Address: P. O. Drawer C, Lowell Station
Phone Number: 9
Studio-Transmitter: Warren Rd.
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World
Representative: John Blair
President: Carleton W. Morris
Gen., Sta., Comm. Mgr.: Jack Murphy
Pgm.-Prod. Dir.: Chief Annr.: Ray Helgesen
Chief Engineer: Ben Strotman
Pgm. Dir., Chief Announcer: Jesse Jordan
Chief Engineer: Joe W. Gilchrist

KCKY
COOLIDGE—1948
MBS-DON LEE
Frequency: 1150 Kc. Power: 1,000 Watts
Bus. Studio Address: Studio Theatre Bldg.
Phone Number: 4451
Transmitter Location: Chandler Rd.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Associated
Representative: George C. Hollingsbery
Membership: NAB
President: Louis F. Long
**KAWT**

**DOUGLAS—1946—NBC-ARIZ.**

<table>
<thead>
<tr>
<th>Frequency: 1450 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By.</td>
<td>Carleton W. Morris</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>Douglas</td>
</tr>
<tr>
<td>Phone Number</td>
<td>173</td>
</tr>
<tr>
<td>Transmitter</td>
<td>1 Mi. E. of Douglas</td>
</tr>
<tr>
<td>Air Time</td>
<td>6:30 a.m.-11 p.m.</td>
</tr>
<tr>
<td>News Service</td>
<td>AP, UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Capitol</td>
</tr>
<tr>
<td>Representative</td>
<td>Paul H. Raymer</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>President-Owner</td>
<td>Carleton W. Morris</td>
</tr>
<tr>
<td>Chief Announcer</td>
<td>Tom Brooks</td>
</tr>
<tr>
<td>Farm Editor</td>
<td>Lee Boner</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Rick Hendricks</td>
</tr>
</tbody>
</table>

**KWRZ**

**FLAGSTAFF—1947**

<table>
<thead>
<tr>
<th>Frequency: 1340 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus.-Studio Address</td>
<td>220 E. Birch, P. O. Box 519</td>
</tr>
<tr>
<td>Phone Number</td>
<td>899</td>
</tr>
<tr>
<td>Transmitter</td>
<td>One Mi. S. Flagstaff, Hwy. 89</td>
</tr>
<tr>
<td>Air Time</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Station Manager</td>
<td>Agnes McGilvra</td>
</tr>
<tr>
<td>Station Director</td>
<td>Selwyn Kirby</td>
</tr>
</tbody>
</table>

**KWJB**

**GLOBE—1938—NBC-ARIZ. BCSTG.**

<table>
<thead>
<tr>
<th>Frequency: 1240 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By.</td>
<td>Gila Bcstg, Co., Inc.</td>
</tr>
<tr>
<td>Address</td>
<td>Hwy 60-70</td>
</tr>
<tr>
<td>Phone Number</td>
<td>41</td>
</tr>
<tr>
<td>Air Time</td>
<td>6:45 a.m.-M.</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Standard, Capitol</td>
</tr>
<tr>
<td>Representative</td>
<td>Paul H. Raymer</td>
</tr>
<tr>
<td>Membership</td>
<td>BMB</td>
</tr>
<tr>
<td>President</td>
<td>Louis F. Long</td>
</tr>
<tr>
<td>General Manager</td>
<td>Paul Merrill</td>
</tr>
<tr>
<td>Station, Sales Prom. Mgr.</td>
<td>Willard Shoecraft</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>John D. Seater, Jr.</td>
</tr>
<tr>
<td>Chief Announcer</td>
<td>Eric Manola</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Herb J. Hanes</td>
</tr>
</tbody>
</table>

**KGAN**

**KINGMAN—1949**

<table>
<thead>
<tr>
<th>Frequency: 1230 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Oper. By.</td>
<td>J. James Glancy</td>
</tr>
<tr>
<td>Business Address</td>
<td>P. O. Box 871</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Blue 462</td>
</tr>
<tr>
<td>Air Time</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Pres., Gen. Mgr.</td>
<td>J. J. Glancy</td>
</tr>
<tr>
<td>Comm. Mgr.</td>
<td>C. R. Waters</td>
</tr>
<tr>
<td>Prom. Mgr.</td>
<td>W. E. Adams</td>
</tr>
<tr>
<td>Pgm. Dir.</td>
<td>Ben Summerville</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>A. C. Anderson</td>
</tr>
</tbody>
</table>

**KTYL**

**MESA—1946**

<table>
<thead>
<tr>
<th>Frequency: 1490 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business-Studio Address</td>
<td>Chandler Rd.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>4541</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Hwy. 89</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>Standard, Associated</td>
</tr>
<tr>
<td>General Manager</td>
<td>Dwight Harkins</td>
</tr>
</tbody>
</table>

**KNOG**

**NOGALES—1948**

<table>
<thead>
<tr>
<th>Frequency: 1340 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus.-Studio-Transmitter Address</td>
<td>Rancho Grande Hotel</td>
</tr>
<tr>
<td>Phone Number</td>
<td>770</td>
</tr>
<tr>
<td>Air Time</td>
<td>8 a.m.-10 p.m.</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World</td>
</tr>
<tr>
<td>Representative</td>
<td>Gene Grant</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB</td>
</tr>
<tr>
<td>President</td>
<td>Robert Marcus</td>
</tr>
<tr>
<td>General Manager</td>
<td>Samuel Marcus</td>
</tr>
<tr>
<td>Station Manager</td>
<td>Harry Hambleton</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Benny Greenhaw</td>
</tr>
</tbody>
</table>

**KTAR**

**PHOENIX—1922—NBC-ARIZ. BCSTG.**

<table>
<thead>
<tr>
<th>Frequency: 620 Kc.</th>
<th>Power: 5000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Studio Address</td>
<td>711 Heard Building</td>
</tr>
<tr>
<td>Phone Number</td>
<td>4-4161</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>36th St. &amp; East Thomas Road</td>
</tr>
<tr>
<td>Air Time</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Thesaurus, Standard, Capitol</td>
</tr>
<tr>
<td>Representative</td>
<td>Paul H. Raymer</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>Ch. of Bd.</td>
<td>John J. Louis</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>E. W. Harvey</td>
</tr>
<tr>
<td>Sales Promotion Manager</td>
<td>John Edwin Miller</td>
</tr>
<tr>
<td>Program Director</td>
<td>J. Howard Pyle</td>
</tr>
<tr>
<td>Prod. Dir., Farm Editor</td>
<td>Roi Laughner</td>
</tr>
<tr>
<td>Publicity Directors</td>
<td>Myron Drake, Bob Pollard</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Pierson Bancroft</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>A. C. Anderson</td>
</tr>
</tbody>
</table>
Anions

Arizona's San Francisco Peaks - 12,754 ft.

Arizona's 1949 Market Peaks—
- $1,200,000,000 spent for goods, services and taxes.
- Over $700,000,000 in retail sales ($175,000,000 in 1940)
- Over $420,000,000 in bank deposits ($99,000,000 in 1940)
  Per capita sales over $1,000.00
  (National average, $860.00)

Reynolds Department Store
Valley National Bank

You'll want to use Arizona's most effective approach to this rich market — the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

PHOENIX, ARIZONA

National Representative
Paul H. Raymer Company

NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

321
**KCNA**

**TUCSON—1947**

MBS-DON LEE-RNA

Frequency: 1340 Kc.  Power: 250 Watts

Owned-Operated By: Catalina Bcstg. Co.
Business-Studio Address: Box 2348
Phone Number: 2-4618

Transmitter: 1511 E. 18th St.
Air Time: 6 a.m.-6 p.m.

News Service: AP

Representative: George P. Hollingbery
President: Erskine Caldwell
General Station Manager: Wayne Sanders
Commercial Manager: Harry Chambers
Program Director: Robert A. Keyworth
Chief Engineer: W. J. Karpisek

---

**KOPO**

**TUCSON—1947—ABC**

Frequency: 1450 Kc.  Power: 250 Watts

Owned-Operated By: Old Pueblo Bcstg. Co.
Business-Studio Address: 115 W. Drachman St.
Phone Number: 4-0431

Transmitter: 115 W. Drachman St.
Air Time: 6 a.m.-6 p.m.

News Service: AP

Transcription Service: MacGregor
Representative: Forjoe & Co.
Membership: NAB

President: Harold Tovrea
General-Station Manager: E. S. Mittendorf
Commercial Manager: Paul Plunkett
Sales Promotion Mgr.: S. J. Kossack, Jr.
Prog. Dir., Chief Announcer:
Farm Editor: Bus Williams
Production, Musical Dir.: Matt Lemen
Publicity Director: B. Anderson
Chief Engineer: Vernard Cymmyiotti

---

**KTUO**

**TUCSON—1929—MBS-ARIZ. NET.**

Frequency: 1400 Kc.  Power: 250 Watts

Business-Studio Address: 900 E. Broadway
Phone Number: 2-3344

Transmitter: 900 E. Broadway
Air Time: 6 a.m.-6 p.m.

News Service: UP

Trans. Ser.: World. Cole. SESAC. Associated Representative: John Blair
Membership: NAB, BMB

Pres., Gen-Sta. Mgr.: Lee Little
Commercial Manager: George Bradley
Pgm.-Prod.-Musical Dir.: Gerry O’Brien
Publicity Dir.: Francis Murphy
Chief Announcer: Art Preston
Chief Engineer: Cliff Livingston

---

**KVIA**

**TUCSON—1929—NBC-ARIZ. BCSTG.**

Frequency: 1290 Kc.  Power: 1000 Watts

Owned-Operated By: Arizona Bcstg. Co., Inc.
Business-Studio Address: 48 E. Broadway, P. O. Box 2911

Phone Number: 3-2555

Transmitter Location: 10th and Lee Streets
Air Time: 4:55 a.m.-4 p.m.

News Service: AP

Transcription Service: Thesaurus, Standard
Capitol
Representative: Paul H. Raymer
Membership: NAB, BMB

General Manager: R. B. Williams
Business Mgr.: Harper M. Phillips
Sales Promotion Mgr.: Fred J. Gerlott
Program Director: Ben L. Slack, Jr.
Production Dir.: Jean T. Lelly
Chief Announcer: George T. Callison
Chief Engineer: Ray H. Holscaw

---

**KYUM**

**YUMA—1940—NBC-ARIZ. BCSTG.**

Frequency: 1240 Kc.  Power: 250 Watts

Owned-Operated By: Yuma Bcstg. Co.
Business Address: 1901 1st St.
Phone Number: 88

Transmitter-Studio Location: 1901 1st St.
Air Time: Unlimited

News Service: AP

Transcription Service: Capitol, Thesaurus
Representative: Paul H. Raymer
Membership: NAB, BMB

President: R. N. Campbell
General Manager: Ray C. Smucker
Commercial Manager: Roy L. Jorgensen
Program Director: Paul W. Dawson
Promotion Mgr.: Don Metcalf
Chief Engineer: Leavenworth Wheeler
KVRC
ARKADELPHIA—1947—MBS—KBS
Frequency: 1240 Kc. . . . Power: 250 Watts
Owned-Operated By: Arkadelphia Bestg. Co.
Business-Studio Address............... 506 Main St.
Phone Number .......................... 785
Transmitter Location ........................ ¾ Mi. SE City
Air Time ............................... 6 a.m.-11 p.m.
News Service ............................ AP
Transcription Service .................. World
President ................................. Cecil W. Cupp
General Mgr. ............................. J. M. Moore
Program Director ........................ Bill Deaton
Chief Engineer ........................... E. H. Summers

KLCN
BLYTHEVILLE—1922
Frequency: 900 Kc. . . . Power: 1000 Watts d.
Owned-Operated By: Harold L. Sudbury
Business-Studio Address............... Sudbury Bldg.
Phone Number .......................... 2033
Transmitter Location ........................ E. Highway 18
Air Time ............................... Daytime
News Service ............................ AP
Transcription Service .................. Lang-Worth
Representative .......................... John E. Pearson
Membership .............................. BMB, FMA
Gen.-Sta.-Comm. Mgr. .................... Harold L. Sudbury
Sales Mgr., Pub. Dir. ..................... J. T. Sudbury
Pgm. Prod. Dir. .......................... Earnest Simmons
Chief Announcer ........................ Don Whitney
Musical Dir., Farm Editor .............. George Kirby
Chief Engineer ........................... Marion Skinner

KAMD
CAMDEN—1946—MBS—RAZORBACK
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Operated By: Camden Radio, Inc.
Business-Studio Address............... So. California St.
Phone Number .......................... 6791-2
Transmitter-Studio Location ............. So. California St.
Air Time ............................... 6:30 a.m.-11 p.m.
News Service ............................ AP
Transcription Service .................. Capitol
Membership .............................. NAB, BMB
President ............................... Walter E. Hussman
General Manager ....................... Frank O. Myers
Station Manager ........................ David Crockett
Commercial Manager .................... James Blaine
Prog. Dir., Chief Announcer .......... Cal Carter
Chief Engineer ........................... Dorris C. Hunter

KELD
EL DORADO—1935
ABC—RAZORBACK—LION
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Operated By: Radio Enterprises, Inc.
Business-Studio Address................. Home Finance Bldg.
Phone Number .......................... 3-6126
Transmitter Location ........................ Country Club Colony
Air Time ............................... 6 a.m.-11 p.m.
News Service ............................ AP
Transcription Service .................. World
Representative .......................... Continental Radio Sales
Membership .............................. NAB
President, Pgm. Dir. ..................... W. N. McKinney
Vice-Pres., Gen.-Sta. Mgr. .............. Leon M. Sipes
Sales Prom. Mgr., Publicity Dir. ......... J. R. Duerson
Musical Director ........................ Mrs. Ann Theilan
Chief Engineer ........................... John Long
Farm Editor .............................. Henry Holly

KGRR
FAYETTEVILLE—1946—MBS
KBS—RAZORBACK
Frequency: 1450 Kc. . . . Power: 250 Watts
Business-Studio Address................. 922 Leverett St.
Phone Number .......................... 862
Transmitter Location ........................ 922 Leverett St.
Air Time ............................... 5:30 a.m.-11:30 p.m.
News Service ............................ AP
Transcription Service .................. SESAC
Representative .......................... R. Tel
Membership .............................. NAB
President ............................... Hayden McIlroy
Gen.-Sta. Sls. Prom. Mgr. ............... Fred J. Stevenson
Commercial Mgr., Pub. Dir. ............... Ed. Gideon
Program Director ........................ Al Rowe
Chief Announcer ........................ Pat Perrin
Musical Director ........................ Steve Starwuck
Chief Engineer ........................... George Dotson

KXJK
FORREST CITY—1949—KBS
Frequency: 950 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By: Forrest City Bestg. Co., Inc.
Business Address ........................ Forrest City
Phone Number .......................... 950
Air Time ............................... Daytime
News Service ............................ AP
Representative .......................... Continental
Pres., Gen. Mgr. ........................ William Fogg
Comm. Mgr. ............................. Roger Davison
Pgm. Dir., Prom. Mgr. ................. Frank Kelley
Chief Engineer ........................... James Thompson
**KFW**
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:  
AP, AP

Transcription Service:  
World Representative

Membership:  
NAB, BMB

Pres., Gen. Manager:  
John A. England
Station Mgr., Farm Editor:  
J. E. Garner
Comm.-Sales Prom. Mgr.:  
Al Godwin
Program-Musical Dir.:  
Dorothy Gibson
Production Director:  
Alton Blake
Publicity Director:  
J. E. Garner
Chief Engineer:  
Willard E. Kunkel

---

**KHOZ**
HARRISON—1946
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.  
Power: 250 Watts

Owned-Operated By:  
Harrison Bestg. Corp.
Business-Studio Address:  
Radio Addition
Phone Number:  
1240

Transmitter Location:  
Radio Addition
Air Time:  
5:30 a.m.-11 p.m.

News Service:  
UP

Transcription Service:  
Standard, SESAC

Membership:  
NAB

President:  
Roy Milum
Gen.-Sta. Mgr.:  
Robert S. Wheeler, Jr.
Comm., Sales, Prom. Mgr., Farm Editor:  
Tom Longfellow

Pgm. Dir., Chief Engineer:  
Don Causey
Musical Dir.:  
Wannie Longfellow

---

**KFFA**
HELENA—1941—MBS-KBS

Frequency: 1360 Kc.  
Power: 1000 Watts

Owned-Operated By:  
Helena Bestg. Co.
Business-Studio Address:  
215 York St.
Phone Number:  
Main 58-59

Transmitter Location:  
Stringtown Rd.
Air Time:  
5 a.m.-M.

News Service:  
AP

Transcription Service:  
Lang-Worth Representative

Continental Radio Sales Membership:  
NAB, BMB

Pres., Gen. Sta. Mgr.:  
Sam W. Anderson
Comm., Sales, Prom. Mgr.:  
William Bigley
Pgm.-Prod.-Publicity Dir.:  
Hugh Smith
Musical Director:  
Mary Parker
Chief Engineer:  
A. P. Decker

---

**KXAR**
HOPE—1947—MBS-KBS

Frequency: 1490 Kc.  
Power: 250 Watts

Owned-Operated By:  
Hope Bestg. Co.
Business Address:  
P. O. Box 131
Phone Number:  
508

Air Time:  
Unlimited

News Service:  
AP

Transcription Service:  
Lang-Worth

President:  
A. H. Washburn
Gen. Mgr., Chief Engineer:  
L. B. Tooley
Program Director:  
George Frazier

---

**KTHS**
HOT SPRINGS—1924—ABC

Frequency: 1050 Kc.  
Power: 10,000 d., 1000 n.

Owned By:  
Times Publishing Company, Ltd.
Operated By:  
Radio Broadcasting, Inc.
Business-Studio Address:  
135 Benton Street
Phone Number:  
1160-1

Transmitter Location:  
Route 2
Air Time:  
6 a.m.-M.
News Service .................................................. UP
Transcription Service ................................ Lang-Worth
Representative .............................................. Branham
Membership .................................................. NAB, BMB
President-Owner ........................................... John D. Ewing
General Manager ......................................... John J. Wolever, Jr.
Commercial Manager ................................. Ed. C. Appier
Program Director ......................................... J. F. Karber
Chief Announcer ............................................ William S. Bailey
Musical Director ........................................... Harry Lockhart
Chief Engineer .............................................. Cecil L. Suitt

KWFC
HOT SPRINGS—1940—MBS-KBS
RAZORBACK
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By .................................... Spa Bcstg. Co., Inc.
Business-Studio Address ................................ Malco Building
Phone Number .............................................. 412-3
Transmitter Location ...................................... Malco Bldg.
Air Time ...................................................... 6:30 a.m.-11 p.m.
News Service .............................................. AP
Representative ............................................ Sears & Ayer
Membership .................................................. NAB, BMB
President ..................................................... Dr. N. B. Burch
Gen.-Sta. Mgr. ............................................. Frank A. Browne
Comm. Mgr. ................................................ Robert Choote
Pgm. Director .............................................. George Arnold
Chief Engineer ............................................. Tom Wilson

IN ARKANSAS
IT'S
KARK

"ARKANSAS' PREFERRED STATION"
5000 Watts — Day and Night
920 Kilocycles

ED ZIMMERMAN
Vice-Pres. & Gen. Mgr.

ask ANY PETRY MAN!

KBTM
JONESBORO—1930—MBS-KBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By .................................. Regional Bcstg. Co.
Business-Studio Address ........................... KBTM Bldg., 603 Madison St.
Phone Number ............................................. 5597-8
Transmitter Location .................................. Route No. 4
Air Time ...................................................... 5:30 a.m.-10:30 p.m.
News Service .............................................. AP
Transcription Service ................................... World, SESAC
Membership .................................................. NAB, BMB
Pres., Gen. Mgr. ............................................. Jay P. Beard

KARK
LITTLE ROCK—1928
NBC-SOUTHCENTRAL QUAL.-ARK.
Frequency: 920 Kc.  Power: 5000 Watts
Business-Studio Address .......................... Radio Center, 114 East Capitol Ave.
Phone Number ............................................. LD 99
Transmitter: Location .................................. Hiway 67, Jackson Blvd., North Little Rock
Air Time ...................................................... Unlimited
News Service .............................................. AP, UP
Transcription Service ................................... Standard
Representative ............................................ Edward Petry
Membership .................................................. NAB, BMB
Chmn. of Bd. ................................................ T. H. Barton
V.P., Gen.-Sta. Mgr. ...................................... G. E. Zimmerman
Pgm., Prod. Dir. .......................................... Douglas J. Romine
Publicity Dir. .............................................. A. C. Dowden
Chief Engineer ............................................ Dan L. Winn
Musical Dir. ................................................ Marie Jarvis
Farm Editor ............................................... Robert L. Buice

KGHI
LITTLE ROCK—1927—ABC
Owned-Operated By ................................ KGHI Bcstg. Service
Address ..................................................... 306 W. 3rd St.
Phone Number ............................................. 9166
Transmitter Location .................................. Cantrell Rd.
Air Time ...................................................... Unlimited
Representative ............................................ George P. Hollingsbery
Partners .................................................... A. L. Chilton, L. H. Chilton,
S. C. Vinsonhaler
General Mgr. .............................................. S. C. Vinsonhaler
Comm. Prom. Mgr. ...................................... Don Corbet
Program Dir. .............................................. Virginia Ewing
Chief Engineer ............................................. V. O. Van Dusen

KURA
LITTLE ROCK—1928—CBS
Frequency: 1010 Kc.  Power: 10,000 Watts d.;
5,000 Watts n.
**AR KANSAS**

**

**Business-Studio Address** Gazette Bldg.
**Phone Number** 2-5427-8; 2-1492

Transmitter Location Memphis Highway, 7 Mi.

E. of Little Rock

Air Time 5 a.m.-M.

News Service AP, UP

Transcription Service Lang-Worth, Theasaurus

Representative Taylor-Boroff

Membership NAB, BMB

President J. N. Heiskell

General Manager Ed Murphy

Program Director Harris Owen

Publicity Dir. Mina Madden

Chief Engineer Kermit F. Tracy

Farm Editor Deno Nichols

**KVL C**

**LITTLE ROCK—1948—LIBERTY**

Frequency: 1050 Kc. Power: 1000 Watts d.

Owned-Operated By: Southwestern Bstg. 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 Forjeo

Membership BMB

President R. M. Saxam

Gen. Sta. Mgr. Leonard Coe

Commercial Manager Bob Harrison

Sales Prom. Mgr. John Pankey


Chief Engineer William Miller

Chief Announcer, Musical Dir. Ernest Howard

**K N B Y**

**NEWPORT—1949**

Frequency: 1280 Kc. Power: 1000 Watts d.

Owned-Operated By Newport Bstg. Co.

Business Address Newport

Phone Number 749

Air Time Daytime

News Service UP

Transcription Service Standard

General Mgr. Dick Wiethan

Commercial Mgr. Gene Howe

Chief Engineer J. C. Clayton

**K X L R**

**LITTLE ROCK—1946**

**MBS-RAZORB ACK**

Frequency: 1450 Kc. Power: 250 Watts


Business Address 217 E. Third St.

Phone Number (Studio) 2-2155

(Office) 4-8928

Studio-Transmitter Address Cotton Belt Bldg.

Air Time 5:30 a.m.-M.

News Service UP

Transcription Service Capitol, Standard

Representative Ra-Tel

Membership NAB

President John F. Wells

General Manager Emil J. Pouzar

Comm. Mgr. Clyde Gray

Program Dir. Dorothy Jung

Pub. Dir., Farm Editor Bobbie Forster

Chief Announcer Roy Nichols

Chief Engineer Earl H. Butler

**K V M A**

**MAGNOLIA—1948—MBS**

Frequency: 630 Kc. Power: 1000 Watts d.


Business-Studio Address 212 N. Jefferson St.

Phone Number 630, 631

Transmitter Location 2.2 Mi. N. Magnolia

Membership NAB, BMB

Gen. & Natl. Sales Mgr. C. A. Bilt Hum'sert, Jr.

Local Sales Director James H. Jones

Publicity Musical Dir. Bill Tibbels

Chief Engineer Ray H. Wells

Farm Editor Vernon Arnette

**K O S E**

**OSCEOLA—1949**

Frequency: 860 Kc. Power: 1000 Watts d.

Owned-Operated By H. F. Ohlendorf

Business Address Hiway 61 S.

Phone Number 860

Air Time Daytime

News Service AP

Transcription Service Standard

President H. F. Ohlendorf

General Mgr. Ted Woods

Commercial Mgr. John Fox

Program Dir. Leon Little

Promotion Mgr. Ann Edrington

Chief Engineer H. M. Jones

**K D R S**

**PARAGOULD—1947**

**KBS-RAZORB ACK**

Frequency: 1490 Kc. Power: 250 Watts


Business Address Box 491

Phone Number 627

Studio-Transmitter 1/2 Mi. East of Paragould Highway 25

Air Time 6 a.m.-10:05 p.m.

News Service AP

Transcription Service Standard

Membership NAB

Gen.-Comm. Manager Ted Rand

Sales Prom. Mgr. Adrian White

Program Dir. Ray Dexter

Chief Announcer Dick Covington

Chief Engineer Jesse Jackson

Farm Editor Walt Lawson

327
WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

ARKANSAS ASSOCIATED PRESS BROADCASTERS

President: Leon Sipes—KELD, El Dorado
Vice-President: Ted Woods—KOSE, Osceola
Secretary: J. R. Anderson—AP Chief of Bureau
Directors: Leon Sipes—KELD, El Dorado
    Ted Woods—KOSE, Osceola
    William Fogg—KXJK, Forrest City
    Fred J. Stevenson—KGRH, Fayetteville
    J. M. Moore—KVLC, Arkadelphia

Continuing Study Committee Chairman: Ray Dexter—KDRS, Paragould
KCLA
PINE BLUFF—1947—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Radio Engineering Service
Business-Studio Address... 2800 West 28th
Phone Number... 1500
Transmitter Location... 2900 West 28th
Air Time... 6 a.m.-11 p.m.
News Service... AP
Transcription Service... Universal
Business Mgr... Clyde Martin, Sr.
Commercial Manager... Charles Penix

KOTN
PINE BLUFF—1934—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Universal Bcstg. Corp.
Address... 505½ Main St., Box 957
Phone Number... 721
Air Time... Unlimited
News Service... AP
Transcription Service... Thesaurus
Membership... NAB
Pres., Gen. Mgr., Chief Engr... B. J. Parrish
Asst. & Prom. Mgr... B. W. Eiler
Commercial Manager... Joe L. Wallace
Program Director... Lois Sloan

KXRF
RUSSELLVILLE—1947—MBS-KBS
RAZORBACK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... The Valley Bcstrs., Inc.
Business-Studio Address... Box 191
Phone Number... 299: 796
Studio-Transmitter Address... Russellville
Air Time... 6 a.m.-11 p.m.
News Service... AP
Transcription Service... KBS
Representative... Friedenberg
Membership... BMB
Pres., Gen. Sta. Mgr... C. R. Horne
Commercial Manager... R. L. McCarroll
Sales Prom. Mgr... L. L. Bryan
Pgm. Dir., Chief Announcer... James C. Lipsey
Chief Engineer... William Snead

KUOA
SILOAM SPRINGS—1923—MBS-KBS
Frequency: 1390 Kc. Power: 5,000 Watts d.
Owned-Operated By... KUOA, Inc.
Business-Studio Address... Siloam Springs
Phone Number... 77
Transmitter Location... Siloam Springs
Air Time... 6 a.m.-Local Sunset
News Service... UP
Transcription Service... World, SESAC
Membership... NAB, BMB
President... John E. Brown, Sr.
General Mgr... Storm Whaley
Asst. Manager... Clinton Fowler
Program Director... Ralph Kennedy
Chief Engineer... Cecil E. Smith
Farm Editor... Charles E. Hoke

(KSee Page 338)

KBRS
SPRINGDALE—1949—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Southwestern Pub. Co.
Business Address... Hiway 71
Phone Number... 675
Air Time... Unlimited
News Service... AP
President... Donald W. Reynolds
Gen., Comm. Mgr... William F. Hession

KWAK
STUTTGART—1948
MBS-KBS-RAZORBACK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Stuttgart Bcstg. Corp.
Business Address... 1818 S. Buerkle St., Box 271
Phone Number... 842
Studio-Transmitter Address... 1818 S. Buerkle
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Capitol
President... Beloit Taylor
Gen-Station Manager... Melvin P. Spann
Commercial Mgr... Carroll Lee
Program Dir... June Spawn
Chief Engineer... Jack Warden

KWEM
WEST MEMPHIS—1947
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By... West Memphis Bcstg. Corp.
Business-Studio Address... 229 Broadway
Phone Number... 463-4
Transmitter Location... Highway 70
Air Time... Local sunrise-local sunset
News Service... UP
Transcription Service... Lang-Worth, Capitol
Representative... Ra-Tel
President... J. C. Johnson
Gen., Comm. Mgr., Pgm. Dir... Vernon Dillaplain
Chief Annocr., Farm Editor... Bill Edwards
Chief Engineer... Vernon Dillaplain
your all-star DISC JOCKEY TEAM

BILL LEYDEN — 6 to 8 AM

PETER POTTER — 10 to Noon

BILL ANSON — Noon to 3 PM

MAURICE HART — 3 to 4:15 PM

FRANK BULL — 6:30 to 7:30 PM

GENE NORMAN — 10 to 12 PM

Warner Bros. KFWB in Hollywood offers you the nation's greatest array of disc jockeys. These six stellar personalities offer you showmanship and a vast audience, bringing you outstanding sales and sponsorship satisfaction. For further details contact your nearest William G. Rambeau Company or your KFWB account executive.
KAFY
BAKERSFIELD—1946—MBS-DON LEE
Frequency: 550 Kc. .... Power: 1000 Watts
Owned-Operated By... Bakersfield Bcstg. Co.
Business-Studio Address 2013 Chester Ave.
Phone Number 88700-77800
Transmitter... Poplar Lane at Rosedale Rd.
News Service ...UP
Transcription Service ...Lang-Worth
Representative ...John E. Pearson
Membership .......... NAB, BMB
President............. George B. Crome
General Manager..... Sheldon Anderson
Station Manager..... Frank Wilbur
Program Director ...Naum Healy
Production Dir. ...Bob Blake
Publicity Dir... ...Martha Thompson
Chief Announcer ...Harl Mannes
Chief Engineer ...Ted Froming
Form Editor.......... Ralph Ryan

KERN
BAKERSFIELD—1932—CBS
Frequency: 1410 Kc. .... Power: 1000 Watts
Owned-Operated By ...McClatchy Bcstg. Co.
Business-Studio Address Elk’s Club Building
Phone Number 8-8431
Transmitter Location... Oak and Ming Streets
News Service .......... AP, INS, UP
Transcription Service...World
Representative ...... Paul H. Raymer
Membership .......... NAB, BMB
President ............ Eleanor McClatchy
Station Manager ...Walter Baziuk
Technician ......... Luverne Shatto

KERO
BAKERSFIELD—1946—NBC
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By ...Paul R. Bartlett
Business-Studio Address 1420 Truxton Ave.
Phone Number 44548
Transmitter Location ...17th & “I” Sts.
News Service ....... UP
Transcription Service ...Standard
Representative ...... Avery Knodel
Membership .......... NAB
Owner ................ Paul R. Bartlett
Manager ............. Gene DeYoung
Prod., Pgm. Dir. ...Warren Mead
Sales, Prom. Mgr., Pub. Dir... Ken Croes
Acting Chief Engineer ...Thad Bulkeley

KPMC
BAKERSFIELD—1933—ABC
Frequency: 1560 Kc. .... Power: 1000 Watts
Owned-Oper. By ...Pioneer Mercantile Co.
Business-Studio Address 307 E. 21st St.
Phone Number .......... 8-8157
News Service .......... UP
Transcription Service ...Thesaurus
Representative ...... Gene Grant
Commercial Manager ...C. C. Sturm
Promotion Manager ...P. R. Biermann
Chief Engineer .......... L. P. Jarvis

KPAS
BANNING—1947
Frequency: 1490 Kc. .... Power: 250 Watts
Owned-Operated By ...William T. Smith
Address .......... 4425 Ramsey St.
Phone Number ........ 515-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
Program Dir. ...John L. Lockhart
Chief Engineer .......... Searcy Woodworth

KWTC
BARSTOW—1946
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By ... Mojave Valley Bcstg. Co.
Business Address ...Radio Center, P.O. Box 1230
Phone Number .......... 4001
Studio-Transmitter Address ...Radio Center
News Service .......... UP
Transcription Service ...World
Representative ...... Gene Grant, Donald Cooke
Membership .......... NAB
Gen. Mgr., Pgm. Dir... Harry S. White
Commercial Mgr. ...Wheeler Abbet
Chief Engineer .......... Fred Fullwood

KRE
BERKELEY—1923
Frequency: 1400 Kc. .... Power: 250 Watts
Owned-Oper. By ...Central Calif. Bcstrs., Inc
Address .......... 601 Ashby Avenue
Phone Number .......... 3-7715
News Service .......... AP
Transcription Service ...Standard
Membership .......... NAB
Gen. Station Manager ...Arthur Westlund
Comm.—Promotion Manager ...Don Hambly
Production Director ....Les Avery
Chief Engineer .......... Dave Fields
KY OR
BLYTHE—1948—BCA WESTERN
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated. Bcstg. Corp. of America
Business-Studio Address :: Blythe
Phone Number :: 2231
Transmitter .2 Mi. W. of Blythe. Hiway 60
News Service :: UP. AP
President :: W. L. Gleeson
V.P. Chq. Sales :: Gene Williams

KROP
BRAWLEY—1946—BCA WESTERN
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By. Bcstg. Corp. of America
Address :: Del Rio Country Club
Phone Number :: 1300
News Service :: AP. UP
Representative :: Lee F. O'Connell
President, General Mgr. :: W. L. Gleeson
V.P. Chq. Sales :: Gene Williams

KWIK
BURBANK—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Burbank Bcstrs., Inc.
Business-Studio Address :: 20 W. Burbank Blvd.
Phone Number :: 918
Transmitter Location :: 239 Amherst St.
News Service :: UP
Transcription Service :: Lang-Worth
Director :: Paul Sutton
Program Dir :: Roger Patrick

KICO
CALEXICO—1947
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By :: Charles R. Love
Business Address :: P. O. Box 706
Phone Number :: 918
Transmitter :: 1/2 Mi. N. Calexico. Hwy 80
News Service :: AP
President :: Charles R. Love
General Mgr :: W. A. Geddes
Program Dir :: Robert Cain
Chief Engineer :: Richard Gunn

KHS L
CHICO—1935—MBS-DON LEE
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated. Go'den Empire Bcstg. Co., Inc.
Address :: Moorehead Bldg.
Phone Number :: 237-8
Transmitter :: Hooker Oak & Madrone Aves.
News Service :: UP

KXOC
CHICO—1949—CBS
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By. Sacramento Bcstrs., Inc.
Business Address :: Box 111
Phone Number :: 3200
News Service :: UP
Transcription Service :: Associated. Standard
Representative :: Pearson
President :: Lincoln Dellar
Program Dir :: Neil McIntyre
Promotion Mgr. :: Lester Berryman
Chief Engineer :: Walter Berger

KBUC
CORONA—1948
Frequency: 1370 Kc. Power: 500 Watts
Business Address :: Box 111
Phone Number :: 1370-1-3
News Service :: UP
Transcription Service :: MacGregor. Lang-Worth
Membership :: NAB
Representative :: Grant
Partners :: Elmer J. Bucknum, John G. Bucknum
General Mgr. :: E. J. Bucknum
Commercial Mgr. :: Mary Bucknum
Program Dir. :: Jack A. Richardson
Chief Engineer :: H. J. Ridinger

KRDU
DINUBA—1946
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Radio Dinuba Co.
Business-Studio Address :: 110 N. "L" St.
Phone Number :: 500
Transmitter Location. Bet. W. Dinuba & Reedlev
News Service :: AP
Transcription Service :: Lang-Worth
Program Director :: Harold Sparks
Chief Engineer :: Forrest W. Hughes

K X O
EL CENTRO—1927—MBS-DON LEE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Valradio Inc.
Business Address :: Box 140

332
KARM
FRESNO—1938—ABC
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By: KARM, The George Harm Station
Business-Studio Address: 1333 Van Ness Ave.
Phone 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. Combs
Exec. Sec., Promotion Manager: Eldora Roth
Program, Prod. Director: John Garrick
Chief Engineer: Elbert Dean

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
News Service: UP
Transcription Service: Associated, World
Representative: Avery-Knodel
Membership: NAB
Pres., Gen. Mgr.: Paul B. Bartlett
Program Director: Ed J. Frech
Chief Engineer: K. L. Mealey

KGST
FRESNO—1949
Frequency: 1600 Kc. Power: 1000 Watts d.
Business-Studio Address: 1018 Broadway
News Service: UP
Transmission: Standard
General Mgr.: John Baker
Station Mgr.: Robert L. Howell

KDJC
FORT BRAGG—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Mendocino Coast Bstg. Co.
Address: 2100 East Oak St.
Phone Number: 822-3
Air Time: 6 a.m.-10 p.m.
News Service: AP
Transcription Service: World, Capitol
Representative: Forjoe
President: Edward Merkle
Gen.-Sta. Mgr.: Paul L. Singer
Sales Prom. Mgr.: James W. Sargent
Program Dir.: Ray T. Mathewson
Chief Engineer: Craig Smith
President .................................. Eleanor McClatchy
Station Manager ............................ Hal Brown
Sales Manager .............................. Coyle Chambers
Program Mgr. .............................. Joe Tomas
Chief Technician ......................... William N. Wallace

K Y N O
FRESNO—1947—MBS-DON LEE
Frequency: 1300 Kc.  Power: 1000 Watts
Owned-Operated By .......................... Robert Schuler,
Sheldon Anderson, Gene Chenault, Bert Williamson
Business Address .......................... Hotel Fresno
Phone Number .............................. 2-6141
Transmitter .............................. Barton & McKinley Aves.
News Service ............................... UP
Representative .............................. Pearson, Western
Membership ................................. NAB
President ................................. Robert Schuler
General Mgr. .............................. Gene Chenault
Commercial Mgr. .......................... Joe Hinman
Program Dir. .............................. Leo Goldman
Chief Engineer ............................. Bert Williamson
Farm Editor ............................... Robert Fahs

K I E V
GLENDALE—1933
Owned-Operated By ......................... Cannon System, Ltd.
Address ................................. 102 N. Glendale Ave.
Phone Number .............................. 1024
President .................................. David H. Cannon
General Mgr. .............................. Cal Cannon

K G F N
GRASS VALLEY—1947
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .......................... Joe D. Carroll
Business Address .......................... P. O. Box No. 924
Phone Number .............................. 1400
Transmitter-Studio Location ................ Grass Valley
Air Time .................................... Unlimited
News Service .............................. UP
Transcription Service ...................... World
Representative .............................. Grant
President .................................. Joe D. Carroll
General Manager .......................... Claude F. Jones
Chief Engineer ............................. Loyd L. McQueary

K N G S
HANFORD—1948
Frequency: 620 Kc.  Power: 1000 Watts
Owned-Operated By .......................... Hanford Publishing Co.
Business Address .......................... P. O. Box 820
Phone Number .............................. 820

Studio & Trans ......................... 4 Mi. E. Hanford Hwy., 198
News Service .............................. INS, UP
Transcription Service ...................... Associated. World
General Mgr. .............................. Don C. Reeves
Commercial Mgr. .......................... John Cohan
Program Dir. .............................. E. C. Balthis
Chief Engineer ............................. Don C. Reeves

K E C A
HOLLYWOOD—1929—ABC
Frequency: 790 Kc.  Power: 5000 Watts
Owned-Operated By ......................... American Bstg. Co., Inc.
Business Address .......................... ABC TV Center
Phone Number .............................. NO 3-3311
Studio Address ............................ 1440 No. Highland
Transmitter Location ...................... 2951 S. Fairfax Ave.
News Service .............................. AP, INS, UP
Transcription Service ...................... Lang-Worth
Representative ............................. ABC Spot Sales
Membership ................................. NAB, BMB
President (ABC) ............................ Mark Woods
V.P., Gen. Mgr. W. Div. (ABC) .......... Frank Samuels
Station Manager .......................... Clyde P. Scott
Commercial Manager ...................... Amos T. Baron
Program Director .......................... Rollo Hunter
Chief Engineer ............................. Phil Caldwell

K G F J
HOLLYWOOD—1926
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By .......................... Ben S. McGlashan
Business-Studio Address .................. 6314 Sunset Blvd.
Phone Number .............................. Hillside 0201
Transmitter .............................. Washington & Oak Sts., L. A.
News Service .............................. UP
Transcription Service ...................... Muzak
Owner ................................. Ben S. McGlashan
General Manager .......................... Thelma Kirchner
Commercial Manager ...................... Jim Strain
Chief Engineer ............................. Homer Obuchon

K L A C
HOLLYWOOD—1946
Frequency: 570 Kc.  Power: 5000 d.; 1000 n.
Owned-Operated By .......................... KMTR Radio Corp.
Address ................................. 1000 Cahuenga Blvd.
Phone Number .............................. Hudson 2-7311
Transmitter Location ...................... 2201 N. Indiana, L. A.
News Service .............................. INS
Transcription Service ...................... Capitol
Representative ............................. Adam J. Young, Jr.
Membership ................................. NAB
President ................................. Dorothy Schiff
Gen. Sta. Manager ......................... Don J. Fedderson
Comm. Mgr. ................................. D. E. Lundy
Sales Prom. Mgr. .......................... Jack Muller
Pgm. Dir. ................................. Fred Henry
CALIFORNIA

Prod. Dir........................Don Forbes
Pub. Dir........................Red Dolf
Chief Engineer....................Carl Olson

KREO
INDIO—1946—BCA WESTERN
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By...Bcstg. Corp. of America
Business-Studio Address........Calhoun Dr.
Phone Number.....................7-3403
Transmitter........................Calhoun Dr.
Representative.....................Lee F. O'Connell
President & General Mgr........William L. Gleason
V.P. Chq. Sales...................Gene Williams

KTED
LAGUNA BEACH—1949
Frequency: 1520 Kc........Power: 1000 d; 250 n.
Owned-Oper. By...Uni. Radio Features Synd.
Business Address............424 Glenneyre
Phone Number....................1520
News Service.........................AP
Transcription Service...........Thesaurus, World
Representative......................Grant
President, General Mgr........Tom E. Danson
Comm., Prom. Mgr..............James M. Matheny
Chief Announcer................Richard S. Morgan
Chief Engineer....................Allan L. Campbell

KCVR
LODI—1946—KBS
Frequency: 1570 Kc........Power: 1000 Watts d.
Owned-Operated By...Central Valley Radio
Business Address..............P. O. Box 600
Phone Number....................Lodi 1700
Transmitter Studio..............1.8 Mi. N.W. of Lodi
News Service.........................UP
Transcription Service..........Standard
General Manager................Herbert W. Brown
Station Manager................David A. Brown

KFOX
LONG BEACH—1924
Frequency: 1280 Kc........Power: 1000 Watts
Owned-Operated By...Nichols & Warinner, Inc.
Address.........................220 E. Anaheim Street
Phone Number.....................Long Beach 672-81
Transmitter Location.......220 E. Anaheim Street
News Service.........................UP
Representative......................Burns-Smith
Membership.........................NAB
Promotion Mgr......................Norman Masterson
Comm. Mgr., Chief Engineer.....Lawrence W. McDowell

KLAC
Represented by
ADAM J. YOUNG
New York

The Fastest Growing Radio Station
in America

HOLLYWOOD, CALIF.
For that matter, even the Pacific Coast is different from any other area in the United States. It's big, it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical...yet Don Lee is the only network that does not rely on long-range broadcasting.

Only Don Lee is especially designed for the Pacific Coast.

Only Don Lee offers coverage that gives each market a local network outlet of the proper size.

LEWIS ALLEN WEISS, Chairman of the Board  WILLET H. BROWN, President  WARD D. INGRIM, Vice-President in Charge of Sales

The Nation’s Greatest Regional Network
to completely cover that market for the least possible money expended.

Only with Don Lee can you tailor your network radio coverage to your distribution. You can buy all or part of Don Lee's 45 stations to match your distribution requirements, with no waste.

There are about 14 million people on the Pacific Coast. Only Don Lee sells them where they live—where they spend their $15 1/2 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.
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 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 $15 billion 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.
The Tale of Two Cities*

*Siloam Springs, Ark.

1290 KUOA K.C.

The KUOA primary (Oklahoma—6 counties, Missouri—4 counties, Arkansas—5 counties) is worth covering! It's a bright white spot in the nation's market picture. KAMOLAND's many sources of income—poultry, dairy, cattle, vegetables and fruit, oil, lead, zinc and coal—add up to an annual $200,000,000 buying power.

Area Population 1,220,953
Radio Homes in KUOA Primary 80,540
% Increase 1940-49 164%
National 136%
% Increase Retail Sales in KUOA Primary 1939-48 346%*
% Increase Retail Sales, Nat. 309%*

* 1949-50 "Consumer Markets."

KUOA Daytime Audience 1949 Area Conlan 34.5%
(45-Mile Circle)

KUOA'S MORNING AUDIENCE WAS MORE THAN TWICE THAT OF ITS NEAREST COMPETING STATION! THE PEOPLE ARE HERE—THE MONEY IS HERE—THE MARKET IS HERE!

5000 W. KUOA K.C.
MUTUAL
Razorback Network—Liberty Broadcasting System

The Voice of... *
KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

*Long Beach, Calif.

1390 KGER K.C.

Don't let the proximity of Los Angeles blind you to the booming Retail sales of the $400,000,000 Long Beach market when placing national radio campaigns in Southern California!

Long Beach Population 305,000
Total Families 93,900
Radio Families 92,960
% Radio Families 99%

Leading Independent in Long Beach Market 84%

Leads other local station in 497 out of 504 quarter hour periods.

... AND KGER DELIVERS THE LONG BEACH AUDIENCE TO ADVERTISERS AT A LOWER "COST PER THOUSAND!"

5000 W. KGER K.C.

Owned by the John Brown Schools of Arkansas and California

The Station of THE AMERICAN HOME
KGER
LONG BEACH—1926
Frequency: 1390 Kc. Power: 5,000 Watts
Owned By: John Brown Schools of Calif. Inc.
Business Studio Address: 435 Pine Ave.
Phone Number: 7-2785

HUdson 338
Anthony 5:45
Lang-Worth
J.

KFWB
LOS ANGELES—1925
Frequency: 980 Kc. Power: 5,000 Watts
Business-Studio Address: 5833 Fernwood Ave.
Phone Number: HE 5151

K F V D
LOS ANGELES—1925
Frequency: 1020 Kc. Power: 5,000 Watts
Owned-Operated By: Standard Bstg. Co.
Business-Studio Address: 338 S. Western Ave.
Phone Number: 6-3235

K F A C
LOS ANGELES—1931
Frequency: 1330 Kc. Power: 5000 Watts
Business-Studio Address: 645 S. Mariposa Ave.
Phone Number: 4-1231

K F I
LOS ANGELES—1922—NBC
Frequency: 640 Kc. Power: 50,000 Watts
Owned-Operated By: Earle C. Anthony, Inc.
Business-Studio Address: 141 N. Vermont Ave.
Phone Number: 2-2121

K H J
LOS ANGELES—1922
MBS-DON LEE
Frequency: 930 Kc. Power: 5,000 Watts
Owned-Operated By: Don Lee Bstg. System
Business-Studio Address: 1313 N. Vine St., Hollywood
Phone Number: Hudson 2-2133

(KSee Page 340)
LONG HAIR MUSIC
IS OUR BUSINESS

And business is a pleasure—because our audience forms an important segment of an important market—served exclusively in the field of better music by KFAC.

PULSE* REPORTS PROGRESS

The progressively growing appeal of fine music, beamed twenty-four hours daily at 5-12% of the audience—in the nation's third largest market.

Check our cost per listener—one of the country's lowest.

KFAC
AM—FM
The Music Station
FOR SOUTHERN CALIFORNIA
5 KW
1330 KC

LOS ANGELES BROADCASTING CO., INC.
645 MARIPOSA, LOS ANGELES 5

For Information, Phone or Wire Collect

* The Pulse, Inc.
110 Fulton St.
N. Y. 7, N. Y.
KMPC

LOS ANGELES—1927
Frequency: 710 Kc., Power: 52,000 d., 10,000 n.
Owned-Operated By: ...KMPC, the Station of the
Stars, Inc.
Business-Studio Address... 5938 Sunset Blvd.
Phone Number. Hollywood 9-5341
Transmitter Location... 12755 Burbank Blvd.,
N. Hollywood, Calif.
Air Time. 6 a.m.-M.
News Service. AP, INS, UP
Transmission Service. Associated Representative
Representative. H.R. Representatives, Inc.
Chairman of the Board... G. A. Richards
Gen.-Sta. Mgr., V.P. Robert O. Reynolds
Vice-Pres. Earl E. Gibbs
Pgm. Dir. John Baird
Chief Announcer Howard Flynn
Musical Director. Jerome Sybilrud
Chief Engineer. Loyd Sigmon
Farm Editor. Charles Lee Stone

(KMPC—See Page 344)

KNX

LOS ANGELES—1924—CBS
Frequency: 1070 Kc., Power: 50,000 Watts
Owned-Operated By: ...Columbia Bestg. System, Inc.
Business-Studio Address... 6121 Sunset Blvd.
Phone Number. Hollywood 9-1212
Transmitter Location... 190 St. & Hawthorne
Bv., Torrance, Calif.
Air Time. 5:30 a.m.-1:05 p.m.
News Service. AP, UP
Transmission Service. Lang-Worth Representative
Radio Sales, CBS Membership
NAB, BMB
President (CBS). Frank Stanton
V.P., Gen. Exec. Howard S. Meighan
Gen. Mgr. Merle S. Jones
Sales Manager. Wayne R. Stelfner
Promotion Manager. Ralph Taylor
Program Director. George W. Allen
Chief Engineer. Les Bowman

(KNX—See Page 346)

KOVL

LOS ANGELES—1947
Frequency: 1580 Kc., Power: 5000 Watts d.
Owned-Operated By: ...KOVL, Inc.
Business-Studio Address... Pico at the Ocean
Phone Number... Santa Monica 46761
Transmitter Location... 11637 Charnock Rd.
Air Time... 7 a.m.-Sunset
News Service. UP
Transmission Service. Associated, Standard
Program Dir. Warren K. Deem
Chief Engineer. John Morecroft

KRKD

LOS ANGELES—1927
Frequency: 1150 Kc., Power: 5000 d.; 1000 n.
Owned-Operated By: ...Radio Broadcasters, Inc.
Business-Studio Address... 541 So. Spring St.
Phone Number... 7111
Transmitter Location... 1050 Montecito Dv.
Air Time... Unlimited
News Service. INS
Transmission Service. Associated, SESAC Membership
NAB
General-Station-Comm. Mgr. Ned Connor
Publicity Director. Doug Douglas
Pgm. Dir.-Chief Announcer Charles Clifton
Chief Engineer. Willis O. Freitag

KMYC

MARYSVILLE—1940—MBS-DON LEE
Frequency: 1450 Kc., Power: 250 Watts
Owned-Operated By: ...Marysville-Yuba City
Bestsrs., Inc.
Business Address... P. O. Box 621
Phone Number... 2080
Studio Address... 519 E. St.
Transmitter Location... Laurellen Rd., District 10
Air Time... 6 a.m.-M.
News Service. UP
Transmission Service. World Reprensentative
World Membership.
NAB
President... H. E. Thomas
Gen-Station Comm. Manager. Joe D. Carroll
Sales Promotion Manager. A. J. Powell, Jr.
Program Director. William R. Cleveland
Publicity Director. Hedley Hall
Chief Engineer. Loyd McQueary

KYOS

MERCED—1936—MBS-DON LEE
Frequency: 1480 Kc., Power: 5000 Watts
Owned-Operated By: ...Merced Bestg. Co.
Business Address... P. O. Box 717
Phone Number... 1430-1: 1281
Studio Address... G St. Grade
Transmitter Location... Lake Rd., Merced City.
Air Time... 5 a.m.-M.
News Service. UP
Transmission Service. World Representative
World Membership.
NAB
President-Gen. Mgr. Hugh McClung
Station Manager. Charles H. Kinsley, Jr.
Comm. Mgr.-Pgm. Dir. A. J. Krisik
Sales Prom. Mgr. Rod O’Hara
Prod.-Musical Dir. Joel Bultzington
Pub. Dir. Edward Blakesley
Chief Announcer. Harvey Otto
Chief Engineer. M. B. Beavers
Farm Editor. Clare Caughman
they are not too dainty at KFI!

KFI's personalities are not too dainty to personally do the commercials on their programs.

You know how much more effective a sales message is when the star of your program throws his influence behind the product.

That's why KFI's stars, who take their selling chores as seriously as they take the job of entertaining their listeners, always voice their own sales messages.

Each of these six personalities has proved his ability as a salesman with dozens of products on KFI.

One more reason advertisers are more successful on KFI.
<table>
<thead>
<tr>
<th><strong>KTRB</strong></th>
<th>MODESTO—1933</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>KTRB Bestg. Co., Inc.</td>
</tr>
<tr>
<td>Address</td>
<td>P. O. Box 593</td>
</tr>
<tr>
<td>Phone Number</td>
<td>774</td>
</tr>
<tr>
<td>Studio-Transmitter</td>
<td>Norwegian Ave.</td>
</tr>
<tr>
<td>Air Time</td>
<td>5 a.m.-1 a.m.</td>
</tr>
<tr>
<td>News Service</td>
<td>INS, UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Lang-Worth, Cole, Standard</td>
</tr>
<tr>
<td>Representative</td>
<td>W. S. Grant</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB</td>
</tr>
<tr>
<td>Com.-Sales Promotion Mgr.</td>
<td>James Van Parks</td>
</tr>
<tr>
<td>Pgm.-Prod.-Publ. Dir.</td>
<td>Milton L. Hibdon</td>
</tr>
<tr>
<td>Chief Annr.-Farm Editor</td>
<td>Charles McEwen</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Don Lapan</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>William H. Bates, Jr.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KMBY</strong></th>
<th>MONTEREY—1949—KBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1240 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By</td>
<td>Monterey Bestg Co.</td>
</tr>
<tr>
<td>Business Address</td>
<td>Hotel San Carlos</td>
</tr>
<tr>
<td>Phone Number</td>
<td>8541</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>General Mgr.</td>
<td>L. John Miner</td>
</tr>
<tr>
<td>Comm. Mgr.</td>
<td>John F. W. Tyler</td>
</tr>
<tr>
<td>Pgm. Dir.</td>
<td>Ford Warner</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Emil A. Trojan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KWSD</strong></th>
<th>MOUNT SHASTA—1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1340 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By</td>
<td>Shasta Cascade Bestg., Corp.</td>
</tr>
<tr>
<td>Business Address</td>
<td>Alma St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>2124</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Standard</td>
</tr>
<tr>
<td>Representative</td>
<td>Western</td>
</tr>
<tr>
<td>General-Commercial Mgr.</td>
<td>Arthur Adler</td>
</tr>
<tr>
<td>Promotion Manager</td>
<td>Raymond Conners</td>
</tr>
<tr>
<td>Program Director</td>
<td>Lola Huntingdon</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>David H. Rees</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KVON</strong></th>
<th>NAPA—1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1440 Kc.</td>
<td>Power: 500 Watts</td>
</tr>
<tr>
<td>Owned-Operated By</td>
<td>Napa Bestg. Co.</td>
</tr>
<tr>
<td>Address</td>
<td>Foster Rd.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>6-7421</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Foster Rd.</td>
</tr>
<tr>
<td>Air Time</td>
<td>6 a.m.-M.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KSFY</strong></th>
<th>NEEDLES—1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1340 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By</td>
<td>Shelly Radio-Electric Co.</td>
</tr>
<tr>
<td>Business Studio Address</td>
<td>821 Broadway</td>
</tr>
<tr>
<td>Phone Number</td>
<td>1260</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Western outskirts of Needles, on Hiway 66</td>
</tr>
<tr>
<td>Air Time</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service</td>
<td>INS</td>
</tr>
<tr>
<td>Owner, Chief Engineer</td>
<td>Oscar D. Shelley</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KLX</strong></th>
<th>OAKLAND—1922</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 910 Kc.</td>
<td>Power: 1000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By</td>
<td>Tribune Building Co.</td>
</tr>
<tr>
<td>Business Studio Address</td>
<td>Tribune Tower</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Glencourt 1-0660</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Tribune Tower</td>
</tr>
<tr>
<td>Air Time</td>
<td>6 a.m.-M.</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Capitol, World</td>
</tr>
<tr>
<td>Representative</td>
<td>Burn-Smith</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB</td>
</tr>
<tr>
<td>President</td>
<td>J. R. Knowland, Jr.</td>
</tr>
<tr>
<td>Gen. Station Manager</td>
<td>Glenn Shaw</td>
</tr>
<tr>
<td>Program Director</td>
<td>Jerry Morton</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Lou Dean Grow</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Roswell S. Smith</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KROW</strong></th>
<th>OAKLAND—1925</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 960 Kc.</td>
<td>Power: 1000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By</td>
<td>KROW, Inc.</td>
</tr>
<tr>
<td>Business Studio Address</td>
<td>464-19th St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>TWinocks 3-9600</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>1520-8th Ave.</td>
</tr>
<tr>
<td>Air Time</td>
<td>5:30 a.m.-M.</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Standard, Associated</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB</td>
</tr>
<tr>
<td>President</td>
<td>Sheldon F. Sackett</td>
</tr>
<tr>
<td>Program Director</td>
<td>Russ Coughlan</td>
</tr>
<tr>
<td>Publicity Director</td>
<td>Mercedes Prosser</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>C. E. Downey</td>
</tr>
</tbody>
</table>
BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Dean of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.

JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.

Other sportscasts aired exclusively in Los Angeles over KMPC:
National Open Golf Tournament - P. G. A. Golf Tournament
Davis Cup Matches - Glendale Open Golf Tournament
National Tennis Championship Matches

* H-R REPRESENTATIVES, INC., NATIONAL REPRESENTATIVES *
KWB R
OAKLAND—1920
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By: Warner Bros. Radio, Inc.
Business-Studio Address: 328-21st St.
Phone Number: Higate 42121
Transmitter Location: 328-21st St.
Air Time: 6:00 a.m.-7:00 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 Army
Production Director: George Oxford
Chief Announcer: Bob Bourd
Musical Director: Sam Watts
Chief Engineer: Paul Gregg

KOCS
ONTARIO—1946
Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By: The Daily Report Co.
Business-Studio Address: 222 East "B" St.
Phone Number: 627-54
Transmitter Location: 4th and San Antonio
Air Time: Local sunrise—Local sunset
News Service: AP
Transcription Service: Capitol, Associated
President: Mrs. Jerene Appleby Harish
Station Mgr.: Stanley G. Davis
Commercial Mgr.: James E. Rennie
Publicity Director: Helen Faye Thompson
Pgm. Dir.-Chief Announcer: George Croftford
Chief Engineer: Floyd Hall
Farm Editor: Gene Durbin

KDAN
OROVILLE—1948
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Oroville Mercury Co.
Address: Box 231
Phone Number: 1340
Air Time: 6:45 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
President: Dan L. Beebe
Gen.-Station-Comm. Mgr.: Arden Booth
Chief Announcer: Lloyd Kloppe
Musical Dir.: W. W. Lambertson
Chief Engineer: Ray Partridge
Farm Editor: Bill Aiston

KCMJ
PALM SPRINGS—1946—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Palm Springs Bcstg. Co.
Business Address: Box KK
Phone Number: 2253
Studio, Transmitter Location: N. Indian Ave.
Air Time: 7:00 a.m.-7:00 p.m.
News Service: UP
Representative: John E. Pearson
President: Donald C. McBain
Gen. Station Mgr.: Roland B. Valle
Commercial Mgr.: Harry Davis
Sales Promotion Mgr.: Ann Gerald
Program Mgr.: Dorothy Fanning
Chief Engineer: Donald C. McBain
Asst. Chief Engineer: John D. Clowes

KIBE
PALO ALTO—1949
Frequency: 1220 Kc. Power: 250 Watts
Owned-Oper. By: M. Kibbe & D. K. Deming
Business Address: P.O. Box 1151
Studio Address: Palo Alto Airport
Transmitter Location: End of University Ave.
Phone Number: DA 1-1341
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard
Membership: NAB
Gen.-Comm. Mgr.: M. Kibbe
Asst. Mgr.-Pgm. Dir.: Ben Ott
Chief, Annncr.-Musical Dir.: John Daniels
Chief Engineer: Dave Wortman

KALI
PASADENA—1950
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: John H. Poole
Business-Studio Address: 425 E. Green St.
Phone Number: SY 1-7841, ST 2-5327
Transmitter: 924 Vista St., San Gabriel
Air Time: 6:00 a.m.-11 p.m.
Daytime Owner: John H. Poole
Manager: Aubrey H. Ison
Program Director: Allan Berg
Production: Joe Thompson
Record Librarian: Fred Smith
Chief Engineer: Harry Fitch

KXLA
PASADENA—1942
Frequency: 1110 Kc. Power: 10,000 Watts
Owned-Operated By: Pacific Coast Bcstg. Co.
Business Address: 1401 So. Oak Knoll Ave.
Phone Number: Ryan 1-6981
Transmitter Location: El Monte
Air Time: 24 hrs. daily
News Service: AP
Transcription Service: World, Associated
President-Gen. Sta. Mgr.: Loyal K. King
Pgm. Dir.: Dick Scofield
Chief Annncr.: Carl Saunders
Musical Dir.: Cliff Stone
Chief Engineer: Jack Reader
Farm Editor: Dr. LeRoy Smith
Over five million people listen to one station every week

KNX

Los Angeles 50,000 Watts
KWKW
PASADENA—1942
Frequency: 1300 Kc. Power: 1000 Watts
Business-Studio Address. 425 E. Green St.
Phone Number. Ryan 1-6744
Transmitter. 932 N. Vista, San Gabriel
Air Time. Unlimited
News Service. UP
Transcription Service. Capitol Representative.
For Joe Membership.
President. Marshall S. Neal
Gen.-Station-Comm. Mgr. William J. Beaton
Sales Prom. Manager. Lynn Johnston
Pgm. Dir., Chief Annr. Crowell H. Beech
Prod., Pub. Dir. Claire Hughes
Musical Director. Bill Garr
Chief Engineer. Paul W. Spargo
Farm Editor. Wes Mears

KPRL
PASO ROBLES—1946
MBS-DON LEE-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Leslie Henry Hacker
Business Studio Address. 32nd & Oak Sts.
Phone Number. 204
Transmitter Location. 32nd & Oak Sts.
Air Time. Unlimited
News Service. AP
Transcription Service. Standard Representative.
W. S. Grant
Owner-Gen. Mgr. Leslie Henry Hacker
Station Mgr. Robert S. Wilton
Commercial Mgr. Jack B. Wasson

KECC
PITTSBURG—1949
Frequency: 990 Kc. Power: 1000 Watts
Business Address. 235 Railroad Ave.
Phone Number. 1638
Air Time. Unlimited
News Service. UP
Transcription Service. World General Mgr. Mel D. Marshall
Commercial Mgr. John C. McFarland
Program Mgr. Dean Mell
Chief Engineer. Merlin W. Haag

KPMO
POMONA—1947
Frequency: 1600 Kc. Power: 500 Watts
Business-Studio Address. 1240 E. Holt St.
Phone Number. Lycoming 2-1293
News Service. UP
Transcription Service. Standard, World

KTP
PORTERVILLE—1946
Frequency: 1450 Kc. Power: 250 Watts
Business Address. Box 1312
Phone Number. 1450
Studio-Transmitter. Newcomb & Grand
Air Time. 6 a.m.-10 p.m.
News Service. UP
Transcription Service. World Representative. Gene Grant
Membership. NAB
President. Jack Tighe
General Station Mgr. Ward E. Frich
Program Prod. Dir. Frank Robinson Brown
Publicity Director. Kenneth R. Clifford Jr.
Musical Director. Jelly Sanders
Chief Engineer. Hampton McKinney
Farm Editor. Kenneth Clifford

KBLF
RED BLUFF—1946—NCG
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Dr. Russell G. Frey
24 HOURS A DAY
on
1300 Kc.
SPORTS
DISC JOCKEYS
MUSIC
PASADENA
PLAYHOUSE
FOREIGN LANGUAGE PROGRAMS

KWKW
(PASADENA)
LOS ANGELES
Southern California Broadcasting Co.
FORJOE & CO.—National Reps.
CALIFORNIA

Studio-Business Address .................. 346 Oak St.
Phone Number .......................... 354
Transmitter Location ..................... E. Red Bluff
Air Time ................................ Unlimited
News Service .............................. UP
Transcription Service ..................... World
Representative .......................... Tracy Moore
Membership ................................ NAB, BMB
President .................................. Dr. Russell G. Frey
General Mgr. ................................ Arvo Haapanen
Commercial Mgr. ......................... Ed Headrick
Chief Engineer ............................ Lane King

KVCV
REDDING—1938—MBS DON LEE
Frequency: 600 Kc.  Power: 1000 Watts
Owned-Operated By ...Golden Empire Broadcasting Co.
Business Address ....................... Highway 99, South
Phone Number ......................... 1646-7
Transmitter Location ... Highway No. 99 South
Air Time ................................. 6 a.m.-M.
News Service .............................. UP
Transcription Service ................. Standard, World
Representative .......................... Grant
President ................................. Hugh McClung
General Mgr. ................................ Fred M. Stuelpnagel
Commercial Manager .................... H. E. McCarry
Program Dir. ............................. Lyle Mathys
Promotion Mgr. .......................... Ray Hullinger
Chief Engineer .......................... Russell Pope

KZYZ
REDLANDS—1949
Frequency: 990 Kc.  Power: 1000 d.
Owned-Oper. By ...Orange Empire Bcstg. Co.
Address: .................................. 208½ Orange St.

KPRO
RIVERSIDE—1941—BCA WESTERN
Frequency: 1440 Kc.  Power: 1000 Watts
Owned-Oper. By ...Broadcasting Corp. of America
Business Address ....................... P.O. Box 987
Phone Number ......................... Riverside 8290
Studio-Transmitter ..................... 3401 Russell St.
Air Time ................................ 6 a.m.-1 a.m.
News Service .............................. AP, UP
Transcription Service ................. World
Representative .......................... Lee O'Connell
President-General Mgr. ............... W. L. Gleeson
Vice-Pres. Charge Sales ............... Gene Williams

KCRA
SACRAMENTO—1945—NBC
Frequency: 1320 Kc.  Power: 1000 Watts
Owned-Oper. By ...........KCRA, Inc.
Business Studio Address ............. 1010 11th St.
Phone Number ......................... Gilbert 2-0758
Transmitter Location ............... 3 mi. NW of town
Air Time ................................ 6 a.m.-1 a.m.
News Service .............................. AP
Transcription Service ................. World
Representative .......................... Robert Meeker, W. S. Grant
Membership ................................ NAB, BMB
President-General Mgr. ............ Ewing C. Kelly
Station Manager ......................... Howard Smiley
Commercial Manager ................... John Dupell
Program-Publicity Director ....... Howard J. Smiley
Production Director .................... Fred Beckwith
Chief Engineer .......................... Paul E. Leake

KFBK
SACRAMENTO—1922—ABC
Frequency: 1530 Kc.  Power: 50,000 Watts
Owned-Operated By ...McClatchy Bcstg. Co.
Business Studio Address ............. 708 Eye St.
Phone Number ......................... Gilbert 3-1745
Transmitter Location ............... Pleasant Grove
Air Time ................................ Unlimited
News Service .............................. UP, AP
Transcription Service ............... Capitol
Representative .......................... Paul H. Raymer
Membership ................................ NAB, BMB
President ................................. Eleanor McClatchy
Station Manager ......................... Keith B. Collins
Director of Sales ....................... Leo Ricketts
Publicity & Promotion ............... Tom C. Flynn
Program Manager ....................... Richard S. Burdick
Traffic Manager ........................ Howard Evanson
Music Librarian ......................... Herbert Harrison
Chief Engineer .......................... Stam Sronce
Farm Editor .............................. Ray Rodgers

KROY
SACRAMENTO—1937—CBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By ............ Harmco, Inc.
Business Studio Address ....... Hotel Sacramento
Phone Number ......................... Gilbert 3-2252
Transmitter Location ............... 3402 65th St.
Air Time ................................ 6 a.m.-M.
News Service .............................. INS, UP
Transcription Service ............... Associated
Representative .......................... Avery-Knodel
Membership ................................ NAB
V.P.-Mgr. ................................ Clyde F. Coombs
Commercial Manager ................. Byron H. Nelson
Ass't Mgr., Pgm. Dir. ............... William J. Ratcliff
Chief Engineer .......................... Howard Martineau
Farm Editor .............................. Scotty Morland

KXOA
SACRAMENTO—1945
MBS-DON LEE
Frequency: 1470 Kc.  Power: 1000 Watts
Owned-Oper. By ........... Sacramento Bcstrs., Inc.
Business Studio Address ........ 1617—30th St.
Phone Number ......................... Hickory 3-3547
Studio-Transmitter Location ...... Auburn Freeway
Air Time ......................... 6 a.m.-M. 
News Service ................. UP 
Transcription Service ... Associated 
Representative ... J. E. Pearson, West Radio Adv. 
President ............ Lincoln Dellar 
General Station Mgr. ....... Herb Ferguson 
Program-Pub. Dir. .......... Martin Dean Wickett 
Chief Engineer .......... Ewald Berger

KSBW
SALINAS—1947—MBS-DON LEE
Frequency: 1380 Kc. .... Power: 1000 Watts 
Owned-Operated By ... Salinas Bcstg. Corp. 
Business Address ... P.O. Box 1651 
Phone Number ............... 8071 
Studio-Transmitter ...... Laurel Dr. 
Air Time ....................... Unlimited 
News Service .................. AP 
Transcription Service .... Standard 
Representative .......... John E. Pearson 
Membership ................. NAB 
President-Gen. Station Mgr. .......... John M. Hall 
Asst. Mgr., Comm. Mgr. ....... Ken Randolph 
Program Director .......... Don Wells 
Chief Announcer .......... Ray Wilson 
Chief Engineer ............... J. M. Hall

KCBS
SAN BERNARDINO—1947
Frequency: 1350 Kc. .... Power: 500 Watts 
Owned-Operated By ... Mrs. Essie Binkley West 
Studio-Bus. Transmitter Address ... 770 Mill St. 
Phone Number ............... 822-45 
Air Time ....................... Unlimited 
News Service ................. AP, UP 
President-Gen. Mgr. .......... Mrs. Essie Binkley West 
Commercial Prom. Mgr. ...... Dave W. Adams 
Program Director .......... Chap Rollins 
Chief Engineer .......... Walter Bronson

KFXM
SAN BERNARDINO—1929 
MBS-DON LEE
Frequency: 590 Kc. .... Power: 1000 Watts 
Owned-Operated By ... Lee Bros. Bcstg. Corp. 
Business-Studio Address ... 512 Fifth St. 
Phone Number ............... 4761 
Transmitter Location .......... S. “E” St. 
Air Time ....................... 6 a.m.-M. 
News Service ................. UP 
Transcription Service ........ World 
Representative .......... John Blair 
President ................. J. Clifford Lee 
General Manager .......... Gene W. Lee 
Commercial Manager ...... Don S. Cummings 
Sales Prom. Mgr.-Pub. Dir. ... Lowell Smith 
Program Director .......... Sally Stocker 
Production-Musical Dir. ....... John Harder 
Chief Announcer .......... Charles G. Palmer 
Chief Engineer .......... George Ewing 
Farm Editor ................. Howard Baichly

KITO
SAN BERNARDINO—1947—ABC 
Frequency: 1290 Kc. .... Power: 5000 Watts 
Owned-Oper. By ... San Bernardino Bcstg. Co. Inc. 
Business-Studio Address ... 589 Fourth St. 
Phone Number ............... 7807 
Transmitter Location ... 1-4 Mi. north of Base Line 
Air Time ....................... Unlimited 
News Service ................. UP 
Transcription Service .... Capitol 
Representative .......... George P. Hollingerby 
President .................. Carl E. Haymond 
Program Prom. Mgr. .......... Arnold Beum 
Chief Engineer ............... J. T. Bindner

KRNO
SAN BERNARDINO—1948
Frequency: 1240 Kc. .... Power: 250 Watts 
Owned-Oper. By ... Western Empire Bcstrs., Inc. 
Address ................. 990 Colton Ave 
Phone Number ............... 8-2771 
Air Time ....................... 5 a.m.-M. 
News Service ....... Standard 
Transcription Service ....... Standard 
President, Comm., Sales, Prom. Mgr. ...... James W. Gerrard 
General Manager .......... Norman H. Rogers 
Station Manager .......... George W. Brock 
Program Director .......... Robert Stone 
Prod. Dir.—Chief Anncter .... Wyn Stewart 
Chief Engineer .......... George W. Brock

KFSD
SAN DIEGO—1926—NBC 
Frequency: 600 Kc. .... Power: 5000 Watts 
Owned-Operated By ... Airefam Radio Corp. Ltd. 
Business-Studio Address ... U. S. Grant Hotel 
Phone Number ............... Franklin 6353 
Transmitter Location ... Emerald Hills Golf Course 
Air Time ....................... 6 a.m.-M. 
News Service ................. UP 
Transcription Service ....... Thesaurus 
Representative .......... Paul H. Raymer 
Membership ................. NAB 
President .................. Thomas E. Sharp 
Manager ............... John C. Merino 
Program Director .......... Tom Hotchkiss

KGB
SAN DIEGO—1927—MBS-DON LEE
Frequency: 1980 Kc. .... Power: 1000 Watts 
Owned-Operated By ... Don Lee Bcstg. Syst. 
Address ................. 1017 First Ave. 
Phone Number ............... Franklin 8151 
Air Time ....................... Unlimited 
News Service ................. UP 
Transcription Service ....... World
Come on In—

San Diego's Quality Station

in California's Third Market

CLEAR CHANNEL

Graham H. Moore, Sales Manager

Represented Nationally By
The George P. Hollingbery Co.

KCBQ

5000 Watts

Charles E. Salik, President
KFMB
SAN DIEGO—1941—ABC
Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By: Jack Gross Bcstg. Co.
Bus.-Studio Address: 1375 Pacific Blvd.
Phone Number: Main 2114
Transmitter Location: Granville
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World, SESAC
Representative: The Branham Co.
Membership: NAB
President-General Mgr.: Jack O. Gross
Commercial Manager: William Edholm
Sales Promotion Mgr.: Miriam Schaefer
Program Dir.: John Bainbridge
Chief Engineer: Thornton Chew

KSDO
SAN DIEGO—1947
Frequency: 1130 Kc. Power: 5000 Watts
Owned-Operated By: San Diego Bcstg. Co.
Business Studio Address: 1029 Second Ave.
Phone Number: Main 2041
Transmitter Location: 5240 Ward Rd.
Air Time: 6 a.m.-1 a.m.
News Service: UP, AP
Transcription Service: Standard

KFMB
SAN DIEGO—1946—CBS
1000 Watts n.
Owned-Operated By: Charles E. Salik
Business Studio Address: 1405 Fifth Ave.
Phone Number: Franklin 1315
Transmitter Location: 62nd & El Cajon Blvd.
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription: SESAC, Standard
Representative: George P. Hollingbery
Membership: NAB
Pres.-Gen.-Station Mgr.: Charles E. Salik
Comm. Manager: Graham Moore
Program Director: Grady Edney
Musical Director: Grant Sewall
Chief Engineer: Charles Sherburne
Farm Editor: Howard Keddie

KFMB is all-embracing
in SAN DIEGO!

No favorites at KFMB—but KFMB is a favorite
in California's third-largest market.
- AM-FM-TV audiences get their choice
- Advertisers get a choice market

Wire or write for availabilities
KSON
SAN DIEGO—1947
Frequency: 1240 Kc. . . . . . . . . Power: 250 Watts
Owned-Operated By: Studebaker Bcstg. Co.
Business Studio Address: 630 F St.
Phone Number: Franklin 5175
Transmitter Location: Rigel & Dalbergia Sts.
Air Time: 24 hrs.
News Service: AP
Transcription Service: SESAC, Standard
Representative: Forioe
Membership: FMA
President: Dr. John Ward Studebaker
Gen.-Mgt.: Fred Rabell
Comm.-Sales Mgr.: Dorothy Johnson
Production Director: Gordon Studebaker
Musical Director: Henry Lewy
Chief Engineer: Bill Tumberlin
Farm Editor: Gordon Studebaker
Engineer: Jay Tapp

KGIL
SAN FERNANDO—1947
Frequency: 1260 Kc. . . . . . . . . Power: 1000 Watts
Owned-Operated By: San Fernando Valley Bcstg. Co.
Business Address: 4919 Van Nuys Blvd.
Phone Number: State 4-6291; Stanley 7-3467
Studio Addresses: 4919 Van Nuys Blvd., Sherman Oaks: 14808 Lassen St., San Fernando
Transmitter Location: 14808 Lassen St.
Air Time: 6a.m.-2a.m.
News Service: UP
Pres.: General Mgr.: F. J. Smalley, Jr.
Commercial Manager: Howard P. Grey
Program Director: Allan W. McKee
Chief Engineer: Cal Frisk

KFRC
SAN FRANCISCO—1924
MBS-DON LEE
Frequency: 610 Kc. . . . . . . . . Power: 5000 Watts
Owned-Operated By: Don Lee Bcstg. System
Business-Studio Address: 1000 Van Ness Ave.
Phone Number: Prospect 5-0111
Transmitter Location: 1000 Van Ness Ave.
Air Time: Unlimited
News Service: AP, INS
Transcription Service: World
Representative: John Blair
Membership: NAB
V.P. Gen. Sta. Mgr.: William D. Pabst
Commercial Manager: Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir.: Dink Templeton
Program Dir.-Prod. Mgr.: Mel Venter
Chief Announcer: Lewis Pfeifer
Musical Director: Lyle Bardo
Chief Engineer: E. G. Underwood

KGO
SAN FRANCISCO—1924—ABC
Frequency: 810 Kc. . . . . . . . . Power: 50,000 Watts
Business Address: 155 Montgomery St.
Phone Number: Exbrook 2-6544
Studio Address: Taylor & O'Farrell Sts.
Transmitter Location: Near Newark, Calif.
Air Time: 6 a.m.-M.
News Service: AP, INS, UP
Transcription Service: Standard, Capitol
Representative: ABC Spot Sales
Membership: NAB, BMB
President: Mark Woods
General-Station Manager: Gayle V. Grubb
Commercial Manager: Vincent Francis
Sales Promotion-Pub. Dir.: Maury Baker
Program Director: Blyce Wright
Chief Announcer: John Galbraith
Musical Director: Phil Bovero
Chief Engineer: A. E. Evans

KNBC
SAN FRANCISCO—1922—NBC
Frequency: 680 Kc. . . . . . . . . Power: 50,000 Watts
Phone Number: Graystone 4-8700
Transmitter Location: Belmont
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Thesaurus, Standard
Representative: NBC Spot Sales
Membership: NAB, BMB
President (NBC): Joseph H. McConnell
General-Station Manager: John W. Elwood
Sales Manager: Alfred W. Crapsey
Sales Promotion Manager: Miss Ethel Gilchrist

352
Program Director..........................Paul Speegle
Publicity Director.........................John Thompson
Musical Director .........................Tony Freeman
Chief Engineer .............................Curtis Peck
Farm Editor ...............................Henry Schacht

K SAN
SAN FRANCISCO—1922
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: Golden Gate Bstg. Corp.
Business Studio Address..........................1355 Market St.
Phone Number ........................................Market 1-8171
Transmitter Location...............................1355 Market St.
Air Time .............................................6 a.m.-M.
News Service .......................................AP, UP
Transcription Service..............................Lang-Worth
Representative .................................William G. Rambeau
Membership ........................................NAB
President ..........................................S. H. Patterson
Chief Announcer ................................Bob Franklin
Chief Engineer .................................Norwood Patterson

K SF O
SAN FRANCISCO—1925
Frequency: 560 Kc.  Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By: The Associated Bstrs., Inc.
Business Studio Address: Mark Hopkins Hotel
Phone Number .........................................EXbrooke 2-4567
Transmitter Location .............................Istias Creek, Pier 92
Air Time ..............................................6:15 a.m.-12:15 a.m.
News Service .......................................INS, UP
Transcription Service ............................Standard; Associated
Representative ......................................The Bolling Co.
Membership ........................................NAB
President ............................................Wesley L. Dumm
V.P.-Gen. Mgr. ......................................Philip G. Lasky
Commercial Mgr. ....................................John G. Campbell
Sales Promotion Mgr. ............................Kay Mulbihill
Program Dir. .......................................Robert Hansen
Dir. of Engineering ...............................A. E. Towne
Farm Editor ........................................Herb Kennedy

K YA
SAN FRANCISCO—1926
Frequency: 1260 Kc.  Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By: Palo Alto Radio Station, Inc.
Business Studio Address: Fairmont Hotel
Phone Number ........................................D. Ouglas 2-5356
Transmitter Location .........................Candlestick Pt.
Air Time .............................................5:30 a.m.-M.
News Service .......................................UP
Representative ....................................Adam J. Young, Jr.
Membership ........................................NAB, BMB
President .............................................Dorothy Schiff

K SG N
SANGER—1947—CALIF.
Frequency: 900 Kc.  Power: 1000 Watts d.
Owned-Operated By: Radio Sanger Co.
Business Studio Address .........................P. O. Box 338
Phone Number ......................................Sanger 490
Transmitter ..........................................4 1/2 Mi, NE of Sanger
Air Time ..............................................Daytime
News Service .......................................UP
Transcription Service .............................World, Capitol
Representative ......................................Tracy Moore
Membership ........................................NAB
Gen. Station-Com. Mgr. ............................Bob Rogers
Pgm. Dir.-Chief Announcer ........................D. Whitney
Chief Engineer .................................Julian J. Nielsen
Farm Editor .........................................Jack Hall

K CBS
SAN JOSE—1912—CBS
Frequency: 740 Kc.  Power: 5000 Watts
Owned-Operated By: CBS, Inc. of Calif.
Business Studio Address: Palace Hotel
Phone Number .........................................Yukon 2-7000
Transmitter Location .............................Alviso, Calif.
Air Time ..............................................5:30 a.m.-M.
News Service .......................................AP, UP
Transcription Service .............................Standard
Representative ......................................Radio Sales, Inc.
Membership ........................................NAB, BMB
President (CBS) .....................................Frank Stanton
Vice-Pres.-Gen. Mgr. .................................Arthur Hull Hayes
Comm.-Sales Prom. Mgr..............................Jules Dundes
Program Dir. .......................................Fred Ruegg
Publicity Dir. .......................................Grant Holcomb
Chief Announcer ..................................Deane Stewart
Musical Dir. .........................................Raymond Hackett
Chief Engineer .................................Alan Cormack
Farm Editor .........................................Bert Buzzini

K EEN
SAN JOSE—1947
Frequency: 1370 Kc.  Power: 1000 Watts
Business Studio Address: Hotel De Anza
Phone Number .........................................Wayne 4-0344
Transmitter ........................Wayne Ave. & Oakland Hwy.
Air Time .............................................6 a.m.-M.
News Service .......................................UP
Transcription Service .............................Associated
Representative ......................................W. S. Grant
Membership ........................................NAB
President ............................................George M. Mardikian
Genl. Mgr. ............................................Floyd Farr
Program Dir. .......................................George Snell

353
Publicity Dir. .............................. Dave Faust  
Sales-Prom. Mgr. ....................... Keith Scovil  
Chief Announcer ....................... Gordon Vallendighan  
Chief Engineer ......................... Lee Johnston  
Farm Editor ............................. Gene Venum

---

KLOK  
SAN JOSE—1946  
Frequency: 1170 Kc. . . . . Power: 5000 Watts d.  
Owned-Operated By ............... Valley Bstg Co.  
Business Address ................. 40 W. San Antonio St.  
Phone Number ....................... Cypress 3-3445  
Studio Address ...................... Rt. 3, Box 322A  
Transmitter Location ............ King Rd. at Aborn  
Air Time .................. Local Sunrise-Local Sunset  
News Service ......................... AP  
Representative ....................... Gene Grant  
Membership ......................... NAB, BMB  
President-Gen. Mgr. .............. E. L. Barker  
Commercial Mgr. ................... Richard E. Ryan  
Program Director .................. Ruth Pointdexter  
Chief Engineer ....................... Bill Cunningham

---

KSJO  
SAN JOSE—1946  
Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
500 Watts n.  
Business Address ................. P. O. Box 995  
Phone Number ....................... Cypress 3-8030  
Transmitter-Studio Loc. ....... Story and Lucretia  
Air Time .................. 6:15 a.m.-2 a.m.  
News Service ......................... UP  
Transcription Service .......... World  
Representative ....................... Forrest Moore  
President ....................... Patrick H. Peabody  
Gen.-Station-Comm. Mgr. .... Charles F. Mallory  
Chief Engineer ....................... Wesley I. Shellhammer

---

KXRX  
SAN JOSE—1948  
Frequency: 1500 Kc. . . . . Power: 1000 Watts  
Owned-Operated By ............. San Jose Bstg. Co.  
Address ......................... Box 167  
Phone Number ....................... Cypress 2-5080  
Studio-Transmitter ............. Bayshore Hiway  
Air Time .................. 24 hrs.  
News Service ......................... UP  
Transcription Service .......... Associated  
Representative ....................... Western Radio Sales  
Membership ......................... NAB  
President-Gen. Mgr. .......... Joe E. Levitt  
Commercial Mgr. ................. Gordon Graham  
Program Director ................ Glenn Hill  
Chief Announcer .................... Jack Lund  
Musical Director .................... Margaret Ring  
Chief Engineer ....................... Frank Glass

---

KMNS  
SAN LUIS OBISPO—1949  
Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By ............. Pacific Bstg. Co.  
Business-Studio Address ........ 1130 Garden St.  
Phone Number ....................... 3171  
Transmitter Location ........... 500 Price St.  
Air Time .................. Unlimited  
News Service ......................... UP  
Transcription Service .......... World  
Station Representative .......... Tracy Moore  
General Manager ................. Marc C. Spinelli  
Station Manager .................... Esther Wright  
Program Director ................. Harriette Dunbar  
Chief Announcer .................... Kenneth Erhardt  
Chief Engineer ....................... Rodney Meyers

---

KVEC  
SAN LUIS OBISPO—1937  
MBS-DON LEE-KBS  
Frequency: 920 Kc. . . . . Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By .......... The Valley Electric Co.  
Business Address ................. 851 Higuera St.  
Phone Number ....................... 1100-1  
Studio Address ...................... Mount View & Hill Sts.  
Transmitter Location .......... 1½ mi. N. of City  
On Roosevelt Hiway  
Air Time .................. 6 a.m.-M.  
News Service ......................... AP  
Transcription Service .......... Standard  
Representative ....................... W. S. Grant  
Membership ......................... NAB  
President-Owner ................. Christina M. Jacobson  
Gen., Station Mgr. .............. Les Hacker  
Commercial Mgr. ................. Joe Shuttleworth  
Sales Prom. Mgr.-Prod. Dir. .... William Hobbs  
Pgm.-Pub. Dir. ..................... Karl Brindle  
Chief Announcer .................... Ted Warner  
Chief Engineer ....................... Dale Schwartz  
Farm Editor ......................... Al Schwartz

---

KSMO  
SAN MATEO—1947  
Frequency: 1550 Kc. . . . . Power: 1000 Watts  
Owned-Operated By .......... Amphlett Printing Co.  
Business-Studio Address ......... 811 "B" St.  
Phone Number ....................... Di. 4-2954  
Transmitter Location .......... Belmont  
Air Time .................. 6:30 a.m.-M.  
News Service ......................... AP, UP  
Representative ....................... Grant  
Membership ......................... NAB  
President ......................... J. Hart Clinton  
Gen.-Sta.-Comm. Mgr. ........ George Arnold  
Program Director ................ Bill Delmar  
Chief Announcer .................... H. Neil Black

354
KVSM
SAN MATEO—1946
Frequency: 1050 Kc. ... Power: 250 Watts d.
Owned-Oper. By. ... San Mateo County Bcstrs.
Business Studio Address ... 279 Baldwin Ave.
Phone Number ... Diamond 4-2541
Transmitter Location ... Third Ave. at Seal Creek
Air Time ... Local sunrise-local sunset
News Service ... UP
Transmission Service ... World
Representative ... Donald Cooke, Gene Grant
President ... Hugh H. Smith, Jr.
Gen. Mgr. ... Charles E. Morin
Chief Announcer ... John Egan
Chief Engineer ... Merwyn F. Planting

KTIM
SAN RAFAEL—1947
Frequency: 1510 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Marin Bestg. 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-Operated By ... The Voice of the Orange Empire, Inc., Ltd.
Business Address ... 105 E. 5th St.
Phone Number ... Kimberly 2-7191
Studio Transmitter ... 12531 E. Willowick Dr.
Air Time ... Unlimited
News Service ... UP
Transmission Service ... Standard
Representative ... Western Radio Sales
Membership ... NAB, BMB
President, Gen. Mgr. ... Ernest L. Spencer
Comm. Station-Comm. Mgr. ... Donner P. Spencer
Sales Prom. Mgr. ... W. J. Burrud
Prgm. Dir. ... Wallace S. Wiggins
Prod. Dir.-Chief Ann. ... Roy A. Brown
Chief Engineer ... Stanley G. Guenther

KB
SANTA BARBARA—1921—MBS-DON LEE
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Operated By ... Don Lee Bestg. System
News Service ... Unlimited
Transmission Service ... World
Representative ... John Blair
Pres. Gen. Mgr. ... Willet H. Brown
Station Manager ... Edward K. Kemble
Comm. Manager ... James S. Blomfield
Prog. Dir., Farm Editor ... Donald C. Roberts
Prod. Dir. ... Richard Collins
Chief Announcer ... George Humphrey
Chief Engineer ... Forrest T. Choate

KIST
SANTA BARBARA—1946—NBC
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Operated By ... Radio KIST, Inc.
Business-Studio Address ... Balboa Bldg.
Phone Number ... 9381
Transmitter Location ... 735 State St.
Air Time ... 6 a.m.-12:15 a.m.
News Service ... UP
Representative ... George P. Hollingbery
Membership ... NAB, BMB
President ... Harry C. Butcher
Gen-Station-Comm. Mgr. ... Fin Hollinger
Sales Prom. Mgr. ... Michael J. McKeogh
Prog.-Pub. Director ... Mary Ann Casey
Prod. Dir. ... Al Stas
Chief Engineer ... Stan Sauseressig

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.
News Service ... AP
Transmission Service ... Lang-Worth
Representative ... Paul H. Raymer
Membership ... NAB
President ... Thomas M. Storke
Vice-President ... Charles A. Storke
Station Mgr. ... Kenneth E. Peters
Comm. Mgr. ... William Simpson
Prog. Dir.-Chief Ann. ... Ted Scott
Publicity Director ... John Willis
Chief Engineer ... Albert A. Nicolay

KDON
SANTA CRUZ—1935
Frequency: 1460 Kc. ... Power: 1000 Watts
Owned-Operated By ... Central Coast Counties Radio, Inc.
Bus. Add. ... P.O. Box 951, Monterey, Calif.
Phone Numbers ... Monterey 8501; Salinas 6451; Santa Cruz 5140
WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

CALIFORNIA AP RADIO ASSOCIATION

Chairman: Lewis Allen Weiss—Chairman of the Board, Don Lee Mutual Broadcasting System, Hollywood

Vice-Chairman: Grant Holcomb, Jr.—KQW-CBS, San Francisco

Directors: Glenn Shaw—KLX, Oakland
          Beverly Ballard—KUBA, Yuba City

CALIFORNIA
**KS CO**

**SANTA CRUZ—1947**  
Frequency: 1080 Kc.  
Power: 1000 d.; 500 n.  
Owned-Operated By: Radio Santa Cruz  
Business Address: P. O. Box 1080  
Phone Number: 1080  
Studio-Transmitter Address: Capitola Drive & Corcoran Lagoon  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Standard, Thesaurus  
Membership: NAB  
Mng. Part.-Gen. Mgr.-Chief Engr.: Charles Vernon Berlin

**K COY**

**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. Happgood  
Chief Engineer: Leroy O'Loughlin

**KS MA**

**SANTA MARIA—1947—KBS**  
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Oper. By: Central Coast Bestg. Co.  
Business-Studio Add.: 510 W. Morrison St.  
Phone Number: 43  
Transmitter Location: 510 W. Morrison St.  
Air Time: 6:30 a.m.-11 p.m.  
News Service: AP, UP  
Transcription Service: World  
Representative: Fee F. O'Connell  
Membership: NAB  
President, Owner: John H. Poole  
General Manager: Laurence W. Harry

**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.  
News Service: AP  
Transcription Service: World  
President-Gen. Mgr.: Neal Van Sooy  
Station Manager: Bob Reel  
Commercial Manager: Don Seymour  
Musical Director: John Smith  
Chief Engineer: Homer Parker  
Chief Annr.-Farm Editor: Roy Sadlier

**KS RO**

**SANTA ROSA—1937**  
Frequency: 1350 Kc.  
Power: 1000 Watts  
Owned-Operated By: Ruth W. Finley  
Bus.-Studio Address: 425 Mendocino Ave.  
Phone Number: 110  
Transmitter Location: Finley Ave.  
Air Time: 6:30 a.m.-11 p.m.  
News Service: AP, UP  
Transcription Service: Standard  
Representative: W. S. Grant  
Membership: NAB  
General-Station Manager: Charles P. Scott  
Commercial Manager: Lee Flemming  
Program Director: Russ Siner  
Chief Announcer: Vic Rugh  
Chief Engineer: Vern Hassett  
Farm Editor: Sheridan Baker

**KROG**

**SONORA—1949**  
Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Mother Lode Bestg. Co.  
Business Address: Sonora  
Phone Number: 426  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Standard, SESAC  
Owner-General Mgr.: lanthe Densmore  
Program Director: Neal Edmondson  
Chief Engineer: Casper Tressl

**KG DM**

**STOCKTON—1926—CBS**  
Frequency: 1140 Kc.  
Power: 5000 Watts  
Owned-Operated By: E. F. Pfeifer  
Business-Studio Address: 519 E. Market St.  
Phone Number: 4-4551  
Transmitter Location: Highway 59, 3 mi. from Stockton
KSTN
STOCKTON—1949
Frequency: 1420 Kc.  Power: 1000 Watts
Owned-Operated By:  San Joaquin Bstg. Co.
Business Address:  Hotel Clark
Phone Number:  4-4689
Air Time:  Unlimited
News Service:  UP
Representative:  Hollingsbery
President:  Knox LaRue
General Manager:  D. M. Greene
Program Director:  Walter Lind
Chief Engineer:  Bill Hill
Farm Editor:  Bell Lange

K WG
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:  Unlimited
News Service:  AP, UP
Transcription Service:  Capitol
Representative:  Paul H. Raymer
Membership:  NAB, BMB
President:  Eleanor McClatchy
Station Manager:  Howard L. Bailey
Program Manager:  James E. Longe
Traffic Manager:  Marion V. Hough
Chief Technician:  Frank Nesmith
Farm Editor:  John Mackenzie

KXB
STOCKTON—1945—MBS-DON LEE
Frequency: 1280 Kc.  Power: 1000 Watts
Owned-Operated By:  Valley Bstg. Co.
Business-Studio Address:  203 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 Sales
Membership:  NAB, BMB
President:  Herman Anderson
General Manager:  Sheldon Anderson
Commercial Manager:  R. A. Wegener
Sales-Prom. Mgr.-Pgm. Dir.-Prod. Dir.:  Paul Salvo
Publicity Director:  Dan Corrigan
Chief Annr.-Musical Dir.:  Bob Lee
Chief Engineer:  James Morrison
Farm Editor:  Dick Martin
**K T U R**

TURLOCK—1949

Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Operated By. Turlock Bestg. Corp.
Business Address. P. O. Box 526
Phone Number. 4-3430
Air Time. Unlimited
News Service. UP
Transcription Service. Lang-Worth
Representative. O'Connell
President. W. N. Lindskoog
General Commercial Mgr. H. A. McMillen
Program Director. Rusty Simmons
Chief Engineer. Maxon B. Sayre

**K G Y W**

VALLEJO—1947

Frequency: 1190 Kc.  Power: 250 Watts
Business-Studio Address. 3287 Sonoma Blvd.
Phone Number. 3-5687
Transmitter Location. 3287 Sonoma Blvd.
Air Time. Local sun-ise-local sunset
News Service. UP

**K V E N**

VENTURA—1948

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By. Coast Ventura Co.
Address. P. O. Box 1811
Phone Number. Miller 3-8675
News Service. UP
Transcription Service. Capitol
Representative. Western Radio Adv.
President. Dr. Charles Stuart
General Manager. Mort Werner
Station Mgr.-Pgm. Dir. Dana Marble
Commercial Manager. Harry Engel
Publicity Director. Margert Marble
Musical Director. Donald Brown
Chief Engineer. Dick Stanton
Farm Editor. Jack Powell

---

**KV**

VENTURA

The best buy in the richest agricultural county in California

1450 DIAL 1450

**KV**

VENTURA

CALIFORNIA
KVVC  
VENTURA—1947—KBS  
Frequency: 1590 Kc. Power 1000 Watts  
Owned-Oper. By: Voice of Ventura County  
Business Address: P.O. Box 1411  
Phone Number: 6185; Oxnard 6-5254  
Studio Address: Colonial House  
Oxnard: Mills Rd. near Telegraph Road  
Transmitter Location: Mills Rd. near Telegraph Rd. E. of Ventura  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: Standard  
Representative: W. S. Grant  
President: Wm. H. Haupt  
Sta.-Comm.-Sales-Prom. Mgr.: Larry S. Nicholson  
Pgm.-Prod.-Pub. Dir.: Ed Rock  
Chief Engineer: Charles Farmer

KSYC  
YREKA—1947—CNG  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Siskiyou County Bstq. Co., Inc.  
Address: Lawrence Lane & S. Oregon St.  
Phone Number: 624  
Air Time: 7 a.m.-10 p.m.  
News Service: AP  
Transcription Service: World  
Representative: Tracy Moore  
Membership: NAB, BMB  
President: E. G. Millbourn  
General Manager: Holt C. Wardrip  
Sta.-Comm.-Sales-Prom. Mgr.: Jack R. Wagner  
Program Dir.-Chief Announcer: Jack Matranga  
Musical Director: Dale Scott  
Chief Engineer: Bill Maginnis

KUBA  
YUBA CITY—1947  
CALIF. NET  
Frequency: 1600 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By: Peach Bowl Bstrs., Inc.  
Business-Studio Address: P. O. Box 309  
Phone Number: 3-7309  
Transmitter Location: Sanborn Rd., Sutter Co.  
Air Time: 6:30 a.m.-11 p.m.  
News Service: AP  
Transcription Service: Standard, Capitol  
Representative: Irene Griffith, Friendenburg  
President-Gen. Mgr.: Chester V. Ullom  
Station-Commercial Mgr.: Clyde L. Goodnight  
Sales-Prom. Mgr.-Pub. Dir.: David T. Harris  
Program-Production Dir.: John J. Rolih  
Chief Announcer: Bob Johnson  
Chief Engineer: Roy Swanson  
Farm Editor: David T. Harris

KHUB  
WATSONVILLE—1936  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Sen. Luther E. Gibson  
Business Address: P. O. Box 349  
Phone Number: 1700  
Studio-Transmitter Location: Atkinson Lane  
Air Time: 7:00-11 p.m.  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: W. S. Grant  
Membership: NAB  
President: Luther E. Gibson  
Gen-Sta. Mgr.-Pgm. Dir.: George Grayson  
Commercial-Sales Prom. Mgr.: Tony Bernhard  
Musical Director: Richard Schmale  
Chief Engineer: Ferrell Buckley

HELP + THE RED CROSS
KGIW
ALAMOSA—1929—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ............................ E. L. Allen
Business Address .............................. P. O. Box 179
Phone Number ................................ 26
Studio-Transmitter Address, East of Alamosa
Air Time ...................................... 6 a.m.-10 p.m.
News Service .................................. UP
Transcription Service .......................... Keystone, SESAC
President-General Mgr. ....................... E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir. ................... Lloyd Allen
Sales Prom. Mgr.-Farm Ed. .................... Charles Dynes
Chief Engineer ............................... Bob Faige
Phone Number ................................ Main 1125
Transmitter Location ........................ Alta Vista Hotel
Air Time ...................................... 6 a.m.-M.
News Service .................................. AP
Transcription Service, Standard, Lang-Worth, Cole
Membership .................................... NAB
Commercial Manager ........................ Harry Hoth
Prog., Musical Dir. ............................ Jean Gitz
Production Director ......................... Robert Fitzmorris
Chief Announcer ............................... Jay Cook
Chief Engineer ................................. Robert Fitzmorris

KBOL
BOULDER—1946—COLUMBINE
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ............................... Boulder Radio KBOL, Inc.
Business-Studio Address ..................... 1617 Pearl St.
Phone Number ................................ 1490
Transmitter Location ......................... E. Pearl St.
Air Time ...................................... 7 a.m.-M.
News Service .................................. AP
Transcription Service, Standard, Lang-Worth
Membership .................................... NAB
President ...................................... Herb Hollister
General-Station Mgr. ......................... Russel Shaffer
Comm. Mgr. ................................... Ken James
Pgm. Dir., Chief Annr ......................... Ed Hinkle
Chief Engineer ............................... Blair Dobbins

KRLN
CANON CITY—1946—KBS
Owned-Oper. By ............................... Royal Gorge Bcsts., Inc.
Business-Studio Address ..................... 1615 Central Ave.
Phone Number ................................ 1100
Transmitter Location ......................... 1615 Central Avenue
Air Time ...................................... 7 a.m.-7 p.m.
News Service .................................. UP
Transcription Service ........................ Keystone, Cole
Pres.-Gen. Sta. Mgr. ......................... Ray M. Beckner
Program Director .............................. G. C. Underhill
Chief Announcer .............................. Dick Painter
Chief Engineer ............................... O. J. Birdsong

KRDO
COLORADO SPRINGS—1947
CUMBINE
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .......................... Pikes Peak Bcstg. Co.
Business-Studio Address ..................... Alta Vista Hotel

Kvor
COLORADO SPRINGS—1923—CBS
Frequency: 1300 Kc.  Power: 1000 Watts
Owned-Oper. By ............................... Voice of the Rockies, Inc.
Business-Studio Address ..................... 800 Exchange National Bank Bldg.
Phone Number ................................ Main 278
Transmitter Location ......................... 2803 E. Platte Ave.
Air Time ...................................... Unlimited
News Service .................................. AP, UP
Transcription Service ........................ World
Membership .................................... NAB
President-Gen. Mgr. ......................... James O. Russell
Station Manager .............................. Everett Shupe
Sales-Prom.-Pub. Dir. ......................... Jack O'Brien
Prod. Dir., Chief Annr ........................ Cecil Seavey
Music Dir. .................................... Mary Alice Pentland
Chief Engineer ............................... Cozine Strang
Farm Editor ................................. Ralph Conner

Krai
CRAIG—1948—COLUMBINE
Frequency: 1230 Kc.  Power: 250 Watts
Business Address ...................... Box 1027
Phone Number ................................ 707-8
Air Time ...................................... 6:30 a.m.-10 p.m.
News Service .................................. UP
Studio-Transmitter ......................... Meeker Road
President ................................. G. N. Winder
Gen.-Sta. Mgr. ................................. Richard A. Miner
Commercial Manager ....................... Richard S. Fox
Sales Promotion Manager .................. Richard A. Miner
Pgm.-Prod. Dir. ............................... S. C. Wood
Chief Engineer ............................... S. K. Stuart
Farm Editor ................................. Clay Wood

KLZ
DENVER—1922—CBS
Frequency: 560 Kc.  Power: 5000 Watts
Owned-Operated By .......................... Aladdin Radio & TV, Inc.
Program Director ..............Gene Amole
Production Director ..........Lowell B. Switzer
Publicity Director ..........Richard M. Leonard
Chief Announcer ..........Bill Butterfield
Musical Director ..........Martha Gobble
Chief Engineer ..........Glen L. James

KO A
DENVER—1924—NBC
Frequency: 850 Kc. . . . Power: 50,000 Watts
Owned-Operated By: National Bcast. Co., Inc.
Business-Studio Address: 1625 California St.
Phone Number ..........Main 6211
Transmitter Location ..........Aurora, Colo.
Air Time .................Unlimited
News Service ..........AP, INS, UP
Transmission Service ..........Thesaurus
Representative ..........NBC Spot Sales
Membership ..........NAB, BMB
President (NBC) ..........Joseph H. McConnell
General-Station Manager ..........Lloyd E. Yoder
Sales Mgr. ..........L. Berry Long, Jr.
Sales Promotion Manager ..........Randolph Smith
Program Manager ..........Clarence C. Moore
Production Manager ..........Earle C. Ferguson
Publicity Director ..........William R. Day
Musical Director ..........Milton Shrednik
Agricultural Dir. ..........Donald M. Peach

KTLN
DENVER—1948—LIBERTY
Frequency: 990 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By ..........Radio Station KTLN
Business-Studio Address ..........Park Lane Hotel
Phone Number ..........W. Race 4636
Transmitter Location ..........3000 South Plate River Dr.
Air Time .................Sunrise-Sunset
News Service ..........UP
Transmission Service ..........Standard
Representative ..........Donald Cooke
Membership ..........NAB
Gen.-Sta. Mgr. ..........Leonard Coe
Sales Promotion Manager ..........John Buchanan
Program Director ..........Jack Helling
Chief Engineer ..........O. E. Kelley

KVOD
DENVER—1925—ABC
Frequency: 830 Kc. . . . Power: 5000 Watts
Owned-Operated By ..........Colorado Radio Corp.
Business-Studio Address ..........Midland Savings Bldg.
Phone Number ..........TAbor 2291
Transmitter Location ..........No. of Denver
Air Time .................Unlimited
News Service ..........UP
Associated Representative ..........Free & Peters
Membership ..........NAB-BMB
Station Manager ..........T. C. Ekrem
Sales Prom. Mgr. ..........Con Hecker
Program Director ..........V. W. Corbett
Publicity Director ..........Ben H. Stanton
Chief Engineers ..........W. D. Pyle, T. C. Ekrem
Farm Editor ..........Leslie Stark

KIUP
DURANGO—1935
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Operated By ..........San Juan Bcast. Co.
Business-Studio Address ..........2800 Main Ave.
Phone Number ..........117
Transmitter Location ..........2800 Main Ave.
Air Time ..........6:30 a.m.-10 p.m.
News Service ..........UP
Transmission Service ..........Standard
Representative ..........Thomas F. Clark
General-Station Mgr. ..........R. E. O'Brien
President ..........Mike Cummins
Comm. Mgr.-Publ. Dir. ..........T. Ralph Bennett
Sales Promotion Manager ..........John Merrell
Program Director ..........Lee O'Brien
Production Director ..........Don Hoover
Chief Announcer ..........Lou Vander Linden
Musical Director ..........Shirley Hawley
Chief Engineer ..........Harold Hoffman
Farm Editor ..........John Merrell

KCOL
FT. COLLINS—1947—COLUMBINE
Frequency: 1410 Kc. . . . Power: 1000 Watts
Phone Number ..........2600
Transmitter Location ..........1600 La Porte Ave.
Air Time ..........Unlimited
News Service ..........AP
Transmission Service ..........Standard
Membership ..........NAB, BMB
President ..........Herb Hollister
Comm-Sales Prom. Mgr. ..........Dave Schlothauer
Program-Publicity Director ..........Jack Hitchcock
Prod. Mgr.-Mus. Dir.-Chief Ann., Russ Rountree
Chief Engineer ..........Harold Austin
Farm Editor ..........Bill Paxton

KFTM
FORT MORGAN—1949
COLUMBINE
Frequency: 1260 Kc. . . . Power: 500 Watts d.
Business Address ..........P. O. Box 702

363
COLORADO

Phone Number ..................... 1000
Air Time .................... Daytime
News Service ................... UP
Transcription Service .......... Standard
Comm. Mgr. ................... Rainsford J. Winslow
Pgm. Dir. ..................... Frank Allen
Chief Engineer .................. Robert D. LaRue

K EXO
GRAND JUNCTION—1948
COLUMBINE

Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Oper. By .... Voice of Western Colo.
Address .......... 2501 North Ave., P. O. Box 629
Phone Number ......... 1230
Air Time ..................... 6 a.m.-M.
News Service ............... AP
Transcription Serv. .. Capitol, Thesaurus, World
Representative .......... Harlan Oakes
President ............... D. Spencer Grow
Gen.-Sta.-Prom. Mgr. .... H. Abbott Tessman
Commercial Mgr. ....... Harold Roper
Pgm.-Prod. Director ..... Robert A. Collins
Pub. Dir. ................. Gene Wilburn
Chief Engineer .......... D. E. Towne
Farm Editor ............. William Metcalf

K FX J
GRAND JUNCTION—1926—MBS

Frequency: 920 Kc. .... Power: 1000 Watts d:
500 Watts n.
Owned-Operated By .... Western Slope Bcstg.
Co.
Business-Studio Address .... Hillcrest Manor
Phone Number ............. Grand Junction 1300
Transmitter Location .... Hillcrest Manor
Air Time ................. 6 a.m.-M.
News Service .......... UP
Transcription Service .... Lang-Worth
Representative .......... Hal Holman
Membership .......... NAB, BMB
Pres.-Gen.-Sta. Mgr. .... Rex Howell
Auditor ................. Charles Howell
Sales Prom. Mgr. ....... Bart O'Conner
Traffic Director .......... Rosa Lee Samuels
Chief Announcer ....... Ed Lewis
Music Dir. .......... Jack Puter
Chief Engineer .......... Charles Hay
Farm Editor .......... Bill Warner

K F K A
GREELEY—1921

Frequency: 910 Kc. .... Power: 1000 Watts
Owned-Oper. By .... Mid-Western Radio Corp.

COLORADO

WHY IS AP
THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wires than any other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS’ ASSOCIATION

Director for Montana: Franz Robischon—KBMY, Billings, Mont.

COLORADO

364
C O L O R A D O

Business-Studio Address ........ 620—8th Ave.
Phone Number .................. 450-1
Transmitter Location ............ Radio Ranch, Evans
Air Time ...................... 5 a.m.-11 p.m.
News Service ................. UP
Transcription Service .......... Lang-Worth, Cole, SESAC
President, General Manager .. Francis Price
Sales Prom. Mgr. .............. William G. Stewart
Program Director ............. Jack Redus
Publicity Director ............. Delbert Wood
Chief Announcer ............... Larry Lee
Chief Engineer ................. Harry Brewer
Farm Editor .................... Carl Jordan

K Y O U
GREELEY—1948—COLUMBINE
Frequency: 1450 Kc .............. Power: 250 Watts
Business-Studio-Transmitter
Address ........................ 2424 6th Avenue
Phone Number .................. 3275
Air Time ...................... Unlimited
News Service ................. AP
Transcription Service .......... World
Pres., General Manager ......... Earwood H. Meyer
Commercial Manager .......... Frank Thomas
Program Director ............. Jack Hull
Production Director .......... Ann Freeman
Chief Announcer .............. Merwin Smith
Chief Engineer ................ Paul Emrich

K O K O
LA JUNTA—1936—KBS
Frequency: 1400 Kc .............. Power: 250 Watts
Owned-Oper. By ................ The Southwest Bestg. Co.
Business-Studio Address ........ La Junta
Phone Number .................. 42
Transmitter Location .......... 4 miles W. of La Junta
on U. S. Highway No. 50
Air Time ...................... Unlimited
News Service ................. UP
Transcription Service .......... Lang-Worth
Representative .............. Thomas F. Clark
President ..................... Ellis P. Lupton
Gen. Sta.-Comm. Mgr. ......... John M. Boyd
Program Director ............. Carma Hayes
Publicity Director ............ Bud Ryan
Chief Engineer ............... Lloyd Wilson
Farm Editor .................... Gail Banks

K L M R
LAMAR—1948—COLUMBINE
Frequency: 1340 Kc .............. Power: 250 Watts
Business Address ............. P. O. Box 232
Phone Number .................. 804
Studio-Transmitter .......... North Santa Fe Trail
Air Time ...................... 6 a.m.-10 p.m.
News Service ................. AP
Transcription Service .......... World

K L M O
LONGMONT—1949
Frequency: 1050 Kc .............. Power: 250 Watts d.
Business Address ............. Box 827
Phone Number .................. 1461
Air Time ...................... Daytime
News Service ................. UP
Transcription Service .......... Standard
Pres.-Gen. Mgr. ............... J. P. Dubberley
Comm. Mgr. .................. P. R. Walker
Pgm. Dir. ..................... J. A. Hillis
Chief Engineer ............... R. R. Blanchard

K U B C
MONTROSE—1947—KBS
Frequency: 1240 Kc .............. Power: 250 Watts
Business-Studio Address .... P. O. Box 279
Phone Number .................. 199
Transmitter Location .......... 1 Mi. E. of Montrose
Air Time ...................... 6 a.m.-10:30 p.m.
News Service ................. UP
Representative ............... Gene Grant
President ..................... Joe F. Hartman
Gen.-Sta. Mgr. ............... Geo. Cory
Comm.-Sales Prom. Mgr. ..... Louis Benedict
Pgm.-Prod.-Publ. Dir. ....... Vern Friessen
Musical Director ............. Jack Glynn
Chief Engineer ............... Don Anderson

K C S J
PUEBLO—1947—MBS-COLUMBINE
Frequency: 590 Kc .............. Power: 1000 Watts
Business-Studio Address .... 211 West 5th St.
Phone Number .................. 8522
Transmitter Location .......... N. Hudson
Air Time ...................... 6 a.m.-M.
Transcription Service .......... Associated
Representative ............... Taylor-Boroff
Membership .................. NAB, BMB
President ..................... Frank S. Hoag, Jr.
General-Station Manager .... Dale W. Scott
Commercial Manager .......... Jack Cobb
Pgm. Dir.-Prom. Mgr. ........ Roy Borden
Chief Engineer ............... Gerald Kounter

K D Z A
PUEBLO—1947—LIBERTY
Frequency: 1230 Kc .............. Power: 250 Watts
Owned-Operated By .......... Pueblo Radio Co.

365
<table>
<thead>
<tr>
<th><strong>K G H F</strong></th>
<th><strong>PUEBLO—1927—ABC</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business-Studio Address:</td>
<td>304 N. Main St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>3977</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>N.W. of Pueblo, U. S. Hiway 50</td>
</tr>
<tr>
<td>Air Time:</td>
<td>8 a.m.-M.</td>
</tr>
<tr>
<td>News Service:</td>
<td>INS</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>World, SESAC</td>
</tr>
<tr>
<td>Representative:</td>
<td>Joseph Henshey McGillvra</td>
</tr>
<tr>
<td>Membership:</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>President:</td>
<td>Gifford Phillips</td>
</tr>
<tr>
<td>Station Manager:</td>
<td>Robert D. Ellis</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>Kenneth C. Russell</td>
</tr>
<tr>
<td>Sales Prom. Mgr.-Publ. Dir.:</td>
<td>Howard Myers</td>
</tr>
<tr>
<td>Pgm.-Prod. Mgr.-Chief Annr.:</td>
<td>Clifford Hendrix</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Willis C. Shanks</td>
</tr>
<tr>
<td>Farm Editor:</td>
<td>Irwin Cunningham</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>K V R H</strong></th>
<th><strong>SALIDA—1948—KBS—COLUMBINE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1340 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Vir N. James</td>
</tr>
<tr>
<td>Address:</td>
<td>Salida</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>30</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>1.3 Miles W. of Town</td>
</tr>
<tr>
<td>Air Time:</td>
<td>7 a.m. to 11 p.m.</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Representative:</td>
<td>Thomas F. Clarke</td>
</tr>
<tr>
<td>Membership:</td>
<td>BMB</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Vir N. James</td>
</tr>
<tr>
<td>Commercial Manager:</td>
<td>Bill McMullen</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Henry Long</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>T. L. Kidd</td>
</tr>
<tr>
<td>Farm Editor:</td>
<td>Verl E. Lee</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>K G E K</strong></th>
<th><strong>STERLING—1925—KBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1239 Kc.</td>
<td>Power: 100 Watts d.</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Elmer G. Beehler</td>
</tr>
<tr>
<td>Address:</td>
<td>Fleming Rd.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>1175</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Daytime</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>K C R T</strong></th>
<th><strong>TRINIDAD—1946—KBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1240 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Mel-Bert Bestg. Co.</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>219 N. Commercial St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>414</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Garcia Plaza</td>
</tr>
<tr>
<td>Air Time:</td>
<td>6 a.m.-10 p.m.</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Thesaurus</td>
</tr>
<tr>
<td>Representative:</td>
<td>Forjoe</td>
</tr>
<tr>
<td>Membership:</td>
<td>NAB</td>
</tr>
<tr>
<td>President:</td>
<td>Ellis P. Lupton</td>
</tr>
<tr>
<td>Gen.-Comm. Mgr.:</td>
<td>Paul D. George</td>
</tr>
<tr>
<td>Sales Promotion Manager:</td>
<td>Ben Bezoff</td>
</tr>
<tr>
<td>Pgm.-Prod. Dir.:</td>
<td>Cal Watson</td>
</tr>
<tr>
<td>Chief Announcer:</td>
<td>John Special</td>
</tr>
<tr>
<td>Musical Director:</td>
<td>Lena Cimino</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Lloyd L. Wilson</td>
</tr>
<tr>
<td>Farm Editor:</td>
<td>Cal Watson</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>K S F T</strong></th>
<th><strong>TRINIDAD—1946—MBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>Trinidad Bestg. Corp.</td>
</tr>
<tr>
<td>Bus.-Studio Address:</td>
<td>219 N. Commercial St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>414</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Garcia Plaza</td>
</tr>
<tr>
<td>Air Time:</td>
<td>6 a.m.-10 p.m.</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Thesaurus</td>
</tr>
<tr>
<td>Representative:</td>
<td>Forjoe</td>
</tr>
<tr>
<td>Membership:</td>
<td>NAB</td>
</tr>
<tr>
<td>President:</td>
<td>Ellis P. Lupton</td>
</tr>
<tr>
<td>Gen.-Comm. Mgr.:</td>
<td>Paul D. George</td>
</tr>
<tr>
<td>Sales Promotion Manager:</td>
<td>Ben Bezoff</td>
</tr>
<tr>
<td>Pgm.-Prod. Dir.:</td>
<td>Cal Watson</td>
</tr>
<tr>
<td>Chief Announcer:</td>
<td>John Special</td>
</tr>
<tr>
<td>Musical Director:</td>
<td>Lena Cimino</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Lloyd L. Wilson</td>
</tr>
<tr>
<td>Farm Editor:</td>
<td>Cal Watson</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>K P H C</strong></th>
<th><strong>WALSENBURG—1948</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1450 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Business Address:</td>
<td>10th &amp; Main</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>79</td>
</tr>
<tr>
<td>Studio-Transmitter Location:</td>
<td>10th &amp; Main</td>
</tr>
<tr>
<td>Air Time:</td>
<td>8:30 a.m.-11:15 p.m.</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Representative:</td>
<td>Thomas F. Clark</td>
</tr>
<tr>
<td>President:</td>
<td>Tom G. Banks, Jr.</td>
</tr>
<tr>
<td>Gen.-Sta. Mgr.:</td>
<td>Clem Morgan</td>
</tr>
<tr>
<td>Comm.-Sales Prom. Mgr.-Pgm. Dir.:</td>
<td>Harold Reed</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>John Figul</td>
</tr>
<tr>
<td>Farm Editor:</td>
<td>Ken Bradbury</td>
</tr>
</tbody>
</table>
WICC
BRIDGEPORT—1926—MBS—YANKEE
Frequency: 600 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: General Tire, Inc.
Business Address: 21 Brookline Ave., Boston
Phone Number: 6-1122-2-3
Studio Address: 144 Golden Hill St.
Transmitter Location: Pleasure Beach Pk.
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Edward Petry
General Manager: Dickens J. Wright
Comm-Sales Prom. Mgr.: Charles W. Parker
Pgm.-Prod.-Pub. Dir.: James W. Evans
Chief Announcer: John R. Montgomery
Musical Director: Marlene Regnery
Chief Engineer: Winthrop Crawford

WLIZ
BRIDGEPORT—1947
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By: The Bridgeport Bstg Co.
Business-Studio Address: 114 State St.
Phone Number: 5-4144
Transmitter: Seaview & Forest Aves.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Thessaurus
Representative: Taylor-Boroff
Pres., Gen-Sta. Manager: William Elliott
Commercial Manager: Emanuel S. Slotnick
Sales Promotion Manager: Sol Robinson
Program-Prod. Director: Wallace B. Dunlap
Publicity Director: William Elliott
Chief Engineer: Ralph Wyquiest
Farm Editor: Connie Parks

WNAB
BRIDGEPORT—1941
ABC-CONN. STATE
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WNAB, Inc.
Business-Studio Address: 991 Broad St.
Phone Number: 3-3112
Transmitter: Locomotive Pt., Seaside Pk.
Air Time: Unlimited
News Service: UP
Representative: William G. Rambeau
Membership: NAB
President-Chief Engineer: Harold Thomas
General Manager: Leon Thomas
Program Director: Jack Dahlby
Promotion Manager: Jean O'Shean
Commercial Manager: William Rankin

WBIS
BRISTOL—1948
Frequency: 1440 Kc. Power: 500 Watts d.
Business-Studio Address: 183 Main St.
Phone Number: 9265
Transmitter Location: Greystone Ave.
Air Time: Daytime
News Service: UP
Transcription Service: Standard
Membership: NAB
President: Frederick W. Beach
Manager: Fay Clark
Sales: Lan Gordon
Program: Cal Colby

WLAD
DANBURY—1947
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By: Berkshire Bstg. Corp.
Business-Studio Address: 207 Main St.
Phone Number: 8-0580
Transmitter: Brushy Hill Rd.
Air Time: Daytime
News Service: UP
Transcription Service: SESAC, World
Membership: NAB
President: Robert Doran
Commercial Manager: J. Thomas Mathers
Program Director: Jerry Arthur
Farm Editor: Al Brundage

WDRC
HARTFORD—1922—CBS
Frequency: 1360 Kc. Power: 5000 Watts
Business-Studio Address: 750 Main St.
Phone Number: 7-1188
Transmitter Location: 869 Blue Hills Ave., Bloomfield, Conn.
Air Time: Unlimited
News Service: UP
Representative: Paul H. Raymer
Membership: NAB
President: Franklin M. Doolittle
Station Manager: Walter B. Haase
Comm-Sales Prom. Mgr.: William F. Malo, Sr.
Program Manager: Harvey H. Olson
Chief Announcer: Russ Naughton
Chief Engineer: Italo A. Marfinno
WCCC
HARTFORD—1947
Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By. Greater Hartford Bestg Corp.
Business-Studio Address. Bond Hotel.
Phone Number 5-6648
Transmitter Location. South Quaker Lane.
Air Time. Local sunrise-local sunset
News Service. UP
President William M. Savitt
Secretary-Treasurer Max M. Savitt
Station Manager Randy M. Savitt
Office Manager John Battey
Program Director Sydney Byrnes
Musical Director Ivor Hugh
Chief Engineer John Rameika

WONS
HARTFORD—1935—MBS-YANKEE
Frequency: 1410 Kc. Power: 5000 Watts
Business-Studio Address. 54 Pratt St. (WONS)
Phone Number 7-9131
Transmitter Location. Newington, Conn.
Air Time. 6:30 a.m.-M.
News Service. AP
President Francis S. Murphy
Gen-Stat. Manager C. Glover DeLaney
Commercial Manager. Leonard R. Schoenfeld
Assistant Manager. Richard K. Blackburn
Prog-Prod. Director. Philip Becker
Publicity Director. Sereno Gammell
Chief Announcer. Mitchell Betters
Musical Director. Charlotte Anderson
Chief Engineer. Charles S. Masini

WCCCTHE MUSIC STATION
WCCC
HARTFORD, CONN.
Hotel Bond
1290 DIAL 1290

WTHT
HARTFORD—1936
ABC-CONN. STATE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. The Hartford Times, Inc.
Business Address. 2-18 Prospect St.
Phone Number 2-0237
Transmitter-Studio Location. 555 Asylum St.
Air Time. 6:43 a.m.-M.
News Service. AP
Transcription Service. Standard
President Francis S. Murphy
Gen-Stat. Manager C. Glover DeLaney
Commercial Manager. Leonard R. Schoenfeld
Assistant Manager. Richard K. Blackburn
Prog-Prod. Director. Philip Becker
Publicity Director. Sereno Gammell
Chief Announcer. Mitchell Betters
Musical Director. Charlotte Anderson
Chief Engineer. Charles S. Masini

WTIC
HARTFORD—1925
NBC-NERN
Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Oper. By. Travelers Bestg Service Corp.
Business-Studio Address. 26 Grove St.
Phone Number 2-3181
Transmitter Location. Talcott Ml. Avon
Air Time. Unlimited
News Service. AP, INS
Transcription Service. Long-Worth
Representative. J. P. McKinney
Membership. NAB, BMB, FMA
President. Jesse W. Randall
Vice Pres.-Gen. Mgr. Paul W. Morency
Asst. Sales Mgr. Irwin Cowper
Program Director. Leonard J. Paticelli
Asst. Program Director. Paul Lucas
Production Dir. George Bow
Director Public Relations. Bernard Mullins
News Director. Tom Eaton
Chief Engineer. Herman Taylor
Farm Editor. Frank Atwood
CONNECTICUT

WMMW
MERIDEN—1947
Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By...Silver City Crystal Co.
Business-Studio Address...8½ W. Main St.
Phone Number...5-5747
Transmitter...Lewis Ave.
Air Time...Daytime
News Service...UP
Transcription Service...World, Lang-Worth
Membership...NAB
President-Gen. Sta. Mgr...Carl W. Schultz
Commercial Mgr...Gustav A. Krattschnitt
Sales Promotion Mgr...James Woodburn
Program Dir.-Chief Announcer...John Zane
Musical Director...Les Fox
Chief Engineer...Gabriel Langfelder
Farm Editor...Arthur Bergstrom

WCNX
MIDDLETOWN—1948
Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By...Middlesex Bcstg. Co.
Business-Studio Address...482 Main St.
Phone Number...5-21
Air Time...Daytime
News Service...UP
Transmitter Location...Friedenberg
Managing Dir...R. J. O'Brien, W. J. O'Brien

WHAY
NEW BRITAIN—1949
Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By...Central Conn. Bcstg. Co.
Business Address...22 Grove Hill
Phone Number...3-2721
Air Time...Unlimited
News Service...UP
Transcription Service...Lang-Worth, Capitol
Representative...Radio Reps
General Mgr.-Chief Engineer...H. W. Holt
Sales Manager...F. E. Bieber
Program Dir...W. T. Walker

WKNB
NEW BRITAIN—1946
Frequency: 840 Kc. Power: 1000 Watts d.
Owned-Oper. By...New Britain Bcstg. Co.
Business-Studio Address...213 Main St.;
11 Asylum St., Hartford
Phone Number...3-3603-4; Htd. 2-4924
Transmitter Location...Newington
Air Time...Local sunrise-local sunset
News Service...AP
Transcription Service...Associated
Representative...Forjoe

CONNECTICUT

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their
decision has made AP unequalled in covering the
news of the world...RAPIDLY...TRUTHFULLY
FULLY....ACCURATELY.

CONNECTICUT ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS
President: Tom Eaton—WTIC, Hartford
Vice-President: Michael Goode—WNHC, New Haven
Secretary: Paul V. Cochrane, AP Chief of Bureau
Membership ........................................ FMA
President, General Manager .................. Julian Gross
Station-Commercial Mgr. .................... Peter B. Kenney
Sales Promotion Mgr. ....................... Edward C. Benfield
Program-Production Dir. .................... Bernie Moore
Publicity Director ............................. Charles Norwood
Chief Announcer ................................. Ray Neillan
Musical Director ................................. Al DeCaro
Chief Engineer ................................... Lewis House
Farm Editor ....................................... E. H. Forbush

WAVZ
NEW HAVEN—1947
Frequency: 1260 Kc............. Power: 1000 Watts d.
Owned-Operated By ............... WAVZ Bscrg. Corp.
Business-Studio Address ........... 152 Temple St.
Phone Number ......................... 7-0171
Transmitter Location ............... Foot of Thill St., W. Haven
Air Time ...................... Local sunrise-local sunset
News Service ......................... UP, AP
Transcription Service ............... World
Membership .............................. NAB
President ......................... Victor W. Knauth
General-Station Mgr. .................. Daniel W. Kops
Commercial Mgr. ....................... George J. Peters
Sales Prom. Mgr.-Pub. Dir. ........... Joseph McDonell
Program-Musical Dir. ................. Richard E. Barrett
Production Director ................. George A. Duffy
Chief Announcer ....................... James Pansulle
Chief Engineer ........................... Ernest S. Gellman

WEI
NEW HAVEN—1935—ABC
Frequency: 960 Kc............. Power: 1000 Watts
Owned-Operated By .......... Conn. Radio Founda-
tion, Inc.
Business-Studio Address ........... 221 Orange St.
Phone Number ....................... 8-1133
Transmitter Location ............ Benham Rd., Hamden
Air Time ...................... 6:30 a.m.-12:05 a.m.
News Service ......................... UP
Transcription Service .............. Lang-Worth, SESAC
Representative ...................... Headley-Reed
President ............................. H. C. Wilder
Gen.-Station Mgr. ..................... Richard W. Davis
Commercial Manager ............... Edwin H. Schwelitzer
Sales Prom. Mgr.-Pub. Dir. ......... Rudy Frank
Program Director ................. Charles H. Wright
Chief Engineer ....................... Fred King

WNHC
NEW HAVEN—1944
Frequency: 1340 Kc............. Power: 250 Watts
Owned-Operated By .......... Elm City Bscrg. Corp.
Business-Studio Address ........... 1110 Chapel St.
Phone Number ....................... 8-0196
Transmitter Location .......... Kimberly Ave.
Air Time ...................... 7:05 a.m.-12:05 a.m.
News Service ......................... AP

WNLC
NEW LONDON—1936—MBS
Frequency: 1490 Kc............. Power: 250 Watts
Owned-Operated By .......... The Thames Bscrg. Corp.
Business-Studio Address ............. 281 State St.
Phone Number ....................... 2-4365
Transmitter Location ............. Winthrop Pl. E. New London
Air Time ...................... Unlimited
News Service ......................... UP
President-Gen. Sta. Mgr. ........... Gerald J. Morey
Comm.-Sales Prom. Mgr.-Prod. Dir. .... Leo B. Keegan
Publicity Director ..................... J. Patricia Morley
Program Dir.-Chief Engineer .......... Milton Ginzburg
Chief Engineer ....................... Charles W. Winter, Jr.

WNLK
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 ...................... Mc Gillivra
Membership ............................. NAB
Program Director ........................ Milton Ginzburg
Chief Engineer ....................... Charles W. Winter, Jr.

WICH
NORWICH—1946
Frequency: 1400 Kc............. Power: 250 Watts
Business-Studio Address ............. 91 Main St.
Phone Number ....................... 345
Transmitter Location .......... Lucas Pl. Rd.
Air Time ...................... 6:30 a.m.-11 p.m.
News Service ......................... AP
Transcription Service .............. World
Membership ............................. NAB
President-General Mgr. .............. John DeMe
Commercial Manager ............... Noel Breault
Program Director .................... Robert Silverberg
Chief Engineer ....................... Alexander Dubenetsky
WS TC
STAMFOR D—1941
ABC-CONN. STATE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The Western Conn.
Bcstg. Co.
Business-Studio Address: 270 Atlantic St.
Phone Number: 4-7575
Transmitter Location: 320 Strawberry Hill Ave.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Everett McKinney
Membership: NAB
President: Kingsley Gillespie
Gen-Sta. Manager: Julian Schwartz
Commercial Manager: Wharton Ford
Program Director: Ernest Hartman
Chief Engineer: Edward L. Markman

WL CR
TORDON—1946

Frequency: 990 Kc. Power: 1000 Watts
Owned-Oper. By: The Litchfield County Radio
Corp.
Business-Studio Address: 23 Main St.
Phone Number: 4178
Transmitter Location: Highland Ave.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World, SESAC, BMI
Representative: Sears & Ayer
Membership: NAB
President: J. Richard Dobbins
Gen-Comm-Sales Prom. Mgr.: James E.
Cipriano
Pgm. Dir-Chief Anncr-Farm Ed.: Jay Norman
Production-Publicity Dir.: Pete Stoner
Chief Engineer: Alfred F. Pallokat

WT OR
TORDON—1947
CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 93 Main St.
Phone Number: 4181
Transmitter Location: 93 Perkins St.
Air Time: 6:30 a.m.-M.
News Service: INS
Representative: Continental Radio Sales
Membership: NAB
President: Joseph R. Schifini
General Manager: Gerardo T. Schifini
Commercial Manager: Fred R. Menzies
Program Director: Richard C. Kilbour
Musical Director: John J. Morris

W T R
WATERBURY—1934
ABC-CONN. STATE

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: The WTR Co., Inc.
Business-Studio Address: 440 Medow St.
Phone Number: 4-3161
Transmitter Location: Baldwin St.
Air Time: 7 a.m.-M.
News Service: UP
Representative: William G. Rambeau
Membership: NAB
President-Gen. Mgr.: Harold Thomas
Sta.-Comm. Mgr.: Sam Elman
Sales Prog. Mgr.: Pub. Dir.: Wallace Gordon
Prom-Commercial Manager: Edmund Waller
Chief Announcer: Wallace King
Musical Director: Tony Greenwood
Chief Engineer: Russell Jensen

W B R Y
WATERBURY—1934—CBS

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Oper. By: American-Republican, Inc.
Business-Studio Address: 136 Grand St.
Phone Number: 3-1125
Transmitter Location: Boyden St.
Air Time: 6:55 a.m.-12:05 a.m.
News Service: AP
Transcription Service: World
Representative: Averay Knodel
Membership: NAB
President: William J. Pape
General Manager: James H. Darcey
Commercial Manager: Harry A. Devorken
Sta.-Sales Prom. Mgr., Pub. Dir.: J. Maxim Ryder
Prog.-Prod. Dir.: Walter O. Howard
Chief Announcer: Robert Stewart
Musical Director: Louis Botsvert
Chief Engineer: Frank B. Hales

W W C O
WATERBURY—1946
MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Mattatuck Bcstg. Co., Inc.
Business-Studio Address: 119 W. Main St.
Phone Number: 4-5141
Transmitter Location: Thomaston Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Robert S. Keller
Membership: NAB
Pres., Gen. Manager: Milton H. Meyers
Commercial Manager: Ford Billings
Sales Promotion Manager: Robert S. Keller
Program Director: Robert Crager
Production Director: Eugene Parker
Publicity Director: James Logan
Musical Director: Bob Woodman
Chief Engineer: Gene Fleisher
WDOV
DOVER—1948
Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By: William C. Evans
Business Address: Bradford & Loockerman Sts.
Phone Number: 5816
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
President: William C. Evans
General-Manager: A. H. Zoog
Prom. Manager: Elizabeth Evans
Chief Engineer: R. F. Lee

WAMS
WILMINGTON—1948—MBS
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Wilmington Tri-State Best. Co. Inc.
Business Studio Address: 414 French St.
Phone Number: 4881
Transmitter: Mt. Cuba Rd. & Owl’s Nest
Air Time: 7 a.m.-12:30 a.m.
News Service: AP

WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.

PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION
President: Joseph E. Baudino—KDKA, Pittsburgh
Vice-President: George Coleman—WGBI, Scranton
Second Vice-President: Ed Obrist—WPEN, Philadelphia
Third Vice-President: Jack Hooper—WHGB, Harrisburg
Secretary: Joseph Snyder—AP Chief of Bureau
Continuing Study Committeeman for Delaware: W. S. Ewing—WAMS, Wilmington
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 Location 11/2 Mi. N.W. of Town, Hwy. 13
Air Time 6 a.m.-1 a.m.
New Service AP
Transcription Service Lang-Worth
Representative Bolling Co.
Membership NAB, BMB
President-Gen,-Comm. Mgr. Ewing B. Hawkins
Sta. Mgr.-Prog. Dir. Frank Gallagher
Sales Promotion Manager Robert J. McBain
Publicity Director Robert J. McBain
Musical Director Frank Heil
Chief Engineer H. Edwin Kennedy
Farm Editor Richard L. Bair

DISTRICT OF COLUMBIA
Estimated Population 870,000—Increase +31.1%—Radio Homes 238,000
Radio Families 243,000—Stations in D. C. 7

WINX
WASHINGTON, D. C.—1940—SBN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Banks Independent Bstg. Co.
Business-Studio 8th & Eye Sts., N.W.
Phone Number Republic 8000
Transmitter Location Florida St. & Lee Hwy.
Air Time 6 a.m.-1 a.m.
New Service AP, UP
Representative King Radio Adv.
Pres.-Gen-Sta. Mgr. William A. Banks
Asst. Gen-Sta. Mgr. Dolly R. Banks
Commercial Manager Charles W. Tripple
Program Director Lynnette Wilson
Chief Engineer Ralph E. Cannon, Jr.

WTUX
WILMINGTON—1947
Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Operated By Port Freer Bstg. Co., Inc.
Business-Studio Address 1326 Market St.
Phone Number Wilmington 5-8821
Transmitter Location Port Freer
Air Time Local sunrise-local sunset
New Service AP
Transcription Service World Representative Foroe
Membership NAB
Pres-Sta. Mgr. Gordon K. MacIntosh
General Mgr. Howard R. Robinson
Comm. Mgr.-Publ. Dir. Sidney Schulman
Sales Prom. Mgr. Jack P. Dougherty
Program Dir. Larry Miller
Chief Anncr.-Prod. Dir. Fred Hechman
Chief Engineer Wayne Neuhaus

WMAL
WASHINGTON, D. C.—1925—ABC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By The Evening Star Bstg. Co. Inc.
Business-Studio Address 724 14th St., N.W.
Phone Number National 5400
Transmitter Location Green Tree Rd., Bethesda, Md.
Air Time 6 a.m.-1:05 a.m.
New Service AP, UP
Transcription Service World, Standard
Representative ABC Spot Sales
Membership NAB, BMB
President S. H. Kauffmann

WOL
WASHINGTON, D. C.—1924—MBS
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By Cowles Bstg. Co.
Business-Studio Address 1627 K St., N.W.
Phone Number Metropolitan 0010
Transmitter Location Brookville Rd., Silver Spring, Md.
Air Time Unlimited
New Service AP, UP
Transcription Service Associated
Representative Katz
Membership NAB, BMB
President-Owner Gardner Cowles
V.P., Gen. Sales Mgr. Phil Hoffman
Chief Engineer Harold Stepler

WQQW
WASHINGTON, D. C.—1947
Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By WQQW, Inc.
Business-Studio Address 1125 Vermont Ave.
Phone Number Executive 8676
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}

WTOP

WASHINGTON, D.C.—1927—CBS
Frequency: 1500 Kc. Power: 50,000 Watts
Phone Number: Metropolitan 3200 Transmitter Location: Wheaton, Md.
Air Time: 5:30 a.m.-2 a.m. News Service: AP, UP
Representative: CBS Radio Sales Member: BMB
President: Philip L. Graham Vice President-Gen. Mgr.: John S. Hayes
Commercial Manager: George Hartford
Sales Prom. Mgr.-Pub. Dir.: Cody Pfanzstiehl Program-Production Dir.: Hazel Kenyon Markel
Chief Engineer: Clyde Hunt

WRC
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: 6 a.m.-1 a.m. News Service: AP, INS, UP
Transcription Service: Thesaurus, Standard
Representative: NBC Spot Sales Membership: NAB, BMB
President: Joseph H. McConnell Washington Vice President: Frank M. Russell
General Manager: William R. McAndrew Asst. General Manager: George Y. Wheeler
Program Director: Eugene Juster Sales Director: Mahlon Glascock Chief Engineer: Donald Cooper
Business Manager: George Sandel Program Manager: Ken French Sales Promotion Manager: Tom Geoghegan
Publicity Manager: Walter Jay Royen Musical Director: Fritz Baltzer
Consulting Engineer: NBC Engineering

Distinctic of Columbia

Transmitter Location: Lee & Wilson Blvd., Falls Church, Va.
Air Time: 7 a.m.-sunset News Service: AP
Transcription Service: Associated Representative: William G. Rambeau
Membership: NAB President: Morris Rodman Vice President-Gen. Mgr.: M. Robert Rogers
Comm. Manager: Perry Walders Program-Musical Director: Pierson Underwood
Chief Announcer: Ray Wilson Chief Engineer: Robert B. Martin
WWDC
WASHINGTON, D. C.—1941

Frequency: 1260 Kc........ Power: 5000 Watts
Owned-Operated By........... Capital Bestg. Co.
Business-Studio Address........ 1627 K St., N.W.
Phone Number................ National 7203
Transmitter................ Silver Spring, Md.
Air Time...................... 24 hrs.
News Service............... AP, UP
Transcription Service........... Capitol, Standard
Representative............... Forjoe
Membership.................... NAB, FMA
President....................... Joseph Katz
V.P., General Manager........ Ben Strouse
Comm. Manager............... Herman Paris
Program Director............ Norman Reed
Publicity Director........... Irving Lichtenstein
Chief Announcer............. Ray Morgan
Musical Director............ Bob Rand
Chief Engineer.............. Ross H. Beville

NOW
5,000 WATTS

More than ever Washington's leading independent station!

WWDC
WASHINGTON, D.C.
1260 on the Dial

Forjoe & Co., National Representatives

WASHINGTON, D. C.—

WHY IS AP
THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

CHESAPEAKE AP RADIO ASSOCIATION

President: Denis Sartain—WWDC, Washington
First Vice-President: Matthew Warren—WEAM, Arlington, Va.
Secretary: Max Fullerton—AP Chief of Bureau, Baltimore
News Committee Chairman: William C. Conhurst—WCAO, Baltimore
Cooperation Committee Chairman: Stewart Phillips—WARK, Hagerstown

WASHINGTON, D. C.
FLORIDA

Estimated Population 2,494,000—Increase +31.4%—Radio Homes 735,000
Radio Families 742,000—Stations in State 70

WSWN
BELLE GLADE—1947
Frequency: 900 Kc. ...... Power: 1000 Watts d.
Owned-Operated By ...... Seminole Bestg. Co.
Business Address ...... P. O. Box 355
Phone Number ...... 2063
Studio Address ...... Scarborough Bldg.
Transmitter Location ...... Chosen
Air Time ...... Daytime
News Service ...... UP
Transcription Service ...... World
President-General Mgr...... Tom Watson, Jr.
Commercial Manager ...... Mrs. Mary Loy
Chief Engineer ...... C. S. Clemans
Farm Editor ...... Tom Lloyd

WDLH
BRADENTON—1946
Frequency: 1490 Kc. ...... Power: 250 Watts
Owned-Operated By ...... Manatee Bestg. Co.
Business Address ...... Memorial Pier
Phone Number ...... 37-561
Studio-Transmitter Location ...... Memorial Pier
Air Time ...... 6:45 a.m.-10:15 p.m.
News Service ...... AP
Transcription Service ...... Associated
Pres.-Gen.-Sta. Mgr...... L. E. Jackson
Sales Promotion Mgr ...... Elizabeth Spowengarter
Program Director ...... Ken Lueck
Chief Annr.-Prod. Dir ...... Al Merae
Publicity Director ...... Suzie Smith
Chief Engineer ...... Ed Hill
Farm Editor ...... Ed Ayers

WCLE
CLEARWATER—1946
Frequency: 860 Kc. ...... Power: 1000 Watts d.
Address ...... Whitcomb Bldg.
Phone Number ...... 3-2373
Transmitter Location ...... Taylor Ave., Largo
Air Time ...... Sunrise to sunset
News Service ...... AP
Transcription Service ...... Associated
Representative ...... Hal Holman
Membership ...... NAB
General Manager ...... Houston Cox, Jr.

WTAN
CLEARWATER—1947—KBS
Frequency: 1340 Kc. ...... Power: 250 Watts
Owned-Operated by ...... Clearwater Radio Broadcasters, Inc.
Business Address ...... P. O. Box 1109
Phone Number ...... 33084
Studio Address ...... Municipal Auditorium at Clearwater Bay
Transmitter Location ...... Clearwater Bay, Pierce St.
Air Time ...... 6:00 a.m.-12:08 a.m.
News Service ...... UP
Transcription Service ...... World
Representative ...... Joseph Hershey McGillvra
Membership ...... NAB
President ...... Otis E. Pruitt
Acting General-Comm. Mgr ...... C. A. McKay
Program Dir.-Prom. Mgr ...... Louis H. Falconner
Acting Chief Engineer ...... Arthur Betts

WTTT
CORAL GABLES—1946
Frequency: 1490 Kc. ...... Power: 250 Watts
Owned-Oper. By ...... Atlantic Shores Bestg.
Business-Studio Address ...... 350 Aragon Ave.
Phone Number ...... 83-4683
Transmitter Location ...... 1505 S.W. 32nd Ave., Miami
Air Time ...... Unlimited
News Service ...... UP
Transcription Service ...... Associated
Representative ...... Joseph Hershey McGillvra
General Manager ...... D. H. Freedman
Commercial Manager ...... Edwin C. Derryberry
Promotion Manager ...... Mitt Mittler
Sales Manager ...... David T. Golden

WVCG
CORAL GABLES—1947—PG
Frequency: 1070 Kc. ...... Power: 1000 Watts d.
Owned-Operated By ...... Peninsular Bestg. Corp.
Business Address ...... P. O. Box 977
Phone Number ...... 48-7411-2
Studio Address ...... 233 Aragon Ave.
Transmitter ...... Bird & Ludlow Rds., Miami
Air Time ...... Sunrise to sunset
News Service ...... AP
Transcription Service ...... Associated
Representative ...... Ashcroft & Banninger
Membership ...... NAB
President-General Mgr ...... George W. Thorpe
Program Director ...... Edward S.aylor
Chief Engineer ...... Lawrence Mennit

WCNU
CRESTVIEW—1949—KBS
Frequency: 1010 Kc. ...... Power: 1000 Watts d.
Owned-Operated By ...... Gulf Shores Bestg. Co.
Business-Studio Address ...... Box 518
Phone Number ...... 3511
Transmitter Location ...... Highway 85, Crestview
FLORIDA

Air Time .................................. 18 hours
News Service ................................. AP
Transcription Service ........................ Lang-Worth
Membership .................................. NAB
President ..................................... Cyril W. Reddick
General Manager ............................. John B. McCrary
Commercial Manager ........................ John French
Promotion Manager .......................... D. G. O'Neal
Program Director ............................ Sam Townsend
Chief Engineer .............................. Franklin Prestwood

WMFJ
DAYTONA BEACH—1935—ABC
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: .......... W. Wright Esch
Business-Studio Address .. 444 N. Beach St.
Phone Number ...................... 649-1-2
Transmitter Location ... 126½ Magnolia Ave.
Air Time .............................. Unlimited
News Service .............................. INS
Transmission Service ............ Lang-Worth
Representative .................... Joseph Hershey McGILLVRA
Membership ............................... NAB
Owner ................................. W. Wright Esch
General Manager ....................... A. B. Esch
Station Manager ....................... Ray Clancy
Commercial Manager ............. John S. Pfits
Chief Engineer ........................ Webster K. Ellenwood

WNDB
DAYTONA BEACH—1948
Frequency: 1150 Kc.  Power: 1,000 Watts d.
Owned-Operated By: .......... News-journal Corp.
Business-Studio Address .. 128 Orange Ave.
Phone Number ...................... 2-0531
Transmitter Location ... Holly Hill
Air Time .............................. Local sunrise-local sunset
News Service .............................. AP
Transmission Service ............ Standard, World
Representative .................... John H. Perry
Gen.-Sta.Mgr. ....................... Jerry Stone
Comm., Prom. Mgr. ............ John Cummins
Program Director ................. W. E. Trimble
Publicity Director ................ Jane Gilmore
Chief Announcer .................. Phil Brook
Musical Director .................. Mirabel Montgomery
Chief Engineer ........................ Fred F. Moore

WROD
DAYTONA BEACH—1947—MBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Daytona Beach Bestg. Corp.
Business Address ................... Box 991
Phone Number ...................... 4625
Studio-Transmitter Address .. Wilder Blvd. & S. Beach St.
Air Time .............................. Unlimited

WDLF
DE LAND—1948
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Delaware Bestg. Co.
Business-Studio Address .. 220 E. Hubbard Ave.
Phone Number ...................... 1490
Air Time .............................. 6:30 a.m.-11:30 p.m.
News Service .............................. AP
Transmission Service ............ Associated
President .............................. Lyle Van Valkenburgh
Prom. Mgr.-Pgm.-Prod. Dir. .. Robert H. Walton
Publicity Director ................. Richard Pearce
Chief Announcer .................. James B. Tillis
Chief Engineer ........................ Lauren Mickle
Farm Editor .............................. William Platt

WFTL
FORT LAUDERDALE—1948
Frequency: 1400 Kc.  Power: 250 Watts
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
Transmission Service .......... World
Representative .................. Sears & Ayer
Membership ............................... NAB
Program-Production Director .. Paul Taylor
Publicity Director ................. Carter Holmes
Chief Engineer ........................ Howard O. Sheets

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 Hurlacher
Chief Announcer ................. Bob Nash
Chief Engineer ........................ James Lacy

377
FLORIDA

WIRA
FORT PIERCE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Indian River Bestig Co.
Business Address: Box 1401
Phone Number: 870
Transmitter-Studio Location: Melody Lane
Air Time: 6:30 a.m.-11:15 p.m.
News Service: AP
Transcription Service: Standard Membership
Pres., Gen. Sta., Mgr.: Douglas Silver
Comm. Mgr.-Pgm. Dir.: Marjorie B. Silver
Sales Prom. Mgr.: J. Kingsley Butts
Musical Director: Roger Wood
Chief Engineer: James Sowinski
Farm Editor: Anne Wilder

WGGG
GAINESVILLE—1943

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.-12:08 a.m.
News Service: AP
Transcription Service: Associated, Capitol Representative: Aschcraft & Banninger
Pres., Gen. Sta., Mgr.: R. M. Chamberlin
Comm-Sales Prom. Mgr.: Leon E. Mims
Pgm. Dir.-Chief Announcer: 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. 456-7,8
Transmitter Location: Newberry Rd.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Lang-Worth, SESAC Representative: Burn-Smith Membership: NAB, BMB, FMA
General Manager: Garland Powell
Commercial Manager: Al Cone
Sales Promotion Manager: Dwight Ranny
Program Director: Sewell Brown
Publicity Director: Ray Dantzler
Chief Announcer: Otis Boggs
Musical Director: Larry Gibson
Chief Engineer: Ovid Gano
Farm Editor: Clyde Beale

WINZ
HOLLYWOOD—1946

Frequency: 940 Kc. Power: 1000 Watts
Address: 304 Lincoln Rd., Miami Beach
Phone Number: Miami 58-7311
Transmitter Location: Opalocka
Air Time: 6:30 a.m.-11 p.m.
News Service: AP
Transcription Service: Lang-Worth Representative: Perry Membership: NAB
Pres., Gen., Sta. Mgr.: Jonas Weiland
Comm., Sales, Prom. Mgr.: Jules Lillienthal
Pgm., Prod. Dir.: Denny Kirwan
Publicity Dir.: Ruth Kalin
Chief Engineer: Ralph G. Tanner

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: Spring Grove Ave. at A. C. & L. RR. Tracks
Air Time: Local sunrise to local sunset
News Service: INS
Transcription Service: MacGregor Membership: NAB
Pres.-Comm. Mgr.: Frank L. Denton
Gen. Mgr.-Pgm. Dir.: Al Keisers
Chief Engineer: James W. Knoche

WJAX
JACKSONVILLE —1925—NBC

Frequency: 930 Kc. Power: 5,000 Watts
Owned-Operated By: City of Jacksonville, Fla.
Business-Studio Address: 1 Broadcast Pk.
Phone Number: 4-1681
Transmitter Location: Hyde Park
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Thesaurus, Associated Representative: John Blair, Harry E. Cummings Membership: BMB
Gen.-Sta. Mgr.-Chief Engr.: John T. Hopkins III
Program Director: Evelyn Boote
Production Manager: J. W. Douglass
Chief Announcer: Staring Coleman
Musical Director: Frank Morris

WJHP
JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: The Metropolis Co.
Business-Studio Address: 500 Laura St.
Phone Number: 4-7711
Transmitter Location: Lane Ave. Annex
Air Time..............................6 a.m.-1 a.m.
News Service..........................UP
Transcription Service...............Lang-Worth
Representative......................John H. Perry
Gen.-Sta. Mgr.........................Reggie Martin
Publicity Director...................Charlie Harris
Chief Engineer.......................Beecher Hagford

**WMBR**

**JACKSONVILLE—1934—CBS**

Frequency: 1460 Kc........Power: 5000 Watts
Owned-Operated By......Florida Bcstg. Co.
Business-Studio Address: 605 Main St. S.
P.O. Box 5187
Phone Number.......................9-4477
Transmitter Location......Lane & Stewart Aves.
Air Time.............................6 a.m.-12:05 a.m.
News Service.........................UP
Transcription Service........World, Associated
Representative.....................Avery-Knodel
Membership.........................NAB, BMB
President-General Manager......Frank King
Comm. Mgr.........................Charles M. Stone
Program Director..............Roger O. Van Duzer
Chief Engineer....................Ernest B. Vordermark

**WOBS**

**JACKSONVILLE—1948**

Frequency: 1360 Kc........Power: 1000 Watts d.
Owned-Operated By...Southern Radio and Equipment Co.
Business-Studio Address......10 East Forsyth St.
Phone Number.....................6-4231
Transmitter Location...........Gilmore Road
Air Time..............................Sunrise to sunset
News Service.........................AP
Station Representative..........Forgie
President............................Jack Sharpe
General Manager..................Jim Macri
Commercial Manager.................R. H. Gunckel, Jr.
Program Director...............Wayne Farrell
Promotion Manager................Fred Murphy
Chief Engineer.....................William Askew

**WPDQ**

**JACKSONVILLE—1942**

ABC-FLA.-AMER. GROUP

Frequency: 600 Kc........Power: 5000 Watts
Owned-Operated By......Jacksonville Bcstg. Corp.
Business Address.........P. O. Box 1468
Phone Number..................4-4421
Studio Address..............Gulf Life Insurance Bldg.
Transmitter Location........Lenox Ave.
Air Time..............................Unlimited
News Service.........................AP
Transcription Service.........Standard
Station Representative.......Katz
Membership.........................BMB
President.........................James R. Stockton
General-Station Manager......Robert R. Fengin
Commercial Manager...........Frank Taylor, Jr.
Sales Prom. Mgr....................Evelyn C. Cooper
Program Director...............James O. Hardin, Jr.
Publicity Dir......................Frieda J. Sanders
Chief Announcer..................Tommy Tucker
Musical Director.................Harold Cohn
Chief Engineer....................James R. Donavan

**WJVB**

**JACKSONVILLE BEACH—1947—FBS**

Frequency: 1010 Kc........Power: 250 Watts d.
Owned-Operated By......Jacksonville Beach Bcstg. Co.
Business-Studio Address......Penman Rd.
Phone Number......................3674
Transmitter Location...........Penman Rd.
Air Time..............................Sunrise to sunset
President............................H. A. Prather
General Manager................Lester M. Combs
Chief Engineer....................Tom Kindell

**WKWF**

**KEY WEST—1945—MBS-KBS**

Frequency: 1600 Kc........Power: 500 Watts
Owned-Operated By......John M. Spottswood
Business Address.........P. O. Box 891
Phone Number......................510
Studio-Transmitter Location...........Stock Island
Air Time..............................7 a.m. to M.
News Service.........................UP
Transcription Service........Thesaurus, Keystone
Membership.........................NAB
Pres.-Gen. Mgr.....................John M. Spottswood

**WDSR**

**LAKE CITY—1946**

Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By...Deep South Radioways
Business-Studio Address......126 No. Marion St.
Phone Number.....................525
Transmitter Location...........One mile south of Lake City on U.S. No. 41
Air Time..............................6 a.m. to 10:05 p.m.
News Service.........................AP
Transcription Service...........Associated
Membership.........................NAB
Program Director...............Owen W. Parnaccott
Chief Engineer.....................Bruce Singleton

**WLAK**

**LAKELAND—1936—NBC**

Frequency: 1430 Kc........Power: 1000 Watts
Owned-Operated By......Lakeland Bcstg. Corp.
Business Address.........P. O. Box 1211
Phone Number......................2127
Studio-Transmitter Location......Shore Acres.
1412 East Lime St.
Air Time..............................5 a.m.-12:05 p.m.
News Service.........................UP
FLORIDA

WNER
LIVE OAK—1949
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Live Oak Bstg. Co.
Business Address: P. O. Box 655
Phone Number: 1450
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Gen. Prom. Mgr.: James W. Hayes
Program Dir.: V. L. Randolph
Chief Engineer: C. S. Parker

WTYS
MARIANNA—1948
Frequency: 1340 Kc. Power: 250 Watts
Business Address: P. O. Box 565
Phone Number: 650
Studio-Transmitter Address: U. S. Hwy., 90, E.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Harry Cummings
President: John H. Phipps
General Manager: L. H. Graves
Station Manager: Glenn Ferril
Commercial Manager: H. C. Harris
Program Director: Leslie Carroll
Production Director: Lee Ferril
Chief Engineer: Cal Howrigan

WMMB
MELBOURNE—1947
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Melbourne Bstg. Corp.
Business-Studio Address: Front St.
Phone Numbers: 575-6
Transmitter Location: Front St.
Air Time: Local sunrise to sunset
News Service: UP
Transcription Service: World
Membership: NAB
President: William Shuks, Jr.
General Manager: Austin V. Cotterton
Commercial Manager: Margaret Boyer
Program Director: Victoria C. Martin
Chief Announcer: James W. Hunt
Chief Engineer: Kenneth R. Waltz
Farm Editor: Norman O. Protsman

WFEC
MIAMI—1949
Business Address: 350 N. E. 71st St.
Phone Number: 89-7534
Air Time: Daytime
News Service: UP

OAKLAND—1949—MB5
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Coastal Bstg. Co.
Business Address: New Fla. Hotel
Phone Number: 5117
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Co. Owners: Robert S. Taylor, Ted Covington,
Duane McConnell
President: Robert S. Taylor
Commercial Mgr.: Tom Barber
Program Dir.: Ted Covington
Chief Engineer: Duane McConnell

WEAT
LAKE WORTH—1948—NBC
Frequency: 1490 Kc. Power: 253 Watts
Owned-Operated By: R. W. Rounsaville
Business-Studio Address: Municipal Casino
Phone Number: W. Palm Beach 7545
Transmitter Location: Nineteenth Ave. No.
Air Time: 6:30 a.m. to 11:30 a.m.
News Service: AP
Transcription Service: Associated
Owner: R. W. Rounsaville
Comptroller: S. A. Wade
Station Manager: Virgil K. Trimm
Commercial Manager: C. J. Bennett
Program Director: George Eubanks
Chief Announcer: Bill Schoocraft
Chief Engineer: Andrew Keicher

WLBE
LEESBURG-EUSTIS—1949
Frequency: 790 Kc. Power: 1,000 Watts
Owned-Operated By: WLBE, Paul Hunter
Business-Studio Address: 1240 Floradel Ave.,
Leesburg
Phone Number: Leesburg 552
Transmitter Location: Silver Lake, Fla.
Air Time: 6:25 a.m.-11 p.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
President: Paul Hunter
General Manager: Eleanor Hunter
Station-Commercial Mgr.: Robert Clinton
Program Director: Pamela Clinton
Chief Annr.: Chief Engineer: Charles Castle
As a year-round test market, it's great! From November through April, it's a super-duper...your audience is literally a cross-section of the nation. We blanket this area like Florida sunshine! For the details...call our Rep.

George P. Hollingbery Co.
**FLORIDA**

Phone Number .................................. 3-5556
Transmitter Location. Sunset Rd. & Snapper Creek, So. Miami
Air Time ........................................ 6 a.m.-4 a.m.
News Service ..................................... INS, AP, UP
Transcription Service ............................ Associated Representative
For Joe
Membership ...................................... NAB, BMB
President ........................................ J. Allen Brown
General Manager ................................. Robert G. Venn
Merchandise Mgr. ................................. Roland Jones
Program Director ................................. Ted Anthony
Music Librarian .................................. Ruth Lee Jones
Chief Engineer .................................... Russell Bennett

---

**WQAM**

MIAMI—1920—ABC-FA

Frequency: 560 Kc. ................................ Power: 5,000 Watts, d.
1,000 Watts, n.
Owned-Operated By ................................ Miami Bestg. Co.
Business-Studio Address ........................ duPont Bldg.
Phone Number .................................... 2-6121
Transmitter Location .............................. 1425 N.E. Bayshore Ct.
Air Time .......................................... 5:55 a.m.-12:05 a.m.
News Service ....................................... AP
Transcription Service .............................. World, Associated Representative
Membership ....................................... John Blair, Cummings
President .......................................... John S. Knight
General-Station Mgr. .............................. Owen F. Uridge
Comm., Sales, Prom. Mgr. ......................... Harry Camp
Pgm., Prod., Pub. Dir. ............................. Marjorie Christopher
Musical Dir. ........................................ Walt Svelha
Chief Engineer .................................... Gene Rider

---

**WWPB**

MIAMI—1947

Frequency: 1450 Kc. .............................. Power: 250 Watts
Owned-Operated By .............................. Paul Brake
Business-Studio Address ........................ 414 S.W. 2nd Ave.
Phone Number .................................... 3-7405
News Service ...................................... AP
Transcription Service .............................. World
Representative ..................................... Donald Cooke
Owner, Gen. Comm. Mgr. ........................ Paul Brake
Program Dir. ....................................... Bill Johns
Prom. Mgr. ......................................... Ed Derryberry
Chief Engineer .................................... Jack Wilson

---

**WKAT**

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc. .............................. Power: 5,000 Watts, d.
1,000 Watts, n.
Owned-Operated By .............................. WKAT, Inc.
Business-Studio Address ........................ 1759 Bay Rd.
Phone Number .................................... 5-5711
Transmitter Location .............................. 1759 Bay Rd.
Air Time .......................................... 6 a.m.-M.
News Service ...................................... UP
Transcription Service .............................. Standard, Cole
Station Representative .......................... Weed
President .......................................... A. Frank Katzenline
General Mgr., Exec. V.P. ........................ John I. Prosser
Chief Announcer ................................. Robert Beutel
Chief Engineer .................................... Arthur P. Smith

---

**WMBM**

MIAMI BEACH—1947

Frequency: 800 Kc. .............................. Power: 1,000 Watts d.
Business-Studio-Transmitter Address ............................. McArthur Causeway Terminal
Phone Number .................................... 5-5856
Air Time .......................................... Daytime
News Service ...................................... UP
Transcription Service .............................. Standard, Capitol Representative
President .......................................... Kenneth S. Keyes, Sr.
Sales Prom., Pub. Dir. ............................ Dick Parker
Pgm., Production Dir. ............................. George Chamberlin
Chief Announcer ................................. Arnold C. Kaufman
Chief Engineer .................................... Jack D. Miller

---

**WTMC**

OCALA—1939—MBS

Frequency: 1290 Kc. .............................. Power: 1,000 Watts
 Owned-Operated By .............................. Ocala Bestg. Co., Inc.
Business-Studio Address ........................ P. O. Box 831
Phone Numbers .................................... 128, 185
Studio Address .................................... 1 Broadcast Pl.
Transmitter Location .............................. RFD Ocala, State Rd. 500
Air Time .......................................... 6 a.m.-M.
News Service ...................................... UP
Transcription Service .............................. Lang-Worth Representative
President .......................................... John H. Perry
Comm., Sales Prom. Mgr. ........................ Carl J. Reinhardt
Chief Engineer .................................... W. P. Callahan
Farm Editor ....................................... James Smith

---

**WDBO**

ORLANDO—1925—CBS

Frequency: 580 Kc. .............................. Power: 5000 Watts
 Owned-Operated By .............................. Orlando Bestg. Co., Inc.
Business-Studio Address ........................ P. O. Box 37077
30 S. Ivanhoe Blvd.
Phone Number .................................... 6181
Transmitter Location .............................. 222 Hazard St.
Air Time .......................................... 4:55 a.m.-1:05 a.m.
News Service ...................................... AP, UP
Transcription Service .............................. World, Thesaurus Associated Representative ........................ John Blair, Harry Cummings
Membership ....................................... NAB, BMB
Pres., Gen. Mgr. .................................. George C. Johnston
V.P., Station Mgr. ................................. Harold P. Danforth

---
WHOO
ORLANDO—1947—ABC-FAG
Frequency: 990 Kc. Power: 10,000 Watts d.
5000 Watts n.
Owned-Oper. By. Orlando Daily Newspapers, Inc.
Address .................................. Fort Gatlin Hotel
Phone Number ........................... 9900
Transmitter Location ...................... Old Fairvilla Rd.
Air Time .................................. 6 a.m.-12:30 a.m.
News Service ............................. AP
Transcription Service .................... Standard
Representative ........................... Ra-Tel
President ................................. Martin Anderson
Sales Prom. Mgr. ........................ Travis Messer
Pgm. Prod. Dir., Chief Anncr., Tom Sawyer
Pub. Dir. ................................ Betty J. Kline
Chief Engineer .......................... Gene Dashiel

WLOF
ORLANDO—1940—MBS
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By. Hazelwood, Inc.
Business-Studio Address .................. Angebilt Hotel
Phone Number ........................... 8163
Transmitter Location ...................... Near Orlo Vista
Air Time .................................. 5:30 a.m.-12:30 a.m.
News Service ............................. AP
Transcription Service .................... Lang-Worth
Representative .......................... Paul H. Raymer
Membership ............................. NAB, BMB
President ................................. William Joe Sears
V.P., Gen. Mgr. .......................... J. Allen Brown
Comm. Mgr. ............................... Don R. Colee
Prom. Mgr., Pub. Dir. ................. Ruth Bartlett
Program Director ........................ R. Donahue
Chief Engineer .......................... Dodd Daniel

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 .................................. 6 a.m.-1:05 a.m.
News Service ............................. AP
Transcription Service ................. Standard
Representative .......................... Weed
Membership ............................. NAB, BMB
President ............................... James Dandale

Gen., Comm. Mgr. ................. Eugene D. Hill
Station Manager ................. W. O. Murrell, Jr.
Sales Prom. Mgr. .................... Sammy Roen
Program Dir. ............................ Tony Chastain
Chief Anncr., Farm Editor .......... Lou Kennedy
Musical Director ....................... Gordon Towne
Chief Engineer .............. John W. Bassett

WWPF
PALATKA—1947
Frequency: 800 Kc. Power: 250 Watts d.
Business-Studio-Translator Address ... 900 Block of River St.
Phone Number ........................... 354
Air Time .................................. Local sunrise-local sunset
News Service ............................. UP
Transcription Service .................... Lang-Worth, SESAC
Partners ................................. L. C. McCall, J. E. Massey
Gen.-Station Manager  ............... L. C. McCall
Commercial Manager ................... Herb Young
Program Dir. ............................. Bruce E. Wilson
Publicity Dir. ............................ Robert F. James
Chief Engineer .......................... L. C. McCall

WWPG
PALM BEACH—1941—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Palm Beach Bcstg. Co.
Business Address ..................... South Ocean Blvd.
Phone Number ........................... West Palm Beach 2-1515
Lake Worth 5345
Transmitter Location ..................... South Ocean Blvd.
Air Time .................................. Unlimited
News Service ............................. INS
Transcription Service ................. Lang-Worth, Thesaurus World
Representative .......................... Perry
President, Gen. Mgr. ................. Charles E. Davis
Station-Comm. Mgr. ............... Donald S. Greenlief
Chief Engineer .......................... Clyde E. Walkden

WDLP
PANAMA CITY—1940
FFN—LIBERTY
Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By. Panama City Bcstg. Co., Inc.
Business-Studio Address .......... West Beach Dr.
Phone Number ........................... 777
Transmitter Location .......... North Springfield
Air Time ................................. 5:30 a.m.-11 p.m.
News Service ............................. UP
Transcription Service ................. World
Representative .......................... Perry Associates
President ............................... John H. Perry
Gen.-Sta.-Comm. Mgr. ............... Byron Hayford
Sales Prom. Mgr. ....................... John Thomas
Chief Engineer .......................... Elmer Scott
**WPWF**

**PANAMA CITY—1949—ABC**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bay City Bstg. Co.
Address: 15th St. McKenzie
Phone Numbers: 2662-2877
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: RCA Victor Thesaurus
Program Dir.: Eleanor Whitelaw
Chief Announcer: Ray Hardin
Musical Dir.: Bill Ward
Chief Engineer: Leon Hance

**WBSR**

**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. l. Smith
Chief Engineer: G. Bert Mead

**WCOA**

**PENSACOLA—1926—NBC**

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: Pensacola Bstg. Co.
Business-Studio Address: San Carlos Hotel
Phone Number: 4111
Transmitter Location: Cary's Lane
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Representative: John H. Perry Associates
President: John H. Perry
Gen.-Station Mgr.: J. Holliday Veal
Commercial Manager: Irving Welch
Sales Promotion Manager: Pauline Heller
Program Director: Russell Hirsch
Publicity Dir.: Ann Martin
Chief Engineer: Harold Heath

**WEAR**

**PENSACOLA—1947—MBS—LBS**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Gulfport Bstg. Co.
Business-Studio Address: Smith Shipyard
Phone Number: 8-4449
Transmitter Location: Smith Shipyard
Air Time: 6 a.m.-10:15 p.m.
News Service: AP
Representative: John E. Pearson

**WPLA**

**PLANT CITY—1949**

Owned-Operated By: W. A. Smith
Business Address: Hopewell Rd.
Phone Number: 526
Air Time: Daytime
News Service: AP
Manager: Leon Lloyd

**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: Shelter Heights
Air Time: 6 a.m.-10 p.m.
News Service: NAB
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

**WFOY**

**ST. AUGUSTINE—1934—CBS**

Frequency: 1240 Kc. Power: 250 Watts
Business-Studio-Transmitter Address: Magnolia Ave.
Phone Number: 1822
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Representative: Avery Knodel
Membership: NAB
President: J. C. Bell
Prog.-Prod.-Musical Director: Mrs. Frankye C. Walker
Publicity Director: Patsy Hernandez
Chief Announcer: Fred Schilling
Chief Engineer: Ernest Raistrick
Farm Editor: Bob Sheppe

**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, RFD No. 2
Box 81, Clearwater
WTS
ST. PETERSBURG—1939—MBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Pinellas Bcstg. Co.
Business-Studio Address: Times Bldg.
Phone Number: 7-8108
Transmitter Location: Gandy Blvd.
Air Time: Unlimited
News Service: UP
Transcription Service: World, Capitol
Representative: John E. Pearson
Membership: NAB
Chief Owner: Nelson Poynter
President: Irwin A. Simpson
V.P., Gen. Mgr.: F. J. Kelly
V.P., Prod. Dir.: Herbert T. Anderson
Comm. Mgr.: L. L. Wildman
Prom. & Prog. Dir.: Jack Faulkner
Chief Announcer: Richard Bingham
Chief Engineer: William D. Mangold

WTRR
SANFORD—1947—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Myron A. Reck
Business Address: Box 1541
Phone Number: 999
Studio-Transmitter: 1110 E. First St.
Air Time: Unlimited
News Service: UP
Gen. Mgr.: Myron A. Reck
Comm. Mgr.: Dick Aiken
Program Dir.: J. Marion Harman, Sr.
Chief Engineer: Emerson Brown

WKXY
SARASOTA—1949
Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By: Sarasota Bcstg. Co.
Business Address: P. O. Box 2431
Phone Number: 2668
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Gen. Mgr., Chief Engr.: A. G. Fernandez
Comm. Mgr.: William P. Cary
Program Dir.: Robert W. Hanesworth

WSRB
SARASOTA—1939—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WSPB, Inc.
Business Address: P. O. Box 1110
Phone Number: 2564-5
Studio-Transmitter Address: City Island
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: John E. Pearson
Membership: BMB
President: Robert C. Jones, Jr.
General-Station Manager: John B. Browning
Commercial Manager: John H. Bennett
Pgm., Prod., Pub. Dir.: David Hale
Chief Announcer: Larry Mansfield
Chief Engineer: James E. Grant

WTAL
TALLAHASSEE—1935—MBS—CBS
Frequency: 1270 Kc. Power: 5000 Watts
Owned-Oper. By: John H. Phipps Radio Stations
Business Address: P. O. Box 989
Phone Number: 2160
Studio Address: Cherokee Hotel
Transmitter Location: Lake Bradford
Air Time: 5:45 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representatives: Blair, Cummings
Membership: NAB, BMB
President: John H. Phipps
General Manager: L. Herschel Graves
Program Director: Joe Hosford
Chief Engineer: W. A. Snowden, Jr.
Farm Editor: Alton Brock

WTNT
TALLAHASSEE—1946—ABC-KBS-FAG
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Tallahassee Appliance Corp.
Business-Studio Address: Floridan Hotel
Phone Number: 2691, 2636
Transmitter Location: East Park Ave.
Air Time: 6 a.m.-6 p.m.
News Service: UP
Transcription Service: World
Representative: Thomas F. Clark
Membership: NAB
President, General Manager: Frank W. Pepper
Comm., Sales Prom. Mgr.: John Bartlett
Sta. Mgr., Pgm. Dir.: Frank W. Harelton
Chief Engineer: Charles Clifton

WALT
TAMPA—1946—SCBS
Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Operated By: Tampa Bcstg. Co.
Business-Studio Address: 401 West Tyler St.
Phone Number: 2-7921
Transmitter Location ..... 411 West Tyler St.
Air Time .................. Daytime
News Service ............. AP
Transcription Service . Lang-Worth, SEAC
Representative ............... John H. Perry
Membership ............... NAB
Pres., Gen.-Sta. Mgr. .... W. Walter Tison
Chief Announcer ........... Gene Garcia
Musical Director ........... Neil Ficken
Chief Engineer ............ J. B. Tison
Farm Editor ............. Sandy Geer

---

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
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
Musical Director ............ Edward C. Walker
Chief Engineer .............. William Pharr Moore
Farm Editor .............. Mark E. Swingley

---

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 .......... Bert A. Arnold
Sales Prom. Mgr., Pub. Dir. .. Tom Matthews
Prog.-Prod. Director ........ Paul M. Jones
Chief Announcer, Farm Editor .. Mardi Liles
Musical Director ............ Frank Grasso
Chief Engineer .............. Joseph Mitchell

---

FLORIDA

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.

ASSOCIATED PRESS BROADCASTERS' ASSOCIATION OF FLORIDA

President: Jerry Stone—WNDB, Daytona Beach
Vice-President: Garland Powell—WRUF, Gainesville
Continuing Study Committee Chairman: Ken Skelton—WDAE, Tampa
FLORIDA—GEORGIA

WHBO
TAMPA—1948
Frequency: 1050 Kc.  Power: 250 Watts d.
Owned-Oper. By:  Harold A. & Harry J. Dunlap
Business Address:  P. O. Box 9145
Phone Number 33-2251
Studio Address:  Sulphur Springs Hotel,
8122 Nebraska Ave.
Transmitter Location:  11001 Florida Ave.
Air Time:  Local sun-rise-sunset
News Service  AP
General Manager:  Harold A. Dunlap
Business Manager:  Harry J. Dunlap
Sales Prom. Manager:  Richard P. Baker
Prog. Musical Dir.:  Betty Strong
Traffic Dir.:  Maurice Scott
Chief Engineer:  William P. Heitzman
Chief Annct., Mus. Dir.:  James W. Anderson
Chief Engineer:  William P. Heitzman

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
Transmission Service  Lang-Worth
Representative:  Robert Meeker
Membership:  NAB
President:  Marshall Heminway
Gen. Sta. Mgr.:  Stephen P. Willis
Chief Engineer:  Otis C. Wright

WIRK
WEST PALM BEACH—1947—MBS
SCBS
Frequency: 1290 Kc.  Power: 1000 Watts
Owned-Operated By:  Ken-Sell, Inc.
Business Address:  Box 2148
Phone Number:  2-1744
Studio Address:  Citizens Bldg.
Transmitter Location:  S. Military Trail
Air Time:  Unlimited
News Service  AP
Transmission Service  Associated
Representative:  Joseph Hershey McGilvra
Membership:  NAB

WSIR
WINTER HAVEN—1947—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By:  Citrus Belt Bcstrs., Inc.
Business-Studio Address:  132 Third St., S.W.
Phone Number:  31-313
Transmitter Location:  Lake Howard Dr.
Air Time:  8 a.m.-M.
News Service  UP
Membership:  BMB
President:  Frederick L. Alman
General Manager:  Larry Rollins
Program Director:  Richard Tynich
Chief Announcer:  Richard Teller
Chief Engineer:  L. Orden "Traig"

GEORGIA

Estimated Population 3,196,000—Increase +2.3%—Radio Homes 859,000
Radio Families 872,000—Stations in State 71

WALB
ALBANY—1940—MBS
Frequency: 1590 Kc.  Power: 1000 Watts
Owned-Operated By:  Herald Publishing Co.
Address:  Leesburg Road
Phone Number:  1590
Air Time:  Unlimited
News Service  AP
Transmission Service  World
Representative:  Burn-Smith
Membership:  NAB
President:  James H. Gray
General-Station:
Commercial Manager:  H. L. Tallman
Chief Announcer:  Bill Bowick
Chief Engineer:  Ernest Ruckle

WGPC
ALBANY—1933—CBS—GSN
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By:  Albany Bcstrg. Co.
Business-Studio Address:  New Albany Hotel
Phone Number:  1371
Transmitter Location:  Gilmanville Road
Air Time:  6:45 a.m.-12:05 a.m.
News Service  UP
Transmission Service  Standard
Representative:  George P. Hollingbery
Membership:  NAB, BMB
President:  J. W. Woodruff
Executive Manager:  J. W. Woodruff, Jr.
Sta.-Comm.-Sales Prom. Mgr.:  L. M. George
Program-Production Director:  Walter H. Flint
Chief Engineer:  Redus A. Carlton
Farm Editor:  Bill Fowler

387
WDEC
AMERICUS—1947—MBS-GALS
Frequency: 1320 Kc. ....... Power: 250 Watts
Owned-Operated By, The Americus Bldg Co.
Business-Studio Address. 109½ Windsor Ave.
Phone Number. 3681-3682
Transmitter Location. McGarrah St.
Air Time. 6:15 a.m.-11:15 p.m.
News Service AP
Transcription Service. Continental
Membership NAB
Sta-Pgm. Dir. Charles C. Smith
Chief Engineer Lloyd E. McKinney

WGAV
ATHENS—1938—CBS-KBS-GALS
Frequency: 1340 Kc. ....... Power: 250 Watts
Owned-Operated By, J. K. Patrick & Company
Business-Studio Address. Bobbin Mill Road
Phone Number. 1741-2
Transmitter Location. Bobbin Mill Road
Air Time 6:50 a.m.-12:05 a.m.
News Service AP
Transcription Service Standard, Keystone
Membership BMB
President J. K. Patrick
Program Dir. Mary L. Betts
Chief Announcer Sol Abrams
Chief Engineer Bill Evans

WRFC
ATHENS—1948
Frequency: 960 Kc. ....... Power: 1000 Watts
Owned-Operated By Radio Athens, Inc.
Business-Studio Address. 279 1/2 N. Lumpkin St.
Phone Number. 466-7
Studio-Transmitter Location. Lake Road
Air Time Sunrise to Sunset
News Service UP
Transcription Service Associated
Membership NAB, BMB
President-General Manager L. H. Christian
Commercial Manager Claude Williams, Jr.
Program-Publicity Director Charles A. McClure
Chief Announcer-Musical Director. Reott Turnipseed
Chief Engineer L. D. Drewry

WAGA
ATLANTA—1937—CBS—GMMT
Frequency: 590 Kc. ....... Power: 5000 Watts
Owned-Oper. By, Fort Industry Co.
Business-Studio Address Western Union Bldg.
Phone Number Main 5800
Transmitter Location. North Druid Hill Rd.
Air Time Unlimited
News Service AP
Representative Katz

WATL
ATLANTA—1931
Frequency: 1380 Kc. ....... Power: 5000 Watts
Owned-Operated By, Atlanta Bldg Co.
Business Address. Henry Grady Bldg.
Phone Number. 4377
Transmitter Location, Loghaven Dr.
Air Time 6 a.m.-11:15 p.m.
News Service UP
Transcription Service Lang-Worth, Standard
Representative Faroje
Membership NAB
President J. W. Woodruff, Sr.
Program Mgr. Maurice C. Coleman
Chief Engineer David Ruark

WBGE
ATLANTA—1947
Frequency: 1340 Kc. ....... Power: 250 Watts
Owned-Operated By, General Bldg Co.
Business-Studio Address. George Terrace Hotel
Phone Number VERNON 1194
Transmitter Location S. Pine St.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
President Mike Benton
General Manager David J. Holt
Sales Manager Samuel Kane
Program Director Marilyn Bradham
Promotion Manager Ralph Black
Chief Engineer David J. Holt
Asst. Chief Engineer Howard Parrish

WCON
ATLANTA—1947—ABC
Frequency: 550 Kc. ....... Power: 5000 Watts
Owned-Oper. By. The Atlanta Constitution
Publ. Co.
Business-Studio Address Constitution Bldg.
Phone Number. LAMAR 4545
Transmitter Location. DeFoors Ferry Road, NE
Air Time 5:30 a.m.-11:15 a.m.
News Service AP, UP
Transcription Service World
Representative Headley-Reed
Membership BMB
President: Clark Howell
General Manager: David Carpenter
Commercial Manager: Crenshaw Bonner
Program Director: Marguerite Uhry
Prod. Dir.: Don Elliot
Chief Engineer: Harvey Aderhold
Farm Editor: Channing Cope

WEAS
ATLANTA-DECATUR—1947
Frequency: 1010 Kc., Power: 10,000 Watts d.
Owned-Oper. By: Eurith Dickinson Rivers, Jr.
Bus.-Studio Address: 217 W. Ponce de Leon Ave.
Phone Number: Dearborn 2521
Transmitter Location: Lawrenceville Hiway
Air Time: 6 a.m.-7:45 p.m.
News Service: AP
Transcription Service: World
Representative: Pearson
Owner-General Mgr.: E. D. Rivers, Jr.
Asst. to Owner: Mrs. E. D. Rivers, Jr.
Program Dir., Prom. Mgr.: Warren Roberts
Production Director: Ned Lukens
Chief Engineer: William Hall Keller
Farm Editor: Jack Nobles

WGST
ATLANTA—1923—MBS
Frequency: 920 Kc., Power: 5000 Watts d.; 1000 n.
Owned-Operated By: Board of Regents, University System of Ga., behalf Ga. Institute of Technology
Business-Studio Address: Forsyth Bldg., Post Office Box 674
Phone Number: Walnut 8441
Transmitter Location: Cheshire Bridge Rd.
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: George P. Hollingbery
Membership: BMB
Chairman Bd. of Regents: F. M. Spratlin
General Manager: John Fulton
Sales Promotion Manager: Paul Sanford
Program Director: Jack Kelly
Production Director: Don Naylor
Publicity Director: Paul Sanford
Chief Engineer: Ben Akerman

THEY LIVE IN 37
BOOMING GEORGIA COUNTIES
(258,580 Radio Families)*

MOST OF THESE LISTEN TO
AND BELIEVE IN WGST
(166,900 or nearly 65%)*

THEY'LL LISTEN TO YOUR STORY.
HIT 'EM WHERE THEY LIVE!
(At one of the lowest
per-listener rates in the South.)

* BMB

REPESENTED BY
HOLLINGBERY

WGST
MBS • ATLANTA
5000 WATTS
1000 W NIGHTS
920 Kc

389
THE FIRST YEAR is the hardest. 1949 was a year of accomplishment and achievement for "The Eyes of the South." A steady and persistent schedule of topflight programs has already established a record set population in the Atlanta area.

1950 will be even more significant. For the policy of market dominance with superior programs will be maintained — and augmented.

If Atlanta is on your television planning board — and it should be — get the facts from your Petry man.

WSB, AM and FM, and WSB-TV are owned and operated by The Atlanta Journal
## WERD
### ATLANTA—1949
- **Frequency:** 880 Kc.  
- **Power:** 1000 Watts  
- **Owned-Operated By:** Radio Atlanta, Inc.  
- **Business-Studio Address:** 274 1/2 Auburn Ave., NE  
- **Phone Number:** 0666-7-8  
- **Transmitter Location:** Fairmount Street, NW  
- **Air Time:** Daytime  
- **Pres., Gen. Mgr.:** J. B. Blayton, Sr.  
- **Station Mgr.:** J. B. Blayton, Jr.  
- **Commercial Manager:** Clayton J. Cosse  
- **Sales Prom. Mgr.:** Roderick B. Harris  
- **Program Dir.:** A. Kenneth Knight  
- **Chief Engineer:** William F. Kennedy

## WQXI
### ATLANTA—1948
- **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:** Daytime  
- **News Service:** UP  
- **Transcription Service:** World, TBS  
- **Membership:** NAB  
- **Pres.: Gen. Mgr.:** R. W. Rounsaville  
- **Commercial Manager:** Sam Davis  
- **Prod. Mgr., Farm Editor:** Ray McCoy  
- **Program Dir.:** Bob Corley  
- **Musical Director:** Rosemary Jones  
- **Chief Engineer:** Harold Price

## WBQQ
### AUGUSTA—1946
- **Frequency:** 1340 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** Savannah Valley Broadcasting Co.  
- **Business-Studio-Transmitter:**  
  - **Location:** 515 Jefferson Davis Avenue  
  - **Phone Number:** 45441  
  - **Air Time:** Unlimited  
  - **News Service:** AP  
  - **Representative:** Walker  
  - **Pres.-Gen., Sta. Mgr.:** George G. Weiss  
  - **Comm. Mgr., Prod. Dir.:** John W. Watkins  
  - **Sales Prom. Mgr.:** Russell Poteet  
  - **Program Director:** George M. Scott  
  - **Publicity Dir.:** Ed Dunbar  
  - **Chief Announcer:**  
  - **Musical Director:** Bob Nelson  
  - **Chief Engineer:** Marvin Tarpley  
  - **Farm Editor:** Jack Lens

## WGAC
### AUGUSTA—1940—ABC
- **Frequency:** 580 Kc.  
- **Power:** 5000 Watts  
- **Address:** 1000 Watts n.  
- **Owned-Oper. By:** The Twin States Bcstg. Co.  
- **Business-Studio Address:** WGAC Bldg.  
- **Phone Number:** 22652  
- **Transmitter Location:** Martines  
- **Air Time:** 5:30 a.m.-M.  
- **News Service:** UP  
- **Transcription Service:** Thesaurus  
- **Representative:** Avery-Knodel  
- **Membership:** NAB  
- **Station Mgr.:** Donald MacDonald  
- **Program Dir.:** Warren Hites  
- **Production Director:** John G. Lyon  
- **Publicity Director:** Douglas Allford  
- **Musical Dir.:** Jack Francis  
- **Chief Engineer:** John Jopling  
- **Farm Editor:** J. W. Chambers

## WJBF
### AUGUSTA—1945—NBC
- **Frequency:** 1230 Kc.  
- **Power:** 250 Watts  
- **Owned-Oper. By:** Georgia-Carolina Bcstg. Co.  
- **Bus.-Studio Address:** 15 Eighth St., Cotton Row  
- **Phone Number:** 42421  
- **Transmitter Location:** Sunset Ave.  
- **Air Time:** 6:00 a.m.-M.  
- **News Service:** UP  
- **Transcription Service:** World  
- **Representative:** Taylor-Boroff  
- **Membership:** NAB  
- **Pres., Gen. Mgr.:** J. B. Fuqua  
- **Station Mgr.:** D. M. Kelly, Jr.
Commercial Manager: Steve Manderson  
Program Dir.: John Vance  
Prod., Musical Dir.: Thomas Hennessy  
Chief Announcer: Hugh Alison  
Chief Engineer: C. M. Callicott

WMGR
BAINBRIDGE—1946—MBS
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By: S. Marvin Griffith
Address: Faceville Hiway  
Phone Number: 776  
General Mgr.: S. Marvin Griffith

WGIG
BRUNSWICK—1949
Frequency: 1440 Kc.  
Power: 1,000 Watts  
Owned-Operated By: Brunswick Bestg. Corp.
Business-Studio Address: 1514 Union St.  
Phone Number: 2714  
Transmitter Location: Blythe Island  
Air Time: 7 a.m.-M.  
News Service: Associated  
Transcription Service: Associated Membership
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

GEORGIA
WHY IS AP THE BEST?
BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

GEORGIA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION
President: Charles W. Pittman—WBML, Macon  
Vice-President: H. Dean Covington—WROM, Rome  
Second Vice-President: E. D. Rivers, Jr.—WEAS, Decatur  
Secretary: W. F. Caldwell—AP Chief of Bureau  
Continuing Study Committee Chairman: W. B. Estes—WGAA, Cedar-town

GEORGIA
392
**WMOG**

**BRUNSWICK—1940—MBS-KBS**

Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Coastal Bestig. Co., Inc.  
Address: St. Simons Island Causeway  
Phone Number: 1500  
Air Time: 7:00 a.m.-M.  
News Service: UP  
Transcription Service: SESAC, Lang-Worth  
Membership: NAB, BMB  
President: Alma W. King  
Gen-Sta.-Comm. Mgr.: Kenneth E. White  
Chief Engineer: Sidney Hargraeves

**WLBB**

**CARROLLTON—1947—GALS**

Frequency: 1100 Kc.  
Power: 250 Watts d.  
Business-Studio Address: Peoples Bank Bldg.  
Phone Number: 980-981  
Transmitter Location: Cedar St.  
Air Time: Daytime  
News Service: UP  
Transcription Service: SESAC, Lang-Worth  
Membership: NAB  
General Mgr.: Thomas K. Vassay  
Commercial Manager: Chassley F. Hooper  
Program Director: James C. Dunaway  
Prom. Mgr.: Dale C. Smith  
Chief Engineer: Chassley F. Hooper

**WBHF**

**CARTERSVILLE—1946—MBS-KBS**

Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: W. R. Frier  
Address: P. O. Box 71, Dallas Road  
Phone Number: 1200  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Lang-Worth  
Gen., Pgm. Dir.: W. Ryan Frier  
Chief Engineer: John H. Doherty

**WGAA**

**CEDARTOWN—1941—ABC-KBS-GALS**

Frequency: 1340 Kc.  
Power: 250 Watts  
Business-Studio Address: West Theatre Bldg.  
Phone Number: Cedartown 777.570  
Transmitter Location: Rome Highway  
Air Time: 6:00 a.m.-M.  
News Service: AP  
Transcription Service: World  
Membership: NAB, BMB  
President: O. C. Lam  
General-Comm. Mgr.: William B. Estes  
Program Director: Rowena W. Murphy  
Prom. Mgr.: Paul Mason

**WDAK**

**COLUMBUS—1943—NBC**

Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Operated By: Radio Columbus, Inc.  
Business-Studio Address: 1320 Broadway  
Phone Number: 5447  
Transmitter Location: Brickyard Road  
Air Time: 5:45 a.m.-1:05 a.m.  
News Service: AP  
Transcription Service: World  
Station Representative: Headley-Reed  
Membership: NAB, BMB  
President-General Manager: Allen M. Woodall  
Station Manager: Miles H. Ferguson  
Comm., Sales Prom. Mgr.: William Massie  
Program-Publicity Dir.: John Nolan  
Prod. Dir., Chief Anncr.: Joe Byars  
Musical Director: Frances Gladdin  
Chief Engineer: Hudie Brown  
Farm Editor: Betty Vann

**WGBA**

**COLUMBUS—1947—ABC-MBC**

Frequency: 1460 Kc.  
Power: 1000 Watts  
Business-Studio Address: 1213½ Broadway  
Phone Number: 3-3603  
Transmitter Location: Morris Rd.  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Lang-Worth  
Representative: Brannham  
Membership: NAB, BMB  
President: A. H. Chapman, Sr.  
Gen., Comm. Mgr.: Walter M. Windsor  
Pub. Service Dir.: James R. Cook  
Continuity Director: Howard Garland  
Chief Engineer: William R. Atkinson

**WRBL**

**COLUMBUS—1928**

**CBS-GA. B. S.-GA. SPORTS**

Frequency: 1420 Kc.  
Power: 5000 Watts  
Owned-Operated By: Columbus Bestig. Co.  
Business-Studio Address: 13th Ave. & 14th St.  
Phone Number: 2-0601  
Transmitter Location: Phenix City, Ala.  
Air Time: 5:30 a.m.-1:05 a.m.  
News Service: INS, UP  
Transcription Service: Standard  
Representative: George P. Hollingbery  
Membership: NAB, BMB  
Partner: J. W. Woodruff  
Sales Mgr.: B. Ed Johnson  
Promotion Mgr.: Walter Mitchell  
Pgm., Prod. Dir.: George Gingell  
News Director: George Theeringer  
Chief Engineer: J. A. Gamble  
Farm Editor: Douglas Gary
WMJM
CORDELE—1940—MBS-KBS
Frequency: 1490 Kc. .......... Power: 250 Watts
Owned-Oper. By: Southeastern Bcstg. System
Business-Studio Address........ 20th Ave. & B St.
Phone Number............. 666
News Service .......... UP
President............. James S. Rivers
General Mgr............. William E. Blizzard, Jr.
Comm. Prom. Mgr............. William Belo
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, Inc.
Business Address........ 114-22 Pace St.
Phone Number............. 2274
Studio-Transmitter Location................ Monticello St
Air Time .......... 6 a.m.-11 p.m.
News Service .......... UP
Transcription Service .......... World
Representative .......... Ga. Assn. Local Stations
President............. Belmont Dennis
General-Station-Commercial
Manager ............. W. Thomas Hay
Program Director .......... W. I. Allgood
Chief Announcer, Musical Dir........ Roy Jones
Chief Engineer .......... Robert L. White, Jr.
Farm Editor............. Leo Mallard

WBLJ
DALTON—1940—MBS-GALS
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By: Dalton Bcstg. Corp.
Business-Studio Address........ 111 South Fentz St.
Phone Number............. 1180-1
Transmitter Location .......... River Bend Rd.
Air Time ............. 6:30 a.m.-11 p.m.
News Service .......... UP
Transcription Service .......... Capitol, SESAC
Membership ............. NAB, MBMB
President .......... H. C. Kenemer
Gen.-Sta.-Comm. Mgr............. J. F. McGinley
Chief Announcer .......... Bill Davis
Musical Director .......... John Ross
Chief Engineer .......... John S. Andrews

WDWD
DAWSON—1948—GA. SPORTS
GALS
Frequency: 980 Kc. .......... Power: 1000 Watts D.
Owned-Operated By: Dawson Bcstg. Co.
Business-Studio Address........ Parrott Road
Phone Number............. 415, 416
Air Time .......... Daytime
News Service .......... UP
Transcription Service .......... Lang-Worth
President .......... Ed Stevens
Gen.-Sta.-Comm. Mgr............. W. C. Woodall, Jr.
Pgm. Dir., Chief Announcer .......... Olin L. Gee
Sales Prom. Mgr............. George Burton, Jr.
Publicity Dir............. Carolyn Wall
Musical Dir............. Howard Ravilious
Chief Engineer .......... Joe Stephens

WGLS
DECATUR—1949—GALS
Frequency: 970 Kc. .......... Power: 1000 Watts d.
Business-Studio Add. .......... 546 N. McDonough St.
Phone Number............. Crescent 6471
Transmitter Location .......... Northern Ave.
Avondale Estates
News Service .......... UP
Transcription Service .......... Standard
President .......... Frank Thomas
General Manager .......... Robert W. Minton
Commercial Mgr............. Robert W. Mock
Program Dir............. Ruth Kent
Chief Announcer .......... Preston Charles
Chief Engineer .......... Bob Minton

WDMG
DOUGLAS—1947
Frequency: 880 Kc. .......... Power 1000 Watts D.
Owned-Operated By: WDMG, Inc.
Business-Studio Address........ 118 S. Madison Ave.
Phone Number............. 564
Air Time .......... Sunrise-sunset
News Service .......... UP
Transcription Service .......... World, SESAC
Representative .......... P. W. Cook
Membership ............. NAB
President .......... Downing Musgove
General Manager .......... B. F. J. Tinn
Program Director .......... Terry Kielly
Chief Announcer .......... Sam Middleton
Chief Engineer .......... Al Woodson

WMLT
DUBLIN—1945—MBS-GALS-KBS
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By: Dublin Bcstg. Co.
Business Address........ Dublin
Phone Number............. 871-2
Studio-Transmitter Location .......... Franklin St.
Air Time ............. 6:30 a.m.-11:05 p.m.
News Service .......... AP
Transcription Service .......... Thesaurus
Representative .......... Continental Radio Sales
Membership ............. BMB
President .......... George T. Morris
General Mgr............. W. Newton Morris
Commercial Mgr............. J. Marion Kendrick
Program Dir............. Roy M. Hubbard
Chief Engineer .......... Charlie R. Lord
WTJH
EAST POINT—1949—KBS
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: Southeastern Bcstg. Sys.
Address: P. O. Box 72
Air Time: Daytime
News Service: INS
Comm. Prom. Mgr.: James Brown
Program Dir.: Jack Barton
Chief Engineer: Bruce Smith

WSGC
ELBERTON—1946—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Address: Elberton
News Service: AP
Representative: Continental Radio Sales
Manager: Melvin C. Gorman

WBHB
FITZGERALD—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Ben Hill Bcstg. Corp.
Address: 600 Roanoke Dr.
Phone Number: 740
Air Time: 6:15 a.m.-11 p.m.
News Service: AP
President: Arthur Carpenter, Jr.
Gen. Mgr.: Chief Engr.: Thomas R. Hanssen
Comm. Mgr.: Charles W. Dowdy
Program Dir.: Mavis Mobley

WDUN
GAINESVILLE—1947—GALS
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 217½ S. Main St.
Phone Number: 2341
Transmitter Location: Tower Heights
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Capitol
Membership: NAB
President: Paul C. Plaginas
General Manager: John W. Jacobs, Jr.
Commercial Manager: Dave Rankin
Program Dir.: Hub Terry
Chief Engineer: Jackson A. Dodd
Farm Editor: Jack Haskins

WGGA
GAINESVILLE—1941—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Blue Ridge Bcstg. Co.

WKEU
GRiffin—1933—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WKEU, Inc.
Address: Marion Hiway
Phone Number: 5507
Air Time: Unlimited
News Service: UP
Representative: Sears-Aye
President, General Mgr.: A. W. Marshall, Jr.

WKLY
Hartwell—1947—GA. SPORTS
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By: Louie L. Morris
Business Address: Box 189, Hartwell
Phone Number: 71
Studio-Transmitter Location: Bowersville Rd.
Air Time: Local sunrise-sunset
News Service: UP
Transcription Service: Capitol
Membership: BMB
President: Louie L. Morris
Gen., Sta. Mgr.: Max G. Pfaender
Comm., Sales Prom. Mgr.: Joe Wilder
Pgm., Prod. Dir.: Carroll Lee
Chief Announcer: Broadus McLane
Chief Engineer: Ernest Church
Farm Editor: Vernon Chafin

WBGR
JESSUP—1949—KBS
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By: Al'tamaha Bcstg. Co.
Address: Jessup
Phone Number: 2444
Air Time: Daytime
News Service: UP
Transcription Service: Standard
Pres., Gen. Mgr.: W. G. Thomas
Comm. Mgr.: Fred Miliken
Pgm. Dir., Prod. Dir.: Fredric Rea
Chief Engineer: D. A. Nichols
**WLAG**

**LA GRANGE—1941—MBS**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: LaGrange Bldg.

Business-Studio Address: 305-307 Brome St.

Phone Number: 3505

Transmitter Location: LaGrange

Air Time: 6 a.m.-12:30 a.m.

News Service: AP

Transcription Service: Standard

Representative: Joseph Hershey McGillivra

Membership: NAB, BMB

President: Roy C. Swank

General Station-Commercial Manager: Edwin Mullinax

Program Director: John Bogess

Production Director: Herbert Wells

Publicity Director: Fazelle Scarborough

Musical Director: William Hyde, Jr.

Chief Engineer: James McKay

Farm Editor: Joe Hawkins

---

**WBML**

**MACON—1940—ABC-GA. SPORTS**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Middle Georgia Bldg.

Business-Studio Address: Pickling & Walker Bldg.

Phone Number: 2728

Transmitter Location: 8th & Cherry St.

Air Time: 6 a.m.-12:30 a.m.

News Service: AP

Transcription Service: World

Representative: Taylor Borrolf

Membership: NAB, BMB, FMA

President: E. D. Black

General Manager: Charles W. Pittman

Commercial Manager: Walter Graham

Sales Prom. Mgr.: Harold Beaty

Prod. Dir.: Jimmy Vinson

Program Director-Musical Director: Mary Hester Richardson

Publicity Director: Lewis Smith

Chief Announcer: Tommy Snellgrove

Chief Engineer: H. S. Goodrich

---

**WIBB**

**MACON—1948—GALS-LIBERTY**

Frequency: 1280 Kc. Power: 1000 Watts

Owned-Oper. By: Peach State Bldg. Co., Inc.

Business-Studio Address: Professional Bldg.

Phone Number: 2716

Transmitter Location: Pio Nono at Milliron's Rds.

Air Time: Local sunrise-sunset

News Service: AP

Transcription Service: Thesaurus

Owners & Managing Dirs.: M. O. Thornburg, Jr., Thomas H. Maxwell

Commercial Manager: George W. Patton

Sales Prom. Mgr.: Don C. Frost

Program Director: M. D. Thornburg, Jr.

Prod. Dir.: Bella Jarrett

Publicity-Musical Dir.: Betty Crowell

Chief Announcer: Boyd Way

Chief Engineer: Tom Maxwell

Farm Editor: Terry Saint

---

**WMAZ**

**MACON—1922—CBS**

Frequency: 940 Kc. Power: 10,000 Watts

Owned-Oper. By: Southeastern Bldg.

Business-Studio Address: Bankers Insurance Bldg.

Phone Number: 3131

Transmitter Location: Forsyth Rd.

Air Time: 5:30 a.m.-12:30 a.m.

News Service: INS

Transcription Service: Long-Worth

Representative: Katz

Membership: NAB, BMB

Pres., Chief Engineer: George P. Rankin

Gen. Sta. Mgr.: Wilton E. Cobb

Sales Prom., Comm. Mgr.: Frank Crowther

Chief Announcer: Lloyd Harris

Farm Editor: D. F. Bruce

---

**WNEX**

**MACON—1945—MBS-GFSN**

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Macon Bldg.

Business-Studio Address: Bibb Bldg.

Phone Number: 8211

Transmitter Location: Rogers Ave.

Air Time: 5:45 a.m.-12:35 a.m.

News Service: AP

Transcription Service: Associated

Representative: Branham

Membership: NAB

President: Ed Lowe

General Station Manager: Alfred Lowe

Comm., Sales Prom. Mgr.: James Weathers

Pgm., Prod. Dir., Chief Ann.: Ed Sharpe

Chief Engineer: W. M. Moore, Jr.

Farm Editor: Rayford Faircloth

---

**WFOM**

**MARIETTA—1946—GALS**

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By: Chattahoochee Bldgs.

Business Address: P. O. Box 131

Phone Number: 1746, 1414

Studio-Transmitter Location: So. Cobb Dr.

Air Time: 8:30 a.m.-11 p.m.

News Service: AP

Partners: Fred B. Wilson, Channing Cope

Gen.-Stat.-Comm. Mgr.: Albert L. Jones

Prod. Pub., Pgm. Dir.: Gloria Rogerson

Chief Annr., Music Dir.: Danny Baer

Chief Engineer: Chuck Strans

Farm Editor: C. Cope

---

**GEORGIA**
WMVG
MILLEDGEVILLE—1946
MBS—GALS—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By:  Jere N. Moore
Business-Studio Address:  Georgia Military College
Phone Number:  250
Transmitter Location:  Fishing Creek So. Wayne St.
Air Time:  6:45 a.m.-11:15 p.m.
News Service:  UP
Transcription Service:  World, Keystone
Representative:  Homer Griffith
Membership:  NAB
Gen.-Sta. Comm. Mgr.:  Michael T. Landy
Prog.-Prod. Dir.:  Josephine Raggsdale
Publicity-Musical Dir.:  Carl Wool
Chief Announcer:  William G. Bloodworth
Chief Engineer:  Robbie O. Hattaway

WMGA
MOULTRIE—1939—GALS—KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By:  John F. Pidcock
Business-Studio Address:  Moultrie
Phone Number:  999
Transmitter Location:  Tifton Hiway
Air Time:  Unlimited
News Service:  UP
Representative:  Thomas F. Clarke
General Manager:  John F. Pidcock
Station Mgr., Program Dir.:  Roy F. Zess
Commercial Manager:  Wandel Murphy
Chief Announcer:  Spence Roulerson
Chief Engineer:  Lamer Beaty

WCOSH
NEWMAN—1947—MBS
Frequency: 1400 Kc.  Power: 250 Watts
Business-Studio Address:  11 Court Sq.
Phone Number:  1400-1
Transmitter Location:  Line St.
Air Time:  Unlimited
News Service:  AP
Transcription Service:  World
Pgm., Prod. Dir.:  Betty Bonner
Publicity, Musical Dir.:  Imogene Jones
Chief Announcer:  Jim Gallooly
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:  6:45 a.m.-10 p.m.
News Service:  AP
Owner, Sta., Comm. Mgr.:  John R. Bartlett
Program Dir.:  Elizabeth Bartlett
Chief Engineer:  Jack V. LoPresti

WLAQ
ROME—1947—KBS
Frequency: 670 Kc.  Power: 1,000 Watts d.
Owned-Operated By:  News Publishing Co.
Business-Studio Address:  209 Broad St.
Phone Number:  7767-8
Transmitter Location:  Old Summerville Rd.
Air Time:  Daytime
News Service:  AP
Transcription Service:  Capitol
Membership:  NAB
President:  B. H. Mooney, Sr.
Gen., Sta., Comm. Mgr.:  Robert C. Leach
Sales Prom. Mgr.:  Martha Daniel
Program Director:  Bill Davies
Production Director:  George W. Rice
Chief Announcer:  Lee Mowery
Farm Editor:  Delmas Franklin
Musical Director:  Mrs. Clyde Baker
Chief Engineer:  Daniel B. Scott

WRGA
ROME—1930—MBS
Frequency: 1470 Kc.  Power: 500 Watts
Owned-Operated By:  Rome Bstg. Corp.
Business-Studio Address:  503 Broad St.
Phone Number:  2-241-2
Transmitter Location:  Off Summerville Rd.
Air Time:  Unlimited
News Service:  UP
Transcription Service:  Langworth
Representative:  Walker
Membership:  NAB
President:  John W. Quarles
General Manager:  Happy Quarles
Station Manager:  Mather Payne
Commercial Manager:  Pinkie Talley
Prom. Mgr.:  Cap Hicks
Pgm., Pub. Dir.:  Jim Roberts
Musical Director:  Kitty Alford
Chief Engineer:  R. A. Starr
Farm Editor:  Al Kirby

WROM
ROME—1946
Frequency: 710 Kc.  Power: 1000 Watts d.
Owned-Oper. By:  Coosa Valley Radio Co.
Business-Studio Address:  121 Broad St.
Phone Number:  9075-6
Transmitter Location:  Cooper Dr.
Air Time:  Sunrise-sunset
News Service:  AP
Representative:  Everett-McKinney
Chief Engineer:  Homer Griffith
Pres., Comm. Mgr.               Dean Covington  
Sta., Sales Prom. Mgr.          Edward N. McKay  
Program Dir., Chief Announcer  Charlie Doss  
Publicity Dir.                  Joyce Bulce  
Musical Director                Bill Morris  
Chief Engineer                  Van Murray  
Farm Editor                     Norman Westbrook  

WCCP
SAVANNAH—1946—MBS
Frequency: 1450 Kc.          Power: 250 Watts  
Owned-Operated By         Dixie Bcstg. Co.  
Business-Studio Address   P. O. Box 943.  
140 Bul St.                2-4182  
Transmitter Location      West Gwinnett St.  
Air Time                   Unlimited  
News Service                UP  
Transcription Service      Standard  
Representative              Walker  
Membership                  NAB  
Owner, Gen. Mgr.           Carter C. Peterson  
Commercial Mgr.            Weldon Herrin  
Sales Promotion Manager    Charles J. Lipton  
Program Director           Charles Beresford  
Publicity Director          Al Jennings  
Chief Engineer              William E. Moats  

WDAR
SAVANNAH—1946—ABC
Frequency: 1400 Kc.          Power: 250 Watts  
Owned-Operated By         WDAR, Inc.  
Business-Studio Address   34 E. Bryan St.  
Phone Number               3-8807-8  
Transmitter Location      E. Perry Lane  
Air Time                   Unlimited  
News Service                AP  
Representative              Adam J. Young, Jr.  
Membership                  NAB, BMB  
President                   A. C. Nell  
General-Station Manager    L. H. Thesmar  
Commercial Manager         Robert Finch  
Sales Promotion Manager    Robert Noble  
Pgm., Pub. Dir., Farm Editor Milton Bellan  
Production Director        Jimmy Woods  
Musical Director            James Deer  
Chief Engineer              Howard Jewett  

WFRP
SAVANNAH—1946—GALS
Frequency: 1230 Kc.          Power: 250 Watts  
Owned-Operated By         Georgia Bcstg. Co.  
Business-Studio Address   219 E. Charlton St.  
Phone Number               39642  
Transmitter Location      E. Perry Lane  
Air Time                   6 a.m.-M.  
News Service                AP  
Representative              Thomas F. Clark  
President                   F. R. Pidcock  
Comm., Sales Prom. Mgr.   John Williams  
Chief Engineer              James M. Wilder  

WSAV
SAVANNAH—1939—NBC-GSN
Frequency: 630 Kc.          Power: 5000 Watts  
Owned-Operated By         WSAV, Inc.  
Phone Number              3-0234  
Transmitter Location     Oatland Island, 4.2 Mi. E. of Savannah  
Air Time                   8 a.m.-12:05 a.m.  
News Service              AP  
Transcription Service     Theaurus  
Representative            George P. Hollingsbery  
Membership                 NAB, BMB  
Pres., Gen.-Sta. Mgr.      Harben Daniel  
Comm. Mgr.                Don Jones  
Sales Mgr.                 George P. Cooper, Jr.  
Program Dir.              Owens Alexander  
Prod., Pub. Dir.           Carson Demmond  
Chief Announcer           Norman Strand  
Musical Director          Melvin Peacock  
Chief Engineer            M. E. Thompson  
Farm Editor               Melvin Peacock  

WTOC
SAVANNAH—1929—CBS
Frequency: 1290 Kc.          Power: 5000 Watts  
Owned-Operated By         Savannah Bcstg. Co.  
Business-Studio Address   516 Abercorn St.  
Phone Number              2-0127  
Transmitter Location       Anderson Rd.  
Air Time                   Unlimited  
News Service                UP  
Transcription Service      Lang-Worth, World  
Representative              Kitz  
Membership                  NAB, BMB  
Pres., General Mgr.        William T. Knight, Jr.  
Comm., Sales Prom. Mgr.    Ben Williams  
Prod., Pgm., Musical Dir.  Dwight J. Bruce  
Publicity Dir.             Ben Quick  
Chief Announcer            Eddie Davis  
Chief Engineer             Reeve Owen  

WWNS
STATESBORO—1946—MBS-GALS
Frequency: 1490 Kc.          Power: 250 Watts  
Owned-Operated By         Alfred Dorman  
Business Address          Box 146  
Phone Number              502  
Studio-Transmitter Location   E. Olliff St.  
Air Time                   7 a.m.-11 p.m.  
News Service              UP  
President                  Alfred Dorman  
Gen. Mgr.                 Paul R. Sauve  
Chief Engineer            Clinton J. Lewis  

WSFT
THOMASTON—1947—MBS-GALS
Frequency: 1220 Kc.          Power: 250 Watts  
Owned-Oper. By            Thomaston Bcstg. Co., Inc.  

GEORGIA

Business-Studio Address........101 N. Church St.
Phone Number..................1300
Transmitter Location.............Hightower Rd.
Air Time......................Daytime
News Service..................AP
President......................R. E. Hightower
General Manager...............S. J. Carswell
Commercial Manager.............C. T. Thames
Program Director..............Bill Heule

WKTG
THOMASVILLE—1947—GALS
Frequency: 730 Kc........Power: 1000 Watts d.
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, Lang-Worth
Representative...............Thomas F. Clark
Membership....................NAB
Program Director..............William B. Hill
Chief Engineer................K. T. Malory

WPAX
THOMASVILLE—1934
Frequency: 1240 Kc........Power: 250 Watts
Owned-Oper. By...............H. Wimpy
Business-Studio Address......117 Remington Ave.
Phone Number..................909
Transmitter Location.........117 Remington Ave.
Air Time......................Unlimited
News Service..................UP
Transcription Service........Thesaurus, Capitol
Membership....................NAB, BMB
Owner, General Mgr...........H. Wimpy
Commercial Manager............Al Feinberg
Program Director..............Bill Ward
Chief Engineer...............James Poole

WTWA
THOMSON—1947—MBS
Frequency: 1240 Kc........Power: 250 Watts
Business-Studio-Transmitter
Address.......................215 Lumpkin St.
Phone Number..................777
Air Time......................Unlimited
News Service..................UP
Transcription Service........World
Representative...............Taylor-Boroff
Membership....................NAB, BMB
President......................Walter Brown
Gen., Sta., Prom. Mgr........Edgar H. Kobak
Comm. Mgr., Chief Annrc., Farm Editor
John Morris
Chief Engineer...............Edward Williams

WWGS
TIFTON—1946—MBS-GALS
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By............Tifton Bstg. Corp.
Business-Studio-Transmitter Address........500 S. Main St.
Phone Number..................921
Air Time......................6:30 a.m.-11 p.m.
News Service..................UP
President......................Walter A. Graham
Gen.-Sales Promotion Mgr......James E. Graham
Sta., Comm. Mgr...............William Shepherd
Pgm. Dir., Chief Annrc........Bert Stevens
Publicity Director............W. W. Shepherd
Musical Dir....................J. E. Graham
Chief Engineer...............Wendell C. Roberts
Farm Editor...................Bob McGregor

WLET
TOCCOA—1941—MBS-KBS-GALS
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By............R. G. Letourneau
Bus.-Studio-Transmitter Address........423 Prather
Bridge Rd.
Phone Number..................544
Air Time......................Unlimited
News Service..................UP
Transcription Service........Keystone
Representative...............Thomas F. Clark
General Manager...............Virgil E. Craig
Commercial Manager............Sam A. Gaines
Sales Prom. Mgr., Pub. Dir.....Charles Gaines
Pgm. Dir., Chief Annrc.........Roy E. Gaines
Chief Engineer...............J. Carl Meeks

WGOV
VALDOSTA—1940—MBS
Frequency: 950 Kc........Power: 5000 Watts d.: 1000 Watts n.
Owned-Operated By............E. D. Rivers
Business-Studio Address........Hotel Daniel Ashley
Phone Number..................1420-1
Air Time......................Kinderiou
News Service..................UP
Transcription Service........World
Representative...............John E. Pearson
Owner.........................E. D. Rivers
General Mgr...................Mrs. E. D. Rivers
Business Manager.............Mary Gorman
Prog.-Prod. Director..........John V. Evans
Chief Annncer...............Robert S. Mansfield
Chief Engineer...............Ralph Dennis

WVOP
VIDALIA—1946—GALS
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By............Vidalia Bstg. Co.
Address.......................Box 391, Vidalia
GEORGIA-IDAHO

Phone Number .................................. 327, 693, 698  
Studio Address .................................. Mt. Vernon Rd., Vidalia: Community Bldg., Lyons  
Transmitter Location ............................. U. S. Route 280  
Air Time ........................................... 6:30 a.m.-11:00 p.m.  
News Service ....................................... UP  
Transcription Service ............................. World  
Membership ......................................... NAB, BMB  
President ............................................ M. F. Brice  
Gen.. Sta. Mgr. ...................................... Howard C. Gilreath  
Commercial Mgr. ................................... Jack Kirkland  
Pgm.. Prod. Dir. ..................................... Mercer King  
Publicity Dir. ....................................... R. E. Ledford  
Chief Announcer .................................... Art Peterson  
Musical Director ................................... Lula Mae Leverett  
Chief Engineer ............................. Loren Dorough

WAYX
WAYCROSS—1936—MBS-KBS-GALS  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Jack Williams  
Business-Studio Address: 1600 Carswell Ave.  
Phone Number .................................... 965  
Transmitter ........................................ Waycross  
Air Time .......................................... 6:30 a.m.-M.  
News Service ...................................... UP  

ESTIMATED POPULATION 592,000—INCREASE +12.8%—Radio Homes 156,000  
Radio Families 159,000—Stations in State 21

KDSH
BOISE—1947—CBS  
Frequency: 900 Kc.  
Power: 5000 Watts  
Owned-Operated By: Boise Valley Bstg., Inc.  
Business-Studio Address: 311 N. 10th St.  
Phone Number .................................... 6820  
Transmitter Location: Meridian, 8 Mi. S.W. of Boise  
Air Time .......................................... 6 a.m.-M.  
News Service ...................................... AP  
Transcription Service .............................. Musac  
Representative ...................................... Free & Peters  
Membership ................................. NAB, BMB  
President ............................................ Saul Haas  
General Manager .............................. Western Whillock  
Musical Director ................................... George Ganz  
Chief Engineer .................. James A. Johnz, Jr.  
Farm Editor, Chief Announcer ........... Bill Graham

KGEM
BOISE—1946  
ABC-ROCKY MOUNTAIN NET-KBS  
Frequency: 1140 Kc.  
Power: 10,000 Watts  
Business-Studio Address: 1107 Main St.  
Phone Number .................................... 533-4

WRLD
WEST POINT—1940—ABC-KBS  
Frequency: 1490 Kc.  
Power: 250 Watts  
Business Address ................................ P. O. Box 312  
Phone Number .................................... 437  
Studio-Transmitter Location: Lanett, Ala.  
Air Time .......................................... 6 a.m.-11:15 p.m.  
News Service ...................................... AP  
Transcription Service ............................. World  
Pres., Gen. Mgr. ................................... J. C. Menderson  
Sta., Comm., Sales Prom. Mgr. .................. Capers Lifsey  
Program Director ................................ Aileen Love  
Chief Engineer .................................... R. R. Magill

KIDO
BOISE—1928  
NBC-UTAH-IDAHO NET  
Frequency: 1380 Kc.  
Power: 2500 Watts d.  
1000 Watts n.  
Owned-Operated By: KIDO, Inc.  
Business-Studio Add.: Chamber of Comm. Bldg.  
Phone Number .................................... 680  
Transmitter Location ............................. W. of City  
Air Time .......................................... Unlimited  
News Service ...................................... AP, UP  
Transcription Service ............................. Standard  
Representative ...................................... John Blair  
Membership ................................. NAB, BMB  
President ............................................ Georgia M. Davidson  
General Mgr. ................................. Walter E. Wagstaff
Commercial Mgr......................... Hugh Shelley
Sales Prom. Mgr......................... Peter Brooks
Program Dir...................... James B. McKibben, Jr.
Chief Announcer.................... Vern Moore
Chief Engineer...................... Harold W. Toedemeier
Farm Editor............................ Rulon Bradley

**KBIO**
**BURLEY—1946**
**ABC-KBS-ROCKY MT. NET**
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By....................... KBIO, Inc.
Business-Studio Address............... Box 461
Phone Number.......................... 10
Transmitter Location.................. 1½ Mi, W. of Burley
Air Time......................... 6 a.m.-11 p.m.
News Service.......................... UP
Transcription Service............... World, MacGregor
Membership........................... NAB
President............................ Joseph E. Williams
General Mgr.......................... Rudy Rankin
Comm. Mgr............................. Donald Pinney
Program Director................... E. B. Spinetti
Chief Engineer....................... Donald Pinney

**KCID**
**CALDWELL—1947**
**ABC-ROCKY MT-KBS**
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address........... Canyon Hill Pk.
Phone Number....................... 1540
Transmitter Location.............. Franklin Lane
Air Time............................. 6 a.m.-M.
News Service........................ UP
Transcription Service............... World
Representative..................... Keating
President............................ J. T. La Fond
Gen., Comm. Mgr...................... H. B. McCosh
Chief Announcer...................... E. B. Spinetti
Chief Engineer....................... Jerry Burgess

**KVNI**
**COEUR D'ALENE—1946**
**MBS-DON LEE**
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address........... Blackwell Island
Phone Number....................... 1250
Transmitter Location.............. Blackwell Island
Air Time............................. Unlimited
News Service........................ AP
Transcription Service............... Lang-Worth
Representative..................... George P. Hollingbery
President............................ Burl C. Hagadone
Musical Dir......................... Burl Bowman
Chief Engineer....................... Howard Olsen

**KID**
**IDAHO FALLS—1927**
**MBS-INTERMOUNTAIN NET**
Frequency: 1350 Kc. Power: 5000 Watts d.
500 Watts n.
Owned-Operated By.................... Idaho Radio Corp.
Business-Studio Address............ Hotel Bonneville
Phone Number....................... 4
Transmitter Location.............. Ammon Rd.
Air Time............................ Unlimited
News Service........................ UP
Transcription Service............... World, MacGregor
Representative...................... Averey-Knodel
Membership.......................... NAB
President............................ Joseph E. Williams
General-Station Manager........... C. N. Layne
Commercial Manager............... Leonard Wasden
Sales Prom. Mgr., Pgm., Prod. Dir........ Eugene A. Ackerley
Chief Announcer, Farm Editor....... Roy Southwick
Chief Engineer....................... Newell Olsen

**KIFI**
**IDAHO FALLS—1947**
**ABC-ROCKY MT-KBS**
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..................... Eastern Idaho Bcstg. & Television Co.
Business-Studio Address........... 339 Broadway
Phone Number....................... 1054
Transmitter Location.............. N. Yellowstone Hwy.
Air Time............................. Unlimited
News Service........................ AP
Representative..................... George P. Hollingbery
Pres., Gen. Mgr...................... J. M. Brady
Program Dir......................... Kenneth Peterson
Commercial Mgr...................... Dan Kelly
Prod. Dir., Chief Announcer....... Sheldon Bren
Publicity Director................. James McKague
Chief Engineer....................... Blair Nelson

**KRLC**
**LEWISTON—1935—MBS-DON LEE**
Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By.................... H. E. Studebaker
Business-Studio Address........... Lewis-Clark Hotel
Phone Number....................... 1950
Transmitter Location.............. Lewiston Orchards
Air Time............................. 6:30 a.m.-11 p.m.
News Service........................ UP
Transcription Service............... Lang-Worth
Representative...................... W. S. Grant
Membership.......................... NAB, BMB
General Manager..................... H. E. Studebaker
Station Manager..................... Donald Thomas
Program Director................... Bill Dodel
Prod. Dir................................ Harry Howard
Chief Engineer....................... Gene Wilson
**KRPL**

MOSCOW—1947

Frequency: 1400 Kc. . . . . . . Power: 250 Watts
Owned-Operated By . . . . . . Interstate Radio, Inc.
Business Address. . . . . . . P. O. Box 396
Phone Number . . . . . . . Moscow 2283
Studio-Transmitter Location . . . . . Route 3
Air Time . . . . . . . Unlimited
News Service . . . . . . . AP
Transcription Service . . . . . World, Cole
Representative . . . . . . . Continental Radio Sales.

Walter Biddick

Membership . . . . . . . NAB, BMB
President . . . . . . . Ted R. Farrer
Comm-Sales Promotion Mgr. . . . Jack H. Goetz
Chief Engineer . . . . . . Herbert D. Young

**KFXD**

NAMPA—1922

MBS-INTERMOUNTAIN NET.

Frequency: 580 Kc. . . . . . . Power: 1000 Watts
Owned-Oper. By . . . . . . Frank E. Hurt & Son
Business Address . . . . . . 1224 12th Ave. S.
P. O. Box 891
Phone Number . . . . . . . 1200
Studio Address . . . . . . . 1224 12th Ave. S., Nampa:
809 Main St., Boise
Transmitter Location . . . . . 3 Mi. S. of Meridian
Air Time . . . . . . . 6 a.m.-11 p.m.
News Service . . . . . . . UP
Transcription Service . Lang-Worth, Thesaurus,
SESAC
Representative . . . . . . . Avery-Knodel
Membership . . . . . . . NAB, BMB
President, General Mgr. . . . Frank E. Hurt
Chief Engineer . . . . . . Edward P. Hurt

**KEIO**

POCATELLO—1946—ABC-KBS-RM

Frequency: 1440 Kc. . . . . . . Power: 1000 Watts
Owned-Oper. By . . . . . . Eastern Idaho Bestg. &
Television Co.
Business-Studio Address . . . . Hotell Bannock
Phone Number . . . . . . . 3400
Transmitter Location . . . . . Pole Line Rd.
Air Time . . . . . . . 6 a.m-M.
News Service . . . . . . . AP
Transcription Service . . . . . World
Representative . . . . . . . George P. Hollingsbery
President . . . . . . . James M. Brady
General Mgr. . . . . . . Charles Crabtree
Commercial Manager . . . . James H. Schoonover
Program Dir., Chief Announcer . Steve Shepard
Prod. Dir. . . . . . . . Anthony Ricca
Musical Dir. . . . . . . Al Witt
Chief Engineer . . . . . . Denzil Musulin

**KEYY**

POCATELLO—1946

MBS-INTERMOUNTAIN NET

Frequency: 1240 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . Radio & Telev. Bestg. Co. of
Idaho
Address . . . . . . . 1140 Yellowstone Ave.
Phone Number . . . . . . . . . . 1240
Transcription Service . . . . . World
Representative . . . . . . . Avery-Knodel
Membership . . . . . . . NAB
President . . . . . . . F. M. Bisline
Gen., Comm. Mgr. . . . . Louis F. Haller
Pgm. Dir., Prom. Mgr. . . . Doris MacBridge
Chief Engineer . . . . . . Julian Dennis

**KSEI**

POCATELLO—1926

NBS-UTAH-IDAHO NET

Frequency: 930 Kc. . . . . . . Power: 5000 Watts
Owned-Operated By . . . . . . Radio Service Corp.
Business-Studio Address . . . . Hotel Whitman
Phone Number . . . . . . . 4000
Transmitter Location . . . . . Pocatello
News Service . . . . . . . UP
Transcription Service . . . . . Standard, Lang-Worth, Cole
Representative . . . . . . . Walker
Membership . . . . . . . NAB, BMB
President . . . . . . . O. P. Soule
Gen., Comm. Mgr. . . . . Henry H. Fletcher
Publicity Dir. . . . . . . Olive M. Leeney
Program Director . . . . . Ruth A. Fletcher
Prod. Dir. . . . . . . . James E. Karrick
Chief Engineer . . . . . . Ellis W. Call

**KPSI**

PRESTON—1948

Frequency: 1340 Kc. . . . . . . Power: 250 Watts
Owned-Oper. By . . . . . . Voice of The Rockies, Inc.
Business-Studio Address . . . . 17 North St.
Phone Number . . . . . . . 600
Transcription Service . Lang-Worth, Associated
President . . . . . . . Leon Smith
Gen., Sta. Mgr. . . . . . . Rulon Dunn
Commercial Mgr. . . . . N. Pratt Smith
Program Dir. . . . . . . Bob Gregg
Chief Engineer . . . . . . Kenneth F. Smith

**KSPT**

SANDPOINT—1949—KBS

Frequency: 1400 Kc. . . . . . . Power: 250 Watts
Business Address . . . . . . Sandpoint
Phone Number . . . . . . . 555
News Service . . . . . . . UP
Transcription Service . . . . . Standard
Partners . . . . . . . Norman E. Bauer, Ione N. Bauer
General Mgr. . . . . . . Norman Bauer
**KLIX**
TWIN FALLS—1946
ABC-GEM STATE-ROCKY MT.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Southern Idaho Bestg. & Television Co.
Business-Studio Transmitter: Elizabeth Blvd.
Phone: 2484
News Service: AP
Transcription Service: Capitol, MacGregor
Representative: George P. Hollingbery
Membership: NAB
V.P., Gen-Station Mgr.: Frank C. McIntyre
Commercial Mgr.: Juneau H. Shinn
Program Dir.: Lloyd James
Asst. Mgr., Farm Editor: Ian Elliott
Production Director: George Platiss
Chief Engineer: Ian Elliott

**KTFI**
TWIN FALLS—1928
NBC-UTAH-IDaho
Owned-Operated By: Radio Bestg. Corp.
Business-Studio Address: 241 Main Ave, W.
Phone: 2400
Transmitter Location: Curry
News Service: UP
Transcription Service: Standard, Lang-Worth
Representative: Weed
Membership: NAB
President: O. P. Soule
Gen-Station-Comm. Manager: F. M. Gardner
Sis. Prom. Mgr., Pgm. Dir.: Lenore Parker
Production Director: Carolyn Morris
Chief Engineer: Marvin Hartley

**KV MV**
TWIN FALLS—1946
MBS-INTERMOUNTAIN
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Radio Sales Corp.
Business Address: P. O. Box 511
Phone Number: 2002
Studio-Transmitter: Blue Lakes Blvd, N
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Gen. Mgr., Chief Engineer: J. H. Sole
Comm. Mgr.: Don C. Robbins

**KWAL**
WALLACE—1939—MBS-KBS
Frequency: 620 Kc. Power: 1000 Watts
**WOKZ**  
**ALTON—1948**  
Frequency: 1280 Kc.  
Power: 250 Watts. d.  
Owned-Operated By: ...  
Business Address: 184 S. River  
Phone Number: 4215  
Air Time: Sunrise to sunset  
News Service: Long-Worth  
Transcription Service: WOKZ, Inc.  
Representative: Sears & Ayer  
President: R. C. Goshorn  
Gen., Comm. Mgr.: R. L. Rose  
Program Dir.: Ray Washabaugh  
Chief Engineer: Thomas Payton, Jr.  

**WMRO**  
**AURORA—1938**  
Frequency: 1280 Kc.  
Power: 250 Watts. d.  
Owned-Operated By: Martin R. O'Brien  
Business-Studio Address: 148 S. River  
Phone Number: 4215  
Air Time: 6 a.m.-11 p.m.  
News Service: WOKZ  
Transcription Service: WOKZ, Inc.  
Representative: Sears & Ayer  
President: R. C. Goshorn  
Gen., Comm. Mgr.: R. L. Rose  
Program Dir.: Ray Washabaugh  
Chief Engineer: Thomas Payton, Jr.  

**WIBV**  
**BELLEVILLE—1947**  
Frequency: 1560 Kc.  
Power: 250 Watts. d.  
Owned-Operated By: ...  
Business-Studio-Transmitter Address: 2100 W. Main  
Phone Number: 5000  
Air Time: 6 a.m.-local sunset  
News Service: AP  
Transcription Service: Thesaurus, World  
Representative: Hal Holman  
Membership: BMB  
Gen. Station Mgr.: Paul A. Wnorowski  
Comm. Mgr.: Marshall True  
Sales Prom. Mgr.: Lloyd C. Smith  
Pro. Dir.-Chief Announcer: Russell W. Wagner  
Production Director: Bobby A. Boaz  
Publicity Director: John W. Lewis  
Chief Engineer: Marvin M. Molling  
Farm Editor: Joseph W. Quinlan  

**WJBC**  
**BLOOMINGTON—1924—ABC**  
Frequency: 1230 Kc.  
Power: 250 Watts.  
Owned-Oper. By: Bloomington Bcstg. Corp.  
Business-Studio Address: 209 East Washington St.  
Phone Number: 5281  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth, SESAC  
Representative: John E. Pearson  
Membership: NAB, BMB  
President: Loring G. Merwin  
Gen. Mgr., Pub. Dir.: Ellis Atteberry  
Commercial Manager: Joseph J. Hannel  
Sales Prom. Mgr.: Nancy Hoose  
Program Director: Fred Muxfeld  
Musical Dir.: Lyle Smith  
Chief Engineer: Fred L. Bailey  

**WKRO**  
**CAIRO—1942—MBS**  
Frequency: 1490 Kc.  
Power: 250 Watts.  
Owned-Operated By: Oscar C. Hirsch  
Business Address: Box 311  
Phone Number: 1490  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Representative: John E. Pearson  
Membership: NAB, BMB  
Owner: Oscar C. Hirsch  
Gen., Station-Comm. Mgr.: Merrill C. Currier  
Program Director: ...  

**WBYS**  
**CANTON—1947**  
Frequency: 1560 Kc.  
Power: 250 Watts. d.  
Business-Studio-Transmitter: E. Linn St.  
Phone Number: 1877  
Air Time: Daytime  
News Service: AP  
Transcription Service: Lang-Worth, World  
Representative: Sears & Ayer  
Membership: NAB  
President: H. R. Winsor  
General Mgr.: Robert L. Odson  
Sta. Mgr., Pgm., Prod. Dir.: ...  
Comm., Sales Prom. Mgr., Pub. Dir.: ...  
Musical Dir.: ...  
Chief Engineer: John Stockberger  
Farm Editor: ...  

---

**ILLINOIS**  
Estimated Population 8,449,000—Increase +7.0%—Radio Homes 2,595,000  
Radio Families—2,634,000—Stations in State 67
WCIL
CARBONDALE—1946
Frequency: 1020 Kc. Power: 1000 Watts d.
Owned-Operated By: Southern Illinois Bstg.
Business-Studio Address: 218 W. Main St.
Phone Number: 167, 765
Transmitter Location: 1 Mi. W. of Carbondale
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Representative: Harlan Oakes
Membership: NAB, BMB
President-Gen., Station Mgr.: Paul F. McRoy
Comm.-Sales Promotion Mgr.: Walter Schaefer
Chief Annuc., Musical Dir.: Jim Bolin
Chief Engineer: Marion Sawyer

WROY
CARMI—1948
Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Operated By: Carmi Bstg. Co.
Business Address: 101 S. Walnut St.
Phone Number: 682
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
President: Roy Clipping
General Mgr.: T. S. Land
Commercial Mgr.: H. M. Reedy
Program Dir.: Ken Boultinghouse
Chief Engineer: Harold Vandament

WCAZ
CARTHAGE—1931
Frequency: 990 Kc. Power: 1000 Watts d.
Business-Studio Address: 502 Wabash Ave.
Phone Number: 520
Air Time: Daytime
Representative: Holman
President: Bob Compton
Manager: John Palmer

WCNT
CENTRALIA—1946
Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Operated By: WCNT, Inc.
Business-Studio-Transmitter: Hway. 51 N.
Phone Number: 234
Air Time: Sun-up-sundown
News Service: UP
Transcription Service: Standard
Representative: Sears & Ayer
Membership: BMB
President: George F. Isaac
Gen.-Station Mgr.: J. J. Flanigan
Program Director: Jay Giles
Publicity Director: Jean Layne
Chief Engineer: Dwight North
Farm Editor: Charles Griffith

WDWS
CHAMPAIGN—1937—CBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The Champaign News-Gazette, Inc.
Business Address: 48 Main St.
Phone Number: 6-1855
Studio-Transmitter: 2.1 mile S. of city
Air Time: 7 a.m.-10:45 p.m.
News Service: UP
Transmission Service: World
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
Transmission Service: Standard
Representative: George P. Hollingbery
Membership: NAB
President: Ward A. Neff
Gen.-Station Mgr.: W. E. Hutchinson
Commercial Manager: Bradley R. Eilman
Program Director: Cynthia A. Coyle
Program Director: Del Hester
Promotion Mgr.: Ben V. Kirk
Chief Engineer: Carl W. Ulrich

WAIT
CHICAGO—1941
Frequency: 820 Kc. Power: 5000 Watts d.
Owned-Operated By: Gene T. Dyer
Bus.-Studio Address: 360 No. Michigan Ave.
Phone Number: Franklin 2-0660
Transmitter Location: Elmhurst
Air Time: Daytime
News Service: UP
Transmission Service: Capital
Representative: Radio Representatives
Executive Dir.: Gene T. Dyer
Gen., Sta., Comm. Mgr.: S. I. M. Aston
Program Director: Rosemary Petru
Musical Director: Joseph Rudolph
Chief Engineer: Edward W. Jacker

WBBM
CHICAGO—1923—CBS
Frequency: 780 Kc. Power: 50,000 Watts
What does a coverage map mean?

**Plenty when you’re selling Chicago and 251 key mid-western counties on WCFL!**

Your sales story on WCFL goes out to Chicago and 251 Key-Counties in 5 rich, middle-western states. This actual audience coverage is based on a 30,000 letter-pattern.

8,289,763 consumers in the primary! 5,421,020 in the secondary!

**A Potential $15,000,000,000 Annual Market**

As the Voice of Labor, WCFL has a special tie with the well-paid craftsman and wage-earners in this prosperous, industrial area.

For full information, contact WCFL or The Bolling Company.

**WCFL**

50,000 watts

1000 on the dial

An ABC Affiliate

666 Lake Shore Drive, Chicago, Ill.

Represented by The Bolling Company, Inc.
Bus-Studio Address... 410 N. Michigan Ave.
Phone Number..................Whitehall 4-6000
Transmitter Location..............Itasca, Ill.
Air Time........................Unlimited
News Service............AP, INS, UP
Transcription Service.........Lang-Worth, World.
Associated Representative................CBS Radio Sales
Membership..........................NAB, BMB
Station Manager...............Frank Falknor
Sales Manager................Robert Livingston
Program Director............Al Morey
Promotion Mgr..................Ralph Brent
Chief Engineer..................George Sherman

I L L I N O I S

W C B D
CHICAGO—1947
Frequency: 820 Kc. .......Power: 5000 Watts
Owned-Oper. By........Christian Catholic Church
Business Address........Administration Bldg., Zion
Phone Number..................521
Studio Address...........c-o Station WAIT
Transmitter Location......Elmhurst
Air Time....................Share Time with WAIT
Chief Exec..................Michael J. Mintern

W C F L
CHICAGO—1926—ABC
Frequency: 1000 Kc. .......Power: 50,000 Watts
Owned-Operated By........Chicago Federation of Labor
Business-Studio Address...686 Lake Shore Dr.
Phone Number..................626
Transmitter Location.......Downers Grove
Air Time........................Unlimited
News Service............UP
Transcription Service......Standard
Representative.............William A. Lee
President.....................Bolling
General Manager...........Maurice Lynch
Commercial Manager........George Isaac
Program Director..........Robert A. Platt
Publicity Director..........Frank McEi vern
Musical Director.........Jack Kelly
Chief Engineer...............Charles Willett

W C R W
CHICAGO—1926
Frequency: 1240 Kc. .......Power: 100 Watts, d.
Owned-Operated By........Clinton R. White
Business-Studio-Transmitter Address
2756 Pine Grove Ave.
Phone Number..................Eastgate 7-6860
Air Time.......................Daytime
Pres.-Owner-Chief Engr........Clinton R. White
General Manager...........J. A. White

W E D C
CHICAGO—1926
Frequency: 1240 Kc. .......Power: 250 Watts
Owned-Operated By........Emil Denemark, Inc.
Bus-Studio-Transmitter Address........3860 W. Ogden Ave.
Phone Number..................7-4100
Air Time........................Unlimited
News Service............UP
President.....................Emil Denemark
Gen-Station-Comm. Mgr........Frank J. Kotnour
Sales Prom. Mgr., Pub. Dir........Bill Mack
Musical Director...........William P. Brady
Chief Engineer...............Dan Ely

W E N R
CHICAGO—1924—ABC
Frequency: 890 Kc. .......Power: 50,000 Watts
Owned-Operated By........American Bcstg. Co.
Business-Studio Address...20 N. Wacker Dr.
Phone Number..................Andover 3-7800
Transmitter Location......Tinley Park
Air Time........................Unlimited
News Service............AP, INS, UP
Transcription Service......Standard
Representative...............ABC Spot Sales
Membership..........................NAB, BMB
President (ABC)............Mark Woods
Vice Pres. Con. Div. ABC....John H. Norton, Jr.
General Mgr................James L. Stirton
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 Maupin
Chief Engineer...............Ed Horsiman

W G E S
CHICAGO—1924
Frequency: 1390 Kc. .......Power: 5000 Watts
Owned-Operated By........Radio Station WGES
Business-Studio Address...2708 Wash. Blvd.
Phone Number..................Sacramento 2-1700
Transmitter Location......8601 South Kedzie
Air Time.......................6 a.m.-1:30 a.m.
News Service............UP
Transcription Service......Associated
General Mgr................John A. Dyer
Commercial Mgr.............Elizabeth M. Hinzman
Sales Promotion Manager.....K. P. Freda
Program Director...........Herbert Rudolph
YES! everyone knows the answer to that question. And the answer, year after year, has been the same—WGN*

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact is made possible thru the power, prestige, and programs that are synonymous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we’ve got even more—sales success stories and listener response that prove WGN’s effectiveness on that great intangible . . . the listening audience.


Make your next buy, your best buy—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
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
Membership: WMB, FMA
President: Col. Robert R. McCormick
Station Manager: Frank P. Schreiber
Commercial Manager: William A. McGuineas
Sales Promotion Manager: Don Getz
Program Director: Bruce Dennis
Publicity Director: James Hanlon
Supervisor of Announcers: Raymond Taylor
Musical Director: Henry Weber
Chief Engineer: Carl J. Meyers
Farm Editor: Hal Totten
Owned-Oper. By: Johnson Kennedy Radio Corp.
Bus-Studio Address: 400 N. Michigan Ave.
Phone Number: WHitehall 4-2170
Transmitter Location: Gary, Ind.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard
Representative: Katz
Membership: NAB, WMB, FMA
President: John S. Knight
General-Station Mgr.: Ralph L. Atlass
Commercial Manager: John T. Carey
Sales Prom. Mgr., Pub. Dir.: Connie Kimble
Program Director: L. Leslie Atlass, Jr.
Chief Engineer: Kenneth C. Shirk

WIND
CHICAGO—1927
MIDWEST BASEBALL
Frequency: 560 Kc.  Power: 5000 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
Representative: Avery-Knodel

WJJD
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
Representative: Avery-Knodel
Public Service Institutions KNOW the Draw-Power of these Radio Stars

Constantly requested for community events, fairs, charity programs — all the places where entertainment experts have their choice of the finest talent — these and two dozen more WLS radio stars are in demand all over the city of Chicago and the broad Midwest around it. This demand shows the way audiences feel about them — and that's why advertisers, too, find these WLS folks and our production staff can create anything from a simple one-man show to a giant network production.

Yes, they're public servants, popular personalities . . .

Radio Stars and PRODUCT SALESMEN on A Clear Channel Station WLS CHICAGO 7

090 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.
WLS
CHICAGO—1924—ABC
Frequency: 890 Kc. Power: 50,000 Watts
Owned-Operated By: Agricultural Bcstg. Co.
Business Address: 1230 Washington Blvd.
Phone Number........... MO 6-9700
Studio Add. .8th St. Theatre; Exchange Blvd.
Transmitter Location . Tinley Park
Air Time .............. Unlimited
News Service . AP, Transradio, UP
Transcription Service . Standard
Representative . John Blair
Membership ... NAB, BMB
President ........ James E. Edwards
Gen. Sta. Mgr. ........ Glenn Synder
Commercial Manager .... Charles M. Freeman
Sales Prom. Mgr. ........ John C. Drake
Program Director ...... Harold Safford
Publicity Director .... J. Drake
Musical Director .... Osgood Wesley
Chief Engineer ........ Thomas Rowe
Farm Editor .......... Arthur Page

WMAQ
CHICAGO—1922—NBC
Frequency: 670 Kc. Power: 50,000 Watts
Owned-Operated By: National Bcstg. Co., Inc.
Business-Studio Address . Merchandise Mart
Phone Number........ SUperior 7-8300
Transmitter Location .... Elmhurst
Air Time .............. Unlimited
News Service . AP, INS, UP
Transcription Service . Thesaurus
Representative ...... NBC
Membership .......... NAB, BMB
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. Lutteens
Farm Director ........ Everett Mitchell

WSBC
CHICAGO—1925
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WSBC
Business-Studio Address . 2400 W. Madison St.
Phone Number ........... MCnroe 6-9060
Transmitter Location. 2400 W. Madison St.
Air Time .............. Unlimited
News Service . Associated, SESAC
Transcription Service . Standard
Representative .......... Forjoe
Gen. Mgr., Pgm. Dir. .... Robert O. Miller
Commercial Manager ...... Julius Miller
Musical Director ......... Richard Feinberg

WHFC
CICERO—1925
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHFC, Inc.
Business Address .... 6138 W. Cermak Rd.
Phone Number........ Olympic 4305
Air Time .............. 7 a.m.-M.
Representative .......... Holman
Membership .......... NAB
General Mgr. .......... Richard W. Hoffman

WHOW
CLINTON—1947
Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Operated By: Cornbelt Bcstg. Co.
Business Address .... 401 S. Side Sq.
Phone Number ........ 305
Transmitter Location . Rt. 51, 4 Mi. S. City
Air Time .............. Daytime
News Service ........... UP
Transcription Service . Standard
Representative .......... Holman
Membership .......... NAB, BMB
President ............ Keith Rhea
Gen. Sta. Mgr. ........ Frank Jennings
Comm. Mgr. .......... James Williams
Program Dir. .......... Jack Carson
Chief Engineer ......... William Wilson

WDAN
DANVILLE—1938—CBS
Frequency: 1490 Kc. Power: 250 Watts
Address ............... 1500 N. Washington Ave.
Phone Number ........ 1700-1
Air Time .............. Unlimited
News Service ........... UP
Transcription Service . World
Representative .......... Everett-McKinne
Membership .......... NAB, BMB
General Manager ....... E. C. Hewes
Sta.-Comm.-Sales Mgr. . Robert J. Burow
Program Director ........ H-nore E. Ronan
Chief Announcer ......... Max Shaffer
Chief Engineer .......... T. G. Magin

WDZ
DECATUR—1921
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: WDZ Bcstg. Co.
**WSOY**

**DECATUR—1925—CBS**


**WLKB**

**DE KALB—1947**


**WTV**

**EAST ST. LOUIS—1935**


**WCRA**

**EFFINGHAM—1947**


**WRMN**

**ELGIN—1949**


**WNMP**

**EVANSTON—1947**


---

ILLINOIS

WFRL
FREEPORT—1947
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Freeport Bstg. Co., Inc.
Business-Studio Address: 9 N. Chicago Ave.
Phone Number: State 436-7
Transmitter Location: 1 1/4 Mi. NE of Freeport
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Sears & Ayer
Membership: BMB
Pres., Gen. Mgr., Chief Engr.: Vincent S. Barker
Comm.-Sales Prom. Mgr.: Dave Taylor
Prog. Dir., Chief Announcer: Arthur Hanstrom
Musical Director: Gladys Barker

WGIL
GALESBURG—1938
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Galesburg Bstg. Co., Inc.
Address: 312 Hill Arcade
Phone Number: 4826
Air Time: 6 a.m.-10 p.m.
News Service: UP

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 . . . TRUTH-
FULLY . . . FULLY . . . ACCURATELY.

WEBQ
HARRISBURG—1923—KBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio-Transmitter: 100 E. Poplar St.
Phone Number: 28
Air Time: 6 a.m.-11 p.m.
News Service: UP
Membership: NAB, BMB
President: J. M. Pruett
Gen.-Station-Comm. Mgr.: Inglis M. Taylor
Sales Prom. Mgr., Farm Editor: Ken Hamilton
Program Dir.: Norman Alexander
Production Dir.: Naomi Rice
Publicity Dir.: Elton Rust
Chief Engineer: Elmer L. Gladson

I L L I N O I S

I L L I N O I S ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS
Chairman: Laverne W. Waltman—WLPO, LaSalle
Vice-Chairman: Robert LaMere—WLBH, Mattoon

I L L I N O I S

413
WJPF
HERRIN—1940—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By………………Orville W. Lyerla
Business-Studio Address……P. O. Box 179
Phone Number………………382-3
Transmitter Location……2.2 Mi. N. of Herrin
Air Time………………5:30 a.m.-10:30 p.m.
News Service………………AP
Transcription Service World. Standard
Representative………………Hal Holman
Membership………………NAB
President………………Leslie C. Small
Station Manager………………Bruce Brown
Commercial Manager……Robert Hawkins
Program Director………………Orren Allain
Production Dir………………Ed Nix
Chief Engineer………………Robert Harrell

WLDJ
JACKSONVILLE—1941
Frequency: 1180 Kc. Power: 1000 Watts d.
Owned-Operated By………………Milton Edge & E. J. Korsmeyer
Business-Studio……Fox Illinois Theatre Bldg.
Phone Number………………1180
Transmitter Location……1.7 Mi. E. of Jacksonville on Old State Rd.
Air Time………………Sunrise-sunset
News Service………………UP
Transcription Service Standard
Representative………………Hal Holman
Membership………………NAB, BMB
Owner………………Orville W. Lyerla
Gen. Station Comm.………………Charles R. Cook
Sales Manager………………Fred Simmons
Musical Director………………Frank E. Elders
Chief Engineer………………Rayburn Yandell

WJOL
JOLIET—1926
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By………………Joliet Bstg. Co.
Business-Studio-Transmitter……601 Walnut St.
Phone Number………………4761-2
Air Time………………7 a.m.-11 p.m.
News Service………………UP
Transcription Service World Representative
Joseph Herhey McGillvra
President………………Calvin Wilson
Gen.-Sta.-Comm. Mgr………………Joseph J. Garvey
Program Director………………Eileen Caron
Publicity Dir………………William Charnley
Chief Announcer………………Scott Dilworth
Musical Director………………Gregg Phillips
Chief Engineer………………E. H. Garlich

WKAN
KANKAKEE—1947
Frequency: 1320 Kc. Power: 1000 Watts d.
Business-Studio Address……183 N. Schuyler Ave.
Phone Number………………3-6633
Transmitter Location……R. R. 1
Air Time………………Local sunrise-local sunset
News Service………………AP
Transcription Service World. Standard
Representative………………Hal Holman
Membership………………NAB
President………………Leslie C. Small
Station Manager………………Bruce Brown
Commercial Manager……Robert Hawkins
Program Director………………Orren Allain
Production Dir………………Ed Nix
Chief Engineer………………Robert Harrell

WLPO
LA SALLE—1947
Owned-Oper. By……La Salle County Bstg. Co.
Business Address……P. O. Box 399
Phone Number………………3100
Studio Address……Medical Arts Bldg.
Transmitter Location……Near Oglesby
Air Time………………Sunrise-sunset
News Service………………AP
Transcription Service World. Lang-Worth
Membership………………NAB, BMB
President………………Mrs. E. M. Miller
General-Commercial Mgr………………William Holm
Program Director………………Joseph Terrando
News Director………………Laverno Wallman
Musical Director………………Harrison Leurig
Chief Engineer………………Lawrence McCann

WPRG
LINCOLN—1949
Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Operated By……Prairie Radio Corp.
Business Address……P. O. Box 406
Phone Number………………209
Air Time………………Daytime
News Service………………AP
Pres. Chief Engr………………Ray F. Kanoche
Acting Comm. Mgr………………John H. Deal
Pgm. Dir., Prom. Mgr………………Allyne V. Nugent

WKAI
MACOMB—1947—KBS
Frequency: 1510 Kc. Power: 250 Watts d.
Business-Studio Address……113 E. Carroll St.
Phone Number………………1350
Transmitter……Hwys. 67, E. of City Limits
Air Time………………Sunrise-sunset
News Service……UP
Transcription Service Thesaurus, SESAC, KBS
Membership………………NAB
President………………James C. Bailey
Gen. Sta. Mgrs……J. C. Bailey, L. B. Landis
Prog.-Prod. Dir., Chief Announcer……Gene Spry
Chief Engineer………………Maurice Riggins
**W G G H**

**MARION—1949**

Frequency: 1150 Kc. . Power: 500 Watts d.

Owned-Operated By: Marion Bcstg. Co.

Business Address: R. R. No. 4

Phone Number: 824

Air Time: Daytime

News Service: AP

Transcription Service: Associated

Partner, Gen. Mgr.: Hartley Grisham

Partner, Chief Engr.: George W. Dodds

Program Dir.: John O. Weaver

---

**W L B H**

**MATTOON—1946**


Owned-Operated By: Mattoon Bcstg. Co.

Bus-Studio Address: 17th & Broadway Ave.

Phone Number: 3800

Transmitter Location: 3/4 Mi. N. of Mattoon

on Hwy. 45

Air Time: Local sunrise-local sunset

News Service: AP

Transcription Service: Capitol Representative

Holman

Membership: NAB, BMB

President, Gen-Station Mgr.: J. R. Livesay

Commercial Manager: Rolland O. Looper

Sales Promotion Manager: Dwain Bower

Program Director: Robert F. LaMere

Chief Announcer: Charles R. Guess

Musical Director: Ken Jakle

Chief Engineer: Ray Livesay

Farm Editor: Alvin Pigg

---

**W Q U A**

**MOLINE—1946—MBS**

Frequency: 1230 Kc. . Power: 250 Watts

Owned-Operated By: Moline Bcstg. Corp.

Business-Studio Address: 1319 5th Ave.

Phone Number: 7000

Transmitter Location: 7th St. Ext.

Air Time: Unlimited

News Service: AP

Transcription Service: World Representative

Rambeau

Membership: NAB, BMB


Exec. V.P., Comm. Mgr.: G. LaVerne Flambo

Program Dir.: Jack Davis

Chief Engineer: Larry Lynch

---

**W V M C**

**MOUNT CARMEL—1948**

Frequency: 1360 Kc. . Power: 500 Watts d.

Owned-Operated By: Mt. Carmel Bcstg. Co.

Address: 114 1/2 W. 4th St.

Phone Number: 937

Air Time: Daytime

News Service: UP

Transcription Service: Capitol

Owner, President: Charles Vandever


Chief Engineer: Raymond E. Luth

---

**W M I X**

**MT. VERNON—1946**

Frequency: 940 Kc. . Power: 1000 Watts d.


Address: 2 Radio Center Bldg.

Phone Number: 3500

Air Time: Local sunrise-local sunset

News Service: AP

Transcription Service: Lang-Worth Representative

John E. Pearson

Membership: NAB

President: John Russell Mitchell

Station Manager: Richard C. Barnes

Program Director: Jack Gordon

Publicity Director: William C. Bailey

Musical Director: Gladys Bean

Chief Engineer: Adron Miller

---

**W V L N**

**OLNEY—1947**


Owned-Operated By: Olney Bcstg. Co.

Business-Studio Address: 302½ E. Main St.

Phone Number: 935

Transmitter Location: 1 Mi. S. of Olney

Air Time: Daytime

News Service: AP

Transcription Service: Standard Representative

Hal Holman

Pres., Gen. Mgr.: Marshall H. Poole

Sta. Mgr.: Edward Raasch

Program Director: James Butler

Chief Engineer: James H. Weber

---

**W S I V**

**PEKIN—1945—MBN-IFB**

Frequency: 1140 Kc. . Power: 1000 Watts d.

Owned-Operated By: Pekin Bcstg. Co., Inc.

Business-Studio Address: 15 S. Capitol St.

Phone Number: 1747

Transmitter: Midway bet. Pekin & Peoria

Air Time: 6:30 a.m.-local sunset

News Service: AP

Transcription Service: Lang-Worth Representative

Hal Holman

Membership: NAB, BMB

Pres., Gen-Sta. Mgr.: W. Kenneth Patterson

Commercial Manager: J. Ed Henry

Sales Prom. Mgr., Pub. Dir.: George Udery

Program Director: Robert R. Snow

Production Dir.: Myles Foland

Musical Dir., Chief Announcer: Charles Timm

Chief Engineer: Emil Prandoni
WEEK
PEORI A—1947—NBC
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: West Central Bcstg. Co.
Business-Studio Address: Commercial National Bank Bldg.
Phone Number 3-3688
Transmitter Location: Bartonville
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NAB, BMB
President: Sen. Robert S. Kerr
Station Manager: Fred C. Muelle
Comm. Mgr., Pgm. Dir.: George Cremeens
Production Directors: Robert Murray, Leonard Elliott
Chief Engineer: Wayne Lovely

WIRL
PEORI A—1948—ABC
Frequency: 1290 Kc. Power: 5000 Watts
Business-Studio Address: 115 N. Jefferson Ave.
Phone Number: 4-9239
Transmitter Location: Tazewell County
Air Time: Unlimited
News Service: UP
Representative: Avery-Kindel
Membership: BMB
President: Timothy W. Swahn
Gen. Sta., Comm. Mgr.: Tom Gavin
Chief Engineer: Rudolph Luukinen
Pgm. Prod. Dir.: Harlan E. Ralston
Publicity Dir.: Jack Lawrence
Farm Editor: Dick Herm

WMBD
PEORI A—1927—CBS
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Peoria Bcstg. Co.
Bus.-Studio Address: 212 South Jefferson
Phone Number: 6-0711
Transmitter Location: 1 Mi. S. of Groveland
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: NAB, BMB
President: Edgar L. Bill
Executive Vice-President: Charles C. Caley
Commercial Mgr.: Don D. Kynaston
Sales Mgr., Pub. Dir.: Florence Luedeke
Program Director: Charles B. Bernhart
Production Dir.: Marvin H. Hult
Music Director: Harold Osborne
Director of Engineering: A. James Ebel
Farm Director: Emil Bill

WMMJ
PEORI A—1946—MBS
Frequency: 1020 Kc. Power: 1000 Watts
Owned-Oper. By: Central Illinois Radio Corp.
Business-Studio Address: Hotel Jefferson
Phone Number: 9106
Transmitter Location: Creve Coeur
Air Time: 6 a.m.-M.
News Service: INS
Transcription Service: SESAC
Representative: John E. Pearson
Pres. Gen. Mgr.: W. J. Kutsch

WWXL
PEORI A—1946
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Oper. By: Central Illinois Radio Corp.
Business-Studio Address: Hotel Jefferson
Phone Number: 9106
Transmitter Location: Creve Coeur
Air Time: 6 a.m.-M.
News Service: INS
Transcription Service: SESAC
Representative: Burn-Smith
President: Joseph Giddan
Gen. Sta., Mgr.: Michael Henry
Comm. Sales Prom. Mgr.: Dodd Boyer
Program Dir.: Patricia Zimmerle
Production Dir.: Paul M. Enright
Publicity Dir.: Charlotte Sutton
Chief Announcer: Lee Rothman
Musical Director: Marjorie Grant
Chief Engineer: Carl Horine
Farm Editor: Burt Sherwood

WGEM
QUINCY—1948—ABC
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By: Quincy Bcstg. Co.
Business-Studio Address: Hotel Quincy
Phone Number: 6840
Transmitter Location: Ellington Township
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
President: T. C. Oakley
General Mgr.: Joseph S. Bonamsinga
Program Dir.: Paul McClelland
Musical Director: Mary Harvey
Chief Engineer: John Haele

WTAD
QUINCY—1926—CBS
Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Lee Bcstg. Inc.
Business-Studio Address: W.C.U., Bldg.
Phone Number: 6200
Transmitter Location: Melrose Township
Air Time: 5:45 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Associated
ILLINOIS

Representative...................... Weed & Co.
Membership.......................... NAB, BMB, FMA
President.................... Lee P. Loomis
General Manager........ Walter Rothschild
Nat. Sales Mgr. (Lee Stats.).... Walter Rothschild
Local Sales Mgr.................. W. T. Burghart
Sales Prom. Mgr.................. John Phillips
Program Dir.................. Merritt Milligan
Traffic Dir.......................... Zoula Gatewood
News Editor.................. Don Nicholson
Musical Dir.......................... Jean Fessler
Chief Engineer.................. Urlin Whitman
Farm Editor.......................... Dick Faler
Consulting Engineer............. E. C. Page

WHBF
ROCK ISLAND—1925—ABC
Frequency: 1270 Kc ................ Power: 5000 Watts
Owned-Operated By.............. Rock Island Bcstg. Co.
Business-Studio Address........ 1800 3rd Ave.
Phone Number....................... 6-5441
Transmitter.......................... 52nd St., 23rd Ave., Moline
Air Time............................. Unlimited
News Service.......................... UP
Transcription Service.............. Associated
Representative.................. Avery-Knodel
Membership.......................... NAB, BMB
President.............................. Ben H. Potter
General-Station Mgr............. Leslie C. Johnson
Commercial Manager............ Maurice Corken
Program Director............... Forest W. Cooke
Publicity Director............... Fern R. Hawks
Chief Announcer................ Charles F. Harrison, Jr.
Chief Engineer.................... Robert J. Sinnett

WROK
ROCKFORD—1928—ABC
Frequency: 1440 Kc ................ Power: 1000 Watts d.
500 Watts n.
Owned-Operated By.............. Rockford Bcstrs., Inc.
Bus.-Studio Address............. Rockford Newstower
Phone Number....................... 2-6621
Transmitter Location............. Guilford
Air Time............................. Unlimited
News Service.......................... AP
Transcription Service.............. Standard
Representative.................. Headley-Reed
President......................... Albert B. Simms
Gen., Sta. Mgr.................. Walter M. Koessler
Commercial Manager............ John J. Dixon
Publicity Dir....................... Betty L. Thro
Program Director............... Maurice P. Owens
Prod. Dir.......................... Bill Fischer
Farm Editor, Chief Annr........ Don Bowton
Musical Director............... Lorna Lane
Chief Engineer..................... Wilfred A. Smith

WCVS
SPRINGFIELD—1925—ABC
Frequency: 1450 Kc ................ Power: 250 Watts
Owned-Operated By.............. WCBS, Inc.
Business-Studio Address........ 523 E. Capitol Ave.
Phone Number....................... 9855
News Service.......................... AP
Transcription Service.............. World
Representative.................. Sears & Ayer
Membership.......................... NAB, BMB
President......................... H. L. Dewing
Gen.-Station Mgr.................. C. W. Neeld
Program Dir....................... John Geil
Chief Engineer...................... R. Ashenfelter

WTAX
SPRINGFIELD—1930—CBS
Frequency: 1240 Kc ................ Power: 250 Watts
Owned-Operated By.............. WTAX, Inc.
Address............................. Route 66 & E. Cook St.
Phone Number....................... 2-4441
Air Time............................. 6 a.m.-12:05 a.m.
News Service.......................... UP
Transcription Service.............. Lang-Worth, SESAC
Representative.................. Weed
Membership.......................... NAB, BMB
President, General Manager....... Oliver J. Keller
Sales Prom. Manager............... Shelby T. Harbison
Program Director............... Gladys McGrew
Chief Announcer................. Glen Farrington
Musical Director.................. William Nelms
Chief Engineer...................... E. C. Swaringen
Farm Editor......................... Murrell Singer

IN

Rockford, Illinois
87%*

OF HIGH SCHOOL STUDENTS
and their families

LISTEN REGULARLY TO

WROK & WROK-FM

*A recent survey of all students in Rockford High Schools showed this high percentage of regular listeners.

An ABC Affiliate
Headley-Reed Co. — Nat'l Reps.
ILLINOIS - INDIANA

WSDR
STERLING—1949
Frequency: 1240 Kc. . . . Power: 100 Watts
Business Address . . . Lawrence Bldg.
Phone Number . . . . . Main 3400
Air Time . . . . . . . . Unlimited
News Service . . . . . UP
Transcription Service . . Standard
Pres., Gen. Mgr. . . . . . Sam Bartlett
Comm. Mgr. . . . . . . . Lillian Barlett
Program Dir. . . . . . . . Todd Branson

WKID
URBANA—1948
Frequency: 1580 Kc. . . . Power: 250 Watts d.
Business-Studio Address . . . . P. O. Box 192
Phone Number . . . . . . . 7-5401
Transmitter Location . . 1/2 Mi. SE City
Air Time . . . . . . . . Daytime

ININDANA
Estimated Population 3,994,000—Increase +16.5%—Radio Homes 1,168,000
Radio Families 1,192,000—Stations in State 42

WCBC
ANDERSON—1947
Frequency: 1470 Kc. . . . Power: 1000 Watts d.
Address . . . . . . . . . . . . . . . . 116 W. 12th St.
Phone Number . . . . . . . 3822
Transmitter Location . . Junction of St. Rd. 9 & 67
News Service . . . . . . . AP
Transcription Service . . World
Representative . . . . . . Hal Holman
President . . . . . . . . . . . Lloyd B. Gollimore
Commercial Mgr. . . . . . Gerald Quick
Program Director . . . . . Tom Thornburg
Promotion Mgr. . . . . . . Fayola Mauck
Chief Engineer . . . . . . Robert Simmons

WHBU
ANDERSON—1923—ABC
Frequency: 1240 Kc. . . . Power: 250 Watts
Owned-Operated By . . . Anderson Bstg. Corp.
Business-Studio . . . . . . . 640 Citizens Bank Bldg.
Phone Number . . . . . . . 7791
Transmitter Location . . . 1110 Meridian St.
Air Time . . . . . . . . . . . 6:30 a.m.-M.
News Service . . . . . . . UP
Transcription Service . . Standard
Representative . . . . . . Ra-Tel
Membership . . . . . . . . . NAB
President . . . . . . . . . . . C. Bruce McConnell

WSUA
BLOOMINGTON—1946
Frequency: 1010 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By . . . Station WSUA, Inc.
Bus.-Studio Address . . . 117½ W. Kirkwood Ave.
Phone Number . . . . . . . 7277

News Service . . . . . . . UP
Transcription Service . . Lang-Worth
Membership . . . . . . . . . NAB
President . . . . . . . . . . . Elwood Fabert
Gen. Mgr., Chief Engineer . . G. Max Kimbrel
Musical Director . . . . . Joan Richards

WKR S
WAUKEGAN—1949
Frequency: 1220 Kc. . . . Power: 1000 Watts d.
Business Address . . . . P. O. Box 500
Phone Number . . . . . . . ONtario 9000
Air Time . . . . . . . . . . . . . . . Daytime
News Service . . . . . . . AP
Transcription Service . . World
Representative . . . . . . McGillvra
President . . . . . . . . . . . Frank H. Just
General Mgr. . . . . . . Joseph B. Kirby
Commercial Mgr. . . . . . Donald DeThorn
Program Dir. . . . . . . . . . Fritz Sorensen
Chief Engineers . . . . . M. D. Hunnicutt, Jr.

General Manager . . . . . John R. Atkinson
Program Director . . . . . E. R. McCord
Chief Engineer . . . . . . L. M. Shroyer

WBIW
BEDFORD—1948—MBFN
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By . . . Radio Bedford, Inc.
Address . . . . . . . . . . . P. O. Box 169, Radio Farm
Phone Number . . . . . . . 4421-2
Air Time . . . . . . . . . . . 6 a.m.-M.
News Service . . . . . . . AP
Transcription Service . . Lang-Worth, Capitol
Representative . . . . . . Ra-Tel
Commercial Manager . . . Louis E. Gaines
Program Director . . . . . Barbara Leathy
Promotion Mgr. . . . . . . John Roell
Production Dir. . . . . . . William Beotte
Chief Annr., Farm Editor . . James Parker
Musical Dir. . . . . . . . . . Michael Sargent
Chief Engineer . . . . . . Carl Finger

418
Transmitter Location: State Rd. 37, 2 Mi. S.
City Limits: 
Air Time: Sunrise-sundown
News Service: Standard, World
Representative: McGillvra
Membership: NAB, BMB
President: L. C. J. Yeager
General Mgr.: A. E. Tyler
Commercial Mgr.: Wesley Hensley
Program Director: Steven T. Briggs
Chief Announcer: Bernie Herman
Chief Engineer: James Rolfe

**WTRC**
**ELKHART—1931—NBC-KBS**
Frequency: 1430 Kc.
Power: 250 Watts
Owner-Oper. By: The Truth Publishing Corp.
Business-Studio Address: 116 S. Second St.
Phone Number: 3-1960
Transmitter Location: Oakland Ave.
Air Time: 8 a.m.-M.
News Service: UP
Transcription Service: World, Standard, Associated, Keystone
Representative: Burn-Smith
Membership: NAB, BMB
General Mgr.: Richard W. Holloway
Commercial Mgr.: Donald McFall
Sales Prom. Mgr.: Dorothy Fleck
Program Dir.: Henry J. Davis
Chief Announcer: Louis I. Glass
Chief Engineer: Lester Zellmer
Chief Engineer: Lester Zellmer
Farm Editor: Roscoe Stangland

**WEOA**
**EVANSVILLE—1936—CBS**
Frequency: 1400 Kc.
Power: 250 Watts
Owner-Oper. By: WFBM, Inc.
Business-Studio Address: 24 N.W. 3rd St.
Phone Number: 4-9215
Transmitter Location: 5th & Vine Sts.
Air Time: 6 a.m.-12:05 a.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: Katz
President: Harry M. Binner, Jr.
General-Station-Commercial Mgr.: Don Menke
Program-Publicity Director: Bill Fall
Chief Engineer: Robert Wilson
Farm Editor: Eddie Duncan

**WGBF**
**EVANSVILLE—1923—NBC**
Frequency: 1280 Kc.
Power: 5000 Watts d.: 1000 Watts n.
Owner-Oper. By: On The Air, Inc.
Business-Studio Address: 519 Vine St.
Phone Number: 21171
Transmitter Location: Burkhardt Rd.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
W I K Y
EVANSVILLE—1947
Owned-Oper. By... NAB, BMB, Corp.
Address: 3366 Mt. Auburn Rd. & Bismark St.
Phone Number: 4-8284
Air Time: Daytime
News Service: AP
Transcription Service: Associated, Capitol
Membership: NAB, BMB, PMA
Pres, Gen-Sta. Mgr., John A. Engelbrecht
Commercial Mgr.: John Barrett
Musical Director: Ken McCutchan
Chief Engineer: George F. Stoltz

W J P S
EVANSVILLE—1948—ABC
Owned-Operated By: WJPS, Inc.
Business-Studio Address: 206 Main St.
Phone Number: 5-2221
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard, Lang-Worth
Representative: Robert Meeker
Membership: NAB
President: Robert S. Davis
Gen., Sta., Comm. Mgr.: Robert J. McIntosh
General-Commercial Mgr.: Robert J. McIntosh
Sales Prom. Mgr., Pub. Dir.: E. Ward Crane
Program-Production Dir.: Jack McLean
Musical Director: Dorothy Roeder
Chief Engineer: Gilbert Hoffman

W A N E
FT. WAYNE—1948—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Radio Fort Wayne, Inc.
Address: 1205 Fort Wayne Bank Bldg.
Phone Number: Anthony 6212
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Boiling
President: C. Bruce McConnell
General Manager: Robert B. McConnell
Commercial Manager: Glenn R. Thayer
Program Dir.: Warren Cook
Publicity Director: Seymour Kaplan
Chief Engineer: William Wallace Warren

W G L
FT. WAYNE—1924—NBC
Frequency: 1250 Kc. Power: 1000 Watts
Business-Studio Address: 201 W. Jefferson St.
Phone Number: E-3366
Transmitter Location: Lower Huntington Rd.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard, Lang-Worth
Representative: Headley-Read
President: Helene R. Foellinger
Gen. Sta. Mgr.: Pierre Boucheron
Commercial Mgr.: Merrill C. Johnson
Pgm., Prod. Dir.: Norman Widenholer
Pgm. Mgr., Pub. Dir.: Maxine Shaw
Chief Engineer: Don Holzapfel

W K J G
FT. WAYNE—1947—MBS
Frequency: 1380 Kc. Power: 5000 Watts
Business-Studio Address: 3802 S. Calhoun St.
Phone Number: Harrison 6111
Transmitter Location: Decatur & Maple Rds.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Raymer
President: Clarence L. Schust
General Mgr.: Edward R. Thom
Asst. to Mgr.: Hilliard Gates
Office Mgr.: Paul Bear
Program Dir.: Calo C. Mahl
Chief Engineer: Thomas J. Copeland
Farm Editor: Charles Powell

W O W O
FT. WAYNE—1925—ABC
Frequency: 1190 Kc. Power: 10,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: 925 S. Harrison St.
Phone Number: Anthony 2136
Transmitter Location: Routes 30 & 33
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol
Representative: Free & Peters
Membership: BMB
President: Walter Evans
Vice-President: Walter E. Benoit
General Manager: J. B. Conley
Station Manager: Robert G. Duffield
Sales Manager: Paul E. Mills
Sales Prom. & Pub. Mgr.: Hilda C. Wener
Program Manager: Carl Vandegrift
Chief Engineer: Bruce Ratts
W W C A
GARY—1949
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: Lake Bstg. Co., Inc.
Business-Studio Address: Hotel Gary
Phone Number: 9171
Transmitter Location: 50th & Chase Sts.
Air Time: 6 a.m.-2 a.m.
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
Pres., Gen. Sta. Mgr.: Dee O. Coe
Pgm., Prod. Dir.: Todd Branson
Publicity Director: Shaun Murphy
Chief Announcer: Mike Rapchak
Chief Engineer: Victor H. Voss

W J O B
HAMMOND—1928
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: South Shore Bstg. Corp.
Business-Studio Address: 449 State St.
Phone Number: Sheffield 8400
Transmitter Location: 6425 Indianapolis Blvd.
Air Time: 8 a.m.-M.
News Service: UP
Transcription Service: Associated, World, SESAC
Representative: Joseph Hershey 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 Manis
Chief Engineer: Jess Peters
News Director: Wm. Warrick

W F B M
INDIANAPOLIS—1924—CBS
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By: WFBM, Inc.
Business-Studio Address: 48 Monument Circle
Phone Number: Lincoln 8506
Transmitter Location: Millersville Rd.
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Associated
Representative: Katz
Membership: NAB, BMB
Comm. Sales Prom. Mgr.: William F. Kiely
Program Dir.: Frank O. Sharp
Publicity Dir.: Norman Travis
Chief Announcer: Lyell Ludwig
Chief Engineer: Harold Holland
Farm Editor: Harry Martin

W I B C
INDIANAPOLIS—1938—MBS
Frequency: 1070 Kc. Power: 50,000 d.; 10,000 n.
Owned-Oper. By: WIBC, Inc.
Business-Studio Address: 30 W. Washington St.
Phone Number: Lincoln 2305
Transmitter Location: E. 86th St., Zionsville
Air Time: 4:55 a.m.-M.
News Service: AP
Transcription Service: World
Representative: John Blair
Membership: NAB, BMB
President: Richard M. Fairbanks
V.P., General Mgr.: Kenneth W. Church
Program Director: William L. Dean
Chief Announcer: James Shelton
Musical Director: Ray Hopkins
Chief Engineer: Harry E. Adams
Farm Editor: Oscar Cooley

W I R E
INDIANAPOLIS—1924—NBC
Frequency: 1430 Kc. Power: 5000 Watts d.
Owned-Oper. By: Indianapolis Bstg., Inc.
Business-Studio Add.: 307 N. Pennsylvania St.
Phone Number: Ri. 1521
Transmitter Location: 44th St. & Knollton Rd.
Air Time: 5 a.m.-M.
News Service: AP, UP
Transcription Service: World, Thesaurus
Representative: John E. Pearson
Membership: BMB
President: Eugene C. Pulliam
V.P., Gen. Station Mgr.: Willard C. Worcester
Commercial Manager: Daniel C. Park
Pgm., Prod. Dir.: M. Wayland Fullington
Chief Ann., Farm Editor: Thomas Peden
Chief Engineer: Eugene E. Alden

W I S H
INDIANAPOLIS—1940—ABC
Frequency: 1310 Kc. Power: 5000 Watts d.
Business-Studio Address: 1440 N. Meridian St.
Phone Number: Riley 2595
Transmitter Location: Post Rd. & English Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Free & Peters
Membership: NAB, BMB
President: Frank E. McKinney
General-Commercial Mgr.: George J. Higgins
Sales Prom. Mgr., Pub. Dir.: Reid Chapman
Program Director: William E. Frosch
Musical Director: Virginia Byrd
Chief Engineer: Stokes Gresham, Jr.
Farm Editor: Howdy Carlson

421
WXLW
INDIANAPOLIS—1948
Frequency: 1590 Kc. . Power: 1000 Watts d.
Owned-Oper. By .................................................. Radio Indianapolis, Inc.
Address ............................................................ 8003 Kessler Blvd.
Phone Number ...................................................... Highland 6494
Air Time ............................................................. 6 a.m.-Local sunset
News Service ....................................................... UP
Transcription Service ............................................ Capitol, World
Representative ..................................................... Metropolitan
Membership .......................................................... NAB
President ........................................................... John C. Appel
General Manager .................................................. Gene S. Kelly
Program Director .................................................. Shirli K. Evans, Jr.
Chief Engineer ..................................................... Edward C. Lockwood
Farm Editor .......................................................... Howdy Carlson

WITZ
JASPER—1948
Frequency: 990 Kc. . Power: 1000 Watts d.
Owned-Oper. By .................................................... Jasper On The Air, Inc.
Business Address .................................................. Box 167
Phone Number ...................................................... Jasper 678
Studio-Transmitter .............................................. Hiway 45. 3 Mi. S. City
Air Time ............................................................. Local sunrise-local sunset
News Service ....................................................... UP
Transcription Service ............................................ Associated
President ........................................................... Gilbert E. Metzger
General-Station Mgr., Dir. ........................................ Dale S. Pharee
Commercial Manager ............................................ Dennis Keller
Sales Promotion Mgr ............................................. Jake Higgin
Program Dir. ......................................................... Bryan Davidson
Chief Engineer-Farm Editor ................................. Bill Richardson

WIOU
KOKOMO—1948—CBS
Frequency: 1350 Kc. . Power: 1000 Watts d.
Owned-Oper. By .................................................... 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 ............................................ RCA Victor
Representative ...................................................... Weed
Membership .......................................................... NAB, BMB
President ........................................................... Richard Blackidge
V.P., Gen. Mgr. ...................................................... John Carl Jeffrey
Program Dir. ......................................................... James Muse
Production Dir. ..................................................... Carroll Reynolds
Publicity Dir. ......................................................... Charles Barkley
Chief Engineer ..................................................... Chester Rector
Farm Editor .......................................................... Dixon Harper

WASK
LAFAYETTE—1941—MBS-HOOSIER
Frequency: 1450 Kc. . Power: 250 watts
Owned-Operated By .............................................. WFAM, Inc.
Business-Studio Address ........................................ Wallace Bldg.
Phone Number ...................................................... 4300
Transmitter Location ............................................ McCarty Lane
Air Time ............................................................. 6 a.m.-11 p.m.
News Service ....................................................... UP
Transcription Service ............................................ World
Membership .......................................................... NAB
Pres., Gen.Mgr. ..................................................... O. E. Richardson
Sales Pro.-Mgr. Pub. Dir. ....................................... Hi Shumway
Prod.Dir.-Chief Announcer .................................... A. E. Morehouse
Chief Engineer ..................................................... Harry Garba

WLOI
LA PORTE—1948
Frequency: 1540 Kc. . Power: 250 Watts d.
Owned-Oper. By .................................................... La Porte County Bcastg. Co., Inc.
Business-Studio Address ........................................ Rumely Hotel
Phone Number ...................................................... 3734
Transmitter Location ............................................ Holton Rd.
Air Time ............................................................. Daytime
News Service ....................................................... INS
Transcription Service ............................................ Capitol
President ........................................................... Hoyt H. Scott
Treasurer ........................................................... Dr. Edward Young
Gen. Sta. Mgr. ...................................................... William A. Whitlock
Chief Announcer ................................................... Gene LaGrange
Chief Engineer ..................................................... Raymond Mould
Farm Editor .......................................................... Ralph Beyers

WSAL
LOGANSPORT—1949
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By .............................................. Logansport Bcastg. Corp.
Address ............................................................. 216 Fourth St.
General Mgr. ....................................................... Joe Jordan
Sales Prom. Mgr. ................................................... Willis Searfoss

WBAT
MARION—1947
Frequency: 1600 Kc . Power: 500 watts d
Owned-Oper. By .................................................... Marion Radio Corp.
Business-Studio Address ........................................ P. O. Box 309
Phone Number ...................................................... 5500
Transmitter Location ............................................ 3/4 Mi. So. Roseburg
Air Time ............................................................. 5:30 a.m. Local Sun-Set
News Service ....................................................... AP
Transcription Service ............................................ World
Membership .......................................................... NAB
Comm.-Sales Prom. Mgr. ....................................... Kermit A. Botkin
V.P., Asst. Gen. Mgr. .............................................. H. P. Hipps
Prog-Produ-Musical Dir. ....................................... Lenora Fuller
Chief Engineer ..................................................... Chas. E. Westfall

WIMS
MICHIGAN CITY—1947
Frequency: 1420 Kc. . Power: 1000 Watts d.
(CP 500 n.)
Owned-Oper. By .................................................... Northern Indiana Bcasters.. Inc.
INDIANA

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

INDIANA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Chairman: George Higgins—WISH, Indianapolis
AM Vice-Chairman: William Spencer—WHOT, South Bend
FM Vice-Chairman: John Englebrecht—WIKY, Evansville
Secretary-Treasurer: John Jameson—AP Chief of Bureau

INDIANA

423
WJCD
SEYMOUR—1949
Owned-Operated By . Dr. Azra C. Baker
Address . Seymour
Phone Number . 1212
News Service . AP
Air Time . Daytime
Transcription Service . Standard, SESAC
Pres., Gen. Mgr. . Dr. Azra C. Baker
Program Dir. . Clement Cockrel
Chief Engineer . . Arnold Haun

WHOT
SOUTH BEND—1944—ABC
Frequency: 1490 Kc . Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Phone Number . 3-4155
Air Time . Unlimited
News Service . AP
Transcription Service . Associated Representative
Membership . NAB
President . C. Bruce McConnell
Sales Prom. Mgr. . C. J. Pajakowski
Pgm., Prod. Dir. . Robert Bell
Musical Director . Orville Foster
Chief Engineer . . David Matlby

WJVA
SOUTH BEND—1947
Frequency: 1580 Kc . Power: 250 Watts d
Business Address . 214 W. Wayne St.
Phone Number . 38686
Studio-Transmitter Address . Mishawaka
Hotel & N Hickory Rd.
Air Time . Sunrise-Sunset
News Service . UP
Membership . . NAB
President . B. W. Redler
Sta. Mgr. Prog. Dir. . W. W. Oliver
Comm.-Sales Prom. Mgr. . Dale Roberts

WSBT
SOUTH BEND—1922—CBS
Frequency: 980 Kc . Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address . Tribune Bldg.
Phone Number . 3-6161
Transmitter Location . 7 mi. s.e. of city
Air Time . Unlimited
News Service . . UP
Transcription Service . Capitol, Standard
Representative . . Paul H. Raymer
Membership . . NAB, BMB
President . . F. A. Miller
Commercial Manager . Neal B. Welch
Program Director . Robert J. Drain
Production Director . Oliver Parcher
Chief Announcer . . Morton Linder
Musical Director . . Harlan Hogan
Chief Engineer . . Herbert G. Cole
Farm Editor . . Philip Combs

WTWJ
TELL CITY—1948—KBS
Frequency: 1230 Kc . Power: 250 Watts
Owned-Operated By . James R. Brewer
Business-Studio Address . Tell City
Phone Number . 740
Transmitter Address . Highway 66 E
Air Time . Unlimited
News Service . . AP
Sales Prom. Mgr., Pub. Dir. . Steve Bellinger
Pgm., Prod. Dir. . Tom Allebrandi
Musical Director . . Ruth Baumgart
Chief Engineer . . James R. Brewer
Farm Editor . . Bill Faulkner

WBOW
TERRE HAUTE—1927—NBC
Frequency: 1230 Kc . Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address . 303 S. Sixth St.
Phone Number . Crawford 5034
Transmitter Location . First & Peyton Sts.
Air Time . . 6 a.m.-M.
News Service . . AP, UP
Representative . . Weed
Membership . . NAB, BMB, FMA
President . . Alvin Eades
General-Station Manager . . William F. Rippeote
Sales Prom. Manager . . Sigel A. Roush
Program Director . . Leo J. Baxter
Prod. Dir., Chief Announcer . . Harry Frey
Publicity Director . . Madeline K. Barry
Chief Engineer . . Howard Stewart

WTHI
TERRE HAUTE—1948—ABC
Frequency: 1480 Kc. . Power: 1,000 Watts
Owned-Operated By . Wabash Valley Bcstg. Corp.
Business-Studio Address . 120 So. 7th St.
Phone Number . . Crawford 9461
Transmitter Location . 13th St. & Hazelburger Rd.
Air Time . . Unlimited
News Service . . UP
Transcription Service . . Lang-Worth
Representative: Boiling
Membership: NAB, BMB
President: Anton Hueman, Jr.
Station Manager: J. M. Higgins
Program Director: Arnold C. Johnson
Publicity Dir.: Earl Johnson
Musical Director: Ben Falber
Chief Engineer: T. R. Felts
Farm Editor: Arnold C. Johnson

WAOV
VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Vincennes Sun Co.
Business Address: 320 Bussevan St.
Phone Number: 787-8
Studio Address: Grant Hotel
Transmitter Location: Hwy., N. of Vincennes
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth

WKAM
WARSAW—1949

Owned-Operated By: Kosciusko Bctg. Corp.
Address: RFD No. 1
Phone Number: 85
Air Time: Daytime
News Service: AP
Transcription Service: McGregor, Cole
Program Dir.: Lynn M. Miller
Chief Engineer: Charles F. Stinson

IOWA

Estimated Population 2,643,000—Increase +4.1%—Radio Homes 780,000
Radio Families 796,000—Stations in State 42

KASI
AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: Ames Bctg. Co.
Business-Studio Address: 328½ Main St.
Phone Number: 3460
Transmitter Location: Ontario
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus, Capitol
President: W. S. Rupe
Gen. Sta. Mgr.: Arthur A. Skinner
Comm., Sales Prom. Mgr.: H. M. Cleveland
Program Director: Charles H. Forbes
Chief Announcer, Farm Editor: Charles H. Forbes
Musical Director: Mandy Mendenhall
Chief Engineer: Doyle D. Kelso

KBUR
BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts
Owned-Operated By: Burlington Bctg. Co.
Business-Studio Address: National Bank Bldg.
Phone Number: 680
Transmitter Location: West Burlington
Air Time: 6:00 a.m.-M
News Service: UP

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: 4194
Transmitter Location: Cedar Rapids
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Standard, Associated
Representative: Burn-Smith
Membership: NAB, BMB, FMA
Secretary, Vice-President: Joseph F. Haidky
Program Dir.: Wade S. Patterson
Production Dir.: Jack Ware
Publicity Dir.: Edna A. Herbst
Musical Dir.: Jordon Jacks
Chief Engineer: Kenneth M. Caldwell
Farm Editor: Rex Conn
K W C R
CEDAR RAPIDS—1949—TALL CORN
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Cedar Rapids Bestg. Corp.
Business Address: 211 First St. SW
Phone Number: 3-8265
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol, Thesaurus
Representative: McKinney
President: William J. Barron
General Mgr.: Paul E. Millen
Program Dir.: Ralph Willey
Chief Engineer: James A. Dickens

W M T
CEDAR RAPIDS—1922—CBS
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: American Bestg. Stations, Inc.
Business-Studio Address: Para. Theatre Bldg.
Phone Number: 6127
Transmitter Location: Marion
Air Time: 5:30 a.m.-12:05 a.m.
News Service: AP, INS, UP
Transcription Service: World, Lang-Worth, MacGregor
Representative: Katz
Membership: NAB, BMB
Exec. Vice-Pres.: William B. Delph
General-Station Mgr.: William B. Quarton
Commercial Manager: Lew Van Nostrand
Promotion Mgr.: Leo F. Cole
Program-Production Director: Douglas B. Grant
Publicity Dir.: Dorothy Ireland
Chief Announcer: Bob Leefers
Musical Director: June Caldwell
Chief Engineer: George Hixenbaugh
Farm Editor: Charles A. Worcester

K C O G
CENTERVILLE—1949
Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: Centerville Bestg. Co.
Business Address: 1310 S. Main St.
Phone Number: 131
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
President: Robert K. Beck
General Mgr.: Robert G. Irwin
Program Dir.: John Mc cautioned
Chief Engineer: Robert Moore

K C H A
CHARLES CITY—1949
Owned-Operated By: Inland Bestg. Corp.
Business Address: Charles City
Phone Number: 787
Air Time: Daytime
President: Dean Hollingsworth
Chief Engineer: Robert Weiry

K R O S
CLINTON—1941—MBS-TALL CORN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clinton Bestg. Corp.
Business-Studio Address: 246 Fifth Ave. S.
Phone Number: 448
Transmitter Location: 13th Ave. North & Elvira Road
Air Time: 6:00 a.m.-M
News Service: UP
Transcription Service: Thesaurus
Representative: Everett-McKinney
Membership: NAB
President: W. S. Jacobsen
Gen., Sta., Comm. Mgr.: Walter Teich
Publicity Dir.: Lucille Scoggins
Chief Announcer: Henry Dihlmann
Musical Dir., Farm Editor: Albert Peck
Chief Engineer: Gilbert Andrew

K S W I
COUNCIL BLUFFS—1947
Frequency: 1580 Kc. Power: 500 Watts d.
Owned-Operated By: Nonpareil Bestg. Co.
Business Address: P. O. Box 509
Phone Number: 4041 Council Bluffs,
Jackson 7738 Omaha, Neb.
Transmitter Location: South Omaha Road
Air Time: Daytime
News Service: AP
Transcription Service: Associated, Lang-Worth
Station Representative: Everett-McKinney
Membership: NAB, FMA
President: Robert O'Brien
Gen., Sta., Comm. Mgr.: Robert L. Davis
Pgm., Prod. Dir.: Harold Hughes
Chief Engineer: Robert W. Hall
Farm Editor: C. W. McManamy

K S I B
CRESTON—1946—KBS—TALL CORN
Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Oper. By: Southwest Iowa Bestg. Co.
Address: Radio Center
Phone Number: 55
Air Time: Sunrise to sunset
News Service: Daytime, AP
Transcription Service: Thesaurus, SESAC
Representative: Everett-McKinney

426
KSTT
DAVENPORT—1946
MBS-IOWA TALL CORN
Frequency: 1170 Kc. Power: 1000 Watts
Owned-Operated By: Davenport Bstg. Co. Inc.
Business-Studio Address: 324 Main St.
Phone Number: 2-3525
Transmitter Location: Milan, Ill.
Air Time: Unlimited
News Service: UP
Transcription Service: C. P. MacGregor
Representative: J. P. McKinney
President, Station Manager: Hugh R. Norman
Commercial Mgr.: Herb Peterson
Chief Announcer: William Genett
Musical Director: Pat Alan
Farm Editor: Warren Anderson

WOC
DAVENPORT—1922—NBC
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Tri-City Bstg. Co.
Business-Studio Address: 805 Brady St.
Phone Number: 3-3661
Transmitter Location: R. R. No. 1
Air Time: 6 a.m.-M
News Service: UP
Transcription Service: Lang-Worth, Thesaurus
Representative: Free & Peters
Membership: NAB, BMB, FMA
President: Col. B. J. Palmer
V. Pres. & Treas.: D. D. Palmer
Station Manager: Ernie Sanders
Program-Production Director: Charles Freburg
Publicity Director: Paul Ives
Musical Director: George O. Sontag
Chief Engineer: Paul G. Arvidson

KDEC
DECORAH—1947—MBS-TALL CORN
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Telegraph-Herald
Business-Studio Address: 301 W. Broadway
Phone Number: 1240
Transmitter Location: 600 Leiv Eriksson Dr.
Air Time: Shares time
News Service: AP
Transcription Service: Standard
Representative: Everett-McKinney
Membership: NAB
President: F. W. Woodward

KCBS
DES MOINES—1946
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By: Kapital City Bstg. Co.
Business-Studio Address: 2323 Grand Ave.
Phone Number: 4-3151
Transmitter Location: E. 42nd & Dean Ave.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Representative: Weed
President: Karl Peters
General-Station Mgr.: Rollo H. Bergeson
Commercial Mgr.: C. E. Grant
Operations Mgr.: J. I. Mitchell
Chief Engineer: Bob Brown

KIOA
DES MOINES—1948—MBS
Frequency: 940 Kc. Power: 10,000 d., 5000 n.
IOWA

KRNT

DES MOINES—1935—ABC
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: Cowles Bestg. Co.
Business-Studio Address: 715 Locust St.
Phone Number: 3-3111
Transmitter Location: S.W. 22nd & Park Ave.
Air Time: 8 a.m.-M
News Service: AP, INS, UP
Transcription Service: Standard, Associated
Station Representative: The Katz Agency
Membership: NAB, BMB
President: Gardner Cowles
General-Station Manager: Bob Dillon
Commercial Manager: Paul Elliott
Sales Promotion Manager: Joe Hudgens
Program Director: Charles Miller
Production Director: Dick Covey
Musical Director: Wayne Ackley
Chief Engineer: Charles Quentin
Farm Editor: Joseph B. Ryan

KSO

DES MOINES—1932—CBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Murphy Bestg. Co.
Business-Studio Address: Tenth & Grand Ave.
Phone Number: 3-0571
Transmitter Location: E. 38th & Broadway
Air Time: Unlimited
News Service: AP
Transcription Service: Capital
Station Representative: Headley-Read
Membership: NAB, BMB
President: Kingsley H. Murphy
Station-Commercial Mgr.: S. H. McGovern
Program Director: Tom Lewis Shumate
Promotion Mgr.: Helen B. Maley
Chief Engineer: F. E. Bartlett

KWDM

DES MOINES—1947—TALL CORN
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Des Moines Bestg. Corp.
Business-Studio Address: 407 Fifth Ave.
Phone Number: 2-8363
Transmitter Location: Levee 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 Schwartz

WHO

DES MOINES—1924—NBC
Frequency: 1040 Kc. Power: 50,000 Watts
Owned-Operated By: Central Bestg. Co.
Business-Studio Address: 914 Walnut St.
Phone Number: 3-7147
Transmitter Location: Mitchellville
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Thesaurus, SESAC
Station Representative: Free & Peters
Membership: NAB, BMB
President: Col. B. J. Palmer
V. Pres. & Resident Mgr.: Paul A. Loyet
Exec. V. Pres.: Ralph Evans
Commercial Manager: Harold Fulton
Program Director: Jack Kerrigan
Production Director: Kenneth Glieler
Musical Director: Don Hovey
Chief Engineer: Reed E. Snyder
Farm Editor: Herb Plambeck

KDTH

DUBUQUE—1941—MBS-TALL CORN
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Dubuque Telegraph-Herald
Bus.-Studio Address: Eighth Ave. & Bluff Sts.
Phone Number: 1-603
Transmitter Location: East Dubuque
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, Associated
Station Representative: Everett-McKinney
Membership: NAB, BMB, FMA
President: F. W. Woodward
General-Station Manager: K. S. Gordon
Program Director: Arnie Stierman
Chief Engineer: Robert I. Hancock

WKBB

DUBUQUE—1933—ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Dubuque Bestg. Co.
<table>
<thead>
<tr>
<th><strong>KVFD</strong></th>
<th><strong>KEOKX</strong></th>
<th><strong>KXG I</strong></th>
<th><strong>KF JB</strong></th>
<th><strong>KXIC</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>FT. DODGE—1939</td>
<td>KEOKUK—1947—TALL CORN</td>
<td>FT. MADISON—1948</td>
<td>MARSHALLTOWN—1923</td>
<td>IOWA CITY—1948—HSN</td>
</tr>
<tr>
<td>Business-Studio Address: Warden Bldg.</td>
<td>Business-Studio Address: 500½ Main St.</td>
<td>Business-Studio Address: Marquette Bldg.</td>
<td>Business-Studio Address: 133 E. Main St.</td>
<td>Business-Studio Address: 505 Main St.</td>
</tr>
<tr>
<td>Phone Number: 3761</td>
<td>Phone Number: 235-6</td>
<td>Phone Number: 1360</td>
<td>Phone Number: 3361</td>
<td>Phone Number: 572</td>
</tr>
<tr>
<td>Transmitter: 1 mi. S. W. of Ft. Dodge</td>
<td>Transmitter Location: Main St. Rd.</td>
<td>Transmitter Location: 3 mi. W. of town</td>
<td>Transmitter Location: Route No. 3</td>
<td>Transmitter Location: R. R. No. 2</td>
</tr>
<tr>
<td>Air Time: Unlimited</td>
<td>Air Time: Sunrise to sunset</td>
<td>Air Time: Unlimited</td>
<td>Air Time: 6:15 a.m.-M.</td>
<td>Air Time: Local sunrise-local sunset</td>
</tr>
<tr>
<td>Membership: NAB, BMB</td>
<td>Membership: NAB</td>
<td>President: John W. Norris</td>
<td>Commercial Manager: R. W. Brown</td>
<td>Station Manager: Robert M. Carson</td>
</tr>
<tr>
<td>Office Manager: Mac Chalberg</td>
<td>Station Manager: William P. White</td>
<td>Publicity Director: Allan Schrock</td>
<td>Musical Director: D. Gatrelle</td>
<td>Chief Engineer: Herbert G. Anderson</td>
</tr>
<tr>
<td>Commercial Mgr.: Max Landes</td>
<td>Commercial Mgr.: Milten Cohen</td>
<td>Musical Director: D. Gatrelle</td>
<td>Chief Engineer: Herbert G. Anderson</td>
<td>Farm Editor: W. Benson</td>
</tr>
<tr>
<td>Sales Prom. Mgr.: Wally Engelhardt</td>
<td>Chief Announcer: Johnny Green</td>
<td>Farm Editor: Ray Sherman</td>
<td>Farm Editor: W. Benson</td>
<td>Farm Editor: G. M. Ludwig</td>
</tr>
<tr>
<td>Program Director: Drexel Peterson</td>
<td>Program Director: Drexel Peterson</td>
<td>President: H. W. Stadler</td>
<td>Program Director: Ray P. Bennett</td>
<td>Chief Announcer: John Uyeoka</td>
</tr>
<tr>
<td>Publicity Director: Kenneth Peterson</td>
<td>Publicity Director: Kenneth Peterson</td>
<td>Gen., Sta. Mgr.: George B. J. Adkisson</td>
<td>Publicity Director: Allan Schrock</td>
<td>Chief Engineer: John Uyeoka</td>
</tr>
<tr>
<td></td>
<td>Musical Director: D. Gatrelle</td>
<td>Chief Engineer: Robert L. Bush</td>
<td></td>
<td>Farm Editor: W. Benson</td>
</tr>
</tbody>
</table>

Business-Studio Address: 108½ E. Washington St. | Phone Number: 8-1181 | Transmitter Location: 1 Mi. N. of Iowa City | Air Time: Local sunrise-local sunset | News Service: UP |

_This information was extracted from an old newspaper and represents a listing of radio stations in Iowa._
**KGLO**

MASON CITY—1936—CBS

Frequency: 1300 Kc.  Power: 5000 Watts

Owned-Operated By:  Lee Radio, Inc.

Business-Studio Address:  1214 2nd St. N.E.

Phone Number:  505-2800

Transmitter Location: 1 mi. W. of Mason City

Hiway. 18

Air Time:  Unlimited

News Service:  AP, UP

Transcription Service:  Standard

Representative:  NAB, BMB, FMA

President:  Lee P. Loomis

Exec. V.P.:  Herbert R. Ohrt

Station Manager:  Henry B. Hook

Commercial Manager:  Lloyd D. Loers

Sales Prom. Mgr.:  Donald Harrer

Program Director:  William G. Suter

Prod. Dir.:  Chief Anncr.:  Robert Clausen

Chief Engineer:  Roger E. Sawyer

Farm Editor:  Chief Randolph

---

**KWPC**

MUSCATINE—1947—TALL CORN


Owned-Operated By:  Muscatine Bcstg. Co.

Address:  Mulberry & Houser

Phone Number:  860

Air Time:  Sunrise-sunset

News Service:  UP

Transcription Service:  Thesaurus, Associated

Representative:  Everett-McKinney

Membership:  NAB

Sta., Comm. Mgr.:  George J. Volger

Program Director:  Joseph Unger

Musical Director:  Thelma Volger

Chief Engineer:  Edward Edenson

---

**KBIZ**

OTTUMWA—1941—MBS

Frequency: 1240 Kc.  Power: 250 Watts

Owned-Operated By:  KBIZ, Inc.

Business-Studio Address:  Seven Acres

2513 N. Court Rd.

Phone Number:  5600-1

Transmitter Location:  Community Gardens

Air Time:  6 a.m-M

News Service:  AP

Transcription Service:  World

President, General Mgr.:  James J. Conway

Station Manager:  Eleanor M. Haling

Commercial Mgr.:  Richard Meier

Program-Production Dir.:  Del Donahoo

P-promotion Mgr.:  Berg Allison

Chief Engineer:  Wayne J. Hatchett

---

**KICM**

MASON CITY—1948

MBS—TALL CORN

Frequency: 1490 Kc.  Power: 250 Watts

Owned-Operated By:  Mason City Bcstg. Co.

Business-Studio Address:  5-2nd St. S. W.

Phone Number:  5400

Transmitter Location:  19th St. S. W.

Air Time:  6 a.m-M

News Service:  AP

Transcription Service:  World

Representative:  Everett-McKinney

Membership:  NAB

General Manager:  Charles E. Jones

Program Director:  Al Tighe

Promotion Manager:  Bob Thompson

Chief Engineer:  Larry Lawson

---

**KSMN**

MASON CITY—1948

Frequency: 1010 Kc.  Power: 1000 Watts d.

Owned-Operated By:  Mohawk Bcstg. Co.

Business-Studio Address:  Weir Bldg.

Phone Number:  5420

Transmitter Location:  Hiway 18

Air Time:  Daytime

News Service:  UP

Membership:  NAB

Representative:  Joseph Heshey McGillvra

Pres., General-Station Mgr.:  Robert M. Carson

Comm. Sales Prom. Mgr.:  Norman W. Rice

Program Director:  Betty Christianson

Chief Announcer:  Al Heinz

Chief Engineer:  Jack Duncan

Farm Editor:  Paul Pippert

---

**KFNF**

SHENANDOAH—1924—MBS

Frequency: 920 Kc.  Power: 1000 Watts d.

500 Watts n.

Owned-Operated By:  Capital Bcstg. Co.

Address:  407 Sycamore

Phone Number:  1302

Air Time:  Unlimited

News Service:  AP

Transcription Service:  World

Representative:  Taylor-Boroff

Membership:  NAB

President:  C. J. Abbott

General Manager:  C. Earl Williams

Comm. Mgr., Chief Engr.:  Mark W. Bullock

Program Director:  Earl Blakesley

Chief Announcer:  Harry Packard

---

**KMA**

SHENANDOAH—1925—ABC

Frequency: 980 Kc.  Power: 5000 Watts

Owned-Operated By:  May Bcstg. Co.

Business-Studio Address:  Lowell & Elm Sts.

Phone Number:  192
IOWA

Transmitter Location .......... 1 mi. NE of Shenandoah on Hgwy. 48
Air Time ............................ Unlimited
News Service ..................... AP, UP
Transcription Service ............ Cole Representative: Avery-Knodel, Inc.
Membership ............................ NAB
President ....................... Edward W. May
Gen. Sta. Mgr. .............. Owen Saddler
Comm. Mgr. .................. H. O. Peterson
Sales Prom. Mgr., Pub. Dir. .... Glenn Cray
Program Director ............. Glenn Harris
Production Dir. ................. Wayne Beavers
Chief Engineer ............... R. J. Schroeder
Farm Editor ..................... Merrill J. Langfitt

KCOM
SIoux City—1949—Tall Corn
Frequency: 620 Kc. ......... Power: 1000 Watts
Business Address: 620 Insurance & Exchange Bldg.
Phone Number ...................... 8-0628
Air Time ............................ Unlimited
News Service ..................... UP

Transcription Service ............ Standard
Representative .................... Everett-McKinney
President & Manager ............. Dietrich Dirks
Commercial Mgr. ............... Sheldon Singer
Program Director .............. Don Saliday
Chief Engineer ................... Al Smith

KSCJ
Sioux City—1927—CBS
Frequency: 1360 Kc. ......... Power: 5000 Watts
Business-Studio Address: 415 Douglas St.
Phone Number ...................... 5-7993
Transmitter Location ......... Leeds
Air Time ............................ 6 a.m.-M
News Service ..................... AP
Transcription Service ............ Lang-Worth, World SESAC, Cole
Representative ................. George P. Hollingbery
Membership ..................... NAB, FMA
President ......................... W. R. Perkins
Station-Commercial Mgr. .... E. T. Flaherty
Program Director .............. Elizabeth Sammons
Publicity Director ............. Jean Harraday
Chief Engineer ................... S. C. Dier

Iowa—WHY IS AP THE BEST?
BECAUSE—AP is more experienced than any other news service ... more than 100 years collecting and distributing news.

IOWA ASSOCIATED PRESS BROADCASTERS
Chairman: Paul Loyet—WHO, Des Moines
Vice-Chairmen: Ben Sanders—KICD, Spencer
James Bormann—WMT, Cedar Rapids
Ralph Childs—KMA, Shenandoah
News Committee Chairman: Charles D. Miller—KRNT, Des Moines

IOWA

431
KTRI
SIoux City—1938—MBS
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Sioux City Bcstg. Co.
Business-Studio Address: Commerce Bldg.
Phone Number: 8-0165
Transmitter Location: Dakota City
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Taylor-Borroff
Membership: NAB, BMB
President: John C. Kelly
Gen. Sta., Comm. Mgr.: E. J. Huber
Pgm., Prod. Dir.: Bob Hansen
Chief Engineer: Willard Easterly

KICD
Spencer—1942—MBS-Tall Corn
Frequency: 1240 Kc. Power: 250 Watts
Address: Hgwys. 18 & 71, Box 631
Phone Number: 1240
Air Time: 6 a.m-M.
News Service: AP
Transcription Service: Standard, Associated
Representative: Everett-McKinney
Membership: NAB
Pres., General-Station Mgr.: Ben B. Sanders
Comm., Sales Prom. Mgr.: Henry B. Cate
Pgm., Prod., Pub. Dir.: Mason Dixon
Musical Director: Bill Higgins
Chief Engineer: John Blackwell
Farm Editor: Lyle Swigart

KAYL
Storm Lake—1948
Frequency: 980 Kc. Power: 250 Watts
Owned-Operated By: Cornbelt Bcstg. Co.
Business-Studio Address: 206½ Park Bldg.
Phone Number: 1490
Transmitter Location: Hgwys. 5 & 71 E. of Storm Lake
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Capitol, Thesaurus
Membership: NAB
President: O. J. Grau
Gen. Mgr., Pgm., Dir.: Lee Gordon Rasmussen
Commercial Manager: James I. McCord
Chief Engineer: Howard L. Carlson
Farm Editor: Norman Thomsen

KAYX
Waterloo—1947—Tall Corn
Frequency: 1090 Kc. Power: 1000 Watts
(C.P. Fulltime)

KWVL
Waterloo—1947—MBS
Bus.-Studio Address: Russell-Lamson Hotel
Phone Number: 4406
Transmitter Location: Lafayette Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol
President, General Mgr.: R. J. McElroy
Commercial Mgr.: W. Lyle Harvey
Program Director: Glenn K. Kinsinger
Publicity Director: Ray Starr
Chief Engineer: Howard Burress

KXEL
Waterloo—1942—ABC
Frequency: 1540 Kc. Power: 50,000 Watts
Business-Studio Address: Insurance Bldg.
Phone Number: 3-3971
Transmitter Location: Dyersville
Air Time: Unlimited
News Service: INS
Transcription Service: SESAC
Representative: Avery-Knodel
Membership: NAB, BMB
President, Gen.-Station Manager: Joe DuMond
Comm.-Sales Promotion Mgr.: A. J. DuMond
Sales Prom. Mgr., Pub. Dir.: Elizabeth Gahe
Program Dir.: Emlyn Owen
Chief Engineer: Don Kassner
Farm Editor: Dallas McGinnis

KJFJ
Webster City—1949
Frequency: 1570 Kc. Power: 250 Watts
Owned-Operated By: Land O' Corn Bcstg. Co.
Business Address: 623 Second St.
Phone Number: 1300
Air Time: Daytime
News Service: AP
President: Charles V. Warren

432
KANSAS

Estimated Population 1,947,000—Increase +8.1%—Radio Homes 594,000
Radio Families 612,000—Stations in State 33

K S O K
ARKANSAS CITY—1946
Frequency: 1280 Kc. Power: 1000 Watts d.
Business-Studio Address: Home National Bank
Bldg.
Phone Number .......................... 2686
Transmitter Location: 1 Mi. N. of Arkansas City
Air Time. .......................... Local sunrise-sunset
News Service .......................... AP
Transcription Service ................. Lang-Worth
President .......................... Oscar S. Stauffer
Gen. Sta. Mgr. ........................ S. C. Thompson
Program-Production Director  ......... Don D. Chadd
Musical Dir. .......................... Wm. Maugans
Chief Engineer ......................... Edward H. Howe

K V A K
ATCHISON—1939—KBS
Frequency: 1470 Kc. Power: 1000 Watts
Address: 622½ Commercial St.
Phone Number .......................... 1420
News Service .......................... AP
Transcription Service ................. KBS, Standard
General Mgr. .......................... James M. Griffith
Station Mgr. .......................... Paul H. Buening
Program Director ...................... Peter Pitell
Chief Engineer ......................... Lowden Gingrey

K G G F
COFFEYVILLE—1930—ABC
Frequency: 690 Kc. Power: 1000 Watts d.;
500 Watts n. (C.P. 10,000 d. 5,000 n.)
Business-Studio Address .......... 8th & Elm
Phone Number .......................... 147
Transmitter Location: So. Coffeyville, Okla.
Air Time. .......................... 6 a.m.-11 p.m.
News Service .......................... AP
Transcription Service ................. World
Representative ......................... Weed
Membership .......................... NAB
President .......................... Fay N. Seaton
General Manager ...................... Richard M. Seaton
Station Manager ...................... Robert L. Pratt
Commercial Manager ................ E. B. Spoonamore
Pgm., Prod. Dir. ...................... Bob Evans
Chief Announcer ...................... Dean Turner
Chief Engineer ......................... J. S. Jaminet
Farm Editor .......................... Joe Cook

K X X X
COLBY—1947
Frequency: 790 Kc. Power: 5000 Watts d.
Business-Studio Address: Cooper Hotel
Phone Number .......................... 790-1
Transmitter Location: 2 Mi. E. of Colby
Air Time. .......................... Daytime
News Service .......................... INS
Transcription Service ................. Associated, Capitol
Representative ......................... Headley-Reed
Membership .......................... NAB, BMB
President .......................... James V. Pratt
Gen. Sta. Mgr. ......................... George A. Nickson
Program Dir. .......................... William Morse
Publicity Dir. .......................... Gene McGee
Chief Announcer ...................... Robert Kraft
Chief Engineer ......................... U. L. Lynch
Farm Editor .......................... Embert Coles

K G N O
DODGE CITY—1930
Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By: Dodge City Bcstg. Co.
Business Address: Globe Bldg.
Phone Number .......................... 1370
Studio Address: Globe Bldg.
Transmitter Location: W. Park St.
Air Time. .......................... Unlimited
News Service .......................... AP
Transcription Service ................. Lang-Worth
Representative ......................... H. Art Haag
Membership .......................... BMB
President, General Manager .......... J. C. Denious
Station Mgr., Program Dir. .......... Herschel Holland
Commercial Manager ................ Isadore Salm
Chief Engineer ......................... Henry McClintock

K T S W
EMPORIA—1939
MBS-KANSAS STATE
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address ........ 613 Me-chant St.
Phone Number .......................... 153-4
Transmitter Location: ....... Sodens Grove
Air Time .................. Unlimited
News Service ......................... AP
Transcription Service .......... World
Membership ......................... NAB, BMB
Pres., Gen. Mgr. ................. Owen H. Balch

433
K GAR
GARDEN CITY—1949
Frequency: 1050 Kc. . . . . . Power: 1000 Watts d.
Business-Studio Address . . . . . Box 878
Phone Number . . . . . 3041
Transmitter Location . . 1½ Mi. N.W. City
Air Time . . . . . Sunrise-Sunset
News Service . . . . . UP
Transcription Service . . Standard, Associated
President . . . . . H. C. Sartorius
Gen., Sta. Mgr. . . . . Dale E. Kern
Pgm., Prod. Dir. . . . . Frank Frost
Chief Engineer . . . . . E. D. Casey
Sales Mgr. . . . . . . . . . . . . Bill J. Jarvis
Program Director . . . . Ray H. Beals
Musical Director . . . . Howard Neighbor
Chief Engineer . . . . . Chester A. Wallack

K I U L
GARDEN CITY—1933—MBS
Frequency: 1240 Kc. . . . . . Power: 250 Watts
Business-Studio Address . . . . . 509½ N. Main St.
Phone Number . . . . . 4581
Transmitter Location . . Warner Terrace
Air Time . . . . . 6 a.m.-11:30 p.m.
News Service . . . . . AP
Transcription Service . . World
Membership . . . . . NAB
President . . . . . Robert B. Reed
General Manager . . . . G. F. Reed
Station Manager . . . . Robert Wells
Program-Publicity Director . . Tom Lanman
Chief Engineer . . . . . Bob Bryant
Farm Editor . . . . . Tony Jewell

K W G B
GOODLAND—1947
Frequency: 730 Kc. . . . . . Power: 1000 Watts d.
Business-Studio Address . . . . . Hotel Goodland
Phone Number . . . . . 331
News Service . . . . . UP
President, General Mgr. . . James E. Blair
Commercial Mgr. . . . . . Dick Eldridge

K V G B
GREAT BEND—1937—MBS
Frequency: 1590 Kc. . . . . . Power: 5000 Watts
Owned-Operated By . . . . . KVGB, Inc.
Business-Studio Address . . . . . Cork Bldg.
Phone Number . . . . . 4317-8
Transmitter Location . . . . 4 Mi. SW of Great Bend
Air Time . . . . . Unlimited
News Service . . . . . UP
Transcription Service . . Lang-Worth
Representative . . . . . John E. Pearson
Membership . . . . . NAB, MBM
President . . . . . Helen T. Coogar
V.P., Gen. Mgr. . . . . Grover C. Cobb
Asst. Mgr. . . . . . . . . . . . Sherwood R. Parks
Sales Mgr. . . . . . . . . . . . . Bill J. Jarvis
Program Director . . . . Ray H. Beals
Musical Director . . . . Howard Neighbor
Chief Engineer . . . . . Chester A. Wallack

K A Y S
HAYS—1948
Frequency: 1400 Kc. . . . . . Power: 250 Watts
Owned-Operated By . . . . . Kays, Inc.
Business Address . . . . . Box 563
Phone Number . . . . . 200, 222
Studio-Transmitter Address . . 2300 Hall St.
Air Time . . . . . 6:30 a.m.-10:30 p.m.
News Service . . . . . AP
Transcription Service . . Standard, Capitol
Membership . . . . . NAB
President . . . . . Frank Motz
Gen., Sta. Mgr. . . . . Duane W. Hoisington
Program Dir. . . . . . . . . . . . Paul Kelly
Publicity Dir. . . . . . . . . . . . . Glen Barnett
Musical Dir. . . . . . . . . . . . . . Lloyd Ford
Chief Engineer . . . . . . . Glen Barnett

K W B W
HUTCHINSON—1935—NBC
Frequency: 1450 Kc. . . . . . Power: 250 Watts
Business-Studio Address . . . . . 101 East Ave "A"
Phone Number . . . . . 5202
Transmitter Location . . 17th & Harding Sts.
Air Time . . . . . 18 Hrs.
News Service . . . . . AP
Transcription Service . . Lang-Worth
Membership . . . . . NAB
Station Mgr. . . . . . Robert E. Rives
Prom. Mgr., Pgm. Dir. . . . Paul Bernard
Chief Engineer . . . . . John Swafford

K W H K
HUTCHINSON—1946—KBS
Frequency: 1180 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
Commercial Manager . . . Gren Darling
Sales Promotion Manager . . Malcolm West
Program Dir. . . . . . . . . . . . . Paul Cochran
Publicity Director . . . . . Don Bell
Musical Director . . . . . J. Bruce Murray
Chief Engineer . . . . . Millary Clary
Farm Editor . . . . . Don Bell
KIND
INDEPENDENT—1947—KBS-LBS
Owned-Operated By: Central Bcstg., Inc.
Bus-Stud.o-Transmitter: Professional Bldg.
Phone Number: 1010
Air Time: Local sunrise-local sunset
News Service: AP
President, General Manager: J. Nelson Rupard
Studio Manager: M. Keith Upson
Chief Engineer: Ernest L. Kettner

KJCK
JUNCTION CITY—1949-KANSAS
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Junction City Bcstg. Co.
Business Address: 724 1/2 N. Washington
Phone Number: 1477
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
Pgm. Dir., Chief Engr.: Richard P. Meek

KCKN
KANSAS CITY—1924
Frequency: 1340 Kc. Power: 250 Watts
Business Address: 300 Waltower Bldg., Kansas City 6, Mo.

KCLO
LEAVENWORTH—1948
Business-Studio Address: 418 1/2 Cherokee St.
Phone Number: 3620-1
Transmitter Location: Rt. No. 2
Air Time: Daytime
News Service: UP
Transcription Service: Capitol
Representative: H. F. Best
President: Hon. Alf M. Landon
Gen. Sta. Mgr.: M. L. Gleason
Program Director: Dick Behner
Prod. Dir., Chief Announcer: Bill Willson
Publicity Director: Helen Snyder
Chief Engineer: David L. Reed

NOW - GREATLY INCREASED COVERAGE

A NEW SITE
A NEW TOWER
AND A NEW BUILDING!

KWBW
HUTCHINSON, KANSAS
Serving Central Kansas 15 Years
Write, wire or phone ROBERT E. RIVES FOR AVAILABILITIES

KWBW-FM

NBC Affiliates

435
KSCB
LIBERAL—1948
Frequency: 1270 Kc...Power: 1000 Watts d.
Owned-Oper. By...Seward County Bcstg. Co.
Business-Studio Address...E. 8th St.
Phone Number...385
Air Time...Daytime
News Service...UP
Transcription Service...Standard
Membership...NAB
President...Hon. All M. Landon
General Manager...Leon S. Salatheil
Pgm. Dir., Chief Announcer...Larry Filkins
Chief Engineer...Wayne Pax

KNEX
McPHERSON—1949
Frequency: 1540 Kc...Power: 250 Watts d.
Owned-Operated By...McPherson Bcstg. Co.
Address...P. O. Box 186
Phone Number...1540
Air Time...Daytime
News Service...AP
Transcription Service...Capitol, SESAC
President...Evart Mills
General Mgr...Dan Bellus
Commercial Mgr...Vance Archer
Program Dir...Henry Dais
Chief Engineer...Claude Hughes

KPRS
OLATHE—1949
Frequency: 1590 Kc...Power: 500 Watts d.
Owned-Oper. By...Johnson County Bcstg. Co., Inc.
Address...131 E. Park St.
Phone Number...1200
Air Time...Daytime
News Service...AP
Transcription Service...Capitol
Pres., Gen., Comm. Mgr...L. H. Witherspoon
Program Dir...S. P. Madden
Chief Engineer...Daniel Reed

KOFO
OTTAWA—1949
Frequency: 1220 Kc...Power: 250 Watts d.
Owned-Operated By...Ottawa Bcstg. Co.
Address...P. O. Box 46
Phone Number...1045
Air Time...Daytime
News Service...UP
Transcription Service...Capitol
Pres., Gen. Mgr., Pgm. Dir...J. N. Jobes
Commercial Mgr...Tommy Ruble
Chief Engineer...Daniel W. Coltrane

KLKC
PARSONS—1948
Frequency: 1540 Kc...Power: 250 Watts d.
Owned-Oper. By...Community Bcstg. Co.
Business-Studio Address...1904 Broadway
Phone Number...4050
News Service...AP
Transcription Service...Standard
President...Clyde M. Reed
General Manager...Kerm Trimble
Program Director...Ray Drenner
Chief Engineer...James L. Teats

KOAM
PITTSBURG—1937—NBC
Frequency: 860 Kc...Power: 10,000 Watts d.
Owned-Oper. By...The Pittsburg Bcstg. Co., Inc.
Business Address...P. O. Box 603
Phone Number...2165
Studio Address...Commerce Bldg.
Transmitter Location...3½ Mi. E. of Pittsburg
Air Time...8 a.m.-M.
News Service...AP
Transcription Service...World Representative...John E. Pearson
Membership...NAB, BMB
President...E. V. Baxter
Station Commercial Manager...R. E. Wade
Chief Announcer...Lou Martin
Chief Engineer...Leo Stafford

KSEK
PITTSBURG—1947—LBS
Frequency: 1340 Kc...Power: 250 Watts d.
Owned-Oper. By...The Pittsburg Publ. Co.
Business-Studio Address...Hotel Besse Bldg.
Phone Number...742
Transmitter Location...E. Quincy (extended)
Air Time...Unlimited
News Service...AP
Transcription Service...Standard Representative...Cooke
President...O. S. Stauffer
General Manager...Thad M. Sandstrom
Commercial Manager...C. W. Stout
Chief Engineer...W. D. Brosseau

KSAL
SALINA—1937—MBS
Frequency: 1150 Kc...Power: 5000 Watts d.
Owned-Operated By...KSAL, Inc.
Bus.-Studio Address...Journal Bldg., Seventh & Iron Sts.
Phone Number...3701
Transmitter Location...E. Hiway 40
Air Time...Unlimited
News Service...AP
Transcription Service...Lang-Worth, Standard Representative...John E. Pearson
Membership...BMB, NAB

436
WREN
TOPEKA—1927—ABC
Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: Jackman & Jackman, Inc.
Business-Studio Address. 411 W. 10th St.
Phone Number 2-0505-6-7
Transmitter Location: Granville
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Weed
Membership: NAB, BMB
President: R. C. Jackman
General Manager: John S. Major
Comm.-Sales Promotion Mgr.: Bailey Axton
Program Director: Fred L. Conger
Chief Engineer: Carl B. Bliesner
Farm Editor: Jack Robinson

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: Walker
Membership: NAB
General Manager: Jack Todd
Commercial Manager: Martin Bass
Program Dir.: Graeme N. Wax
Chief Engineer: Harold Newby

KANS
WICHITA—1936—NBC
Owned-Operated By: Taylor Radio & TV
Business-Studio Address 1015 N. Broadway
Phone Number 4-2387
Transmitter Location: 5560 W. 13th St.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard
Representative: Taylor-Borroff
Membership: NAB, BMB
President: O. L. Ted Taylor
General Manager: Archie J. Taylor
Commercial Manager: Frank Mathews
Sales Prom. Mgr.: H. W. Allen
Program Director: Paul Wilson
Musical Dir.: Raymond Shelley
Chief Engineer: Ted Husted
Farm Editor: T. Vernon Reed

KJAY
TOPEKA—1949
Owned Operated By: S. H. Patterson
Address: 908 Kansas Ave.
Phone Number: 3-1336
Air Time: Unlimited
News Service: INS
Representative: Rambeau
Owners: S. H. Patterson, N. J. Patterson
Sta., Comm. Mgr.: Allan Curnutt
Pgm. Dir., Prom. Mgr.: Craig Lawson
Chief Engineer: N. J. Patterson

KTOP
TOPEKA—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned By: Collinson Bstg. Co.
Operated By: T. Hall Collinson
Business-Studio Address: 214 W. 6th St.
Phone Number: 4-3444
Transmitter Location: N. Buchanan
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol, Associated
Representative: Ra-Tel
Pres., Gen. Mgr.: T. Hall Collinson
Sales Prom. Mgr.: George Allen
Publicity Dir.: Jack Crutcher
Chief Annr., Musical Dir.: Wayne M. Heady
Chief Engineer: Willard Peterson

WIBW
TOPEKA—1924—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned By: Capper 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
Membership: FMA
President: H. S. Blake
General-Station Manager: Ben Ludy
Commercial Manager: Hilton Hodges
Prog., Prod., Musical Dir.: Maude Carlson
Publicity Director: Allan Young
Chief Engineer: Lewis Dickensheets

President: R. J. Laubengayer
Station Mgr.: R. V. Jensen
Sales Promotion Manager: J. D. Hill
Program Director: Al Thompson
Publicity Director: Bob Elias
Chief Engineer: N. E. Vance, Jr.
Farm Editor: Stewart Peck
KANSAS

KFBi
WICHITA—1923—ABC
Frequency: 1070 Kc...Power: 10,000 Watts d.; 1000 Watts n.
Owned-Operated By ............KFBi, Inc.
Business-Studio Address ....200 E. First St.
Phone Number ..................2-1447
Transmitter Location ..RFD No. 2, Box 14
Air Time .................6 a.m.-M.
News Service .................UP
Transcription Service ....World
Representative ....Avery-Knodel
Membership ............NAB, BMB
Gen., Sta. Mgr..............Hale Bondurant
Commercial Mgr...........D. W. McCoy, Sr.
Program Dir...............Henry Mattison
Prod. Dir., Chief Annr ....G. Robert Gadberry
Publicity Director ......Harry Hulse
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 a.m.-12:05 a.m.
News Service ...............AP, UP
Transcription Service .Lang-Worth
Representative ..........Edward Petry
Membership .............NAB, BMB
President ..................John Rigby
Exec. V.P.................Marcellus M. Murdock
General Manager ..........Frank V. Webb
Comm. Mgr................Robert Hix
Sales Promotion Manager .Russell L. Lowe
Program Director ....Thomas Bashaw
Chief Announcer ..........David M. Wilson
Musical Director ....Wayne Euchner
Chief Engineer ..........Amos C. Dadisman

KANSAS

WHY IS AP THE BEST?
BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

KANSAS ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS
Chairman: Vern Minor—KWHK, Hutchinson
Vice-Chairman: R. M. Seaton—KGGF, Coffeyville
Continuing Study Committee Chairman: George Gow—KANS, Wichita

438
KENTUCKY
Estimated Population 2,893,000—Increase +1.7%—Radio Homes 678,000
Radio Families 748,000—Stations in State 40

W C M I
ASHLAND—1935—CBS-SOUTHERN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Ashland Bstg. Co., Inc.
Business-Studio Address: 120 20th St.
Phone Number: 3010
Transmitter Location: 47th & Clay Sts.
Air Time: 6 a.m.-M.
News Service: Thesaurus, World
Transcription Service: John E. Pearson
Membership: NAB, BMB
President: Gilmore N. Nunn
Gen.-Station-Comm. Mgr.: Charles C. Warren
Sales Prom.-Program Dir.: W. R. Martin
Chief Engineer: Clarence Weaver

W K C T
BOWLING GREEN—1947
Frequency: 930 Kc. Power: 1000 Watts d.
Business-Studio Address: 415 Park Row
Phone Number: 2840
Transmitter Location: Beech Bend Park
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Holman
Gen.-Station Mgr.: Paul R. Huddleston
Commercial Manager: Houston Griffin

W L B J
BOWLING GREEN—1940—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Address: 901 Fairview Ave.
Phone Number: 1340-1
Air Time: 5 a.m.-M.
News Service: AP
Transcription Service: Capitol, Keystone
Representative: Burn-Smith
Membership: NAB
Pres., Gen., Sta. Mgr.: Ken D. Given
Comm.-Sales Promotion Mgr.: Eimer A. Finley
Program-Production Dir.: William Kuzma
Publicity Dir.: Robert & Procter
Chief Engineer: Rondal L. Miller

W T C O
CAMPBELLSVILLE—1948
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: South Central Kentucky Bstg. 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 Shockelette
Sales Promotion Mgr.: William J. Harris, Jr.
Pgm.-Prod. Dir.: John Adkins
Chief Engineer: J. B. Crawley

W C T T
CORBIN—1947—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Corbin Times-Tribune, Inc.
Business Address: 308 S. Main St.
Phone Number: 1234, 1071
Studio-Transmitter Location: Falls Hwy.
Air Time: 17 Hrs.
News Service: AP
Transcription Service: Keystone
Membership: NAB, BMB
President: J. Springer Robinson
General Manager: John L. Crawford
Station Manager: Kenneth Turner
Commercial Manager: S. G. Hembree
Chief Engineer: Russell Henson

W Z I P
COVINGTON—1947—KBS
Frequency: 1050 Kc. Power: 250 Watts d.
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
Transcription Service: World, SESAC
Membership: NAB, BMB
Sta. Mgr., Pgm. Dir.: Lloyd W. Baldwin
Prod. Dir., Chief Announcer: Stephen Crane
Chief Engineer: Julian Keenig

W H I R
DANVILLE—1947—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Commonwealth Bstg. Corp.
Address: Burgin Road
Phone Number: Danville 1230
Air Time: 8:30 a.m.-11 p.m.
News Service: AP
Transcription Service: World & Capitol
WFKY
FRANKFORT—1946—MBS
Frequency: 1430 Kc. Power: 250 Watts
Owned-Operated By: Frankfort Bstg. Co., Inc.
Address: Ky. Ave. Extended
Phone Number: 2509
Air Time: Unlimited
News Service: AP
Transmission Service: World
Representative: Wood, Colton
Membership: NAB, BMB
President: B. C. Edwards
Program Dir.: Louise McNees
Chief Annr.: Chief Engineer: John Hudimac

WKAY
GLASGOW—1946
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Glasgow Bstg. Co., Inc.
Address: Happy Valley Rd.
Phone Number: 598, 632
Air Time: Unlimited
News Service: UP
Transmission Service: World, Standard
Membership: NAB
President: Gordon E. Brown
Gen., Sta. Mgr.: Louis Rayburn
Pgm. Dir.: Chief Annr.: Lee Redford
Chief Engineer: C. H. Hulse

WHLN
HARLAN—1941
MBS-KBS-GOOD COAL
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Blantox Radio Co., Inc.
Address: S. Main St.
Phone Number: 623-6
Air Time: 8 a.m.-11:15 p.m.
News Service: AP
Transmission Service: SESAC
Representative: Smith, Burris
Membership: NAB
President, Gen.-Station Mgr.: R. B. Helms
Production Dir.: Helen Ellison
Chief Engineer: John Greenwood

WKIC
HAZARD—1947—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: BMG Bstg. Corp.
President: E. F. Prichard, Sr.
Gen., Comm. Mgr.: Ted Grizzard
Program Director: Jack Brooks
Chief Engineer: Bill Yant

**WLAP**
LEXINGTON—1922—ABC
Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Operated By: American Bstg. Corp. (Not ABC)
Business-Studio Address: Radio Bldg., Lexington
Phone Number: 1922-1-3
Transmitter Location: Mason-Headley Rd.
Air Time: Unlimited
News Service: UP
Transcription Service: Associated
Representative: John E. Pearson
Membership: NAB, BMB
President: Gilmore N. Nunn, V.P.
General Manager: J. E. Willis
Commercial Manager: Miller Welch
Sales Promotion Manager: James P. Young
Program Director: J. B. Faulconer
Technical Supervisor: Henry C. Lockler

**WLEX**
LEXINGTON—1946
Frequency: 1340 Kc. . . . . Power: 250 Watts
Business Address: P. O. Box 985, Russell Cave Pike
Phone Number: 3-1977
Studio-Transmitter Location: Russell Cave Pike
Air Time: Unlimited
News Service: AP
Transcription Service: Associated
Representative: Ra-Tel
Membership: NAB
President: J. D. Gay, Jr.
General Manager: Carroll Gardner
Program Dir.: Bob Kimbro
Chief Engineer: Otho Warner

**WAVE**
LOUISVILLE—1933—NBC
Frequency: 970 Kc. . . . . Power: 5000 Watts
Owned-Operated By: WAVE, Inc.
Business Address: 334 E. Broadway
Phone Number: 2201
Studio Address: Radio Center
Transmitter Location: Hamburg Pike
Air Time: 5 a.m.-M., 10 p.m.
News Service: AP
Transcription Service: Thesaurus, Lang-Worth
Representative: Free & Peters
Membership: BMB
President: George W. Norton, Jr.
General-Station Manager: Nathan Lord
Sales Prom. Mgr.: Robert Elderman
Program Director: George Patterson
Chief Engineer: Wilbur Hudson

**WGRC**
LOUISVILLE—1936—MBS
Frequency: 1400 Kc. . . . . Power: 250 Watts (C.P. 5000 d.; 1000 n.)
Owned-Operated By: Northside Bstg. Corp.
Bus.-Studio Address: Ky. Home Life Bstg.
Phone Number: Wabash 7781
Transmitter Location: Preston St. & Woodbine
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth, Standard
Representative: Walker
Membership: NAB
President: J. Porter Smith
V.P., Gen. Mgr.: Charles L. Harris
Pgm. Pub. Dir.: Ward Hatcher
Chief Engineer: Perry Esten

**WHAS**
LOUISVILLE—1922—CBS
Frequency: 840 Kc. . . . . Power: 50,000 Watts
Owned-Operated By: WHAS, Inc.
Business-Studio Address: 525 W. Broadway
Phone Number: Wabash 2211
Transmitter Location: Eastwood
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated
Representative: Edward Petry
Membership: NAB
President: Barry Bingham
Station Mgr.: Victor A. Sholis
Commercial Mgr.: Neil D. Cline
Production Dir.: William Aldridge
Publicity Dir.: Cecil W. Sanders
Technical Director: Orrin W. Towner

**WINN**
LOUISVILLE—1940
Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Oper. By: Kentucky Bstg. Corp., Inc.
Bus.-Studio-Transmitter Address: Earle Hotel
Phone Number: WABash 5148
Air Time: Unlimited
News Service: UP
Transcription Service: MacGregor, SESAC
President, Station Manager: Harry McCarter
Commercial Manager: G. F. Bauer
Program Director: M. Katherine McCanter
Production Director: Sam Woodall
Publicity Director: Helen E. Roberts
Chief Engineer: Melvin Scarsdale

**WKLO**
LOUISVILLE—1948—ABC
**KENTUCKY**

Owned-Oper. By ........ Mid-America Bestq. 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
President ................. John Blotz
General Manager .......... James F. Brownlee
Commercial Manager ......... Tom Underwood
Program Director .......... W. G. Bottorff
Production Dir. ............. Jean Clos
Publicity Director .......... Russell Pinkey
Chief Engineer ............. D. C. Summerford

**WKYW**

**LOUISVILLE—1946**

Frequency: 900 Kc. .... Power: 1000 Watts d.
Bus.-Studio Address ....... 431 W. Jefferson St.
Phone Number ............... Clay 4811
Transmitter Address ....... River Rd., nr. Louisville
Air Time ........ ......... Daytime
News Service ............... AP
Transcription Service ........ Associated, Capitol.
Standard, Cole
Transcription Service ......... Capitol, Standard Representative
Membership ................. BMB
President, Treasurer ......... F. Eugene Sandford
V.P. Station Manager ...... Edwin E. S. Weldon
V.P. Operations ............. S. A. Cisler
Secretary ................. W. Scott Miller
Program Director .......... David Wilburn

**WLQU**

**LOUISVILLE—1948**

Frequency: 1350 Kc. .... Power: 1000 Watts d.
Business-Studio Address .... 2549 S. Third St.
Phone Number ............... Calhoun 3680
Air Time ........ ......... Daytime
News Service ............... AP
Transcription Service ........ Associated, Capitol
Representative ............. Donald Cooke
President, Gen. Mgr. ......... Mrs. John E. Messervy
Pgm. Dir., Prom. Mgr. .... ..... Lee Smith
Chief Engineer ............. Steve Dawson

**WCLF**

**MADISONVILLE—1947**

Frequency: 730 Kc. .... Power: 750 Watts d.
Business Address ........ Box 27
Phone Number ............... 1297
Transmitter-Studio Location ...... Hanson Rd.
Air Time ........ ......... Daytime
News Service ............... AP
Transcription Service ........ Associated, Capitol
Representative ............. Eves Mick

**WKTM**

**MAYFIELD—1946**

Frequency: 1050 Kc. .... Power: 1000 Watts d.
Business Address ........ Box 232
Phone Number ............... 46
Studio Address .............. Mayfield Hotel
Transmitter Location ......... Fancy Farm Hwy.
Air Time ........ ......... Sunrise-sunset
News Service ............... AP
Transcription Service ........ Associated, Capitol
Representative ............. NAB
President ................. Frank Evans
Gen., Sta. Mgr. ............. Wayne Morgan
Sales Prom. Mgr., Prod. Dir. ..... Bill Shelton
Program Director .......... Margaret Dowdy
Chief Engineer ............. Joseph M. Hargrove

**WNGO**

**MAYFIELD—1946**

Frequency: 1320 Kc. .... Power: 1000 Watts d.
Business-Studio Address .... Box 26
Phone Number ............... 1204
Transmitter Location ......... City limits, Hwy.
No. 45, Paducah Rd.
Air Time ........ ......... 5:30 a.m., local sunset
News Service ............... AP
Transcription Service ........ Associated, Capitol
Representative ............. Friedenberg
President ................. Rev. H. M. Suthard
General Mgr. ............... Boyce Swann
Chief Engineer ............. Eural Wadlington

**WFTM**

**MAYSFIELD—1948**

Frequency: 1400 Kc. .... Power: 250 Watts d.
Bus. Address ............... 626 Forrest Ave., Tobacco Sq.
Phone Number ............... 1400-1
Transmitter-Studio Location .... Tobacco Sq.
Air Time ........ ......... 6 a.m.-M.
News Service ............... UP
Transcription Service ........ Associated, Capitol
Representative ............. W. S. Grant
Membership ................. NAB
President ................. Charles P. Clarke
Gen., Sta. Mgr. ............. J. W. Betts
Commercial Mgr. ............. Horace Simpson
Program-Prod. Pub. Dir. ........ Gene Waters
Musical Director ............. Louise Carter
Chief Engineer ............. Harvey Cross
KENTUCKY

WCPM
MIDDLESBORO—1948
Frequency: 560 Kc
Power: 500 Watts
Owned-Operated By: Tri-State Bstg. Co.
Business Address: P. O. Box 515
Phone Number: 1520
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
President: Elmer D. Smith
General Mgr.: W. T. Gaines
Program Dir.: Robert Thomson
Chief Engineer: John Calor

WMIK
MIDDLESBORO—1948
Frequency: 1490 Kc
Power: 250 Watts
Business Address: Box 698
Phone Number: 980
Studio-Transmitter Address: Hway. 25 E.
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: World, Cole
Representative: Homan
Membership: NAB
Gen., Sta. Mgr.: H. W. Taylor
Chief Engineer: Edward Pipes

WNBS
MURRAY—1947
Frequency: 1340 Kc
Power: 250 Watts
Address: Paducah Hiway
Phone Number: 1340
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Membership: NAB
President: H. T. Waldrop
Gen., Sta. Mgr.: Edward Griffin
Commercial Mgr.: Troy W. Glidwell
Chief Engineer: Carlos M. Steele

WNOP
NEWPORT—1948
Frequency: 740 Kc
Power: 1000 Watts
Owned-Operated By: Tri-City Bstg. Co.
Business-Studio Address: 626 Monmouth St.
Phone Number: 3408-9
Transmitter Location: Hway. 60 W.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Forjoe
President: James G. Lang
Station Manager: Anna Mae Rolles
Program Director: Jack Baker
Chief Engineer: Elmer C. Drake
Farm Editor: Earl Davis

WOMI
OWENSBORO—1938—MBS-KBS
Frequency: 1490 Kc
Power: 250 Watts
Business Address: P. O. Box 536
Phone Number: 420-1
Studio-Transmitter Location: Byers Ave. & Livermore Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Keystone
Representative: Burn-Smith
Membership: NAB, BMB
President: Lawrence W. Haager
Gen.-Sta. Mgr.: Hugh O. Potter
Program Director: Norman Hall
Musical Director: Cliftondean Potter
Chief Engineer: Leslie Goodaker

WHJS
OWENSBORO—1946
Frequency: 1420 Kc
Power: 1000 Watts
Owned-Oper. By: Owensboro On The Air, Inc.
Business-Studio Address: 324 Allen St.
Phone Number: 3408-9, 253
Transmitter Location: Hway. 60 W.
Air Time: 6 a.m.-M.
News Service: UP

KENTUCKY

WHY IS AP THE BEST?

BECAUSE — AP is faster, more complete, more accurate than any other news service.

KENTUCKY ASSOCIATED PRESS

RADIO MEMBERS ASSOCIATION

President: Edwin J. Paxton, Jr. — WKYB, Paducah
Vice-President: Stephen A. Cisler — WKYW, Louisville
Secretary: Wilber Crawford — AP Chief of Bureau
Transcription Service: World
Representative: William G. Rambeau
Membership: NAB, BMB
President: V. J. Steele
General-Station Manager: Malcolm Greep
Sales Prom. Mgr.: Leola C. Hayden
Program Director: Lee Carl Meredith
Production Dir.: Charles Steele
Publicity Dir.: LeRoy Woodward
Chief Engineer: Robert Earl Jago

W KYB
PADUCAH—1946—MBS
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: Paducah Newspapers, Inc.
Business-Studio Address: 504 Kentucky Ave.
Phone Number: 800
Transmitter Location: 5 Mi. S. of City on U. S. 45
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Standard, Associated Representative: RaTel
Membership: NAB, BMB
President: Edwin J. Paxton, Sr.
Comm.-Sales Prom. Mgr.: Sam Livingston
Program Dir.: Zack Hill
Musical Director: Lois Cooper
Chief Engineer: C. G. Sims

W PAD
PADUCAH—1930—CBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: Taylor Bldg., 4th & Broadway
Phone Number: 4100
Transmitter Location: North 8th St.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth, World Representative: Sears & Ayer
Membership: NAB, BMB
President: Pierce E. Lackey
General-Station Mgr.: W. Prewitt Lackey
Comm., Sales Mgr.: Roy Mofield
Program Dir.: Evelyn Carroll Stahl
Chief Announcer: Ray Mofield
Prod., Musical Dir.: Linn Wolf
Chief Engineer: U. C. Morris

WSIP
PAINTSVILLE—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: W. Howes Meade
Address: Paintsville
Phone Number: 1196
Air Time: Unlimited
News Service: UP

WLSI
PIKEVILLE—1949
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Cumberland Pub. Co.
Address: Pikeville
Phone Number: 161
Air Time: Daytime
News Service: AP
Transcription Service: Lang-Worth
President: W. J. Ward
Gen., Prom. Mgr., Pgm. Dir.: Meyer Layman
Commercial Mgr.: John Ward
Chief Engineer: Guy N. Ferrill

WPKE
PIKEVILLE—1949—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: East Kentucky Bcstg. Corp.
Address: Pikeville
Phone Number: 1280
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
President: Dr. O. W. Thompson
Chief Engineer: T. K. Smith

WPKY
PRINCETON—1949
Address: Princeton
Phone Number: 907-8
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Colton
Membership: NAB
President: Alonzo Carter
Program Director: Donald Orwin
Chief Announcer: Harvey Murphey
Chief Engineer: John Agostine

WSFC
SOMERSET—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Southeastern Bcstg. Corp.
Business-Studio-Transmitter Address: Stanford Pike
Phone Number: 907-8
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Colton
Membership: NAB
President: Alonzo Carter
Program Director: Donald Orwin
Chief Announcer: Harvey Murphey
Chief Engineer: John Agostine
### LOUISIANA

*Estimated Population 2,630,000—Increase +11.3%—Radio Homes 608,000
Radio Families 714,000—Stations in State 37*

---

### 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
- News Service: AP
- Transcription Service: World
- Membership: BMB
- President: Dr. Lela G. McConnell
- General-Station-Comm. Mgr.: Wilfred Fisher
- Program Director: Violet Person
- Production Dir., Chief Announcer: Louis Bouck
- Musical Director: Rachel Picasso
- Chief Engineer: M. E. Picasso

---

### WVLK

**VERSAILLES—1947—MBS**

- Frequency: 590 Kc.
- Power: 1000 Watts
- Owned-Operated By: Bluegrass Bcastg. Co.
- Bus.-Studio Address: Logan-Helm Library, Versailles; Hotel Lafayette, Lexington
- Phone No.: Versailles 654; Lexington 2-7177
- Transmitter Location: Leestown & Yamaltone Ironworks Rds., Fayette Co.
- Air Time: Unlimited
- News Service: AP
- Transcription Service: SESAC
- Representative: Rambeau
- President: A. B. Chandler
- V.P., Sta. Mgr.: W. S. Lukenbill
- Commercial Mgr.: Lynn E. Knox
- Program Dir.: Donald A. Horton
- Chief Announcer: Ray Holbrook
- Chief Engineer: Paul Dunbar
- Farm Editor: Nathaniel Clark

---

### KROF

**ABBEVILLE—1948**

- Frequency: 960 Kc.
- Power: 1000 Watts d.
- Business Address: Box 306
- Phone Number: 90
- Studio-Transmitter Location: Abbeville-Lafayette Hwy, U. S. 167
- Air Time: Sunrise-sunset
- News Service: AP
- Transcription Service: World
- Membership: NAB
- General-Station-Comm. Mgr.: George P. Martin
- Program-Publicity Dir.: Ebba Lou Martin
- Chief Engineer: C. T. Hook

---

### KALB

**ALEXANDRIA—1935—ABC-LA. NET**

- Frequency: 580 Kc.
- Power: 5000 Watts d.
- Business-Studio Address: 505½ Johnston St.
- Phone Number: 2-3335-8
- Transmitter Location: Wardville
- Air Time: Unlimited
- News Service: UP
- Transcription Service: World
- Representative: Weed
- Membership: NAB, BMB
- President: Walter H. Allen
- Secretary-Treasurer: T. B. Lanford
- General Mgr.: Willard L. Cobb
- Station Dir.: Harold H. Carr
- Commercial Manager: Walter Melson
- Sales Prom. Mgr., Pgm. Dir.: Harper Clark
- Chief Engineer: Jesse R. Sexton
- Farm Editor: John D. Lyles

---

### KSYL

**ALEXANDRIA—1947—NBC**

- Frequency: 1400 Kc.
- Power: 250 Watts
- Owned-Operated By: Radio Station KSYL
- Bus.-Studio-Transmitter Address: Bolton Ave. Ext.
- Phone Number: 6611-2
- Air Time: 6 a.m.-11:05 p.m.
- News Service: AP
- Transcription Service: Long-Worth
- Representative: Ra-Tel
- Membership: NAB, BMB
- Co-Partners: Harold Wheelahan & Sylvan Fox
- General-Station Manager: Paul H. Goldman
- Comm. Mgr.: Milton Fox
- Sales Prom. Mgr.: S. R. Fox
- Program-Production Dir.: Bruce Rainey
- Publicity Director: Jack McCall
- Chief Announcer: Paul Mitchell
- Musical Director: Bruce Rainey
- Chief Engineer: Earl M. Eggers
- Farm Editor: Robert Leroy

---

### KVOB

**ALEXANDER—1946—MBS-LA. NET**

- Frequency: 970 Kc.
- Power: 1000 Watts
- Owned-Oper. By: Central Louisiana Bcastg. Corp.
- Business-Studio Address: 1710 Jackson St.
- Phone Number: 20481
- Transmitter Location: Old Boyce Rd.
- Air Time: 5:30 a.m.-M.
- News Service: AP
- Transcription Service: Associated
WJBO
BATON ROUGE—1934
NBC-LA. NET

FREQUENCY: 1150 Kc. POWER: 5000 Watts
OWNED-OPER. BY: Baton Rouge Bstg. Co., Inc.
BUSINESS-STUDIO ADDRESS: 444 Florida St.
PHONE NUMBER: 25271
TRANSMITTER LOCATION: Rosevelt Rd.
AIR TIME: Unlimited
NEWS SERVICE: AP, UP
TRANSCRIPTION SERVICE: WORLD

REPRESENTATIVE: George P. Hollenberg
MEMBERSHIP: NAB, BMB
PRESIDENT: Douglas L. Manship
V.P., GENERAL MGR.: J. Roy Dabadie
SALES MANAGER: Charles C. Garvey
PGM., PUB. DIRECTOR: Ralph H. Sims
PRODUCTION DIR.: Robert H. Searce
MUSIC LIBRARIAN: John Rutledge
CHIEF ENGINEER: Vernon E. Dudley

WLCS
BATON ROUGE—1946—ABC

FREQUENCY: 1400 Kc. POWER: 250 Watts
OWNED-OPER. BY: Air Waves, Inc.
BUSINESS ADDRESS: 204 North St.
PHONE NUMBER: 24411
TRANSMITTER LOCATION: 3936 Broussard
AIR TIME: Unlimited
NEWS SERVICE: AP, INS
TRANSCRIPTION SERVICE: Associated, Capitol, Cole

REPRESENTATIVE: Ra-Tel
MEMBERSHIP: NAB, BMB, FMA
GENERAL MANAGER: Earl Smith
COMMERCIAL MANAGER: A. Lamar Simmons
SALES PROMOTION MGR.: Martha Hundemer
CHIEF ANNOUNCER: Quiltman Henley
CHIEF ENGINEER: Edward Van Valkenburg

WIKC
BOGALUSA—1947—MBS-LA.

FREQUENCY: 1450 Kc. POWER: 250 Watts
OWNED-OPERATED BY: I. K. Corkern, Jr.
BUSINESS ADDRESS: Box 911
PHONE NUMBER: 1908
STUDIO-TRANSMITTER ADDRESS: N. Rio Grande St.
AIR TIME: Unlimited
NEWS SERVICE: AP
PRESIDENT, GEN.-STATION MGR.: I. K. Corkern, Jr.

KSIG
CROWLEY—1947

FREQUENCY: 1450 Kc. POWER: 250 Watts
BUS-STUDIO ADDRESS: 101 N. Parkerson Ave.
PHONE NUMBER: 1450-1, 544
TRANSMITTER LOCATION: Odd Fellow Rd. & U. S. 90
AIR TIME: Unlimited

FRANKLIN UP

TOM WALKER

Associated, E. Unlimited

Bud Campbell

E. E. Case

C Steele Campbell, Jr.

THE LOUISIANA

Owen

Baptist

250 Watts

McGill

NAB

Roy O. Martin

John H. Allen, Jr.

Franklin Whitehead

Tommy Erwin

John W. Crawford

KTRY

BASTROP—1948

FREQUENCY: 730 Kc. POWER: 250 Watts D.
OWNED-OPER. BY: Morehouse Bstg. Co., Inc.
BUSINESS-ADDRESS: 117 S. Washington St., P. O. Box 193

PHONE NUMBER: 1400
TRANSMITTER LOCATION: N.W. of City
AIR TIME: Sunrise-local sunset
NEWS SERVICE: AP
TRANSCRIPTION SERVICE: Lang-Worth, Capital
REPRESENTATIVE: Friedenberg
MEMBERSHIP: NAB
PRESIDENT: Nathan Bolton
COMMERCIAL MANAGER: Salvador Scarpino

WAFB

BATON ROUGE—1948—MBS

FREQUENCY: 1460 Kc. POWER: 5000 Watts D:
OWNED-OPER. BY: Modern Bstg. Co. of Baton Rouge, Inc.
BUSINESS-STUDIO ADDRESS: 1048 Florida St.

PHONE NUMBER: 4-8571
NEWS SERVICE: AP
REPRESENTATIVE: Walker
PRESIDENT: Louis S. Prejean
GENERAL MANAGER: Tom E. Gibbens
COMM. MGR.: Frank Parton
PROG. DIR., PROM. MGR.: Max Folly
CHIEF ENGINEER: Donald K. Allan

WIBR

BATON ROUGE—1948—LBS

FREQUENCY: 1220 Kc. POWER: 250 Watts D.
OWNED-OPER. BY: G. T. Owen & Owen W. Ware
BUSINESS ADDRESS: P. O. Box 1226

PHONE NUMBER: 4-9493-4
STUDIO-TRANSMITTER LOCATION: 600 Neosha St.
AIR TIME: Local sunrise-sunset
NEWS SERVICE: UP
TRANSCRIPTION SERVICE: Lang-Worth
REPRESENTATIVE: Cooke
MEMBERSHIP: NAB
GEN., COMM. MGR.: H. W. Bumpas
PROGRAM DIRECTOR: Scott W. Erwin
PRODUCTION DIRECTOR: Robert Earle
PUBLICITY DIR.: Mary Davidson
MUSICAL DIRECTOR: Prim Verger
CHIEF ANNOUNCER: Bud Campbell
CHIEF ENGINEER: E. E. Case
FARM EDITOR: Claude N. Campbell, Jr.

446
News Service ........................................ AP
Transcription Service ................................ Lang-Worth
Representative ........................................ Joseph Hershey McGillivra
Membership ............................................ NAB
Pres., Sales Prom., Mgr., .................................. Max Thomas
Gen., Sta., Mgr., ........................................... B. Hillman Bailey, Jr.
Commercial Manager ................................... Lauren R. Stagg
Program Director ...................................... Freda S. Thomas
Chief Engineer ......................................... Clovis L. Bailey
Farm Editor ............................................. J. C. Hoffpaur

**WIHL**

**HAMMOND—1947—KBS**

Frequency: 730 Kc. ...................................... Power: 250 Watts d.
Owned-Operated By .................................... Superior Enterprises
Business-Studio Address ................................ 218 W. Thomas St.
Phone Number ........................................... 360
Transmitter Location ................................... Hammond-Ponchatoula Highway
Air Time .................................................. Daytime
News Service ............................................. AP
Transcription Service .................................. Capitol
Gen., Sta. Mgr. ............................................ F. E. Curnutt
Comm. Mgr. ............................................... J. K. Ferris
Chief Announcer ........................................ Rick Webb
Chief Engineer .......................................... F. E. Curnutt

**KCI L**

**HOUMA—1946—MBS**

Frequency: 1490 Kc. ...................................... Power: 250 Watts
Owned-Operated By ..................................... Charles W. Lamar, Jr.
Business Address ....................................... Lamar Adv. Co., Box 30, Baton Rouge
Phone Number ........................................... 6828-9
Transmitter Location .................................. Bayou Black Dr.
Studio Address ........................................... Box 1031
Air Time .................................................. 5:30 a.m.-11 p.m.
News Service ............................................. AP
Transcription Service .................................. World
Membership ............................................... NAB, BMB
Station Mgr. ............................................. Frank Conwell
Commercial Mgr. ....................................... Joseph S. Strada
Sales Prom. Mgr. ....................................... Frank King
Program Director ....................................... Dick McMullen
Musical Dir. ............................................. Ovide Davis
Chief Engineer ......................................... Donald L. Jones

**KVOL**

**LAFAYETTE—1935—NBC**

Frequency: 1340 Kc. ...................................... Power: 250 Watts
Business-Studio Address ................................ 519 S. Buchanan St.
Phone Number ........................................... 5111-2
Transmitter Location ................................... Scott Rd.
Air Time .................................................. 6 a.m.-11 p.m.
News Service ............................................. AP
Transcription Service .................................. Thesaurus
Representative ........................................... Meeker
Membership ............................................... NAB, BMB
President ............................................... Morgan Murphy

General Manager ...................................... George H. Thomas
Sta., Comm., Mgr., Pub. Dir. .......................... Evan H. Hughes
Chief Engineer ........................................ Louis Pilcher
Farm Editor ............................................. Allison Theriot

**KLOU**

**LAKE CHARLES—1947**

Frequency: 1580 Kc. ...................................... Power: 1000 Watts
Business-Studio Address ................................ 134 Clarence St.
Phone Number ........................................... 7277-8
Transmitter Location ................................... North Lake Charles
P.O. Box 288
Air Time .................................................. Unlimited
News Service ............................................. AP
Transcription Service .................................. Capitol
Representative ........................................... Walker
Membership ............................................... NAB, BMB
President ............................................... H. Vernon Anderson
General Mgr. ............................................. E. R. Anderson
Secretary-Treasurer .................................... Sara M. Anderson
Comm. Mgr., Pgm. Dir. .................................. Eugene S. Cuny
Sales Prom. Mgr. ....................................... William Patton
Publicity Dir. ............................................. Lucille Stoter
Chief Announcer ........................................ Sid Morse
Musical Dir. ............................................. Jerry Barlow
Chief Engineer ......................................... Andrew Vargo

**WHY IS AP THE BEST?**

**BECAUSE**—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

**LOUISIANA-MISSISSIPPI ASSOCIATED PRESS**

**BROADCASTERS' ASSOCIATION**

President: James Gordon—WNOE, New Orleans, La.
Vice-President: Emmet McMurry—WJPR, Greenville, Miss.
Secretary: Harry Leadingham—AP Chief of Bureau, New Orleans
Continuing Study Committee Chairman: Gene Gratz—WELO, Tupelo, Miss.
K PLC
LAKE CHARLES—1935
NBC-LA. STATE
Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Calcasieu Bcstg. Co.
Business Address: P. O. Box 1521
Phone Number: 2713
Studio Address: Majestic Hotel
Transmitter Location: 2 Mi. W. of City
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: World Representative
President: T. B. Lanford
Gen. Sta. Mgr.: David Wilson
Commercial Manager: E. H. Mills, Jr.
Sales Prom. Mgr. Prod. Dir.: Tom Journeey
Program Director: Horace Lyons
Publicity Dir.: Lynn Williams
Chief Announcer: Jim Toth
Musical Dir.: Agnes Farber
Chief Engineer: A. B. Craft
Farm Editor: Jimmy Basham

K W S L
LAKE CHARLES—1947
MBS-LIBERTY
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Alonzo Stanford Dudley
Address: 1 Mill St.
Phone Number: 6-1401
Air Time: Unlimited
News Service: UP
Transcription Service: Cole, Long-Worth Representative
General Mgr.: A. Stanford Dudley
Station Manager: Alva P. Frith
Comm., Sales Prom. Mgr.: Thomas A. Gresham
Pgm., Prod. Dir.: Roy E. Rhodes
Publicity, Musical Dir.: Ralph Hooks
Chief Engineer: La Vance Carson

K M L B
MONROE—1930—ABC
Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By: Liner's Bcstg. Station, Inc.
Business Address: P. O. Box 1723
Phone Number: L. D. 25, 4321-2, 3952
Studio Address: Francis Hotel
Transmitter Location: Millhaven Rd.
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: World Representative
Taylor-Boroff
Membership: NAB, BMB
President: J. C. Liner, Sr.
Gen. Sta., Comm. Mgr.: Charles Price
Sales Prom. Mgr.: Lawrence Gibbs
Pgm., Pub. Dir.: Marjorie Watson
Chief Announcer: Joe Pierce
Chief Engineer: O. L. Morgan

K N O E
MONROE—1944—NBC
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: James A. Noe
Business-Studio Address: Bernhardt Bldg.
Phone Number: 912
Transmitter Location: Good Hope Rd.
Air Time: 5 a.m.-M.
News Service: AP
Transcription Service: Associated Representative
Membership: NAB
President: James A. Noe
General Manager: Robert W. Dumm
Program Director: Bid Causey
Chief Engineer: William Hyatt

K W C J
NATCHITOCHES—1947—KBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: Box 232
Phone Number: 2353
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth Membership: NAB, BMB
President: Dr. William H. Pierson
Program Dir.: Kenneth M. Dowty
Chief Engineer: Carroll G. Crew

K A N E
NEW IBERIA—1946—MBS-LA
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: 101 W. St. Peter St.
Phone Number: 965
Transmitter Location: 1102 W. Main St.
Air Time: Unlimited
News Service: UP
Transcription Service: SESAC, Capitol Membership: NAB, BMB
General Manager: George H. Thomas
Station Manager: Dierrell Hamm
Commercial Mgr.: J. R. MacEchron
Program Director: Ken Dunnagan
Chief Announcer: Donald Bonin
Chief Engineer: L. M. Blackmon

W D S U
NEW ORLEANS—1923—NBC
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: WDSU Bcstg. Services
Business-Studio Address: 520 Royal St.
Phone Number: Tulane 4371
Transmitter Location: Whitney Ave.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated Representative
John Blair
LOUISIANA


W J B W
NEW ORLEANS—1926

W J M R
NEW ORLEANS—1946

W N O E
NEW ORLEANS—1926—MBS

IN NEW ORLEANS
WDSU

LOW RATES
WDSU offers the lowest rates among the three largest network stations.

LARGE AUDIENCE
WDSU is rapidly assuming the lead in listening audience in the South’s Greatest Market!
<table>
<thead>
<tr>
<th><strong>WSMB</strong></th>
<th>NEW ORLEANS—1925—NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1350 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>WSMB, Inc.</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>901 Canal St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Magnolia 592</td>
</tr>
<tr>
<td>Representative</td>
<td>Edward Petry</td>
</tr>
<tr>
<td>President</td>
<td>E. V. Richards</td>
</tr>
<tr>
<td>General Manager</td>
<td>H. Wheelahan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WTPS</strong></th>
<th>NEW ORLEANS—1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 940 Kc.</td>
<td>Power: 500 n.</td>
</tr>
<tr>
<td>Business Address</td>
<td>615 North St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Canal 5561</td>
</tr>
<tr>
<td>Studio Address</td>
<td>601 Howard Ave.</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Hamilton Ave., Gretna</td>
</tr>
<tr>
<td>Air Time</td>
<td>6-M</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World. Associated, Capitol</td>
</tr>
<tr>
<td>Representative</td>
<td>Walker</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB</td>
</tr>
<tr>
<td>President</td>
<td>H. K. Nicholson</td>
</tr>
<tr>
<td>General Mgr.</td>
<td>H. F. Wehrmann</td>
</tr>
<tr>
<td>Commercial Mgr.</td>
<td>J. R. O’Malley</td>
</tr>
<tr>
<td>Program Dir.</td>
<td>M. J. Clarke</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>G. W. Deblieux</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WWEZ</strong></th>
<th>NEW ORLEANS—1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 680 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Sky Bdstg. Service</td>
</tr>
<tr>
<td>Bus.-Studio Address</td>
<td>Hotel New Orleans</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Canal 3421</td>
</tr>
<tr>
<td>Air Time</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Associated</td>
</tr>
<tr>
<td>Representative</td>
<td>Hollingbery</td>
</tr>
<tr>
<td>President</td>
<td>A. L. Chilton</td>
</tr>
<tr>
<td>Program Dir.</td>
<td>Ken Elliott</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Harrison Mondy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WWL</strong></th>
<th>NEW ORLEANS—1922—CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 870 Kc.</td>
<td>Power: 50,000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Loyola University</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>Roosevelt Hotel</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Raymond 2194-5-6-7</td>
</tr>
<tr>
<td>Air Time</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service</td>
<td>UP, AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Standard, World</td>
</tr>
<tr>
<td>Representative</td>
<td>Katz</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>President</td>
<td>Rev. Thomas J. Shields</td>
</tr>
<tr>
<td>Gen.-Station Mgr.</td>
<td>W. H. Summerville</td>
</tr>
<tr>
<td>Comm. Manager</td>
<td>Larry Bald</td>
</tr>
<tr>
<td>Promotion Manager</td>
<td>Bob Tompkins</td>
</tr>
<tr>
<td>Program Director</td>
<td>E. M. Hoerner</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>J. D. Bloom, Jr.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KSLO</strong></th>
<th>OPELOUSAS—1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1230 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>KSLO Bdstg. Co.</td>
</tr>
<tr>
<td>Business Address</td>
<td>P. O. Box 392</td>
</tr>
<tr>
<td>Studio Address</td>
<td>KSLO Bldg.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>2633</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>1 1/2 Mi. SW. of City</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</td>
</tr>
<tr>
<td>Representative</td>
<td>Sears &amp; Ayer</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>Gen., Sta. Mgr.</td>
<td>W. Eugene Jones</td>
</tr>
<tr>
<td>Commercial Mgr.</td>
<td>Jim Wetherington</td>
</tr>
<tr>
<td>Program Dir.</td>
<td>Pat McCusker</td>
</tr>
<tr>
<td>Chief Announcer</td>
<td>John Chauvin</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Freddie Hebert</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KRUS</strong></th>
<th>RUSTON—1947—MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1490 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Oper. By:</td>
<td>Clarence E. Faulk, Jr.</td>
</tr>
<tr>
<td>Bus.-Studio Address</td>
<td>105 N. Railroad Ave.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>1490</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Hwy. 90, 2 Mi. W. of City</td>
</tr>
<tr>
<td>Air Time</td>
<td>6 a.m.-M</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Lang-Worth</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>President</td>
<td>C. E. Faulk, Jr.</td>
</tr>
<tr>
<td>General Manager</td>
<td>Lloyd A. Goodin</td>
</tr>
<tr>
<td>Program Director</td>
<td>Kenneth L. Whitaker</td>
</tr>
<tr>
<td>Traffic Mgr.</td>
<td>Eloise Fowler</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Chester Gillespie</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KENT</strong></th>
<th>SHREVEPORT—1947—MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1550 Kc.</td>
<td>Power: 1000 Watts d.:</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Frank H. Ford</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>311 Milam St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>3-3681</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Blanchard Rd.</td>
</tr>
<tr>
<td>Air Time</td>
<td>6 a.m.-M</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Standard</td>
</tr>
<tr>
<td>Representative</td>
<td>Walker</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>Owner, General Manager</td>
<td>Frank H. Ford</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>Frank H. Ford, Jr.</td>
</tr>
</tbody>
</table>
**K R M D**

**SHREVEPORT—1928—ABC**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Station KRM D
Bus.-Studio Address: New Jefferson Hotel, P. O. Box 1712
Phone Number: 6171
Air Time: Unlimited
Representative: Taylor-Borroff
Membership: NAB, BMB
Manager: G. V. Wilson
Station Director: W. L. Switzer

**K T B S**

**SHREVEPORT—1922—NBC-TQ**

Frequency: 710 Kc. Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By: Radio Station KTS, Inc.
Business-Studio Address: 312 E. Kingshighway
Phone Number: 7-3644
Transmitter Location: 1.5 Mi. W.S.W of Dixie
Air Time: 2540

**W F A U**

**AUGUSTA—1946—MBS-YANK**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Twin City Bstg. Co., Inc.
Address: 160 Bangor St.
Phone Number: 2540
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: For Joe Powers
President: Faust Couture
General Manager: Robert I. Payne
Program Director: Norman G. Gallant
Chief Engineer: Robert H. Parker

**W R D O**

**AUGUSTA—1932—NBC-NERN**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WRD O, Inc.
Business-Studio Address: 175 Water St.
Phone Number: 2285
Transmitter Location: Chelsea

---

**K W K H**

**SHREVEPORT—1925—CBS-SQCN**

Frequency: 1130 Kc. Power: 50,000 Watts
Owned-Operated By: International Bstg. Corp.
Business-Studio Address: Commercial Bldg.
Phone Number: 2-8711
Transmitter Location: Dixie
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Branham
Membership: NAB, BMB
President: John D. Ewing
General-Station Manager: Henry B. Clay
Comm.-Asst. Mgr.: B. G. Robertson
Program Director: Horace Logan
Chief Announcer: Frank Page
Chief Engineer: W. E. Antony

---

**MAINE**

Estimated Population 909,000—Increase +7.3%—Radio Homes 248,000
Radio Families—256,000—Stations in State 15

---

**W A B I**

**BANGOR—1921—ABC-PTG**

Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By: Community Bstg. Service
Business-Studio Address: 57 State St.
Phone Number: 6446-7
Transmitter Location: Wilson St. Brewer
Air Time: 6:20 a.m.-M.
News Service: AP
Representative: Young, Kattle-Carter
President: F. B. Simpson
Gen., Sta. Mgr.: Murray Carpenter
Program-Production-Musical Dir.: Harold Dorr
Chief Engineer: Walter Dickson

(See Page 452)
MAINE

WGUY
BANGOR—1947—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Guy Gannett Bestg. Services
Business Address: Box 732
Phone Number: 7354
Studio-Transmitter Location: 323 Mt. Hope Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Paul H. Raymer
Membership: BMB
President: Guy P. Gannett
General Manager: Lawrence W. Stubbs
Station Manager: Samuel G. Henderson, Jr.
Commercial Manager: Harvey M. Grant
Program Director: Elisabeth A. Kihlmire
Chief Engineer: Lauris P. MacGown

WJOR
BANGOR—1946
MBS-YANKEE-KBS
Frequency: 1230 Kc. Power: 250 Watts
Business-Studio Address: 22 State St.
Phone Number: Bangor 5612
Transmitter Location: Bangor
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Representative: Weed, Bertha Bannan
Membership: NAB, BMB
President: William H. Rines
Station Manager: Edward E. Guernsey
Program Director: Irving S. Hunter
Publicity Director: George Chapman
Musical Director: Norman Lambert
Chief Engineer: John Wibby

Covering Central Maine with 3 outlets
WCOU & WCOU-FM
93.9 MGS of Lewiston
WFAU of Augusta
MUTUAL YANKEE

Represented Nationally by
Forjoe & Company
New York

Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Forjoe
Pres., Chief Engr.: Stephen Velardi
Sta. Mgr., Pgm. Dir.: Lawrence Sloan

WLBZ
BANGOR—1926—NBC-NERN
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Maine Bestg. Co.
Business-Studio Address: 100 Main St.
Phone Number: Bangor 6023
Transmitter Location: Outer Broadway
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Representative: Weed, Bertha Bannan
Membership: NAB
President: William H. Rines
Station Manager: Edward E. Guernsey
Program Director: Irving S. Hunter
Publicity Director: George Chapman
Musical Director: Norman Lambert
Chief Engineer: John Wibby

WIDE
BIDDEFORD—1948—MBS-YANKEE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Biddeford Bestg. Corp.
Business-Studio Address: 234 Main St.
Phone Number: 4-4566
Transmitter Location: Gay Field St., Saco
Air Time: 6:15 a.m.-M.
News Service: UP
Transcription Service: Capitol
Representative: Friedenberg
Membership: NAB
President, Gen.-Comm. Mgr.: Gordon J. Lewis
Comm., Sales Prom. Mgr.: James Gates
Program Dir.: Gordon J. Lewis
Publicity Dir.: Chrisoula Drivas
Chief Announcer: Burleigh Brown
Musical Director: Merrill Smith
Chief Engineer: Arthur Deters
Farm Editor: Bruce Bauman

WCOU
LEWISTON—1938—MBS-YANKEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Twin City Bestg. Co., Inc.
Business-Studio Address: 223 Lisbon St.
Phone Number: 4-6921
Transmitter Location: Webber Ave.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard, SESAC
Representative: Forjoe
Owner-Executive: Faust Couture
General-Station Mgr.: John C. Libby
Comm., Sales Prom. Mgr.: Guy Leducueur
MAINE

WLM
LEWISTON—1947—ABC
Frequency: 1470 Kc.  Power: 5000 Watts
Owned-Oper. By Lewiston-Auburn Bcstg. Corp.
Business-Studio Address 129 Lisbon St.
Phone Number 4-5401-2
Transmitter Location  Washington St., Auburn
Air Time Unlimited
News Service AP
Transcription Service Capitol Representative Everett-McKinney, Kittell-Carter
Membership NAB
President, Station Mgr. Elden H. Shute, Jr.
Program Director William Finkeldye
Musical Director Bert Cole
Chief Engineer Leslie R. Hall

WCSH
PORTLAND—1925
NBC-NERN-ME.
Frequency: 970 Kc.  Power: 5000 Watts
Owned-Oper. By Congress Square Hotel Co.
Business-Studio Address 157 High St.
Phone Number 2-0181
Transmitter Location Scarboro
Air Time Unlimited
News Service AP, UP
Transcription Service Thesaurus Representative Weed, Bertha Bannan
Membership NAB, BMB
President Adeline B. Rines
Station Manager William H. Rines
Commercial Manager Albert W. Smith
Sales Promotion Mgr. Rudolph O. Marcoux
Program Director Arthur Owens
Publicity Director Linwood T. Pitman
Musical Director Norman Ayres
Chief Engineer G. Fred Crandon
Farm Editor Linwood H. Brofee
News Director William F. McRary

WGAN
PORTLAND—1938—CBS
Frequency: 560 Kc.  Power: 5000 Watts
Owned-Oper. By Guy Gannett Bcstg. Services
Business-Studio Address 390 Congress St.
P. O. Box 1731
Phone Number 2-7423
Transmitter Location Riverton
Air Time Unlimited

News Service AP, UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
Membership NAB
President Guy P. Gannett
Vice-President Lawrence H. Stubbs
General Manager Creighton E. Gatchell
Commercial Manager Arthur K. Atherton
Program-Production Dir. Richard E. Bates
Chief Engineer Roger W. Hodgkins

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
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard, SESAC
Representative Ra-Tel
President John Baybut
Sta. Mgr., Program Dir. Donald J. Curran
Chief Announcer Dick Smith
Chief Engineer Horace Ruiz

MAINE WHY IS AP THE BEST?
BECAUSE AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world...RAPIDLY...TRUTHFULLY...ACCURATELY.

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS ASSOCIATION
President: Leland Bickford — Editor-in-Chief, Yankee Network, Boston
Secretary: L. P. Yale — AP Chief of Bureau, Boston
Director for Maine: Frank Hoy — WLAM, Lewiston

MAINE
Sell the Baltimore area the SENSE-ible way--

SELL BY SOUND
Radio Baltimore . . . .
WBAL
50,000 Watts

SELL BY SIGHT
Television Baltimore . .
WBAL-TV
Channel Eleven

NBC Affiliates
Nationally represented by Edward Petry & Co., Inc.
**WPOR**
PORTLAND—1946—ABC-PTN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Oliver Bstg. Corp.
Business-Studio Address: The Chapman Bldg.
Phone Number: 3-8111
Transmitter Location: Baxter Blvd.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard Representative: Adam J. Young, Jr., Kettell-Carter
Membership: NAB, BMB
General Manager: Harold H. Meyer
Commercial Manager: William J. Mullen
Sales Prom. Mgr.: Anne Bradford
Dir. of Special Events: S. Blake Ellis
Chief Engineer: Roger L. Perry

**WAGM**
PRESQUE ISLE—1931

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Aroostook Bstg. Corp.
Business-Studio Address: 180 State St., W.
Phone Number: 8821
Transmitter Location: U. S. Route 1

**MARYLAND**
Estimated Population 2,175,000—Increase +19.4%—Radio Homes 596,000
Radio Families—608,000—Stations in State 22

**WANN**
ANNAPOLES—1946

Frequency: 1180 Kc. Power: 1000 Watts
Owned-Operated By: Annapolis Bstg. 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
Transmission Service: Lang-Worth
President: General Mgr.: Morris H. Blum
Station-Commercial Mgr.: Thomas S. Carr

**WASL**
ANNAPOLES—1946

Frequency: 810 Kc. Power: 250 Watts
Owned-Oper. By: Chesapeake Radio Corp.
Business Address: P. O. Box 612
Phone Number: 9211
Transmitter-Studio Location: Truxton Hghts.
Air Time: Local sun-ise-local sunset
News Service: AP, Transradio

**WTVL**
WATERVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Kennebec Bstg. Co.
Business-Studio Address: 36 Silver St.
Phone Number: 2700-1
Transmitter Location: 140 Benton Ave., Winslow
Air Time: 6:30 a.m.-M.
News Service: AP
Transmission Service: Standard Representative: Robert Meeker, Kettell-Carter
Membership: NAB, BMB
Pres., Gen. Station Mgr.: Carleton D. Brown
Comm.-Sales from Mgr.: Harold L. Vigne
Program-Production Dir.: Paul Huber
Chief Engineer: Donald H. Sutherland

**WNAV**
ANNAPOLES—1949

Frequency: 1430 Kc. Power: 500 Watts
Owned-Operated By: Capital Bstg. Co.
Business Address: 89 West St.
Phone Number: 2639
Air Time: Unlimited
News Service: AP
Transmission Service: Associated Capital Representative: McGillvra
President: Albert H. McCarthy
General Mgr.: H. Philip Nesbitt
Commercial Mgr.: William T. O'Connor
Program Dir.: Patricia C. Scible
Production Dir.: Charles Mannel
Chief Engineer: Paul C. Jones
WBAL
BALTIMORE—1925—NBC
Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By....Hearst Radio, Inc.
Address...2610 N. Charles St.
Phone Number...Hopkins 3000
Transmitter Location...Winans Rd.,
Randalls Town
Air Time...Unlimited
News Service...INS, UP, AP
Transcription Service...Associated
Representative...Edward Petry
Membership...NAB, BMB
President...Charles McCabe
General Mgr...Harold Burke
Business Manager...D. L. Provost
Sales Manager...Leslie Peard
Program Dir...Willis K. Freiert
Production Dir...Victor Campbell
Publicity Dir...Tom White
Chief Announcer...Walter Linthicum
Chief Engineer...John Wilner
Farm Editor...Bill Rock

WBMD
BALTIMORE—1947
Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By...Key Bcstg. Corp.
Business-Studio Address...4 W. Eager St.
Phone Number...Mulberry 7095-6-7
Transmitter Location...2901 Moravia Rd.
Air Time...Daytime
News Service...AP
Representative...Joseph Hershey McGillvra
President...George E. Hull
Gen. Sta. Mgr...H. Shelton Earp, Jr.
Commercial Manager...Merrill L. Carroll
Prog. Dir., Chief Announcer...Tom O'Connor
Chief Engineer...Russell H. Morgan

WCAO
BALTIMORE—1922—CBS
Frequency: 500 Kc. Power: 5000 Watts
Owned-Oper. By...Monumental Radio Co.
Business-Studio Address...1102 N. Charles St.
Phone Number...Mulberry 0600
Transmitter Location...Park Hts. Ave.
Air Time...Unlimited
News Service...AP
Transcription Service...World
Representative...Paul H. Raymer
Membership...NAB, BMB
President...Lewis M. Milbourne
Exec. V.P., Gen. Sta. Mgr...L. W. Milbourne
Sales Prom., Pub. Dir...Robert M. Richmond
Program Dir...George L. Filling
Chief Announcer...Charles W. Purcell
Chief Engineer...Martin L. Jones
Farm Editor...Ray Moffett

WCBM
BALTIMORE—1930—MBS
Frequency: 680 Kc. Power: 10,000 d: 5000 n.
Owned-Oper. By...Hearst Bcstg. Corp.
Bus.-Studio Address...Howard & North Aves.
Phone Number...Belmont 8400
Transmitter Location...Cold Spring Lane
Air Time...Unlimited
News Service...UP, INS
Transcription Service...Associated
Representative...Weed
Membership...NAB
President, Comm. Manager...John Elmer
Gen., Sta. Mgr., Pgm. Dir...George H. Roeder
Musical Dir...Jack Rohr
Chief Engineer...G. Porter Houston

WFBR
BALTIMORE—1922—ABC
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show, Inc.
Business-Studio Address...10 E. North Ave.
Phone Number...Mulberry 1300
Transmitter Location...701 Waterview Ave.
Air Time...Unlimited
News Service...AP, UP
Transcription Service...World
Representative...John Blair
Membership...NAB
President...Robert S. Maslin
V.P., Treas., Actg. Mgr...John H. L. Trautfelter
Nat. Comm. Mgr...William S. Pirie, Jr.
Local Comm. Mgr...William R. Dothard
Sales Promotion Manager...William B. Roche
Program-Production Dir...Bert Hamauer
Publicity Director...Robert S. Maslin, Jr.
Chief Announcer...Henry Hickman
Musical Director...Joseph Imbroglio
Chief Engineer...William Q. Ranft

WITH
BALTIMORE—1941
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Maryland Bcstg. Corp.
Business-Studio Address...7 E. Lexington St.
Phone Number...Lexington 7088
Transmitter Location...1230 Curtain Ave.
Air Time...24 Hrs.
News Service...AP
Transcription Service...Standard
Representative...Headley-Reed
Membership...NAB, FMA
Pres., Gen.-Sta. Mgr...Thomas G. Tinsley, Jr.
Comm., Sales Prom. Mgr...Robert C. Embry
Program Dir...Marilee Considine
Publicity Director...Mae Hughes
Musical Director...Anna Ray Suter
Chief Engineer...James S. Duff

(See Page 434)
WSID
Baltimore—1948
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By United Bestg. Co.
Business-Studio Address: 109 W. Baltimore St.
Phone Number: Saratoga 8250
Transmitter Location: Essex
Air Time: Sunrise-sunset
News Service: AP Representative
Membership: NAB
Pres., Gen. Mgr.: Richard Eaton
Promotion Mgr.: Helen Wherley
Albert R. Lamphear
Chief Engineer: Ben Wolfe

WBCC
Bethesda—1947
Owned-Oper. By Broadcast Management, Inc.
Business-Studio Address: 5 Wilson Lane
Phone Number: Oliver 2800
Transmitter Location: Kenwood Country Club
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth, Associated Membership: NAB

WCUM
Cumberland—1948—CBS
Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By The Tower Realty Co.
Business-Studio Address: William Rd. P. O. Box 380
Phone Number: 1580
Air Time: Unlimited
News Service: UP
Transcription Service: Standard Membership: NAB
Pres.: John W. Downing
General Manager: Charles J. Truitt
Station Mgr., Program Dir.: Edward H. Brigham
Commercial Manager: James Wood

MORE POWER FOR US means
MORE SELLING POWER FOR YOU SOON
10,000 WATTS FOR WCBM
reaching and selling a larger part of one of the nation's richest and best markets.

680 KILOCYCLES
a preferred place on the radio dial.

John Elmer, President
George H. Roeder, General Manager

WCBM
Mutual Broadcasting System

President: Willard D. Egoll
Commercial Manager: Cecil Richards
Sales Promotion Manager: Phil Davison
Pgm., Musical Dir.: Grace Campbell Egoll
Chief Announcer: Harold Provensen
Chief Engineer: Donald Herr
Farm Editor: Pete Peirce

WCEM
Cambridge—1947—MBS
Frequency: 1240 Kc. Power: 100 Watts
Business-Studio Address: Cambridge
Phone Number: 1580
Air Time: Unlimited
News Service: UP
Transcription Service: Standard Membership: NAB
Pres.: John W. Downing
General Manager: Charles J. Truitt
Station Mgr., Program Dir.: Edward H. Brigham
Commercial Manager: James Wood

WEED & COMPANY
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco
Advertisers have known for a long time that W-I-T-H delivers more home listeners-per-dollar than any other station in town. Now a survey made under the supervision of the Johns Hopkins University shows that of all radios playing in these commercial establishments, the following percentages were tuned to W-I-T-H:

<table>
<thead>
<tr>
<th>Establishment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery stores</td>
<td>42.3%</td>
</tr>
<tr>
<td>Drug stores</td>
<td>34.6%</td>
</tr>
<tr>
<td>Barber shops</td>
<td>49.3%</td>
</tr>
<tr>
<td>Taverns</td>
<td>67.3%</td>
</tr>
</tbody>
</table>

This BIG PLUS AUDIENCE means that a small appropriation on W-I-T-H produces big results. See your Headley-Reed man for the full W-I-T-H story.
MARYLAND

Phone Number .......................... 5400-1
News Service .......................... AP, Transradio
Transcription Service ............... Standard
Representative ......................... Meeker
Membership .............................. NAB
President ................................. Karl F. Steinmann
Acting Sta. Mgr. ......................... Aquin P. Feeney
Commercial Mgr. ....................... Alton Whitehouse
Program Dir. ............................ Clark W. Thornton, Jr.
Publicity Director ..................... Wilbur Bishop
Chief Engineer ......................... William Paul Clendenning

WTBO
CUMBERLAND—1928—NBC
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ........................ Cumberland Bcastg. Co.
Business-Studio Address .................. 31 Frederick St.
Phone Number ................................ 299
Transmitter Location ..................... Fort Hill
Air Time ................................. Unlimited
News Service ........................... AP, UP
Transcription Service ................... World
Membership .............................. NAB
Managing Partner, Gen., S.a. Mgr. ... Aurelia S. Becker
Program Dir. ............................. Edwin F. Hinkle
Chief Engineer .......................... William R. Selleck
Farm Editor .............................. Robert Rosamond

WDYK
CUMBERLAND—1949—ABC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ........................ R. A. Raese
Business Address ......................... 450 Byrd Ave.
Phone Number ............................ 5727
Air Time ................................. Unlimited
News Service ........................... AP
Transcription Service ................... Lang-Worth
Pres., Gen. Mgr. ........................... R. A. Raese
Commercial Mgr. ......................... George J. Kapel
Program Dir. ............................. William A. Vaughn
Promotion Mgr. ........................... Ernest N. Butler

WFMD
FREDERICK—1936—CBS
Frequency: 930 Kc.  Power: 500 Watts
Owned-Operated By ........................ Monocacy Bcastg. Co.
Business-Studio Address ............... E. Church St.
Phone Number ............................ 1626
Transmitter Location ..................... Butterfly Lane
Air Time ................................. Unlimited
News Service ........................... AP
Transcription Service ................... World
President ................................. Laurence Leonard
General Manager ......................... James W. Robertson
Commercial Manager ..................... William Robertson
Program Director ......................... Evelyn Leonard
Chief Announcer ........................... Bud Bowers
Chief Engineer ........................... James W. Robertson
Farm Editor .............................. Clem Gardner

WTBO
AM 250W  FM 1000W
Cumberldn Maryland
first  last  always
in the Cumberland area...
WTBO, for 22 years, has been the preference with advertisers and listeners—

—the most listened to station* in the leading market between Pitts-
burg and Baltimore.

*Survey data on request.
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: 8 a.m.-M.
News Service: AP, NAB
Membership: NAB, BMB
Chairman of Board: R. J. Funkhouser
General Mgr.: Stewart W. Phillips
Commercial Manager: Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor: Hunter Reams
Publicity Director: Jane Smith
Chief Engineer: G. Harold Brewer

WJEJ
HAGERSTOWN—1932—MBS
Frequency: 1240 Kc. ....... Power: 250 Watts
Owned-Oper. By: Hagerstown Bestg. Co., Inc.
Business-Studio Address: 33 W. Franklin St.
Phone Number: 2323
Transmitter Location: Carroll Heights
Air Time: 8 a.m.-M.
News Service: AP, Transradio
Transcription Service: World, Lang-Worth
Representative: Friedenberg
Membership: NAB, BMB
V.P., Gen. Mgr.: Grover C. Tritley
Commercial Mgr.: Clarence Myers
Sales Promotion Mgr.: Harold Gray
Production Dir.: Patsy Miller
Chief Engineer: George McIntire

WASA
HAVRE DE GRACE—1948—KBS
Frequency: 1330 Kc. ....... Power: 1000 Watts d.
Owned-Oper. By: Chesapeake Bestg. Corp.
Bus-Studio-Transmitter Address: Bel Air Rd.
Phone Number: 800
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Continental
President, General-Station Mgr.: Jason T. Tate
Comm-Sales Prom. Mgr.: Charles W. Irwin
Chief Engineer: William O. Kuntz

WB0C
SALISBURY—1940—MBS
Frequency: 960 Kc. ....... Power: 1000 Watts
Bus-Studio-Transmitter Address: Radio Park
Phone Number: 6131
Air Time: Unlimited
News Service: AP
Transcription Service: World, Thesaurus

Wgay
SILVER SPRINGS—1946
Frequency: 1050 Kc. ....... Power: 1000 Watts
Business Address: Silver Spring
Phone Number: 1050
Studio-Transmitter Location: Kemp Mill Rd.
Air Time: Daytime
News Service: AP
Transcription Service: World
Representative: Walker
Membership: NAB, BMB
President: John W. Kluge
Gen.-Sta.-Comm-Sales Mgr.: Joseph L. Brechner
Program Director: Ernest Tannen
Chief Engineer: Nicholas J. Chaconas

Wook
SILVER SPRING—1947
Frequency: 1590 Kc. ....... Power: 1000 Watts d.
Business Address: 1143 Connecticut Ave.
NW., Washington, D. C.
Phone Number: 7285
Studio Address: 1143 Conn. Ave., N.W., Wash-
ington, D. C.: 8512 Georgia Ave., Silver Spg.
Air Time: Daytime
Program Director: Arnold Bi Fort
Chief Engineer: Vernon V. Story

Maryland
WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.

Chesapeake AP Radio Association
President: Denis Sartain—WWDC, Washington
First Vice-President: Matthew Warren —WZAM, Arlington, Va.
Secretary: Max Fuller—and Chief of Bureau, Baltimore
News Committee Chairman: William C. Con-
hurst—WCAO, Baltimore
Co-operation Committee Chairman: Stewart Phillips—WARK, Hagerstown

Maryland
**WBMS**

**BOSTON—1946**

Frequency: 1090 Kc. ... Power: 1000 Watts d.

**Owned-Operated By:** ... WBMS, Inc.

**Business-Studio Address:** ... 35 Court St.

**Phone Number:** ... LAfayette 3-5618

**Transmitter Location:** ... Medford

**Air Time:** ... Sunrise-sunset

**News Service:** ... UP

**Transcription Service:** ... Associated Representative

**President:** ... Jack N. Berkman

**General Manager:** ... Arthur E. Haley

**Comm. Mgr.:** ... Frederic S. Bailey

**Program Director:** ... John R. Thornton

**Chief Announcer:** ... William Stewart

**Musical Director:** ... Martin Bokspan

**Chief Engineer:** ... Herbert Ratliff

---

**WBZ - WBZA**

**(Synchronous Operation)**

**BOSTON-SPRINGFIELD—1921**

**NBC-NERN**

Frequency: 1030 Kc. ... Power: WBZ, 50,000 Watts; WBZA, 1000 Watts

**Owned-Oper. By:** ... Westinghouse Radio Stations, Inc. (Synchronous Operation)

**Business-Studio Add.:** ... 1170 Soldiers Field Rd.

**Phone Number:** ... ALgonquin 4-5670

**Transmitter Location:** ... WBZ, Hull, Mass.; WBZA, East Springfield, Mass.

**Air Time:** ... Unlimited

**News Service:** ... AP, UP

**Transcription Service:** ... Thesaurus, Associated Representative

**Membership:** ... 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 Stilli

**Program Manager:** ... W. Gordon Swan

**Publicity Manager:** ... W. A. Davis

**Chief Engineer:** ... WBZ, W. H. Hauser; WBZA, Harold Randol

---

**WCOP**

**BOSTON—1935—ABC**

Frequency: 1150 Kc. ... Power: 5000 Watts

**Owned-Oper. By:** ... Massachusetts Bstg. Corp.

**Business-Studio Address:** ... 485 Boylston St.

**Phone Number:** ... COpley 7-0123

**Transmitter Location:** ... Lexington

**Air Time:** ... Unlimited

**News Service:** ... AP, INS

---

**WEEI**

**BOSTON—1924—CBS**

Frequency: 590 Kc. ... Power: 5000 Watts

**Owned-Oper. By:** ... CBS, Inc.

**Business-Studio Address:** ... 192 Tremont St.

**Phone Number:** ... HUBbard 2-2323

**Transmitter Location:** ... Mystic Valley Pkway.

**Air Time:** ... Unlimited

**News Service:** ... AP, UP

**Transcription Service:** ... Lang-Worth

**Membership:** ... NAB, BMB

**President:** ... Frank Stanton

**General Manager:** ... Harold E. Fellows

**Asst. Comm., Gen. Mgr.** ... Wilbur S. Edwards

**Sales Promotion Mgr.:** ... Charles B. H. Vaill

**Program Director:** ... Raymond G. Girardin

**Production Director:** ... Thomas H. Calhoun

**Publicity Director:** ... Marie H. Houlanah

**Chief Announcer:** ... Carlton H. Dickerman

**Chief Engineer:** ... Harold A. Dorschug

**Farm Editor:** ... Jesse H. Buffum

---

**WHDH**

**BOSTON—1927**

Frequency: 850 Kc. ... Power: 50,000 Watts

**Owned-Oper. By:** ... Boston Herald-Traveler, Corp.

**Bus-Studio Address:** ... 6 St. James Ave.

**Phone Number:** ... HAncock 6-5500

**Transmitter Location:** ... Needham

**Air Time:** ... Unlimited

**News Service:** ... AP, UP

**Transcription Service:** ... Standard

**Representative:** ... John Blair

**President:** ... Robert B. Choate

**Managing Director:** ... William B. McGrath

**Commercial Manager:** ... Arthur T. Brush

**Sales Manager:** ... William W. Warner

**Program Director:** ... George M. Perkins

**Production Director:** ... George M. Watson, Jr.

**Chief Engineer:** ... Philip K. Baldwin

**Farm Editor:** ... Joseph Kelly

---

**MASSACHUSETTS**

Estimated Population 4,713,000—Increase +9.2%—Radio Homes 1,308,000

Radio Families—1,321,000—Stations in State 43
There is no substitute for LOCAL Coverage

The more you can concentrate and localize your selling in New England the better pleased you will be with results. Every key market you approach through a local home-town station is bound to add to your sales.

You can reach each of these New England markets best through a locally accepted medium — the Yankee home-town station that gives direct access to the market and complete coverage of the trading zone to the outlying neighborhood shopping areas.

Yankee-Mutual programs have a tremendous following through Yankee’s 27 home-town stations. You can tap this great reservoir of retail buying power with the kind of local, intensive selling that only a local home-town station can give you in each of these 27 top markets.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
WMEX
BOSTON—1934
Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Oper. By: The Northern Corp.
Business-Studio Address: 70 Brookline Ave.
Phone Number: Commonwealth 6-3900
Transmitter Location: 71 W. Squantum St., Quincy
Air Time: 7:15 a.m.-M.
News Service: Associated, Lang-Worth
Transcription Service: WMEX
Membership: BMB
President: John E. Reilly
General Manager: William S. Pote
Technical Director: Alfred J. Pote
Commercial Manager: Lawrence Flynn
Sales Promotion Manager: George Kaplan
Program Director: John E. Reilly
Musical Director: John Kiley
Chief Engineer: John Memishian

WNAC
BOSTON—1922—MBS-YANKEE
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By: General Tire & Rubber Co.
Business-Studio Address: 21 Brookline Ave.
Phone Number: Commonwealth 6-0800
Transmitter Location: N. Quincy

WBET
BROCKTON—1946
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By: Enterprise Publishing Co.
Business-Studio Address: 60 Main St.
Phone Number: Brockton 70623
Transmitter Location: Cor. West & Belmont Sts.
Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus, SESAC, Lang-Worth, World
Representative: Bannan, Colton
Membership: NAB
Station Mgr.: Charles A. Fuller
Commercial Mgr.: Earle G. Clement
Production Director: Joseph G. Quill
Technical Dir.: Mark L. MacAdam

WMEX
MEANS
EXTRA
SALES
IN BOSTON

WILL MEAN EXTRA SALES IN BOSTON
WBKA
BROCKTON—1948
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Cur-Nan Company
Bus-Studio-Transmitter Address...205 E. Ash-land St.
Phone Number...8-0621-2
Air Time...6:30 a.m.-11 p.m.
News Service...AP, Transradio, UP
Representative...Kettel-Carter, Friedenberg
Membership...NAB
President...Joseph F. Curran
General Manager...Charles F. Curran
Station Manager...Harlan W. Newell
Commercial Manager...Paul Belaire
Pgm., Prod. Dir...William W. Pierce, III
Musical Dir...Robert E. Fuller
Chief Engineer...Philiip James
Farm Editor...Arthur Jones

WVOM
BROOKLINE—1948—USN
Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By...The Boston Bcstg. Corp.
Business Address...1 Harvard St.
Phone Number...2-5850
Transmitter Location...Beacon 2-5850
Air Time...24 Hrs.
News Service...Transradio, UP
Membership...NAB
Exec. V.P., General Mgr...Benjamin Bartoff
Commercial Mgr...Fred Cusick
Program Dir...Jerome Bartoff
Chief Engineer...Erwin Crandell

WTAO
CAMBRIDGE—1948
Frequency: 740 Kc. Power: 250 Watts
Owned-Oper. By...Middlesex Bcstg. Corp.
Address...439 Concord Ave.
Air Time...Daytime
News Service...AP
Transcription Service...World
Representative...Cooke
President...Frank S. Lyman, Jr.
Gen., Prom. Mgr...Paul J. Perreault
Commercial Mgr...Larry Anderson
Program Dir...Arthur Tacker
Chief Engineer...Arthur W. Richardson

WACE
CHICOPEE—1946—NEBS
Frequency: 730 Kc. Power: 1000 Watts
Owned-Operated By...Regional Bcstg. Co.
Business-Transmitter Address...Radio Center
Phone Number...Springfield 6-1233
Chicopee 2370, Holyoke 9697
Studios...Springfield, Hotel Worthy: Chicopee,

Air Time...Sunrise-sunset
News Service...AP
Transcription Service...World
Representative...Kettel-Carter
Membership...NAB, FMA
President...David P. Hayes
Exec. V.P., Gen. Mgr...Ralph J. Robinson
Program Dir...Charles J. O'Malley
Chief Ann., Musical Dir...Kris Martin
Chief Engineer...Richard Glinka

WALE
FALL RIVER—1948—MBS-YANKEE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Narragansett Bcstg. Co.
Address...374 Central St.
Phone Number...41400
Air Time...6:30 a.m.-M.
News Service...UP
Transcription Service...Walker, Kettel-Carter
Representative...George L. Sisson, Jr.
Station Manager...J. Buz Way
Program Director...Nellie F. McCain
Chief Engineer...Norman P. Gulmond

WSAR
FALL RIVER—1921—ABC
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By...Fall River Bcstg. Co., Inc.
Business-Studio Address...Academy Bldg.
Phone Number...7-9477
Transmitter Location...So. Somerset
Air Time...6:30 a.m.-M.
News Service...UP
Transcription Service...Standard, Lang-Worth
Representative...Headley-Reed, Bertha Bannon
Membership...NAB, BMB
President, General Mgr...Melvin Lahr
Commercial Manager...John Harrington
Sales Prom. Mgr., Pub. Dir...John Crowley
Program Dir...Angus B. Bailey
Chief Announcer...Joe Welch
Chief Engineer...John Pavoo

WEIM
FITCHBURG—1941—MBS-YANKEE
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...WEIM, Fitchburg, Inc.
Business-Studio Address...717 Main St.
Phone Number...1600-1
Transmitter Location...Summer St., Lunenburg
Air Time...Unlimited
News Service...AP
Transcription Service...Thesaurus
Representative...Kettel-Carter
Membership...NAB
Pres., Gen. Mgr...Henry G. Molina, Jr.
Commercial Mgr...Carter S. Knight
Program Dir...James W. Chalmers
Chief Engineer...Ted Kalin
MASSACHUSETTS

WKX
FRAMINGHAM—1947
Frequency: 1190 Kc. . . . Power: 1000 Watts d.
Business-Studio Address . . . Smith Bldg., Irving
Square
Phone Number . . . . Framingham 7400, 5003
Transmitter Location . . . Mt. Wayte Ave.
Air Time . . . . Local sunrise-sunset
News Service . . . . Transradio, UP
Transcription Service . . . . Capitol
Representative . . . . Friedenberg, Kettle-Carter
Program Director . . . . Lee Emmerich
Production Dir. . . . . Al Hammer
Chief Engineer . . . . Frank Bartol

WHOB
GARDNER—1946
Frequency: 1490 Kc. . . . Power: 250 Watts
Business-Studio Address . . . 39 Pleasant St.
Phone Number . . . . 1490
Studio Address . . . . Colonial Hotel
Transmitter Location . . . Green St.
Air Time . . . . Unlimited
News Service . . . . AP
Transcription Service . . . . SESAC

WHAI
GREENFIELD—1938—MBS-YANKEE
Frequency: 1240 Kc. . . . Power: 250 Watts
Owned-Operated By . . . . John W. Haigis
Business-Studio Address . . . 356 Main St.
Phone Number . . . . 4301-2
Transmitter Location . . . Woodard Rd.
Air Time . . . . 6 a.m.-11:30 p.m.
News Service . . . . AP
Transcription Service . . . . Thesaurus, Associated
Representative . . . . Bertha Bannan, Walker
Membership . . . . NAB
President . . . . John W. Haigis, Sr.
Commercial Manager . . . . H. W. Nichols
Sales Promotion Manager . . . Thomas J. Kelly
Program Director . . . .
Chief Announcer . . . . Lawrence A. Coney
Musical Director . . . . Harry J. Frank
Chief Engineer . . . . Leland F. Wheeler
Farm Editor . . . . Donald A. Tuttle

MASSACHUSETTS

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news
bureaus, more miles of news wire than any other
news service.

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS’ ASSOCIATION

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston
Secretary: L. P. Yale—AP Chief of Bureau, Boston
Directors for Massachusetts: Ron Cochran—WCOP, Boston; F. E. Whit-
marsh—WBZ, Boston; Jim Chalmers—WEIM, Fitchburg.

MASSACHUSETTS

465
MASSACHUSETTS

WHAV
HAVERHILL—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Haverhill Gazette Co.
Business-Studio Address: 30 How St.
Phone Number: 4-4733
Transmitter Location: 110 Observatory Ave.
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Associated, World, SESAC
Representative: Friedenberg
Membership: NAB
President, General Manager: John T. Russ
Commercial Mgr.: Robert I. Kimel
Director: Warren Greenwood
Chief Engineer: Paul A. Hurd

WHYN
HOLYOKE—1941—MBS-YANKEE
Frequency: 1400 Kc. (C.P. 560). Power: 250 Watts (C.P. 1000)
Owned-Oper. By: Hampden-Hampshire Corp.
Business Address: 180 High St.
Phone Number: 8238-9
Studio Addresses: 180 High St.; Canal St., So. Hadley Falls; 78 Main St., Northampton
Transmitter Location: Canal St., So. Hadley Falls
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, Standard Representative: Walker
Membership: NAB, BMB
General-Station Mgr.: Charles N. DeRose
Commercial Manager: Patrick J. Montague
Publicity Dir.: F. C. Nelson
Program Dir.: John Vondell
Chief Operator: Jack Foley
Farm Editor: Jerry Forbes

WCCM
LAWRENCE—1947
Frequency: 800 Kc. Power: 1000 Watts d.
Business Address: 54 Essex St.
Phone Number: Lawrence 3-7171, Lowell 6359
Studio Addresses: 54 Essex St., 1 Kearney Sq., Lowell
Transmitter Location: Chandler Rd., Andover
Air Time: Sunrise-sunset
News Service: AP
Representative: Colton
General Manager: Gordon S. Ley
Sales Prom. Mgr.: Thomas C. May, Jr.
Commercial Manager: William C. Engel
Program Dir.: B. Serwin

WLAW
LAWRENCE—1937—ABC-NEMM
Frequency: 680 Kc. Power: 50,000 Watts
Owned-Oper. By: Hildreth & Rogers Co.
Business-Studio Address: 278 Essex St.
Phone Number: Lawrence 4107
Transmitter Location: Burlington
Air Time: Unlimited
News Service: UP
Transcription Service: World, Standard Representative: Paul H. Raymer
Membership: NAB, BMB
Pres., Gen. Mgr.: Irving E. Rogers
Station Mgr.: Albert E. Foster
Regional Sales Mgr.: Nona Kirby
Sales Mgr.: David M. Kimel
Program Dir.: Frederick P. Laffey
Publicity Director: Fred A. Sullivan
Chief Announcer: Richard T. Hickox
Chief Engineer: George A. Hinckley

WLLH
LOWELL-LAWRENCE—1934—MBS-YANKEE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Merrimac Bstg. Co., Inc.
Address: 39 Kearney Sq.
Phone Number: 8715
Air Time: Unlimited
News Service: AP
Transcription Service: Associated, Standard
President: Gerald Harrison
Vice-President: Carl S. Wheeler
Station Manager: Dana W. Fitzgerald
Commercial Manager: Haskell Bloomberg
Prog. Dir., Chief Announcer: Tom Clayton
Chief Engineer: A. G. Michaels

WLYN
LYNN—1946
Business-Studio Address: 7 Willow St.
Phone Number: LY 5-8200
Transmitter Location: Fox Hill Bridge
Air Time: 6:45 a.m.-Sunset
News Service: UP
Transcription Service: Associated, SESAC Representative: Bannan
Pres., Gen. Mgr.: Theodore Feinstein
Station Mgr.: Cyril Morgan
Commercial Mgr.: Kenneth Strong
Dir. of Sta. Operations: Winslow Bettinson
Production Dir.: Ethel Adams
Publicity Dir.: Margaret Kimball Herlihey
Musical Dir.: Harry Freeman
Chief Engineer: John W. Parker
MASSACHUSETTS

WNBH
NEW BEDFORD—1921—MBS-YANKEE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Bristol Bcstg. Co., Inc.
Business-Studio Address: 588 Pleasant St.
Phone Number: 8-5228
Transmitter Location: Crow Island, New Bedford Harbor, Fairhaven
Air Time: Unlimited
News Service: AP
Transcription Service: World, Associated
Representative: Walker Co., Bertha Bannan
Membership: NAB, BMB
Vice-President: Basil Brewer
Station Manager: James M. Patt
Commercial Manager: Theodore M. Healy
Sales Promotion Manager:
Publicity Director: Gerald L. Staten
Program Director: Edward Boghosian
Chief Engineer: Z. V. Grobowski

WMNB
NORTH ADAMS—1947
Frequency: 1230 Kc. Power: 100 Watts
Bus.-Studio-Transmitter Address: 466 Curran
Phone Number: 1290
Air Time: 8:30 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Grant
Membership: NAB
Part Owner, Gen., Sta. Mgr.: J. Gordon Keyworth
Commercial Rep.: Richard J. O'Brien
Program, Prod. Mgr.: Benjamin A. Hubley
Chief Technician: William B. Dailey
Farm Editor: Wm. Hickey

WNAW
NORTH ADAMS—1949
Owned-Oper. By: N. W. Welch
Business Address: 20 State St.
Phone Number: 860-1
Studio Address: Hotel Wellington
Transmitter Location: Curran Hwy.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Standard, Capitol
Representative: Joseph Hershey McGillvra
Owner: N. W. Welch
Station Manager: R. F. Bryant

WBEC
PITTSFIELD—1947—ABC-UBS
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 30 Eagle St.
Phone Number: 8292
Transmitter Location: 30 Eagle St.
Air Time: 6:45 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Everett-McKinney, Kettell-Carter
Membership: NAB
President: Donald B. Miller
Gen., Sta., Comm. Mgr.: W. Wendell Budrow
Pgm., Prod. Dir.: Maurice J. McGarry
Chief Engineer: Walton Ayer
Farm Editor: Edward Farrell, Jr.

WBK
PITTSFIELD—1938—MBS-YANKEE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Greylock Bcstg. Co.
Business-Studio Address: 8 Bank Row
Phone Number: 2-1553
Transmitter Location: 100 East St.
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Representative: Walker
Membership: NAB
President: Leon Podolsky
General Manager: John T. Parsons
Commercial Manager: Walter Kearsey
Program Director: Daniel Healy
Promotion Manager: Richard Bolander
Chief Engineer: Leonard Lavendol

WJDA
QUINCY—1947
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By: South Shore Bcstg. Co., Inc.
Business-Studio Address: 29 Brackett St.
Phone Number: Mayflower 9:1300
Transmitter Location: Germantown
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World
President, Station Mgr.: Joseph H. Tobin
Comm.-Sales Prom. Mgr.: James D. Asher

WESX
SALEM—1939
Frequency: 1230 Kc. Power: 250 Watts
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-Operated By: WMAS, Inc.  
Business-Studio Address: 1757 Main St.  
Phone Number: Springfield 7-1414  
Transmitter Location: Pynchon Pk.  
Air Time: 6:30 a.m.-12:05 a.m.  
News Service: UP  
Transcription Service: Associated  
Representative: Edward Petry  
Membership: NAB  
President: Gerald Harrison  
Sales Prom., Sta. Mgr.: Robert Donahue  
Commercial Manager: Robert Feldman  
Program Director: Turner Cooke  
Publicity Director: Paul Pellier  
Chief Engineer: John Michnovez

**WSFL**

**SPRINGFIELD—1948**

Frequency: 1600 Kc.  
Power: 500 Watts  
Owned-Operated By: Springfield Bstg. Co.  
Address: 137½ State St.  
Phone Number: Springfield 2-7488  
Air Time: Unlimited  
News Service: UP, Transradio  
Transcription Service: World  
President: G. A. Askinas  
Program Director: C. M. Manistas  
Comm. Mgr., Chief Engr.: Earle G. Hewinson  
Promotion Mgr.: Paul-Rogers

**WSPR**

**SPRINGFIELD—1936—ABC**

Frequency: 1270 Kc.  
Power: 1000 Watts  
Owned-Operated By: WSPR, Inc.  
Business: WSPR Bldg., 63 Chestnut St.  
Phone Number: Springfield 6-2757-8  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: George P. Hollingbery  
Membership: NAB  
Pres., Gen., Sta. Mgr.: Quincy A. Brackett  
V.P., Comm. Mgr.: Milton W. Stoughton  
Sales Manager: William H. Burleigh  
Prog.-Prod. Director: Wayne H. Latham  
Chief Announcer: Robert L. Jones  
Chief Engineer: George Townsend

**WCRB**

**WALTHAM—1948**

Frequency: 1330 Kc.  
Power: 500 Watts  
Business-Studio Address: 4 Gordon St.  
Phone Number: Wa 3-7080  
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. McArbo  
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: 23  
Transmitter Location: Atop Coy's Hill, Warren  
Air Time: Daytime  
News Service: AP  
Transcription Service: Associated  
Membership: NAB  
Owner: Donald W. Howe  
General-Comm. Mgr.: Ansel E. Gridley  
Program Director: Tom Colton  
Chief Engineer: Fred Joslin

**WTXL**

**WEST SPRINGFIELD—1949**

Frequency: 1430 Kc.  
Power: 250 Watts  
Owned-Operated By: Telecolor Corp.  
Address: 34 Sylvan St.  
Phone Number: 9-4768  
Air Time: Unlimited  
News Service: INS  
Transcription Service: Capitol  
Representative: Cooke  
Pres., Gen., Prom. Mgr.: L. A. Reilly  
Commercial Mgr.: A. W. Milne  
Pgm. Dir., Chief Engr.: J. L. Spates

**WO CB**

**WEST YARMOUTH—1944**

**MBS-YANKEE**

Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By: Bristol Bstg. Co., Inc.  
Address: South Sea Ave.  
Phone Number: Hyannis 502  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World  
Representative: Walker, Bertha Bannan  
Vice-President, Treasurer: Basil Brewer  
Station Mgr.: David T. Shurtleff  
Program Director: Michael Graham  
Chief Engineer: Stanley S. Emery
W A A B
Worcester—1931—MBS-Yankee
Frequency: 1440 Kc. . Power: 5000 Watts
Owned By: Yankee Network, Inc.
Operated By: Radio Enterprises, Inc.
Business-Studio Address: 34 Mechanics St.
Phone Number: 2-5611
Transmitter Location: Holden
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Ra-Tel
President: John Baybutt
Program Director: W. Eccles Huff
Chief Engineer: Norman Ogg

W N E B
Worcester—1946
Frequency: 1230 Kc. . Power: 250 Watts
Address: Park Bldg., 507 Main St.
Phone Number: 5-4672
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Bolling, Ketell-Carter
President: Paul C. Lyle
General Manager: John J. Hurley
Commercial Mgr: Edward T. McCann, Jr.
Program Dir: John F. Morse
Musical Director: Robert F. Bilake
Chief Engineer: Vernon P. Wilson

W O R C
Worcester—1925—ABC
Frequency: 1310 Kc. . Power: 1000 Watts
Owned-Operated By: Alfred F. Klein dienst
Business-Studio Address: 65 Elm St.
Phone Number: 5-3101
Transmitter Location: Pachachoaq St., Auburn
Air Time: 7 a.m.-M.
News Service: INS
Transcription Service: Lang-Worth
Representative: Weed
Membership: NAB
Chief Owner: A. F. Klein dienst
Dir., Comm. Mgr.: M. P. Stanton

W T A G
Worcester—1924—CBS
Frequency: 580 Kc. . Power: 5000 Watts
Owned-Operated By: WTAG, Inc.
Business-Studio Address: 18 Franklin St.
Phone Number: 5-4321
Transmitter Location: Shrewsbury St., Holden
Air Time: Unlimited
News Service: AP
Transcription Service: World, Associated

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS AP
Starting new things in Detroit is nothing new with WWJ-The Detroit News... first AM station in 1920, first FM station in 1940, and first with TV in 1946.

With a 2-year lead in television, WWJ-TV today is doing the most effective job of engineering, production and programming sending out the clearest signals... reaching the largest audience... producing the best results for its many advertisers.

This year, WWJ-TV is planning a more ambitious schedule than ever, and advertisers' demands are reaching unprecedented proportions. Better formulate your Detroit TV plans NOW... to include WWJ-TV.
MICHIGAN

Estimated Population 6,352,200—Increase 20.8%—Radio Homes 1,778,000
Radio Families—1,808,000—Stations in State 58

WABJ
ADRIAN—1946
Frequency: 1500 Kc. Power: 250 Watts d.
Address: 2982 Tread Rd.
Phone Number: 9000-1
Air Time: Daytime
News Service: UP
Transcription Service: World
Representative: Ru-Tel
Membership: NAB
President: James Gerity, Jr.
Manager: O. William Myers
Commercial Manager: Harvey West
Chief Announcer: Bruce Gilmore
Chief Engineer: Elwood Brown

WFYC
ALMA—1948
Frequency: 1280 Kc. Power: 1000 Watts d.
Address: 480 Gratiot St.
Phone Number: 95
Air Time: Daytime
News Service: UP
Transcription Service: World
President: Reid Brazell
V.P., Gen. Mgr.: William B. Ogden
Program Dir.: Chester Waddell

WATZ
ALPENA—1946
MBS-KBS-PAUL BUNYAN
Frequency: 1450 Kc. Power: 250 Watts
Address: Alpena
Phone Number: 1049
Air Time: 7 a.m.-11 p.m.
News Service: AP
Representative: Hal Holman
Membership: BMB
President: Les Biederman
General Manager: Drew McClay
Chief Engineer: William Kiker

WHRV
ANN ARBOR—1947—ABC
Frequency: 1600 Kc. Power: 1000 Watts
Address: Box 608
Phone Number: 2-4573
Air Time: 6 a.m.-2 a.m.
News Service: AP
Transcription Service: World
Representative: Forjoe
Membership: NAB
President: J. F. Hopkins
Program Dir.: Amy H. Wilcox
Production Dir.: John Fitzgerald
Chief Announcer: Claire Linn
Chief Engineer: James Allen

WPAG
ANN ARBOR—1945
Frequency: 1050 Kc. Power: 1000 Watts d.
Address: 3rd Floor, Hutzel Bldg.
Phone Number: 2-5517
Transmitter Location: 1795 So. Maple Rd.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Standard
Representative: Hal Holman
Membership: NAB, FMA
President: Arthur E. Greene
Gen. Sta. Mgr.: Edward F. Baughn
Commercial Manager: Ted Turner
Program Director: Pat Quinn
Chief Engineer: George D. Stearns
Farm Editor: Howard E. Heath

WBCK
BATTLE CREEK—1948—MBS
Frequency: 930 Kc. Power: 1000 Watts
Phone Number: 3-55-55
Air Time: Unlimited
News Service: UP
Transcription Service: Associated, Capitol
Representative: Ru-Tel
Membership: BMB
Local Sales Manager: F. K. Doyle
Sales Prom. Mgr., Pgm. Dir.: Adrian R. Cooper
Production Dir.: Gene Cahill
Publicity Director: Molly Sue Doran
Chief Announcer: Don Cullen
Chief Engineer: Arris J. Geranis

WELL
BATTLE CREEK—1925—ABC
Frequency: 1400 Kc. Power: 250 Watts
Address: Huron Valley Bstg., Inc.
Phone Number: 2-4573
Air Time: 6 a.m.-2 a.m.
News Service: AP
Transcription Service: World
Representative: Forjoe
Membership: NAB
President: J. F. Hopkins
Program Dir.: Amy H. Wilcox
Production Dir.: John Fitzgerald
Chief Announcer: Claire Linn
Chief Engineer: James Allen

471
50,000 WATTS!
Middle of the Dial, 800 kc.

THE DETROIT AREA'S GREATER BUY!

Covering a 17,000,000 Population Area in 5 States

CKLW
Guardian Building, Detroit 26

National Rep., Adam J. Young, Jr., Inc.
**MICHIGAN**

**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: Lang-Worth  
Representative: George P. Hollingbery  
Membership: BMB, FMA  
President: Harley D. Peet  
General-Station-Comm. Mgr.: Hugh A. Giesel  
Program Director: Charles E. Anthony  
Musical Director: Lionel H. DeRemer  
Chief Engineer: Ralph H. Carpenter  
Farm Editor: G. Edward Vallender

**WGRO**  
**BAY CITY—1949**  
Address: 920 N. Waters St.  
Phone Number: 3-1260  
Air Time: Daytime  
News Service: INS  
Transcription Service: Capital  
Representative: Sears & Ayer  
Pres., Gen. Mgr.: Gail D. Griner  
Comm. Mgr., Chief Engr.: Edward T. Dillon  
Program Dir.: Gerry Lansing

**WHFB**  
**BENTON HARBOR—1947**  
Frequency: 1060 Kc.  Power: 1000 Watts d.  
Address: Fairplain Ave.  
Phone Number: 5-2113  
Air Time: Sunrise-sunset  
News Service: AP  
Transcription Service: Lang-Worth, Capitol  
Representative: Hal Holman  
Membership: NAB  
President: Stanley R. Banyon  
Gen., Sta. Mgr.: Jacob P. Scherer  
Commercial Manager: Virginia Allen  
Program Director: Phil Molloy  
Chief Announcer: John Pershing Chase  
Musical Director: Lee Lockwood  
Chief Engineer: Munson U. Robinson

**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: 1270  
News Service: AP  
Transcription Service: SESAC, KBS  
Representative: Hal Holman  
General Manager: Les Biederman

**WTVB**  
**COLDWATER—1949**  
Frequency: 1590 Kc.  Power: 1000 Watts  
Owned-Operated By: Twin Valley Bcstrs., Inc.  
Address: Box 32  
Phone Number: 1230  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Associated. Cole  
President: James W. Wilson  
Sales Manager: E. Harold Munn, Jr.  
Program Director: A. K. Walkup  
Commercial Manager: Ralph H. Carpenter

**WKMH**  
**DEARBORN—1946**  
Frequency: 1310 Kc.  Power: 1000 Watts  
Owned-Operated By: WKMH, Inc.  
Business-Studio Address: WKMH Bldg.  
Phone Number: Logan 2-4000  
Transmitter: Detroit Industrial Express Hwy.  
Air Time: 8 a.m.-1 a.m.  
News Service: INS, UP  
Transcription Service: Lang-Worth  
Representative: Weed  
Membership: NAB  
President, General Manager: Fred A. Knorr  
Comm.-Sales Prom. Mgr.: Walter Patterson  
Program Director: Frank Sims  
Publicity Director: Pat Hobart  
Chief Engineer: Jerold Martin  
Farm Editor: Terry Washburn

**CKLW**  
**DETROIT-WINDSOR—1932**  
MBS-CBC-TRANS-CANADA  
DOMINION SUPP  
Frequency: 800 Kc.  Power: 50,000 Watts  
ICHIGAN'S GREATEST ADVERTISING MEDIUM

POWER and RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION INC.

R. A. RICHARDS
Chairman of the Board

FISHER BLDG., DETROIT

HARRY WISMER
Vice President and General Manager
FREE SPEECH MIKE

Radio—America's Greatest Advertising Medium

WJR
CBS 50,000 WATTS
REPRESENTED BY PETRY

INPOWER and RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION INC.
G. A. RICHARDS FISHER BLDG., DETROIT
Chairman of the Board

HARRY WISMER Vice President and General Manager
Business Address...3300 Guardian Bldg., Det. Phone Number.............Woodward 1-7200 Studio Address...Canada Trust Bldg., Windsor Transmitter Location.....Harrow, Ont. Air Time..........5:30 a.m.-4 a.m. News Service........INS, UP, PN Transcription Service...Standard, World Representative........H. N. Stovin. Adam J. Young, Jr. Membership........NAB, BMB President, General Mgr........J. E. Campeau Sta. Mgr., Chief Engr...........W. J. Carter Commercial Manager........E. Wilson Wardell Sales Prom. Mgr............Art Gloster Pgm., Prod. Dir...........S. Campbell Ritchie Publicity Director.........H. Arthur Jones Chief Announcer.............John Gordon Musical Director.............Wally Townsend Farm Editor............Austin Grant

---

**W J B K**

DETROIT—1925—WOLVERINE


---

**W J L B**

DETROIT—1924


---

**W J R**

DETROIT—1927—CBS


---

**W W J**

DETROIT—1920—NBC


---

**W X Y Z**

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc. Power: 5000 Watts Owned By...American Bestg. Co. Operated By...WXYZ, Inc. Business Address.....1700 Sirlo Bldg. Phone Number.............Cherry 8321 Studio Address...8415 E. Jeff-son Ave. Transmitter Location.....Joy Rd. & Greenfield News Service.............INS, UP Transcription Service...World, Lang-Worth

---

476


**MICHIGAN MEMBERSHIP**

**General Manager:** James G. Riddell

**Commercial Manager:** Harold Christian

**Sales Promotion Mgr.:** Dean Linger

**Program Director:** Jack McCarthy

**Musical Director:** Phil Brestoff

**Chief Engineer:** Charles Kotcher

---

**WDBC**

**ESCANABA—1941—MBS**

Frequency: 680 Kc. Power: 1000 Watts

Owned-Operated By: Delta Bcstg. Co.

Business-Studio Address: Lud. & First Sts.

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

---

**WBBC**

**FLINT—1947—MBS**

Frequency: 1330 Kc. Power: 1000 Watts


Business-Studio Address: 112 W. Water St.

Phone Number: Detroit, Woodward 2-0220; Flint, 9-8686

Transmitter Location: 3076. Bristol Rd.

Air Time: Unlimited

News Service: AP

Transcription Service: World Representative: Forjoe

President: John Lord Booth

Gen. Sta. Mgr.: W. Eldon Garner

Asst. Comm., Sales Prom. Mgr.: Francis Wiggins

Program Dir.: Jerry Schroeder

Chief Announcer: Willard Lamb

Chief Engineer: G. Elwood Ryan

---

**WFDF**

**FLINT—1922—ABC-MRN**

Frequency: 910 Kc. Power: 1000 Watts

Owned-Operated By: The Trebit Corp.

Bus. Studio Address: Mott Foundation Bldg.

Phone Number: 2-7158

Transmitter Location: Bristol & Howe Rds., Burton Township

Air Time: Unlimited

News Service: AP

Transcription Service: Capitol, Thesaurus, Lang-Worth

Representative: Katz

---

**WHY IS AP THE BEST?**

**BECAUSE—AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

---

**MICHIGAN ASSOCIATED PRESS BROADCASTERS’ ASSOCIATION**

President: F. Granger Weil—WTTH, Port Huron

First Vice-President: Bayliss Corbett—WFDF, Flint

Second Vice-President: Bob Geerdes—WFUR, Grand Rapids

Third Vice-President: Lester M. Biederman—WTCM, Traverse City

Secretary: Ray J. Keiser—AP Chief of Bureau, Detroit

---

**MICHIGAN**

477
**MICHIGAN**

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Oper. By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Sales Manager</th>
<th>Sales Representative</th>
<th>Program Director</th>
<th>Music Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMRP</td>
<td>1510 Kc.</td>
<td>250 Watts d.</td>
<td>Methodist Radio Parish, Inc.</td>
<td>573 Mary St.</td>
<td>3-5112</td>
<td>6:30-12:05</td>
<td>3-5112</td>
<td>6:30-12:05</td>
<td>Herbert Nadine</td>
<td>James Eichhorn</td>
<td>James Eichhorn</td>
<td>Harry Webster</td>
</tr>
<tr>
<td>WWOK</td>
<td>1230 Kc.</td>
<td>250 Watts d.</td>
<td>Cooperative Radio Co.</td>
<td>432 North Saginaw St.</td>
<td>6-8512</td>
<td>6 a.m.-12:05 a.m.</td>
<td>6-8512</td>
<td>6 a.m.-12:05 a.m.</td>
<td>John E. Fetzer</td>
<td>John E. Fetzer</td>
<td>John E. Fetzer</td>
<td>Dr. W. F. Dunbar</td>
</tr>
<tr>
<td>WJEF</td>
<td>1340 Kc.</td>
<td>1500 Watts d.</td>
<td>Baseball Club</td>
<td>432 North Saginaw St.</td>
<td>6-8512</td>
<td>6 a.m.-12:05 a.m.</td>
<td>6-8512</td>
<td>6 a.m.-12:05 a.m.</td>
<td>John E. Fetzer</td>
<td>John E. Fetzer</td>
<td>John E. Fetzer</td>
<td>Dr. W. F. Dunbar</td>
</tr>
</tbody>
</table>

**Capital Radio**

<table>
<thead>
<tr>
<th>Station</th>
<th>Membership</th>
<th>President</th>
<th>General Mgr.</th>
<th>Sales Prom. Mgr.</th>
<th>Program Dir.</th>
<th>Publicity Dir.</th>
<th>Musical Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMRP</td>
<td>NAB, BMB</td>
<td>Harry M. Bitner, Sr.</td>
<td>Lester W. Lindow</td>
<td>Marvin Levey</td>
<td>Eamer A. Knopf</td>
<td>James Bash</td>
<td>Ted Taylor</td>
<td>Frank L. Fallain</td>
</tr>
<tr>
<td>WGRD</td>
<td>NAB, BMB</td>
<td>John Lang-Worth</td>
<td>Nathan C. Cohen</td>
<td>George Donald</td>
<td>Harry Daniel</td>
<td>Jack Elmer</td>
<td>Billy Geyer</td>
<td>Nathan C. Cohen</td>
</tr>
<tr>
<td>WWOK</td>
<td>NAB, BMB</td>
<td>Harry M. Bitner, Sr.</td>
<td>Lester W. Lindow</td>
<td>Marvin Levey</td>
<td>Eamer A. Knopf</td>
<td>James Bash</td>
<td>Ted Taylor</td>
<td>Frank L. Fallain</td>
</tr>
<tr>
<td>WJEF</td>
<td>NAB, BMB</td>
<td>John Lang-Worth</td>
<td>Nathan C. Cohen</td>
<td>George Donald</td>
<td>Harry Daniel</td>
<td>Jack Elmer</td>
<td>Billy Geyer</td>
<td>Nathan C. Cohen</td>
</tr>
</tbody>
</table>
WOOD
GRAND RAPIDS—1924—NBC
Frequency: 1300 Kc........... Power: 5000 Watts
Business-Studio Address: 1408 Grand Rapids
Nat'l. Bank Bldg.
Phone Number............ 94-212
Transmitter Location: 663 — 60th St.
Air Time............ 6:10 a.m.-2 a.m.
News Service............ UP
Transcription Service. World, Lang-Worth
Representative............ Katz Agency
Membership............ FMB
V.P., Sup. Dir............ Harry M. Bitner, Jr.
Gen., Sta. Mgr............ Stanley W. Barnetl
Controller............ Melvin C. Green
Commercial Manager............ Walter A. Bass
Publicity Director............ Lenore B. Bass
Program-Production Director............ Sandy Meek
Chief Engineer............ Fred Russell

WH TC
HOLLAND—1946
Frequency: 1450 Kc........... Power: 250 Watts
Business-Studio Address: 5 E. Eighth St.
Phone Number............ 6-9610
Transmitter Location: 4th & Central
Air Time............ Unlimited
News Service............ AP
Transcription Service............ World, Lang-Worth
Representative............ Grant
Membership............ NAB
President, Chief Engineer............ Millard C. Westrate
Gen. Sta. Mgr............ Paul W. Nesper
Commercial Manager............ Kenneth Welch
Program Director............ Willard C. Wichers

WHDF
HOUGHTON-CALUMET—1929—MBS
Frequency: 1400 Kc........... Power: 250 Watts
Business-Studio Address: Douglass House, Houghton: 515 Scott St., Calumet
Phone Number............ Houghton, 1; Calumet, 869
Transmitter Location............ Hancock
Air Time............ 7 a.m.-11:15 p.m.
Transcription Service............ World
Representative............ Walker
Membership............ NAB
Chief Owner............ G. L. Burgan
General Manager............ Albert W. Payne
Sales Prom. Mgr............ Peter J. Fausone
Prog. Dir............ Chief Announcer............ Earl Norden
Technical Supervisor............ George L. Burgan

WM IQ
IRON MOUNTAIN—1947
ABC-NORTHERN
Frequency: 1450 Kc........... Power: 250 Watts
Business-Studio Address: 211 E. Ludington St.
Phone Number............ 2031-2
Transmitter Location............ Pewabic Hill
Air Time............ Unlimited
News Service............ UP
Transcription Service............ Capitol
Membership............ FMB
President............ Frank J. Russell
General Manager............ Russell J. Stafford
Sales Promotion Manager............ John S. Wallis
Program Director............ Merv Baldrica
Prod., Pub. Dir............ Frank J. Thibert
Chief Engineer............ Paul F. Anick

WIKB
IRON RIVER—1949—MBS
Frequency: 1230 Kc........... Power: 250 Watts
Owned-Oper. By: WIKB, Inc.
Business-Studio Address............ Iron River Natl. Bank Bldg.
Phone Number............ 102
Transmitter Location............ Caspian
Air Time............ 6:25 a.m-M.
News Service............ UP
Transcription Service............ World
Representative............ Walker
Membership............ NAB
President............ William L. Johnson
V.P., General Manager............ J. W. Huss
Station Manager............ James Kauper
Commercial Manager............ Gene Calahan
Program Director............ Bob Serenson
Chief Announcer............ Ralf Smith
Chief Engineer............ Eugene Kaari

WJS
IRONWOOD—1931—MBS
Frequency: 630 Kc........... Power: 1000 Watts
Business-Studio Address: 124 E. McLeod Ave.
Phone Number............ 20-1
Transmitter Location............ Cary, Wis.
Air Time ........................................ 6:30 a.m.-M.
News Service .................................. UP
Transcription Service ......................... World
Representative ................................. Walker
Membership ..................................... NAB
President ....................................... William L. Johnson
V.P., General Manager ......................... J. W. Huss
Station Manager ............................... Donald R. Hoover
Program Director .............................. Laura Johnson
Chief Announcer ............................... Tom Kelly
Chief Engineer ................................. Arne Dahlbacka

WJPD
ISHPEMING—1947—PBN-GOEBEL
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By. Ishpeming Bstg. Co.
Business-Studio Address ...................... Jenks Block
Phone Number .................................. 1892
Transmitter Location ........................ Hway. 41
Air Time ....................................... 7 a.m.-10:30 p.m.
News Service ................................. AP
Transcription Service .......................... Lang-Worth
Pres., Gen. Sta. Mgr. ......................... J. P. Deegan
Pgm. Dir., Chief Ann. .......................... Paul C. Crowley
Production Director ......................... Carl B. Tupala
Musical Director .............................. Howard E. Swanson
Chief Engineer ............................... Bernad T. Maloney

WIBM
JACKSON—1927—ABC-MICHIGAN
Frequency: 1450 Kc.  Power: 250 Watts
Owned By ...................................... WIBM, Inc.
Address ...................................... 2511 Kibby Rd.
Phone Number .................................. 6121
Air Time ...................................... 6:30 a.m.-M.
Representative ................................. Hal Holman
President ...................................... Herman Radner
General Manager .............................. Roy Radner
Station-Commercial Manager ............... William Cizek
Prog. Dir., Chief Announcer .................. Jack Underwood
Sales Prom. Mgr. .............................. Don Washbish
Chief Engineer ............................... Charles Wirtanen
Farm Editor ................................... S. J. Culver

WGFG
KALAMAZOO—1947—ABC
Frequency: 1380 Kc.  Power: 1000 Watts
Owned-Oper. By . . . . Southwestern Michigan Bstg., Co.
Business-Studio Address .............. State Theatre Bldg.
Phone Number ................................ 4-0111
Transmitter Location ....................... 4154 Jennings Dr.
Air Time ...................................... Unlimited
News Service ................................... UP
Transcription Service ......................... Standard
Representative ................................. Robert Meeker
Station Manager .............................. Irene A. Ginther
Program Director ............................. W. A. Anderson
Chief Engineer ............................... Carl E. Stephens
Farm Editor .................................. Hal Cessna

WKZO
KALAMAZOO—1923—CBS
Frequency: 590 Kc.  Power: 5000 Watts
Owned-Operated By .......................... Fetzer Bstg. Co.
Business Address ............................ 124 W. Michigan Ave.
Phone Number .............................. 3-1223
Studio Address ............................... Burdick Hotel
Transmitter Location ....................... Route 2, Richards Dr.
Air Time ...................................... Unlimited
News Service ................................... AP
Transcription Service .......................... Capitol
Representative ................................. Avery-Knodel
Membership ..................................... NAB, BMB
President, Gen-Station Mgr. ............... John E. Fetzer
Comm-Sales P.m. Mgr. ....................... John W. O'Harrow
Program-Production Dir. .................... Edward E. McKeen
Publicity Director ............................ Richard Kishpaugh
Chief Announcer .............................. Otis T. Gaston
Chief Engineer ............................... Carl E. Lee
Farm Editor ................................. Carleton W. Collin
Dir. Pub. Affairs ............................. Dr. Willis F. Dunbar

WILS
LANSING—1946—MBS
WOLVERINE
Frequency: 1320 Kc.  Power: 1000 Watts
Owned-Operated By .......................... Lansing Bstg. Co.
Phone Number .............................. 2-1855
Transmitter Location ....................... East Mt. Hope Rd.
Air Time ...................................... 6 a.m.-1 a.m.
News Service ................................... AP
Transcription Service .......................... Lang-Worth
Representative ................................. Rambeau
Pres., Gen.-Sta. Mgr. ......................... W. A. Pomeroy
Comm. Mgr., Chief Engr. ..................... John C. Pomeroy
Sales Prom. Mgr., Publ. Dir. ............... M. Moran
Pgm., Prod. Dir. ............................... Alex Dillingham
Chief Announcer .............................. David Froh
Musical Director .............................. Chet Bear
Farm Editor ................................. Hal Greenberg

WJIM
LANSING—1934—ABC-MRN
Frequency: 1240 Kc.  Power: 250 Watts
Owned By ..................................... WJIM, Inc.
Operated By ................................. Harold F. Gross
Bus.-Studio-Transmitter Address ........... Bank of Lansing Bldg.
Phone Number .............................. 2-1333-4-5
Air Time ...................................... Unlimited
News Service ................................... UP
Transcription Service .......................... World, Standard
Representative ................................. Robert Meeker
Membership ..................................... NAB
Pres., Gen-Comm. Mgr. ....................... Harold F. Gross
Program-Production Director ............... Howard K. Finch
Musical Director .............................. Robert Clayton
### WKLA
**LUDINGTON—1944—ABC-KBS-MRN**

| Frequency: 1450 Kc. | Power: 250 Watts |
| Phone Number: 842 | Time: 8 a.m.-10 p.m. |
| Studio-Transmitter Address: 204 E. Ludington Ave. |
| News Service | Transcription Service: UP |
| Representative | Membership: Burn-Smith |
| Pgm., Prod., Pub. Dir.: Peter A. Mars | Chief Engineer: John F. Petters |

### WDMJ
**MARQUETTE—1941—MBS NORTHERN**

| Frequency: 1340 Kc. | Power: 250 Watts |
| Phone Number: 616-7 | Time: 6 a.m.-M. |
| Transmitter Location: Garfield & Bluff Sts. | News Service: UP |
| Anncri., Musical Dir.: Jon Dahl | Chief Engineer: Gordon Brozek |

### WMDN
**MIDLAND—1948**

| Frequency: 1490 Kc. | Power: 250 Watts |
| Phone Number: 4000 | Time: 6 a.m.-M. |
| News Service: AP | Transcription Service: Lang-Worth |
| President: Frank J. Russell, Jr. | Secretary-Treasurer: Gordon F. Phillips |
| Station Manager: R. G. Ulbrich | Sta., Comm., Sales Prom. Mgr.: Spencer Dennison |
| Program Director: Eldon Wallace | Chief Engr., Farm Editor: Peter A. Wolfe |

### WMUS
**MUSKEGON—1947**

| Frequency: 1090 Kc. | Power: 1000 Watts |
| Owned-Oper. By: Greater Muskegon Bctsg., Inc. | Business-Studio Address: 1769 Pock St. |
| Phone Number: 27608 | Time: 4 Mi. E. Hwy. 31 on Giles Rd. |
| News Service: AP, UP | Time: 11 a.m.-1 p.m. |
| Transcription Service: Capitol, Associated Representative: Hal Holman |
| Pres., Gen., Sta. Mgr.: F. M. Van Campen | Commerical Mgr.: Henry Veenstra |
| Program Director: Miles M. Olsen | Chief Engineer: George Krivitsky |

### WOAP
**OWOSSO—1948—GOEBEL**

| Frequency: 1080 Kc. | Power: 250 Watts |
| Owned-Operated By: Argus Press Co. | Address: 2300 N. Shiawassee |
| Phone Number: 980 | Time: 11 a.m.-1 p.m. |
| News Service: AP | Time: 11 a.m.-1 p.m. |
| Transcription Service: Standard Representative: Joseph Hershey McMillen |
| Farm Editor: J. Kinosky |
WMBN
PETOSKEY—1946
MBS-KBS-BUNYAN-WOLVERINE
Frequency: 1340 Kc... Power: 250 Watts.
Owned-Oper. By.. Midwestern Bstg. Co. 
Business-Studio Address.. Petoskey 
Manager... Les Biederman

WCAR
PONTIAC—1939
Frequency: 1130 Kc... Power: 1000 Watts.
Owned-Oper. By... WCAR, Inc. 
Address... 2146 S. Telegraph Rd. 
Phone Number... 3-7141
Air Time... Local sunrise-local sunset 
News Service... AP, INS 
Transcription Service... Standard 
Representative... John E. Pearson 
President, General Mgr... H. Y. Levinson

WLPS
PORT HURON—1938—MBS
Frequency: 1450 Kc... Power: 250 Watts.
Owned-Oper. By... Port Huron Bstg. Co. 
Business-Studio Address.. 932 Military St. 
Phone Number.. 2-8536
Transmitter Location... 540—32nd St. 
Air Time... Unlimited 
News Service... UP 
Transcription Service... Lang-Worth, World 
Representative... Hal Holman 
Membership... NAB 
Partners... Harmon L. & Herman L. Stevens 
General Manager... Helen Nelson 
Comm. Prom. Mgr... R. J. McIntosh 
Program Director... Lyle Patterson 
Chief Engineer... Leslie Conant

WTTH
PORT HURON—1947
Frequency: 1380 Kc... Power: 1000 Watts.
Owned-Oper. By... Times Herald, Co. 
Business-Studio Address.. 903 Sixth St. 
Phone Number.. 5171
Transmitter Location... 3800 Dove Rd. 
Air Time.. 6:30 a.m.-M. 
News Service... AP 
Transcription Service... Standard, Capitol 
Membership... NAB 
President... Louis A. Weil 
General Manager... G. Granger Weil 
Commercial Manager... William Weil 
Program Director... Alice Anderson 
Prod. Dir.-Chief Announcer... Phil Sanford 
Chief Announcer... Robert Thaw 
Chief Engineer... Marion Stiner

WHAK
ROGERS CITY—1949
Frequency: 950 Kc... Power: 1000 Watts.
Owned-Oper. By... Rogers City Bstg. Co. 
Address... Maltke Dr. 
Phone Number... 175
Air Time... Daytime 
News Service... UP 
Transcription Service... World, Lang-Worth 
Pres., Gen. Mgr., Chief Engr... Harvey A. Klann 
Commercial Manager... Nichols Marzei 
Program Director... H. E. Brege 
Promotion Manager... A. Klann

WEXL
ROYAL OAK—1923
Frequency: 1340 Kc... Power: 250 Watts.
Owned-Oper. By... Royal Oak Bstg. Co. 
Business Address... 212 W. Sixth St. 
Phone Number.. Jordan 4-6523-4 
Studio Address... 212 W. Sixth St., Royal Oak; 
Transmitter Location... 2201 Woodward Hts., 
Ferndale 
Air Time... Unlimited 
News Service... AP, INS 
Transcription Service... Standard, Associated 
Representative... Friedenberg 
Membership... NAB 
President... Jacob B. Sparks 
General Manager... Gordon A. Sparks 
Chief Ann., Musical Dir... John Harrison 
Musical Director... John Harrison 
Chief Engineer... Garnet G. Sparks

WKXN
SAGINAW—1947
Frequency: 1210 Kc... Power: 1000 Watts.
Owned-Oper. By... Lake Huron Bstg. Co. 
Bus., Studio, Transmitter Address... 221 S. 
Washington Ave. 
Phone Number... 3-4471-2-3 
Transmitter Location... Farmer St. 
Air Time... Daytime 
News Service... UP 
Transcription Service... Lang-Worth 
Representative... Hal Holman 
Membership... NAB, BMB 
General-Station Manager... O. J. Kelchner 
Comm. Sales Prom. Mgr... W. J. Edwards 
Publicity Dir... H. H. Wolfe 
Pgm., Prod. Dir... Ernest T. Guy 
Chief Announcer... Don Sherman 
Musical Director... James Hughes 
Chief Engineer... Max Thomas 
Farm Editor... Don Andrews
WSAM
SAGINAW—1940—NBC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Saginaw Bcstg. Co.
Business-Studio Address: Radio Bldg.
Phone Number: 2-8161
Transmitter Location: 2000 Whittier St.
Air Time: Unlimited
News Service: AP
Transcription Service: Headley-Reed
Membership: NAB, BMB
President, General Manager: Milton L. Greenebaum
Assistant to General Manager: Phil Wood
Sales Manager: Vincent Picard
Production Director: Rob Downey
Engineering Director: Meredith L. Koerner

WSO
SAULT STE. MARIE—1940
ABC-NORTHERN
Frequency: 1230 Kc. Power: 250 Watts d.
100 Watts n.
Owned-Operated By: Hiawathaland Bcstg. Co.

NOW THAT YOU CAN
HAVE THE BEST, WHY
BE SATISFIED WITH LESS

AP
SILENT CAL STARTED THE NORTHWEST'S BIGGEST VOICE

In 1928 President Calvin Coolidge touched a golden key at the White House that put KSTP on the air. In December of 1928 KSTP joined N.B.C. and Northwestern listeners enjoyed the popular Ipana Troubadors, Sieberling Singers and Amos 'n Andy. KSTP maintained its own 25 piece orchestra, too.

In these 22 years KSTP has come a long way, scoring many national and regional "firsts" in the development of broadcasting.

In 1930, KSTP designed the nation's first shortwave mobile unit. In 1932 KSTP offered its listeners the first complete election coverage, and in 1933 introduced the first motor mobile unit. KSTP was the first station in the country to create a special full-time news bureau for the sole purpose of gathering and disseminating news for radio ... the first in the Northwest to win a variety showmanship plaque.

Scores of innovations led to KSTP's entrance into the television picture in 1939. Operating commercially since April, 1948, KSTP has proved again and again that its pioneering leads to market dominance.

In its new Radio City home, KSTP offers the most complete radio and television service in the entire area. Be it AM or TV—KSTP was, is and will be the best advertising buy in the important Minneapolis-St. Paul market.
MINNESOTA
Estimated Population: 2,977,000—Increase 6.6%—Radio Homes 830,000
Radio Families 845,000—Stations in State 40

K A T E
ALBERT LEA—1937—ABC
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 332 S. Broadway
Phone Number: 2338
Transmitter Location: W. Seventh St.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol, SESAC
Representative: John E. Pearson
Membership: NAB
President: Bennett O. Knudson
General Manager: Anson Vann
Assistant: Margaret D. Haley
Chief Engineer: Robert Holt
Farm Editor: Wayne King

K Y R A
ALEXANDER—1949
Frequency: 1490 Kc. Power: 250 Watts
Address: Alexandria
Phone Number: 1000
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
General Manager: R. C. Brown
Commercial Manager: Everett Q. Walters
Program Director: Kenneth Bechtel
Chief Engineer: Gerald Lentz

K A U S
AUSTIN—1948—MBS
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By: Cedar Valley Bestg. Co., Inc.
Business-Studio Address: 405A N. Main St.
Phone Number: 8836
Transmitter Location: 2½ Mi. S. of Austin
Air Time: Unlimited
News Service: AP
Transcription Service: World
Membership: NAB
President: Harry Smith
Gen., Sta. Mgr.: L. L. McCurnin
Commercial Mgr.: Tom Steensland
Sales Prom. Mgr.: Ken Soderberg
Pgm., Pub. Dir.: Don Richardson
Production Dir.: Ken Bryant
Chief Announcer: Bob Abbott
Musical Dir.: Harold Westby, Jr.
Chief Engineer: Glen Klein

K B U N
BEMIDJI—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 419½ Bemtrami Ave.
Phone Number: 1900
Transmitter Location: Midway Dr.
Air Time: 6:30 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB
Pres., Gen., S.a. Mgr.: Edward W. Butler
Pgm., Prod. Dir.: Gwennyth Butler
Publicity Dir.: E. W. Butler
Chief Ann., Farm Editor: Don Brockman
Chief Engineer: Merrill Jacobs

K L I Z
BRAINER—1946—MBS
Frequency: 1400 Kc. Power: 250 Watts
Business Address: 2700 E. Oak St.
Phone Number: 4050
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Walker
Membership: NAB
President, General Manager: E. T. O'Brien
Program Director: Lucille Grosse
Comm., Prom. Mgr.: Edward J. Wilder
Chief Engineer: Arthur Vandersluis

K B M W
BRECKENRIDGE—1948
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: The Interstate Bestg. Corp.
Business Address: 519 Dakota Ave., Wahpeton, N. D.
Phone Number: 3381
Transmitter Location: Breckenridge
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard
Membership: NAB, BMB
Pres., Chief Engineer: Kline E. Bower
Pgm., Prod. Mgr.: George Kaufmann

K R O X
CROOKSTON—1948
Frequency: 1050 Kc. Power: 1000 Watts d.
Business-Studio Address: Eagles Bldg.
Phone Number ..................1049-50
Transmitter Location ...........1.5 Mi. N. of Crookston
Air Time .......................Sunrise-sunset
News Service ...................UP
Transcription Service .........Lang-Worth
Representative ...............Donald Cook. Gene Grant
President .....................D. A. McKenzie
Station Manager .............Carfield L. Fox
Commercial Manager ..........Jean A. Dahlberg
Sales Prom. Mgr. ..............Ralph Melbye
Program Director .............Edward J. Boh
Production Director ..........Frederick Shrimpton
Publicity Director ..........Audrey Brevik
Chief Engineer ...............William J. Kiewel
Farm Editor ...................Melvin Woell

K DAL
DULUTH—1936—CBS
Frequency: 610 Kc. Power: 5000 Watts
Business-Studio Address ..218 Bradley Bldg.
Phone Number ...............Melrose 2628
Transmitter Location .......Foot of 63rd Ave., W.
Air Time .......................Unlimited
News Service ..................AP
Transcription Service ......Lang-Worth
Representative ...............Avery-Knodel
Membership ...................NAB, BMB
President .....................Dalton Le Masquiere
Station-Comm. Mgr. .........Olin S. Romsland
Program Director ..........Dick Lawrence
Publicity, Prom. Dir. .........Jeanne Hudson
Chief Engineer ...............Robert A. Dettman

WEB C
DULUTH—1924
NBC-NORTHWEST-ARROWHEAD
Frequency: 1320 Kc. Power: 5000 Watts
Business-Studio Address ....WEB C Bldg.
Phone Number ...............Melrose 2873
Transmitter Location .......3925 Tower Ave., Superior, Wis.
Air Time .......................Unlimited
News Service ..................UP
Transcription Service ......Associated. SESAC
Representative ..........George P. Hollingbery,
Bulmer & Johnson
Membership ...................BMB
President .....................Morgan Murphy
General Manager ............W. C. Bridges
Stat., Comm., Sales Prom. Mgr. .........Marlin E. Smythe
Pgm., Pub. Dir. ..............Jack McKenna
Production Director .........Rick Terry
Musical Director ............Gus Jackson
Chief Engineer ...............Norman Gill
Farm Editor ..................Earl Henton

WREX
DULUTH—1947—MBS
Frequency: 1080 Kc. Power: 10,000 Watts d.
5000 Watts n.
Business-Studio Address ..213 E. Superior St.
Phone Number ...............Radisson 2911
Transmitter Location ..McCueen St.
Air Time .......................6:30 a.m.-11:30 p.m.
News Service ...................UP
Transcription Service ......World
Representative ...............Weed
President .....................Thomas McCabe
Gen., Sta., Comm. Mgr. ......Thomas R. King
Chief Engineer ...............William Lounsbury

WXLT
ELY—1947—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By ........Ely Bcstg. Co., Inc.
Business-Studio-Transmitter Address ....Ely
Phone Number ...............226
Transmitter ...................1/5 Mi. S. of Ely
News Service ..................UP
Transcription Service ......SESAC, Cole
Representative ...............Lawson
Air Time .......................7 a.m.-10 p.m.
Gen., Sta., Sales Prom. Mgr. ....Don Mortwedt
Commercial Mgr. ............Edward B. Nichols
Program Dir. ................Marion Herrala
Musical Dir. ..................Ken Reckinger
Chief Engineer ...............Darrel Gander

W E V E
EVELETH—1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .........Ridson, Inc.
Transcription Service ......Lang-Worth
Representative ...............Free & Peters
President .....................Robert B. Ridder
General Manager .........Carl Bloomquist
Commercial Manager ......Carl Bloomquist
Chief Engineer ...............J. Melvin Laskey

KDLH
FARIBAULT—1948
Frequency: 920 Kc. Power: 1000 Watts
Owned Operated By ....Herbert H. Lee, Palmer
Dragsten, John E. Hyde
Business-Studio Address ....213 Central Ave.
Phone Number ...............2312
Transmitter Location .........Hwy. 65
Air Time .......................6 a.m.-M.
News Service ..................UP
Transcription Service ......Standard
Representative ...............Walker, Lawson

486
MINNESOTA

General Mgr... Herbert H. Lee
Commercial Mgr... Palmer Dragsten
Program Dir... Jergen D. Nash
Musical Director... Mera Ballis
Chief Engineer... John E. Hyde

KSUM
FAIRMONT—1949—MBC TALL CORN
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By... Fairmont Bcstg. Co.
Address... 103 S. North Ave.
Phone Number... 1370
Air Time... Unlimited
News Service... UP
Representative... Lawson
President... Leo J. Seifert
General Manager... Frank W. Endersbe
Program Director... Everett R. Ohrt
Chief Engineer... Walton W. Wilson

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
Executive Director... Harold L. Dell
Sta. Comm. Mgr... Don L. Albertson
Asst. Mgr... Frederic T. Dell
Chief Engineer... Harold E. Allen
Farm Editor... Lee Gunderson

KBZY
GRAND RAPIDS—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Itasca Bcstg. Co.
Business-Studio Address... 207 N. 1st Ave. W.
Phone Number... 198
Transmitter Location... Grand Rapids
Air Time... 6:30 a.m.-11 p.m.
News Service... UP
Transcription Service... Lang-Worth
General Manager... Robert D. Kennedy
Chief Engineer... Ross A. Fessenmeyer

WMFG
HIBBING—1935—NBC-ARROWHEAD NORTHWEST
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Head of the Lakes Bcstg. Co.
Business-Studio Address... 5th & Howard
Phone Number... 1150
Air Time... 6 a.m.-11:05 p.m.
News Service... UP
Transcription Service... Associated
Representative... George P. Hollingbery
President... Morgan Murphy
General Manager... W. C. Bridges
Commercial Mgr... Oscar H. Peterson
Pgm. Dir., Prom. Mgr... Ruth E. Coe
Chief Engineer... Norman Gill

KYSM
MANKATO—1938 NBC-NORTHWEST
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... F. B. Clements & Co.
Business-Studio Address... 101 N. Second St.
Phone Number... 4673
Transmitter... Belgrade Hill, N. Mankato
Air Time... Unlimited
News Service... UP
Transcription Service... Standard, Thesaurus
Representative... John E. Pearson
Membership... NAB, BMB
Gen. Station-Comm. Mgr... John F. Meagher
Program Director... Bob Gardner
Publicity Director... John Gallos
Musical Director... Maurice Piché
Chief Engineer... James Houts
Farm Editor... Galen Kooser

KMHL
MARSHALL—1946—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Harry W. Linder
Business-Studio Address... KMHL Bldg.
Phone Number... 2282-3
Transmitter Location... ½ Mi. E. of City
Hwy. 19
Air Time... 6 a.m.-M.
News Service... UP
Representative... John E. Pearson
Membership... NAB, BMB
Owner, Chief Engr... Harry W. Linder
General Manager... Gilmore F. Frayseth
Program Director... Homer L. Lane
Chief Announcer... Bob Wagner

KEYD
MINNEAPOLIS—1948
Frequency: 1440 Kc. Power: 500 Watts d.
Owned-Operated By... Family Bcstg. Corp.
Business-Studio Address... 15 N. Ninth St.
Phone Number... Lincoln 8451
Transmitter Location... Golden Valley
Air Time... 6 a.m.-Sundown
News Service... AP
Transcription Service... Standard
Representative... Forje
Membership ............................................ NAB
President ........................................... Henry Klages
General Mgr. ......................................... Lee L. Whiting
Commercial Manager ..................... Harold A. Winther
Program Director .......................... H. Irving Tingley
Chief Announcer .............. Wendell Hasebo
Musical Director .................. James Allen
Chief Engineer ...................... Harvey V. Headen

W C C O
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 ........................................... Unlimited
News Service ........................................ AP, UP
Transcription Service ............ Long-Worth
Representative ........................ Radio Sales
Membership ......................................... NAB, BMB
General Manager ........................ Eugene Wilkey
Commercial Manager ............. Alfred J. Harding
Sales Prom. Mgr., Pub. Dir. ..... Tony Moe
Program Director ...................... Gene Wilkey
Production Director .............. Sig Mickelson
Musical Director .................... Wallace Olson
Chief Engineer ............................ J. J. Beloungy
Farm Editor ...................................... Larry Haeg

W S G Y
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
Transcription Service .... Standard
Representative ........................ Avery-Knodel
Membership ........................................ NAB, BMB
President ............................................. James Stuart
V.P., Station Manager ............ Melvin Drake
Commercial Manager .......... Robert W. Owens
Program Director .................. B. Kendall Crane
Program Director .................. Bob Allen
Musical Director .................. Walter Rudd
Chief Engineer ....................... Charles W. Winkler

W L O L
MINNEAPOLIS—1940—MBS
Frequency: 1330 Kc. . Power: 5000 Watts
Business-Studio Address .......... 1730 Hennepin Ave.
Phone Number ................ Atlantic 0406, Midway 4043
Transmitter Location ............. 1370 Davern. St. Paul
Air Time ........................................ Unlimited
News Service ........................................ UP
Representative ....................... John Blair
Chief Owner ........................ Ralp L. Altass
Gen., Sta. Mgr. ......................... G. T. Haagman
Commercial Manager .............. Samuel N. Nemer
Sales Prom., Pgm., Prod. Dir. . Jack Swenson
Musical Director ..................... Verne Rooney
Studio Engineer ..................... Gene Brautigam
Transmitter Engineer ............ Merle Bjork

W P B C
MINNEAPOLIS—1949
Frequency: 960 Kc. . Power: 500 Watts d.
Address ........................................... 1133 Stenson Blvd.
Phone Number .................... Granville 7236
Air Time ........................................ Daytime
News Service ........................................ UP
Transcription Service ...... Long-Worth
Pres., Gen. Mgr., Pgm. Dir. .... William V. Stewart
Commercial Mgr. ................. John W. Ware
Production Director .......... Thomas K. McCrum
Chief Engineer ...................... Harry Vose

W T C N
MINNEAPOLIS—1934
ABC-DAIRYLAND
Owned-Oper. By .............. Minnesota Bcastg. Corp.
Business-Studio Address .......... Radio City, 50 S.
Ninth St.
Phone Number ..................... Lincoln 0552
Transmitter Location .......... 2235 N. Snelling
Air Time ........................................ 6 a.m.-M.
News Service ........................................ AP
Transcription Service .... Associated, Capitol
Representative ...................... Free & Peters
Membership ......................................... NAB, BMB, FMA
President ......................... William J. McNally
Gen., Sta. Mgr. ......................... F. Van Konynenberg
Commercial Manager ......... Robert N. Ekstrom
Program Director .................. Judy Bryson
Production Director ................ Max Karl
Publicity Director ......... C. J. Rian
Chief Announcer ................. Jack Bell
Musical Director .......... William Matchnek
Chief Engineer ..................... John Sherman
Farm Editor ......................... Robert Carlson

K V O X
MOORHEAD—1937
MBS-GREAT NORTHERN
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By ............ KVOX Bcastg. Co.
Business-Studio Address .......... 818 Center Ave.
Phone Number ....................... 3-1523
MINNESOTA

Transmitter Location...14th St. & 12th Ave. So.
Air Time ...Unlimited
News Service ...UP
Transcription Service...Capitol, World
Representative ...Walker, Lawson
Membership ...NAB, BMB
President ...Leo Johnson
General-Station Manager ...E. J. McKellar
Sales Prom. Mgr...J. Mc Knight
Pgm., Prod. Dir...Sterling Kuhlme
Chief Announcer...Dale Howard
Chief Engineer...Don Geiken

MINNESOTA

KNUJ
NEW ULM—1949
Frequency: 860 Kc...Power: 1000 Watts d.
Owned-Oper. By...Brown County Journal, Inc.
Address ...308 1/2 N. Minn. St.
Phone Number ...905
Air Time ...Daytime
News Service ...AP
Transcription Service...Lang-Worth
President ...W. K. Mickelson
General Manager ...E. M. Tobin
Commercial Manager ...Warren Ascher
Program Director ...Dennis Hayes
Promotion Manager...George Korenchen
Chief Engineer...Leon Brauhn

KA AA
RED WING—1949
Frequency: 1250 Kc...Power: 1000 Watts d.
Owned-Operated By...Red Wing Bcastg. Co.
Address ...Red Wing
Phone Number ...1536
Air Time ...Daytime
News Service ...AP
Transcription Service...Associated
Pres., Pgm. Dir., Chief Engr...Fred C. Clarke
General Manager ...Maxine Jacobs
Commercial Manager...Charles E. Wright

KLER
ROCHESTER—1948—ABC
Frequency: 970 Kc...Power: 500 Watts d;
1000 Watts n.
 Owned-Operated By...Rochester Bcastg. Co.
Business Address ...229 First Ave. S.W.
Phone Number ...2-2757
Transmitter Location...Salem Road
Air Time ...6 a.m-M.
News Service ...UP
Transcription Service...Standard Library
Representative...Adam J. Young
Membership ...NAB, BMB
President ...Alice P. Mayo
Gen., Sales Prom. Mgr...Walter T. Brzek
Commercial Manager ...Robert A. Fick
Pgm., Prod. Dir...Robert C. Bouchier

Musical Director...Jack Frost
Chief Engineer...Boynton Hagaman
Farm Editor...Donald Mason

KROC
ROCHESTER—1935
NBC-NORTHWEST
Frequency: 1340 Kc...Power: 250 Watts
Owned-Oper. By...Southern Minnesota
Bcastg. Co.
Business-Studio Address ...100 1st Ave. Bldg.
Phone Number ...3284
Transmitter Location...Cascade Township
Air Time ...6 a.m-M.
News Service ...AP
Transcription Service...World
Representative...Bulmer & Johnston
Membership ...NAB, BMB
President ...Mrs. G. P. Gentling
General, Comm. Mgr...G. David Gentling
Sta. Mgr., Pgm. Dir...Cal Smith
Sales Prom. Mgr...Robert Wold
Chief Announcer...Joe Foss
Publicity Director...Jerry Bratacs
Musical Director...Jerry Boyum
Chief Engineer...Bob Cross
Farm Editor...Ray Thompson

MINNESOTA

WHY IS AP THE BEST?
BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

MINNESOTA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION
President: Don Richardson—KAUS, Austin
Vice-President: Fred Dell—KGDE, Fergus Falls
Secretary: Francis Robbins—KDHL, Farniault

MINNESOTA

489
K F A M  
ST. CLOUD—1938  
NBC-NORTHWEST  

Frequency: 1450 Kc. ...................................... Power: 250 Watts  
Business-Studio Address ................................... Weber Bldg.  
Phone Number .................................................. 3330-1  
Transmitter .................................................... Wash. Memorial, Dr. & 16th St.  
Air Time .............................................................. Unlimited  
News Service ..................................................... AP  
Transcription Service .......................................... Thesaurus, Lang-Worth  
Membership ....................................................... NAB, BMB  
Pres., Gen., Sta. Mgr. .......................................... Frederick G. Schilpkin  
Comm., Sales Prom. Mgr. ..................................... John F. Green  
Prog.-Pub. Dir. .................................................... Avis Russell  
Prod. Dir., Chief Anncr., Gene SorFlaten  
Chief Engineer ...................................................... Robert Witschen  
Farm Editor ......................................................... Cliff Sakry

W M I N  
ST. PAUL—1936  

Frequency: 1400 Kc. ...................................... Power: 250 Watts  
Business-Studio Address ................................... 538 Hamm Bldg.  
Phone Number ................................................... Garfield 1361  
Transmitter Location ....................................... St. Anthony at Frontenac  
Air Time .............................................................. Unlimited  
News Service ..................................................... AP  
Transcription Service .......................................... Associated  
Representative ..................................................... Radio Reps  
Membership ....................................................... NAB  
V.P., Gen., Sta. Mgr. ............................................. Frank M. Devaney  
Pgm. Dir., Chief Anncr. ....................................... Norman Page  
Publicity Director ............................................... Richard Stevens  
Chief Engineer ...................................................... Warren B. Fritze

K S T P  
ST. PAUL-MINNEAPOLIS—1928  
NBC-NORTHWEST  

Frequency: 1500 Kc. ...................................... Power: 50,000 Watts  
Owned By: ......................................................... KSTP, Inc.  
Bus.-Studio Address ........................................ 3415 University Ave., 3415 University Ave. S.E., St. Paul-Minneapolis  
Phone Number .................................................. Prior 2717  
Trans. .............................................................. County Rd. C & Hway 61, St. Paul  
Air Time .............................................................. Unlimited  
News Service ..................................................... AP, UP  
Transcription Service .......................................... Thesaurus, World, Lang-Worth  
Representative ..................................................... Edward Petry  
Membership ....................................................... NAB  
President, Gen. Mgr. ................................................. Stanley E. Hubbard  
V.P. chg., Sales .................................................. Miller C. Robertson  
Exe. V.P., Treas. .................................................. K. M. Hance  
Production Supvr. ............................................... C. Brooks Henderson  
Promotion-Publicity Director ................................ Joe Cook  
News Director ....................................................... Walt Roschick  
Technical Supervisor ........................................... John McMahon

W S H B  
STILLWATER—1949  

Frequency: 1220 Kc. ...................................... Power: 250 Watts  
Owned-Operated By: .......................................... St. Croix Bcstg. Co.  
Address .............................................................. 126 S. Main St.  
Phone Number ..................................................... 46  
Air Time .............................................................. Unlimited  
News Service ..................................................... UP  
Transcription Service .......................................... Lang-Worth  
Representative ..................................................... Bulmer & Johnson  
General Manager ............................................... William F. Johns, Jr.  
Station Manager .................................................... Victor Tedesco  
Commercial Manager ......................................... John Lohmer

K T R F  
THIEF RIVER FALLS—1947  

Frequency: 1230 Kc. ...................................... Power: 250 Watts  
Owned-Operated By: .......................................... Henry K. Arneson  
Business Address ............................................... Box 69  
Phone Number ..................................................... 13-14  
Studio-Transmitter Address .................................. 1319 N. Main  
Air Time .............................................................. 6:30 a.m.-11 p.m.  
News Service ..................................................... UP  
Transcription Service .......................................... Lang-Worth  
Representative ..................................................... Bulmer & Johnson  
Pres. ................................................................. H. K. Arneson  
Manager .............................................................. D. L. Norton  
Sales Prom. Mgr. .................................................. Glenn Simpson  
Publicity Director ............................................... Kay Barren  
Musical Director .................................................. James E. Arneson  
Chief Engineer ...................................................... H. J. Bothman

W H L B  
VIRGINIA—1936—NBC  

Frequency: 1400 Kc. ...................................... Power: 250 Watts  
Owned-Oper. By: ............................................... Head of the Lakes Bcstg.  
Address .............................................................. Virginia  
Phone Number ..................................................... Virginia 2000  
Air Time .............................................................. Unlimited  
News Service ..................................................... UP  
Transcription Service .......................................... Associated, SESAC  
Representative ..................................................... George P. Hollingsbery  
Membership ....................................................... NAB, BMB  
President .............................................................. Morgan Murphy  
General Manager ............................................... Walter Bridges  
Sta.-Comm.-Sales Prom. Mgr. ................................ A. F. Nelson  
Pgm., Pub. Dir. ..................................................... Alys Mae McBride  
Chief Engineer ...................................................... Norman Gill  
Farm Editor .............................................................. August Neubauer

K W A D  
WADENA—1948—MBS  

Frequency: 920 Kc. ...................................... Power: 1000 Watts  
Owned-Oper. By: ............................................... Associated Bcstrs., Inc.  
Bus.-Studio Address ........................................ First Natl. Bank Bldg.  
Phone Number ..................................................... 920  
Transmitter Location .......................................... 4 Mi. S. City  
Air Time .............................................................. Unlimited
News Service ........................................ UP
Representatives ................................. Bulmer & Johnson
Membership ........................................ NAB
President ........................................ C. V. Phillips
Comm., Sales Prom. Mgr. ................. Carl E. Holt
Gen., Sta. Mgr. ............................... H. G. Alexander
Chief Engineer ............................... Ralph T. Doggett

**KWLM**

**WILLMAR—1940—ABC-DAIRYLAND**

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.-M.
News Service .................................... UP
Transcription Service ..................... Cole
Representative .............................. John E. Pearson
Membership ...................................... NAB
President, Gen. Mgr. .................... H. W. Linder
Sales Prom. Mgr., Pub. Dir. .............. Willard Linder
Comm. Mgr., Prog. Dir. ................. Jack Lynch
Publicity Director .......................... Don Linder
Chief Announcer .............................. Joe Martinson

**KWNO**

**WINONA—1938—ABC**

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ......................... Winona Radio Service

**MISSISSIPPI**

*Estimated Population 2,130,000—Increase —2.5%—Radio Homes 478,000
Radio Families 581,000—Stations in State 38*

**WLOX**

**BILOXI—GULFPORT—1949—MBS**

MISS.

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ......................... WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address .... Buena Vista Hotel
Phone Number ................................ 5581-2
Air Time ......................................... 6 a.m.-M.
News Service .................................... UP
Transcription Service ..................... Standard
Representative .............................. William G. Rambeau
Membership ...................................... NAB
President ........................................ James S. Love, Jr.
Gen.-Station Mgr., Pub. Dir. ............. Gene Tibbetts
Commercial Manager ..................... Blue Majure
Program Director ......................... Doug Gabrielson
Musical Director ......................... Gwen Gollotte
Production Director .................... Ken Carleton
Chief Engineer ............................... T. B. Majure
Chief Annr., Farm Editor .............. Jerry Thompson

Business-Studio Address .............. 216 Center St.
Phone Number .......................... 3314
Transmitter Location .................... Tower Bluff
Air Time ......................................... 6 a.m.-M.
News Service .................................... AP
Transcription Service ..................... World
Representative .............................. John E. Pearson
Membership ...................................... NAB, BMB, FMA
President ........................................ M. H. White
General-Commercial Manager ........... Ken Marsh
Publicity Director .......................... Ethel Holte
Chief Announcer .............................. Charles Williams
Chief Engineer ............................... Stanley Johnson

**WJMB**

**BROOKHAVEN—1948**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ......................... Brookhaven Bcstg. Co.
Address ..................................... West Chicasaw St.
Phone Number ................................ 1298
News Service .................................... AP
Transcription Service ..................... World, Lang-Worth
Representative .............................. Continental
Pres., Prom. Mgr. ............................ Tullius Brady
Pgm. Dir., Comm. Mgr. ................. Chuck Allen
Chief Engineer ............................... Tom Pharris

**WROX**

**CLARKSDALE—1943**

**MID-SOUTH-KBS**

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By ......................... The Imes Estate
Address ................................ Delta Ave.
Phone Number .......................... 1566-7
WCLD
CLEVELAND—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Cleveland Bstg. Co. Address: Cleveland Phone Number: 990 Air Time: Unlimited Pres., Gen. Mgr.: Cy Bahakel Chief Engineer: Gene Soduth

WCJU
COLUMBIA—1946—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts

WCBI
COLUMBUS—1940
MBS—KBS-MID SOUTH-LBS
Frequency: 1340 Kc. Power: 250 Watts

WCMA
CORINTH—1946—MBS-DIXIE-KBS
MISSISSIPPI

WHSY

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hub City Bcstg. Co.
Address: U. S. Hwy. 11 N., P. O. Box 1008
Phone Number: 3180-1
Air Time: 5 a.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
Pres., Gen. Sta. Mgr.: Charles W. Holt
Production Director: Connie Holt
Chief Announcer: Art Reynolds
Chief Engineer: Dennis Connell
Farm Editor: Art Reynolds

WJDX

JACKSON—1929—NBC

Business Address: P. O. Box 2171
Phone Number: 2-1183
Air Time: Unlimited
News Service: UP

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, ACCURATELY.

LOUISIANA-MISSISSIPPI

AP BROADCASTERS’ ASSOCIATION

President: James Gordon—WNOE, New Orleans, La.
Vice-President: Emmet McMurry—WJPR, Greenville, Miss.
Secretary: Harry Leadingham—AP Chief of Bureau, New Orleans
Continuing Study Committee Chairman: Gene Gratzi—WBO, Tupelo

MISSISSIPPI

MISSISSIPPI
MISSISSIPPI

Transcription Service, Thesaurus, MacGregor, Lang-Worth, Cole, Capitol, World
Representative: George P. Hollingbery
Membership: NAB, BMB
General Manager: Wiley P. Harris
Commercial Manager: Frank Gentry
Program Director: Howard Langfitt
Chief Engineer: Percy G. Root

WJQS
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: AP
Transcription Service: Standard
President, General Manager...Withers Gavin

WJXN
JACKSON—1945—LBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: Deposit Guaranty Bank Bldg.
Phone Number: 2-6673
Transmitter Location: Fair Grounds
Gen., Comm. Mgr.: James T. Ownby
Sales Prom. Mgr.: Hy Davis
Program Director: Jack Edwards
Chief Announcer: Mike O'Reilly
Musical Director: Fayel Gulce
Chief Engineer: Thomas Patterson

WRBC
JACKSON—1947—MBS
Frequency: 620 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: Rebel Bcstg. Co., Inc.
Business-Studio Address: P. O. Box 986
125 So. Lamar
Phone Number: 5-1562
Transmitter Location: 3 Mi. NE City
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: Associated
Representative: Branham
Membership: NAB, BMB
President: T. E. Wright
Gen., Comm. Mgr.: J. W. Carlier
Prog. Dir., Farm Editor: Forrest Cox
Production Director: Les Birchfield
Chief Engineer: G. G. Benson

WSLI
JACKSON—1938—ABC
Frequency: 830 Kc. Power: 5000 Watts
Business Address: P. O. Box 1847
Phone Number: 3-2788
Studio Address: Robert E. Lee Hotel
Transmitter Location: Hwy, 51 N.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Weed
Membership: NAB, BMB
President: W. R. Newman
General-Station Manager: L. M. Sepaugh
Commercial Manager: F. E. Wilkerson, Jr.
Sales Promotion Manager: B. M. Files
Program Director: B. K. Smith
Production Director: Jerry Keith
Publicity Director: M. B. Wray
Chief Announcer: Bill Lohmeier
Musical Director: Roger Noble
Chief Engineer: C. A. Perkins
Farm Editor: Jim Neal

WKoz
KOSCIUSKO—1947—LBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Kosciusko Bcstg. Co.
Business Address: P. O. Box 392
Phone Number: 782
Studio Address: Jefferson St.
Transmitter Location: Golf Course Rd.
Air Time: 5:45 a.m.-10 p.m.
News Service: AP
Transcription Service: World
Membership: NAB
General Manager: Cy. N. Bahakel
Station Manager: Melvin C. Lee
Program Director: Erlene Leach
Chief Engineer: George C. Ray

WAML
LAUREL—1932—NBC-REBEL-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: New Laurel Radio Station, Inc.
Business-Studio Address: 535½ Central Ave.
Phone Number: 5601, 5737
Transmitter Location: Washington Rd.
Air Time: 5:45 a.m.-11:05 p.m.
News Service: AP
Transcription Service: Capitol
Representative: George P. Hollingbery
Membership: NAB
General-Station Manager: Granville Walters
Commercial Manager: M. M. Caver
Pgm., Pub. Director: Stanley Walters
Prod. Dir., Farm Editor: Chuck Harrison
Chief Announcer, Musical Dir.: Ed Breland
Chief Engineer: Clyne Graves
MISSISSIPPI

WLAU
LAUREL—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Southland Bcstg. 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 Wilson
Pgm. Dir.: Chief Announcer: David Kane
Production Director: Dean Matteson
Publicity Director: Dorothy Hearn
Chief Engineer: Ed Pierce

WMBC
MACON—1946—MISS.
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: Thomas Jefferson Hotel
Phone Number: 310
Transmitter Location: Old Starkville Rd. near city limits
Air Time: 6 a.m.-M.
News Service: AP
President: General Manager: Withers Gavin

WAPF
McCOMB—1948—KBS-MISS.
Owned-Oper. By: Southwestern Bcstg. Co. of Mississippi
Business-Studio Address: Sarphie Bldg., Box 604
Phone Number: 1884, 1829
Transmitter Location: 2 Mi. S.W. of city
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
Pres.: Gen. Mgr.: Louis Alford
Commercial Manager: Mac Smith
Sales Prom. Mgr.: Bill Tyler
Pgm. Publicity Dir.: Paul Simpkins
Chief Announcer: Carl Austin
Musical Director: Mrs. Elsie Barron
Chief Engineer: Phil Brady
Farm Editor: Aubrey Felter

WSKB
McCOMB—1937—MISS.
Owned-Operated By: Mc Comb Bcstg. Corp.
Address: P. O. Box 111
Phone Number: 37
News Service: AP
Transcription Service: Associated, Capitol Representative: Friedenberg
Program Director: Julius Blumenstock
Promotion Manager: Al Baxter
Chief Engineer: Robert Louis Sanders

WCOC
MERIDIAN—1926—CBS-MISS.
Business-Studio Address: Threefoot Bldg.
Phone Number: 7714
Transmitter Location: Hway, 45 N.
Air Time: 6 a.m.-12:10 a.m.
News Service: UP
Transcription Service: Standard
President: General Manager: Withers Gavin
Program Director: Mrs. Withers Gavin

WMOX
MERIDIAN—1946
MBS-KBS-MIDSOUTH
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Business-Studio Address: WMOX Bldg.
Phone Number: 20171
Transmitter Location: 31st Ave., S.
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: Keystone
Representative: Sears & Ayer
Membership: NAB
Owner: Birney Imes, Jr.
General Manager: Bob McNaney
Station Manager: Paul Mowery
Commercial Manager: Joe Carson
Program Director: Dave Bringham
Chief Engineer: Al Betmatik

WTK
MERIDIAN—1946—ABC-REBEL
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Meridian Bcstg. Co.
Phone Number: 3-1441
Transmitter Location: 3rd Ave. & 20th St.
Air Time: 6 a.m.-11:05 p.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: Headley-Reed
Membership: NAB
Pres.: General-Station Mgr.: Robert F. Wright
Comm.-Sales Prom. Mgr.: William B. Crooks
Pgm. Dir., Chief Announcer: Cecil Germany
Chief Engineer: Joe H. Saxon

495
WMIS  
NATCHEZ—1941—NBC-KBS-LA.  
LIBERTY-MISS.  
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Natchez Bcstg. Co.  
Business-Studio Address:  
615 Main St.  
Phone Number:  
2800-1  
Transmitter Location:  
Hwy. 61 N.  
Air Time:  
6:30 a.m.-M.  
News Service:  
AP  
Transcription Service:  
Capitol  
Membership:  
NAB  
President:  
F. K. Ewing  
Gen.-Prom. Mgr.:  
P. K. Ewing, Jr.  
Commercial Mgr.:  
Paul Schilling  
Program Dir.:  
Wilma Nichols  
Chief Engineer:  
George W. Wilson  

W-NAT  
NATCHEZ—1949  
Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Old South Bcstg. Co.  
Business Address:  
Shields Lane  
Air Time:  
 Unlimited  
News Service:  
UP  
Transcription Service:  
Standard Partners:  
H. J. Jennings, M. T. Seeg  
General Manager:  
H. J. Jennings  
Chief Engineer:  
Gale Hunt  

WHOC  
PHILADELPHIA—1948—KBS  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Oper. By:  
William Howard Cole  
Address:  
Hways. 15 & 16 S.  
Phone Number:  
740  
Air Time:  
 Unlimited  
News Service:  
UP  
Transcription Service:  
World  
Membership:  
NAB  
Owner, Manager:  
William Howard Cole  
Pub., Musical Dir.:  
S. J. Parks  
Prog. Dir., Chief Announcer:  
Jim Sparks  
Chief Engineer:  
F. H. Frants  

WRJW  
PACAYUNE—1949  
Frequency: 1320 Kc.  
Power: 1000 Watts  
Owned-Operated By:  
Moseley Bros.  
Business Address:  
Ritz Theater  
Phone Number:  
510  
Air Time:  
Daytime  
News Service:  
UP  
Transcription Service:  
Capitol  
Representative:  
Continental  
Chief Owners:  
W. L. & R. E. Moseley  
Manager:  
Felix Adams, Jr.  
General Manager:  
W. L. Moseley  
Chief Engineer:  
Charles Tucker  

WSSO  
STARKVILLE—1948  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Oper. By:  
Starkville Bcstg. Co.  
Business-Studio Address:  
WSSO Bldg.  
Phone Number:  
1230  
News Service:  
AP  
Transcription Service:  
Capitol  
Gen., Comm. Mgr.:  
Joe Phillips  
Program Director:  
Eva Deen  
Chief Engineer:  
Travis Palmer  

WELO  
TUPELO—1944  
MBS-KBS-MID SOUTH  
Frequency: 1480 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Tupelo Bcstg. Co.  
Business-Studio Address:  
So. Spring St.  
Phone Number:  
1400-1  
Transmitter Location:  
Hwy. 45 So.  
Air Time:  
5:43 a.m.-11 p.m.  
News Service:  
AP  
Representative:  
Sears & Ayer  
Membership:  
NAB  
Owner:  
B. H. Ewing, Jr.  
Columbus, Miss.  
Station Manager:  
Bob McRaney  
Columbus, Miss.  
Comm.-Sales Prom. Manager:  
Reeves Whitley  
Prog.-Prod.-Pub. Director:  
Gene Grats  
Chief Engineer:  
LeRoy Green  

WQBC  
VICKSBURG—1931—MBS-KBS  
Frequency: 1420 Kc.  
Power: 1000 Watts d.  
500 Watts n.  
Owned-Operated By:  
Delta Bcstg. Co., Inc.  
Business-Studio Address:  
Hotel Vicksburg  
Phone Number:  
312  
Transmitter Location:  
2 1/2 Mi. E. of City  
Air Time:  
6:30 a.m.-11 p.m.  
News Service:  
AP  
Transcription Service:  
World  
Representative:  
Sears & Ayer  
Membership:  
NAB, BMB  
President:  
J. L. Miller  
Commercial Manager:  
L. L. Miller  
Program Director:  
Charlotte Kahn  
Chief Engineer:  
C. E. Drake  

WVIM  
VICKSBURG—1947—LIBERTY  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Radio Miss., Inc.  
Bus.-Studio Add.:  
708 Clay St., Carroll Hotel  
Phone Number:  
1920-1  
Transmitter Location:  
Thompson & Floyd Sts.
Air Time ........................................ 5:55 a.m.-M.
News Service ..................................... AP
Transcription Service ............................ Lang-Worth
Membership ...................................... NAB
President ......................................... James T. Owenby
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.
Bus.-Studio-Transmitter Address .... Forrest St.
Phone Number ....................... 807
Air Time ........................................... 6 a.m.-11 p.m.
Representative ....................... Sears & Ayer
President, General Mgr. .......... Bob McRaney, Sr.

MISSOURI
Estimated Population 3,935,000—Increase +4.0%—Radio Homes 1,168,000
Radio Families 1,218,000—Stations in State 43

KFVS
CAPE GIRARDEAU—1925—MBS
Owned-Operated By ................. Hirsch Bstg. Co.
Business-Studio Address ........ 324 Broadway
Phone Number ......................... 2104-5
Transmitter Location ........... E. Cape Girardeau
Air Time ........................................ Unlimited
News Service ................................. UP
Membership ................................. NAB, BMB
President, General Manager . Oscar C. Hirsch
Sta., Comm. Mgr. ......................... Ralph L. Hirsch

KDMO
CARTHAGE—1947—KBS
Frequency: 1490 Kc.  Power: 250 Watts
Address ................................. 1201 E. Chestnut
Phone Number ......................... 2648, 2623
Air Time ........................................ 6 a.m.-11 p.m.
News Service ................................. AP
Transcription Service .......... Capitol, Keystone
Membership ...................................... NAB
Station Manager ............................. L. C. McKenney
Gen., Sta. Mgr. ............................... J. C. McKenney
Commercial Manager ............... J. J. Daly
Sales Promotion Manager ......... Phil Hannum
Program Director ...................... Lee Crocker
Publicity Director ...................... Bob Young
Chief Engineer ......................... Jack Langford
Farm Editor ............................. L. C. McKenney

WAZF
YAZOO CITY—1947—MISS.
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ............... WAZF, Inc.
Business-Studio Address .......... 321 S. Main St.
Phone Number ......................... 1300
Transmitter Location  .......... State Hwy. 49 E.
Air Time ........................................ 6 a.m.-10 p.m.
News Service ................................. AP
Membership ...................................... NAB
Transcription Service ............ World
Pres., Gen. Mgr. ......................... Guy Corley
Sta., Comm. Mgr., Prod. Dir. ...... Jack Allyn
Chief Announcer ....................... Fred Rand
Chief Engineer ............................ D. A. Flanspach

KFRU
COLUMBIA—1925—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ............... KFRU, Inc.
Business Address ................. 13 S. 8th St.
Phone Number ......................... 4141
Studio-Transmitter Location . Stephens College
Air Time ........................................ 8:30 a.m.-M.
News Service ................................. AP
Transcription Service ............ Lang-Worth
Representative ......................... John Blair
Membership ................................. NAB, BMB
President ................................. H. J. Waters, Jr.
Program Director ...................... Harold Douglas
Chief Engineer ............................ Robert Haigh

KREI
FARMINGTON—1947—KBS
Frequency: 1350 Kc.  Power: 1000 Watts d.
Owned-Operated By ............... Cecil W. Roberts
Business Address ................. Box 270
Phone Number ......................... 710
Studio-Transmitter ............... Burks Rd. & Webster St.
Air Time .................................. Sunrise-sunset
News Service ................................. AP
Transcription Service ............ Lang-Worth
Owner ................................. Cecil W. Roberts
Station Manager ...................... Mrs. Mary Burton
Sales Manager ......................... Howard G. Rion
Chief Engineer ............................ Kermit Barker

497
Complete Coverage of Kansas City’s TRADE AREA...

by The KMBC-KFRM Team!

Even with 500,000 watts power, KMBC could not cover the vast Kansas City Primary Trade area, but KMBC at Kansas City, teamed with KFRM in North Central Kansas, can do the job!

Since KFRM went on the air December 7, 1947, hundreds of thousands of rural and small town dwellers comprise the population of the Western portion of Kansas City’s huge trade territory, and have learned to depend on The KMBC-KFRM Team as their only source of vital information and cultural and entertainment programs direct from their trade capital.

The 1949 Kansas City Primary Trade Area Radio survey, made at the Missouri and Kansas State Fairs, and at the American Royal in Kansas City, includes a total of 2,122 interviews from The Team area (duplication eliminated), with 1,548 responses from persons living on farms, and 574 from those living in towns.

All mentions from each of the 163 counties within The Team’s half-millivolt contours, including 37 in Missouri, 103 in Kansas, and 23 in adjoining states, were weighted to give each county its true relative importance according to the number of its radio families.

How The KMBC-KFRM Team ranked with other leading stations in this independent survey is graphically illustrated below:

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Primary Trade area, and provides radio coverage to over Four Million potential listeners. Latest population figures reveal 1,159,740 radio families living within The Team’s half-millivolt contours. Smart advertisers know the great potential sales in this rich agricultural Heart of America! Providing them most effective coverage and top listener loyalty, the most economical and the best buy, is The KMBC-KFRM Team!
KCKN
KANSAS CITY
(See Listing, Kansas City, Kans.)

KCMO
KANSAS CITY—1936—ABC
Frequency: 810 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By: KCMO Bestg. Co.
Business-Studio Address: 1515 Commerce Bldg.
Phone Number: 213-1234
Transmitter Location: Nashua
Air Time: Unlimited
Air Time: 20 Hrs.
News Service: AP, UP
Transcription Service: Thesaurus
Representative: John E. Pearson
Membership: NAB, BMB
President: Tom L. Evans
Gen.-Comm. Mgr.: E. K. Hartenbower
Asst. Manager: Clarence E. Breaux
Program Director: S. B. Tremble
Production Director: Kenneth Heady
Chief Announcer: Dal Stallard
Musical Director: R. S. Jones
Chief Engineer: Karl Troegel
Farm Editor: C. W. Jackson

KFRM
KANSAS CITY—1947
Owned-Operated By: Midland Bestg. Co.
Business-Studio Address: Pickwick Hotel
Phone Number: 213-250
Transmitter Location: 10 Mts. of Concordia,
Kansas
Air Time: Sunrise-sunset
News Service: AP, UP
Transcription Service: World
Representative: Free & Peters
Membership: NAB, BMB
President: Arthur B. Church
V.P., Managing Dir.: Karl Koerper
V.P. in Chg. of Sales: Sam H. Bennett
Promotion Director: John S. McDermott
Program Director: Rod B. Cupp
Production Director: Fran Heyser
Chief Announcer: Lee Stewart
Musical Director: P. Hans Flath
Chief Engineer: Ray Moler
Farm Editor: Phil Evans

(KMBC)
KANSAS CITY—1922—CBS
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: Midland Bestg. Co.
Business-Studio Address: Pickwick Hotel
Phone Number: HArrison 2650
Transmitter Location: 50th & Belinder,
Johnson County, Kansas
Air Time: 5 a.m.-12:05 a.m.
News Service: AP, UP
Transcription Service: World
Representative: Free & Peters
Membership: NAB, BMB
President: Arthur B. Church
V.P., Managing Director: Karl Koerper
V.P., Sales: Sam H. Bennett
Promotion Director: John S. McDermott
Program Director: Rod Cupp
Production Director: Fran Heyser
Chief Announcer: Lee Stewart
Musical Director: P. Hans Flath
Chief Engineer: Ray Moler
Farm Editor: Phil Evans

(WDAF)
KANSAS CITY—1922—NBC
Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By: The Kansas City Star Co.
Business-Studio Address: 1722 Grand Ave.
Phone Number: HArrison 1250
Transmitter Location: Johnson County, Kans.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Edward Petry
Membership: BMB
President: Roy A. Roberts
General-Station Manager: Dean Fitzger
Commercial Mgr.: Manny E. Russo
Program Director: Harry J. Kaufmann
Chief Engineer: J. A. Flacherty

(WHB)
KANSAS CITY—1922—MBS
Frequency: 710 Kc. Power: 10,000 Watts d.
5000 Watts n.
Owned-Operated By: WHB Bestg. Co.
Business-Studio Address: Scarratt Bldg.,
9th & Grand Ave.
Phone Number: HArrison 1161
Transmitter Location: Route No. 1, Liberty
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: John Blair
Membership: NAB, BMB
Pres., Comm. Mgr.: Donald Dwight Davis
General Mgr.: John T. Schilling
Sales Prom. Mgr., Pub. Dir.: Mort Greiner
Program Director: Dick Smith
Chief Engineer: Henry Goldenberg

(See Page 498) 500
KBOA
KENNETT—1947—HBN
Frequency: 830 Kc. Power: 1000 Watts d.
Owned-Operated By: Kennett Bestg. Corp.
Bus.-Studio-Transmitter Address: Kennett
Phone Number: 830
Air Time: Daytime
News Service: AP
Transcription Service: Standard, Capitol
Membership: NAB, BMB
President, General Manager: Paul C. Jones
Sales Prom. Mgr.: Joe Bankhead
Program Director: John T. Reeder
Chief Engineer: Robert H. Conner

KIRX
KIRKSVILLE—1947
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: North Mo. Bestg. Co.
Bus.-Studio-Transmitter Address: KIRX Bldg.
Phone Number: 86
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol, Standard
Representative: Sears & Ayer
Membership: NAB, BMB
General-Station Manager: Samuel A. Burk
Commercial Manager: R. M. Harpster
Program Director: Lee Jones
Chief Engineer: John Sheehan

KLWT
LEBANON—1948—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Lebanon Bestg. Co.
Bus.-Studio Address: 221 E. Commercial St.
Phone Number: 1015
Transmitter Location: Buffalo Rd.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: SESAC
President: Robert C. Fields
General Manager: O. R. Wright
Program Director: Thomas H. Miller
Chief Engineer: E. L. Hendry

KMMO
MARSHALL—1949
Frequency: 1300 Kc. Power: 500 Watts d.
(C.P. 100 Watts n.)
Owned-Operated By: Mo. Valley Bestg. Co.
Address: 74 W. Morgan St.
Phone Number: 2328
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth

KXEO
MEXICO—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Business Address: P. O. Box 280
Phone Number: 2340
Studio-Trans. Location: Hiway 54 E.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Capitol
Representative: John E. Pearson
Membership: NAB, BMB
President: John Badaracco
Gen., Sta. Mgr.: W. Earl Dougherty
Commercial Manager: Shelton Bybee
Pgm., Prod. Dir.: Richard M. Carson
Publicity Director: Owen N. Lackey, Jr.
Co-Engineers: Al Korabek, Frank Soika
Fm. Editor: Frank Soika

KNEM
NEVADA—1949
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Cecil W. Roberts
Address: Farmington
Phone Number: 710
Air Time: Unlimited
News Service: UP
President: Cecil W. Roberts
Manager: William R. Tedrick
Commercial Manager: Robert R. Stoner
Program Director: Mrs. Audrey Tedrick

KWOC
POPLAR BLUFF—1938—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Poplar Bluff Bestg. Co.
Bus.-Studio-Transmitter Address: KWOC Bldg.
Phone Number: 3922
Air Time: 6 a.m.-10 p.m.
News Service: UP
Transcription Service: SESAC
Representative: John E. Pearson
Membership: NAB
Gen.-Station-Commercial-Sales Prom.
Manager: William R. Tedrick
Station Manager: Byron Kearbey, Jr.
Program Director: Ronald P. Kaiser
Chief Announcer: C. E. Watkins
Chief Engineer: Don M. Lidenton
Farm Editor: Tom Hunnicutt
Here Is the LARGEST Daytime Half-Millivolt Coverage Area of Any Radio Station in ST. LOUIS

POPULATION: 5,922,226
RETAIL SALES: $5,009,210,000.00

IT'S THE NEW DAYTIME HALF-MILLIVOLT COVERAGE AREA of

KSD
THE ST. LOUIS POST-DISPATCH STATION
5000 WATTS ON 550 KC
**KTRR**

ROLLA—1947—KBS

Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Oper. By ... Show-Me Bestg. oC.
Bus-Studio-Transmitter Address ... P. O. Box 587,
Soest Rd.
Phone Number .......... 360
Air Time ............... Unlimited
News Service .......... AP
Transcription Service ... Capitol, SESAC, Keystone
Pres., Gen.-Station Mgr. ... Luther W. Martin
Program Director ... Wilson C. Burkhead
Chief Anncr., Musical Dir. ... Mel Lee
Chief Engineer ...... Martin M. Mitchum
Farm Editor .......... Wilson C. Burkhead

**KFEQ**

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. ... Power: 5000 Watts
Owned-Operated By ... KFEQ, Inc.
Business-Studio ... 814 Frederick Ave.
Phone Number ... 4-0813
Transmitter Location ... Hwy. 71
Air Time ............... Unlimited
News Service .......... UP
Transcription Service ... World, Headley-Reed
President, General Manager ... Barton Pitts
Commercial Manager ... Glenn G. Griswold
Promotion Manager ... J. Ted Branson
Program Director ... R. Thompson Mabie
Musical Director ... Paul Moskau
Chief Engineer ...... J. Wesley Koch
Farm Editor .......... Harold J. Schmitz

**KRES**

ST. JOSEPH—1946—MSN

Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Oper. By ... Missouri Valley Bestg. Corp.
Business-Studio Address ... 113 S. 7th St.
Phone Number .......... 4-6346
Transmitter Location ... Hwy. 59
Air Time ............... Unlimited
News Service .......... AP
Transcription Service ... Lang-Worth
Membership .......... NAB, BMB
President .......... Basil L. Kaufman
Gen., Sta. Mgr. ... Ken Gooding
Commercial Manager ... Jack Fitzgerald
Sales Prom. Mgr. ... Bill Burch
Program Director ... Allen Menele
Production Director ... Walter Johnson
Publicity Director ... Gene Miller
Chief Announcer ... John Bilyeu
Musical Director ... Minor Clites
Chief Engineer ...... Charles Weisemann
Farm Editor .......... Bill Sharpe

**KMOX**

ST. LOUIS—1925—CBS

Frequency: 1120 Kc. ... Power: 50,000 Watts
Owned-Oper. By ... Columbia Bestg. System, Inc.
Business-Studio Address ... 401 S. 12th St.
Phone Number .......... Central 8240
Transmitter Location ... Stallings
Air Time ............... Unlimited
News Service .......... AP, UP
Transcription Service ... Associated Representative
Radio Sales Membership ... NAB, BMB
General Manager ... E. W. Shomo
Local Sales .......... P. S. Anderson
National Spot ... C. Gilman Johnston
Sales Prom. Mgr. ... W. W. Middleton
Program Director ... T. A. Bland
Production Director ... George M. Clare
Publicity Director ... Robert S. Holcomb
Musical Director ... Stan Daugherty
Chief Engineer ...... Harry Harvey
Farm Editor .......... Ted Mangner

**KSD**

ST. LOUIS—1922—NBC

Frequency: 550 Kc. ... Power: 5000 Watts
Owned-Oper. By ... The Pulitzer Publishing Co.
Business-Studio Address ... 1111 Olive St.
Phone Number .......... Main 1111
Transmitter .......... Hwy. 66, E. St. Louis, Ill.
Air Time ............... Unlimited
News Service .......... AP
Transcription Service ... World, Thesaurus
Representative .......... Free & Peters
Membership .......... NAB
President .......... Joseph Pulitzer
General Manager ... George M. Burbach
Program Director ... Harold Grams
Commercial Manager ... Edward W. Hamlin

**KSTL**

ST. LOUIS—1948—IMS

Frequency: 690 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Radio St. Louis, Inc.
Business-Studio Address ... 6 N. 7th St.
Phone Number .......... MA, 0600
Transmitter Location ... 999 S. Sixth St.
E. St. Louis, Ill.
Air Time ............... Sunrise-sunset
News Service .......... UP
Transcription Service ... Standard Membership 
Membership .......... NAB
President .......... Frank E. Pellegrin
General Manager ... Ralph L. Stufflebam
Commercial Manager ... W. A. Knight
Program Director ... Edward M. Galloway
Chief Engineer ...... John H. Fleet
KWK
ST. LOUIS—1927—MBS
Frequency: 1380 Kc.    Power: 5000 Watts
Owned-Operated By:         KWK, Inc.
Phone Number:              Main 9100
Transmitter Location:      500 Logan St, Baden
Air Time:                  Unlimited
News Service:              AP
Representative:            Katz
President, General Mgr.    Robert T. Convey
V.P., Station Director      Ray E. Dady
V.P. Comm. Dir.            V. E. Carmichael
Asst. Sta. Mgr., Pgm. Dir.  John W. Tinnea
Merchandising Mgr.         Russell C. Kaiser
Production Mgr.             John Traxler
Publicity Director          Fred J. Mueller
Chief Engineer.            N. J. Zehr

KXLW
ST. LOUIS—1947
Frequency: 1320 Kc.    Power: 1000 Watts d.
Owned-Oper. By:          St. Louis County Bstg. Co.
Bus. Studio Address:     8135 Forsythe Blvd.
Phone Number:            Delmar 1320
Transmitter Location:    8600 Manchester Rd.
Air Time:                6 a.m.-local sunset
News Service:            UP
Transcription Service:    Lang-Worth
Representative:          Forjeo
President:               Lee J. Sloan
Gen., Sta. Mgr.          S. E. Sloan
Commercial Manager:      Myles J. McNally
Pgm. Prod. Dir.          Pat O. Bradley
Publicity Director:      Edgar J. Mothershead
Chief Engineer.          Wallace E. St. Vrain

KXOK
ST. LOUIS—1938—ABC
Frequency: 630 Kc.    Power: 5000 Watts
Owned-Oper. By:         St. Louis County Bstg. Co.
Business-Studio Address: 12th & Delmar
Phone Number:            Cheesnut 3700
Transmitter Location:    Madison, Ill.
Air Time:                Unlimited
News Service:            AP, UP
Transcription Service:   Associated, Standard
Representative:          John Blair
Membership:              NAB, BMB
President:               Elsey Roberts
General Manager:         C. L. Thomas
Commercial Manager:      V. N. Springgate
Sales Promotion Manager: Foster H. Brown
Program Director:        Elmer Muschany
Production Director:     Robert Holt
Publicity Director:      Harry Renfro
Musical Director:        Robert Golch
Chief Engineer:          Arthur F. Rekari
Farm Editor:             Charley Stockey

WEW
ST. LOUIS—1921
Frequency: 770 Kc.    Power: 1000 Watts d.
Owned-Oper. By:          The St. Louis University
Address:                 3642 Lindell Blvd.
Phone Number:            Franklin 5665
Air Time:                6 a.m.-local sunset
News Service:            INS
Transcription Service:   World, Standard, Lang-Worth
Representative:          John E. Pearson
Membership:              NAB, FMA
President (St. Louis U.)  Very Rev. Paul C. Reinert
General Manager:         Nicholas Pagliara
Commercial Manager:      Leonard Frankel
Program Director:        Don Lochner
Production Director:     Syl Binkin
Publicity (St. Louis U. Public Relations)  
Chief Announcer:         O. J. McQuigg
Musical Director:        Ralph Steln
Chief Engineer:          Joseph A. Volk

WIL
ST. LOUIS—1922
Frequency: 1430 Kc.    Power: 5000 Watts
Owned-Operated By:       Missouri Bstg. Corp.
Business-Studio Address: Hotel Chase
Phone Number:             Rosedale 6200
Transmitter Location:    North Duplo, Ill.
Air Time:                Unlimited
News Service:            AP
Transcription Service:   Standard, Lang-Worth
Representative:          William G. Randbeam
Membership:              NAB
Pres., Gen., Sta. Mgr.    L. A. Benson
Commercial Manager:      R. M. Hetherington
Program Director:        Vern King
Publicity Director:      Mel Kampe
Chief Engineer:          Edward Goodberlet

KSGM
STE. GENEVIEVE—1947—KBS
BASEBALL
Frequency: 1450 Kc.    Power: 250 Watts
Owned-Oper. By:         Donze Enterprises, Inc.
Bus. Studio Address:    245 Merchant St.
Phone Number:          580
Transmitter Location:  Maxwell Hill
Air Time:              6 a.m.-10 p.m.
News Service:         UP
President, General Manager: Elmer L. Donze
Commercial Manager:  Norbert B. Donze
Sales Prom. Mgr., Pub. Dir.: Donald M. Donze
Program Director:   C. M. PoinDEXTER
Prod. Dir., Chief Anncr.: Harry Stone
Musical Director:     William Donze
Chief Engineer:       Murel L. Rose
Farm Editor:          Jim Schot

504
MISSOURI ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS

Chairman: Bruce Barrington—KXOK, St. Louis
Vice-Chairman: Jim Monroe—KCMO, Kansas City
Continuing Study Committee Chairman: Erle Smith—KMBC, Kansas City
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
President...C. O. Campbell
Gen. Comm. Mgr...Edward Yocum
Prom. Mgr., Pgm. Dir...M. V. Braunberger
Chief Engineer...Jeff A. Kichli

KXLQ
BOZEMAN—1939
NBC-PACIFIC NORTHWEST Z NET
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By...KBKM Bcsters, Inc.
Business Address...Bozeman
Phone Number...1420
Transmitter Location...2½ Mi. E. of City
Air Time...6:30 a.m.-11:30 p.m.
News Service...UP
Representative...Walker
Pres., General-Station Mgr...Ernest A. Neath
Commercial Manager...J. Ray Bridges
Program Director...Homer Stenersen
Chief Engineer...Jack Proviss

KBOW
BUTTE—1947—CBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By...Copper City Radio Co.
Address...720 Yale Ave.
Phone Number...7429
Air Time...Unlimited
News Service...UP
Representative...Donald Cooke
Membership...NAB
Pres., Gen. Mgr...Frank Reardon
Manager...Don Anderegg
Traffic Manager...Margaret Moran

KOPR
BUTTE—1948—ABC
INTERMOUNTAIN
Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By...Copper Bcstg. Co.
Business-Studio Address...Hotel Finlen
Phone Number...6546-7
Transmitter Location...Beef Trail Heights
Air Time...Unlimited
News Service...UP
Transcription Service...World
Representative...George P. Hollenberg
Membership...NAB, BMB
President...Frank C. Corman
General Manager...Ed Cooney
Commercial Manager...Milo Petersen
Program Director...Bill Plummer
Production Director...Steve Buck
Publicity Director...Bill Curtis
Chief Announcer...Steve Buck
Musical Director...Jim Herrold
Chief Engineer...Jim Skidmore

KXLF
BUTTE—1929—NBC-Z NET
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By...KBGIR, Inc.
Business Address...Box 1936
Phone Number...2-2344
Studio Address...Butte
Transmitter Location...Nissler
Air Time...Unlimited
News Service...UP
Transcription Service...MacGregor, Keystone, Colle
Representative...Walker
President...E. B. Craney
Station Mgr., Prog. Dir...Arne E. Anjlon
Comm., Sales Prom. Mgr...George Weber
Program Director...Al Plachta
Chief Engineer...W. J. Proviss

KYES
BUTTE—1949
Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By...Treasure State Bcstg. Co.

KXGN
GLENDIVE—1948
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Lewis Wiles Moore
Address...S. Pearson St.
Phone Number...122
Air Time...Unlimited
News Service...UP
Transmission Service...Capitol
Membership...NAB
General Manager...Gordon Hutton
Commercial Manager...Francis Clements
Program Director...P. Ertresvaag
Chief Announcer...Al Krief
Chief Engineer...Don Powers

KFBB
GREAT FALLS—1922—CBS
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By...Buttrey Bcst, Inc.
Bus.-Studio Address...607 First Natl. Bank Bldg.
Phone Number...4377
Air Time...Unlimited
News Service...UP
Transmission Service...World
Representative...Weed
Membership...NAB, BMB
President ........................................ Fred Birch
General Commercial Mgr. ....................... J. P. Wilkins
Program Director ................................ W. J. Towner
Chief Engineer ..................................... Wilbur L. Myhre

**KMON**

GREAT FALLS—1948
ABC-INTERMOUNTAIN

Frequency: 560 Kc.  Power: 5000 Watts
Business Address .................................. Box 154
Phone Number ...................................... 4382
Studio Address .................................. Tribune Bldg.
Transmitter Location .......................... 5 Mi. S. of City
Air Time ....................................... Unlimited
News Service ................................. AP
Representative .......................... Avery-Knoelde
President ................................ Lester Cole
General Manager .......................... Robert H. Warner
Commercial Manager ....................... Frank W. Kaull
Program Director .......................... Jon D. Duffy
Studio Tech. Supervisor .................. Henry B. Poole
Transmitter Supervisor ................ Eugene B. Bunker

**KXLK**

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .......................... Great Falls Bstg. Co.
Bus.-Studio-Transmitter Address .. Park Hotel
Phone Number .................................. 2-2453
Air Time ................................... 7 a.m.-M.
News Service ................................. UP
Representative .......................... Walker
President ................................ J. R. Lorcombe
General Manager .......................... Paul Hatton
Chief Engineer ................................. E. R. Kukkola

**KAVR**

HAVRE—1946—KBS

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .......................... KAVR, Inc.
Business-Studio Address ...................... P. O. Box 672
Phone Number .................................. 1240
Transmitter Location .......................... 14½ Mi. E. of Havre on U. S. No. 2
Air Time ................................ Unlimited
News Service ................................ UP
Transcription Service ...................... World, Keystone
Representative .......................... Cooke
President ................................ Jessica S. Longstom
Gen., Sta. Mgr. ............................ James L. Hamstreet
Commercial Manager .................... John Derrick
Sales Prom. Mgr. ........................ James Schroeder
Pgm. Prod. Dir. .......................... Jean MacLean
Publicity Director ........................ Mirth Langor
Chief Engineer ............................ Ted Jones
Farm Editor ................................. James Preston

**KOJM**

HAVRE—1947

Frequency: 730 Kc.  Power: 1000 Watts d.
Business-Studio Address ........................ Box 70, Liberty Hotel Bldg.
Phone Number .................................. 1098-7
Air Time .................................. Sunrise-sunset
News Service ................................ UP
Transcription Service ........................ Associated, Standard
Representative .......................... Friedenberg
Membership ................................ NAB, BMB
President ................................ Dr. Francis W. Aubin
General, Sta. Mgr. ........................Larry Gordon
Commercial Manager ....................... Charlotte Braden
Chief Announcer ........................... James R. Saenger
Production Director ..................... Lindy Gordon
Chief Engineer ............................. George H. Bauer
Farm Editor ................................. Urcle Bailey

**KFDW**

HELENA—1949

Frequency: 1340 Kc.  Power: 250 Watts
Address ..................................... P. O. Box 592
Phone Number ................................ 4030
Air Time ................................ Unlimited
News Service ................................ UP
Transcription Service ........................ Capitol, Associated
President ................................ Hon. Lee Metcalf
General Mgr. ................................. George E. Wenstrom
Commercial Mgr. .......................... James Crabbe
Program Dir. ................................. Frank Russell
Chief Engineer .............................. Archer Taylor

**KXLJ**

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By .......................... Peoples Forum of the Air
Address ................................ 1308 Eleventh Ave.
Phone Number ................................ 1240
Transmitter Location ........................ Helena
Air Time ................................ 6 a.m.-M.
News Service ................................ UP
Transcription Service ........................ Lang-Worth
Memorieship ................................ NAB, BMB
President ................................ A. T. Hibbard
Station Mgr. ................................. Barclay Craighead
Sales Prom. Mgr. ........................ Carl Argabrite
Program Director .......................... Gene Hogan
Chief Engineer .............................. Ed Goodreau

**KGEZ**

KALISPPELL—1927

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ........................ Donald C. Treloar
Business-Studio Address ........................ 7 Main St.
Phone Number ............................................. 331-2
Transmitter .............................................. 2 1/2 Mi. S. on Hwy. 93
Air Time .................................................... Unlimited
News Service .............................................. UP
Transcription Service, World, SESAC, Standard
Membership ............................................... NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr. ....................... Donald C. Treloar
Program Director ........................................ Maurice Driscoll
Musical Director ......................................... Lee Sterling
Chief Engineer ............................................. William H. Patterson
Farm Editor ............................................... Glenn Millhouse

KXLO
LEWISTON—1947
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By............. Montana Broadcasting Co.
Business-Studio-Address .... E. Main St.
Phone Number ............... 1210-1
Air Time .................... 6:30 a.m.-10:30 p.m.
News Service .................. AP
Transcription Service ............. World
Membership ..................... NAB
Pres., Gen., Sta. Mgr. ......... William G. Kelly
Pgm. Dir., Chief Annr. ...... Bill Browning
Chief Engineer ............... Ben K. Rush

KPRK
LIVINGSTON—1946—KBS
Frequency: 1340 Kc.  Power: 250 Watts
Business Address ................ Box 952
Phone Number ............... 1000
Transmitter-Studio Address ... E. Park St.
Air Time .................... Unlimited
News Service .................. UP
Transcription Service ............. World
Membership ..................... NAB
Pres., Gen., Mgr. .............. Paul B. McAdam
Comm.-Sales Prom. Mgr. .... Jack Hinman
Program Dir. ................. Jim Duncan
Chief Engineer ............... Norm Penwell

KRJF
MILES CITY—1941
MBS-INTERMOUNTAIN-KBS
Frequency: 1340 Kc.  Power: 250 Watts
Business Address ............ 13 No. 6th
Phone Number ................ 60
Transmitter-Studio Location ... Haynes Ave.
Air Time .................... 6:30 a.m.-11 p.m.
News Service .................. UP
Transcription Service ............. World
Representative .................. Avery Knodel
Membership ..................... NAB, BMB
General Mgr. ................. W. F. Flan
Sales Prom. Mgr., Pub.Dirt. ... Norm Engstrom
Pgm. Dir., Prod. Mgr. ........ Jim Carson
Chief Announcer .............. Don Holen
Musical Dir. .................. Paul Rahders
Chief Engineer ............... Charles Scofield

KGVO
MISSOULA—1931—CBS
Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Oper. By .......... Mosby's, Inc.
Business-Studio Address .... 127 E. Front St.
Phone Number ............... 2155
Transmitter Location ...... 5 Mi. SW of City on Hwy 93 & 10
Air Time .................... 6:30 a.m.-11:30 p.m.
News Service .................. UP
Transcription Service ............. Lang-Worth
Membership ..................... NAB, BMB
President ...................... A. J. Mosby
Sales Prom. Mgr., Pgm. Dir. ... Marion E. Dixon
Chief Announcer .............. James Robischon
Chief Engineer ............... Clarence Toutw

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., Orchard Homes
Air Time .................... 6 a.m.-M.

MONTANA
WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Director for Montana: Franz Robischon—KBMY, Billings, Mont.
K I Y I
SHELBY—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Tri County Radio Corp.
Address: N. Marias Ave.
Phone Number: 560
Air Time: Unlimited
News Service: UP
Transcription Service: World, Keystone
Representative: William Grant
Membership: NAB
President: John J. Hurley
General Manager: Frank Keshka
Gen., Sta., Comm. Mgr.: L. R. Wing
Pgm., Prod. Dir.: George Potter
Publicity Director: Chester Nedyusk
Chief Anncr., Farm Editor: Richard Bannon
Chief Engineer: George Potter

K G C X
SIDNEY—1926—MBS-GNBS
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: E. E. Krebsbach
Business Address: 109 So. Central Ave.
Phone Number: 408
Studio Address: 109 So. Central Ave.
Sidney, Mont.; Masonic Bldg., Williston, N. Dak.
Transmitter Location: 4 Mi. N. of City
Air Time: 5:30 a.m.-11 p.m.
News Service: UP
Transcription Service: Capitol
Membership: NAB, BMB
General Manager: E. E. Krebsbach
Station Mgrs. (Sidney) Keith Krebsbach (Williston) E. Clair Krebsbach
Program Director: Jerry Carlton
Production Director: Jay Spurgeon
Publicity Director: Bud Bailey
Chief Announcer: Ronald Dain
Chief Engineer: O. H. Holvorson
Farm Editor: Bill Corkins

K C N I
BROKEN BOW—1949—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Custer County Bstg. Co.
Address: Broken Bow
Air Time: Unlimited
Mgr., Chief Engr.: Bud Bailey
Commercial Manager: George T. Backe

K J S K
COLUMBUS—1948
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: George Basil Anderson
Business Address: Box 460
Phone Number: 5154
Studio-Transmitter Location: Columbus
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World, SESAC
Gen. Sta. Mgr.: George Basil Anderson
Program Director: Florence L. Anderson
Musical Dir., Farm Editor: Carl L. Rafferty
Chief Engineer: Harold Hardy

NEBRASKA
Estimated Population 1,285,000—Increase —2.3%—Radio Homes 380,000
Radio Families 391,000—Stations in State 21

K C O W
ALLIANCE—1949
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Sandhills Bstg. Corp.
Address: 1030 W. Third St.
Phone Number: 1300
Air Time: Unlimited
News Service: UP
Transcription Service: SESAC, Thesaurus
President: Hansford Jaggers
Gen. Mgr., Chief Engr.: Charles R. Bilyue
Commercial Manager: Arnold E. Kuhn

K W B E
BEATRICE—1949
Frequency: 1450 Kc. Power: 250 Watts
Address: 112½ N. 8th St.
Phone Number: 1245
Air Time: Unlimited
News Service: AP
Transcription Service: World, Cole
Pres., Gen., Comm. Mgr.: John Thorwald
Asst. Comm. Mgr.: D. Lohodny
Program Director: Paul Schupach
Promotion Manager: C. H. Brugh
Chief Engineer: Sam W. Engle

510
**KFGT**
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.-11 p.m.  
News Service: AP  
Transcription Service: Thesaurus  
Pres., Gen. Mgr.: Lester A. Walker  
Sta., Comm. Mgr.: William H. Baldwin  
Sales Prom., Pub. Dir.: Helen Norwood  
Program Director: John R. Hanlon  
Farm Editor: Don Jackson

**KMMJ**
Grand Island—1925—ABC

Frequency: 750 Kc.  
Power: 1000 Watts d.  
Owned-Oper. By: KMMJ, Inc.  
Business-Studio Address: Division at Cedar  
Phone Number: 703-4  
Transmitter Location: Phillips  
Air Time: Daytime  
News Service: UP  
Transcription Service: World, Cole  
Representative: Headley-Reed  
Membership: NAB, BMB  
President: Don Searle  
General Manager: Wink Heath  
Asst. Gen.-Comm. Mgr.: Bill Martin  
Sales Promotion Manager: Rex Caren  
Pgm. Dir., Chief Announcer: Orie Kerwood  
Prod., Pub. Dir.: Joe Martin  
Chief Engineer: Eugene Seier  
Farm Editor: George Kister

**KHAS**
Hastings—1940—MBS

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Oper. By: Nebraska Bcstg. Co.  
Address: Tribune Bldg.  
Phone Number: 1745  
Air Time: Unlimited  
News Service: INS  
Transcription Service: Capitol  
Membership: NAB  
President: D. W. Clarke  
Gen., Sta. Mgr.: Duane L. Watts  
Comm., Sales Prom., Mgr.: Ted Cooper  
Program Director: Eddie Meyers  
Chief Engineer: Duane B. Allison  
Farm Editor: Cyril Bisk

**KFW**
Kearney—1930—MBS-KBS

Frequency: 1340 Kc.  
Power: 250 Watts  

**KFOR**
Lincoln—1924—ABC-NEBR. NET

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, INS  
Transcription Service: Capitol, Standard  
Representative: Edward Petry  
Membership: NAB, BMB  
President: James Stuart  
V.P., Sta. Mgr.: Harry D. Peck  
Prom.-Pub. Director: Dale V. Berger  
Program Director: Robert Johnson  
Publicity Director: Dale V. Berger  
Chief Announcer: Auram Bondarin  
Musical Director: Fleda Ziegenbein  
Chief Engineer: Charles W. Winkler

**KLMS**
Lincoln—1949

Frequency: 1480 Kc.  
Power: 1000 Watts  
Address: 130 N. 10 St.  
Phone Number: 2-7579  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Thesaurus  
President: Howard A. Shuman  
Gen., Prom. Mgr.: J. Russell Joynt  
Program Director: Del Brandt  
Chief Engineer: H. D. Brandt

**KOLN**
Lincoln—1947—MBS

Frequency: 1400 Kc.  
Power: 250 Watts  
Business-Studio Address: 212 Federal Securities Bldg.  
Phone Number: 2-7218  
Transmitter Location: 40th & W Sts.
Air Time ........................................ 6 a.m.-M.
News Service ...................................... AP
Transcription Service ............................. World
Representative .................................... Ra-Tel
President ........................................... John K. Morrison
General Manager ................................. Paul R. Fry
Sta., Comm. Mgr. ................................. W. B. Waugh
Program Director ................................. Edwin T. Smith
Chief Engineer ...................................... M. J. Korinek

KBRL
MCCOOK—1947—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address ... Hwy. 83 & "Y" St.
Phone Number ................................. 1450
Air Time ........................................... 6:30 a.m.-10:30 p.m.
News Service ...................................... AP
Transcription Service ............................. Standard
Membership ....................................... NAB, BMB
Owners ............................................ William J. Cox, LeRoy W. Lenwell,
                           Edward Cooper & Arthur V. Henri
Gen.-Station Manager ......................... LeRoy W. Lenwell
Comm.-Sales Prom. Mgr. ...................... Publicity Director ........................ Robert A. Morris
                           Chief Engineer ........................ L. W. Lenwell
Farm Editor ...................................... Harlan Beatty

WJAG
NORFOLK—1922
Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By ................................. The Norfolk Daily News
Bus.-Studio Address ......................... Norfolk Ave. & Sixth St.
Phone Number ................................. 432
Transmitter Location ......................... 3 1/2 Mi. W. of Norfolk
Air Time ........................................... Unlimited
News Service ...................................... AP
Transcription Service ............................. Lang-Worth
Representative .................................... Walker
Membership ....................................... NAB, BMB
President .......................................... E. F. Huse
General Manager ................................. F. C. Asmus
Station Manager ................................. Art Thomas
Commercial Manager ......................... Vernon Stedry
Sales Prom. Mgr., Prod., Pub. Dir. .... Hollis Francis
Pgm. Dir., Chief Announcer .................... Evans Meier
Chief Engineer ................................. Frank Wiedenbach

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 ......................... Box 479, Council Bluffs, Ia.
Air Time ........................................... Unlimited
News Service ...................................... AP, INS
Transcription Service .......... Capitol, Standard
Representative ............... Edward Petry
Membership ....................... NAB, BMB
President ....................... James Stuart
Sales Promotion Manager ...... Charles Frandsen
Asst. Mgr., Pgm. Dir. ...... Virgil Sharpe
Musical Dir. .................. Elizabeth Baker
Chief Engineer .......... Charles W. Winkler

KOWH
OMAHA—1922
Business-Studio Address .... 15th & Farnam
Phone Number ................. Atlantic 2228
Transmitter Location ......... 60th & Redmon
Air Time ......................... 8 a.m.-local sunset
News Service ................. AP, UP
Transcription Service Standard, World.
Association
Representative ............... George P. Hollingbery
President ..................... Robert H. Storz
General Manager ........... Todd Storz
Station Manager ............. B. C. Corrigan
Program Director .......... Gaylord Avery
Publicity Director .......... Jack Sandler
Chief Announcer ............. Jim O'Neill
Musical Director .......... Margaret E. McGrath
Studio Supervisor .......... Orville Weimer
Transmitter Supervisor ..... N. P. Nelson
Farm Editor .................. Adam Reinemund

WOW
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 ......... 550 Kansas Ave.
Air Time ......................... Unlimited
News Service ................. AP, UP
Transcription Service Standard, World.
Association
Representative ............... John Blair
Membership ..................... NAB, BMB
President, General Manager ...... John J. Gillin, Jr.
Sales Promotion Manager ...... Bill Wiseman
Program Director .......... Lyle DeMoss
Production Director ......... Ray Olson
Chief Announcer .......... Merrill Workhoven
Musical Director .......... Morton Wells
Technical Supervisor ......... Joseph Herold
Chief Engineer ............. William J. Kotera
Farm Editor .................. Mal Hansen

KNEB
SCOTTSBLUFF—1948
Frequency: 970 Kc. .......... Power: 1000 Watts d.
Business-Studio Address .... Golden Rule Bldg.

Phone Number .................... 1620
Transmitter Location ......... 1 1/4 Mi. S.E. of City
News Service ..................... AP
Transcription Service .......... Capitol, World
Representative .................... Hal Holman
Membership ....................... NAB
President ......................... John R. Jirdon
General-Station Mgr. .......... Russ M. Stewart
Commercial Manager .......... Byron Joachim
Sales Prom. Mgr. ............ Wayne Elliott
Pgm., Musical Dir. .......... Warren McGaughy
Chief Engineer ................ Bill Case

KOLT
SCOTTSBLUFF—1930—CBS
Frequency: 1320 Kc. .......... Power: 5000 d. 1000 n.
Owned-Operated By .......... Hilliard Co.
Business-Studio Address .... 1517 1/2 Broadway
Phone Number ................. 856
Transmitter Location ......... 2 Mi. W. of City
Air Time ......................... 6 a.m.-M.
News Service ................. UP
Transcription Service Standard
Membership ..................... NAB
President, General-Station Mgr. .... L. L. Hilliard
Commercial Manager .......... Lew Hunter
Pgm. Dir., Chief Anncr. .......... Bill Walter
Chief Engineer ................ Harland Morrison

NEBRASKA
WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.

NEBRASKA ASSOCIATED PRESS RADIO ASSOCIATION
Chairman: William J. Newens—KOIL, Omaha
Vice-Chairman: John Alexander—KODY, North Platte
Continuing Study Committee Chairman: William J. Newens—KOIL, Omaha

513
KELK
ELKO—1948
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.
Address: Hiway. 40
Phone Number: 250
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Aavery-Knodel
President: Edward J. Iansen
General-Station Mgr.: Truman B. Hinkle
Commercial Manager: Frank Kim
Pgm. Dir., Sales Prom. Mgr.: Carl Paige
Publicity Director: Hal Davis
Musical Director: Havern Jones
Chief Engineer: A. H. Vogeler

KENO
LAS VEGAS—1940—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Nevada Bcstg. Co.
Business Address: Box 1310
Phone Number: 1400
Studio-Transmitter Location: The Strip, Hiway. 91
Air Time: 4:30 a.m.-1:30 a.m.
News Service: INS
Transcription Service: Thesaurus
Representative: W. S. Grant
General-Station Manager: Maxwell Kelch
General Manager: Maxwell Kelch
Commercial Mgr.: Thompson Magowan
Program Director: L. A. Newsome, Jr.
Chief Engineer: W. E. Berry

KLAS
LAS VEGAS—1948—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: LaS Vegas Bcstgs., Inc.
Address: Box 1510
Phone Number: 4846
Transcription Service: Capitol
Representative: C. L. McCarthy
President: C. L. McCarthy
General Manager: Fred Stoye
Chief Engineer: Ralph Dow

KRAM
LAS VEGAS—1948
MBS-INTERMOUNTAIN
Owned-Oper. By: Boulder City Bcstg. Corp.
Business-Studio Address: Hotel Flamingo
Phone Number: 920
Transmitter Location: N. Las Vegas
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Aavery-Knodel
President: Edward J. Iansen
General-Station Mgr.: Truman B. Hinkle
Commercial Manager: Frank Kim
Pgm. Dir., Sales Prom. Mgr.: Carl Paige
Publicity Director: Hal Davis
Musical Director: Havern Jones
Chief Engineer: A. H. Vogeler

KATO
RENO—1946—MBS-DON LEE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sierra Bcstg. Co.
Business-Studio Address: Elks Bldg.
Phone Number: 2-4501
Transmitter Location: 6th & Cassinelli Rds.
Air Time: 6 a.m.-2 a.m.
Representative: John E. Pearson
Membership: NAB
President: R. K. Wittenberg
General Manager: Robert L. Stoddard
Commercial Manager: Bob Tower

KOH
RENO—1928—NBC
Frequency: 830 Kc. Power: 1000 Watts
(C.P. 5000)
Business-Studio Address: 143 Stevenson St.
Phone Number: Reno 6106
Transmitter Location: Sparks
Air Time: Unlimited
News Service: A.P., UP
Transcription Service: World
Representative: Paul H. Raymer
Membership: NAB, BMB
President: Eleanor McClatchy
Station Manager: Hewitt Kees
Traffic Manager: Amalia Ibarra
Chief Technician: Wesley Craig

KOLO
RENO—1946—CBS
Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Reno Bcstg. Co.
Business-Studio Address: 33 Sierra St.
Phone Number: 2-4516
Transmitter Location: Sparks
Air Time: 6 a.m.-M.
News Service: A.P., UP
Transcription Service: Lang-Worth
Representative: George P. Hollingbery
Membership: NAB
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner/Operator</th>
<th>Address</th>
<th>Phone</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Represent.</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
<th>Commercial Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWRN</td>
<td>Reno</td>
<td>1490 Kc.</td>
<td>250 Wts</td>
<td>ABC</td>
<td>Reno Bldg</td>
<td>6156</td>
<td>7 a.m.-M.</td>
<td>UP</td>
<td>Associated</td>
<td>Walker</td>
<td>NAB</td>
<td>Merritt C. Speidel</td>
<td>Merrill Inch</td>
<td>John A. Lang</td>
<td>Larry Shields</td>
<td>Wilbur C. Comer</td>
</tr>
<tr>
<td>KXXXL</td>
<td>Reno</td>
<td>1230 Kc.</td>
<td>250 Wts</td>
<td>Owned-Oper. by</td>
<td>Station XKKL</td>
<td>Box 1329</td>
<td>3122</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NEW HAMPSHIRE**

*Estimated Population 544,000—Increase +10.7%—Radio Homes 159,500 Radio Families 163,000—Stations in State 11*

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner/Operator</th>
<th>Address</th>
<th>Phone</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Represent.</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
<th>Commercial Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMU</td>
<td>Berlin</td>
<td>1230 Kc.</td>
<td>250 Wts</td>
<td>KBS</td>
<td>White Mtns Bstq. Co., Inc.</td>
<td>40 Main St.</td>
<td>Berlin 1797-8</td>
<td>Unlimited</td>
<td>AP</td>
<td></td>
<td>NAB</td>
<td>Charles S. Holbrook</td>
<td></td>
<td></td>
<td></td>
<td>George Davis</td>
</tr>
</tbody>
</table>
NEW HAMPSHIRE

WLHN
LACONIA—1922—MBS-YANKEE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Northern Bcstg. Corp.
Business-Studio Address: 635 Main St.
Phone Number: 2-300
Transmitter Location: San Borton
Air Time: Unlimited
News Service: AP
Representative: Kettell-Carter
Membership: NAB
Pgm., Prod. Director: Al Maffie
Chief Engineer: Walter Avery

WFEA
MANCHESTER—1932—CBS
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: N. H. Bcstg., Inc.
Business-Studio Address: 286 Franklin St.
Phone Number: 5-5491
Transmitter Location: Merrimack
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Adam J. Young, Jr.
Kettell-Carter
Membership: NAB, BMB
President: Morris Silver
Commercial Manager: Saul Gross
Gen. Sta. Mgr.: Frank Journay
Production Director: Frank Finning
Chief Announcer: Gerald Kearney
Chief Engineer: Reginald Schow

WKBR
MANCHESTER—1946
MBS-YANKEE-GRANITE STATE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Granite State Bcstg., Inc.
Address: 155 Front St.
Phone Number: 44075
Air Time: 6:30 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Capitol
Representative: Bertha Bannan, Walker
President: W. J. Barkley
General Manager: W. F. Rust, Jr.
Comm., Sales Prom. Mgr.: Ralph Gottlieb
Pgm. Dir., Chief Ann.: Norman Bailey
Publicity Dir.: William Carlisle
Chief Engineer: Royston Phillips

WMUR
MANCHESTER—1941—ABC
Owned-Operated By: The Radio Voice of New Hampshire, Inc.
Business-Studio Address: 1819 Elm St.
Phone Number: Ma. 5-5788
Transmitter Location: Front St.
Air Time: Unlimited
News Service: AP
Transmission Service: World
Representative: Weed
Membership: NAB, BMB
President, Owner: Francis P. Murphy
General Manager: Hervey Carter
Production Dir.: Bernie Mack
Musical Dir.: Bertram Colter
Chief Engineer: Vincent Chandler
Farm Editor: Robert Webster

WOTW
NASHUA—1947—GRANITE STATE
Owned-Oper. By: Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location: Lund Rd.
Phone Number: 5000
Air Time: Daytime
News Service: UP
Transmission Service: World
Representative: Bertha Bannan, Walker
Membership: NAB
Asst. Gen. Mgr.: Angelina Kopka
Program Dir.: Paul Keefo
Chief Engineer: Robert C. Bingham

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS’ ASSOCIATION

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston
Secretary: L. P. Yale—AP Chief of Bureau, Boston
NEW HAMPSHIRE—NEW JERSEY

WHEB PORTSMOUTH—1932
MBS-YANKEE

Frequency: 750 Kc.  Power: 1000 Watts d.
Owned-Operated By: WHEB, Inc.
Bus.-Studio-Transmitter Address: Lafayette Rd.
Phone Number: 4080
Air Time: Daytime
News Service: AP
Transcription Service: World
Representative: Walker, Bertha Bannan
President: Hon. Charles M. Dale
Asst. Mgr.: Keith S. Field
Commercial Manager: William A. Dawson, Jr.
Program Dir.: Lucien Dumont
Chief Announcer: William L. Elliott
Musical Director: Russ Reardon
Chief Engineer: Anthony Vaccaro

WWNH ROCHESTER—1948
GRANITE STATE

Frequency: 930 Kc.  Power: 1000 Watts d.
Owned-Operated By: Strafford Bcstg. Corp.
Address: Rochester Hill Rd.
Phone Number: 1400-1
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Capitol
Representative: Balling, Bannan
Membership: NAB
Pres., Sta. Mgr.: A. J. K. Malin
Commercial Mgr.: M. C. Ball
Program Dir.: Robert Holmes
Production Dir.: H. Martin
Publicity Dir.: M. Verette
Chief Announcer: Paul Daniels
Musical Dir.: M. L. Malin
Chief Engineer: E. J. Babkes

NEW JERSEY

Estimated Population 4,873,000—Increase +17.1%—Radio Homes 1,324,000
Radio Families—1,356,000—Stations in State 18

WCAP ASBURY PARK—1926—SBN

Frequency: 1310 Kc.  Power: 250 Watts
Owned-Operated By: Radio Industries Bcst. Co.
Business-Studio Address: 601 Bangs Ave.
Phone Number: Asbury Park 1-1310
Transmitter Location: Bangs Ave., Neptune
Air Time: Unlimited
News Service: AP
Transcription Service: World, Capitol
Membership: NAB, BMB
President: Ralph Froese
Gen. Sta. Mgr.: Gene Milner
Commercial Mgr.: Wally Reid
Pgm. Dir., Farm Editor: Irving Smith
Prod., Musical Dir.: Cal Monroe
Publicity Dir.: Ken Leslie
Chief Announcer: George Hudson
Chief Engineer: Matthew Porter

WFPG ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Neptune Bcstg. Corp.
Business Address: Union Trust Bldg., Steubenville, O.
Phone Number: Steubenville 2-6265
Studio Address: Steel Pier
Transmitter Location: Venice Park
Air Time: Unlimited
News Service: UP
Transcription Service: MGM
Representative: Ra-Tel
Membership: NAB
President: John J. Laux
General Man.: Fred Weber
Commercial Mgr.: Wm. C. Byrnes, Jr.
Sales Prom. Mgr.: William Franks
Program Dir.: Al Owen
Publicity Dir.: Lydia I. Hawksley
Chief Announcer: Edward Davis
Chief Engineer: Blair K. Thron

WBAB ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc.  Power: 250 Watts
Business Address: 1900 Atlantic Ave.
Phone Number: Atlantic City 5-1111
Studio-Trans. Address: Absecon Blvd. & Beach
thorofare, 1900 Atlantic Ave.
Air Time: 7 a.m.-12:05 a.m.
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NAB, BMB

WMID ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: Mid-Atlantic Bcstg. Co., Inc.
W S N J
BRIDGETON—1937—KBS
Frequency: 1240 Kc. Power: 250 Watts
Address Bridgeton
Phone Number 1600
Air Time 6 a.m.-M.
News Service UP
Transcription Service Thesaurus
Representative Thomas Clark
Membership FMA
President Senator Elmer H. Wene
General-Station Manager Paul Alger
President Emer H. Wene
Comm. Sales Prom. Mgr. Jerry Alden
Publicity Dir. Arthur Scholz
Pgm., Prod. Dir. Joe McCulley
Chief Announcer Earl Becktel
Chief Engineer Francis Fekel
Farm Editor Don Hart

W C A M
CAMDEN—1924
Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By City of Camden
Business-Studio Address City Hall
Phone Number Emerson 5-5600
Transmitter Location Civic Center
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard, Capitol
Membership NAB
Manager Willard C. Schriver
Commercial Mgr. Morton Lowenstein
Pgm., Prod. Dir. Robert Swanson
Chief Engineer Clarence E. Owens

W K D N
CAMDEN—1948
Frequency: 800 Kc. Power: 1000 Watts d.
Business Address Radio Park
Phone Number EM 5-7200
Studio Address 2881 Mt. Ephraim Ave.
Air Time Daytime
News Service AP
Transcription Service Associated, SESAC
Chief Engineer E. Phillip Steen

WHOM
JERSEY CITY
(See Listing, New York, N. Y.)

WMTR
MORRISTOWN—1948
Frequency: 1250 Kc. Power: 500 Watts d.
Owned-Operated By Morristown Bstg. Co.
Address P. O., Box 315, Park Square Bldg.
Phone Number MO 4-5700
Studio Address 10 Park Pl.
Air Time Sunrise-Sunset
News Service AP
Transcription Service Associated
Membership NAB
President George S. Croy
Station Mgr. Kenneth A. Croy
Commercial Mgr. Clement T. Lowden
Program Director Jack Allen Potts
Chief Engineer. Rudolph C. Prow
Farm Editor Merrill Morris

WAAT
NEWARK—1921
Owned-Operated By Bremer Bstg. Corp.
Business-Studio Address Television Center
Phone Mitchell 2-6400; Broadcast 7-8216
Transmitter Location Kearny
Air Time 7 a.m.-1 a.m.
News Service AP
Transcription Service Associated
Representative Weed
President, Gen. Mgr. Irving R. Rosenhaus
V.P., National Sales. E. S. Lennon
V.P., Local Sales. A. B. Schillin
Promotion Director James Sondheim
Program Director George Green
Public Relations Director Roland Trenchard
Director, Educ. Activities Robert B. MacDougal
Musical Director Jay Stanley
V.P., Engineering Frank V. Bremer

WHB1
NEWARK—1922
Owned-Operated By May Radio Bstg. Corp.
Business-Studio Address 100 Shipman St.
Phone Number Mitchell 2-7354
NEW JERSEY

TRANSMITTER LOCATION: 155 Washington St.
AIR TIME: Unlimited
MEMBERSHIP: NAB

Pres., Gen. Mgr.: James L. Shearer
Station-Comm. Manager: William Masi
Chief Engineer: Herman Foster

W NJR
NEWARK—1947
Frequency: 1430 Kc.
Power: 5000 Watts
Owned-Operated By: North Jersey Radio, Inc.
Business-Studio Address: 91 Halsey St.
Phone Number: MARKet 3-2700
Transmitter Location: Union
Air Time: 7 a.m.-M.
News Service: INS, UP
Transcription Service: World, Capitol
Membership: NAB
President: Edward W. Scudder, Jr.
Gen. Sta. Mgr.: Harry D. Goodwin
Comm. Sales Prom. Mgr.: C. G. O'Neill
Program Director: Steven Van Gluck
Production Director: G. Thomas Marshall
Publicity Director: James R. Ryall
Chief Engineer: Peter Testan
Farm Editor: Will Peigelbeck

WVNJ
NEWARK—1948—NJSN
Frequency: 620 Kc.
Power: 5000 Watts

NEW JERSEY
WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service...more than 100 years collecting and distributing news.

NEW JERSEY ASSOCIATED PRESS RADIO ASSOCIATION
President: Edwin Tucker—WKDN, Camden
Vice-President: Roland Trenchard—WAAT, Newark
Secretary: Sam Blackman—AP Chief of Bureau

NEW JERSEY

OWNED-OPERATED BY: Newark Bestg. Corp.
Business-Studio Address: 45 Central Ave.
Phone Number: Mitchell 3-7600
Transmitter Location: Livingston
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Lang-Worth, Standard
Membership: NAB
V.P., Gen.-Comm Mgr.: Ivon B. Newman
Station Manager: Helen Sutton Newman
Publicity Director: Walter Kaney
Chief Engineer: Bernard Kellom

WCTC
NEW BRUNSWICK—1946
Frequency: 1450 Kc.
Power: 250 Watts
Owned-Operated By: Chanticleer Bestg. Co.
Business-Studio Address: 385 George St.
Phone Number: Charter 7-1450
Transmitter Location: Highland Park
Air Time: 7 a.m.-11 p.m.
News Service: Transradio
Transcription Service: Associated, World
Membership: NAB, BMB
Pres., Gen. Mgr.: James L. Howe
Commercial Manager: Robert Bell
Sales Promotion Manager: Edith Brandt
Program Director: Nat Shoehalter
Chief Engineer: Robert L. Williams

WVNJ
620 on your dial
The most for your dollar in the metropolitan area
NEWARK N.J.

519
WPAT
5000 WATTS
NIGHT and DAY
Included in WPAT's 10 mile volt contour are such markets as
Paterson
Newark
Jersey City
Passaic
Elizabeth
Hackensack
Hoboken
Union City
and
New York City*

WPAT
Paterson, New Jersey
New York — Penn. 6-2945
owned and operated by
The Herald News, Passaic-Clifton, N. J.

*Included in WPAT's Primary Coverage Area is Metropolitan New York and New Jersey—the greatest market in the United States.

WPAT
PATerson—1941
Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By: North Jersey Broadcasting Co., Inc.
Business-Studio Address: 66 Hamilton St.
Phones: Armory 4-3400, Pennsylvania 6-2945
Transmitter: Broad at Hepburn Rd. Clifton
Air Time: Unlimited
News Service: UP
Transcription Service: Associated
Membership: NAB
Chairman of Board: Dow H. Drukker
President: Richard Drukker
Exec. V.P., Sales, Programming: Herman M. Bess
Exec. V.P., Gen. Mgr.: James V. Cosman
Asst. V.P., Chief Engineer: Earl F. Lucas
Publicity Dir.: Elaine Starr

WTNJ
TRENTON—1928
Owned-Operated By: WOAX, Inc.
Business-Studio Address: 416 Bellevue Ave.
Phone Number: 8149
V.P., General Manager: F. J. Wolf

WTTM
TRENTON—1942—NBC
Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Trent Broadcasting Corp.
Business-Studio Address: 541-43 E. State St.
Phone Number: 5-8515-6-7-8
News Service: UP
Transcription Service: Thesaurus
Representative: For Joe
Membership: NAB
President: Hon. Elmer H. Ween
General Manager: Carl Mark
Commercial Manager: Fred L. Bernstein
Sales Prom. Mgr.: Alfred J. Barker
Program Director: William R. Griffin
Chief Engineer: Theodore P. Kilmer

WWBZ
VINELAND—1945
Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By: Community Broadcasting Service, Inc.
Business-Studio Address: 633 Wood St.
Phone Number: Vineland 7-1360
News Service: UP
Transcription Service: World
Representative: McGilvra
President: Joseph M. Bullock
General Manager: Fred M. Wood
Program Director: Dorothy H. Carlson
Chief Engineer: C. V. Mullen
NEW MEXICO

Estimated Population 589,000—Increase +10.8% — Radio Homes 158,000
Radio Families 171,000 — Stations in State 20

K GG M
ALBUQUERQUE—1927—CBS
Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By. New Mexico Bcstq. Co. Business Address P. O. Box 1294
Phone Number 4543
Studio Address Kimo Theater Bldg. Transmitter Location So. 2nd St.
Air Time Unlimited
News Service UP, AP
Transcription Service World
Representative Taylor-Borloff
Pres., Gen. Station Mgr. A. R. Hebenstreit
Commercial Manager Jack Skillen
Chief Announcer Richard T. Coleman
Chief Engineer Leonard F. Dodds

K V E R
ALBUQUERQUE—1947
MBS—GREAT WEST—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Western Air, Inc. Business-Studio Address 317 N. Broadway, Box 1388
Phone Number 3-1744
Transmitter Location Old Albuquerque
Air Time 6 a.m.-M. News Service UP
Transcription Service MGM
Representative Forioe
Membership NAB
Pres., Gen. Mgr. William T. Kemp
Commercial Manager Paul A. Kehle
Station Manager Keith Tye
Asst. Mgr. John H. Morrison
Program Director Al Mann
Production Dir. & Asst. Mgr. Ralph Henry
Publicity Director Edith Hoffman
Chief Announcer Connie Alexander
Musical Director Mac Vernon
Chief Engineer Fred Timm
Farm Editor Cecil Pragnell

K O A T
ALBUQUERQUE—1946
ABC-ZIA NET
Frequency: 1450 Kc. Power: 250 Watts
Phone Number 5-5501
Transmitter 2000 W. Indian School Rd. Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Representative McGilvra
President A. E. Buck
Gen-Sta. Mgr. Merle H. Tucker
Commercial Manager Robert Sabin
Program Director B. J. Fitzpatrick
Chief Announcer Rollie Melville
Chief Engineer William Carman

K O B
ALBUQUERQUE—1920—NBC-MBS
Frequency: 770 Kc. Power: 50,000 Watts d.
25,000 Watts n.
Phone Number 4411
Transmitter Location Alameda
Air Time 6 a.m.-M.
News, Service AP, INS
Transcription Service Thesaurus
Representative Free & Peters
Pres., Gen. Mgr. T. M. Pepperday
Station Manager Bob Seal
Comm. Mgr. Charles Teas
Program Dir. Rolf S. Nielsen
Publicity Director Jean Toncre
Chief Announcer Robert A. McCoy
Musical Director Noel Martin
Chief Engineer George S. Johnson

K S V P
ARTESIA—1946—KBS-MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Artesia Bcstq. Corp. Business-Studio Address Box 445
Phone Number 850
Transmitter Location South Roselawn
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Standard
President Martin Yates III
Gen., Sta., Sales Prom. Mgr. David M. Button
Commercial Manager Wayne Griffin
Chief Engineer Robert Mesker

K E N E
BELEN—1949
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Belen Bcstq. Corp. Address P. O. Box 604
Phone Number 3021
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, SESAC
President T. B. Stribling
General Manager D. H. Crandal
Commercial Manager H. R. Granger
Program Director Ken Gilmore
Chief Engineer W. C. Weeks

521
KAVE
CARLSBAD—1936—CBS-SWN
Frequency: 1240 Kc. .......... Power: 250 Watts
Owned-Operated By ....... Carlsbad Bstg, Corp.
Business-Studio Address .... 800 S. Canal St.
Phone Number ............... 244
Transmitter Location ......... 3 mi. SW City
Air Time .................. 6 a.m.-M.
News Service ................ AP
Representative ............... Taylor-Boroff
President ................... Val Lawrence
General-Station Mgr. ......... Norman R. Loose
Commercial Manager ......... Richard E. Doyle
Program Director ........... Alexander Picaithley
Chief Engineer ............. William Sene

KICA
CLOVIS—1933—MBS
Frequency: 1240 Kc. .......... Power: 250 Watts
Owned By .................. Hugh DeWitt Landis, R. B. McAlister
Operated By ................. R. B. McAlister
Business Address .......... Box 111
Phone Number ............... 9
Studio Address .......... 520 Pile St.
Transmitter Location ....... Hillcrest Park
Air Time .................. 6 a.m.-11 p.m.
News Service ............... UP
Transcription Service ...... MacGregor
Representative ............. Continental Radio Sales
Membership ................. NAB
President .................. Hugh DeWitt Landis
General-Station Mgr. ...... R. B. McAlister
Commercial Manager ...... Don Boles
Sales Promotion Manager .. Sammy Goodman
Program Director .......... John Kirkwood
Chief Announcer .......... Harold Cook
Musical Director .......... Jonl Nieves
Chief Engineer ............. Vernon Hughes

KGK
GALLUP—1946
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Oper. By .............. Rio Grande Bstg, Co.
Business-Studio Address ... 114 E. Cole Ave.
Phone Number ............... 1177
Transmitter Location ...... 1½ mi. E. City
Air Time .................. 7 a.m.-9 p.m.
News Service ............... UP
Transcription Service ...... Capitol
Representative ............. Donahue
Membership ................. NAB
President .................. Al Buck
General Manager .......... Merle H. Tucker
Station Manager .......... Charles M. Butler
Commercial Manager ......... Larry Hoffman
Program Director .......... Lou Emerson
Chief Engineer ............. James P. Suplic

KW EW
HOBS—1938
MBS-KBS-SOUTHWEST
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By ....... W. E. Whitmore
Business-Studio Address ... 116 E. Dunham
Phone Number ............... 485
News Service ............... UP
Transcription Service ...... MacGregor, Lang-Worth
Representative ............. Taylor-Boroff
President ................... W. E. Whitmore
General Manager .......... Harry McAdams
Commercial Manager ...... Phil McGee
Program Director .......... Dorthy A. Montgomery
Chief Engineer .......... Roy Evans

KCHS
HOT SPRINGS—1946—KBS
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Oper. By .............. Sierra Bstg, Co., Inc.
Business-Studio Address ... 401 Broadway
Phone Number ............... 161
Transmitter Location ...... Yucca Heights
Air Time .................. 6:30 a.m.-10 p.m.
News Service ............... UP
Transcription Service ...... Capitol
Representative ............. Continental Radio Sales
Press., General Manager .. Leonard R. Trainer
Station Manager .......... Beulah M. Shirk
Commercial Manager ...... William Malloy
Program Director .......... Catherine L. Perry
Chief Engineer .......... Russell A. Walz

Kobe
LAS CRUCES—1947—MBS
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Oper. By .............. Mesilla Valley Bstg, Co.
Bus.-Studio Address ....... Main & Picacho Ave.
Phone Number ............... 205
Transmitter Location ...... W. Amador Ave.
Air Time .................. Unlimited
News Service ............... AP
Transcription Service ...... World
President .................. Charles Hill
General-Station Mgr. ...... Harry H. Stair
Program Director .......... L. S. Sleppy
Chief Engineer .......... K. M. Dean

KF UN
LAS VEGAS—1941—MBS
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By ......... Southwest Bstg, 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. Thwallas
KRTN
Raton—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By ... Southwest Bcstg. Inc.
Business Address ... Box 710, Las Vegas;
Box 767, Raton
Phone Number ... 677
Studio-Transmitter Address ... 1128 State St.
Air Time ... 7 a.m.-10 p.m.
News Service ... UP
Transcription Service ... Standard, World
Representative ... Hl F. Best
Pres., Gen. Manager ... Ernest N. Thwaites
Station Manager ... Stanley K. Brown
Chief Engineer ... A. F. Schultz

KGFL
Roswell—1927—MBS-SW. N-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ... KGFL, Inc.
Business-Studio Address ... 310 N. Richardson
Phone Number ... 2000
Transmitter Location ... 511 W. 16th St.
Air Time ... 6 a.m.-11 p.m.
News Service ... UP
Transcription Service ... Lang-Worth
Representative ... Taylor-Borroff
Membership ... NAB, BMB
Pres. ... W. E. Whitmore
Commercial Manager ... G. F. Roberts
Program Director ... Almarie Old Field
Chief Engineer ... Eugene Rader

KSWS
Roswell—1947—ABC-ZIA NET
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By ... McEvoy Bcstg. Co.
Bus.-Studio Address ... Radio Center
Phone Number ... 2400
Transmitter Location ... 19th & Railroad Sts.
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Thesaurus
Representative ... McGillvra
Membership ... NAB
President ... Paul B. McEvoy
General Station Manager ... John A. McBoyle
Comm. Sales Prom. Mgr. ... M. J. Montgomery
Sales Promotion Manager ... John L. Meyers
Prod., Farm Editor ... George R. Walsh
Chief Announcer ... Tom Foules
Chief Engineer ... Ray R. Summersgill

KTRC
Santa Fe—1946—ABC-ZIA NET
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By ... Rio Grande Bcstg. Co., Inc.
Bus. Address ... P. O. Box 1715
Phone Number ... 3003
Studio-Transmitter Address ... 210 E. Marcy
Air Time ... Unlimited
News Service ... UP
Transcription Service ... Capitol
Representative ... McGillvra
Membership ... NAB, BMB
President ... A. E. Buck
General Manager ... Merle H. Tucker
Station, Commercial Manager ... Hugh M. Gray
Sales Promotion Manager ... A. Paul Thell
Prod. Dir., Chief Announcer ... Ross Taylor
Publicity Director ... Bobby Berg
Chief Engineer ... Odell Nickelson

KVSF
Santa Fe—1935—CBS
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By ... Sante Fe Bcstg. Co.
Business-Studio Address ... 759 Cerrillos Rd.
Phone Number ... 2020
Transmitter Location ... Lower Alameda St.
Air Time ... 6 a.m.-M.
News Service ... AP, UP
Transcription Service ... World
Representative ... Taylor-Borroff
President ... A. R. Hebenstreit
General Manager ... Ivan R. Head
Program, Prod. Dir. ... Jim Maize
Musical Dir. ... Bill Reitmann
Chief Engineer ... E. J. Vanderwood

KSIL
Silver City—1946—CBS-SW. NET
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By ... Dorrance D. Roderick
Bus.-Studio-Transmitter Address ... 17th & Cactus St., P. O. Box 590
Air Time ... 6 a.m.-11:15 p.m.
News Service ... AP
Transcription Service ... Taylor-Borroff
Representative ... Carl Dunbar
Gen. Adv. Mgr. ... R. C. Hughes
Program Director ... Ed Duty

KTNM
Tucumcari—1941—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ... The McMa Agency
Business Address ... Box 668
Phone Number ... 100
Studio Address ... Second & Main Sts.
Transmitter Location ... Outside E. City Limits
Air Time ... 6 a.m.-10:30 p.m.
News Service ... UP
Partners ... Grady Maples, R. B. McAlister
Gen. Sta., Comm. Mgr. ... Grady Maples
Pgm. Dir., Chief Announcer ... Richard D. Wood
Chief Engineer ... David Fred White, Jr.
WOR SELLS MORE
MORE OFTEN
FOR MORE PEOPLE

TO MORE PEOPLE

than any other station
in the United States!
NEW YORK
Estimated Population 14,392,000—Increase +6.9%—Radio Homes 4,203,000
Radio Families 4,287,000—Stations in State 92

WABY
ALBANY—1934
Frequency: 1400 Kc. Power: 250 Watts
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 Everet-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

WOKO
ALBANY—1924—UBS
Bus-Studio Address: Hotel Wellington, 136 State St.
Phone Number: 3-6638
Transmitter Location: Central Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, SESAC Representative: Cooke
President, General Mgr.: James T. Healey
Commercial Manager: A. Kellert
Program Director: Paul Baron
Chief Announcer: Lyle Bosley
Musical Director: Gordon Seaman
Chief Engineer: Al Sardi

WPRO
ALBANY—1947—MBS
Business-Studio Address: 112 State St.
Phone Number: Albany 3-2225
Transmitter Location: Route 9W, So. of City
Air Time: 6 a.m.-1 a.m.
News Service: INS, UP
Transcription Service: World Representative: Bolling
Membership: NAB, BMB
President: Dr. John J. Quinlan
General-Station Mgr.: Harry L. Goldman
Station Manager: Johnny Lee
Comm., Sales Prom. Mgr.: Leo Rosen
Traffic Manager: Florence Ryan
Chief Engineer: Charles Heisler

WPTW
ALBANY—1948
Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Operated By: Patroon Bestg. Co., Inc.
Business-Studio: 87 State St., Hotel Ten Eyck
Phone Number: 5-3345, 5-5422
Transmitter Location: Middle Rd., Colonie
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Capitol, SESAC Representative: William G. Rambeau
Membership: NAB
President: J. Myer Schine
General, Station Manager: Fred R. Ripley
Program Director: Howard W. Massmeier
Prod. Dir., Chief Announcer: Glen E. Walrath

Musical Director: Frank D'Armond
Chief Engineer: Dwelle S. Hoag
Farm Editor: G. Ellis Barrett


WXKW
ALBANY—1948—ABC
Frequency: 850 Kc.  Power: 10,000 Watts
Business-Studio Address. 444 Broadway
Phone Number. 6-7676
Transmitter Location. Selkirk
Air Time. 5:30 a.m.-12:05 a.m.
News Service. UP
Transcription Service. World
Membership. NAB
Program-Production Dir. Ray Cheney
Publicity Director. Joan MacGregor
Chief Engineer. Guy Rauer

WMBO
AUBURN—1926—MBS-SBN
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By. WMBO, Inc.
Business-Studio Address. 141 Genesee St.
Phone Number. 4000
Transmitter Location. York & Division Sts.
Air Time. Unlimited
News Service. AP
Transcription Service. Thesaurus, SESAC, KBS
Membership. NAB
President. William O. Dapping
Gen.-Sta.-Comm. Mgr. Frederick L. Keesee
Sales Prom. Mgr., Prog. Dir. Robert B. Morgan
Chief Announcer. A. John Heiner
Chief Engineer. Herbert House
Farm Editor. Charles Hammond

W.CSS
AMSTERDAM—1948
Frequency: 1490 Kc.  Power: 250 Watts
Phone Number. 4000
Transmitter Location. Creek Rd.
Air Time. Unlimited
News Service. AP
Transcription Service. Capitol
Membership. NAB
Pres. Gen-Station Mgr. Edmund R. Gamble
Program-Production Dir. J. Gordon Bridge
Pub. Dir., Farm Editor. James Gerrety
Chief Announcer. Bernie Sandler
Musical Director. Matt Regan
Chief Engineer. Fred Callendar

YOU CAN'T HIT THE
AMSTERDAM TARGET
WITHOUT WCSS!
*Morning . . 33.8
*Afternoon . . 40.1
*Evening . . 36.6

* Crossley Report for Amsterdam May-June, 1949.

WCSS
250 watts day and night
Amsterdam, New York

WBTA
BATAVIA—1941—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By. Batavia Bestg. 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
Program-Production Dir. J. Gordon Bridge
Pub. Dir., Farm Editor. James Gerrety
Chief Announcer. Bernie Sandler
Musical Director. Matt Regan
Chief Engineer. Fred Callendar

WINR
BINGHAMTON—1946—NBC
Frequency: 1490 Kc.  Power: 250 Watts
Business-Studio Address. Court House Square
Phone Number. 4-4318
Transmitter Location. Cleveland & Stokes Ave.
Air Time. 6 a.m.-M.
News Service. AP
Transcription Service. Lang-Worth
Representative. George P. Hollingsbery
Membership. NAB
President. Donald Kramer
General Manager. C. A. Bengston

526
NEW YORK

Station Executive .................. E. R. Vadeboncoeur
Commercial Manager ................ H. R. Nicholson
Program Director .................. Charles Bishara
Publicity Director .................. George O'Connor
Chief Announcer ................... Jan Cosley
Chief Engineer ..................... A. A. Kelley

WKOP
BINGHAMTON—1947—MBS
Frequency: 750 Kc. .......... Power: 1000 Watts d.
Owned-Oper. By .................. The Binghamton Bcstrs., Inc.
Business-Studio Address ......... 34 Chenango St.
Phone Number ..................... 2-3437
Transmitter Location ............. Morgan Rd., Carman Hill
Air Time ......................... Local sunrise-local sunset
News Service ...................... AP
Transcription Service .......... World
Representative .................... Burn-Smith
Membership ....................... NAB
Pres., Gen-Sta. Mgr. ............ Andrew Jarema
Commercial Manager ............. Norman Stewart
Prog. Dir., Farm Editor .......... Wally Buman
Publicity Dir. .................... Bernice Bonus
Chief Announcer ................. Art Goodwin
Chief Engineer .................... Charles Hallinan

WNBF
BINGHAMTON—1928—CBS
Frequency: 1290 Kc ........ Power: 5000 Watts
Owned-Operated By .......... Clark Associates, Inc.
Business Address ............... P. O. Box 48
Phone Number .................... Binghamton 2-3461
Studio Address .................. Arlington Hotel
Transmitter Location .......... Ingraham Hill
Air Time ......................... Unlimited
News Service ..................... UP
Transcription Service .......... Capitol
Representative ................... Bolling
Membership ....................... NAB, FMA
President ......................... John C. Clark
General Manager ................. Cecil D. Mastin
Station Manager ................. L. L. Rogers
Commercial Manager ............ S. N. Heslop
Sales Prom. Mgr., Pub. Dir. .... E. R. McCloskey
Prog.-Prod. Dir., Chief Announcer. E. M. Scala
Musical Director ................. Ethel Henton
Chief Engineer ................... L. H. Stantz
Farm Editor ...................... Sam Page

NEW YORK

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 YORK STATE ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Gunnar O. Wiig—WHEC, Rochester
Vice-President: Jim Healey—WOKO, Albany
Secretary: Norris Paxton—AP Chief of Bureau
Continuing Study Committee Chairman: Kenn Thorpe—WRUN, Utica
POSITIVELY
OR
COMPARATIVELY

by any yardstick you use
there's no substitute for

The best service brings the best results. That's the yardstick at WBEN. The service rendered by The Buffalo Evening News stations has created listener-loyalty not only for programs and personalities but loyalty for products and services. The results:

WBEN for years has been the Buffalo station most people listen to most of the time • WBEN-FM, Buffalo's first frequency-modulation station, is accorded the same high rating • WBEN-TV, Buffalo's only television station is one of the nation's standout stations . . . 346 Advertisers have used its facilities in the first 22 months of operation with conspicuous success.

in BUFFALO

WBEN, INC.

Representatives:
Radio: Edward Petry & Co., Inc.
Television: Harrington, Righter & Parsons, Inc.

The Buffalo Evening News Stations
### WENE
**BINGHAMTON—ENDICOTT—1947**
*ABC*

- **Frequency:** 1450 Kc.
- **Power:** 250 Watts
- **Owned-Oper. By:** Mohawk, Inc.
- **Business-Studio Address:** Radio Center, 905 E. Main St.
- **Phone Number:** 5-3351
- **Transmitter Location:** Pier Hill, Vestal
- **Air Time:** Unlimited
- **News Service:** AP
- **Transcription Service:** Associated
- **Representative:** Walker
- **Membership:** NAB, FMA
- **President:** James H. Ottaway
- **Radio Director:** F. H. Brinkley
- **Sta., Comm., Sales Prom. Mgr.:** S. W. Ryder
- **Pgm., Prod. Dir.:** Harold E. Graves
- **Publicity Dir.:** James A. McKechnie
- **Chief Announcer:** Harold P. Kent
- **Musical Librarian:** Richard Vosburgh
- **Chief Engineer:** J. Harold Merchant

### WEBR
**BUFFALO—1924—MBS**

- **Frequency:** 970 Kc.
- **Power:** 5000 Watts
- **Owned-Operated By:** WEBR, Inc.
- **Business-Studio Address:** 23 North St.
- **Phone Number:** Lincoln 7133
- **Transmitter Location:** Cloverbank Rd., Hamburg
- **Air Time:** Unlimited
- **News Service:** AP, INS, Reuters
- **Transcription Service:** Standard
- **Representative:** Katz
- **Membership:** NAB
- **President:** Paul E. Fitzpatrick
- **General Manager:** Cy King
- **Commercial Manager:** William Doerr, Jr.
- **Program Director:** Preston Taplin
- **Production Director:** Lloyd Gibson
- **Publicity Director:** William Schweitzer
- **Chief Announcer:** Ed Tucholka
- **Musical Director:** Victor D'Ana
- **Chief Engineer:** Frank B. Ridgeway

### WBEN
**BUFFALO—1930—NBC**

- **Frequency:** 930 Kc.
- **Power:** 5000 Watts
- **Owned-Operated By:** WBEN, Inc.
- **Business-Studio Address:** Hotel Statler
- **Phone Number:** CLeveland 6400
- **Transmitter Location:** Grand Island
- **Air Time:** Unlimited
- **News Service:** AP, INS, UP
- **Transcription Service:** SESAC, ASCAP, BMI
- **Representative:** Edward Petry
- **Membership:** NAB, FMA
- **President:** Edward H. Butler
- **V.P., Business Mgr.:** Alfred H. Kirchhofer
- **Station Manager:** C. Robert Thompson
- **Asst. Sta. Mgr., chg. Sales:** Frank W. Kelly
- **Local Sales Mgr.:** C. E. Daly
- **Program Mgr.:** George R. Torge
- **Asst. Pgm. Mgr.:** William R. Rich
- **Promotion Mgr.:** Joseph A. Haeflner
- **Chief Annr. & Night Supervr.:** A. Ward Fenton
- **Chief Engineer:** Ralph J. Kingsley

### WBNY
**BUFFALO—1935**

- **Frequency:** 1400 Kc.
- **Power:** 250 Watts
- **Owned-Operated By:** Roy L. Albertson
- **Business-Studio Address:** 485 Main St.
- **Phone Number:** Mohawk 1400
- **Transmitter Location:** 154 E. Eagle St.
- **Air Time:** 7 a.m.-M.

### 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 a.m.-1 a.m.
- **News Service:** UP
- **Transcription Service:** MGM, World
- **Representative:** Free & Peters
- **Membership:** NAB
- **Chairman of Board:** Leo J. Fitzpatrick
- **Pres., Gen. Mgr.:** R. L. Lounsberry
- **Comm. Mgr.:** N. Cohen, local; F. R. Greene
- **National spot**
- **Sales Promotion Manager:** R. McPherson
- **Program Director:** Robert Strigl
- **Publicity Director:** F. L. Lounsberry
- **Chief Announcer:** Allan Lewis
- **Musical Director:** David Cheskin
- **Chief Engineer:** K. E. Hoffman
- **farm Editor:** Donald Huckle

---

529
MORE COVERAGE...

for your money in Western New York with—

WKBW
BUFFALO'S MOST POWERFUL STATION

★ 50,000 WATTS ★ ABC NETWORK

ACTION FOR ADVERTISERS!

★ Ten times more power than any other Buffalo station
★ Largest bonus area for advertisers
★ Tops the field in local programs and sports coverage

AVERY-KNODEL INC.
NATIONAL REPRESENTATIVES

WKBW
YOUR WESTERN NEW YORK SALESMA

CLINTON H. CHURCHILL
PRESIDENT AND GEN. MANAGER
**NEW YORK**

**WKBW**
BUFFALO—1925—ABC
Frequency: 1520 Kc.  Power: 50,000 Watts
Owned-Operated By: . WKBW, Inc.
Business-Studio Address: . Rand Bldg.
Phone Number: . MOhawk 1520
Transmitter Location: . R.F.D. No. 5, Hamburg
Air Time: . 5 a.m.-2 a.m.
News Service: . UP
Representative: . Avery-Knoll
Membership: . NAB
President. General Mgr.: . Clinton H. Churchill
Commercial Manager: . Roger M. Baker
Program Director: . Paul Martin
Publicity Dir.: . Alfred E. Anscombe
Musical Director: . Norman Wullen
Chief Engineer: . Leroy Fiedler

**WWOL**
BUFFALO—1947
Frequency: 1120 Kc.  Power: 1000 Watts d.
Business-Studio Address: . 315 Main St.
Phone Number: . Mohawk 1200
Transmitter: . Turner Ave, West Seneca
Air Time: . Sunrise to Sunset
News Service: . UP
Representative: . Forjoe
Owner: . Leon Wyszatycki
General Station Manager: . Stanley Jasinski
Commercial, Sales Prom. Mgr.: . Dan Leslie
Program Director, Chief Ann.: . Pat Vincent
Musical Director: . Trudy Peoples
Chief Engineer: . Frank Saj

**WCBA**
CORNING—1949
Frequency: 1350 Kc.  Power: 1000 Watts d.
Owned-Operated By: . John S. Booth
Address: . English Keenan Bldg.
Phone Number: . 2608
Air Time: . Daytime
News Service: . UP
Transcription Service: . Lang-Worth
Representative: . Capitol
Astor. Manager: . Samuel J. Handshore
Local Sales Mgr.: . Eldred P. Carpenter
Program Dir.: . Robert G. Walter
Promotion Mgr.: . John P. Morrissey
Chief Engineer: . Murray J. Hillman

**WKRT**
CORTLAND—1947—COLONIAL
Business Studio Address: . 27 N. Main St.
Phone Number: . 2990
Transmitter Location: . Cortlandville-Virgil
Townline Rd.
Air Time: . 6 a.m.-11:15 p.m.
News Service: . UP
Transcription Service: . Lang-Worth
Representative: . Joseph Hershey McGillvra
President, General Mgr.: . J. Gerald Mayer
Station Mgr.: . William J. Hall
Commercial Mgr.: . Thomas L. Riley
Program Dir.: . Robert C. Michel
Publicity Director: . Betty Sweetland
Chief Engineer: . William Barron
Farm Editor: . Ed Glacken

**WFCB**
DUNKIRK—1949
Frequency: 1410 Kc.  Power: 500 Watts
Address: . 315 Main St.
Phone Number: . 2355
Air Time: . Unlimited
News Service: . UP
Transcription Service: . Standard, Lang-Worth
Pres., Gen. Mgr.: . Alois A. Schmidt
Program Dir.: . Dal Gray
Chief Engineer: . Pearly Tribou

**WELM**
ELMIRA—1947—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By: . Corning Leader, Inc.
Business-Studio Address: . 222 E. Market St.
Phone Number: . Elmira 2-1400, 2-8378
Transmitter Location: . Sheridan Ave. & Kingsbury Rd.
Air Time: . 6 a.m.-M.
News Service: . AP
Transcription Service: . Standard
Representative: . Walker
Membership: . NAB, BMB
General Manager: . Walter Valerius
Prod-Prod. Dir.: . Kenneth C. Powell
Musical Director: . Ross H. Beatty
Chief Engineer: . Allen Bell
Farm Editor: . Gordon M. Ridenour

**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: . 5181
Air Time: . 6:30 a.m.-1 a.m.
News Service: . UP
Transcription Service: . World, Lang-Worth
Representative: . Everett & McKinney
Membership: . NAB, BMB
Sales Manager: . Phil Cameron
Production Director: . Ted Hodge
Musical Director: . Harry Springer
Chief Engineer: . Thurlow A. Greene
the LONG ISLAND story

TRUST the local retailer to pick advertising that pays. It's relatively simple for him to measure advertising effectiveness because today's retail advertising shows up in terms of direct sales tomorrow, or even today. On Long Island, best proof of WHLI's tremendous pulling power is the many leading retailers, including the suburban branches of the top New York City department stores, who use WHLI day in and day out, for 52 weeks a year—and renew year after year.

Take a tip from smart Main Street merchants. On fast-growing Long Island buy WHLI—the station that economically moves merchandise and services—the station that consistently has higher average daytime ratings in Long Island's large quality market than three 50,000 watt network flagships in adjacent New York City.

"THE VOICE OF LONG ISLAND"

WHLI

1100 on your dial
WHLI-FM 98.3 mc

HEMPESTEAD, LONG ISLAND, N. Y.

Elias I. Godofsky, President
WGBB
FREEPORT—1924
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Harry H. Carman
Business-Studio Address: 44 So. Grove St.
Phone Number: 9-1400
Transmitter Location: 215 Bedell St.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Pres., Gen. Mgr.: Harry H. Carman
Sales Manager: Murray Evans
Sales Promotion Mgr.: Neal Seaman
Program-Musical Dir.: A. Cheesman
Publicity Director: Robert Stirrat
Local News: John Frogge
Chief Announcer: Charles R. Schon
Chief Engineer: Robert Milos

WOSC
FULTON—1949
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By: Oswego County Bcastg. Co., Inc.
Address: 118 Oneida St.
Phone Number: 1400
Air Time: Daytime
News Service: AP
Transcription Service: Lang-Worth Representative: McGillvra
Pres., Gen. Mgr.: D. J. Kesterke
Vice-President: Gerald Mayer
Commercial Mgr.: Leo Brown
Program Dir.: George McCall
Chief Engineer: Cyril Edmunds

WGVA
GENEVA—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Star Bcastg. Co., Inc.
Business-Studio Address: Geneva Federal Savings Bldg.
Phone Number: 6691
Transmitter Location: Lenox Park
Air Time: 6:30 a.m.-M.
News Service: AP
Representative: Cooke
Transcription Service: World
Membership: NAB, BMB
President: M. R. Forman
V.P., General Manager: Thomas L. Brown
Program Director: Robert S. Kieve
Chief Announcer: Alex Lamultis
Chief Engineer: R. Carleton Greene

WGNN
GLEN VILLAGE—1947—ABC
Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By: Glens Falls Publicity Corp.
Business-Studio Address: 13 Warren St.
Phone Number: 2-1230, 2-1179
Transmitter Location: Lower Dix Ave.
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Capitol
Representative: Everett-McKinney
Membership: NAB, BMB
President: Louis F. Brown
General Mgr.: William A. Krouth
Commercial Mgr.: E. M. Frink
Program Dir.: Earl Sharland
Chief Announcer: Frank Mullin
Chief Engineer: Henry O. Worthing

WWSC
GLEN FALLS—1946—MBS-UNION
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Great Northern Radio, Inc.
Business-Studio Address: 11 South St.
Phone Number: Glens Falls 2-6518
Transmitter Location: Pruyns Island
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Cooke
Membership: NAB, BMB
President: Martin Karig
General Manager: Carl Mattison
Commercial Manager: Alfred Brown
Promotion Mgr.: Kent Jones
Program Dir.: Dick Weld
Chief Engineer: Joseph Thomas

WENT
GLOVERSVILLE—JOHNSTOWN 1944—CBS-UBS-SBN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Sacandaga Bcastg. Corp.
Business-Studio Address: 8 W. Fulton St.
Phone Number: 2500-1
Transmitter Location: Harrison St.
Air Time: 6:45 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Thesaurus
Representative: McGillvra
Pres., Gen. Mgr.: George Bissell
Chief Engineer: Roger L. Albright

WHLI
HEMPSTEAD—1947
Business-Studio Address: 245 Baldwin Rd.
Phone Number: Hempstead 2-8000
Transmitter Location: 470 Millburn Ave.
Air Time: Daytime
News Service: UP
Transcription Service: Associated, World

533
President, Gen. Mgr. ......... Elias I. Godofsky
Exec. V.P., Station Mgr. ...... Paul Godofsky
V.P., Sales .................. Joseph A. Len
News Director ............... Jerome J. Karpi, Jr.
Production-Musical Dir. .... Roger Wayne
Publicity Director .......... Arthur E. Paterson, Jr.
V.P., Chief Engineer ......... Frank E. Knaack
Farm Editor ................. Jerry Carr

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 .... Lang-Worth
Representative ............. McGillvra
Pres., General Mgr. ......... John S. Booth
Station Manager .......... Donald L. Sellers
Asst. Station Manager ... Mark G. Clarke
Commercial Manager ...... Harold McEvoy
Chief Announcer .......... Jack Wright Hatcher
Musical Director .......... Dick Thomas
Chief Engineer ............. Murray Hillman
Farm Editor ............... Dave Ridenour

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.

W WH G
HORNEJL—1949
Frequency: 1580 Kc..... Power: 1000 Watts d.
Owner-Operated By ........ W. H. Greenhow Co.
Address ..................... 85 Canisteo St.

WH U C
HUDSON—1947—KBS-UBS
Frequency: 1230 Kc..... Power: 250 Watts
Address ..................... Union Turnpike
Phone Number ............. 8-3341
Air Time ..................... Unlimited
News Service ................ UP
Transcription Service .... Associated, MGM
Membership ................ NAB
Partners ..................... John Kearney, Robert Strakos
Station Manager .......... John Kearney
Commercial Manager ...... Robert Strakos
Sales Promotion Manager ... Thomas Stack
Program Director .......... James F. McDonough
Chief Engineer ............. Michael Tackach
Farm Editor ............... Richard Miller

WH C U
ITHACA—1921—CBS
Frequency: 870 Kc..... Power: 1000 Watts d.
Owned-Operated By ........ Cornell University
Business-Studio Address ... Savings Bank Bldg.
Phone Number ............. Ithaca 3438
Transmitter Location ...... R. D. No. 2, Freeville
Air Time ..................... Sunrise-sunset
News Service ................ UP
Transcription Service .... World, Lang-Worth
Membership ................ NAB, BMB
General Manager .......... Michael R. Hanna
Commercial Manager ...... Earl S. Cobey
Program Director .......... John H. Deal
Ass't Mgr. Chg. Prod. ... Joseph A. Short
Musical Director .......... Raymond H. Corwin
Chief Engineer ............. Norman R. Hoffman
Farm Editor ............... Louis W. Kaiser

W J O C
JAMESTOWN—1947
Frequency: 1470 Kc..... Power: 1000 Watts d.
Owned-Operated By ........ Air Waves, Inc.
Business-Studio Address ... 415 W. Fourth St.
Phone Number ............. 5-108
Transmitter Location ...... Busti
Air Time ..................... Daytime
News Service ................ AP
Transcription Service .... Capitol
Representative ............. McGillvra
Pres., Gen. Sta. Mgr. ...... Harry E. Layman
Program Director .......... Jerry Lawson
Chief Engineer ............. Harry E. Layman
Farm Editor ............... Bill Anderson
WJTN
JAMESTOWN—1938—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: James BCstg. Co., Inc.
130 Niagara Falls Blvd., Jamestown, N. Y.
Phone Number: 4100
SESAC
James G. Lambert
Membership: NAB, BMB
President, Program Dir.: Jay E. Mason
Gen. Sta. & Comm. Sales Prom.: Simon Goldman
Publicity Dir.: J. Ralph Carlson
Pgm., Prod. Dir., Chief Ann.: George Pilfeeger
Chief Engineer: Harold J. Kratzert
Farm Editor: William Winn

WXRA
KENMORE—BUFFALO—1948
Frequency: 1080 Kc. Power: 1000 Watts d.
Business-Studio Address: Kenmore, N. Y.
Phone Number: 7-151
Transmitter Location: Jones & Gifford Aves.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard
Representative: William G. Rambeau
Membership: NAB, BMB
President: J. Reif
Chief Engineer: Bradley D. Steiger
Chief Engineer: Edwin R. Sanders

WKNY
KINGSTON—1939—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Kingston BCstg. Corp.
Business-Studio Address: 601 Broadway
Phone Number: 7-151
Kingston 4500
Transmitter: Plainfield St., Ulster Township
Air Time: 7:00 a.m.-M.
News Service: UP
Transcription Service: SESAC
Representative: Joseph Hershey McGilivra
President: John Laux
General-Station Mgr.: Claude S. Middagh
Program Director: Richard McCarthy
Chief Engineer: Joseph McNelis
Farm Editor: Edward Eckert

WVOS
LIBERTY—1947
Frequency: 1240 Kc. Power: 250 Watts
Business Address: Liberty, N. Y.
Phone Number: 1680
News Service: UP
Transcription Service: Associated, SESAC
Representative: R. C. Cooke
President, General Manager: S. D. Lubin
Comm., Prom. Mgr.: H. G. Borwick
Program Director: D. Knight
Chief Engineer: J. Benson

WUSJ
LOCKPORT—1949
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Union-Sun & Journal Inc.
Address: 320 Michigan Ave.
Phone Number: 4100
Air Time: Unlimited
News Service: AP
Transcription Service: Associated, Thesaurus, World
President: Egbert D. Corson
Gen. Comm. Mgr.: Peter Corson
Program Director: Carl J. Raymond
Promotion Manager: Wallace D. Soderholm
Chief Engineer: Solomon A. Azar

WICY
MALONE—1946—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Address: 65 Woodward St.
Phone Number: 1867, 578
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
Pres., Gen. Sta. Mgr.: Mitchell G. Tackley
Sales From Comm. Mgr.: Ralph M. Cardinal
Program Director: Donald J. Paye
Chief Announcer: William Orr
Musical Director: Keith White
Chief Engineer: Adolf F. Stromer

WMSA
MASSENA—1945—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: The Brockway Co.
Business Address: Central Bldg.
Phone Number: 990
Studio-Transmitter Location: So. Main St.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Associated
Representative: Weed
Membership: NAB, BMB

535
STEP OUT OF THE DARKNESS

BY

ADVERTISING ON

WBNX

LET US SHOW YOU THE LIGHT ABOUT PROGRAMMING FOR LESS RADIO DOLLARS

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

ENGLISH and FOREIGN LANGUAGE AUDIENCES

For information on how to sell over this Market-Wise station . . .

Write, Call or Phone MElrose 5-0333
FOR RATES AND MARKET COVERAGE

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 11, N. Y.
W C B S
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
Chief Engineer: R. G. Thompson
(See Pages 110 and 111)

W E V D
NEW YORK—1927
Frequency: 1330 Kc. . . . . Power: 5000 Watts
Owned-Oper. By: Debs Memorial Radio Fund, Inc.

W B N X
NEW YORK—1927
Frequency: 1380 Kc. . . . . Power: 5000 Watts
Owned-Operated By: WBNX Bcstg. Co., Inc.
Bus.-Studio Address: 260 E. 161st St., Bronx
Phone Number: 5-0333
Transmitter Location: Carlstadt, N. J.
News Service: AP
Transcription Service: SESAC
Representative: King
Membership: NAB
President: A. L. Haskell
V.P., General Manager: William I. Moore
Program Director: Edward Ervin
Production Director: Frank Johnson
Musical Director: Fred Mendelsohn

WALL
MIDDLETOWN—1942
Frequency: 1340 Kc. . . . . Power: 250 Watts
Business-Studio Address: 62 North St.
Phone Number: 3119
Transmitter Location: 229 Monhagen Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Joseph Hershey McGillvra
Membership: BMB
President: John Morgan Davis
Gen.-Station Mgr.: Paul E. Wagner
Commercial Manager: Ernest C. Winkley
Program-Production Dir.: George Shepard
Chief Engineer: Charles B. Lissner
Farm Editor: Morris Weinstein

W G N Y
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: Cochehton Turnpike
Air Time: Daytime
News Service: UP
Transcription Service: Standard
Membership: NAB, BMB
President: M. C. Speidel
General Station Manager: George W. Bingham
Commercial Manager: Joseph Rake
Program Director: Richard Crans
Chief Announcer: Edward J. Burns
Chief Engineer: Marvin S. Seimes
Nobody but Nobody Offers You a 6-POINT MERCHANDISING SERVICE to Penetrate the Rich Italian Market

EXCEPT

WHOM  
THE IL PROGRESSO STATION

AND WHAT A SERVICE THIS IS!!!

1 — A trained merchandising staff enlisting goodwill of Italian retailers.

2 — We supply names and addresses of Italian-American retailers.

3 — We obtain for sponsors the necessary cooperation and goodwill of wholesalers and distributors.

4 — We furnish sponsors with comprehensive weekly reports on merchandising services rendered.

5 — We place at the disposal of our sponsors our keen knowledge of Italian habits and traditions and help prepare copy with sales appeal to this rich market.

6 — We will survey dealer and consumer reaction and acceptance of products advertised.

... and Remember You're Missing a Lot If You Overlook New York's Italian Market—Get All the Facts!!!

WHOM  
THE IL PROGRESSO STATION
1480 ON YOUR DIAL • 5000 WATTS

136 W. 52nd Street, New York 19  
Circle 6-3900
WHLI
NEW YORK
(See Listing Hempstead, N. Y.)

WHOM
NEW YORK—1930
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: Il Progresso Italiano-Amecano Publishing Co.
Business Address: 136 W. 52nd St.
Phone Number: Circle 6-3900
Studio Addresses: 136 W. 52nd St., New York.
30 Journal Sq., Jersey City, N. J.
Transmitter Location: Ridgefield Park, N. J.
Air Time: 6 a.m. - 2 a.m.
News Service: AP
Membership: NAB
President: Generoso Pope
General Manager: Generoso Pope, Jr.
Ass't Gen Mgr., Pgm. Dir.: Carl Soresi
Sales Prom. Mgr.-Pub. Dir.: Charles Baltin
Commercial Manager: Ralph Nardella
Chief Announcer: Michael Bonigioni
Musical Director: Michael Rosco
Chief Engineer: George Steiger

WINS
NEW YORK—1931
Frequency: 1010 Kc. Power: 50,000 Watts d.
10,000 Watts n.
Owned-Operated By: Crosley Bcastg. Corp.
Business-Studio Address: 28 W. 44th St.
Phone Number: Bryant 9-6000
Transmitter Location: Lyndhurst, N. J.
Air Time: 6:00 a.m. - 1:00 a.m.
News Service: INS, UP
Representative: WLW Sales, Tracy Moore
Membership: NAB
President: James D. Shouse
General Manager: Robert E. Dunville
Commercial Manager: Kieran T. Murphy
Sales Manager: Wilmot Losee
Program Director: John Neal
Production Director: John McTigue
Dir. Prom. Act.: Joe Beach
Promotion Director: Dick Sisson
Publicity Director: Betty Tevis
News Director: Joe Durso

Chief Engineer: Paul von Kunitz
Musical Director: R. D. Wilber

(See Page 540)

WJZ
NEW YORK—1921—ABC
Frequency: 770 Kc. Power: 50,000 Watts
Business Address: 7 W. 66th St.
Phone Number: TR. 3-7000
Studio Addresses: 30 Rockefeller Plaza; Ritz Theatre, 219 W. 48th St.; Playhouse Theatre, 137 W. 48th St.; Vanderbilt Theatre, 148 W. 48th St.; Elysee Studio, 270 W. 58th St.
Transmitter Location: Lodi, N. J.
Air Time: Unlimited
News Service: AP, INS, UP
Representative: ABC Spot Sales
Membership: NAB, BMB
President: Mark Woods
Station Manager: Murray B. Grabhorn
Sales Manager: C. L. Doty
Sales Promotion Manager: Alfred Cohan
Manager WJZ Programming: Leon Reeg
Production Director: Henry Cox
Publicity Director: Earl Mullin
Musical Director: Frank Vagnoni
Dir. of Technical Operations: George Milne
Farm Editor: Philip Alampi

On LONG ISLAND
IT'S
WHLI

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM WHLI
AM
98.3 Mc. 1100 Kc.

HEMPSTEAD, NEW YORK
ELIAS I. GODOFSKY, President

"The Voice of Long Island"
50,000 watts in the world's richest market, New York

crosley broadcasting corporation
NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?

AP
VOICE OF LIBERTY

AS A VITAL FORCE IN NEW YORK’S MARKETING SYSTEM

THE NEW **wLIB** IS GEARED TO REACH:

- THE MORE THAN TWO-AND-A-HALF MILLION ENGLISH-SPEAKING JEWISH PEOPLE IN THE NEW YORK AREA.
- THE MORE THAN ONE MILLION NEGRO PEOPLE IN THE NEW YORK AREA.

**wLIB** **IS THE FIRST STATION TO PROGRAM:**

- JEWISH-AMERICAN THEMES IN THE ENGLISH LANGUAGE, HEBREW AND ISRAELI MUSIC, NEWS AND SPECIAL FEATURES DIRECT FROM ISRAEL, EDUCATIONAL AND MUSICAL FEATURES OF INTEREST TO ALL JEWISH-AMERICANS.

- FOR THE NEGRO PEOPLE WLIB FEATURES TOP NEGRO TALENT, MUSIC, LOCAL NEWS, NEGRO SPORTS ROUNDUP, PLUS COMMUNITY PROGRAMS AND SPECIAL FEATURES.

**wLIB** is a leading station in New York's foreign language market with daily programs in Yiddish . . . Polish . . . Spanish.

**wLIB • 1190 on your dial**

M. S. Novik, President    Harry Novik, General Manager
207 EAST 30th STREET, NEW YORK 16, N. Y.
NEW YORK

WNBC
NEW YORK—1922—NBC
Frequency: 660 Kc. Power: 50,000 Watts
Bus.-Studio Address: 30 Rockefeller Plaza
Phone Number: Circle 7-8300
Transmitter Location: Port Washington
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Thesaurus, Associated Representative: NBC Spot Sales
Membership: NAB, BMB
President: Joseph H. McConnell
General Manager: Thomas B. McFadden
Sales Manager: Daniel A. Norman
Adv. & Prom. Mgr.: Murry Harris
Program Director: Harvey J. Gannon
News & Spec. Events Dir.: Jay Heitin
Publicity Director: Schuyler G. Chapin
Production Manager: Clay Daniel
Chief Engineer: O. B. Hanson
Agricultural Director: Tom Page

WNEW
NEW YORK—1934
Frequency: 1130 Kc. Power: 50,000 Watts
Owned-Operated By: WNEW, Inc.
Business-Studio Address: 565 Fifth Ave.
Phone Number: Plaza 3-3300
Transmitter Location: Kearny, N. J.

Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: John Blair
President: William S. Cherry, Jr.
Exec. V.P., Gen.-Station Mgr.: Bernice Judis
V.P., Sales Director: Ira Herbert
Sales Promotion Director: Nicholas Freydeg
V.P., Program Director: Ted Cott
Production Manager: Jack Grogan
Publicity Director: Richard Pack
Chief Announcer: John Jaeger
Musical Director: Roy Ross
Chief Engineer: Max Weiner

(See Page 548)

WOR
NEW YORK—1922—MBS
Frequency: 710 Kc. Power: 50,000 Watts
Owned-Oper. By: General Teleradio, Inc.
Business-Studio Address: 1440 Broadway
Phone Number: Longacre 4-8000
Transmitter Location: Carteret, N. J.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Associated Representative: Keenan & Eickberg, Kettell & Carter
Membership: NAB, BMB, FMA
President: Theodore C. Streibert
V.P. in Chg. of Sales: R. C. Maddux
V.P. in Chg. Pgm.: Julius F. Seeback, Jr.

The Red Cross Needs
Your Unstinting Assistance

GIVE!

543
Don't take our word for it!

Compare official maps filed with the FCC and learn for yourself that...

WMCA reaches more radio families and more unduplicated radio homes than any New York independent station!

*WMCA—570 kc, first on New York's dial—delivers five-state coverage including 312,000 homes unduplicated by the stronger of two 10 kw stations... 187,000 homes unduplicated by the stronger of two 50 kw stations!

FIRST ON THE DIAL...FIRST IN COVERAGE...FIRST IN DOLLAR-VALUE

Represented by Free & Peters

Norman Boggs, General Manager
See pages 100-101 for

LISTING of NEW YORK PHONE NUMBERS

NETWORKS ✩
PUBLICATIONS ✩
ORGANIZATIONS ✩
TALENT AGENCIES ✩
FM RADIO STATIONS ✩
AM RADIO STATIONS ✩
NEWS ASSOCIATIONS ✩
TELEVISION STATIONS ✩
PROGRAM PRODUCERS ✩
RECORDING COMPANIES ✩
ADVERTISING AGENCIES ✩
TRANSCRIPTION COMPANIES ✩
STATION REPRESENTATIVES ✩

545
MEET NEW YORK'S BEST SALESMAN!

WMGM...THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U.S.A.

More than 90 per cent of WMGM's current sponsors are RENEWALS! Potent proof of WMGM's ability to sell—and keep on selling!

Renewing sponsors renew with INCREASED APPROPRIATIONS! Convincing proof that WMGM SELLS—and keeps on selling!

And no wonder—what a program lineup:

* Shows like MGM Radio Attractions—8 different star-studded MGM recorded shows—ta da a down-to-earth selling job for you!

* New York's most complete sports schedule! With the greatest staff of sportscasters in America (many are WMGM "exclusives") including Ted Husing...Red Barber...Connie Desmond...Marty Glickman...Bert Lee...Sam Taub...Clem McCarthy...Bud Palmer...Fred Capossella.

* And the town's brightest presentation of news, music and special events! From the 6:00 a.m. Newsreel Theatre straight through to Jack Eigen's great celebrity-packed "night owl" show from the Copa that signs off at 4 a.m.

PROGRAMMING PROOF that WMGM SELLS—and keeps on selling!
AGAIN AND AGAIN AND AGAIN AND AGAIN
They sell and sell and sell on WMGM

Call or write New York's Best Salesman

WMGM
"The Call Letters of the Stars"
10,000 watts 1050 kilocycles Clear channel 100.3 mc

711 Fifth Avenue, New York 22, N.Y. ..., Milroy Hill 8-1000 - Radio Representatives, Inc., 737 N. Michigan Avenue, Chicago 11, Ill. ... Superior 7-8121
WORLD

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
Translator Location: Carlstadt, N. J.
Air Time: Unlimited
News Service: AP, ANSA
Transcription Service: MacGregor
Representative: Pearson
Membership: NAB
General Manager: Ralph N. Weil
Commercial Manager: Herbert Schorr
Sales Promotion Mgr.: C. Carroll Forbes
Program Director: Rolf Hartley
Publicity Director: Anne C. Baldwin
Chief Announcer: Giorgio Padoviani
Musical Director: Paul Romeo
Chief Engineer: Emile Hill

(WHLD)
NIAGARA FALLS—1940
RURAL-COLONIAL-CONTINENTAL

Frequency: 1270 Kc. Power: 5000 Watts d.
Owned-Oper. By: The Niagara Falls Gazette
Publishing Co.
Business-Studio Address: Hotel Niagara
Phone Number: 8421
Translator Location: Grand Island
Air Time: Daytime
News Service: UP
Transcription Service: World, Standard
Representative: Headley-Read
Membership: FMA
V.P., Gen. Station Mgr.: Earl C. Hull
Commercial Manager: Richard G. Robbins
Program Director: Robert J. Manning
Musical Director: Harold Bradley
Chief Engineer: Robert Wilson

(WJLL)
NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio Station WJLL
Business-Studio Address: 129 Main St.
Phone Number: 5266
Translator Location: New St.
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: Lang-Worth
Representative: Grant
Owner: John J. Laux
General Manager: Robert F. Kliment
Commercial Manager: Tom W. Talbot
Sales Promotion Manager: Tom Fritton
Program Director: Louise Hamrick
Chief Engineer: Gustav Czaplik

(WSLB)
OGDENSBURG—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: St. Lawrence Bstg. Corp.
Address: 2315 Knox St.
Phone Number: 500
Translator Location: 2315 Knox St.
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Membership: NAB, B.M.B., FMA
President: Joseph R. Brandy
Sec. Treasurer: Harold J. Frank
Program Director: Hal Gilman
Chief Engineer: Ellsworth Hall

(WWRL)
OLEAN—1928—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHDL Inc.
Address: 3219 State St.
Phone Number: 4149

(See Page 524)

WQXR
NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
Owned-Operated By: Interstate Bstg. Co., Inc.
Business-Studio Address: 730 Fifth Ave.
Phone Number: Circle 5-5566
Translator Location: Rear of 5000 Grand Ave., Maspeth
Air Time: 7 a.m.-11 a.m.
News Service: Associated, London
Transcription Service: Associated, London
Representative: Paul H. Raymer
Membership: NAB
President: Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.: Elliott M. Sanger
V.P., Sales: Norman S. McGee
Sales Prom. Dir.: Mary Rice Anderson
Program Director: Eleanor N. Sanger
Chief Announcer: Albert A. Grobe
Publicity Director: Eleanor Hurley
Musical Director: Abram Chasins
Chief Engineer: Russell D. Valentine

(WWRL)
NEW YORK
(For Listing See Woodside, N. Y.)

(WHDL)
OLEAN—1928—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHDL Inc.
Address: 3219 State St.
Phone Number: 4149

(See Page 550)
GREATER NEW YORK’S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY
### NEW YORK

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Oper. By</th>
<th>Business-Studios</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Representative</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
<th>Station Manager</th>
<th>Commercial Manager</th>
<th>Program Director</th>
<th>Chief Engineer</th>
<th>Farm Editor</th>
</tr>
</thead>
<tbody>
<tr>
<td>W DOS</td>
<td>1400 Kc.</td>
<td>250</td>
<td>The Oneonta Star, Inc.</td>
<td>The Oneonta Hotel Bldg.</td>
<td>6:55 a.m.-11:15 p.m.</td>
<td>AP</td>
<td>World</td>
<td>Everett &amp; McKinney</td>
<td>NAB, BMB</td>
<td>E. B. Fitzpatrick</td>
<td>John R. Henzel</td>
<td>Joseph K. Eade</td>
<td>Donald Merriman</td>
<td>Otis Atherton</td>
<td>James Gustafson</td>
<td></td>
</tr>
<tr>
<td>W K B S</td>
<td>1520 Kc.</td>
<td>250</td>
<td>Key Bcstg. System, Inc.</td>
<td>25 E. Main St.</td>
<td>2470 a.m.-6 a.m.-M.</td>
<td>AP</td>
<td>Capital</td>
<td>Walker</td>
<td>NAB</td>
<td>James H. Ottaway</td>
<td>Eugene J. Brown</td>
<td>Walot F. Deming</td>
<td>George R. Smith</td>
<td>Wiley Bates</td>
<td>Theodore Roedohl</td>
<td></td>
</tr>
<tr>
<td>W K I P</td>
<td>1450 Kc.</td>
<td>250</td>
<td>Poughkeepsie Newspapers, Inc.</td>
<td>Memorial Sq.</td>
<td>6:45 a.m.-11:15 p.m.</td>
<td>AP</td>
<td>World</td>
<td>INS Transradio</td>
<td>NAB</td>
<td>Harold W. Cassill</td>
<td>Richard W. Mills</td>
<td>Harold Hennig</td>
<td>John P. Burke</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### WEA V

**PLATTSBURG—1934—ABC**

Frequency: 960 Kc. Power: 1000 Watts


Business Address: Radio Centre

Studio Address: 153 Margaret St.

Phone Number: 1530

Transmitter Location: Lake Shore Rd.

Air Time: 6:45 a.m.-M.

News Service: UP

Transcription Service: Thesaurus

Representative: Joseph Hershey McGillvra

Membership: NAB

President, Gen.-Sta. Mgr.: George F. Bissell

Asst. Mgr. Prog. Dir.: Martin Mannix

Production Director: Alex Coursey

Chief Engineer: Jack Nazak

### WEO K

**POUGHKEEPSIE—1949**

Frequency: 1390 Kc. Power: 1000 Watts, d.

Owned-Operated By: Mid-Hudson Bcstgs. Inc.

Business-Studios Address: 385 Main St.

Phone Number: 8103

Transmitter Location: 1 Pendell Rd.

Air Time: 6:45 a.m.-11:15 p.m.

News Service: INS Transradio

Transcription Service: World

Membership: NAB

President-General Mgr.: Harold W. Cassill

Assistant Manager: Richard W. Mills

Program Director: Harold Hennig

Chief Engineer: John P. Burke

### W K I P

**POUGHKEEPSIE—1940—ABC**

Frequency: 1450 Kc. Power: 250 Watts


Business-Studios Address: Memorial Sq.

Phone Number: 6800

Transmitter Location: Nelson House

Air Time: Unlimited

News Service: AP

Transcription Service: Standard

Membership: NAB

President: M. C. Speidel

General Manager: George W. Bingham

Commercial Manager: Henry J. Behre

Program Director: Richard Crans

Chief Engineer: Marvin S. Seinse

### W A R C

**ROCHESTER—1947—ABC**

Frequency: 850 Kc. Power: 1000 Watts

Owned-Operated By: WARC, Inc.

Bus.-Studio Address: Sheraton Hotel, 111 East Ave.

Phone Number: HAmilton 8920

Transmitter Location: Brighton, N. Y.
CONFLUENCE*

Where the CONFIDENCE of millions meets the INFLUENCE that sells!

The CONFIDENCE of the world’s richest and largest Italian market and the INFLUENCE of the station that has been part of their lives for so many years, form a mighty resultful selling force to over more than 2,100,000 listeners.

It’s the plus delivered only by WOV ... CONFIDENCE plus INFLUENCE giving you CONFLUENCE.

*Act of flowing together ... the meeting or junction of two or more streams ...  
—Webster’s New International Dictionary

Originators of

Audited Audiences

WOV

NEW YORK

RALPH N. WEIL, Gen. Mgr.

John E. Pearson Co.
National Representatives
Air Time ....................... Unlimited
News Service ................... AP
Transcription Service ........... Associated
Representative .................. Katz
Membership ..................... NAB, BMB
President, Gen. Sta. Mgr. ...... J. W. Townsend
Commercial Manager .......... Harland Evans
Sales Prom. Mgr., Publicity Director, Farm Editor .......... Frank Lane
Program Dir. .................... Frederick Essex
Chief Engineer .................. Robert Emch

WHAM
ROCHESTER—1922—NBC
Frequency: 1180 Kc. ....... Power: 50,000 Watts
Owned-Operated By ....... Stromberg-Carlson Co.
Business Address ............... 100 Carlson Rd.
Phone Number ................. Culver 7240
Studio Address ................. 201 Humboldt St.
Transmitter Location ........... Chili
Air Time ......................... Unlimited
News Service .................... UP
Transcription Service ........... New World
Representative ................. George P. Hollingbery
Membership ..................... NAB, BMB, FMA
President (S-C Co.) .......... Robert Tail
Vice-President ................. William Fay
Administrative Ass’t Comm. Mgr. .. John W. Kennedy, Jr.
Program Director .............. Charles W. Siverson
Production Director .......... Sylvester Novelli
Publicity, Program Director .. Armin N. Bender
Chief Announcer ............... Homer Bliss
Musical Director .............. Eugene Zacher
Chief Engineer ................. Kenneth Gardner
Actg. Farm Editor .......... George Haefner

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 .......... 1830 N. Winton Rd.
Air Time ......................... Unlimited
News Service ..................... AP
Transcription Service .......... Associated
Representative .................. Everett McKinney
Membership ..................... NAB, BMB
President ....................... Frank E. Gannett
Executive V.P. ................. Clarence Wheeler
General-Station Manager ..... Gunnar O. Wig
Commercial Manager .......... Le Moine C. Wheeler
Pgm., Pub. Dir. ................. William J. Adams
Production Director .......... L. H. MacMillan
Chief Announcer ............... Roger Goodrich
Musical Director .............. Gerald Vogt
Chief Engineer .................. Bern C. O’Brien

WRNY
ROCHESTER—1947
Frequency: 680 Kc. ....... Power: 250 Watts d.
Owned-Operated By ....... Monroe Bcstg. Co., Inc.
Business-Studio Address ......... 191 East Ave.
Phone Number ................. Hamilton 9775
Transmitter Location .......... Mt. Read Blvd.
Air Time ......................... Sunrise-sunset
News Service ..................... AP
Transcription Service .......... Long-Worth
Representative ................. Forjoe
Program Director .............. Addison Penfield
Farm Editor-Prod. Dir. .......... Paul Robinson
Chief Engineer .................. Felix Bonvouloir

WSAY
ROCHESTER—1936
Frequency: 1370 Kc. ....... Power: 1000 Watts
(CP 5000 Watts d.)
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—1947—MBS
Frequency: 1280 Kc. ....... Power: 5000 Watts
Owned-Operated By ....... Veterans Bcstg. Co.
Business Studio Address ........ Clinton Bldg.
Phone Number ................. Hamilton 4820
Transmitter Location .......... 1371 Westfall Rd.
Air Time ......................... Unlimited
News Service ..................... UP
Transcription Service .......... Associated
Representative ................. Weed
Membership ..................... NAB
Pres., General Mgr. .......... William B. Maillefert
Pgm. Prod. Dir. ................. Paul S. Louther
Musical Director .............. Pat Coristine
Chief Engineer ................. Irving F. Lyke
Farm Editor ...................... David Roberts

WKAL
ROME—1946—MBS
Frequency: 1450 Kc. ....... Power: 250 Watts
Owned-Oper. By ....... Copper City Bcstg. Corp.
Business-Studio Address ....... Capitol Theatre Bldg.
Rome
Phone Number ................. 3616-7
Transmitter Location .......... Muck Rd. & Jay St., Rome
Air Time ......................... Unlimited
News Service ..................... UP
Transcription Service .......... Long-Worth
**NEW YORK**

**WNBZ**

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Upstate Bestg. Corp. Business-Studio Address: 88 Main St.
Phone Number: 1320
Transmitter Location: Merrill St.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Thomas F. Clark
General Manager: H. B. Williams
Commercial Manager: Jacques DeMattos
Program Dir. Chief Ann.: John Birmingham
Chief Engineer: H. Berwind Williams

**WGY**

SCHENECTADY—1922—NBC

Frequency: 810 Kc. Power: 50,000 Watts
Owned-Oper. By: General Electric Co. Business-Studio Address: 1 River Rd.
Phone Number: 3-2121
Transmitter Location: R. D. No. 5
So. Schenectady
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth, Thesaurus, World
Representative: NBC Spot Sales
Membership: NAB, BMB
V.P., Mgr. of Bestg.: R. S. Peare
Asst. Mgr. of Bestg.: B. J. Rowan
Station Manager: R. B. Hanna, Jr.
Asst. to Station Mgr.: W. W. Welpott
Supervisor of Sales: Eugene P. Well
Supervisor of Prod.: L. J. Hudney
Spvr. of News: W. T. Meenan
Spvr. of Music: A. O. Coggeshall
Spvr. of Programs: Caleb Paine
Chief Engineer: W. J. Purcell
Spvr. of Farm Bestg.: G. W. Givens

**WSNY**

SCHENECTADY—1942

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Gateway Bestg. Corp.
Business-Studio Address: 619 State St.
Phone Number: 3-3622
Transmitter Location: Campbell Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Younghusband
President, Gen. Mgr.: Winslow Leighton
Program Director: Robert Wallace
Production Dir.: Edward W. Burwell
Publicity Dir.: Mary Lazott
Chief Announcer: Steve Fitz
Musical Director: Frank Huber
Chief Engineer: Irving P. Beck

**WAGE**

SYRACUSE—1940—ABC

Phone Number: 2-0277
Transmitter Location: 626 Liverpool Rd., Liverpool
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Edward Petry
Membership: NAB
President: Frank G. Revoir
General-Station Manager: William T. Lane
Comm., Sales Prom. Mgr.: Aaron Beckwith
Program Director: Gordon Alderman
Production Dir.: Robert Stockdale
Musical Director: Carl Siller
Chief Engineer: Donald F. Langham

**WFBL**

SYRACUSE—1924—CBS

Frequency: 1390 Kc. Power: 5000 Watts
Bus-Studio Address: 433 S. Warren St.
Phone Number: 2-1147
Transmitter Location: Collamer
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: World, Cole
Representative: Free & Peters
Membership: NAB, BMB
President: Oscar F. Soule
Exec. Vice-President: Robert G. Soule
General Manager: Samuel Woodworth
Treasurer: F. Channing Soule
Commercial Mgr.: Charles Phillips
Sales Manager: L. F. Wylie
Pgm., Prod. Mgr.: Raymond Ganter
Publicity Director: Hendrick Bortel
Musical Dir.: Claude Botel
Chief Engineer: James Kelly
Farm Editor: Al Warner

**WNDR**

SYRACUSE—1946—MBS

Frequency: 1260 Kc. Power: 5000 Watts
NEW YORK

Owned-Operated By: Syracuse Bestg. Corp.
Business-Studio Address: 306 S. Salina St.
Phone Number: 2-6101
Air Time: 5 a.m.-2 a.m.
News Service: AP
Transcription Service: World, SESAC
Representative: Rambeau
Membership: NAB, BMB
President: T. Frank Dolan
General Manager: Martin Kariq
Commercial Manager: Arthur Cooper
V.P. chg. Sales: F. H. Small
Sales Prom. Mgr.: Bruce Sabine
Program Director: Robert Gifford
Production Dir.: Robert Middleton
Chief Announcer: Bill Martin
Chief Engineer: Robert Dye
Farm Editor: Len Lemmon

WOLF
SYRACUSE—1940—SBN
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Civic Bestg. Corp.
Business-Studio Address: Onondaga Hotel
Phone Number: 2-7211
Transmitter Location: Kirkpatrick & Van Rensellars Sts.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Walker
President: General Mgr.: T. Sherman Marshall
Sta. Mgr.: Prog. Dir.: Hamilton M. Woodle
Comm.: Sales Prom. Mgr.: James J. Cooican
Pub. Dir., Chief Announcer: Charles Shaw
Musical Director: Norman Meservey
Chief Engineer: Don Muir

WSYR
SYRACUSE—1922—NBC
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Central N. Y. Bestg.
Business-Studio Address: Kemper Bldg.
Phone Number: 3-7111
Transmitter Location: Valley Dr.
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed
Membership: NAB, BMB
President: Harry C. Wilder
Commercial Manager: W. R. Alford, Jr.
Publicity Dir.: John F. Hurlbut
Program Director: Bill Rothrum
Chief Announcer: Elliott Gove
Chief Engineer: G. A. Belle Isle
Farm Editor: R. F. Doubleday

WHAZ
TROY—1922
Frequency: 1330 Kc. Power: 1000 Watts

WTRY
TROY—1940—CBS
Frequency: 980 Kc. Power: 5000 Watts
Business-Studio Address: 92 Fourth St.
Phone Number: Troy 2100. Albany 4-2500
Transmitter Location: Niskayuna
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: Headley-Reed
Membership: NAB, BMB
President: H. C. Wilder
General Manager: W. A. Riple
Station Manager: W. W. Carter, Jr.
Commercial Manager: J. W. Stuphen, Jr.
Program-Musical Dir.: H. H. Sharpe, III
Production Director: Randolph English
Chief Engineer: A. H. Chismark
Farm Editor: Harry Appel

WGAT
UTICA—1946—UBS
Business-Studio Address: 250 Genesee St.
Phone Number: 2-9231
Transmitter Location: Kellogg Rd.
New Hartford
Air Time: 7 a.m.-M.
News Service: AP
Representative: Bolting
Owner: Gen. Mgr.: J. Eric Williams
Commercial Mgr.: Roland L. Fowler
Transcription Supvr.: Peter W. Ghiloni

WIBX
UTICA—1925—CBS
Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: WIBX, Inc.
Bus.-Studio Address: First Natl. Bank, Bldg.
Phone Number: 2-2101
Transmitter Location: Clark Mills
Air Time: Unlimited
News Service: INS, UP
Representative: Helen Wood & Colton, N. Y.; Rch-Tel.. Chicago, Dallas, Atlanta; Walter Biddick, Calif.; Bertha Bannan, Boston.
Membership: NAB, FMA
President: Gen. Mgr.: Margaret Bowen Stevens
V.P., Secretary: Gladys F. Moore
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.

Represented by
HEADLEY-REED COMPANY
New York, N. Y.

WFAS
WATERTOWN—1932
Frequency: 1230 Kc.
Power: 250 Watts
Bus.-Studio-Transmitter Location: Secor Rd., Greenburgh
Air Time: 7 a.m.-11 a.m., 7 p.m.-11 p.m.
News Service: AP
Transcription Service: World, Associated Representative
Advertising: NAB, BMB
President: John E. Arens
Gen-Comm. Mgr.: Frank A. Selit
Chief Engineer: Valentine E. Macy, Jr.
Commercial Mgr.: John E. Arens
Program Director: Jack D. Davis
Farm Editor: Richard Provost

WATN
WATERTOWN—1941—MBS
Frequency: 1240 Kc.
Power: 250 Watts
Bus.-Studio-Transmitter Location: 118 Washington St.
Phone Number: 2424
Air Time: 7 a.m.-12:15 a.m.
News Service: AP
Transcription Service: Standard Representative
Advertising: Helen Wood & Colton
Member Of: NAB
Pres., Gen-Comm.-Sales Prom. Manager: G. Harry Righiter
Program Director: Hugh L. Coaline, Jr.
Chief Engineer: Donald Schryver
Farm Editor: G. Harry Righiter

WWNY
WATERTOWN—1941—CBS
Frequency: 790 Kc.
Power: 1000 Watts
Owned-Oper. By: The Brockway Co.
Business-Studio Address: Hotel Woodruff
Phone Number: 4120
Transmitter Location: Ives St. Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: World, Associated Representative
Advertising: NAB, BMB
President: John B. Johnson
Gen-Comm. Mgr.: Louis Salff, Jr.
Station Mgr.: Earl R. Kelly
Aas, Sta. Mgr., Pgm. Dir.: James W. Higgins
Production Director: David G. Graves
Sales Prom. Mgr., Pub. Dir.: Jack Cleveland
Chief Engineer: Maynard B. Davis
Farm Editor: Richard Provost
W W R L
WOODSIDE—1926
Frequency: 1600 Kc. Power: 5000 Watts
Bus.-Studio-Transmitter Address: 41-30 58th St.
Phone Number. Newtown 9-3300
Transmitter Location. Secaucus, N. J.
Air Time. 8 a.m.-M.
News Service. AP
Transcription Service. Capitol, Associated
President. W. H. Reuman
Sales Prom. Mgr. Selvin Donneson
Program Dir. Fred Barr
Publicity Director. Walter Kaner
Prod. Dir., Chief Annr. John Magnus
Chief Engineer. Benton R. Bartlett

WWRL
New York
now
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
"The HIGH Spot on the Dial"

NORTH CAROLINA
Estimated Population 3,864,000—Increase +8.2%—Radio Homes 812,000
Radio Families 918,000—Stations in State 87

W R C S
AHOSKIE—1948
Frequency: 970 Kc. Power: 1000 Watts d.
Business Address. P. O. Box 89
Phone Number. 333
Studio-Transmitter Location. Ahoskie-Aulander Hiway. (N. C. 350)
Air Time. Sunrise-sunset
News Service. UP
Transcription Service. Associated
Membership. NAB
President. Charles H. Jenkins
Pgm. Dir., Farm Editor. Johnny Palmer
Production Dir. Lois Lane
Publicity Director. Mayvis Ellis
Chief Announcer. Burt Derman
Musical Director. Larry Knight
Chief Engineer. John M. Sherwood

W A B Z
ALBEMARLE—1947—KBS
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Station WABZ, Inc.
Business-Studio Address. Hotel Albemarle
Phone Number. 1010, 1100
Transmitter Address. 3 Mi. N. City, Hiway 52
Air Time. Daytime
News Service. UP
Transcription Service. Capitol
President. M. M. Palmer
Gen., Sta. Mgr. W. J. Page
Commercial Mgr. C. H. Shankle
Program Dir. J. T. Newman
Chief Engineer. James Wise
Farm Editor. Nealson Russell

W G W R
ASHEBORO—1947
Frequency: 1260 Kc. Power: 1000 Watts d.
Wise
ASHVILLE—1939—NBC

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By. Radio Station WISE, Inc.
Address. 100 College St.
Phone Number. 3-5381-3
Air Time. 6 a.m.-1 a.m.
News Service. AP
Representative. Averly-Knodel
Membership. NAB, BMB
President, Sta, Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard
Sales Prom. Manager. Floyd Bowers
Program Director. Harold Moon
Publicity Director. Skeeter Moore
Chief Announcer. Dick Harshaw
Chief Engineer. Matthew C. Munn

Wlos
ASHVILLE—1946—ABC

Frequency: 1380 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By. Skyway Bcstg. Corp.
Business-Studio Address. Battery Park Hotel
Phone Number. 2-2431
Transmitter Location. Emma
Air Time. Unlimited
News Service. UP
Transcription Service. World
Representative. Taylor-Boroff
Membership. NAB
President. Charles M. Britt
V.P., General Manager. Charles B. Britt
Station Manager. Kenneth Beachboard
Commercial Mgr. Edward D. Brandt
Program Director. William L. Robertson
Publicity Director. R. F. Brown, Jr.
Chief Ann., Farm Editor. A. B. Waller
Chief Engineer. William M. Chambers

Wsky
ASHVILLE—1946

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By. Radio Asheville, Inc.
Business-Studio Address. 12 Church St.
Phone Number. 3-4451
Transmitter Location. Campbell Woods

Wwnc
ASHVILLE—1927—CBS-MBS

Frequency: 570 Kc.  Power: 5000 Watts
Owned-Operated By. Asheville Citizen-Times Co.
Business-Studio Address. 14 O'Henry Ave.
Phone Number. 5611
Transmission Location. Emma
Air Time. 5:30 a.m.-12:04 a.m.
News Service. AP, UP
Transcription Service. Associated
Representative. Headley-Reed
Membership. NAB, BMB
Chairman of Board. Charles A. Webb
President. Don S. Elias
V.P. General Manager. D. Hiden Ramsey
Station Manager. Cecil B. Hoskins
Commercial Manager. James A. Hagan
Program Director. William F. Melia
Chief Announcer. Read Wilson
Chief Engineer. William H. Hamrick
Farm Editor. Harry Varner

Wbb
BURLINGTON—1941

MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc.  Power: 1000 Watts d.
Business-Studio Address. 310 S. Main St.
Phone Number. 6-6370
Transmission Location. W. Front St. Ext.
Air Time. Daytime
News Service. AP
Transcription Service. Associated, Capitol
Representative. Joseph Hershey McGilvra
Membership. NAB, BMB, FMA
Commercial Sales Prom. Mgr. Phil Eakin
Program Dir., Chief Announcer. Ed Brooks
Production Director. Walter McCullough
Publicity Director. E. Z. Jones
Musical Director. James Perkins
Chief Engineer. Berry Tysor
Farm Editor. Jim Hall

Wfns
BURLINGTON—1946

Frequency: 1150 Kc.  Power: 1000 Watts d.
(CP 1000 Watts n.)
Co.
NORTH CAROLINA

WAYS
CHARLOTTE—1942—ABC-MBS
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: NAB, BMB
Transcription Service: INS
Transcription Service: Lang-Worth, SESAC
Representative: Avery-Knodel
Membership: NAB, BMB
President: George W. Dowdy
Program Director: Harry Barfield
Musical Director: Alonzo G. Squires
Chief Engineer: A. L. Cheney, Jr.

WBT
CHARLOTTE—1921—CBS
Frequency: 1110 Kc. Power: 50,000 Watts d.
Business-Studio Address: Wilder Bldg.
Phone Number: 3-8833
Transmitter Location: Spencer Mts.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: World
Representative: Radio Sales
Membership: NAB, BMB, FMA
President: J. M. Bryan
V.P., Gen. Mgr.: Charles H. Crutchfield
Secy., Treas., Asst. Gen. Mgr.: Larry Welker
Business Manager: C. K. Spicer
Sales Manager: Keith Byerly
Promotion Manager: J. R. Covington
Program Mgr.: Kenneth I. Tredwell
Chief Engineer: M. J. Minor
Farm Editor: Grady E. Cole

WGIV
CHARLOTTE—1947
Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By: Charlotte Radio & TV Corp.
Business Address: 404½ W. Trade St.
Phone Number: 2-6669, 5-4829
Studio-Transmitter Location: 2520 Toomey Ave.

WSO
CHARLOTTE—1933—NBC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WSO, Inc.
Address: 1925 N. Tryon St.
Phone Number: 7138
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus, Standard
Representative: Headley-Reed
Membership: NAB, BMB
Pres., Gen. Mgr.: E. J. Gluck
Commercial Mgr.: Boman A. Lowrance
Prog.-Prod. Dir.: Paul Marion
Chief Announcer: Fred Dickson
Chief Engineer: L. L. Caudle, Jr.

WRRZ
CLINTON—1947—ABC
Frequency: 880 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Station WRRZ, Inc.
Bus-Studio Address: Butler Bldg., Main St.
Phone Number: 2354
Transmitter Location: 1½ M. S. of Clinton, on Hwy. 701
Air Time: Local sunrise-sunset
News Service: AP
Transcription Service: World
Representative: Walker
Membership: NAB, BMB
President: W. R. Roberson, Sr.
Exec. V.P.: W. R. Roberson, Jr.
Gen. Comm. Mgr.: George S. Wolston
Program Director: Richard Welsh
Promotion Manager: Joseph Tew
Chief Engineer: Herman P. Jollis

WEGO
CONCORD—1943
Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By: The Concord Tribune, Inc.
Business-Studio Address: Concord
Phone Number: 2271
Transmitter Location: Hwy 98
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Standard, SESAC, Cole, KBS
Representative: Thomas F. Clark
Membership: NAB
President.............................................A. W. Huckle
Station Mgr........................................W. Ennis Bray
Commercial Mgr..................................A. H. Beckwith
Program Dir......................................Bob Ralford
Chief Announcer.................................Gene Bollinger
Chief Engineer....................................C. F. Wood, Jr.

WCKB
DUNN—1946
Frequency: 780 Kc.................................Power: 1000 Watts d.
Owned-Oper. By.................................North Carolina Central
     Bestrs., Inc.
Business Address...............................Box 431
Phone Number.................................3133-4
Studio-Transmitter Address.................Hwy. 421
Air Time..........................................Daytime
News Service....................................AP
Transcription Service........................Lang-Worth. SESAC
President........................................Lefton A. Tart, Sr.
Gen., Sta. Mgr....................................A. Lincoln Faulk
Comm., Sales Prom. Mgr........................John Ciccone
Pgm., Prod. Dir..................................Alice Holliday
Chief Announcer.................................William Murphy
Musical Dir......................................Reta Whittenon
Chief Engineer.................................Joseph C. Kotlas
Farm Editor......................................Robert Caudle

WDNC
DURHAM—1934—CBS
Frequency: 620 Kc.................................Power: 5000 Watts d;
1000 Watts n.
Owned-Oper. By.................................The Durham Radio Corp.
Bus.-Studio Address.........................138 1/2 E. Chapel Hill St.
Phone Number.................................R-155
Transmitter Location........................Hillaboro Rd.
Air Time.........................................5:30 a.m.-12:05 a.m.
News Service....................................AP, UP
Transcription Service.........................Associated
Representative.................................Paul H. Raymer
Membership.....................................NAB, BMB
President........................................C. C. Council
Gen.-Sales Prom. Mgr...........................J. Frank Jarman
Office Manager..................................Sue Taylor
Commercial Manager.............................C. James Woodhouse
Program Director.................................E. R. Higgins, Jr.
Chief Engineer.................................X. A. Taylor
Farm Editor......................................Mark Davis

WTDK
DURHAM—1946—ABC
Frequency: 1310 Kc.................................Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By.................................WTDK, Inc.
Business Address...............................Box 1891
Phone Number.................................R-101
Studio Address.................................205 1/2 W. Main
Transmitter Location.........................Leon & Glendale Ave.
Air Time.........................................6 a.m.-M.
News Service....................................AP
Transcription Service.........................Lang-Worth
Representative..................................Weed
Membership.....................................NAB, BMB

WSSB
DURHAM—1948—TSN
Frequency: 1490 Kc.................................Power: 250 Watts
Owned-Oper. By.................................Public Information Corp.
Business-Studio Address.....................211 Rigsbee Ave.
Phone Number.................................6913, 6910
Transmitter Location.........................Cole Rd., Forest Hills
Air Time..........................................Unlimited
News Service....................................INS
Transcription Service.........................Capital
Representative.................................Friedenberg
Chairman of the Board.......................Harold Thomps
President........................................Thomas B. Sawyer
Sales Prom. Mgr.................................John Clark
Program Dir......................................Wally Ausley
Production Dir..................................Robert E. Evans
Chief Announcer.................................Eugene Whittaker
Musical Dir......................................Robert (Bob) Dunnagan
Chief Engineer.................................Edward Norman
Farm Editor......................................Frank Baxter

WTIK
DURHAM—1946—TOBACCO
Frequency: 730 Kc.................................Power: 1000 Watts d.
Business-Studio Address.....................211 1/2 E. Main St.
Phone Number.................................N-187
Transmitter Location.........................Ellis Rd.
Air Time.........................................Daytime
News Service....................................AP
Transcription Service.........................World Thesaurus
Representative.................................Forlue
Membership.....................................NAB, BMB
President........................................W. Kenan Rand
General-Station Mgr............................Floyd Fletcher
Commercial Manager............................Tom Mitchell
Program-Production Dir.......................Ken Corbitt
Chief Announcer.................................Don Yeager
Chief Engineer.................................Arils A. White

WCNC
ELIZABETH CITY—1938
MBS-KBS
Frequency: 1240 Kc.................................Power: 250 Watts
Owned-Oper. By.................................Albemarle Bestg. Co., Inc.
Business-Studio Address.....................104 E. Colonial Ave.
Phone Number.................................1400, 1472
Transmitter Location.........................Parsonage St., Extended
Air Time.........................................6 a.m.-M.
News Service....................................UP
Transcription Service.........................SESAC

558
WGAI
ELIZABETH CITY—1947
Owned-Operated By: WGAI Radio Co., Inc. 
Business-Studio Address: Kramer Bldg., Phone Number: 757-1933 
Transmitter Location: Newland Road 
Air Time: 6 a.m.-M. 
News Service: AP 
Transcription Service: World 
Representative: Sears & Ayer 
Membership: NAB 
President: Herbert Peele 
Gen., Sta., Comm. Mgr.: William P. Helfernon 
Sales Prom. Mgr.: Bob Thomas 
Special Events Director: Armine Wood 
Chief Engineer: Phil Melone 
Farm Editor: Fred Chapman

WFLB
FAVETTEVILLE—1948
Frequency: 1490 Kc. .... Power: 250 Watts 
Owned-Oper. By: Fayettville Bcstws. Inc. 
Business Address: P. O. Box 1258 
Phone Number: 7136 
Studio-Transmitter Location: Bragg Blvd. 
Air Time: 6 a.m.-M. 
News Service: AP 
Representative: Burn-Smith 
Membership: NAB, BMB 
President: Harry B. Stein 
Gen., Comm. Mgr.: W. L. Allen 
Program Dir.: James Tucker 
Chief Engineer: W. D. Bailey

WFNC
FAVETTEVILLE—1940
MBS-TOBACCO-SEN
Frequency: 1450 Kc. .... Power: 250 Watts 
Owned-Oper. By: Cape Fear Bcstg. Co. 
Business-Studio Address: 114½ Anderson St. 
Phone Number: 4848 
Transmitter Location: Murphison Rd. 
Air Time: 6 a.m.-M. 
News Service: UP 
Transcription Service: Associated 
Representative: Walker 
Membership: BMB, FMA 
President: T. K. Weyher 
Gen., Sta. Mgr.: Victor W. Dawson 
Comm., Sales Prom. Mgr.: Luther A. Gambill

WWNF
FAVETTEVILLE—1948
Frequency: 1230 Kc. .... Power: 250 Watts 
Owned By: Wayne M. Nelson, Inc. 
Operated By: Carl Jack Aley 
Business-Studio Address: WWNF, Fayetteville 
Phone Number: 7101-2 
Transmitter Location: Raleigh Rd. 
News Service: AP 
Transcription Service: Lang-Worth, SESAC, MacGregor 
Representative: Friedenberg 
Membership: NAB 
Pres., Gen., Sta. Mgr.: Wayne M. Nelson 
Commercial Manager: Carl Jack Aley 
Program Director: Roy Woodard 
News Director: James J. McMillan 
Musical Director: Charles Friar 
Chief Engineer: E. M. Stanton, Jr.

WBOO
FOREST CITY—1947
Frequency: 780 Kc. .... Power: 1000 Watts d. 
Owned-Oper. By: Rutherford County Radio Co., Inc. 
Bus.-Studio-Transmitter Address: Forest City 
Phone Number: 3205 
Air Time: Sunrise-sunset 
News Service: AP 
Transcription Service: Lang-Worth, Capitol 
Membership: NAB, BMB, FMA 
Pres., Gen.-Sta. Mgr.: Ed M. Anderson 
Commercial Manager: Fred Blanton 
Sales Prom. Mgr., Prog. Dir.: Jane Smith 
Prod. Dir., Chief Announcer, Farm Editor: Charles Melton 
Publicity Director: Ed Anderson 
Musical Director: Mary Harrill 
Chief Engineer: Merton Iwerks

WFVG
FUQUAY SPRINGS—1949—KBS
Frequency: 1460 Kc. .... Power: 1000 Watts d. 
Owned-Operated By: Wake Bcstg. Co. 
Address: P. O. Box 95 
Phone Number: 333 
Air Time: Daytime 
Representative: Continental 
Owner, President: S. S. Adcock

WGN C
GASTONIA—1939—ABC
Frequency: 1450 Kc. .... Power: 250 Watts 
Owned-Operated By: F. C. Todd 
Phone Number: 5-0821 
Transmitter Location: Dallas Rd.
PEOPLE

More people live within 50 miles of Greensboro than in any other area of equal size in the Southeast.

PROSPERITY

These people make more products, earn more wages and get more for their crops.

POWER-PROGRAMS

WBIG serves the No. 1 spot of the South with 5000 watts, power packed with pulling programs of CBS and fine local talent and news.

W C B S I G

"The Prestige Station of the Carolinas"
GREENSBORO, NORTH CAROLINA

Represented by Hollingbery

---

**NORTH CAROLINA**

Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: Continental Radio Sales
President: F. C. Todd
General-Station Mgr.: Pat McSwain
Comm.-Sales Prom. Mgr.: F. C. Abernathy
Program Director: Fred Gray
Chief Engineer: W. C. Graves, Jr.

---

**WLTC**
GASTONIA—1948
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Gastonia Broadcasting Co., Inc.
Address: P. O. Box 1142, Chapel Rd.
Phone Number: 5-1079
Air Time: Daytime
News Service: UP
Transcription Service: World Representative
Pres., Gen. Mgr.: James B. Petty
Commercial Manager: Boyce C. Morrow
Pgm., Musical Dir.: A. G. Phillips
Chief Engr., Farm Editor: Don C. Voigt

---

**WGBR**
GOLDSBORO—1939—ABC-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Eastern Carolina Broadcasting Co.
Business-Studio Address: Box 1024
Phone Number: 1550-1
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Associated Membership
President: A. T. Hawkins
General Manager: Coleman Scott
Commercial Mgr.: Vassie G. Balkcum
Chief Engineer: Daniel B. Trueblood

---

**WBIG**
GREENSBORO—1926—CBS
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By: North Carolina Broadcasting Co.
Business Address: P. O. Box 1807
Phone Number: 6125
Studio Address: O. Henry Hotel Bldg., Transmitter Location: Battleground Blvd.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Membership: George P. Hollingbery
President: Ralph C. Price
Gen., Sta. Mgr.: Gilbert M. Hutchison
Commercial Mgr.: William P. Mitchell
Chief Announcer: Mike Brooks
Musical Director: Margaret Banks
Chief Engineer: Earl F. Allison  
Farm Editor: Bob Jones

**WCOG**  
GREensburg—1948—ABC  
Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Operator: By Inter-City Adv. Co., Inc.  
Business-Studio Address: 314 S. Greene St.  
Phone Number: 3-6925-6  
Transmitter Location: Muirs Chapel Rd.  
Air Time: Unlimited  
News Service: INS  
Transmission Service: Lang-Worth  
Representative: Avery-Knodel  
President: George W. Dowdy  
Membership: NAB, BMB  
Station Manager: Henry E. Sullivan  
Commercial Mgr.: Virgil E. Sullivan, Jr.  
Pgm. Dir., Chief Announcer: Wally Williams  
Chief Engineer: Ernest Pete, Jr.  
Farm Editor: Dick Swanson

**WGBG**  
GReensboro—1942—MBS  
Frequency: 1400 Kc. Power: 250 Watts  
Business-Studio Address: P. O. Box 2280  
Phone Number: 3-3631  
Transmitter Location: Retreat St.  
Air Time: 6 a.m.-M.  
News Service: AP  
Transmission Service: Capital, Associated  
Representative: Burn-Smith  
Pres., Gen.-Sta. Mgr.: Ralph M. Lambeth  
Commercial Mgr.: L. O. Hutchins  
Sales Prom. Mgr.: Carl O. Sullivan  
Program Director: H. Marie Craven  
Chief Engineer: James M. Stewart

**WGTC**  
GReenville—1940—TOBACCO  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operator: By Carolina Bstg. Sys., Inc.  
Business-Studio Address: Greenville  
Phone Number: 3182-3  
Transmitter Location: Falkland Hiway  
Air Time: 6 a.m.-11:30 p.m.  
News Service: AP  
Transmission Service: World, SESAC  
Lang-Worth  
Membership: NAB  
President: Earl McD. Westbrook  
Gen., Sta. Mgr.: A. Hartwell Campbell  
Comm. Sales Prom. Mgr.: David W. Mosier  
Production, Pub. Dir.: Dave Mosier  
Chief Announcer: Charles Whedbee  
Musical Dir.: Bill Burwell  
Chief Engineer: Bill Allford  
Farm Editor: Wyatt Highsmith

**WHNC**  
HENDerson—1945—MBS  
Frequency: 880 Kc. Power: 1000 Watts d.  
Owned-Operator: 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  
Transmission Service: Thesaurus, Cole  
Language: Keystone  
Representative: Everett-McKinney, Inc.  
Membership: NAB, FMA  
President: S. S. Stevenson  
Gen. Sta., Comm. Mgr.: Nathan Frank  
Program Director: Virginia Parham  
Production Director: Harry Trotman  
Chief Announcer: Dick Malloy  
Chief Engineer: Lewis Hiland  
Farm Editor: Robert B. Harrison

**WHKP**  
HENDersonville—1946—MBS-KBS  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operator: By Radio Hendersonville, Inc.  
Business Address: Station Bldg.  
Phone Number: 700  
Studio Address: Bowen Hotel  
Transmitter Location: U. S. Hwy 64, E.  
Air Time: 6 a.m.-M.  
News Service: AP  
Representative: Continental Radio Sales  
Membership: NAB  
President, General Manager: Bob Amos  
Commercial Manager: Jack Hammette  
Chief Engineer: Clifford Inman

**WHKY**  
HICKory—1939—ABC  
Frequency: 1290 Kc. Power: 5000 Watts d.  
1000 Watts n.  
Bus.-Studio Address: 13th St. Radio Bldg.  
Phone Number: 2294-5  
Transmitter Location: 2 1/2 Mi. S.E. of Hickory  
Air Time: 6 a.m.-M.  
News Service: AP  
Transmission Service: World, Associated  
SESAC  
Representative: Dodson  
Membership: NAB, BMB  
President: Carl V. Cline  
Gen.-Sta. Mgr., Chief Engr.: Edmund S. Long  
Commercial Mgr.: James K. Willis  
Program Dir.: Jack Starnes
WIRC
HICKORY—1948
Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Operated By: Foothills Broadcast Co., Inc.
Business-Studio Address: 1423—11th Ave.
Phone Number: 2124
Transmitter Location: 2 Mi. SE of city
Air Time: Daytime
News Service: AP
Membership: NAB
President: Margaret A. Smith
Chief Announcer: Richard H. Benson
Musical Director: Mattie I. Padgett
Chief Engineer: Elmer H. Troutman, Jr.

WHPE
HIGH POINT—1947—KBS
Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Oper. By: High Point Enterprise, Inc.
Business-Studio Address: 305-307 N. Main St.
Phone Number: 3466-7
Transmitter Location: Old Thomasville Rd.
Air Time: Local sunrise-sunset
News Service: AP
President: R. B. Terry
Sec.-Treas.: D. A. Rawley
Commercial Mgr.: Walter Hester
Program Director: Nick Lawrence
Chief Announcer: Morrison Combs
Musical Director: Harold Craven
Chief Engineer: Yancy Cecil

WMFR
HIGH POINT—1935—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WMFR, Inc.
Bus.-Studio-Transmitter Address: 184 S. Main St.
Phone Number: 4593-4
Air Time: 6 a.m.-M.
News Service: UP
Transmission Service: Lang-Worth. Capitol Representative: Burn-Smith
Membership: NAB, BMB
Pres., Gen-Station Mgr.: Frank S. Lambeth
Commercial Manager: Frank Smith
Program Director: Gary Davis
Sales Prom. Mgr.: Gerald D. Sullivan
Publicity Dir.: Lois Cosworth
Musical Director: Wayne Morgan
Chief Engineer: Robert Moore

WJNC
JACKSONVILLE—1945
MBS-TOBACCO
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Lester L. Gould
Address: Box "E" or Route 24
Phone Number: 707-8
Air Time: Unlimited
News Service: UP
Transmission Service: Lang-Worth Representative: Forje
Membership: NAB
Pres., Gen. Mgr.: Lester L. Gould
Comm. Mgr., Chief Ann. : Rodric L. Jones
Sales Prom. Mgr.: Arthur Wieder
Pgm. Dir., Chief Engr.: James J. Cooney
Farm Editor: Charlie C. Clark

WGTL
KANNAPOLIS—1946
Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Oper. By: Fred H. Whitley, Inc.
Address: Box 637, Cannon Blvd.
Phone Number: Kannapolis 870, Concord 2154
Air Time: Sunrise-sunset
News Service: UP
Transmission Service: Lang-Worth. World Membership: NAB, BMB
President, Gen. Mgr.: Fred H. Whitley
Program Director: Frank H. Bowers
Chief Engineer: Foy Hinson

WFTC
KINSTON—1937—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Kinston Broadcast Co.
Address: 204 East King St.
Phone Number: 4111
Air Time: 6 a.m.-M.
News Service: UP
Transmission Service: World Representative: Burn-Smith
Membership: NAB, BMB
President: Alban K. Barrus
Gen. Sta. Mgr.: William S. Page
Commercial Mgr.: B. George Barber, Jr.
Program Dir.: S. Bruce Pettery
Chief Announcer: Carl B. Caudill, Jr.
Chief Engineer: David E. Hardison

WEWO
LAURINBURG—1947
Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Oper. By: Scotland Broadcast Co.
Bus.-Studio Address: Chetwynd Hotel Bldg.
Phone Number: 770
Transmitter Location: Laurinburg-Maxton Hwy.
Air Time: Daytime
News Service .................................. UP
Transcription Service ........................... World
Membership .................................... NAB, BMB
President ...................................... Edwin Pate
General Mgr. .................................... J. R. Dalrymple, Jr.
Commercial Manager ........................... C. J. Cordes
Program Director .............................. Paul Wynn
Chief Engineer ................................. Truman N. Brock

WLOE
LEAKSVILLE—1946—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ... Douglas L. Craddock
Address ... The Blvd.
Phone Number ... 701-2
Air Time ... 6 a.m.-M.
News Service ... AP
Transcription Service ... World
Membership ... NAB
Pres., Gen. Sta. Mgr. ... Douglas L. Craddock
Commercial Manager ... William Baskerville
Pgm. Dir., Chief Announcer ... Kenneth Thomas
Chief Engineer ... Eldred Winn

WJRI
LENOIR—1946—MBS-KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ... John P. Rabb
Bus-Studio Address ... Union Natl. Bank Bldg.
Phone Number ... 761-699
Transmitter Location ... 1 1/4 Mi. W. Lenoir on Hwy. 18
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Thesaurus
Owner ... John P. Rabb

WBUY
LEXINGTON—1945—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ... Davidson County Bcstg. Co.
Business Address ... P. O. Box 359
Phone Number ... 2716
Studio-Transmitter Location ... Route 1
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Lang-Worth
Representative ... Continental Radio Sales
Membership ... NAB
Partners ... Greely N. & Omar G. Hilton
Station Manager ... C. Robert Ray
Commercial Mgr. ... Earle Broome
Program Director ... Claude White
Chief Engineer ... Fred Honeycutt

WTSB
LUMBERTON—1946—MBS-KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ... Robeson Bcstg. Corp.

Business-Studio Address ... 112 W. Fifth St.
Phone Number ... 1080-1
Transmitter Location ... Charlotte Rd.
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Standard, Keystone
Representative ... Continental Radio Sales
Membership ... NAB
General Manager ... Walter James MacNeil
Commercial Manager ... W. J. MacNeil
Program Director ... C. W. Hogan
Chief Announcer ... LeGrande Tatum
Chief Engineer ... W. F. Rogers

WBRM
MARION—1949—TOBACCO
Frequency: 1250 Kc.  Power: 1000 Watts d.
Owned-Operated By ... Lake City Bcstg. Corp.
Address ... 13 1/2 W. Court St.
Phone Number ... 102
Air Time ... Daytime
News Service ... UP
Transcription Service ... Capitol
Pres., Gen. Mgr. ... W. P. Erwin
Commercial Mgr. ... J. C. Pleasant
Chief Engineer ... J. Ray Horton

WMAP
MONROE—1947—KBS-LSN
Owned-Operated By ... Union Bcstg. Corp.
Business Address ... P. O. Box 382
Phone Number ... 1060
Studio-Transmitter Location ... Camp Sutton
Air Time ... 6:30 a.m.-5:15 p.m.
News Service ... UP
Transcription Service ... Lang-Worth
President ... J. Ray Shute
Gen., Sta. Mgr. ... Dick Marable
Commercial Mgr. ... Z. Bright Tucker
Sales Prom. Mgr., Pgm. Dir. ... R. W. Furman
Prod. Dir., Chief Announcer ... J. Archie Lane
Publicity Dir. ... Frank Zeus Funderburk
Chief Engineer ... Hillard Fletcher
Farm Editor ... Robert Hilliard

WMBL
MOREHEAD CITY—1947
Frequency: 740 Kc. (C.P. 1280)
Power: 1000 Watts d.
Owned-Oper. By ... Carteret Bcstg. Co., Inc.
Business Address ... P. O. Box 740
Phone Number ... 9740
Studio-Transmitter Location ... Morehead City
Air Time ... Daytime
News Service ... UP
Transcription Service ... World, Standard
Representative ... Joseph Hershey McGillvra
Membership ... NAB, BMB
WMNC
MORGANTON—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Nathan J. Cooper
Business-Studio-Transmitter Address: Box 698
Phone Number: 682
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Owner, Manager: Nathan J. Cooper
Program Dir.: Germaine Hudson
Publicity Dir.: Madelyn Patton
Chief Announcer: Bob Davis
Chief Engineer: Frank Ballew

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: P. W. Seward
Membership: NAB
Pres., Gen-Station Manager: Ralph D. Epperson
Chief Engineer: H. A. Epperson
Sales Prom. Mgr.: W. F. Crutchley
Program Dir.: Earl Nemi
Chief Announcer: Neil Smith

WHIT
NEW BERN—1942—MBS-TOBACCO
Frequency: 1450 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: Trent Blvd.
Phone Number: 4450, 4024
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Forloe
Membership: NAB
Pres., Gen. Sta. Mgr.: Louis N. Howard
Sales Prom. Mgr., Chief Annrc.: Bruce Lee
Publicity Director: Ruth Young
Musical Director: George Nelson
Office Manager: Ellen Hancock
Continuity Director: Jacquelyn M. Paul
Chief Engineer: Robert Coddington
Farm Editor: Paul M. Cox

WNNC
NEWTON—1948—MBS
Frequency: 1230 Kc. Power: 250 Watts
Business Address: Box 606
Phone Number: 930
Studio-Transmitter Location: West A. St. Ext.
Air Time: 6 a.m.-11:05 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Continental Radio Sales
Membership: NAB
General Manager: Charles Turner
Sta. Mgr., Program Dir.: Earl Holder
Commercial Manager: Eugene Henry
Chief Annrcs.: 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, BMB
President: Doris B. Brown
Comm.-Sales Prom. Mgr.: Roland B. Potter
Pgm. Dir., Farm Editor: John T. Cashon
Publicity Director: Charles Wilfong
Chief Engineer: Robert Harvey

WOXF
OXFORD—1949
Frequency: 1340 Kc. Power: 250 Watts
Address: Hancock Bldg.
Phone Number: 3250
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
President: F. W. Hancock, Jr.
Gen., Comm., Prom. Mgr.: Jimmie Childress
Program Director: Hart Curl

WNAO
RALEIGH—1948—ABC
Frequency: 850 Kc. Power: 5000 Watts
Owned-Oper. By: The News and Observer
Publishing Co.
Business-Studio Address: 219 S. McDowell St.
Phone Number: 2-0321
Transmitter Location: Asbury
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Standard
Representative .................................................. Weed
Membership ...................................................... NAB, BMB, FMA
President ........................................................ Josephus Daniels, Jr.
Gen., Comm. Mgr., Pgm. Dir. ............................. George T. Case
Publicity Director ............................................... Flora Norris
Chief Anncr., Farm Editor ................................. Lee Parker
Chief Engineer .................................................... Bascom E. Porter

WPTF
RALEIGH—1924—NBC
Frequency: 680 Kc. .............................................. Power: 50,000 Watts
Owned-Oper. By ................................................ WPTF Radio Co.
Business-Studio Address ................................ Insurance Bldg.
Phone Number ..................................................... 8311
Transmitter Location ......................................... Cary
Air Time .............................................................. 5:30 a.m.-12:05 a.m.
News Service ...................................................... AP, UP
Transcription Service ......................................... Lang-Worth
Representative .................................................... Free & Peters
Membership ......................................................... NAB, BMB
President .......................................................... J. R. Weatherspoon
Gen., Sta. Mgr. ...................................................... Richard H. Mason
Sales Manager ..................................................... O. L. Carpenter
Program Manager ............................................... Graham B. Poyner
Dir. of Adv. & Prom. ............................................ R. W. Youngsteadt
Production Dir. .................................................... Warren Barfield
Chief Engineer ...................................................... Henry Hulick, Jr.
Farm Editor ........................................................ Joe Reaves

WRAL
RALEIGH—1939—MBS-TOBACCO
Frequency: 1240 Kc. .............................................. Power: 250 Watts
Owned-Oper. By ................................................ Capitol Bcstg. Co., Inc.
Bus.-Studio Address .......................................... 130 S. Salisbury St.
Phone Number ..................................................... 6411
Transmitter Location ......................................... Bari St.
Air Time .............................................................. 6:30 a.m.-11:15 p.m.
News Service ...................................................... AP
Transcription Service ......................................... World
Representative .................................................... Pearson
Membership ......................................................... NAB, BMB, FMA
President .......................................................... A. J. Fletcher
Gen-Station-Comm. Mgr. .................................... Fred Fletcher
Program Director ............................................... Jesse Helms
Chief Engineer ...................................................... Virgil D. Duncan

WFRC
REIDSVILLE—1947—KBS
Frequency: 1600 Kc. .............................................. Power: 1000 Watts
Owned-Oper. By ................................................ Piedmont Carolina Bcstg.
Co., Inc.
Business-Studio Address ................................ 116½ Gilmer St.
Phone Number ..................................................... 1573-4
Transmitter Location ......................................... Wentworth Rd.
Air Time .............................................................. 6 a.m.-11 p.m.
News Service ...................................................... AP

NORTH CAROLINA

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

NORTH CAROLINA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Earle Cluck—WSOC, Charlotte
Vice-President: Frank Jarman—WDNC, Durham
Second Vice-President: W. R. Roberson—WRRF, Washington
Secretary: Paul Hansell—AP Chief of Bureau
Treasurer: E. Z. Jones—WBBB, Burlington

Continuing Study Committee Chairman: Jack Knell—WBT, Charlotte

NORTH CAROLINA 565
NORTH CAROLINA

Transcription Service .................................. World, Associated.
Representative ............................................. Cooke
Membership .................................................. NAB
President .................................................... H. T. Williams
Gen., Comm. Mgr. .......................................... Steve Woodson
Prog. Dir., Chief Announcer ......................... Forrest Bedell
Production Dir. ............................................ George Hall
Musical Dir. .................................................. Paul Montgomery
Chief Engineer ............................................ L. H. Alexander
Farm Editor ................................................... Tiny Turner

WCBT
ROANOKE RAPIDS—1940—MBS
TOBACCO

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ................................. WCBT, Inc.
Bus.-Studio Address ......................... 251 Roanoke Ave.
Phone Number ........................................ R-8551
Transmitter Location .................................. E. Tenth St., Ext.
Air Time .................................................. Unlimited
News Service ................................................. UP
Transcription Service ................................ Lang-Worth
Representative ............................................. Burn-Smith
Membership .................................................. NAB, BMB, FMA
Pres., Gen. Mgr. ............................................. S. E. Crew
Comm.-Sales Prom. Mgr. ......................... A. L. Drew
Pgm. Prod. Dir. .............................................. Ken Johnson
Publicity Dir. .................................................... Jerry Elliot
Musical Director ............................................. Herb Daniels
Chief Engineer .............................................. C. W. Meares

WAYN
ROCKINGHAM—1946

Frequency: 900 Kc.  Power: 1000 Watts d.
Owned-Operated By ......................... Wayn, Inc.
Business-Studio Address ............ Rockingham
Phone Number ........................................... 611
Air Time .................................................. Daytime
News Service ................................................. UP
Transcription Service ......................... MacGregor
President ...................................................... Wayne M. Nelson
Chief Engineer .............................................. William Henley

WCRC
ROCKY MOUNT—1947—KBS
TOBACCO

Commercial Manager ......................... Ray Thompson
Program Director ................................. Ray Wilkinson
Publicity Dir. .............................................. Dick Johnson
Musical Director ....................................... Bobby Pritchard
Chief Engineer .............................................. Harold Aycock
Farm Editor ................................................... Doc Layton

WEED
ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ............................. W. A. Wynne
Business Address ................................. Box 752
Phone Number ........................................ 8149
Studio-Transmitter Location .............. Nashville Hiway
Air Time .................................................. 6 a.m.-M.
News Service ................................................. AP
Transcription Service ......................... World, Standard
Membership .................................................. NAB
Gen. Mgr., Chief Engr. ......................... W. A. Wynne
Commercial Mgr. ........................................ Gordon Floe
Program Dir. ................................................... Eunice Snipes

WRXO
ROXBORO—1949

Frequency: 1430.  Power: 1000 Watts d.
Owned-Operated By ............................. Roxboro Bcstg. Co.
Address .................................................. Box 166
Phone Number ........................................... 6013
Air Time .................................................. Daytime
News Service ................................................. AP
Transcription Service ......................... World
President ...................................................... H. W. Winstead
Program Dir. ................................................... W. D. Gregory

WSAT
SALISBURY—1948

Frequency: 1280 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................................. Mid-Carolina Bcstg. Co.
Business Address ................................. Drawer 93
Phone Number ........................................... 276
Phone Number ........................................... 276
Studio-Transmitter Location .............. Millford Hills
Air Time .................................................. Daytime
News Service ................................................. UP
Transcription Service ......................... World
Representative .............................................. Dora C. Dodson
Membership .................................................. NAB
President ...................................................... Charles H. Wentz
Gen.-Comm. Manager ......................... John Smith
Program Director ..................................... W. F. Fleming
Chief Announcer ........................................ Jimmie Morris
Musical Dir. .................................................... Marie Newland
Chief Engineer .............................................. Elbert Sherman

WSVP
SALISBURY—1939—MBS

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Piedmont Bcstg. Corp.
Bus.-Studio Address ....................... State Theatre Bldg.
Phone Number ........................................... 2121
Transmitter Location .............................. Statesville Rd.
Air Time ....................................................... 7 a.m.-M.
News Service ............................................. AP
Transcription Service .............................. Associated
Representative ........................................ Burn-Smith
Membership ............................................. NAB
President ................................................ Bryce P. Beard, Sr.
Gen. Sta., Sales Prom. Mgr. ............... Alex P. Beard
Publicity Dir. ........................................ Betty Fisher
Comm. Mgr. ............................................. Katherine F. Murphy
Chief Announcer ..................................... Bill Brown
Musical Director .................................... Rebecca Duffell
Chief Engineer ....................................... Carl B. Watson
Farm Editor ............................................. Polly Eldon

WWGP
SANDFORD—1946
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By ..... Lee Bestg. Corp.
Bus-Studio Address ... Radio Bldg., Steele St.
Phone Number ............... 980
Transmitter Location ...... Tramway
Air Time ......................... Sunrise-sunset
Transcription Service ............................... UP
Pres., Gen-Station Mgr. ... Waldo W. Primm
Commercial Mgr. ............... L. B. Nelson
Program Director .......... Margaret Blake
Chief Engineer .................. Carey H. Olive

WOHS
SHELBY—1946—MBS
Frequency: 730 Kc. Power: 250 Watts
Owned-Oper. By .... Western Carolina Radio Corp.
Business Address ......... Box 1401, Shelby
Phone Number ............... 340
Studio-Transmitter Location.Hway. No. 74. W. at city line
Air Time ......................... Daytime
News Service ....................... AP
Transcription Service ............................... Associated
Membership ............................................. NAB
President .............................................. Lee B. Weathers
Gen. Mgr., Chief Engineer ........ Robert M. Wallace
Commercial Mgr. .......... Max P. Butler
Program Director .......... Hugh Dovey

WEEB
SOUTHERN PINES—1947
MBS—TAR HEEL
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By .... The Sand Hill Community Bcstrs., Inc.
Business Address ......... Drawer 1140
Phone Number ............... 6191
Studio-Transmitter Location.. U. S. Hwy.
No. 1, S.
Air Time ......................... Daytime
News Service ....................... AP
Representative ................... Forjoe
Membership ............................................. NAB
Pres., Gen-Sta. Mgr. ........ Jack S. Younts
Comm. Mgr., Publicity Dir. ...... Joe A. Warren
Sales Prom. Mgr. ......... Elizabeth M. Younts
Program Dir., Chief Annrc. Edward Cox, Jr.
Chief Engineer ................... Melvin Kushner

WSIC
STATESVILLE—1946—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.... Statesville Bestg. Co., Inc.
Bus-Studio Address ... Radio Rd., P. O. Box 1189
Phone Number ............... 9072
Transmitter Location ...... Radio Rd.
Air Time ......................... Unlimited
News Service ....................... AP
Transcription Service ............................... World
Representative ................... Continental Radio Sales
Membership ............................................. NAB
President .............................................. Dr. James W. Davis
General Manager .......... L. G. Churchill
Commercial Mgr. .......... Charles D. Melton
Program Director .......... Albert Watson
Chief Engineer ................... T. K. Abernethy

WCPS
TARBORO—1946
Frequency: 760 Kc. Power: 1000 Watts d.
Owned-Oper. By .... Coastal Plains Bestg. Co., Inc.
Bus-Studio Address ... Edgecombe Bank Bldg.
Phone Number ............... 643, 946
Transmitter—Hway. 64 Bet. Rocky Mt. & Tarboro
Air Time ......................... Daytime
News Service ....................... AP
Transcription Service ............................... Lang-Worth. Capitol
Membership ............................................. NAB, BMB
President .............................................. V. E. Fountain
Comm. Sales Prom. Mgr. ...... J. Porter MacNair
Pgm. Dir., Chief Annrc. .. Eccles Wall
Publicity Dir. ................... Margaret Johnston
Chief Engineer ................... C. D. Chandler
WTNC
THOMASVILLE—1947
Frequency: 790 Kc. Power: 1000 Watts d.
Owned By: The Thomasville Bcstg. Co.
Business Address: Box 867, Thomasville
Phone Number: 902
Studio-Transmitter Location: Salem St., Ext.
Air Time: Daytime
News Service: AP
Transcription Service: World
President: George W. Lyles
Gen. Comm. Mgr.: Harold Harrison
Chief Engineer: L. M. Sugg

WADE
WADESBORO—1947
Frequency: 1210 Kc. Power: 1000 Watts d.
Bus.-Studio Address: Lyon Bldg.
Phone Number: 620
Transmitter Location: Hiway 52
Air Time: Daytime
News Service: UP
Transcription Service: RCA
Membership: NAB
President: R. P. Lyon
Station Manager: Jack P. Hankins
Commercial Manager: Edward Mullinix
Program Director: Willard P. Billingsley
Chief Engineer: Cecil Sills

WHED
WASHINGTON—1948—TAR HILL
SPTS.
Frequency: 1340 Kc. Power: 250 Watts
Bus.-Studio Address: Guaranty Bank Trust Bldg.
Phone Number: 278
Transmitter Location: Rt. 17, S.
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth, SESAC
Representative: Continental
Membership: NAB
President: Lee Wynne
Commercial Mgr.: C. B. Armstrong
Sales Prom. Mgr.: Richard David
Pgm. Dir., Chief Annr.: John Morgan
Publicity Director: Link Harner
Chief Engineer: John Wilroy
Farm Editor: Mack Stamps

WRF
WASHINGTON—1942—ABC
Frequency: 930 Kc. Power: 5000 Watts d.
Bus.-Studio Address: Bank of Washington Bldg.
Phone Number: 403
Transmitter Location: 1½ Mi. S. of city on Hwy. 17
Air Time: 5:30 a.m.-sunset
News Service: AP
Transcription Service: World
Representative: Walker
Representative: Forjoe
Membership: NAB, BMB
President: W. R. Roberson, Sr.
Vice Pres.: W. R. Roberson, Jr.
Gen.-Comm. Manager: T. H. Patterson
Sales Prom. Mgr., Pub. Dir.: Merrill Daniels
Program-Production Dir.: Don Pierce
Musical Director: Charlie Yates
Chief Engineer: I. G. Murphrey
Farm Editor: Bill Abeyounis

WHCC
WAYNESVILLE—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Smoky Mountain Bcstg.
Business-Studio Address: Park Theatre Bldg.
Phone Number: 680
Transmitter Location: Howell Mill Rd.
Air Time: 6 a.m.-11 p.m.
President: Holt McPherson
Program Dir.: Harry Robinson
Chief Engineer: Frank Wilbur
Farm Editor: Wayne Corpening

WENC
WHITEVILLE—1946
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: Whiteville
Phone Number: 620
Transmitter Location: 1 Mi. from Bus. District
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Standard
Representative: Clark
Membership: NAB
Representative: Josiah Maulsby
General Manager: Ward A. Coleman
Prog. Dir., Prod. Mgr.: Jerry Honeycutt
Chief Engineer: Ovie Boutwell

WGINI
WILMINGTON—1946—MBS
TOBACCO
Frequency: 1340 Kc. Power: 250 Watts
Business Address: P. O. Box 889
Phone Number: 2-2493
Studio-Transmitter Location: Eagle Island at Cape Fear River Bridge
Air Time: Unlimited
News Service: UP
Transcription Service: Standard
WMFD

WILMINGTON—1935—ABC
Frequency: 530 Kc. Power: 1000 Watts
Owned-Oper. By: W. A. Dunlea
Business Address: P. O. Box 696
Phone Number: 4850
Studio Address: Castle Hayne Rd.
Transmitter Location: Brunswick County
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Burn-Smith
Membership: NAB, BMB, FMA
General-Station Mgr.: R. A. Dunlea
Comm-Sales Prom. Mgr.: C. O’Shields
Program Director: Bruce Buchanan
Chief Engineer: E. I. Herring

WGTM

WILSON—1937—MBS
Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By: Watson Industries, Inc.
Bus.-Studio Address: Herring Ave. Ext.
Phone Number: 2188-9
Transmitter Location: Rock Ridge
Air Time: 5 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard
Representative: Weed
Membership: NAB, BMB, FMA
President: Penn Thomas Watson
General-Station Mgr.: Allen Wannamaker
Pgm. Dir., Chief Announcer: W. E. Jackson, Jr.
Production Director: Charlie Slate
Production Dir.: Charlie Slate
Publicity Director: Harriet P. Fulghum
Chief Engineer: W. H. Malone

WTOB

WINSTON-SALEM—1947—MBS
Frequency: 710 Kc. Power: 1000 Watts d.
Business-Studio Address: 214 W. Fourth St.
Phone Number: 7145
Transmitter Location: Sunset Dr.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Taylor Borroff
President: James W. Coan
Pgm. Dir., Chief Announcer: Bill Billingsley
Production Dir.: Betty Jane Blizock
Chief Engineer: Russell Spikula

WAIR

WINSTON-SALEM—1937—ABC
TOBACCO SPTS.
Frequency: 1340 Kc. Power: 250 Watts
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, Capital
Representative: Walker
Membership: NAB, BMB, FMA
Partner, Gen., Sta. Mgr.: George D. Walker
Commercial Mgr.: John Miller
Sales Prom. Mgr., Pub. Dir.: Ken Willan
Program Dir.: Doris Pardington
Chief Engineer: Lee King

WSJS

WINSTON-SALEM—1930—NBC
Frequency: 600 Kc. Power: 5000 Watts
Bus.-Studio Address: 419-21 N. Spruce St.
Phone Number: 2-4141
Transmitter Location: R.F.D. No. 1, Old Town
Air Time: Unlimited
News Service: UP
Transcription Service: Associated, Standard
Representative: Headley Reed
Membership: NAB, BMB
President: Gordon Gray
V.P. and Managing Dir.: Harold Essex
Sales Manager: Harry B. Shaw
Program Manager: Robert Estes
Production Director: John Comas
Publicity Director: Les Forsyth
Dir. of Engineering: Phil Hedrick

Copyright 1937, Piedmont Publishing Co.
The CBS Station Covering the Top of the Nation
Fargo KSJB Jamestown

The Way We Interpret Our B M B—KSJB
Delivers More Radio Homes At Less Cost Per Listener Than Any Other Station In North or South Dakota

Write or Wire Collect for a Copy and We Believe You Will Agree

KSJB
Owned and Operated by the
JAMESTOWN BROADCASTING CO.
JAMESTOWN NORTH DAKOTA
K F Y R
BISMARCK—1925
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Meyer Bcstg. Co.
Bus.-Studio Address: 2021½ Fourth St.
Phone Number: 468
Transmitter Location: Menoken
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Thesaurus
Representative: John Blair
Membership: NAB, BMB
President, General Manager: P. J. Meyer
Station Manager: F. E. Fitzsimonds
Comm.-Sales Prom. Mgr.: R. W. MacLeod
Pgm., Prod. Dir.: Cal Culver
Publicity Dir.: Larry Kindle
Production Director: Charles Schoregge
Chief Engineer: Ivar Nelson

K D I X
DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio Address: 28 First Ave. W.
Phone Number: 346
Transmitter Location: 1 M. N. of Dickinson on Hwy. No. 22 & ¼ Mi. E.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard, SESAC
Representative: Orville F. Lawson
Membership: NAB, BMB
President: Dr. P. J. Weir
Commercial Manager: E. A. Spear
Sales Prom. Manager: Douglas Anderson

Prog.-Prod. Director: George L. Brooks
Chief Engineer: Quentin Prochaska

K F G O
FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Business-Studio Address: KFGO Bldg.
Phone Number: Fargo 2-3291
Transmitter Location: Wild Rice
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard, SESAC
Representative: Bolling
Membership: NAB, BMB
President: W. B. Haagert
Gen., Sta., Comm. Mgr.: Charles G. Burke
Pgm., Prod. Dir.: David B. Henley
Musc. Dir.: Earl Mann
Chief Engineer: Olaf Gabrielson
Farm Editor: Morrie Freedman

K V N J
FARGO—1948

Frequency: 980 Kc. Power: 1000 Watts d.
Business-Studio Address: 217½ Broadway
Phone Number: 23-201
Transmitter Location: Hiway 81, 3 Mi. S. City
Air Time: Daytime
News Service: UP
Transcription Service: Associated
Pres., Gen. Mgr.: E. L. Alford
Sta. Comm. Mgr.: E. L. Ausman
Program Dir.: Hollis B. Hoff
Publicity Dir.: Jack Swenson
Chief Engineer: Bob Schaefer

W D A Y
FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Business-Studio Address: Black Bldg.
Phone Number: 5357
Transmitter Location: W. Fargo
Air Time: Unlimited
News Service: AP, UP
Transcription Service: RCA
Representative: Free & Peters
Membership: NAB, BMB
President, Gen. Mgr.: E. C. Reineke
Sta. Manager: Jack Dunn
Sales Manager: Tom Barnes
Sales Promotion Manager: Roy Pedersen
Program Manager: Ken Kennedy
Production Manager: Maurie Waller
Chief Engineer: Julline Savold
<table>
<thead>
<tr>
<th>KILO</th>
<th>GRAND FORKS—1941—CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1440 Kc.</td>
<td>Power: 1000 d.; 500n.</td>
</tr>
<tr>
<td>Owned-Oper. By:</td>
<td>Grand Forks Herald, Inc.</td>
</tr>
<tr>
<td>Bus.-Studio Address:</td>
<td>First Natl. Bank Bldg.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>1200</td>
</tr>
<tr>
<td>Transmitter Location: Univ. of N. Dak. Campus</td>
<td></td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Representative</td>
<td>Avery-Knodel</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>President</td>
<td>M. M. Oppegaard</td>
</tr>
<tr>
<td>Manager</td>
<td>Wallace E. Stone</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Arnold Patrick</td>
</tr>
<tr>
<td>Program Dir.</td>
<td>Jeff Gorham</td>
</tr>
<tr>
<td>Owned-Oper. By:</td>
<td>Mandan Radio Assn., Inc.</td>
</tr>
<tr>
<td>Bus.-Studio Address</td>
<td>200 3rd Ave., N.W.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>(Office) 561. (Transmitter) 3660</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>2 1/2 Mi. SE of Mandan on Hwy. 10</td>
</tr>
<tr>
<td><strong>Air Time</strong></td>
<td>5 a.m.11:30 p.m.</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Lang-Worth</td>
</tr>
<tr>
<td>Representative</td>
<td>Walker</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>President</td>
<td>W. S. Russell</td>
</tr>
<tr>
<td>Gen. Sta. Mgr.</td>
<td>M. J. Reichert</td>
</tr>
<tr>
<td>Commercial Mgr.</td>
<td>Hsry. McKee</td>
</tr>
<tr>
<td>Traffic-Production Director</td>
<td>Mert Bushue</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Ray Barnett</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KNOX</th>
<th>GRAND FORKS—1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1400 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned By:</td>
<td>Community Radio Corp.</td>
</tr>
<tr>
<td>Address</td>
<td>Grand Forks</td>
</tr>
<tr>
<td>Phone Number</td>
<td>3500</td>
</tr>
<tr>
<td><strong>Air Time</strong></td>
<td>6 a.m.-M.</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World</td>
</tr>
<tr>
<td>Membership</td>
<td>BMB</td>
</tr>
<tr>
<td>President</td>
<td>Carroll E. Day</td>
</tr>
<tr>
<td>Gen. Sta. Mgr.</td>
<td>Elmer Hanson</td>
</tr>
<tr>
<td>Sales Prom. Mgr.</td>
<td>Robert C. Lukkason</td>
</tr>
<tr>
<td>Program Dir.</td>
<td>James Cowan</td>
</tr>
<tr>
<td>Production Dir.</td>
<td>Dorothy Swenson</td>
</tr>
<tr>
<td>Publicity Dir.</td>
<td>Donald DeKrey</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Clifford Thomford</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KSJB</th>
<th>JAMESTOWN—1937—CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 600 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Oper. By:</td>
<td>Jamestown Bstq. Co., Inc.</td>
</tr>
<tr>
<td>Bus.-Studio Address</td>
<td>425 SW 2nd St., Jamestown; 54 1/2 Broadway, Fargo</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Jamestown 1600</td>
</tr>
<tr>
<td>Transmitter</td>
<td>Hway. 281, 6 Mi. S. of city</td>
</tr>
<tr>
<td><strong>Air Time</strong></td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World</td>
</tr>
<tr>
<td>Representative</td>
<td>George P. Hollingbery</td>
</tr>
<tr>
<td>Membership</td>
<td>BMB</td>
</tr>
<tr>
<td>Secretary-Treasurer</td>
<td>Donn C. Clayton</td>
</tr>
<tr>
<td>Sales Prom. Mgr.</td>
<td>G. H. McKinnon</td>
</tr>
<tr>
<td>Program Dir.</td>
<td>Don Kingsley</td>
</tr>
<tr>
<td>Publicity Director</td>
<td>Gerald Uppman</td>
</tr>
<tr>
<td>Chief Announcer</td>
<td>Hal Kennedy</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Robert E. Ridgway</td>
</tr>
<tr>
<td>Farm Editor</td>
<td>Chester Graham</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KGBU</th>
<th>MANDAN—1925</th>
</tr>
</thead>
</table>

(See Page 570)

<table>
<thead>
<tr>
<th>KLV</th>
<th>MINOT—1929</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>Minot Bstq. Co.</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>Fair Block</td>
</tr>
<tr>
<td>Phone Number</td>
<td>41-146</td>
</tr>
<tr>
<td>Transmitter</td>
<td>2 Mi. E. of Minot on Hwy. 52</td>
</tr>
<tr>
<td><strong>Air Time</strong></td>
<td>8:30 a.m.-M.</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World</td>
</tr>
<tr>
<td>Representative</td>
<td>Walker</td>
</tr>
<tr>
<td>Membership</td>
<td>BMB</td>
</tr>
<tr>
<td>Principal Owner, Gen. Mgr.</td>
<td>John B. Cooley</td>
</tr>
<tr>
<td>Sta. Mgr.</td>
<td>Chief Engineer</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>E. H. Cooley</td>
</tr>
<tr>
<td>Sales Prom. Mgr.</td>
<td>Leslie E. Maupin</td>
</tr>
<tr>
<td>Prog.-Produc. Dir.</td>
<td>James J. Hautman</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KVOC</th>
<th>VALLEY CITY—1936</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1480 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>KVOC, Inc.</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>312 Fifth Ave.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>408-W</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>S.W. of town</td>
</tr>
<tr>
<td><strong>Air Time</strong></td>
<td>6:30 a.m.-11 p.m.</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Program Director</td>
<td>Hugh Thomas</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Charles Sjostrom</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KWB</th>
<th>WILListon—1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1450 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Address</td>
<td>Williston</td>
</tr>
<tr>
<td>Phone Number</td>
<td>1450</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World</td>
</tr>
<tr>
<td>Representative</td>
<td>Hal Holman</td>
</tr>
<tr>
<td>Pres., Pgm. Dir.</td>
<td>Raymond Kapp</td>
</tr>
<tr>
<td>Gen. Manager</td>
<td>A. L. Hellebust</td>
</tr>
<tr>
<td>Commercial Mgr.</td>
<td>E. G. Bailey</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Irwin Christianson</td>
</tr>
</tbody>
</table>
WADC
AKRON—1925—CBS
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: Allen T. Simmons
Bus-Studio Address: WADC Bldg., corner Main & Mill Sts.
Phone Number: ... Jefferson 6185
Transmission Location: ... Route 8, Akron-Cleveland Rd.
Air Time: ... 5:55 a.m.-1:05 a.m.
News Service: ... Transradio, UP
Transcription Service: ... Lang-Worth, Standard, World
Rep. ... George P. Hollingbery
Memb. ... BMB
Owner-Operator: ... Allen T. Simmons
Ass. Manager: ... Robert B. Wilson
Comm. Manager: ... Fred C. Bock
Sales Prom. Mgr., Pub. Dir.: ... Secrest Williams
Program Director: ... Harold H. Hageman
Production Director: ... Doc Williams
Musical Director: ... William E. Beers
Chief Engineer: ... John L. Wildermuth
Farm Editor: ... Harold Hageman

WAKR
AKRON—1940—ABC
Frequency: 1590 Kc. Power: 5000 Watts
Owned By: Summit Radio Corp.
Operated By: WAKR
Bus-Studio Address: ... First Natl. Tower
Phone Number: ... EMlock 6151
Transmitter Location: ... 739 Swartz Rd.
Air Time: ... Unlimited
News Service: ... AP, UP
Transcription Service: ... Associated, Capitol
Rep. ... Weed
Memb. ... NAB, BMB
Pres. Gen. Mgr.: ... S. Bernard Berk
Asst. General Manager: ... Viola G. Berk
Station Manager: ... Roger G. Berk
Comm. Sales Prom. Mgr.: ... Kenneth M. Keegan
Pgm., Prod., Pub. Dir.: ... Arthur F. Moore
Musical Director: ... Alan Freed
Chief Engineer: ... Irwin L. Knopp

WHKK
AKRON—1944—MBS
Frequency: 640 Kc. Power: 1000 Watts d.
Owned By: Forest City Publishing Co.
Operated By: United Bstg. Co.
Bus-Studio Address: ... 81 W. State St.
Phone Number: ... BL 7101
Transmitter Location: ... Akron Peninsula Rd.
Air Time: ... Daytime
News Service: ... AP
Transcription Service: ... Standard
Rep. ... Paul H. Raymer
Memb. ... NAB, BMB
Pres. ... S. E. Graham
Gen. Station Mgr.: ... R. W. Richmond
Comm.-Sales Manager: ... Cecil Green
Program-Production Dir.: ... Lew Henry
Publicity Director: ... Don O'Neil
Musical Director: ... Gene Hammers
Chief Engineer: ... Jim Hill
Farm Editor: ... Max Plaugh

WICA
ASHTABULA—1937—STANDARD
Frequency: 970 Kc. Power: 5000 Watts d.
Owned-Operated By: WICA, Inc.
Bus-Studio-Transmitter Address: ... 221 Center St.
Phone Number: ... 26-221, 27-181
Transmitter Location: ... Ashtabula-Jefferson Rd.
Air Time: ... 6 a.m.-M.
News Service: ... UP
Transcription Service: ... Lang-Worth, Thesaurus
Rep. ... McNab
Pres. ... R. B. Rowley
Sta. Mgr.: ... W. W. Walrath
Comm. Manager: ... D. W. Fassett
Program Director: ... R. W. Miner
Musical Director: ... Mary Pavolino
Chief Engineer: ... F. N. Bernate
Farm Editor: ... John Strasen

WTRF
BELLAIRE—1947—MBS
Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Operated By: The Tri-City Bstg. Co.
Bus-Studio-Transmitter Address: ... The Skyline
Phone Number: ... 1515
Air Time: ... 6 a.m.-local sunset
News Service: ... AP
Transcription Service: ... World, SESAC
Rep. ... Walker
Pres. ... Jesse A. Bloch
Gen. Sta. Mgr.: ... Robert W. Ferguson
Sales Prom. Mgr.: ... Albert T. Fisher
Program Director: ... Frank Curtis
Women's Pgm. Dir.: ... Lorell Dennis
Publicity Dir.: ... George Diab
Musical Dir.: ... Norval Davis
Chief Engineer: ... George Cowen
Farm Editor: ... Paul Howard

WILE
CAMBRIDGE—1948
Frequency: 1270 Kc. Power: 1000 Watts d.
Business-Studio Address ........................................ 917 Beatty Ave.
Phone Number .................................................. 3545
Transmitter Location ........................................... R. D. No. 1, College Hill
Air Time ............................................................... 6:30 a.m.-local sunset
News Service ....................................................... AP
Transcription Service ............................................ Capitol, World
President ............................................................. H. D. McClelland
V.P., Gen. Mgr. ...................................................... Howard A. Donohoe
Comm. Mgr., Pub. Dir. ............................................. Richard F. Rose
Chief Announcer ................................................... David C. Lorimer
Chief Engineer ..................................................... Wesley C. Randles
Farm Editor .......................................................... A. G. Engel

WAND
CANTON—1947
Frequency: 900 Kc. ................................................. Power: 500 Watts d.
Owned-Operated By ................................................ P. C. Wilson
Address ................................................................. 106 High Ave., N. W.
Phone Number ....................................................... 8397
News Service ......................................................... AP
Transcription Service ............................................. Associated
Representative ....................................................... Continental
Pres., Comm. Mgr. ................................................... P. C. Wilson
Gen. Mgr., Pgm. Dir. ............................................... James Wilson
Promotion Mgr. ...................................................... Robert Bradley
Chief Engineer ....................................................... Gene Peterman

WCMM
CANTON—1946—STANDARD
Frequency: 1060 Kc. ................................................. Power: 1000 Watts d.
Owned-Operated By ................................................ Stark Bsctg., Corp.
Bus.-Studio Address .............................................. 317 W. Tuscarawas St.
Phone Number ....................................................... 5-9475
Transmitter Location ............................................. Hills & Dales Rd.
Air Time ............................................................... Daytime
News Service ......................................................... AP, Transradio
Transcription Service ............................................ Lang-Worth, Standard
Representative ...................................................... Burn-Smith
Membership ......................................................... NAB, FMA
President ............................................................. Merlin R. Schneider
General Manager .................................................. Arthur W. Davis
Commercial Manager ............................................. Clark L. Dozer
Program Manager .................................................. Alfred P. Sloane
Promotion Director ............................................... S. L. Huffman
Chief Engineer ..................................................... Robert A. Rexroad

WHBC
CANTON—1925—ABC
Frequency: 1480 Kc. ................................................. Power: 500 Watts
Owned-Operated By .............................................. Ohio Bsctg. Co.
Business-Studio Address ...................................... 550 S. Market Ave.
Phone Number ...................................................... 6-7156
Transmitter Location ............................................. Richville
Air Time ............................................................... 6:30 a.m.-1 a.m.
News Service ....................................................... AP, UP
Transcription Service ............................................ Capitol
Representative ...................................................... Taylor-Borroff
Membership ......................................................... NAB, BMB
President ............................................................ Roy D. Moore
General Manager .................................................. Joseph K. Vodrey

Director of Radio ................................................... Eugene Carr
Station Manager .................................................... Robert C. Fehlman
Commercial Manager ............................................. Paul E. Gilmor
Sales From. Mgr., Pub. Dir. ..................................... Julius Glass
Program Director ................................................... Gervis S. Brady
Musical Director .................................................... Charles Pickens
Chief Engineer ..................................................... Kenneth L. Slikter
Farm Editor .......................................................... John Baker

WBEX
CHILlicoTHE—1947—ABC
BUCKEYE
Frequency: 1490 Kc. ................................................. Power: 250 Watts
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 ......................................................... UP
Transcription Service ............................................ World
Representative ....................................................... W. S. Grant
Membership ......................................................... NAB, BMB
President ............................................................. D. C. Summerford
Gen. Sta., Comm. Mgr. ............................................ J. Harry Callaway
Program-Publicity Dir. ............................................ Stanley Dixon
Chief Announcer .................................................... Richard McEnery
Chief Engineer ..................................................... Ralph Albers
Farm Editor .......................................................... Carl Wendel

WCKY
CINCINNATI—1929
Frequency: 1530 Kc. ................................................. Power: 50,000 Watts
Owned-Operated By ................................................ L. B. Wilson, Inc.
Bus.-Studio Address .............................................. Hotel Gibson, 5th & Walnut Sts.
Phone Number ....................................................... 2500
Transmitter Location ............................................. near Crescent Springs, Ky.
Air Time ............................................................... 24 Hrs.
News Service ......................................................... INS
Transcription Service ............................................ Standard, World
Representative ....................................................... Thomas Welstead
Membership ......................................................... NAB, BMB
President, General Manager ................................... L. B. Wilson
Sta.-Comm. Manager, Chief Engineer ......................... C. H. Topmiller
Publicity Director ................................................... John Murphy
Record Librarian ..................................................... Ethlyn Hale
Farm Editor .......................................................... Frank Gommer Kamp

WCPO
CINCINNATI—1937—MBS
Frequency: 1230 Kc. ................................................. Power: 250 Watts
Owned-Oper. By ..................................................... Scripps-Howard Radio, Inc.
Address ............................................................... 3903-5 Carew Tower
Phone Number ...................................................... Capitol 0777
Studio Address ...................................................... 2345 Symmes St.
Transmitter Location ............................................. Daylight Bldg.
Air Time ............................................................... Unlimited
News Service ......................................................... UP
Transcription Service ............................................ Standard, Lang-Worth
Representative: Branham
President: Jack R. Howard
V.F., Gen. Mgr.: M. C. Watters
Station Dir.: Glenn Clark Miller
Asst. Manager: John P. Smith
Pgm., Prod. Dir.: Earl Corbett
Publicity Director: Fred Geisel
Chief Engineer: Grant Makinson

WKRC
CINCINNATI—1923—CBS
1000 Watts n.
Owned-Oper. By: Radio Cincinnati, Inc.
Address: Hotel Alms
Phone Number: Woodburn 0550
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth, World, Associated
Representative: Katz
Membership: NAB
Station Mgr.: H. E. Fast
Sales Prom. Mgr.: Joel W. Stovell
Chief Engineer: George Wilson

WLW
CINCINNATI—1922—NBC
Frequency: 700 Kc. Power: 50,000 Watts
Owned-Oper. By: Crosley Bcstg. Corp.
Bus.-Studio Address: Crosley Sq., 140 W. Ninth St.
Phone Number: Cherry 1822
Transmitter Location: Mason
Air Time: 24 Hrs.
News Service: INS, UP
Transcription Service: Thesaurus
Membership: NAB, BMB, FMA
President: James D. Shouse
V.P.: R. E. Dunville
V.P., Asst. Gen. Mgr.: Dwight Martin
V.P. in Charge of Sales: Harry Mason Smith
Dir. of Sales Prom.: David E. Partridge
V.P. in Chg. of Prog.: William P. Robinson
Asst. Pgm. Dir.: Chester A. Herman
Dir. of Pub., Rel. & Publicity: James J. Cassidy
Chief Announcer: Bill Brown
Gen. Mgr. of Music: Milton Weiner
V.P. in Chg. of Engineering: R. J. Rockwell
Dir. of Farm Prog. Dept.: Roy Battles

WSAI
CINCINNATI—1924—ABC
Frequency: 1380 Kc. Power: 5000 Watts
Bus.-Studio Address: 115 E. Fourth St.
Phone Number: Main 1068-69-70-71
Transmitter Location: Mt. Healthy
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Capitol, Standard

Representative: Avery-Knodel
Membership: NAB, BMB
President: Marshall Field
Gen. Sta. Mgr.: Robert S. Sampson
Commercial Mgr.: Robert H. Bouware
Prod. Dir., Chief Announcer: Fred Harper
Publicity Director: Vonne Monsell
Chief Engineer: William Monsell

WDOK
CLEVELAND—1949
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Civic Bcstg., Inc.
Address: 1515 Euclid Ave.
Phone Number: Tower 1-1850
Air Time: Unlimited
News Service: INS
Transcription Service: SESAC
Pres., Gen. Mgr.: R. Morris Pierce
Treas., Sales Mgr.: Frederick C. Wolf

WERE
CLEVELAND—1949
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: Cleveland Bcstg., Inc.
Business-Studio Address: 1501 Euclid Ave.
Phone Number: Superior 9600
Air Time: Unlimited
News Service: AP, INS
Gen. Mgr., Consulting Dir.: Sidney Andorn
Commercial Mgr.: Keith Baldwin
Publicity Dir.: Ed Stevens
Chief Announcer: Bill Reid
Musical Dir.: Grant Wilson
Chief Engineer: Marion V. Snedeker

WGAR
CLEVELAND—1930—CBS
Frequency: 1220 Kc. Power: 50,000 Watts
Business-Studio Address: Hotel Statler
Phone Number: Process 0200
Transmitter Location: Broadview & Akins Rds., Broadview Hts.
Air Time: Unlimited
News Service: INS, UP
Transcription Service: Standard
Representative: Edward Petry
Membership: NAB
Chairman of the Board: G. A. Richards
V.P., General Manager: John F. Palt
Comm. Mgr., V.P., Chg. Sales: Carl E. George
Sales Prom. Manager: Ted Boynton
Production Director: Reginald P. Merridew
Publicity Director: Stanley Gee
Chief Announcer: Charles Roberts
Musical Director: Henry Pildner
V.P., Chg. of Engineering: R. Morris Pierce
Farm Editor: Dick Kathe
OHIO

WHK
CLEVELAND—1921—MBS
Frequency: 1420 Kc. Power: 5000 Watts
Business-Studio Address: 1311 Terminal Tower
Phone Number: Prospect 5800
Transmitter Location: Pleasant Valley Rd.
Seven Hills
Air Time: Unlimited
News Service: AP
Transcription Service: Associated Representative: Paul H. Raymer
Membership: NAB
President: Sterling Graham
Gen.-Station Manager: K. K. Hackathorn
Commercial Manager: J. B. Maurer
Sales Prom. Manager: William Sprague
Program Director: C. M. Hunter
Production Director: James Aubele
Publicity Director: C. T. Christensen
Musical Director: Willard Pott
Chief Engineer: R. H. DeLany

WJMO
CLEVELAND—1947
Frequency: 1540 Kc. Power: 1000 Watts
Owned-Operated By: WJMO Bstg. Co.
Business-Studio-Transmitter Address: 2157 Euclid Ave.
Phone Number: Superior 4424
Air Time: Local sunrise-local sunset
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Adam J. Young, Jr.
President: W. J. Marshall
V.P., Gen. Mgr.: Dave Baylor
Commercial Manager: Robert De Tchon
Program Director: Brooke Taylor
Production Director: George A. Gothberg
Publicity Director: William H. Cannady
Chief Announcer: Paul Nakel
Musical Director: Albert Stone
Chief Engineer: Lawrence Shipley

WJW
CLEVELAND—1932—ABC STANDARD
Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: WJW, Inc.
Business-Studio Address: 1375 Euclid Ave.
Phone Number: Superior 0101
Transmitter Location: 9861 Ridge Rd.
N. Royalton
Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Standard
Representative: Headley-Reed
Membership: NAB
President: William M. O'Neil
Asst. to the Pres.: Lawrence Webb
National Sales Mgr.: Harold W. Waddell
Local Sales & Sales Promotion Manager: Frank H. Blumer
Program Director: Charles V. Hunter
Publicity Director: Charles F. McLaughlin
Chief Announcer: Stanley Peyton
Chief Engineer: Gerald G. Roberts

WSRS
CLEVELAND—1947—OSN
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WSRS, Inc.
Bus.-Studio-Transmitter Address: 2156 Lee Rd.
Phone Number: Erieview 2005
Air Time: Unlimited
News Service: AP
Transcription Service: World, Lang-Worth, SESAC
Representative: Forjoe
Membership: NAB
Pres., Gen. Mgr.: S. R. Sague
Office Manager: Herbert G. Pabst
Commercial Mgr.: Jack D. Kelly
Production Dir.: Thomas J. Nolloh
Musical Dir.: Walter Trimmer
Chief Engineer: Ben Whittaker

MORE LOCAL ADVERTISERS than any other CLEVELAND... STATION WSRS POWER FULL TIME FORJOE CO. S. R. SAGUE NAT'L REP. PRESIDENT

576
**WTAM**

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts

Bus.-Studio Address: 815 Superior Ave.
Phone Number: Cherry 1-0942

Transmitter Location: Brecksville
Air Time: Unlimited
News Service: AP, UP

Transcription Service: Standard, Associated

The Thesaurus

Representative: NBC Spot Sales Membership: NAB, BMB

President (NBC): Joseph H. McConnell

General-Station Mgr.: John McCormick

Commercial Manager: Harold Gallagher

Sales Prom. Manager: Howard Barton

Pgm., Prod. Dir.: Jacob Hines

Publicity Director: Albert M. Henderson

Musical Director: Walberg Brown

Engineer-in-Charge: S. E. Leonard

Operations Supervisor: John D. Disbrow

Farm Editor: James Chapman

Production Director: Edgar A. Ruddick

Publicity Director: Margie J. Ruddick

Chief Engineer: Leo DeConnick

Farm Editor: T. D. Harmon

**WHKC**

COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts


Business-Studio Address: 22 E. Gay St.

Phone Number: Adams 1101

Transmitter Location: 301 Obetz Rd.

Air Time: 6 a.m.-1 a.m.

News Service: INS, UP

Transcription Service: Lang-Worth

Representative: Paul H. Raymer

Membership: NAB, BMB

President: Sterling Graham

Gen. Sta. Mgr.: Carl M. Everson

Comm.—Sales Prom. Mgr.: H. H. Hoesly

Program-Production Dir.: John B. Moses

Publicity Director: Gail Daunehaver

Chief Announcer: Budd Sweeney

Musical Director: John Kenward Agnew

Chief Engineer: William B. Minor

Farm Editor: George Zeis

**WBNS**

COLUMBUS—1924—CBS-OHIO

Frequency: 1460 Kc. Power: 5000 Watts d.

1000 Watts n.

Owned-Operated By: Radiohio, Inc.

Business-Studio Address: 33 N. High St.

Phone Number: Ad. 9265

Transmitter Location: 1037 Barnett Rd.

Air Time: Unlimited

News Service: AP

Transcription Service: Capitol, World

Representative: John Blatt

Membership: NAB, BMB

President: Richard S. Wolfe

General Manager: Richard A. Borel

Commercial Manager: W. L. Orr

Promotion Director: Jerome R. Reeves

Program Director: Geri Parkinson

Musical Director: Paul Neal

Chief Engineer: Lester H. Natzger

Farm Editor: Bill Zipf

**WTNS**

COSHOCTON—1947—STANDARD

Frequency: 1560 Kc. Power: 5000 Watts d.


Business-Studio Address: 114 N. 6th St.

Phone Number: 1560

Transmitter Location: 1 Mi. W. of Roscoe

Air Time: Sunrise-sunset

News Service: UP

Transcription Service: Standard, Lang-Worth

SESAC

Pres., Gen. Mgr.: Bruce Wallace

Commercial Manager: James Sigman

Program Dir.: John R. Terry

Promotion Dir.: William Kirk

Chief Engineer: Ben Jones

**WHIO**

DAYTON—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts

Owned-Oper. By: Miami Valley 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

Transcription Service: Associated, Standard

Representatives: Hollingbery, Cummings

Membership: NAB

President: James H. Cox, Jr.


Commercial Manager: Harvey R. Young, Jr.

Sales Prom. Mgr.: Mrs. Helen Drennen

Pgm., Prod. Dir.: Lester G. Spencer
Publicity Director: Dorothy A. Minneman
Chief Announcer: Louis G. Emm
Musical Director: Henry Lange
Chief Engineer: Ernest L. Adams
Farm Editor: Samuel C. Steiger

**WING**
DAYTON—1921—ABC
Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By: Great Trails Bcstg. Co.
Business-Studio Address: 121 N. Main St.
Phone Number: ADams 3288
Transmitter Location: E. David Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Capitol
Representative: Weed
Membership: BMB
President: John Pattison Williams
Exec. V.P.: Arthur L. Martin
Prod.-Musical Dir.: Charles G. Reeder
Publicity Director: Jean Broome
Chief Announcer: Jack Wymer
Chief Engineer: Lloyd House

**WONE**
DAYTON—1949—MBS
Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By: Skyland Bcstg. Corp.
Address: 5 S. Jefferson St.
Phone Number: Michigan 8501
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Headley-Reed
Pres., Gen. Mgr.: Ronald B. Woodyard
Comm., Prod. Mgr.: Jack Thornquest

**WONW**
DEFIANCE—1949—STANDARD
Frequency: 1280 Kc. Power: 500 Watts d.
Address: U. S. Route 24
Phone Number: 5227
Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus
Partners: R. W. Crowell, Lloyd Basil
Ed W. Kuns, R. S. Burke, Carl Fox
General Mgr.: Richard E. Kaiser
Commercial Mgr.: Gene Mills
Program Dir.: Paul Price
Chief Engineer: Kenneth Farrance

**WLIO**
EAST LIVERPOOL—1948
STANDARD
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Pottery Bcstg. Co.
Business-Studio Address: Turk Motor Bldg.
Phone Number: Main 5190
Transmitter Location: Irish Ridge Rd.
Air Time: 7 a.m.-sunset
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
President: Earl D. Eisenhower
Gen., Sta., Comm. Mgr.: John M. Croft
Chief Announcer: Maury McGill
Musical Dir.: Phyllis Lenz
Chief Engineer: Frank W. Schaefer
Farm Editor: Bob Banfield

**WOHI**
EAST LIVERPOOL—1949
Frequency: 1490 Kc. Power: 250 Watts
Address: 516 Market St.
Phone Number: Main 1490
Air Time: Unlimited
News Service: AP
Transcription Service: World, Thesaurus
Pres., Gen. Mgr.: Richard V. Beatty
Commercial Mgr.: Harold J. Fitzgerald
Program Dir.: John W. Rider
Chief Engineer: David T. Taylor

**WEOL**
ELYRIA—1948
Frequency: 930 Kc. Power: 1000 Watts
Bus-Studio Address: 417-419 Elyria Savings & Trust Bldg.
Phone Number: Elyria 2255
Transmitter Location: Grafton
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol, Lang-Worth
President: Roy W. Ammel
Gen., Sta. Mgr.: H. A. Stuille
Program Director: J. H. Martin Bouhan
Chief Engineer: Walter Murawsky

**WFIN**
FINDLAY—1941
Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Operated By: The Findlay Publ. Co.
Business-Studio Address: 500 1/2 S. Main St.
Phone Number: Main 1330
Transmitter Location: 2.3 Mi. SE Findlay
Air Time: Daytime
News Service: INS, UP
Transcription Service: Standard, Lang-Worth
Membership: NAB, BMB
President: R. L. Heminger
Program Director: Allen F. Dudley
Chief Engineer: Edgar C. Smith
Farm Editor: John C. Hutson

WMOH
HAMILTON—1944—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Bus.-Studio Address: Second Natl. Bank Bldg.
Phone Number: Hamilton 4-6543
Transmitter Location: Middletown Pike
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard
Membership: NAB, BMB
President: Robert J. Briede
Gen.-Sta.-Comm.-Sales Prom. Manager: Joseph E. True
Chief Announcer: Red Richardson
Musical Director: Mildred Soule
Chief Engineer: Don F. Volkman

WHO K
LANCASTER—1948
Frequency: 1320 Kc.  Power: 500 Watts
Owned-Oper. By: Hocking Valley Bcstg. Corp.
Address: Memorial Dr.
Phone Number: 4500
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: World, Cole
Membership: NAB
President: Dr. Nelson Embrey
Sta. Mgr., Pgm. Dir.: Donald W. White
Pub. Dir., Chief Anncr.: Bob Respess
Musical Dir.: Dave Collins
Chief Engineer: Charles R. Houston
Farm Editor: Paul Miller

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.
Air Time: 6 a.m.-1 a.m.
News Service: INS
Representative: Weed
Membership: NAB
President: G. E. Hamilton
General Mgr.: R. W. Mack
Commercial Mgr.: C. B. Heller
Program Dir.: Ester Straker
Chief Engineer: A. J. F. Smith

WLOK
LIMA—1936—NBC
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: The Fort Industry Co.
Business Address: 199 Pierce St.
Birmingham, Mich.
Phone Number: Trinity 17-700
Studio Address: 1101 Natl. Bank Bldg.
Transmitter Location: 1424 Rice Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
representative: Avery-Knodel
Membership: BMB
President: George B. Storer
General Manager: Lee E. Watters
Sta. Sales Prom. Mgr.: J. Robert Kerms
Commercial Mgr.: Harry Jay
Program Dir.: Richard T. Roll
Chief Announcer: Joe Rex
Chief Engineer: Darrel Hunter

WMAN
MANSFIELD—1939—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: Richland, Inc.
Business-Studio Address: 140 Park Ave., W.
Phone Number: 4235-8
Transmitter Location: Longview Ave. at
N. Main St. Rd.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Taylor-Boroff
Membership: NAB
Pres., Gen.-Sta.-Comm. Mgr.: J. M. O’Hara
Sales Prom. Manager: Carl Kindt
Prog.-Prod.-Pub. Dir.: Harry C. Lytle
Chief Engineer: William Morrison

WMOA
MARIETTA—1946—MBS-KBS
Frequency: 1490 Kc.  Power: 250 Watts
Business Address: P. O. Box 201
Phone Number: 6363
Studio-Transmitter Location: 409 Oakwood Ave., Williamstown, W. Va.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth, Keystone
Representative: W. S. Grant
Membership: NAB
President: William G. Wells
V.P., Gen. Mgr.: Hugh M. P. Higgins
Commercial Manager: Aud N. Archer
Program Director: James L. Ulmer
Chief Engineer: Charles E. Clark
WMRN
MARION—1940
ABS-OHIO-STANDARD
Frequency: 1490 Kc. Power: 250 Watts
 Business Address: N. Main St.
 Phone Number: 3226-7
 Studio Address: WMRN Bldg.
 Transmitter Location: ¼ Mi. N. of city limits
 on Main St.
 Air Time: 7 a.m.-M.
 News Service: UP
 Transcription Service: Thersaurus
 Representative: Horace Stovin
 Membership: NAB, BMB
 Pres., Gen-Sta. Mgr.: Robert T. Mason
 Comm-Sales Prom. Mgr.: Robert M. Sprouse
 Pgm.-Prod. Dir., Chief Annct.: Cary Simpson
 Publicity Director: John Plank
 Musical Director: Richard Stadler
 Chief Engineer: Francis Joseph Peters
 Farm Editor: Ray Marsh

WPFB
MIDDLETOWN—1947
 100 Watts n.
 Owned-Operated By: Paul F. Braden
 Bus-Studio-Transmitter Address: Central Ave.
 Phone Number: 2-3625
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Donald Cooke
 Membership: NAB
 Owner, General Manager: Paul F. Braden
 Commercial Mgr.: C. R. Daly
 Sales Prom. Mgr., Pub. Dir.: M. F. Troutvine
 Pgm., Prod. Dir.: G. H. Lummis
 Chief Announcer: John Reznor
 Musical Director: George Garlinger
 Chief Engineer: Laurace Beckwith
 Farm Editor: Ben Werk

WCLT
NEWARK—1949—STANDARD
Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By: Advocate Printing Co.
 Address: 25 W. Main St.
 Phone Number: 4007
 Air Time: Daytime
 News Service: AP
 Transcription Service: World, Lang-Worth
 Representative: Everett-McKinney
 Membership: NAB, BMB
 President: Lloyd A. Pixon
 General-Station Manager: Albert E. Heiser
 Commercial Manager: Louis E. Mahla
 Sales Prom. Manager: John Gaskill
 Program Director: Jay Wagner
 Production Director: Ralph Hoffines
 Pub. Dir., Farm Editor: Don Dean
 Chief Engineer: Jay Leibach

WPTW
PIQUA—1947—OSN
 Bus-Studio-Trans. Address: 1009 Gallia St.
 Phone Number: Portsmouth 1010
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Taylor-Boroff
 Membership: NAB, BMB
 President: Roy D. Moore
 Director of Radio: Eugene Carr
 Station Mgr.: Gerald F. Boyd
 Commercial Mgr.: Carl F. Bodner
 Program Director: Floyd M. Jackson
 News Editor: E. G. Sheridan, Jr.
 Publicity Director: Ann T. Evans
 Musical Director: Dorothy E. Page
 Chief Engineer: Maurice L. Myers
 Farm Editor: Roy E. Vastine

WLEC
SANDUSKY—1947
MBS-STANDARD
Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Lake Erie Bstdg. Co.
 Address: Cleveland & Huntington Aves.
 Phone Number: 5170-1-2
 Air Time: 6:30-m-M.
 News Service: AP
 Transcription Service: World, Lang-Worth
 Representative: Everett-McKinney
 Membership: NAB, BMB
 President: Lloyd A. Pixon
 General-Station Manager: Albert E. Heiser
 Commercial Manager: Louis E. Mahla
 Sales Prom. Manager: John Gaskill
 Program Director: Jay Wagner
 Production Director: Ralph Hoffines
 Pub. Dir., Farm Editor: Don Dean
 Chief Engineer: Jay Leibach
OHIO

WIZE
SPRINGFIELD—1940—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Radio Voice of Springfield
Address.. 115-117 W. High St.
Phone Number... 3-4955
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Lang-Worth, Standard
Membership... BMB
Pres... Dr. Delbert Joseph Parsons
Gen, Sta., Comm. Mgr... Frank N. Jones
Pgm., Prod. Dir... William B. Burt
Chief Engineer... G. A. MacCasland

WJEL
SPRINGFIELD—1947—KBS
STANDARD-BUCKEYE
Frequency: 1600 Kc. Power: 500 Watts d.
Owned-Oper. By... Champion City Bcstg. Co.
Business Address... 101 Fountain Ave.
Phone Number... 3-4676
Transmitter Location... 801 Bechtle Ave.

WSO
SPRINGFIELD—1947
Owned-Oper. By... Radio Springfield, Inc.
Bus.-Studio Address... Chamber of Commerce Bldg., Spring & E. High Sts.
Phone Number... 3-6488
Air Time... Sunrise-sunset
News Service... AP
Transcription Service... Thesaurus, World, Cole
Membership... NAB, BMB
Sta. Manager... Lin Mason

WS TV
STEUBENVILLE—1940—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... The Valley Bcstg. Co.

OHIO

WHY IS AP THE BEST?
BECAUSE AP is faster, more complete, more accurate than any other news service.

THE ASSOCIATED PRESS BROADCASTERS OF OHIO
Chairman: Vernon A. Nolte—WHIZ, Zanesville
Vice-Chairman: Fred Brophy—WHIO-TV, Dayton
Secretary: B. T. Johns—AP Chief of Bureau
Treasurer: Walter Furniss—WCOL, Columbus
Directors: Richard Borel—WBNS, Columbus
Edgar Parsons—WRFD, Worthington
Al Albinger—WCOL, Columbus
Ed Wallace—WTAM, Cleveland
Tom McCarthy—WKRC, Cincinnati
Robert M. Beer—WATG, Ashland

581
Phone Number. 2-6265-67
Transmitter Location. Altamont Hgts.
Air Time. Unlimited
News Service. UP
Transcription Service. Lang-Worth
President. Jack N. Berkman
Gen.-Comm. Mgr., John J. Laux
Asst. Gen. Mgr., Technical
Director. Joseph M. Troesch
Pgm. Prod. Dir. George H. Wilson, Jr.
Chief Announcer. Robert Sanders
Chief Engineer. Charles S. Shepherd
Farm Editor. F. P. Taylor

WSPD
TOLEDO—1921—NBC
Frequency: 1370 Kc....Power: 5000 Watts
Phone Number. Adams 3175
Transmitter Location. R.F.D. Oregon Rd.
Air Time. Unlimited
News Service. INS, UP
Transcription Service. Thessaurus. Lang-Worth.
Representative. Katz
Membership. NAB, BMB
President. George B. Storer
General Manager. E. Y. Flanigan
Local Comm. Mgr. Westford F. Shannon
Sales Promotion Mgr. Richard H. Gourley
Program Director. Glenn C. Jackson
Chief Announcer. Lester A. Dona
Musical Librarian. Gene Williams
Chief Engineer. William M. Stringfellow
Farm Editor. Jim Newman

WTOD
TOLEDO—1946
Frequency: 1560 Kc....Power: 1000 Watts d.
Owned-Oper. By. Unity Corp.
Business Studio Address: 515 Madison Ave.
Phone Number. Garfield 5551
Transmitter Location. Byrne & Arlington Rds.
Air Time. 6:30 a.m.-sunset
News Service. AP
Transcription Service. Lang-Worth
Representative. Headley-Read
Membership. NAB, FMA
President. Edward Lamb
Commercial Manager. Charles Smith
Program Director. Doug Tabner
Chief Announcer. Bob Elliott
Musical Director. Freda Miller
Chief Engineer. Robert Sowers
Farm Editor. Joe Weaver

WHTH
WARREN—1941—MBS
Frequency: 1400 Kc....Power: 5000 Watts
Business Studio Address. 108 Main St.
Phone Number. 2212-9
Transmitter Location. Lordstown Center
Air Time. 6:45 a.m.-m.
News Service. UP
Transcription Service. Associated
Representative. Ra-Tel
Membership. NAB
President. Helen Hart Huribert
Gen., Sta. Mgr. H. R. Farrall
Chief Engineer. Hugo A. Bondy

WWST
WOOSTER—1947—STANDARD
Frequency: 960 Kc....Power: 500 Watts d.
Business Studio Address. Wooster
Phone Number. 760
Transmitter Location. E. of City, Rt. 30
News Service. AP
Transcription Service. Lang-Worth, World
Membership. NAB
President. E. C. Dix
Gen., Sta. Mgr. E. B. Evans
Commercial Manager. Keith S. Gordon
Chief Announcer. Dale Humphries
Chief Engineer. Russell Grander

WRFD
WORTHINGTON—1947—OSN
Frequency: 880 Kc....Power: 5000 Watts d.
Business Studio Address. 649 High St.
Phone Number. Worthington 2-5342
Transmitter Location. Powell Rd. & Route 23.
Delaware County

582
Air Time .................................. Local sunrise-sunset
News Service ................................ AP, INS
Transcription Service .................. Standard
Membership ................................ NAB
President .................................. James H. West
General Mgr ................................ James R. Moore
Station Mgr ................................ Edgar Parsons
Comm. Sales Prom. Mgr ............. Joseph D. Bradshaw
Program Director ..................... William Meredith
Prod. Dir., Chief Announcer .......... Robert Geis
Publicity Dir ............................. Helen Fusco
Musical Director ....................... Irwin Hott
Chief Engineer .......................... Royce Woodward
Farm Editor .............................. Robert Miller

WBBW  YOUNGSTOWN—1949
STANDARD
Frequency: 1240 Kc. ......... Power: 250 Watts
Owned-Operated By .......... Mahoning Valley Bcstg. Corp.
Address ................... 260 W. Federal St.
Phone Number ............ 3-2159
Air Time ...................... Unlimited
News Service .................. INS
Transcription Service .......... Associated, Capitol
Representative .............. For Joe
Pres., Chief Engr ......... John Cherpack, Jr.
V.P., Gen., Comm. Mgr .... Gene Trace
Pgm. Dir., Prom. Mgr ........ Anthony Ross

WFMJ  YOUNGSTOWN—1939—ABC
Frequency: 1390 Kc. ......... Power: 5000 Watts
Business-Studio Address .... 101 W. Boardman Rd.
Phone Number ............ 3-4121
Transmitter Location ...... Boardman-Poland Rd.
Air Time ...................... Unlimited
News Service .................. AP, UP
Transcription Service .......... Standard, Thesaurus
Representative .............. Headley-Reed
Membership .................. NAB, BMB
Commercial Mgr ............ Leonard E. Nasman
Program Director ............ Robert B. Mackall
Chief Announcer ............. Bill Crooks
Musical Director .......... R. W. Richards
Chief Engineer .............. Frank A. Dieringer
Farm Editor ...................... Elden Groves

WKBN  YOUNGSTOWN—1926—CBS
Frequency: 570 Kc. ......... Power: 5000 Watts
Owned-Operated By .......... WKBN Bcstg. Corp.
Bus.-Studio Address .......... 17 N. Champion St.
Phone Number ............ 4-2122
Transmitter Location ...... 3430 Sunset Blvd.
Air Time ...................... 6 a.m.-12:05 a.m.
News Service .................. UP

Transcription Service .......... World, Lang-Worth.
McGregor
Representative .............. Paul H. Raymer
Membership .................. NAB, BMB
Station Dir .................... J. Lothair Bowden
Production Dir ............. Don Brice
Publicity Director .......... Howard C. Rempes
Musical Director .......... Bill Dunn
Chief Engineer .............. B. T. Wilkins
Farm Editor ...................... Stu Wilson

WHIZ  ZANESVILLE—1924—NBC
Frequency: 1240 Kc. ......... Power: 250 Watts
Business-Studio Address .... Lind Arcade Bldg.
Phone Number ............ 6000
Transmitter Location ...... Newark Rd.
Air Time ...................... 6 a.m.-12:05 a.m.
News Service .................. AP
Transcription Service .......... World
Representative .............. John E. Pearson
Membership .................. NAB, BMB
President ...................... Clay Littick
Station Manager .......... Vernon A. Nolte
Commercial Manager ......... Nate Milder
Program-Publicity Dir ........ Robert D. Maley
Musical Director .......... Ralph Riley
Chief Engineer .............. William A. Hunt

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?

AP
KADA
ADA—1934—ABC-OKLA. NET-KBS
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By: KADA Bcastg., Inc.
Business Address: 207 First Natl. Bank Bldg.
Phone Number: 123
Studio-Transmitter Address: No. Broadway
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Taylor-Boroff
Membership: NAB, BMB
President: Dr. C. C. Morris
Gen.-Sta.-Comm. Mgr.: Billy T. Hoover
Sales Prom. Mgr.: Zelmaadeed Woods
Program-Production Dir.: Pat Murphy
Publicity Director: Patricia A. Irick
Chief Announcer: Monte C. Bell
Musical Director: Betty Hughes Nolen
Chief Engineer: Harold Walker

KWON
BARTLESVILLE—1941—MBS-OGB
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bartlesville Bcastg. 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: J. John Collins
Chief Announcer: Bob Walker
Chief Engineer: Jim Wireman

KWCO
CHICKASHA—1946
MBS-OKLA. GP-LIBERTY
Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By: Washita Bcastg. Corp.
Business Address: Box 744
Phone Number: 2899
Studio Address: Hall Brosco Bldg.
Transmitter Location: On Grand Blvd., So. of Chickasha
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Standard
Representative: Continental Radio Sales
Membership: NAB
Pres., Comm. Sales Prom. Mgr.: P. D. Jackson
Gen., Sta. Mgr.: Clarence E. Wilson
Chief Announcer: C. G. Cunningham
Chief Engineer: Neal M. Allen

KWOE
CLINTON—1949
Frequency: 1320 Kc. Power: 1000 Watts
Address: Box 706
Phone Number: 617
Air Time: Daytime
Transcription Service: SESAC
President: Alice Howensline
Secretary-Treasurer: V. M. Preston
Program Dir.: Lew Preston
Chief Engineer: Harold Wood

KVS0
ARDMORE—1935—KBS-ABC
OKLA. NET
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John F. Easley
Bus.-Studio Address: Daily Ardmoreite Bldg.
Phone Number: 2200, 3030
Transmitter Location: Chickasaw & N.W. Blvd.
Air Time: 6 a.m.-11:05 p.m.
News Service: AP
Transcription Service: Associated, SESAC
Representative: Taylor-Boroff
Membership: FMA, NAB
General Manager: Albert Riesen
Commercial Manager: J. E. Riesen
Program Director: Dolly Dutton
Chief Engineer: William E. Kolb
Farm Editor: Elmer Forbes

KRHD
DUNCAN—1947—MBS-OGB
Frequency: 1350 Kc. Power: 250 Watts
Owned-Operated By: Duncan Bcastg. Co.
Address: Hwy. 81 at Pine St., P. O. Box 1192
Phone Number: 1350

884
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Capitol
Membership: NAB
Chief Owner: R. H. Drewry
Gen., Sta. Mgr.: J. P. Burnett
Comm., Sales Prom. Mgr.: Byron McCall
Program Dir.: Doug Thompson
Production Dir.: Bob Stabler
Publicity Dir.: Lloyd George
Musical Dir.: Frances Denis
Chief Engineer: Bill Buford
Farm Editor: Farrell Brooks

KSEO
DURANT—1947—KBS-LIBERTY
Owned-Operated By: Democrat Printing Co.
Address: Box 511
Phone Number: 102
Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus
Membership: NAB
Partners: R. F. Story, Bennett Story
General Manager: Leroy Moses
Commercial Mgr.: Fred R. Blackburn
Chief Engineer: L. O. Wilcox

KCHE
EL RENO—1948—KBS
Frequency: 1500 Kc. Power: 500 Watts d.
Owned-Operated By: KCHE, Inc.
Bus.-Studio Address: First Natl. Bank Bldg.
Phone Number: 2438
Air Time: Daytime
News Service: UP
Transcription Service: Standard
General Mgr.: Harry Ward
Commercial Mgr.: Tom Gilmore
Program Dir.: Hi Roberts
Chief Engineer: C. H. Stanford

KASA
ELK CITY—1932—MBS
Owned-Oper. By: Southwest Bcstg. Co.
Business-Studio Address: 204 N. Main
Phone Number: 750
Transmitter Location: No. Randall
Air Time: Unlimited
Representative: Friedenberg
Membership: BMB
Supervisor: Lonnie J. Preston
Manager: V. M. Preston

KCRC
ENID—1929—ABC-OKLA. NET
Frequency: 1390 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Enid Radiophone Co.
Bus.-Studio Address: Broadway Tower, 9th Floor
Phone Number: 447
Transmitter Location: 309 E. Willow
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Taylor-Boroff
Membership: NAB, BMB, FMA
President: Milton B. Garber
Gen., Sales Prom. Mgr.: George L. Tarter
Commercial Mgr.: H. P. Hale
Program Dir.: Edith Longley
Publicity Dir.: Ed White
Chief Anncr.: Frank Powell
Musical Dir.: Byron Napier
Chief Engineer: Murray D. Coleman
Farm Editor: Bill Guase

KTAT
FREDERICK—1948—KBS
Business Address: P. O. Drawer 920
Phone Number: 1010
Studio Address: Main & Grand
Transmitter Location: 1 Mi. W. of Frederick
Air Time: Daytime
News Service: UP
Transcription Service: World
General Mgr.: Ron Wheeler
Business Mgr.: Jack Oswalt
Commercial Mgr.: Dan Jones
Program Dir.: Charles Henson
Asst. Chief Engr.: Kenneth Bagwell
Chief Anncr.: Charles Henson
Musical Dir.: Dottie Oswalt
Chief Engineer: Dan Jones
Farm Editor: Bill Guase
Women's Editor: Mary Wheeler

KGYN
GUYMON—1948
Frequency: 1220 Kc. Power: 100 Watts d.
Owned-Operated By: Plains Bcstg. Co.
Business-Studio Address: 21st & Lelia Sts.
Phone Number: 888
News Service: UP
Transcription Service: Thesaurus
President, Manager: T. M. Raburn, Jr.
Chief Engineer: J. A. Burke

KTJS
HOBART—1947—KBS-OGB
Owned-Operated By: T. J. Shriner
Address: 315 E. 11th St.
Phone Number: 1070
Air Time: Sunrise-Sunset
Pres., Gen., Sta. Mgr.: T. J. Shriner
KIHNC
HUGO—1948
Frequency: 1340 Kc.    Power: 250 Watts
Address: 176 E Ave.  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-OKLA. GROUP
Frequency: 1380 Kc.    Power: 1000 Watts
Bus.-Studio Address: 17th & E Ave.
Phone Number: 1380
Transmitter Location: 1 1/2 Mi. SE of Lawton
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Taylor-Boroff
Membership: NAB, BMB
President: H. H. Drewry
General-Station Manager: Allan Page
Commercial Mgr.: Neil Ashlock
Sales Prom. Mgr.: Paul Goode
Program Director: Morgan Roberts
Production Director: Bill Wheatley
Publicity Director: Jack Drake
Chief Engineer: Bill Buford
Farm Editor: George Lanham

KTMC
McALESTER—1946
ABC-OKLA. NET-OGB-KBS
Frequency: 1400 Kc.    Power: 250 Watts
Owned-Operated By: J. Stanley O’Neill
Business-Studio Address: First & Washington
Phone Number: 2411-2
Transmitter Location: A & Grisler Sts.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Standard
Representative: Taylor-Boroff
Membership: NAB, BMB
Pres., Gen. Mgr.: J. Stanley O’Neill
Comm., Sales Prom. Mgr.: Robert Baggett
Pgm., Publicity Dir.: Dudley Stallings

KGLC
MIAMI—1948
Frequency: 910 Kc.    Power: 1000 Watts
Owned-Operated By: Miami Bcstg. Co.
Address: Miami Hotel
Phone Number: 3303
Transmitter Location: 5 Mi. E. Miami
Air Time: 6 a.m.-6 p.m.
News Service: AP
Transcription Service: Standard
Representatives: Paul Girard, Adam J. Young
Membership: NAB
President: John H. Giffin
General-Station Mgr.: Wallace R. Dunn
Program Dir.: John Kennedy
Publicity Dir.: A. J. Wyrick
Musical Dir.: Murl Nolder
Chief Engineer: Louis Stone

KBIX
MUSKOGEE—1938—ABC-OKLA.
NET-OGB
Frequency: 1490 Kc.    Power: 250 Watts
Address: Barnes Bldg.
Phone Number: 303
Air Time: 6 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Thescaturus
Representative: Taylor-Boroff
President: Toms Bixby, Jr.
Station Director: J. I. Meyerson
Station Mgr.: Ernest Watson
Assistant Mgr.: Walter W. Weber
Pgm. Mgr., Prod. Dir.: Roger Stoner
Chief Engineer: Eugene Edwards

KMUS
MUSKOGEE—1948—MBS
Business-Studio Address: 412 1/2 Court St.
Phone Number: 656-7
Air Time: 8 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Continental Radio Sales
Membership: NAB, FMA
President: Ben T. Childers
Gen., Station Mgr.: Jimmie Barry
Comm., Sales Mgr.: Roger Huthorn
Program Dir.: Harvey Marsh
Chief Announcer: Dick McCartney
Chief Engineer: Paul Alexander
Farm Editor: Dave Pearson
**OKLAHOMA**

**KNOR**
NORMAN—1949

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: Cleveland County Bstg. Co.
Address ........................... Box 542
Phone Number ..................... 474
Air Time ............................ Unlimited
News Service .......................... UP
Transcription Service ................. Standard
Chief Owner, Comm. Mgr. .............. Tol Dickinson
Owner, Gen. Mgr. ..................... William S. Morgan
Chief Engineer ........................ Don Daniel

**KBYE**
OKLAHOMA CITY—1946

Frequency: 890 Kc.  Power: 1000 Watts d.
Owned-Operated By.................... State Bstg. Co.
Bus.-Studio Address .................. 9th & Broadway
Phone Number ........................ 3-2323-4-5
Transmitter Location ................. 55th & N. Eastern
Air Time .............................. Sunrise-sunset
Representative ........................ Radio Reps
Membership ........................... NAB
General Mgr. .......................... Frank J. Lynch

**KLPR**
OKLAHOMA CITY—1947

Frequency: 1140 Kc.  Power: 1000 Watts d.
Owned-Operated By .................... Byrne Ross
Business Address ........................ 132½ W. Commerce St.
Phone Number ........................ 3-8358
Studio-Transmitter Address ............ SW 73rd St. & Shields Blvd.
Air Time .............................. Sunrise-sunset
News Service ........................... AP
Transcription Service .................. Associated, Cole
Membership ........................... NAB
Pres., Gen.-Sta. Mgr. ................. Byrne Ross
Comm.-Sales Prom. Mgr. .............. Monty Wells
Program Dir. .......................... Billie Davidson
Publicity Director .................... Byrne Ross
Chief Annrs. .......................... Dick Knowles, Tom Kendall
Chief Engineer ........................ Jack Richmond
Farm Editor ........................... Della King

**OKLAHOMA**

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

**OKLAHOMA ASSOCIATED PRESS BROADCASTERS’ ASSOCIATION**

President: James L. Todd—KSIW, Woodward
Vice-President: Bruce Palmer—WKY, Oklahoma City
Secretary: Austin Bealmear—AP Chief of Bureau
OKLAHOMA

NAB, BMB, FMA

President: John Q. Thomas
Gen. - Station Mgr. M. H. Bonebrake
Commercial Manager: George Collision
Program Director: Wishard Lemons
Publicity Director: John Steele
Musical Director: Becey Cartmell
Chief Engineer: Royden Freeland
Transcription Service: World
Representative: Forjoe
Membership: NAB
President: Ralph Ball
Gen. Sta. Mgr.: Cal Perley
Commercial Mgr.: Hugh Finnerty
Pgm. Prod. Dir.: Bill Bryan
Chief Announcer: Gene Dillehay
Chief Engineer: Elmo Black

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: Unlimited
News Service: UP
Transcription Service: Capitol, Standard
SESAC, Lang-Worth
Representative: Avery-Knodel
Membership: NAB, BMB
President: John Toole Griffin
General-Station Mgr.: J. J. Bernard
Commercial Manager: Webster L. Benham, Jr.
Program Director: Robert M. Eastman
Production Director: Martin Fuller
Musical Director: Clarence Reynolds
Chief Engineer: M. W. Thomas
Farm Editor: Carl Neumann

WKY

OKLAHOMA CITY—1922—NBC
Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By: WKY Radiophone Co.
Bus.-Studio Address: Skirvin Tower Hotel
Phone Number: 3-4306
Transmitter Location: 3 Mi. E. of Britton
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated, Standard
Representative: Katz
Station Manager: P. A. Sugg
Administrative Asst.: Hoyt Andres
Commercial Manager: Leo Howard
Program Director: Paul Brawner
Publicity Director: Gene Dodson
Chief Announcer: Wakefield Holley
Musical Director: Allan Clark
Chief Engineer: H. J. Lovell
Farm Editor: Orval Saunders

KTOK

OKLAHOMA CITY—1927
ABC-OKLA. NET
Frequency: 1400 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By: KTOK, Inc.
Business-Studio Address: 1800 W. Main
Phone Number: 3-8352
Transmitter Location: S.E. of City
Air Time: 6 a.m.-M.
News Service: AP, UP
Transcription Service: World
Representative: Taylor-Borrol
Membership: NAB, BMB
President: O. L. Taylor
General Manager: F. Robert D. Enoch
Station Manager: Harold M. Shreve
Chief Engineer: Clifford Easum

KHBG

OKMULGEE—1937
MBS-OKLA. GP.
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Okmulgee Bstg. Corp.
Business Address: 408 W. 6th St.
Phone Number: 3846-7
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Wylie Walker
General Mgr.: Harold E. King
Comm. Mgr., Farm Editor: Don Kenan
Production Dir.: Chuck Phillips
Publicity Dir.: Joyce Mann
Chief Announcer: Don Archer
Chief Engineer: James H. Smith

KTLH

PAULS VALLEY—1947
KBS-OKLA. GR-LBS.
Owned-Operated By: KTLH Bstg. Co.
Business Address: Box 366
Phone Number: 1470-1
Studio-Transmitter Location: Hiway 77 N.
Air Time: Local sunrise-sunset
News Service: UP

588
WBBZ
PONCA CITY—1927—MBS-OKGB
Frequency: 1230 Kc. ...... Power: 250 Watts d.
Owned-Oper. By ...... The Ponca City Publ. Co.
Address ...... 615 W. Grand Ave.
Phone Number ...... .6607-8
Air Time ...... 6 a.m.-11 p.m.
News Service ...... AP
Transcription Service ...... Standard
Representative ...... Ra-Tel
Membership ...... NAB
President ...... Clyde E. Muchmore
General Manager ...... Paul H. Buening
Commercial Mgr ...... M. E. Shiel
Pgm., Prod. Dir ...... Shelton E. Bonnewell
Publicity Dir ...... Robert Nelson
Chief Engineer ...... Kenneth Ruppe

KSMI
SEMINOLE—1948—MBS-OKLA. GP.
Frequency: 1260 Kc. ...... Power: 500 Watts d.
Owned-Operated By ...... Seminole Bstg. Co.
Address ...... City Park, N. Main St., Box 1351
N. Main St., Box 1351
Phone Number ...... 1260-1
Air Time ...... Local sunrise-sunset
News Service ...... UP
Transcription Service ...... Capitol, SESAC
Membership ...... NAB
President ...... Tom Potter
Gen., Sta. Mgr ...... Joe B. Foster
Commercial Manager ...... Carl McDaniel
Sales Prom. Mgr ...... Jack Wallace
Program Director ...... Laverne Updike
Chief Engineer ...... Warren W. Abbott

KGFF
SHAWNEE—1930—ABC
Frequency: 1450 Kc. ...... Power: 250 Watts d.
 Owned-Operated By ...... KGFF Bstg., Co., Inc.
Address ...... Federal Natl. Bldg.
Phone Number ...... 4390-1
Air Time ...... Unlimited
News Service ...... UP
Transcription Service ...... Lang-Worth
Representative ...... Taylor-Boroff
Membership ...... NAB, BMB
President ...... Oscar S. Stauffer
General Manager ...... Roy J. Bowman
Commercial Manager ...... Edwin M. Moore
Program Director ...... William A. Weaver
Chief Engineer ...... Earl R. Ward

KSPI
STILLWATER—1947
MBS-OKLA. GP.
Frequency: 780 Kc. ...... Power: 250 Watts d.
Owned-Oper. By ...... Stillwater Publishing Co.
Business Address ...... P. O. Box 231
Phone Number ...... 1831
Studio-Transmitter Location ...... 1½ Mi. S. of Stillwater on Hwy. 40
Air Time ...... Sunrise-sunset
News Service ...... UP
Transcription Service ...... Standard
Representative ...... Ra-Tel
Membership ...... NAB
President ...... C. R. Bellatti
General Manager ...... L. F. Bellatti
Commercial Manager ...... Ed Harvey
Program Director ...... Bracton Combs
Chief Engineer ...... Paul McCossim
Farm Editor ...... Jim Wells

KAKC
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 Sis.
Air Time ...... 6 a.m.-11:30 p.m.
News Service ...... AP
Transcription Service ...... Lang-Worth
Representative ...... Walker
President ...... S. E. Avey
V.P., General Manager ...... Glenn Condon
Comm., Sales Prom. Mgr ...... Glen Harmon
Program Director ...... John B. Wheeler
Production Director ...... Bill Webb
Chief Announcer ...... Jack Moore
Chief Engineer ...... M. M. Donley

KFMJ
TULSA—1946—LIBERTY
Frequency: 1050 Kc. ...... Power: 1000 Watts d.
Owned-Operated By ...... Fred Jones Bstg., Co.
Business-Studio Address ...... 1242 S. Boston
Phone Number ...... 5-5555
Transmitter Location ...... 21st & Yale Sis.
Air Time ...... Daytime
News Service ...... UP
Transcription Service ...... Cole, Standard
Representative ...... Forjoe
Membership ...... BMB
President ...... Fred Jones
General Manager ...... Lawson Taylor
Commercial Manager ...... Jack Betz
Chief Announcer ...... James O. Wilson, Jr.
Chief Engineer ...... Nate Wilcox
Oklahoma

**KOME**
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... Weed
Membership... NAB
President... Harry Schwartz
General Mgr... Dick Campbell
Program Director... Larry Robertson
Publicity Director... Ann Fountain
Musical Director... Jack Davidson

**KMRG**
TULSA—1949—ABC
Frequency: 740 Kc... Power: 50,000 Watts d.,
10,000 n.
Owned-Operated By... All Oklahoma Bcstg. Co.
Business-Studio Address... Fourth & Denver
Phone Number... 5-3291
Transmitter Location... Keystone
Air Time... 6 a.m.-M.
Representative... John Blair
President... Senator Robert S. Kerr
Vice-President... C. B. Akers
General Mgr... Robert B. Jones, Jr.
Sales Prom. Mgr. ...Montez Tjaden
Publicity Dir... Perry W. Ward
Chief Engineer... Alden F. Wooster

**KTUL**
TULSA—1934—CBS
Frequency: 1430 Kc... Power: 5000 Watts
Owned-Operated By... Tulsa Bcstg. Co.
Business Address... P. O. Box 1739
Phone Number... 2-3191
Studio Address... Boulder-on-the-Park
Transmitter Location... Turley
Air Time... 6:05 a.m.-M.
News Service... UP
Transcription Service... Capitol, Lang-Worth.
Standard
Representative... Avery-Knodel
Membership... NAB, BMB
President... John T. Griffin
V.P., General Manager... John Esau
Commercial Mgr... L. A. Blust, Jr.
Sales Prom. Mgr. ... George Ketcham
Program Director... Karl Janssen
Production Director... Jack Alexander
Musical Director... Glenn Hardman
Chief Engineer... Robert Snider

**KV00**
TULSA—1925—NBC
Frequency: 1170 Kc... Power: 50,000 Watts
Owned-Oper. By... Southwestern Sales Corp.
Bus.-Studio Address... 2104 Philtower Bldg.
Phone Number... 2-2254
Transmitter Location... 11 Mi. E. of Tulsa Hwy. 66
Air Time... Unlimited
News Service... INS, UP
Transcription Service... Standard, World
Representative... Edward Petry
Membership... NAB, BMB
President... F. Q. Proctor
V.P., General Mgr... William B. Way
Commercial Manager... Gustav K. Brandborg
Sales Prom. Mgr., Pub. Dir... C. N. McKinney
Pgm., Prod. Dir... Tom DeVore
Chief Announcer... Johnny Ryan
Musical Director... Joe O'Neill
Chief Engineer... Walt Stinson
Farm Editor... Sam Schneider

**KSIW**
WOODWARD—1947—MBS-OGB
Frequency: 1450 Kc... Power: 250 Watts
Owned-Oper. By... Woodward Bcstg. Co.
Address... 22 & Cedar Sts.
Phone Number... 1450
Air Time... Unlimited
News Service... AP
Transcription Service... Lang-Worth, Cole
President... James L. Todd
V.P., Financial Mgr... Edward A. Ryan
Chief Engineer... John M. Nelson

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?
AP
KWIL
ALBANY—1941—MBS-DON LEE
Owned-Oper. By...Central Willamette Bstg.
Co.
Bus.-Studio-Transmitter Address...Queen Ave.
& Elm St.
Phone Number ...1234-5
Air Time ...6 a.m.-M.
News Service ...UP
Transcription Service...Standard, World
Representative...John Keating
Membership...NAB, BMB
President...R. R. Cronise
General Manager...Chet Wheeler
Sta. Mgrs...Derwood Smith, Dick Cowan.
Glenn Henshaw
Sta.-Sales Prom. Mgr...Derwood Smith
Commercial Manager...Warren Stoffer
Program-Production Dir...LeRoy Jolley
Publicity Director...Carley Copenhagen
Chief Announcer...Doug LaMear
Chief Engineer, Farm Editor...Herbert Davidson

KBKR
BAKER—1939—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By...Inland Radio, Inc.
Bus.-Studio Address...First & Court Sts.
Phone Number...140
Transmitter Location...H. Street
Air Time...6 a.m.-11 p.m.
News Service...UP
Transcription Service...World Membership...NAB, BMB
President...Lee W. Jacobs
Station Mgr...Kenneth B. Lockwood
Commercial Mgr...Milton L. Levy
Program Dir...Kenneth Holden
Chief Engineer...Walt Bobisud

KWIN
ASHLAND—1946—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Rogue Valley Bstg. Co.,
Inc.
Bus.-Studio-Transmitter Address...1160 Helman Rd.
Phone Number...2-1351
Air Time...1490-1551
News Service...AP
Transcription Service...Standard, World, Capitol,
Closing
Representative...Gene Grant, Homer Griffith
Membership...NAB, BMB
President...M. S. Hamaker
General Manager...Edward P. Barnett
Comm., Prom. Mgr...Burton Lane Bardeen
Program Director...Charles B. Fields
Chief Engineer...Philip R. George

KAST
ASTORIA—1935—MBS-KBS-DON LEE
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By...Astoria Bstg. Co.
Bus.-Studio Address...5th & Commercial Sts.
Phone Number...85-6
Transmitter Location...1006 Taylor Ave.
Air Time...5:30 a.m.-M.
News Service...AP
Transcription Service...Standard, World
Representative...Keating Studio
Membership...NAB

KOOS
COOS BAY—1928—MBS-DON LEE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...KOOS, Inc.
Bus.-Studio-Trans. Address...505 Hall Bldg.
Phone Number...4321-4331
Air Time...Unlimited
News Service...AP
Membership...NAB
President...Sheldon F. Sackett
General Manager...Fred F. Claitly
Station Manager...Hal Shade
Commercial Manager...Jack Irvine
Program Director...Sara Spough
Chief Engineer...Roger Spough

591
KWRO
COQUILLE—1948-KBS
Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: KWRO Bcstrs.
 Bus-Studio Address... Coquille Hotel, P. 0. Box 396
 Phone Numbers........ 3961-3971
 Transmitter Location... Sanford Hghts., 1 Mi. N.W. of Coquille, on Hwy. 101
 Air Time.............. 17 Hrs.
 News Service........... AP
 Transcription Service... Associated Cole
 Representative........ Gene Grant
 Pres., Gen. Mgr........ Walter L. Read
 Secretary-Treasurer..... William E. Walsh
 Sta. Mgr., Prod. Dir..... Robert W. Walsh
 Chief Engineer.......... Phillip Linn
 Chief Annr., Farm Editor... Curt Raynes

KRUL
CORVALLIS—1946
KBS-IGN (FRANCE)
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Pacific States Radio Co.
 Address.............. 1221 So. 15th St.
 Phone Number......... 1504
 Air Time............. Unlimited
 News Service......... AP
 Transcription Service... Long-Worth
 Membership........... NAB
 President............. J. C. Haley
 Gen., Sta. Mgr........ C. W. Peck
 Sales Prom. Mgr........ Doris Peck
 Publicity Dir........ James Bailey
 Chief Announcer....... Jeff Evans
 Musical Dir........... Steve Evans
 Chief Engineer......... J. E. Evans
 Farm Editor........... Wayne Loerek

KODL
THE DALLES—1940—KBS
 Owned-Oper. By... Western Radio Corp.
 Address Box 399, Scenic Dr., nr. Sorosis Pk.
 Phone Number........ 2300
 Air Time............. Unlimited
 News Service......... UP
 Transcription Service... MacGregor
 Membership........... NAB
 Pres., General Mgr.... V. B. Kenworthy
 Station Mgr........... Paul E. Walden
 Publicity Director..... Leigh Phillips
 Pgm. Dir., Chief Engr... Arthur Elliott

KASH
EUGENE—1947—KBS
Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By... Radio Air Ways, Inc.

Kerg
EUGENE—1949
Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By... Eugene Bcstrs., Inc.
 Address.............. Studio Bldg.
 Air Time............. Unlimited
 News Service......... AP
 Transcription Service... Standard
 President............. Alton F. Baker
 General Mgr........... L. W. Frommelt
 Commercial Mgr....... Herbert Michiel
 Program Dir........... Reginald Roos
 Chief Engineer....... Calvert Applegate

Kore
EUGENE—1927—MBS-DON LEE
Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Lane Bcstg. Co.
 Business Address.... P. O. Box 1032
 Phone Number........ 4-2414
 Studio-Trans. Location... S. Willamette St.
 Air Time............. 6 a.m.-M.
 News Service......... UP
 Transcription Service... World
 Representative........ Everett-McKinney
 Membership........... NAB
 President............. Paul V. McElwain
 General Mgr........... Lee Bishop
 Commercial Mgr........ Bob Hillyer
 Program-Production Dir... Robert Eubanks
 Publicity Dir........... Harry Sackett
 Chief Announcer....... Ken Lomax
 Chief Engineer........ Floyd Vikes
 Farm Editor........... Dolph Jones

KUGN
EUGENE—1946—ABC
Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... KUGN, Inc.
 Business Address.... P. O. Box 1400
 Phone Number........ 4-6216
 Studio-Transmitter Location... Coburg Rd.
 Air Time............. 5:30 a.m.-M.
 News Service......... AP
 Transcription Service... Long-Worth
 Representative........ W. S. Grant
 Frank J. McHugh, Jr.
Membership ........................................ NAB
President ........................................ C. H. Fisher
General Manager ................................. S. W. McCreary
Commercial Manager ......................... L. N. Young
Program Director .............................. L. S. Ready, Jr.
Chief Engineer ................................. William H. Green

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 Hwy.
Air Time ......................................... 6:30 a.m.-11 p.m.
News Service ...................................... AP
Transcription Service .......................... World, McGregor
Representative .................................... W. S. Grant
Membership ....................................... NAB, BMB
Station Manager ................................. E. A. Malone
Program Director .............................. John T. Sivert
Chief Engineer .................................. N. L. Williams

KFJI
KLAMATH FALLS—1922—MBS
Owned-Operated By: .......................... W. D. Miller
Address .......................................... P. O. Box 692
Phone Number .................................. 5155
Air Time .............................................. Unlimited
News Service ......................................... UP
Transcription Service .......................... World
Representative ...................................... W. S. Grant
Membership ....................................... NAB
President, General Mgr. ..................... W. D. Miller
Comm., Pgm. Mgr. .............................. Jack Keating
Program Director .............................. Bill Wentworth
Chief Engineer ................................. William P. Grimes

KFLW
KLAMATH FALLS—1946—ABC
Frequency: 1450 Kc.  Power: 250 Watts
Year Address ..................................... P. O. Box 941
Phone Number .................................. 8115
Air Time .............................................. 6 a.m.-M.
News Service ......................................... AP
Transcription Service .......................... Standard
Representative ...................................... Everett-McKinney
Membership ....................................... NAB, BMB
President .......................................... Frank Jenkins
General Manager ............................... Bud Chandler
Commercial Manager ......................... Aaron Boe
Chief Engineer .................................... Gilbert Walters

KLBM
LA GRANDE—1938—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By: ............................... Inland Radio, Inc.
Business-Studio Address ........................ Old Oregon Trail
Phone Number .................................. 220
Transmitter Location: 1 Mi. E. City, Hiway 30
Air Time .............................................. 7 a.m.-11 p.m.
News Service ......................................... UP
Transcription Service .......................... Lang-Worth
Membership ....................................... NAB, BMB
President, General Manager ............... Lee Jacobs
Station Manager ................................. John G. Jones
Commercial Manager ......................... Ken Lillard
Program Director .............................. Marge Simcox
Production Director .......................... James L. Sams
Chief Engineer ................................. Murray Durham

KMCN
McMINNVILLE—1949
McMinnville—1949
Frequency: 1260 Kc.  Power: 1000 Watts
Owned-Operated By: .......................... Yamhill Bstgrs.
Address ............................................. Lafayette Ave.
Phone Number ..................................... 3811
Air Time ............................................. Unlimited
News Service ......................................... AP
Transcription Service .......................... Capitol, Lang-Worth
Partners .............................................. Jack B. Philip N. Bladine
General Manager ............................... Lou Gillette
Commercial Manager ......................... Glascio Branson
Chief Engineer ................................. G. L. Hathaway

KMEC
MEDFORD—1926—NBC
Owned-Oper. By: ............................... Mrs. W. J. Virgin
Business-Studio Address ........................ P. O. Box 1306
Phone Number ..................................... 4000
Air Time .............................................. Unlimited
Transmitter Location: Ross Lane
News Service ......................................... UP
Transcription Service .......................... Standard, MacGregor
Membership ....................................... NAB, BMB
Pres., Gen. Mgr. ................................. Mrs. W. J. Virgin
Commercial Mgr. ............................... James J. Dunlevy
Program Director .............................. Gladys LaMar
Promotion Manager ............................ John S. Duffy
Chief Engineer ................................. Victor M. Califf

KYJC
MEDFORD—1947—ABC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: .......................... Mail Tribune
Bus-Studio-Transmitter Address: Barnett Rd.
Phone Number ..................................... 9200
Air Time .............................................. Unlimited
News Service ......................................... UP
Transcription Service .......................... Lang-Worth, Cole
Representative ...................................... Grant, McHugh
Membership ....................................... NAB
President .......................................... Robert W. Ruhl
Gen., Sta. Mgr. ................................. Pete Watts
Commercial Manager ......................... Norbert Mikesche
Pgm., Dir., Chief Annr. ....................... John Ahern
Publicity Director ............................. Patricia Wilkinson
Chief Engr., Farm Editor ...................... Rodney Richards
"Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states" (News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern. Oregon's enlarged population creates a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.
KNPT
NEWPORT—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Yaquina Radio, Inc.
Business Address: Box 682
Phone Number: 560
Studio-Transmitter Address: Newport
Air Time: 6 a.m.-10 p.m.
News Service: AP
Transmission Service: World
Representative: John Keating
Pres., Gen., Station Mgr.: Tom R. Becker
Commercial Mgr.: Joe Kortman
Program Director: Silvia Becker
Chief Engineer: Hal Bigger

KSRV
ONTARIO—1946
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Inland Radio, Inc.
Address: Ontario
Phone Number: 211-212
Air Time: 6 a.m.-6 p.m.
News Service: AP
Transmission Service: Capitol, World, Cole
Membership: NAB, BMB
Pres., Gen. Mgr.: Lee W. Jacobs
Station Manager: Gordon L. Capps
Commercial Manager: John W. Powell
Sales Prom. Mgr., Pub. Dir.: Ray Kozak
Program Director: Robert Ballard
Chief Engineer: Charles E. Harland

KGON
OREGON CITY—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Clackamas Bcast.
Business Address: Box 391
Phone Number: 5249
Studio-Transmitter Address: Super Hiway, N.
Air Time: 7 a.m.-11 p.m.
News Service: AP
Transmission Service: Lang-Worth, World
President: Dr. John H. Fitzgibbon
General Manager: Irwin S. Adams
Assistant Manager: H. I. Jackson
Program Director: Delmar Lundbom
Chief Engineer: Robert Brower

KWRC
PENDLETON—1941
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Radio Corp.
Business Address: P. O. Box 178
Phone Number: 1245
Studio-Transmitter Location: End of S.W. Sixth
Air Time: 7 a.m.-10 p.m., Unlimited
News Service: AP
Transmission Service: Lang-Worth

KBKO
PORTLAND—1948
Frequency: 1290 Kc. Power: 1000 Watts d.
Bus.-Studio Address: 3508 N.E. Sandy Blvd.
Phone Number: MUrdoch 1290, WEBster 1290
Transmitter Location: Oaks Park
News Service: AP
Transmission: Unlimited
Station Manager: jack Webb
Chief Engineer: Russ Fillinger

KEX
PORTLAND—1926—ABC
Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Bus.-Studio Address: 1230 S.W. Main St.
Phone Number: Capitol 1881
Transmitter Location: Clackamas
Air Time: Unlimited
News Service: AP, INS
Transmission Service: Associated
Representative: Free & Peters
Membership: BMB
President: Walter Evans
Vice-President: Walter E. Benol
General Manager: John B. Conley
Station Manager: C. S. Young
Sales Manager: Eldon Campbell
Program Manager: Mel Bailey
Prom., Pub. Mgr.: Charles L. Burrow
Chief Engineer: Thomas Ely

KGW
PORTLAND—1922—NBC
N.W. TRIANGLE
Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: The Oregonian Publishing Co.
Bus.-Studio Address: 1320 S.W. Broadway
Phone Number: Bcstg. 6364
Transmitter Location: No. Portland
Air Time: Unlimited
News Service: AP, INS
Transmission Service: Lang-Worth, World
Representative: Edward Petry
Membership: NAB, BMB
President: E. B. MacNaughton
General Manager: M. J. Frey
Station Manager: H. Quenton Cox
Commercial Manager: J. N. Wassan
Program Manager: Homer Welch
Chief Announcer: Bob Tomlinson
Musical Director: Abe Bercovitz
Chief Engineer: Harold C. Singleton
Farm Pgm. Dir.: Wallace L. Kadderly
OREGON ASSOCIATED PRESS ADVISORY COUNCIL

Chairman: Ted Cooke—KOIN, Portland
Continuing Study Committee Chairman: Robert Thomas—KEX, Portland

OREGON

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.
KXL
PORTLAND—1928
Frequency: 750 Kc. Power: 10,000 Watts
Owned-Operated By: KXL Bcast. Co.
Business-Studio Address: Orpheum Bldg.
Phone Number: BR. 6451
Transmitter Location: Clackamas
Air Time: Limited
News Service: UP
Transcription Service: Standard
Representative: Walker
Sales Prom. Mgr.: James Mount
Pgm. Prod. Mgr.: Jackson Fleming
Chief Announcer: Bill Mason
Chief Engineer: Ralph Millin
Farm Editor: Ben Buisman

KRNR
ROSEBURG—1936
MBS-DON LEE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: News Review Co.
Address: 134 N. Jackson St.
Phone Number: 4
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, World
Representative: John Keating
Membership: NAB
Gen. Sta. Mgr.: Leroy Hatt
Commercial Mgr.: Warren Ward
Publicity Dir.: Carol Kerr
Chief Engineer: Ralph Smith

KOCO
SALEM—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: B. Loring Schmidt
Address: 1426 Edgewater St.

KSLM
SALEM—1939—MBS-DON LEE
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: Oregon Radio, Inc.
Business Address: Salem
Phone Number: 3-4831
Studio Address: Senator Hotel Bldg.
Transmitter Location: Kingwood Highlands
Air Time: Unlimited
News Service: AP, UP
Transcription Service: World
Representative: W. S. Grant
Membership: NAB, BMB, FMA
Pres., General Mgr.: Glenn McCormick
Commercial Manager: Earl Headrick
Program Director: Jerry Web
Promotion Manager: Dave Hoss
Chief Engineer: Clyde Carlton

KTL
TILLAMOOK—1946
Frequency: 1590 Kc. Power: 250 Watts
Business Address: Star Route W., Box 24
Phone Number: 1122
Air Time: 6 A.M.-10 p.m.
News Service: AP
Representative: John Keating
President: Fred H. Guyton
Station Manager: Mel Baldwin
Commercial Manager: Jim Kelly Jr.
Chief Engineer: Larry Brunes

WAEB
ALLENTOWN—1948—ABC
QUAKER-SBN
Frequency: 790 Kc. Power: 500 Watts d.
1000 Watts n.
Owned-Operated By: WAEB, Inc.
Bus.-Studio Address: 7th & Hamilton Sts.
Phone Number: Allentown 4-9364-5-6
Transmitter Location: Mickley
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: George P. Hollingsbery
Pres., Gen. Mgr.: Joseph M. Nassau
Commercial Manager: Howard Wasserman
Sales Prom. Mgr., Pub. Dir.: Martin Muskel
Program Dir.: James A. Nassau
Prod. Dir., Chief Annr.: Samuel Anderson
Musical Director: Alfred Wilcox
Chief Engineer: Martin N. Oebebeck
Farm Editor: Sammy Anderson

OREGON—PENNSYLVANIA

Estimated Population 10,633,000—Increase +7.4%—Radio Homes 2,896,000
Radio Families 2,956,000—Stations in State 104

597
WHOL
ALLENTOWN—1948—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Allentown Bcstg. Corp.
Address 842 Hamilton St.
Phone Number Allentown 4-4801
Air Time 7 a.m.-M.
News Service UP
Transcription Service Standard
Representative Robert Meeker
Membership NAB
Pres., Gen. Mgr. Lewis Windmuller
Program Manager Robert Lewis
Promotion Mgr. C. Robert Glover
Chief Engineer Gerald B. West

WKAP
ALLENTOWN—1946
Frequency: 1580 Kc. Power: 1000 Watts d.
Operated By WKAP, Inc.
Bus. Studio Address 715 Hamilton St.
Phone Number 3-3166
Transmitter Location Jordan Pkwy.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service World
Representative Forjoe
President N. Joe Rahall
General Manager O. R. Davies
Program Director Marshall Cleaver
Chief Engineer C. Frank Cordaro

WSAN
ALLENTOWN—1923—NBC
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By Lehigh Valley Bcstg. Co.
Bus. Studio Address 39-41 N. Tenth St.
Phone Number Allentown 551
Transmitter Location Old Catasaqua Rd.
Route 1
Air Time 7 a.m.-M.
News Service AP. UP
Transcription Service Thesaurus, World,
SESAC
Representative Headley Reed
President J. Calvin Shumberger
Gen., Sta. Mgr. B. Bryan Musselman
Commercial Manager Olivia P. Musselman
Dir. of Programs George Y. Snyder
Production Director William S. Davies
Chief Announcer John T. Van Sant
Chief Engineer Reuel H. Musselman

WFBG
ALLENTOWN—1924—NBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Gable Bcstg. Co.
Business Address 1320-32 11th Ave.
Phone Number 6467

WJSW
ALLETOONA—1947—MBS
Frequency: 1290 Kc. Power: 1000 d. 500 n.
Owned-Operated By Altoona Bcstg. Co.
Bus. Studio Address 1413 11th Ave.
Phone Number 9301
Transmitter Location Goods Lane, Logan
Township
Air Time 7 a.m.-1 a.m.
News Service UP
Transcription Service Standard
Representative Burn-Smith
Membership NAB
President Herbert T. Wolf
General Mgr. Thomas W. Metzger
Station-Comm. Mgr. James E. Moren
Sales Prom. Mgr. D. Ruel Burchart
Program Director Lois M. Huey
Publicity Director Charles Flynn
Announcer Tom Torrison
Musical Director Paul Melanson
Chief Engineer C. Irvin Metzger
Sports Director Skip Miller

WRTA
ALLETOONA—1947—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Thompson Bcstg. Co.
Address 1421 12th Ave.
Phone Number 6646
Air Time 6:30 a.m.-1 a.m.
News Service UP
Transcription Service Thesaurus, SESAC
Representative Robert Meeker
Membership NAB
Gen.-Sta.-Comm. Mgr. Roy F. Thompson
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
ALLETOONA—1948—CBS
Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By General Bcstg. Corp.
WAVL
APOLLO—1947
Bus-Studio Address: 401-403 Forth Ave.
Phone Number: Apollo 480
Transmitter Location: ⅔ Mi. E. of Apollo on Rt. No. 56
Air Time: Daytime
News Service: UP
Transcription Service: SESAC, Cole, Thesaurus
Partners: C. F. Clifton, A. J. West
Gen. Comm. Mgr.: Cecil F. Clifton
Chief Engineer: H. E. Smith

WBVP
BEAVER FALLS—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: WBVP, Inc.
Bus-Studio Address: 1216 Seventh Ave.
Phone Number: 4100
Transmitter Location: New Brighton
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol, Standard
Com. Mgr.: Thomas B. Price
Program Director: Charles H. Wilson
Production Director: Jean E. Biggard
Publicity Director: Owen Simon
Chief Announcer: George Allen
Musical Director: Leona Whiting
Chief Engineer: John Wm. Hines
Farm Editor: Milo Prisuta

WGPA
BETHLEHEM—1946—ASN
Bus-Studio Address: 426 Broadhead Ave.
Phone Number: 6-8074-5
Transmitter Location: Eighth Ave. & Dell St.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: World, Capitol
Membership: NAB
Vice President: Rolland L. Adams

WCNR
BLOOMSBURG—1947
Frequency: 930 Kc. Power: 500 Watts d.
Bus-Studio Address: 38 W. Main St.
Phone Number: 1700
Transmitter Location: Bloomsburg RDF
Air Time: Daytime
News Service: AP
Transcription Service: Associated
Membership: NAB
Pres.: Robert R. Eyerly
Chief Engineer: Clair Kinney

WLTR
BLOOMSBURG—1947
Owned-Oper. By: Bloom Radio, Inc.
Bus-Studio Address: Hotel Magee
Phone Number: 1800-1
Transmitter Location: Scott Township
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: World, Standard
Membership: NAB, BMB
President: Harry L. Magee
Gen. Stn. Mgr.: C. G. Moss
Commercial Mgr.: S. Duy Hutchison
Chief Engineer: Park H. Cassady
Musical Director: Ray Calabrese
Farm Editor: Walt Lewis

WLOA
BRADDOCK—1947
Frequency: 1550 Kc. Power: 1000 Watts d.
Owned-Oper. By: Matta Bcstg. Co.
Bus-Studio Address: 1233 Braddock Ave.
Phone Number: Electric 1-1100
Transmitter Location: N. Braddock
Air Time: Daylight
Transcription Service: World
Representative: Friedenberg
Membership: NAB
Pres.: William G. Matta
Gen. Mgr.: George Matta
Com. Mgr.: Fred McCandless
Sales Prom. Mgr.: George F. Jones
Program Director: Paul McCandless
Musical Dir.: Kay Melnick
Chief Engineer: Richard G. Noullet
WESB
BRADFORD—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Business Address: 43 Main St.
Phone Number: 3173
Studio-Transmitter Location: High St. Ext.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Ra-Tel
Membership: NAB
President: Lester R. Edwards
General Mgr.: Joseph M. Cleary
General Sales Mgr.: Ernest F. Oliver
Sales Prom. Mgr.: Michael J. Cuneen
Program Dir.: David W. Jeffries
Traffic Manager: Judy Duell
Chief Announcer: Robert C. Norman
Technical Director: David W. Jeffries

WBUT
BUTLER—1949
Frequency: 1580 Kc. Power: 500 Watts d.
Owned-Operated By: Eagle Printing Co.
Address: Nixon Hotel
Phone Number: 53-103
Air Time: Daylight
News Service: AP
Transcription Service: Thesaurus
General Manager: J. Leonard Taylor
Commercial Manager: Howard George
Program Director: James W. Rowe
Chief Engineer: Gerald D. Coleman

WISR
BUTLER—1941
Business-Studio Address: 357 N. Main St.
Phone Number: 4701
Transmitter Location: McKinley Ave. Ext.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Long-Worth
Representative: Forbess
Membership: NAB, BMB
President: David Rosenblum
General Manager: Robert Kaufman
Pgm., Musical Dir.: Warren Ihlenfeld
Pro., Pub. Dir.: Joel Rosenblum
Sales Prom. Mgr., Chief Ann.: Jerry Crocker
Chief Engineer: Paul Rex
Farm Editor: R. H. McDougald

WCDL
CARBONDALE—1950
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Carbondale Bcstg. Co.
WPWA
CHESTER—1947
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Lou Poller
Business Address: Chester
Phone Number: 3-1641
Studio-Transmitter Location: Brookhaven Rd.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World
President: Lou Poller
Gen., Sta. Mgr.: M. A. Mandel
Sales Promotion Mgr.: Burton Levin
PgM., Prod. Dir.: Bob Johnson
Publicity Director: Melvine Levine
Chief Announcer: Paul Warren
Musical Director: Kal Ross
Chief Engineer: Harry Simmington
Farm Editor: Wayne Hyde

WVCH
CHESTER—1948
Owned-Operated By: James M. Tisdale
Bus.-Studio Address: Wolfs Bldg., Market Sq.
Phone Number: Chester 2-8861
Transmitter Location: Bridgewater Rd., RD 1
Air Time: Sunrise-sunset
News Service: UP
Pres., Gen., Comm. Mgr.: James M. Tisdale
Program Dir.: Edna Whittington
Chief Announcer: Tom Harvey
Chief Engineer: James M. Tisdale
Farm Editor: Phil Steer

WCAP
CLEARFIELD—1947-ASN
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Clearfield Bcstrs., Inc.
Business-Studio Address: 215 Church St.
Phone Number: 5-5541
Transmitter Location: Clearfield R.D.
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus, Capitol, World
Membership: NAB
Pres., Gen. Mgr.: W. K. Ulerich
Commercial Mgr.: W. C. Plummer
Production Director: Leroy Stauffer
Musical Dir.: Joseph Milso
Chief Engineer: Llewellyn Duck
Farm Editor: W. O. Mitchell

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: 10 a.m.-11 p.m., Unlimited
News Service: UP
Transcription Service: SESAC, Capitol
Membership: NAB
Pres., Gen. Mgr.: J. Wylie Driscoll
Program Director: John Reynolds
Chief Engineer: R. H. Fasulkey
Farm Editor: Rex Carter

WBUX
DOYLESTOWN—1948
Owned-Oper. By: Charles M. Meredith
Business-Studio Address: The Hart Bldg.
Phone Number: Quak 713
Transmitter Location: Doylestown Township
Air Time: 7 a.m.-Sunset
News Service: AP
Membership: NAB
General Mgr.: Charles M. Meredith
Station-Comm. Mgr.: William A. Lynch
Chief Announcer: Charles R. Fairchild
Chief Engineer: Paul Fireman
Farm Editor: Daniel Knapp

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: McGilvra
Membership: NAB, PMA
President: Harold Gray
General Mgr.: Jason S. Gray
Commercial Manager: George Williams
Program Director: Edward Paul
Production Director: Lamont Tupper
Publicity Director: Ken Johnston
Chief Engineer: Vernon Stahl
Farm Editor: Charles Moore

WEST
EASTON—1936—NBC-MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Associated Bcstrs., Inc.
Bus.-Studio Address: 516 Northampton St.
Phone Number: 6131
Transmitter Location: Williams Township
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: World
Representative: Robert Meeker
Membership: NAB
Station Executive: Clair R. McCollough

601
WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service ... more than 100 years collecting and distributing news.

PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION

President: Joseph E. Baudino—KDKA, Pittsburgh
Vice-President: George Coleman—WGBI, Scranton
Second Vice-President: Ed Obrist—WPEN, Philadelphia
Third Vice-President: Jack Hooper—WHGB, Harrisburg
Secretary: Joseph Snyder—AP Chief of Bureau
Cooperation Committee Chairman: Wm. A. Banks—WHAT, Philadelphia
Continuing Study Committee Chairman: Ed Darlington—WCNR, Bloomsburg.

PENNSYLVANIA 602
Station Manager. . . . Elwood C. Anderson  
Natl. Sales Manager. . . J. Robert Gallick  
Program Director. . . . Eugene Bethman  
Technical Director. . . . J. E. Mathiot

WERC  
ERIE—1941—NBC  
Frequency: 1230 Kc. (C.P. 1280 Kc.)  
Power: 250 Watts (C.P. 5000 Watts)  
Bus.-Studio-Transmitter Address. . . . 121 W. 10 St.  
Phone Number. . . . 40-185  
Air Time. . . . Unlimited  
News Service. . . . UP  
Transcription Service . . . Associated, Lang-Worth  
Representative. . . . Weed  
President. . . . Jacob A. Young  
General Manager. . . . Charles E. Denny  
Station Manager. . . . J. J. Young  
Commercial Manager. . . . Art Ingram  
Program Director. . . . J. Jacob Young  
Chief Announcer. . . . John Michael  
Chief Engineer. . . . Ken Hestor

WICK  
ERIE—1948—ABC  
Frequency: 1330 Kc. . . . Power: 5000 Watts  
Bus.-Studio Address. . . . 1021 State St.  
Phone Number. . . . 2-32489  
Transmitter Location. . . . Waterford  
Air Time. . . . 6 a.m.—M.  
News Service. . . . UP  
Transcription Service. . . . Standard  
Representative. . . . Taylor-Boroff  
Membership. . . . NAB  
President. . . . Keith Kiggins  
Gen., Sta. Mgr. . . . Ted Nelson  
Chief Announcer. . . . Lou Zero  
Chief Engineer. . . . Clarence Baker

WEU  
ERIE—1933  
MBS-QUAKER—WM. PENN  
Frequency: 1450 Kc. . . . Power: 250 Watts  
Owned-Oper. By. . . . WEU Bcastg. Corp.  
Phone Number. . . . 23-327  
Air Time. . . . 6 a.m.—M.  
News Service. . . . AP  
Transcription Service. . . . World, Thesaurus  
President. . . . Leo J. Omelian  
Secretary. . . . Collier Theno  
Musical Director. . . . Anthony Conti  
Chief Engineer. . . . George Roland  
Farm Editor. . . . Paul Crossman

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. . . . NAB  
President. . . . H. Kenneth Brennen  
General-Comm. Mgr. . . . G. J. Podery  
Program Director. . . . John Howard  
Chief Engineer. . . . L. L. Allen  
Farm Editor. . . . Glen Grayson

WHVR  
HANOVER—1949  
Frequency: 1280 Kc. . . . Power: 1000 Watts d.  
Owned-Operated By. . . . Radio Hanover, Inc.  
Address. . . . Hanover Trust Bldg.  
Phone Number. . . . 3831  
Air Time. . . . Daytime  
News Service. . . . UP  
Transcription Service. . . . Lang-Worth  
General Manager. . . . John D. Bare  
Commercial Manager. . . . H. Vernon Ferster  
Program Director. . . . Mack Edwards  
Chief Engineer. . . . Philip Rohrbaugh

WHGB  
HARRISBURG—1945—ABC  
Frequency: 1400 Kc. . . . Power: 250 Watts  
Bus.-Studio-Trans. Address. . . . 112 Market St.  
Phone Number. . . . 2-3456, 6-2646  
Air Time. . . . Unlimited  
News Service. . . . AP  
Representative. . . . Weed  
Membership. . . . NAB  
President. . . . Herbert Kendrick  
General Manager. . . . Jack Hooper  
Pgm., Prod. Dir. . . . Stan Bowman  
Pub.-Musical Dir. . . . Red McCarthy  
Chief Announcer. . . . Tony Bekas  
Chief Engineer. . . . Woody Schlegel

WHP  
HARRISBURG—1924—CBS  
Frequency: 580 Kc. . . . Power: 5000 Watts  
Owned-Operated By. . . . WHP, Inc.  
Business-Studio Address. . . . 216 Locust St.  
Phone Number. . . . 4-3211  
Transmitter Location. . . . 1½ Mi. W. Summerdale  
Air Time. . . . Unlimited  
News Service. . . . AP, UP  
Transcription Service. . . . Standard, Associated
"WE'VE GOT IT!!!"

If you want sales from Pennsylvania's Eastern Area radio listeners . . . sell through WAZL.

HERE'S WHY WE'VE GOT IT !!!


2. Listeners  8 out of every 10 radio listeners in WAZL and WAZL-FM coverage area listen to WAZL day in and day out — week in and week out. Complete details on request from our latest Conlan survey.

3. Programs  WAZL is affiliated with the National Broadcasting Company — America's Number One network . . .

WAZL  Hazleton, Pennsylvania  WAZL-FM
1490 Kc. Serving Eastern Pennsylvania  97.9 Meg.
for 17 Years

National Representatives:
Robert Meeker Associates
521 Fifth Avenue
New York City, N. Y.
Representative .................................. Bolling
Membership ........................................ NAB, BMB
Sales Prom. Mgr. ................................ Beatrice Poteliger
Program Director ................................ Dick Redmond
Production Director ............................ Harry Hinkley
Publicity Director ............................... John Price
Musical Director ................................. David Shoop
Chief Engineer ................................... E. Daniel Leibensperger
Farm Editor ........................................ George Wirt

**W K B O**

**HARRISBURG—1922—NBC-MBS**

Frequency: 1230 Kc.  Power: 250 Watts
Bus.-Studio Address .............................. 31 N. Second St.
Phone Number ..................................... 4-0191
Transmitter Location ............................ Penn Harris Hotel
Air Time ............................................. 6:00 a.m.-12:05
News Service ....................................... UP
Transcription Service ........................... Robert Meeker
Representative .................................... NAB
Membership ........................................ NAB
Station Executive ................................. Clair R. McCollough
Station Manager ................................. David J. Bennett, Jr.
Natl. Sales Manager .............................. J. Robert Gulick
Program Director ................................. Don Wear
Technical Director ............................... J. E. Mathiot

**W A Z L**

**HAZLETON—1932—NBC-MBS**

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By .............................. Hazelton Bestg. Co.
Bus.-Studio Address .............................. 708 Hazelton Natl.
Bank Bldg.
Phone Number ..................................... 7400-1
Transmitter Location ............................ 610 E. Berner Ave.
Air Time ............................................. 6:30 a.m.-1 a.m.
News Service ....................................... UP
Transcription Service ........................... Thesaurus
Representative .................................... Robert Meeker
Membership ........................................ NAB, BMB
Pras., Gen.-Sta. Mgr. ............................. Victor C. Diehm
Sales Prom. Mgr. ................................ Thomas Tito
Prog. Dir., Chief Announcer ........................ Don Murray
Publicity Director ................................. Kathryn Kahler
Musical Director ................................ John Stanzio
Chief Engineer .................................... Elwood Tito
Farm Editor ........................................ Nicky Alberts

**W H O D**

**HOMESTEAD—1948**

Owned-Operated By .............................. Steel City Bestg. Corp.
Bus.-Studio Address .............................. 105 E. Eighth Ave.
Phone Number ..................................... 1-0172
Transmitter Location ............................ W. Mifflin Borough
Air Time ........................................... Sunrise-sunset
News Service ...................................... UP
Transcription Service ........................... Lang-Worth
Representative .................................... Roy Ferree
President .......................................... Carl Cuda

**WHN**

**HUNTINGDON—1946—MBS-KBS**

Frequency: 1400 Kc.  Power: 250 Watts
Bus.-Studio Address .............................. 400 Washington St.
Phone Number ..................................... 1291
Transmitter Location ............................ 27th & Murray Aves.
Air Time ............................................. 6:30 a.m.-M.
News Service ....................................... AP
Transcription Service ........................... SESAC, Lang-Worth
President .......................................... John H. Biddle
General Manager ................................. Samuel L. Stroh, Jr.
Program Director ................................. Richard J. Gill
Chief Announcer ................................. Donald M. Stuller
Chief Engineer .................................... Ernest A. Craig

**WDAD**

**INDIANA—1946—CBS-KBS**

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Indiana Best., Inc.
Business Address ................................. 637 Philadelphia St.
Phone Number ..................................... 1780
Studio Address ................................. Indiana Theater Bldg.
Transmitter Location ............................ East Pike
Air Time ............................................. 7 a.m.-12:05 a.m.
News Service ....................................... AP
Transcription Service ........................... Standard
Representative .................................... McMillin
Membership ........................................ NAB
President .......................................... Paul J. Short
General Manager ................................. John S. Booth
Station Manager ................................. Thompson K. Cassel
Commercial Manager ............................ Howard T. White
Program Director ................................. James E. Pattison
Sales Prom. Mgr. ................................ Bern Senick

**WARD**

**JOHNSTOWN—1946—CBS**

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Central Bestg. Co., Inc.
Business-Studio Address ........................ Porch Bldg.
Phone Number ..................................... 81-216
Transmitter Location ............................ Prospect Hill
Air Time ............................................. Unlimited
News Service ....................................... UP
Transcription Service ........................... World
Representative .................................... Weed
Membership ........................................ NAB, BMB
President .......................................... Paul Short
General Manager ................................. George D. Garland
Station Manager ................................. Robert R. Nelson
Commercial Mgr. ................................. Herbert B. Scott
Program Director ............................... Louis Peneguy
Musical Director ................................. Robert C. Ebert
Chief Engineer ................................. Millard J. Coleman
Farm Editor ...................................... H. C. McWilliams
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Oper.</th>
<th>Address</th>
<th>Phone Number</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Oper.</th>
<th>Address</th>
<th>Phone Number</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Oper.</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCRO</td>
<td>Johnstown</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>By</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WJAC</td>
<td>Johnstown</td>
<td>1400 Kc.</td>
<td>250 Watts</td>
<td>By</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WACB</td>
<td>Kittanning</td>
<td>1380 Kc.</td>
<td>500 Watts</td>
<td>By</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WKIN</td>
<td>Kittanning</td>
<td>1600 Kc.</td>
<td>1000 Watts</td>
<td>By</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGAL</td>
<td>Lancaster</td>
<td>1490 Kc.</td>
<td>250 Watts</td>
<td>By</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLBR</td>
<td>Lebanon</td>
<td>1270 Kc.</td>
<td>1000 Watts</td>
<td>By</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WCBM
LEMOYNE—1948
Frequency: 960 Kc.  Power: 1000 Watts d.
Owned-Oper. By Rossmoyn Corporation.
Bus-Studio Address: Lemoyn Theater Bldg.
Phone Number: Harrisburg 4-3005
Transmitter Location: Poplar Church Rd.
E. Pennsboro Township
Air Time: Daytime
News Service: AP
Transcription Service: Associated
Representative: Donald Cooke
President: Edgar T. Shepard, Jr.
General Station Manager: Ed K. Smith
Commercial Manager: John T. Burnite
Sales Promotion Mgr.: Robert Cross
Pgm., Musical Dir.: Don Jacobs
Production Director: Low Doolittle
Chief Engineer: Howard Bair

WKVA
LEWISTOWN—1949
Frequency: 920 Kc.  Power: 1000 Watts d.
Owned-Oper. By Central PA Bcast. Co.
Address: 7 N. Wayne St.
Phone Number: 6771
Air Time: Daylight
News Service: UP
Transcription Service: Lang-Worth
President: Paul J. Newton
General Manager: Robert L. Wilson
Commercial Manager: Richard Wetzel
Program Director: Elwood E. Erdman
Promotion Manager: Lynn Bloom
Chief Engineer: John Stormer

WMRF
LEWISTOWN—1941—NBC QUAKER
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By Lewistown Bcast. Co.
Business-Studio Address: Monument Square
Phone Number: 6757
Transmitter Location: Derry Township
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Standard
Representative: Burn-Smith
Membership: NAB
Vice-President: J. S. Woods
General Manager: T. W. Metzker

Assistant Manager: W. F. Sager
Commercial Manager: Ralph Parker
Program Director: James Keyes
Chief Engineer: Bernard H. Bopp
Farm Editor: Joe Smiley

WBPZ
LOCK HAVEN—1947—MBS-SBN
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By Lock Haven Bcast. Corp.
Bus-Studio Address: 132½ E. Main St.
Phone Number: 4038
Transmitter Location: Flemington
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard, SESAC
Representative: Joseph Hershey McGilvra
Membership: NAB
President: Donald C. Welch
General Station Manager: Harrisa Lopez
Sales Prom. Mgr.: Joseph J. Nevins
Pgm. Dir., Chief Announcer: Dave King
Production Director: L. Willard Poff
Publicity Director: E. D. Foye
Musical Director: Harry Lee
Chief Engineer: Kenneth B. Caum
Farm Editor: John B. McCool

WEDO
MCKEESPORT—1946
Frequency: 810 Kc.  Power: 1000 Watts d.
Owned-Oper. By Tri-City Bcast. Co.
Business-Studio Address: 547 Fifth Ave.
Phone Number: McKeesport 4-7167
Transmitter Location: Foster Rd.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Associated
President: Edward J. Hirshberg
Asst. to President: Edward J. Patrick
Commercial Manager: Jack Craddock
Program-Production Dir.: John H. Stewart
Publicity Director: Bernard Friedman
Chief Engineer: Wilkes E. Hurley

WMCK
MCKEESPORT—1946—KBS
Frequency: 1360 Kc.  Power: 1000 Watts
Business-Studio Address: 516 Market St.
Phone Number: 4-7193-45
Transmitter Location: Lincoln Twp.
Air Time: 7 a.m.-1 a.m.
News Service: UP
Transcription Service: Lang-Worth, Standard
President: George R. Raikes
Exec. V.P.: Robert M. Cox
Prog.-Prod. Pub. Dir.: Pat Haley
Musical Director: Dave Betcher
Chief Engineer: Charles White
Farm Editor: Roy Gallagher

607
IT'S WCAU
IN RADIO
IN TELEVISION
IN PHILADELPHIA

The Philadelphia Bulletin Stations

WCAU
CBS AFFILIATE
AM
FM
TV
WMGW
Meadville—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Meadville Bstg. Serv., Inc.
Business Address: P. O. Box 98
Phone Number: 7107
Transmitter Location: Morrisville
News Service: AP
Transcription Service: Capitol
Representative: McGillivra
President: Verna S. Hardin
Commercial Manager: James Stolcz
Program Director: William F. Hildenbrand
Production Director: Fred Walker
Chief Engineer: William A. Brewer

WBUD
Morrisville—1947
Frequency: 1490 Kc. Power: 250 Watts
Business Address: P. O. Box 98
Phone Number: 7107
Transmitter Location: Morrisville
News Service: AP
Transcription Service: Capitol
Representative: McGillivra
President: Verna S. Hardin
Commercial Manager: James Stolcz
Program Director: William F. Hildenbrand
Production Director: Fred Walker
Chief Engineer: William A. Brewer

WHWL
Nanticoke—1947
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Anthracite, Inc.
Business-Studio Address: 38 E. Main St.
Phone Number: Nanticoke 1332; Wilkes Barre, Pennsylvania 1-0539
Transmitter: Avondale Plymouth Twp.
News Service: UP
Transcription: Standard, Capitol SESAC
Representative: Forioe
Membership: NAB
President: Henry W. Lark
General-Station Mgr.: Milton Laughlin
Program Director: Jones Evans

WKST
New Castle—1938—MBS-Quaker
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: WKST, Inc.
Bus.-Studio Address: Cathedral Bldg., E. Lincoln Ave.
Phone Number: 5050
Transmitter: Savannah Center & Old Pgh. Rds.
News Service: UP
Transcription Service: World

WKPA
New Kensington—1940
Business-Studio Address: 810 Fifth Ave.
Phone Number: 3534
Transmitter Location: E. Deer Township
News Service: UP
Transcription Service: Lang-Worth, MacGregor, SESAC
Representative: Continental Radio Sales
Chief Engineer: W. W. Neely

WNAR
Norristown—1946
Frequency: 1110 Kc. Power: 500 Watts d.
Owned-Operated By: Norristown Bstg. Co.
Bus.-Studio Address: 115 W. Main St.
Phone Number: Norristown 7600
Transmitter Location: Old Arch Rd.
News Service: UP
Transcription Service: Lang-Worth
Representative: W. S. Grant
Membership: NAB
President: N. Joe Rohall
Executive Director: Farris E. Rohall
Program Director: Norman E. Brooks
Chief Engineer: Franklin H. Bisbing

WKRZ
Oil City—1946—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: WKRZ, Inc.
Business-Studio Address: 232 Seneca St.
Phone Number: 4-1260, 4-1269
Transmitter: Rich Hill, Cranberry Township
News Service: UP
Transcription Service: World
Representative: Joseph Hershey McGillivra
President: Kenneth E. Rennkamp
General Manager: James F. O'Brien
Program Director: Richard E. Thompson
Chief Engineer: Leo Arcoletti

KYW
Philadelphia—1921—NBC
Frequency: 1060 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio
Stations, Inc.
WFIL reaches more than 5,011,000 people in Eastern Pennsylvania, Central and Southern New Jersey and Eastern Delaware alone, heart and hinterland of the teeming Philadelphia market. Engineering surveys prove that no other Philadelphia station reaches as many people in that area.

At the start of this year, more than 150 sponsors were utilizing WFIL's powerful penetration of the Nation's rich third market to sell THEIR products. Of this number, 36 clients have been with WFIL for more than 5 years... 18 have been doing repeat business for more than 10 years.

We count these facts a result of WFIL's superior coverage and market position. Our advertisers count a more specific blessing... rising and continued sales.
WFIL
PHILADELPHIA—1922
ABC-QUAKER
Frequency: 580 Kc. .. Power: 5000 Watts
Owned-Oper. By .. Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address ... Widener Bldg.
Phone Number ... 814-6900
Transmitter Location ... Whitemarsh
Air Time .......... Unlimited
News Service ........ AP
Transcription Service ... Associated
Representative ......... Katz
Membership ............ NAB, BMB
General Manager ....... Roger W. Clipp
Commercial Manager ... John E. Surrick
Advert. Prom. Dir. .... George A. Koehler
Program Director ...... William A. Ferran
Production Director ... Fred Hayward
Publicity Director ...... Joseph E. Dooley
Chief Engineer ......... Louis E. Littlejohn
Farm Editor .......... Howard Jones

WHAT
PHILADELPHIA—1925
Frequency: 1340 Kc. .. Power: 100 Watts
Business-Studio Address ... 1505 Walnut St.
Phone Number ........ 814-6258
Transmitter Location .. Penn Sheraton Hotel
39th & Chestnut Sts.
Air Time .......... Unlimited
News Service ........ AP
Pres., Gen.-Comm.-Sales Prom. ..... William A. Banks
Manager ............. A. Lewis King
Station Manager ......... Dolly Banks
Commercial Manager ...... Bob Beebe
Pgm., Pub. Dir. ......... Annette Oromanie
Production Director ...... Len Stevens
Chief Announcer ...... Bill McCall
Chief Engineer ......... Arnold Goldman

WDAS
PHILADELPHIA—1922
Frequency: 1400 Kc. .. Power: 250 Watts
Owned-Oper. By ... WDAS Bstg. Station, Inc.
Business-Studio Address ... 1211 Chestnut St.
Phone Number ........ 814-7400
Transmitter Location ... Woodside Park
Air Time .......... 7 a.m.-1 a.m.
News Service ........ AP
Transcription Service ... Lang-Worth
Representative ......... Forroe
Membership ............ NAB

President ............ William Goldman
Gen., Sta., Comm. Mgr. ... Lambert B. Beuwekes
Program Director ...... Richard H. Booth
Chief Engineer ......... Frank W. Unterberger
They keep coming back like a song...

It's Mutual WIP

610 on dial WIP—FM

Philadelphia's Pioneer Voice

Basic Mutual represented nationally by Edward Petry & Co.
WIBG
PHILADELPHIA—1925
Frequency: 990 Kc........Power: 10,000 Watts
Owned-Oper. By........Seaboard Radio Bstg.
Corporation.
Business-Studio Address....1425 Walnut St.
Phone Number........Rittenhouse 6-2300
Transmitter Location.......Conshohocken RFD
Air Time........Unlimited
News Service........UP
Transcription Service.......Lang-Worth
Representative........Adam Young
President...............Paul F. Harron
Gen-Sta-Comm. Mgr........Edward D. Clery
Sales Prom-Prod. Mgr........
Publicity Director........Rupe Werling
Program Director........Doug Arthur
Chief Engineer........John H. Henninger

WIP
PHILADELPHIA—1922—MBS
Frequency: 610 Kc........Power: 5000 Watts
Business-Studio Address....35 S. 9th St.
Phone Number........Walnut 2-6800
Transmitter Location.......Bellmawr, N. J.
Air Time........Unlimited
News Service........AP, UP
Transcription Service.......World
Representative........Edward Petry
Membership...............NAB, BMB
Pres., General Mgr........Benedict Gimbel, Jr.
V.P. & Dir. of Sales........Gordon R. Gray
Local Commercial Mgr........Samuel Hill
Food Mchdse. Dir........Robert A. McKenna
Sales Prom. Dir...........Ralph H. Minton
Program Director........Murray Arnold
Production Director.......Varner Paulsen
Publicity Director........Samuel Eiber
Asst. Program Dir........Edward Wallis
Dir. Education & Spec. Events........Samuel Serota
Chief Engineer........Reginald E. Harris
Technical Director........Clifford C. Harris

WJMJ
PHILADELPHIA—1948
Frequency: 1540 Kc........Power: 1000 Watts d.
Owned-Operated By........Patrick J. Stanton
Business-Studio Address....St. James Hotel;
13 & Walnut Sts.
Phone Number........Kingsley 5-7000
Transmitter........7000 River Rd., Delair, N. J.
Air Time........Daytime
News Service........AP
Transcription Service.......SESAC
Representative........McGillvra, Viola
Pres., Gen. Mgr........Patrick J. Stanton
Commercial Manager........Charles Stahl
Publicity Director........Jerome Weiss
Prog. Dir., Chief Announcer........Michael Deegan
Production Director........Jerry Warren
Chief Engineer........Alec Felton Iles
in Philadelphia...
IT'S LOCAL PROGRAMMING
AND THESE PERSONALITIES ON
WPEN
THAT SELL MERCHANDISE

MATT GUOKAS
Sports Director
Popular Athlete
Turned Radioman

EDDIE NEWMAN
Zaniest Disc-Jockey in
Creation—Now a Night-
Club Radio Sensation

JOE GRADY — ED HURST
Conductors of the town’s
No. 1 Afternoon Show,
"950 Club"

TONI SPAULDING
The Nation’s Only
All-Night Girl
Disc-Jockey

BOB HORN
His "Bandstand" is "Tops
In Pops" with the Early
Evening Listeners

STU WAYNE
Popular early morn-
ing Personality who
eases The "Getting-
Up" Blues

950
WPEN
THE SUN-Ray DRUG
STATION

FOR LOWEST COST RADIO IN PHILADELPHIA USE...
WPEN
PHILADELPHIA—1929—SBN
Frequency: 950 Kc. Power: 5000 Watts
Business-Studio Address: 1528 Walnut St.
Phone Number: Kingsley 6-0950
Transmitter Location: Brookhaven Rd. & 77th St.
Air Time: 6 a.m.-2 a.m.
News Service: AP, UP
Transcription Service: Associated Representative: William G. Rambeau
President: Albert J. Sylk
General Manager: Edward C. Obrist
Sales Prom. Mgr.: William B. Caskey
Program Director: Jules Rind
Publicity Director: Sarajene Cherashe
Chief Engineer: Charles W. Burtis
Bus.-Studio Address: 800 Chamber of Commerce Bldg.
Phone Number: Atlantic 1-9100
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Representative: Weed
Membership: NAB
President: Charles T. Campbell
Gen.-Comm. Manager: J. F. Murray
Program Director: Walter B. Jones
Publicity Director: Frank G. Orr
Chief Engineer: James J. Schults

WTEL
PHILADELPHIA—1926
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 4312 N. Broad St.
Phone Number: Gladstone 5-1310
Davenport 4-4310
Transmitter Location: Rowlandville
Commercial Manager: Henry N. Cocker
Production Director: Alan Stewart
Chief Engineer: John Field

KDKA
PITTSBURGH—1920—NBC
Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: Grant Bldg.
Phone Number: Grant 1-4200
Transmitter Location: Allison Pk.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Thesaurus
Representative: Fee & Peters
Membership: BMB
President: Walter Evans
Vice-President: Walter E. Benui
General Manager: J. B. Conley
Station Manager: Joseph E. Baudino
Sales Manager: George D. Tons
Promotion Manager: David N. Lewis
Program Manager: Franklin A. Tooke
Publicity Manager: Lee Curran
Chief Engineer: Theodore C. Kenney
Bus.-Studio Address: 1406 Chamber of Commerce Bldg.
Phone Number: Grant 1-4960
Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Lang-Worth
Representative: Hollingbery
Membership: BMB
Pres. Gen. Mgr.: H. K. Brennen
Comm-Sales Prom. Mgr.: John H. Buchhelt
Program Director: James M. Hughes
Production Director: Fred R. Dave
Musical Director: Lee Kelton
Chief Engineer: Walter W. McCoy

KWV
PITTSBURGH—1919—MBS
Frequency: 1410 Kc. Power: 5000 Watts

WJAS
PITTSBURGH—1921—CBS
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address: 1406 Chamber of Commerce Bldg.
Phone Number: Grant 1-4860
Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Lang-Worth
Representative: Hollingbery
Membership: BMB
Pres. Gen. Mgr.: H. K. Brennen
Comm-Sales Prom. Mgr.: John H. Buchhelt
Program Director: James M. Hughes
Production Director: Fred R. Dave
Musical Director: Lee Kelton
Chief Engineer: Walter W. McCoy

WPBH
PITTSBURGH—1946
Frequency: 1080 Kc. Power: 1000 Watts
Owned-Operated By: Pittsburgh Bstg. Co.
PENNSYLVANIA

Pittsburgh—1947

WPIT

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: WPIT, Inc.
Bus.-Studio Address: 211 Smithfield St.
Phone Number: 1-0794
Transmitter Location: Mt. Troy Rd.
Air Time: Sunrise-sunset
News Service: AP
Representative: Ra-Tel
President: John J. Laux
General-Station Manager: John L. Meridian
Comm., Sales Prom. Mgr.: Don Iosel
Program Director: Russell E. Oliver
Prod.: Pub. Dir.: Bill Ewing
Chief Announcer: George Varnum
Chief Engineer: John Berninger

WWSW

Pittsburgh—1932

Frequency: 970 Kc. Power: 5000 Watts
Bus.-Studio Address: Sheraton Hotel
Phone Number: 5050
Transmitter Location: West View Rd., Ross Township
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Forioe
Membership: NAB, FMA
President, Gen. Manager: O. M. Schloss
Station-Comm. Mgr.: Ben W. Muros
Sales Promotion Manager: Harold J. Goldstein
Program Director: B. Kendall Crane
Chief Announcer: Raymond F. Schneider
Musical Director: Marie Wilk
Chief Engineer: Henry R. Kaiser

WPAM

Pottsville—1947—MBS

Quaker-SBN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Miners 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, Standard
Representative: Everett-McKinney
Membership: NAB, BMB
President: Joseph L. Maguire
Gen., Sta. Mgr.: Louis H. Murray
Commercial Manager: Frank L. Tamulonis
Sales Prom. Mgr.: John Gallagher
Program Director: Joel Fleming
Merchandising Mgr.: John Gallagher
Prod. Dir., Chief Anncr.: Ray Mulligan
Musical Director: Horace Richards
Chief Engineer: Gene Handwerk
Farm Editor: Harry Pourbaugh

WPFA

Pottsville—1946

Frequency: 1360 Kc. Power: 1000 Watts d.
Bus.-Studio Address: 8 So. Second St.
Phone Number: Pottsville 4744
Transmitter Location: Bull's Head
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: World
Membership: NAB
Pres., Gen. Mgr.: A. V. Tidmore
Commercial Manager: Ralph L. Price, Jr.
Program Director: John M. Naylor
Musical Director: Llew Edwards
Chief Engineer: Edward Morgan

WEUE

Reading—1932—ABC-Quaker

Frequency: 850 Kc. Power: 1000 Watts
Owned By: Reading Eagle-Times
Operated By: Hawley Bcastg. Co.
Bus.-Studio Address: 533 Penn St.
Phone Number: 7335
Transmitter Township: Spring Township
Air Time: Daytime
News Service: UP
Transcription Service: Associated, SESAC
Representative: Headley-Reed
Membership: NAB
President: Hawley Quiter
Gen.-Station Mgr.: Clifford M. Cheley
Commercial Manager: K. Richard Creitz
Program Director: E. Lester Hoffmaster
Chief Announcer: George Carroll
Chief Engineer: Harold Schearer

WHUM

Reading—1943—CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Eastern Radio Corp.
Bus.-Studio Address: Berkshire Hotel
Phone Number: Reading 4-4805
Transmitter Location: Old Wyomissing Rd.
Air Time ........................................ Unlimited
News Service ..................................... AP
Representative .................................. George P. Hollingbery
Pres., Gen., Sta. Mgr. ............................ Humboldt J. Greig
Comm.-Sales Prom. Mgr. ....................... Richard G. Fichthorn
Prod., Pub. Dir. .................................. James D. Lindemuth
Pgm. Dir., Chief Announcer ..................... Alan Lane
Musical Director ................................. A. Raymond Moore
Chief Engineer ................................... Joseph McCormack

W R A W
READING—1922—NBC-MBS

Frequency: 1340 Kc.  Power: 250 Watts
Business-Studio Address ................. 19 N. Fifth St.
Phone Number ............................... Reading 7173
Transmitter Location ......................... 5th & Penn Sts.
Air Time ....................................... 6:00 a.m.-1 a.m.
News Service ................................... UP
Transcription Service ....................... World Representative: Robert Meeker
Membership ..................................... NAB
Station Executive ............................. Clair R. McCollough
Station Manager .............................. Raymond A. Gaul
Nat'l. Sales Mgr. ............................. J. Robert Gulick
Program Director ............................ Frank Voss
Technical Director ............................ J. E. Mathiot

W R Y O
ROCHESTER—1949—ALLIED

Frequency: 1050 Kc.  Power: 250 Watts d.
Address ....................................... Cleveland Ave.
Phone Number .................................. 4660
Air Time ....................................... Sunrise-Sunset
News Service ................................... UP
Transcription Service ....................... World, Lang-Worth
Membership ..................................... NAB
President ....................................... Edward Rolder
Gen., Comm. Mgr. .............................. Donald J. Grantham
Production Director ......................... Seymour H. Miller
Chief Engineer .................................. Andrew Macioce

W A R M
SCRANTON—1938—ABC-QUAKER

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ................. Union Bcstg. Co.
Business-Studio Address ................. Bowman Bldg.
Phone Number ................................ 4-1148
Transmitter Location ...................... O'Neill Hiway, Dunmore
Air Time ....................................... 6 a.m.-M.
News Service ................................... UP
Transcription Service ................. Thesaurus Representative: George P. Hollingbery
Pres., Gen.-Sta. Mgr. ......................... Martin F. Memolo
Comm., Sales Prom. Mgr. .................. William M. Dawson
Prog.-Prod.-Musical Dir. .................... Joe Salsburg
Publicity Director ........................... Mary Lynott
Chief Announcer ............................. Art Bolin
Chief Engineer ................................. A. W. Ochmann
Farm Editor .................................... Jess Landenberger

W G B I
SCRANTON—1925—CBS

Owned-Oper. By .  Scranton Bcstg., Inc.
Business-Studio Address 1000 Wyoming Ave.
Phone Number ............................... 6296
Transmitter Location ....................... Drinker Tpk.
Air Time ....................................... Unlimited
News Service ................................... AP
Transcription Service ..................... World Representative: John Blair
Membership ..................................... NAB, BMB
President ....................................... Mrs. M. E. Megargee
Vice-President ................................. M. A. Megargee
Gen., Comm., Sales Prom. Mgr. .......... George D. Coleman
Station Manager ......................... Robert E. McDowell
Program Director .......................... Frank Monaghan
Chief Engineer .............................. Kenneth R. Cooke

W Q A N
SCRANTON—1924

Owned-Oper. By .  The Scranton Times
Address ....................................... 149 Pennsylvania Ave.
Phone Number ................................ 5151
News Service ................................... AP, UP, INS
Transcription Service .................. Associated, SESAC
Representative .............................. McDevitt
Membership ..................................... NAB, FMA
Owners ................................. Elizabeth R. Lynett, Edward J. Lynett, Jr.
General Manager ......................... John P. McGoldrick
Commercial Manager ..................... Frank S. Blair
Program Director .......................... Robert R. Flanagan
Musical Director ............................ Jane O'Hara
Chief Engineer .............................. John P. McGoldrick
Farm Editor ................................. Frank Malone

W S C R
SCRANTON—1947

Frequency: 1000 Kc.  Power: 1000 Watts d.
Owned-Oper. By .  Lackawanna Valley Bcstg.
Co.
Business-Studio Address 116 Adams Ave.
Phone Number ............................... 5242
Transmitter Location ...................... Keyser Ave.
Air Time ....................................... Sunrise-sunset
News Service ................................... AP
Transcription Service ................. Lang-Worth Representative: Walker
Membership ..................................... BMB
Pres. ........................................... Judge Michael J. Eggen
Manager ................................. Dale Robertson
Sta. Mgr., Prod. Dir. ....................... Jack Guinan
Commercial Manager ..................... Frank S. Blair
Musical Director ............................ Joe Brier
Chief Engineer .............................. Willard Shimski
WISL
SHAMOKIN—1948—MBS
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Anthracite, Inc.
Bus.-Studio Address: Rock & Sunbury Sts.
Phone Number: 2650
Transmitter Location: Big Mt., Coal Township
Air Time: 7 a.m.-M.
News Service: AP
Transcription Service: Thesaurus
Representative: Forioe
Membership: NAB
President: Henry W. Lark
General Manager: Charles R. Petrie
Program Director: Dick Owen
Chief Announcer: Jerry Kreeger
Chief Engineer: Bernard Marshall
Farm Editor: Robert Richter

WPIC
SHARON—1938
Frequency: 790 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 541
Phone Number: 4113
Studio-Transmitter Location: Pine Hollow Blvd.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Associated, Capitol, Lang-Worth, World
Representative: Adam J. Young, Jr.
Program Director: Marc McCulloch
Production Director: Harold E. Smith
Publicity Director: Evelyn L. Keller
Chief Announcer: Paul Turner
Chief Engineer: A. C. Heck

WMAJ
STATE COLLEGE—1945—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Centre Bcstg. Inc.
Bus.-Studio Address: P. O. Box 888, Glennland Bldg.
Phone Number: 4959
Transmitter Location: Ferguson Township
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
General Mgr.: William E. Urich
Station Manager: Alethea Jones Mattern
Program Director: Milton J. Bergstein
Commercial Manager: Miriam Krebs
Chief Engineer: Douglas Beman

WVPO
STROUDSBURG—1947
Owned-Operated By: Pocono Bcstg., Inc.
Business-Studio Address: 578 Main St.
Phone Number: 1102
Transmitter Location: Cherry Valley & Highland Inn Rds.
News Service: UP
Transcription Service: Associated
Representative: Walker
President: James H. Ottaway
General Manager: Merle C. Ostrom
Station Manager: Elton Hall
Managing Director: Francis H. Brinkley
Program Director: Joseph Webster
Chief Engineer: Ernest Transue

WKOK
SUNBURY—1933—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter: 1150 N. Front St.
Phone Number: Sunbury 1325-6
Air Time: 7 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Continental Radio Sales
Membership: NAB
President: Harry H. Haddo
Gen. Sta. Mgr.: Homer A. Smith
Comm., Sales Prom. Mgr.: W. Robert Trevitt
Pgm., Prod. Dir.: Michael J. Kane
Publicity Director: Nelson Futch
Chief Announcer: Jerry Moore
Chief Engineer: John W. Keller

WMBS
UNIONTOWN—1937
CBS-ATLANTIC SPORTS-
QUAKER-PA. NET
Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Fayette Bcstg. Corp.
Bus.-Address: Fayette Title & Trust Bldg.
Phone Number: Uniontown 800
Transmitter Location: Old Fairchance Rd.
Burgess Field, R.D.
News Service: UP
Transcription Service: Thesaurus, Standard
Representative: Robert Meeker
Membership: NAB
Pres., Gen.-Sta. Mgr.: Joseph C. Burwell
Commercial Manager: Harry C. Burwell
Sales Prom. Mgr.: Charles Underwood
Prog.-Musical Dir.: J. Sullivan Sages
Production Director..............Michael Sands
Publicity Director..............James Gismondi
Chief Engineer..................William J. Henely
Farm Editor......................Rex Carter

WNAE
WARREN—1946—MBS
ATLANTIC SPTS.
Frequency: 1310 Kc. Power: 1000 Watts d.
Owned-Oper. By: Northern Allegheny Bstg.
Co.
Bus.-Studio Address...........1st Natl. Bank Bldg.
Phone Number.................3032
Transmitter Location.........Warren-Kinzua Rd.
Air Time......................6 a.m.-Sunset
News Service..................AP
Transcription Service........Capital
Membership.....................NAB
President, Gen. Mgr.. A. David Potter, Jr.
Sales Prom. Mgr..............Frank Foster
Commercial Manager...........James Potter
Chief Engineer................Homer Haines

WJPA
WASHINGTON—1942
MBS ATLANTIC-VICTORY
Frequency: 1450 Kc. Power: 250 Watts
Bus. Address...............George Washington Hotel
Phone Number..............4870
Transmitter Location.........So. Strabane Township
Air Time......................6 a.m.-M.
News Service..................UP
Transcription Service........World
Representative..............Joseph Hershey McGillvra
Membership.....................NAB
President......................William S. Yard
Gen., Sta. Mgr............A. Boyd Siegel
Commercial Mgr..............Peter Stanton
Program Director............Mitchell Gray
Chief Engineer................Horace E. Cooper

WBAX
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
Transmitter Location.........Route 11, Edwardsville
Borough
Air Time......................7 a.m.-M.
News Service..................UP
Transcription Service.........Standard
Representative................Burn-Smith
General Manager.............John H. Stenger, Jr.
Station Manager...............August W. Grebe
Program Director............John H. Stenger, Jr.
Production Director...........Robert M. Whitehead
Publicity Director...........Edward Kuzma
Chief Announcer...............Vincent D. Carroll
Chief Engineer...............John H. Stenger, Jr.
Asst. Chief Engr............Milan J. Krupa
Farm Editor...................Jim Hutchison

(See Page 620)
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. STENDER, JR., LICENSEE
PENNSYLVANIA

WRAK
WILLIAMSPORT—1930—NBC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WRAK, Inc.
Business-Studio Address: 244 W. Fourth St.
Phone Number: Williamsport 2-6116
Transmitter Location: Williamsport 2-6116
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated, Lang-Worth
Representative: Everett-McKinney
Membership: NAB, BMB
President: E. M. Case
General Manager: George E. Joy
Treasurer: W. Van Person
Comm. Mgr., Musical Director: J. Wright Mackey
Promotion Mgr.: Everett Rubendall
Production Manager: Irving A. Berndt, Jr.
Prog. Mgr., Chief Announcer: Leon Kelly
Chief Engineer: Glenn Sherman
Farm Editor: Jackson Huling

WWPA
WILLIAMSPORT—1949—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Williamsport Radio Bestg. Assoc., Inc.
Business-Studio Address: 330 Government Pl.
Phone Number: 7119
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Burn-Smith
President: Harry J. W. Kiessling
General Manager: Woodrow W. Ott
Commercial Manager: J. David Fleming
Program Director: Louis C. Cate
Chief Engineer: James D. Martyn

WRAK
250 W—1400 Kc

WRAK-FM
3.2 KW—100.3 Mc

The right combination for a REAL selling campaign in the Williamsport market.

20 YEARS of PUBLIC SERVICE
WRAK, INC.
WILLIAMSPORT, PENNSYLVANIA

621
RHODE ISLAND

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.

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston
Secretary: L. P. Yale—AP Chief of Bureau, Boston
Directors for Rhode Island: Arnold Schoen—WPRO, Providence
                            William Koster—WPJB, Providence

RHODE ISLAND
WJAR PROVIDENCE—1922—NBC-NERN
Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: The Outlet Co.
Business-Studio Address: 176 Weybosset St.
Phone Number: 1-1071
Transmitter Location: Wampanoag Trail, Providence
Air Time: 6 a.m.-m.
Transcription Service: World
Representative: Weed, Bertha Bannon
Membership: NAB, BMB
President: Mortimer L. Burbank
Program Director: Sothern Abbott
Musical Director: Earl Shean
Chief Engineer: Thomas C. J. Prior

WHIM PROVIDENCE—1947
Frequency: 1110 Kc. Power: 1000 Watts
Owned-Oper. By: Intercity Bcast, Co.
Business-Studio Address: 32 Custom House
Phone Number: 1-4211
Transmitter Location: Eastern Ave., Providence
Air Time: 6 a.m.-4:30 p.m.
News Service: AP
Transcription Service: Capitol
Representative: Adam J. Young, Kettell-Carter
President, Gen. Sta. Mgr.: Robert T. Engles
Program Director: C. George Taylor
Prod. Dir.: Chief Annct.: Bruce Williamson
Musical Director: Jay Creedon
Chief Engineer: Carroll Philbrook

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
Transmission Service: E. Providence
President: William O'Neill
Gen. Sta., Comm. Mgr.: Joseph Lopez
Program-Prod. Pub. Dir.: Donald Morton
Chief Engineer: Henry Tilley

WFCI PROVIDENCE—1941—ABC
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Pawtucket Bcast. Co.
Bus. Studio Address: 459 Main St., Pawtucket
Phone Number: PL 1-6565
Providance: PA 2-9500-1
Transmitter Location: Lonsdale
Air Time: Unlimited
News Service: AP
Transcription Service: Associated
Representative: Avery-Knodel
Membership: NAB, BMB
President: Howard W. Thornley
Gen., Comm. Mgr.: Wallace A. Walker
Program Director: David Brooks
Musical Director: Arthur Paquette
Chief Engineer: Gilbert Johnson
now, let’s sum it up . . .

In New England’s rich, second largest market
radio’s largest, most active audience
listens . . . week after week, month after month
season after season . . . to

WPRO
BASIC... CBS PROVIDENCE
630KC • 5000 WATTS

Represented by Raymer
RHODE ISLAND — SOUTH CAROLINA

WPRO
PROVIDENCE—1924—CBS-NEMM
Frequency: 630 Kc.          Power: 5000 Watts
Business-Studio Address:  15 Chestnut St.
Phine Number: Phone Plantations 1-9776
Transmitter Location: E. Providence
Air Time: Unlimited
News Service:     AP, UP
Transcription Service, Thesaurus, Long-Worth
Representative:    Paul H. Raymer
Membership:        NAB
President:         William S. Cherry, Jr.
General-Comm Mgr.: Arnold F. Schoen, Jr.
Program Director: John A. Owen
Chief Engineer:    John V. Ferri

WERT
WESTERLY—1949
Frequency: 1230 Kc.          Power: 250 Watts
Owned-Oper. By:   W. Paul Oury
Address:  34 Main St.
Phone Number:  2283
Air Time: Unlimited
News Service:     AP, UP
Transcription Service: Long-Worth
Pres., Gen. Mgr.: W. Paul Oury
Sta., Prom. Mgr.: Phil Rubin
Program Director:  Harry Nelson
Chief Engineer:    James F. Nugro

WRIB
PROVIDENCE—1949
Bus.-Studio Address: Narragansett Hotel
Phine Number:   Union 1-4512
Transmitter Location: Water St., E. Providence
Air Time: 7 a.m.-local sunset
News Service:     UP
Transcription Service: Associated, SESAC
Representative:    Forioe
Membership:        NAB
President:         Frank Rao
General Manager:  Nicholas Ruggieri
Commercial Manager: Anthony Petronella
Production Director: Fabian Hume

WWON
WOONSOCKET—1946
MBS—YANKEE
Frequency: 1240 Kc.          Power: 250 Watts
Owned-Oper. By:   Associated Electronic Enterprises, Inc.
Business-Studio Address: 89 Main St.
Phone Number: 3900
Transmitter Location: Getchell Ave.
Air Time: Unlimited
News Service:     AP
Transcription Service: World, Standard
President, Treasurer: Garo W. Ray
Station-Comm. Mgr.: Mitchell F. Stanley
Production Director: Gene Rousseau
Chief Engineer:    George W. Travis

SOUTH CAROLINA
Estimated Population 2,001,000—Increase +5.3%—Radio Homes 480,000
Radio Families 498,000—Stations in State 43

WNCA
AIKEN—1949
Address: Greenwood Bank Bldg.
Phone Number:  332
Air Time: Daytime
News Service:     INS
Transcription Service: Capitol
President:        J. D. Meehan
Manager:         Rutledge Anderson
Advy. Manager:    Sam Steiner
Program Director: Jane Kennedy
Chief Engineer:   Louis Howard

WAIM
ANDERSON—1935—CBS
Frequency: 1230 Kc.          Power: 250 Watts
Owned-Oper. By:   Wilton E. Hall
Address:  1 Martin St.
Phone Number:  800, 3206, 2239
Air Time: 5:28 a.m.-12:05 a.m.
News Service:     INS
Transcription Service: Associated, World
Representative:    Burn-Smith, Doris Dodson
Membership:        NAB, BMB, FMA
President:         Wilton E. Hall
General Manager:  Charles F. Goodyear
Commercial Manager: Betty Warnock
Program Director:  Betty Warnock
Chief Announcer:   Jack O'Conner
Chief Engineer:    H. B. Greene
WANS
ANDERSON—1949
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By: Carolina Bestrs.
Address: Box 211
Phone Number: 3262
News Service: AP
Pres., Gen. Mgr.: J. J. Powell
Comm. Mgr., Pgm. Dir.: Alfred Robinson
Chief Engineer: Charles Newborn

WBSC
BENNETTSVILLE—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Bennettsville Bests., Co.
Business-Studio Address: 212 Broad St.
Phone Number: 780
Transmitter Location: 1½ Mi. N.W. of Bennettsville on Hway. No. 9
News Service: AP
Representative: Joseph Hershey McGilivra
President: John W. Orvin
Gen., Sta. Mgr.: Malcolm A. Young
Prog.-Prod.-Pub.-Musical Dir.: Don Bridges
Chief Engineer: John Gronert

WACA
CAMDEN—1948—KBS
Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Operated By: Camden Best Co.
Address: Camden
Phone Number: 60
News Service: AP
Transcription Service: Standard
Representative: McGilivra
President: Haygood S. Bowden
Gen., Sta. Mgr.: Paul F. Myhan
Commercial Manager: Tom Richards
Sales Mgr., Pgm. Dir.: John L. McWhorter
Publicity Director: Kenneth Baldwin, Jr.
Chief Engineer: M. E. Morris

WCSC
CHARLESTON—1930—CBS
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: WSCS, Inc.
Bus.-Studio Address: Francis Marion Hotel
Phone Number: 7611
Transmitter Location: Eagles Nest, St. Andrews Parish
News Service: UP
Representative: Free & Peters
Membership: NAB, BMB
Pres., Gen-Station Mgr.: John M. Rivers
Commercial Manager: Roland Weeks
Program Director: Russell Long
Publicity Director: Pearl Baum
Chief Engineer: Wilbur Albee

WHAN
CHARLESTON—1946—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Charleston Bests., Co.
Business-Studio Address: 152 Market St.
Phone Number: 3-1643
Transmitter Location: St. Andrew’s Parish
News Service: UP
Transcription Service: Lang-Worth
Representative: Burn-Smith
Membership: BMB
President: S. Lewis Johnson
Gen., Sta., Comm. Mgr.: C. Wylie Calder
Program Director: Vernon M. Bushong
Publicity Director: Harry Gianaris
Production Director: Traynor Ferillo
Chief Engineer: William P. Birchfield

WPAL
CHARLESTON—1946
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: Palmetto Bests., Co.
Business-Studio Address: 149 Wentworth St.
Phone Number: 3-6428-9
Transmitter Location: Windemere
News Service: UP
Transcription Service: Thesaurus
Representative: Independent, Dora Dodson
Gen., Sta. Mgr.: Laurens P. Moore
Comm., Sales Prom. Mgr.: Robert T. Chrystie
Program Director: Bob Austin
Prod., Musical Dir.: James Reynolds
Publicity Director: Sandra Lyon
Chief Engineer: Carlton J. Modlin

WTMA
CHARLESTON—1939—NBC
Owned-Oper. By: Atlantic Coast Bests., Co.
Business Address: P. O. Box 297
Phone Number: 2-2961
Studio Address: 133 Church St.
Transmitter Location: St. Andrew’s Parish
News Service: AP
Transcription Service: Associated
Representative: George P. Hollingbery
Membership: NAB, BMB
President: Edward Manigault
Gen. Station Mgr.: Robert E. Bradham
Comm. Manager: Grange S. Cuthbert, Jr.
Production Director: Robert Yeager
Musical Director: Edna E. Richardson
Chief Engr., Asst. Mgr.: Douglass M. Bradham

WUSN
CHARLESTON—1945—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Southern Best Co.
Bus.-Studio Trans. Address: 42 Tenth St.


**SOUTH CAROLINA**

Phone Number ........................................... 2-2652
News Service ........................................... AP
Transcription Service ................................. Associated
Representative ........................................... Donald Cooke
Membership ............................................. NAB
President .................................................. C. Newwood Hastie
Program Director ....................................... J. Dayton Hastie
Chief Engineer .......................................... Walter Nelson

**WGCD**

CHESTER—1948—MBS

Frequency: 1490 Kc.  .  Power: 250 Watts
Owned-Operated By .................................. Craig Bcstg. Co.
Bus.-Studio ............................................. 128 Main St., Radio-Press Bldg.
Phone Number ........................................... 1171
Transmitter Location .................................. Harris St.
News Service ........................................... AP
Transcription Service .................................. Capitol
Representative ........................................... McGillvra
Membership ............................................. NAB
Pres., Gen., Comm. Mgr. .............................. Morgan J. Craig
Sales Prom. Mgr., Publ. Dir. ......................... James Kennedy
Program Director ....................................... Arthur Cornwall
Production Director ..................................... John Greene
Chief Engineer .......................................... Morton E. Green

**WCOS**

COLUMBIA—1939—ABC

Frequency: 1400 Kc.  .  Power: 250 Watts
Owned-Operated By .................................. Radio Columbia
Business-Studio Address ............................... 1202 Main St.
Phone Number ........................................... 2-5601
Transmitter Location .................................. Edgewood Rd.
News Service ........................................... AP
Transcription Service .................................. World
Representative ........................................... Taylor-Borroff
Membership ............................................. BMB
President .................................................. E. D. Black
General-Station Manager ............................. James W. Hicks
Commercial Manager ................................... Dixon Harp
Sales Prom. Mgr. ........................................ Winston LaPorte
Program-Publicity Director ......................... Stewart Spencer
Production Director ..................................... John Evans
Chief Engineer .......................................... Robert D. Lambert

**WIS**

COLUMBIA—1930—NBC

Frequency: 560 Kc.  .  Power: 5000 Watts
Owned-Oper. By ........................................ Surety Life Insurance Co.
Business-Studio Address ............................... 1111 Main St.
Phone Number ........................................... 2-2135
Transmitter Location .................................. Bluff Rd.
News Service ........................................... UP
Transcription Service .................................. Standard
Representative ........................................... Free & Peters
Membership ............................................. NAB, BMB
President .................................................. Herman N. Hipp
General Manager ....................................... G. Richard Shalft
Managing Director ..................................... J. Dudley Saumeneg
Local Sales Mgr. ........................................ C. Wallace Martin
Prom.-Pub. Manager ..................................... Steve Libby
Program Director ....................................... Frank Harden
Chief Engineer .......................................... Herbert G. Eidson, Jr.

**WKIX**

COLUMBIA—1945—CBS

Owned-Oper. By ........................................ Inter-City Adv. Co., Inc.
Business-Studio Address ............................... 1127 Lady St.
Phone Number ........................................... 2-8659
Transmitter Location .................................. Lexington County
News Service ........................................... UP
Transcription Service .................................. Lang-Worth
Representative ........................................... Avery-Knodel
Membership ............................................. BMB
President .................................................. George W. Dowdy
Gen., Comm. Mgr. ....................................... W. C. Bochman
Prod., Pgm. Dir. ......................................... Richard Fennel
Chief Engineer .......................................... Gene Hampton

**WNOK**

COLUMBIA—1947—MBS

Frequency: 1230 Kc.  .  Power: 250 Watts
Owned-Oper. By ........................................ Palmetto Radio Corp.
Address .................................................. Hotel Jefferson
Phone Number ........................................... 2-1518
News Service ........................................... AP
Representative ........................................... Forioe
Membership ............................................. NAB
General Manager ....................................... Moody McGillvra
Chief Engineer .......................................... Donald E. Willoughby

**WLAT**

CONWAY—1945—MBS

Frequency: 1480 Kc.  .  Power: 250 Watts
Owned-Oper. By ........................................ Coastal Bcstg. Co.
Business-Studio Address ............................... 12th Ave.
Phone Number ........................................... 340
Transmitter Location .................................. U. S. Hwy, 701, 1 1/4
Mi. N.W. Center of City
News Service ........................................... AP
Representative ........................................... Joseph Hershey McGillvra
Membership ............................................. NAB
President, General Mgr. ............................. L. M. Hawley
V.F., Chief Engineer ................................. H. L. Hanks
Pub.-Musical Dir., Chief Anncr. ..................... Mike Jordan

**WDSC**

DILLON—1946—MBS

Frequency: 800 Kc.  .  Power: 1000 Watts d.
Business-Studio Address ............................... Box 231
Phone Number ........................................... 470-1
Transmitter Location .................................. U. S. Hwy, 301, 3 1/2
Mi. S. of Dillon
News Service ........................................... UP
Transcription Service .................................. Thesaurus
Representative ........................................... Joseph Hershey McGillvra
Membership ............................................. NAB, BMB
President: E. H. Brown
Gen., Sales Prom. Mgr.: Joseph Martin
Asst. Mgr., Prod., Pgm. Dir.: Bill Bunn
Commercial Manager: R. B. Marshall
Chief Announcer: Jim Murff
Chief Engineer: M. J. Herring
Frm. Editor: Jim Adams

WJM X
FLORENCE—1947
Frequency: 970 Kc. Power: 5000 Watts d.
Business Address: P. O. Box 1211
Phone Number: 2494-5
Studio-Transmitter Location: Florence, U. S. 52
Air Time: Sunrise-Sunset
News Service: AP
Transmission Service: World, Capitol
Associated
Representative: Walker
Membership: NAB, BMB
President: Eugene E. Stone
Comm. Manager: H. A. Smith, Jr.
Program Director: Sam I. Latimer
Chief Announcer: Bob Forbes
Chief Engineer: Frank Jenne

WOLS
FLORENCE—1937—ABC
Business-Studio Address: 129 S. Dargan St.
Phone Number: Studio: 354-5
Transmitter Location: 1 Mi. NE City
Air Time: 6 a.m.-M.
News Service: UP
Transmission Service: Lang-Worth
Representative: Joseph Hershey McGilvra
Membership: NAB, BMB
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.
Business Address: P. O. Box 287
Phone Number: 1570
Studio-Transmitter Location: Lead Mine Rd.
Air Time: Daytime
News Service: UP
Transmission Service: Lang-Worth
President: A. Ray Godshall
Gen. Mgr., Chief Engr.: Louis M. Neale
Commercial Mgr.: David C. McSwain
Production Director: Norman Lossitter
Chief Announcer: Jim Brazzell
Farm Editor: Virginia Gertz

WGTN
GEORGETOWN—1949
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Georgetown Bestg. Co.
Address: 216 Fraser St.
Phone Number: 821-629
Air Time: 6 a.m.-M.
News Service: UP
Transmission Service: Lang-Worth
Gen., Sta., Sales Prom. Mgr.: H. Tom Morris
Sports Dir., Comm. Mgr.: Allen Wester
Continuity Director: Joe Maurice
Chief Announcer: Roger Clark
Program Director: Mamie Delzell

WESC
GREENVILLE—1947—MBS
Frequency: 660 Kc. Power: 5000 Watts
Owned-Operated By: Greenville Bestg. Co.
Business-Studio Address: 1 College St.
Phone Number: 2-8241
SOUTH CAROLINA

WFBC
GREENVILLE—1933—NBC
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By: Greenville News Piedmont Co.
Business-Studio Address... Poinsett Hotel
Phone Number... 2-7616
Transmitter Location... Gantt
Air Time... Unlimited
News Service... AP Transcription Service... Lang-Worth, Associated Representative
President... Scott Russell
Chief Engineer... Lewis W. Elias, Jr.
Farm Editor... L. Wayne Davis

WMRC
GREENVILLE—1940—ABC
Frequency: 1440 Kc. Power: 5000 Watts
Owned-Operated By... Textile Bcstg. Co.
Bus-Studio Address... Box 1499, Prevost Bldg.
Phone Number... 3-2751
Transmitter Location... White Horse Rd.
Air Time... 6 a.m.-11:30 p.m.
News Service... AP Transcription Service... World, SESAC Representative
President... R. H. Peave, Jr.
General Manager... P. H. Chapman
Director... Newton S. Smyth
Chief Announcer... Norvin Duncan
Publicity Director... N. P. Mitchell
Musical Director... Jim Collins
Chief Engineer... William Garrison
Farm Editor... Robert Martin

WCRS
GREENWOOD—1941—NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Grenco, Inc.
Business Address... 216 Textile Bldg.
Phone Number... 4300
Studio-Transmitter Location... Willson St.
Air Time... 6:30 a.m.-11:30 p.m.
News Service... AP Transcription Service... Capitol Representative
President... Douglas Featherstone
Manager... Don Crossland
Commercial Manager... Ralph Norman
Program Director... Randy Feaster
Chief Engineer... Charlie Sparks

WEAB
GREER—1949
Frequency: 800 Kc. Power: 250 Watts
Owned-Oper. By: E. A. Burch & W. R. Frier
Address... Greer
Phone Number... 1057
Air Time... Daylight
News Service... UP Transcription Service... Lang-Worth Co-Owners... E. A. Burch, W. R. Frier
Gen., Comm., Prom. Mgr... Sam H. Hutchins
Chief Engineer... Robert D. Webb

WHSC
HARTSVILLE—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Hartsville Bcstg. Co., Inc.
Business-Studio Address... 1306 College Ave.
Phone Number... 654
Transmitter Location... 1 Mi. S. of Hartsville on Hwy. 15-A
Air Time... Unlimited
News Service... AP Transcription Service... Capitol Representative
President... Charles H. Campbell
Gen.-Sta., Prod. Dir... Raymond Caddell
Pgm. Dir., Chief Annr... Earl Caton
Publicity Director... Frances Bass Tyner
Chief Engineer... Donald A. Brien
Farm Editor, Musical Dir... Lamar Caldwell
**WDK D**

**KINGSTREE—1949**


**WLBG**

**LAURENS—1948—KBS**


**WJAY**

**MULLINS—1949**


**WMRA**

**MYRTLE BEACH—1948**


**WKDK**

**NEWBERRY—1946—MBS-KBS**


**WRNO**

**ORANGEBURG—1946—MBS**


**WTND**

**ORANGEBURG—1948**


**WRHI**

**ROCK HILL—1944—MBS-KBS**

SOUTH CAROLINA

W TYC
ROCK HILL—1948
Frequency: 1150 Kc. Power: 1000 Watts d.
Bus.-Studio Address: Robert Marshall Hotel
Phone Number: 3175
Transmitter Location: Hwy. 21 near Charlotte Hwy.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
Sta. Mgr. Prog. Dir.: William C. Beatty
Director: Harper S. Gualt
Production Director: Cuylar P. Fields

WS NW
SENeca—1949
Frequency: 1150 Kc. Power: 1000 Watts d.
Address: Seneca
Phone Number: 8234
News Service: UP
Transcription Service: Lang-Worth. SESAC
Program Director: Thomas J. Whittaker
Promotion Manager: Chester Munson
Chief Engineer: Robert W. Mahoney

WORD
SPARTANBURG—1940—ABC
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 291 E. Main St.
Phone Number: 6000
Transmitter Location: Vanderbilt Rd.
News Service: AP
Transcription Service: World
Representative: Taylor-Boroff
Membership: NAB, BMB
President, Gen. Mgr.: Walter J. Brown
Station Manager: John C. Carrington
Sales Prom. Mgr.: Charles W. Newcomb
Pgm., Prod. Dir.: Al Willis
Chief Engineer: Clyde J. Burdette

WS PA
SPARTANBURG—1930—CBS
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Surety Bstg. Co.
Business-Studio Address: 224 E. Main St.
Phone Number: 2900
Transmitter Location: Route 7, Sigsbee
News Service: UP
Transcription Service: Associated
Representative: John Blair
Membership: NAB, BMB, FMA
President: Francis Higg
General Manager: G. Richard Shafl
Managing Director: Roger A. Shaffer
Commercial Manager: Guy Vaughan, Jr.
Program Director: Ed McGrath
Promotion Manager: Tom Fleming
Chief Engineer: H. R. Beckholl

W FIG
SUMTER—1940—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WFIG, Inc.
Business-Studio Address: Radio Center Bldg.
Phone Number: 1340
Transmitter, 1 Mi. E. of Sumter on Hwy. 76
News Service: UP
Transcription Service: Lang-Worth
Representative: Joseph Hershey McGillvra
President: Hubert D. Osteen
Gen. Station Mgr.: T. Doug Youngblood
Commercial Mgr.: William H. Moore, Jr.
Sales Prom. Mgr.: Charles Ballard
Prog. Dir., Chief Announcer: Paul Reilly
Production Director: John Sherman
Publicity Director: Robert Raymond
Chief Engineer: James L. Williams

W BCU
UNION—1949—MBS
Frequency: 1460 Kc. Power: 1000 Watts
Phone Number: 1200
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
President: E. H. Hughes
General Manager: Milton D. Scarboro
Commercial Manager: Howard Talbert
Program Director: Marylin Scruggs
Promotion Manager: Bill Stibbling
Chief Engineer: Thomas W. Weathers

W ALD
WALTERBORO—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: Ft. Benson St.
Phone Number: 3861
News Service: AP
President: Hon. R. M. Jeffries
Gen., Sta. Mgr.: Charles A. Thomas
Commercial Manager: Beulah Glover
Chief Engineer: Robert Rivers
**SOUTH DAKOTA**

Estimated Population 649,000—Increase +0.9%—Radio Homes 169,000
Radio Families 173,000—Stations in State 12

---

**K S D N**
ABERDEEN—1948—MBS-SO. DAK.
Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By: Aberdeen News Co. Radio Station KSDN
Bus-Studio Address: 12 Third Ave. S.E.
Phone Number: 4573-4
Transmitter Location: 3 Mi. S. of town
Air Time: Unlimited
News Service: AP
Transcription Service: World, Capitol
Representative: Henry J. Schmitt
President: Byron McElligott
General Manager: Russa Osborne
Commercial Manager: E. C. Pieplow
Program Director: George Crocker
Chief Engineer: Weed

---

**K D S J**
DEADWOOD—1946
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: City Hall
Owned-Operated By: Eli & Harry Daniels
Phone Number: 789 LM, 186
Transmitter Location: Boulder Canyon Road
Air Time: 6:30 a.m.-10:05 p.m.
News Service: UP
Transcription Service: World, SESAC
Representative: Thomas F. Clark
General Manager: Eli Daniels
Station Manager: Harry Daniels
Commercial Manager: Claude Lavier
Program Director: Bill Lynn
Musical Director: Jim Tyne
Chief Engineer: Roy Hicks

---

**K I J V**
HURON—1947—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: James Valley Bcastg. Co., Inc.
Bus-Studio Address: 24 Second St. S.E.
Phone Number: 765
Transmitter Location: 18th St. & Idaho
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Membership: NAB
President, General Mgr.: Max F. Staley
Commercial Manager: Rex King
Program Director: Morrison Parker
Chief Engineer: Roland H. Marty

---

**K O R N**
MITCHELL—1947—MBS-SO. DAK.
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Michell Bcastg. Assn.
Bus-Studio Address: 217-219 N. Main
Phone Number: 621
Transmitter Location: ½ Mi. E. of city on Hway. U. S. 16
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
General-Station Mgr.: Raymond V. Eppel
Comm., Sales Prom. Mgr.: D. Harold Ohde
Prog.-Musical Dir.: Raymond Eppel
Chief Announcer: Marvin Nelles
Chief Engineer: Robert Taylor

---

**K G F X**
PIERRE—1916—KBS
Owned By: Estate of Dana McNeil
Operated By: Ida A. McNeil
Bus-Studio-Transmitter Address: 203 W. Summit Ave.
Phone Number: 2351
Air Time: 6:30 a.m.-sunset
News Service: UP
Representative: Continental
Pres., Gen., Sta. Mgr.: Ida A. McNeil
Chief Engineer: Charles W. Hobbs

---

**K O T A**
RAPID CITY—1936—CBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By: Rapid City Bcastg. Co., Inc.
Business Address: 523 Sixth St.
Phone Number: 2000-1-2
Studio Address: Alex, Johnson Hotel
Transmitter Location: 5 Mi. S. of Rapid City on Hway. 79
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard, Associated
Capitol, World
Membership: NAB, BMB
President, Gen. Sta. Mgr.: Robert J. Dean
Commercial Manager: George C. Lindsay
Pgm., Prod. Dir.: Abner H. George
Sales Manager: Stanley Lieberman
Chief Announcer: Harlan Horton
Musical Director: John Simpson
Chief Engineer: A. E. Griffiths
Farm Editor: Ed Denalow

---

**K E L O**
SIoux falls—1937—NBC
Frequency: 1320 Kc. Power: 5000 Watts
Bus.-Studio Address... Kelo Bldg., Phillips at Eighth
Phone Number ... 6363
Transmitter Location ... S.E. of Sioux Falls
Air Time ... 5:30 a.m.-1 a.m.
News Service ... UP
Transcription Service ... Capitol
Representative ... John E. Pearson
Membership ... NAB, BMB
President, Gen.-Sta. Mgr. ... S. Fante, Jr.
Commercial Manager ... Evans Nord
Sales Prom. Mgr., Pub. Dir. ... Darlene Nesby
Pgm., Prod. Dir. ... Jack Douglas
Chief Announcer ... Dean Montgomery
Musical Director ... Hal Sorenson
Chief Engineer ... Lester Froke
Farm Editor ... Les Schleikamp

\[\text{K I H O} \]
\[\text{SIOUX FALLS—1948—MBS} \]
Frequency: 1270 Kc. 
Power: 1000 Watts
Owned-Oper. By ... Big Sioux Bstg. Co., Inc.
Business-Studio Address ... 218 So. Main Ave.
Phone Number ... 912
News Service ... UP
Transcription Service ... World
Representative ... Paul H. Raymer
Co-Mgrs. ... James E. Sweet, David J. Kempke
Commercial Manager ... Fred Davis, Jr.
Program Director ... Fred Schweikamp

\[\text{K I S D} \]
\[\text{SIOUX FALLS—1948} \]
Frequency: 1230 Kc. 
Power: 250 Watts
Owned-Oper. By ... KISD, Inc.
Bus.-Studio Address ... 311 S. Phillips Ave.
Phone Number ... 1300
Transmitter Location ... Hwy. 16 W. of city
Air Time ... 6:45 a.m.-M.
News Service ... AP
Transcription Service ... Lang-Worth, MacGregor
President ... H. R. Allen
Gen-Sta-Sales Prom. Mgr. ... Verl Thomson
Program Director ... Fred Davis, Jr.
Chief Announcer ... John Doyle
Musical Director ... Robert Helgeson
Chief Engineer ... Bruce Brodie

\[\text{K S O O} \]
\[\text{SIOUX FALLS—1927} \]
Frequency: 1140 Kc. 
Power: 5000 Watts d.
Owned-Oper. By ... Sioux Falls Bstg. Assoc., Inc.
Bus.-Studio Address ... 317 S. Phillips Ave.
Phone Number ... 757
Transmitter Location ... W. 12th St.
Air Time ... Daytime
News Service ... AP
Transcription Service ... Thesaurus, Standard
Representative ... Avery Knodel

Membership ... NAB, BMB
President ... Morton H. Henkin
V.P., Gen. Mgr. ... George R. Hahn
Sales Manager ... Rollie R. Williams
Sales Prom. Mgr., Pub. Dir. ... George Bill Rohn
Pgm., Prod., Musical Dir. ... Ray Loftness
Chief Engineer ... Max Pierce
Farm Editor ... Eider "Red" Stanaland

\[\text{K W A T} \]
\[\text{WATERTOWN—1926} \]
Frequency: 950 Kc. 
Power: 1000 Watts
Owned-Oper. By ... Midland Natl. Life Ins. Co.
Address ... Watertown
Phone Number ... 777
Air Time ... 6 a.m.-11 p.m.
News Service ... UP
Transcription Service ... SESAC
Representative ... Orville Lawson
Membership ... NAB
President ... Frank Bramble
General Manager ... Thomas L. Young
Commercial Manager ... Morris Wisott
Sales Prom. Mgr. ... Ross E. Case
Pgm., Musical Dir. ... Mildred L. Swenson
Production Director ... Doris Daye
Chief Announcer ... Bob Carroll
Chief Engineer ... Francis Alwin
Farm Editor ... Doug Marlows

\[\text{SOUTH DAKOTA} \]
\[\text{WHY IS AP THE BEST?} \]
\[\text{BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.} \]

\[\text{SOUTH DAKOTA ASSOCIATED PRESS RADIO ASSOCIATION} \]
Chairman: Morton Henkin—KSOO, Sioux Falls

633
SOUTH DAKOTA—TENNESSEE

WNAX
YANKTON—1926—ABC
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Cowles Bstg. Co.
Bus-Studio Address: 2nd & Capitol Sta.
Phone Number: 442
Transmitter Location: Yankton
Air Time: 5:30 a.m.-12:05 p.m.
News Service: AP, UP

Transcription Service: Standard, Cole
Representative: Katz
Membership: NAB, BMB
President: Gardner Cowles
V.P., Gen. Mgr.: Robert R. Tinker
Commercial Manager: Donald D. Sullivan
Promotion Mgr.: Richard T. Harris
Program Director: Herb Howard
Publicity Director: Guy DeVaney
Musical Director: Rex Hoy
Chief Engineer: Clifton M. Todd

WLAU
ATHENS—1946—KBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: N. Jackson St.
Phone Number: 891
Transmitter Location: Decatur Hwy.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
President: Lowell F. Arterburn
General Manager: Otis Parker
Program Director: Bill Tracy
Commercial Manager: Max Robinette
Pgm. Dir., Chief Annr.: Jim O'Donnell
Chief Engineer: T. W. Turner
Farm Editor: Buell Charles

Business-Studio Address: Hotel Patten
Phone Number: 7-1128
Transmitter Location: Rossville Blvd.
Air Time: 5:30 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Long-Worth
Representative: William G. Rombeau
General Manager: Vann Campbell
Comm. Manager: H. D. Parker
Traffic Director: June Lewis
Chief Announcer: Herschel Nation
Musical Director: Helen Richardson
Chief Engineer: Charles Stickle

WOPI
BRISTOL—1929—NBC-SBN
Frequency: 1490 Kc. Power: 250 Watts
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: Bum-Smith
Membership: BMB, FMA
President, General Mgr.: W. A. Wilson
Comm., Sales Prom. Mgr.: James C. Wilson
Pgm. Dir., Chief Annr.: Harold Henley
Prod., Musical Dir.: Mike Cady
Publicity Director: Jane Glavin
Chief Engineer: Russell V. Robinson

WAGC
CHATTANOOGA—1945—MBS
Frequency: 1450 Kc. Power: 250 Watts

Business-Studio Address: Hotel Patten
Phone Number: 7-1128
Transmitter Location: Rossville Blvd.
Air Time: 5:30 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Standard, Cole
Representative: Katz
Membership: NAB, BMB
President: Gardner Cowles
V.P., Gen. Mgr.: Robert R. Tinker
Commercial Manager: Donald D. Sullivan
Promotion Mgr.: Richard T. Harris
Program Director: Herb Howard
Publicity Director: Guy DeVaney
Musical Director: Rex Hoy
Chief Engineer: Clifton M. Todd

WAPO
CHATTANOOGA—1936—NBC
Frequency: 1150 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: WAPO Bstg. Service
Business-Studio Address: Read House
Phone Number: 6-6141
Transmitter Location: Pineville Rd.
Air Time: 5:30 a.m.-11:30 p.m.
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NAB, BMB
General Manager: R. G. Patterson
Comm. Mgr., Pub. Dir.: Helen Patterson
Program Director: Frances Harley
Chief Engineer: B. B. Barnes
Farm Editor: J. D. Cliett

WDEF
CHATTANOOGA—1941—ABC
Frequency: 1370 Kc. Power: 5000 Watts d.
1000 n.
Bus-Studio Address: 4th Fl., Volunteer Bldg.
Phone Number: 6-5864
Transmitter Location: Moccasin Bend
Air Time: 5:30 a.m.-M.
News Service: UP

TENNESSEE
Estimated Population 3,234,000—Increase +10.9%—Radio Homes 766,000
Radio Families 846,000—Stations in State 53
Transcription Service .................. Capitol
Representative .................. Branham
President .................. Joe W. Engel
Gen., Sta., Comm. Mgr. .................. Ken Flenniken
Program Director .................. Morrie Quave
Chief Announcer .................. Luther Masengill
Chief Engineer .................. B. C. Baker

W D O D
CHATTANOOGA—1925—CBS
Frequency: 1310 Kc. . . . . . . . Power: 5000 Watts
Business-Studio Address .......................... Hamilton Natl. Bank Bldg.
Phone Number .......................... 6-5117
Transmitter Location .................. Baylor Rd.
Air Time .................. Unlimited
News Service .................. UP
Transcription Service .................. Standard
Representative .................. Paul H. Raymer
Commercial Manager .................. B. J. Bush
Program Director .................. Paul H. Wann
Production Director .................. Gene Carr
Chief Announcer .................. Gaylord McPherson
Musical Director .................. George Barnard
Chief Engineer .................. W. Roy Owens
Farm Editor .................. Bill Wilson

W D X B
CHATTANOOGA—1947
Frequency: 1490 Kc. . . . . . . . Power: 250 Watts
Owned-Oper. By .................. Joe V. Williams, Jr.
Business-Studio Address .................. 539 Vine St.
Phone Number .......................... 6-1114, 6-4916
Transmitter Location .................. 1003 Riverside Dr.
Air Time .................. 6 a.m.-11 p.m.
News Service .................. INS
Transcription Service .................. World
Representative .................. Forjoe
Membership .................. NAB
President .................. J. V. Williams, Jr.
Gen.-Sta., Comm. Mgr. .................. Charles H. Gullickson
Program Director .................. Frank Beck
Chief Announcer .................. Luther Williams
Musical Director .................. William Palmer
Chief Engineer .................. Byron E. Fincher

W J Z M
CLARKSVILLE—1941—MBS-KBS
Frequency: 1400 Kc. . . . . . . . Power: 250 Watts
Owned By .......................... Campbell & Sheffall
Operated By .................. E. T. Campbell
Business-Studio Address .................. 411 Madison St.
Phone Number .......................... 2295-6
Transmitter Location .................. Martin St.
Air Time .................. 6 a.m.-11 p.m.
News Service .................. AP

Transcription Service .................. Capitol, World, KBS
Membership .................. NAB, BMB
Pres., Gen.-Sta. Mgr. .................. E. T. Campbell
Program-Production Dir. .................. Clay Cline, Jr.
Chief Engineer .................. John H. Bailey

W B A C
CLEVELAND—1945—MBS
Frequency: 1340 Kc. . . . . . . . Power: 250 Watts
Owned-Oper. By .................. Robert W. Rounsaville
Business-Studio Address .......................... Central Ave.
Phone Number .......................... 6-22
Transmitter Location .................. Chattanooga Hwy.
Air Time .................. 6:30 a.m.-10:30 p.m.
News Service .................. UP
Membership .................. NAB
Owner .................. R. W. Rounsaville
Comptroller .................. S. A. Wade
Station Manager .................. Fred Fitch
Commercial Manager .................. William Huddleston
Program Director .................. Harry Sullivan
Chief Engineer .................. William D. Stuart
Technical Director .................. H. D. Price

W K R M
COLUMBIA—1946—MBS-KBS-TVY
Frequency: 1340 Kc. . . . . . . . Power: 250 Watts
Owned-Oper. By .................. The Middle Tennessee Bestg. Co., Inc.
Bus.-Studio-Transmitter Address .......................... P. O. Box 71
Phone Number .......................... 1340-1
Air Time .................. 6 a.m.-M.
News Service .................. UP
Transcription Service .................. Capitol
Membership .................. NAB, BMB
Pgm., Prod., Pub. Dir. .................. Albert Knott
Chief Announcer .................. Wally Beecham
Chief Engineer .................. Revis Hobbs
Farm Editor .................. C. R. Baker

W H U B
COOKEVILLE—1940—CBS-KBS
Frequency: 1400 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By .................. WHUB, Inc.
Bus.-Studio Address .................. 315 E. Spring St.
Phone Number .......................... 200
Transmitter Location .................. 807 Hickory St.
Air Time .................. 6 a.m.-11:05 p.m.
News Service .................. UP
Representative .................. Continental Radio Sales
Membership .................. NAB, BMB
Sta. Mgr., Prog. Dir. .................. Joe Mabry
Sales Prom. Mgr., Pub. Dir. .................. Stacy Mott
Musical Director .................. Thomas W. Harris
Chief Engineer .................. George W. Daughtery

635
**TENNESSEE**

**WDSG**  
DYERSBURG—1946  
MBS-KBS-MID-SOUTH-DIXIE  
Frequency: 1450 Kc.  Power: 250 Watts  
Bus.-Studio-Transmitter Address:  Box 56  
Phone Number: 77  
Air Time: 6 a.m.-11 p.m.  
News Service: AP  
President: Russel M. D. Bruce  
General Manager: Charles W. Brewer  
Commercial Manager: Harold Britt  
Program Director: Howard Woodard  
Chief Announcer: Gene Ayres  
Chief Engineer: C. W. Morrow

**WBEJ**  
ELIZABETHTON—1946—MBS  
Frequency: 1240 Kc.  Power: 250 Watts  
(R. W. Rounsaville & Geo. M. Clark)  
Business-Studio Address: Elk Ave.  
Phone Number: 1241  
Transmitter Location: State Line Rd.  
Air Time: 6:30 a.m.-10:30 p.m.  
News Service: UP  
Senior Partner: R. W. Rounsaville  
General Manager: Thad F. Fitch  
Station Manager: William R. Wagner  
Comptroller: S. A. Wade  
Sales Prom. Mgr.: James Cox  
Program Director: Bill Stone  
Chief Engineer: Martin Condon Bowers, Jr.  
Technical Supervisors: H. G. Price

**WEKR**  
FAYETTEVILLE—1947—MBS  
Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Oper. By: Elk River Bstgts., Inc.  
Business-Studio Address: Box 625  
Phone Number: 1240  
Transmitter: 1 Mi. W. of City, Hiway 64  
Air Time: 6 a.m.-10 p.m.  
News Service: UP  
Sta., Comm., Sales Prom. Mgr.: Hollis Carlton  
Chief Announcer: Ralph Mann  
Chief Engineer: Ernest Tucker

**WHIN**  
GALLATIN—1948  
Frequency: 1010 Kc.  Power: 1000 Watts d.  
Owned-Oper. By: Sumner County Bstg. Co.  
Address:  Box 28  
Phone Number: 1010  
Air Time: Local sunrise-sunset  
News Service: UP  
Transcription Service: Capitol  
President: A. B. Perkins  
Gen., Comm. Mgr.: Charles W. Brewer  
Program Director: Weston Britt  
Chief Engineer: Howard Woodard

**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 Metcalfe  
Comm., Prom. Mgr.: Hugh Pickel  
Program Director: Tom Lyons  
Chief Engineer: Laile Hampton

**WHTB**  
HARRIMAN—1946—MBS  
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  
Pres., Gen. Sta., Mgr.: F. L. Crowder  
Sales Prom. Mgr., Pgm., Prod. Dir.: John Fielder  
Musical Director: Burrell Henry  
Chief Engineer: Kenneth Hargis

**WIRJ**  
HUMBOLDT—1949—MID-SOUTH  
Owned-Oper. By: Gibson County Bstg. Co., Inc.  
Address: 210 N. 22nd Ave.  
Phone Number: 740  
Air Time: Daytime  
News Service: UP  
Transcription Service: Standard  
Partners: J. F. Warmath, T. N. Hobbs  
Commercial Manager: Guy Powell  
Gen. Mgr., Pgm. Dir.: Howard E. Byrum  
Chief Engineer: Charles Brown

**WDXI**  
JACKSON—1948—DIXIE-MBS  
Frequency: 1310 Kc.  Power: 5000 Watts d.  
Owned-Operated By: Dixie Bstg. Co.  
Business-Studio Address: Williams Bldg.
**TENNESSEE**

| Phone Number | 7-9611 |
| Transmitter Location | 2 Mi. N. Hiway 45 |
| Air Time | Unlimited |
| News Service | UP |
| Transcription Service | World, Capitol |
| Representative | Burn-Smith |
| Membership | NAB |
| Pres., Gen. Mgr. | Aaron B. Robinson |
| Station Manager | Bill Winsett |
| Commercial Manager | Jack M. Cecil |
| Sales Prom. Mgr. | Jack Murphy |
| Program Director | James W. Hoppers |
| Production Director | Bob Dettmer |
| Publicity Director | Dave Banks |
| Musical Director | Douglas Biggs |
| Chief Engineer | James S. Thomas |
| Farm Editor | Tom J. Williams |

**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, UP  
Transcription Service: World  
Representative: Branham  
Membership: NAB, BMB, FMA  
General Manager: Albert A. Stone  
Station Manager: Frank S. Proctor  
Asst. Manager: Leslie R. Brooks, Jr.  
Studio Director: Sam D. Lollar  
Musical Director: James Allen  
Chief Engineer: Robert M. Gordon

**WPLI**

**JACKSON—1949**

Frequency: 1490 Kc.  Power: 250 Watts  
Owned-Oper. By: George Arthur Smith  
Address: First Natl. Bank Bldg.  
Phone Number: 7-8541  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Associated, Lang-Worth  
Representative: McGillvra  
Gen. Prom. Mgr.: W. E. Williams

**WETB**

**JOHNSON CITY—1947—LIBERTY**

Frequency: 790 Kc.  Power: 1000 Watts  
Business Address: Press Bldg.  
Phone Number: 2993  
Studio-Transmitter Location: Erwin Hiway  
Air Time: Sunrise-sunset

**TENNESSEE**

**WHY IS AP THE BEST?**

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

**TENNESSEE ASSOCIATED PRESS BROADCASTERS’ ASSOCIATION**

President: Harry Stone—WSM, Nashville  
Vice-Presidents: Leslie R. Brooks—WTJS, Jackson  
Cliff Goodman—WETB, Johnson City

**TENNESSEE**

637
TENNESSEE

W J H L
JOHNSON CITY—1938—ABC

1000 Watts n.

Owned-Operated By: WJHL, Inc.
Business-Studio Address: 143 W. Main St.
Phone Number: 2780

Transmitter: Bristol-Kingsport Hwy.
Air Time: 6 a.m.-M.
News Service: AP, UP

Transcription Service: Long-Worth
Representative: John E. Pearson

Membership: NAB, BMB
President: W. H. Lancaster
Sta. Comm. Mgr.: Ray D. Williams
Sales Prom. Mgr., Pub. Dir.: Ken Matthews
Pgm., Prod., Musical Dir.: Walter Heeb
Chief Announcer: Ed Cowell
Chief Engineer: O. K. Garland

Farm Editor: Raymond Rosson

W K P T
KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts

Business-Studio Address: 222 Commerce St.
Phone Number: 2870

News Service: AP
Representative: Donald Cooke
President: C. F. Edwards, Jr.
General Manager: A. F. Martin
Commercial Mgr.: Phil Weaver
Program Director: Paul Overbay

Chief Engineer: Thomas Phillips

W B I R
KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By: Radio Station WBIR, Inc.
Business-Studio Address: 618 S. Gay St.
Phone Number: 4-3321

Transmitter Location: Painter & Concord Sts.
Air Time: 5 a.m.-M.
News Service: UP

Transcription Service: Standard
Representative: Bolling
Membership: NAB, BMB
President: Gilmore N. Nunn

Gen-Stat-Sales Prom. Mgr.: John P. Hart
Commercial Manager: James A. Dick
Prog-Prod.-Pub. Dir., Chief Ann.: Tys Terwey
Musical Director: W. R. Johnston, Jr.
Chief Engineer: J. Rex Horton

W I B K
KNOXVILLE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.

Business-Studio Address: 408 W. Church St.
Phone Number: 4-9866

Transmitter Location: Rouse Hill
Air Time: Sunrise-sunset
News Service: AP

Transcription Service: Lang-Worth
Representative: Donald Cooke
Membership: NAB
President: J. Harold Smith

General-Station Mgr.: Marvin I. Thompson
Program Director: Walter Martin
Chief Engineer: T. E. Hooper

W K G N
KNOXVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts

Bus.-Studio Address: Atop the Park Noll.
Bank Bldg.
Phone Number: 4-0766

Transmitter Location: 2166 Ailor Ave. at L. & N. R. R.
Air Time: 6 a.m.-M.
News Service: AP

Transcription Service: Lang-Worth, Capitol
Representative: Forjoe
Membership: NAB
Comm., Sales Prom. Mgr.: C. R. "Dick" Watts
Pgm., Prod. Dir., Chief Annc.: Roy H. Bass
Publicity Director: Bill Sorrell
Chief Engineer: Milton L. Jones

W N O X
KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts

Owned-Oper. By: Scripps-Howard Radio, Inc.
Business-Studio Address: 110-112 S. Gay St.
Phone Number: 3-3171

Transmitter Location: Anderson Rd. nr. Beverly
Air Time: Unlimited
News Service: UP

Transcription Service: Standard
Representative: Branham
President: Jack R. Howard
TENNESSEE

W. R. O. L
KNOXVILLE—1927—NBC
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Stuart Bcstg. Co.
Business-Studio Address: 531 S. Gay St.
Phone Number: 2-7111
Transmitter Location: Holston Hills
Air Time: 5 a.m.-11 p.m.
News Service: World
Transcription Service: Avery-Knodel, Cummins
Gen., Sta. Mgr.: S. E. Adcock
Comm., Sales Prom. Mgr.: W. H. Linebaugh
Chief Announcer: Allen Stout
Musical Director: Harry Nides
Chief Engineer: Fred Andrews

W. C. O. R
LEBANON—1949
Owned-Operated By: Lebanon Bcstg. Co., Inc.
Address: 106½ Cumberland St.
Phone Number: 1540
Air Time: Daytime
News Service: UP
Transcription Service: Standard
Pres., Gen. Mgr.: Warren G. Gilpin
Commercial Manager: Roy E. Wood, Jr.
Program Director: Roy C. Crocker

W. J. J. M
LEWISBURG—1947—ABS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Estate of James I. Murray
Address: East Hill
Phone Number: 780
Air Time: Unlimited
Representative: Continental
Membership: NAB, BMB
Owners: Martha, Ida, Liliee Murray
General Manager: Lewis D. Lingner
Commercial Manager: Harold Twitty
Program Director: Allen D. Walker
Chief Engineer: J. E. Sowell

W. G. A. P
MARYVILLE—1947—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned By: V. H. McLean
George R. Dempster
Operated By: F. H. Corbett
Phone Number: 2480-1
Transmitter Location: Louisville Pike
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth, Keystone
Sales Prom. Manager: Tom Beam
Chief Engineer: Curtis Lamarr
Farm Editor: David Lynn

W. D. I. A
MEMPHIS—1947
Owned By: Bluff City Bcstg. Co.
Operated By: John Pepper, Bert Ferguson
Business-Studio Address: 2074 Union Ave.
Phone Number: 36-2703
Transmitter Location: 1125 University
Air Time: Daytime
News Service: UP
Representative: John E. Pearson
Membership: NAB, BMB
Gen., Sta. Mgr.: Bert Ferguson
Commercial Manager: Harold F. Walker
Program Director: Don Kern
Production Director: Christine Cooper
Chief Engineer: Bob Sassaman
Farm Editor: Ernest Brazze

W. H. B. Q
MEMPHIS—1925—MBS
Frequency: 560 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Harding College, Searcy, Ark.
Bus. Studio Address: Hotel Gayoso
Phone Number: 8-6868
Transmitter Location: Circle Rd.
Air Time: 6 a.m.-6 p.m.
News Service: AP
Transcription Service: Associated
Representative: Weed & Co.
Membership: NAB, BMB
Pres. (Harding College): Dr. George Benson
Gen., Sta. Mgr.: John Cleghorn
Comm., Sales Prom. Mgr.: Bill Grumbles
Pgm., Prod. Dir.: Gordon Lawhead
Publicity Director: Betty Faquin
Chief Announcer: Lee McEachern
Chief Engineer: Welton Roy
WHHM
MEMPIS—1946
Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Oper. By ......... Mid-South Bcslg. Corp.
Business-Studio Address .... Sterick Bldg.
Phone Number .............. 37-4422
Air Time .................. Unlimited
News Service .............. AP
Transcription Service .. Lang-Worth, Capitol
Representative ............. IMS
Membership ................. NAB
President ...................... P. E. Furlow
Gen., Sta. Mgr. ....... Patt McDonald
Commercial Manager .... Don J. Lynch
Sales Promotion Mgr. .... Norton Rosengarten
Pgm., Prod., Pub. Dir. .... Allan Avery
Chief Announcer .......... Kenny Sargent
Musical Director .......... John Swinney
Chief Engineer .............. William Marsh

WMC
MEMPIS—1923—NBC
SOUTHCENTRAL QUALITY
Frequency: 790 Kc. .... Power: 5000 Watts
Owned-Oper. By ......... Memphis Publishing Co.
Bus.-Studio Address .... Goodwyn Institute Bldg.
Phone Number ............. 8-7464
Transmitter Location .... Memphis
Air Time .................. Unlimited
News Service .............. AP, UP
Transcription Service .. Thesaurus, SESAC, Lang-Worth
Representative ............. Branham
Membership ................. NAB, BMB
President ...................... Enoch Brown
Gen., Sta. Mgr. ....... H. W. Slavick
Commercial Mgr. ......... J. C. Eggleston
Program Director .......... Wilson Mount
Production Director ....... W. R. Brazill
Publicity Director .......... Walter E. Frase
Chief Announcer .......... Charles B. Sullivan
Musical Director .......... Robert Horsey
Chief Engineer .............. E. C. Frase, Jr.
Farm Editor ............... Walter Durham

WMPS
MEMPIS—1925—ABC
Frequency: 680 Kc. .... Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By ........ WMPS, Inc.
Business-Studio Address .... Radio Center
Phone Number .............. 5-2663
Transmitter Location .... N. Benjestown Rd.
Air Time .................. Unlimited
News Service .............. AP, UP
Transcription Service .. Standard, Cole, Lang-Worth
Representative ............. Radio Representatives
Membership ................. NAB, BMB
V.P., Gen. Mgr. .......... Harold R. Krelstein
Commercial Manager .... Harold F. Walker
Sales Prom. Manager ...... W. B. Rudner
TENNESSEE

Program Director ........................................... George Faulder
Production Director ........................................ Bob Neal
Musical Director ............................................ Fred Christensen
Chief Engineer ............................................... J. E. Deaderick

WREC
MEMPHIS—1922—CBS
Frequency: 600 Kc.  Power: 5000 Watts
Owned-Oper. By .............................................. WREC Bstg. Service
Business-Studio Address ................................. Hotel Peabody
Phone Number ................................................. 5-1313
Air Time ......................................................... Unlimited
Representative .................................................. Katz
Membership ..................................................... NAB, BMB
Owner, General Manager ................................... Hoyt B. Wooten
Commercial Manager ................................. Hollis R. Wooten

MMMT
McMINNVILLE—1947—MBS-TVB
KBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By .............................................. McMinnville Bstg. Co., Inc.
Address .......................................................... P. O. Box 409
Phone Number ................................................ 401
Air Time ......................................................... Unlimited
News Service ................................................... UP
Transcription Service ....................................... World
Membership ..................................................... NAB
President ......................................................... Dr. Sam J. Albright
General Manager ............................................. Royce Richards
Commercial Manager ....................................... Roy E. Wood
Commercial Manager ....................................... Winston Clark
Program Director ............................................ Ernest Richards
Promotion Manager .......................................... Henry Trent
Chief Engineer ................................................ Walter A. Duke

WCRK
MORRISTOWN—1947—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By .............................................. Cherokee Bstg. Corp.
Bus.-Studio-Transmitter Address ..................... Brown Ave.
Phone Number ................................................ 1450
Air Time ......................................................... Unlimited
News Service ................................................... AP
Transcription Service ....................................... World
Representative ................................................ Hal Holman
Membership ..................................................... NAB
President ......................................................... Herbert S. Walters
Gen. Comm. Mgr. .............................................. Howell Ashford
Program Director ............................................ William P. Moore
Chief Engineer ................................................ James R. Redden

WGNS
MURFREESBORO—1947—MBS-TVB
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ........................................... WGNS, Inc.
Business-Studio Address ................................. N. Church
Phone Number ................................................ 1450
Transmitter Location ....................................... S. Church
Air Time ......................................................... Unlimited
News Service ................................................... UP
Transcription Service ....................................... World
Representative ................................................ Hal Holman
Membership ..................................................... NAB
Pres., General Mgr. .......................................... C. N. Elrod, Jr.
Commercial Manager ........................................ Neil Lancaster
Sales Prom. Mgr., Pub. Dir. .............................. Ray Duffy
Program Director ............................................ Jim Tate
Prod., Musical Dir. ............................................ Martha Tribble
Chief Announcer ............................................... John Hood
Chief Engineer ................................................ Charlie Freeman
Farm Editor ..................................................... Pete Callis

WKDA
NASHVILLE—1947
Frequency: 1240 Kc.  Power: 250 Watts
Bus.-Studio Address ....................................... American Natl. Bank Bldg.
Phone Number ................................................ 4-0511
Transmitter Location ....................................... 2nd Ave. & Peabody St.
Air Time ......................................................... 5 a.m.-1 a.m.
News Service ................................................... AP
Transcription Service ....................................... Capitol, Lang-Worth
Representative ................................................ For Joe
Membership ..................................................... NAB, BMB
Owners: ......................................................... T. B. Baker, Jr. & A. G. Beaman
General Manager ............................................ T. B. Baker, Jr
Commercial Manager ....................................... Robert E. Cooper
Program Director ............................................ James E. McKinney
Chief Engineer ................................................ Oscar C. Griffin, Jr.

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 ..................................................... NAB, BMB
Owner ............................................................ J. T. Ward
General Manager ............................................. F. C. Sowell
Sales Manager ................................................ E. G. Blackman
Prog.-Prod. Dir., Chief ...................................... Paul Oliphant
Announcer ....................................................... Paul Oliphant
Publicity Director ............................................ Robert S. Larimer
Musical Director ............................................. Fred Murff
Chief Engineer ................................................ F. D. Binns

WMAK
NASHVILLE—1948—MBS-LIBERTY
Frequency: 1300 Kc.  Power: 5000 Watts
Owned-Oper. By .............................................. Volunteer State Bstg. Co., Inc.
Address ........................................................ Maxwell House
Phone Number ................................................ 4-3411
Air Time ......................................................... Unlimited

641
WSIX
NASHVILLE—1927—ABC
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By WSIx Inc. 
Bus. Address: 301 7th Ave. N.
Phone Number: 6-7181
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Standard
Representative: Katz
Membership: NAB, BMB, FMA
Co-Owners: Jack M., Louis R. Draughon
General Manager: Jack M. Draughon
Commercial Director: E. S. Tanner
Program Director: Otis Roush
Promotion Manager: Hillard Brown
Chief Engineer: Charles R. Duke

WSM
NASHVILLE—1925—NBC
Frequency: 650 Kc. Power: 50,000 Watts
Owned By...Natl. Life & Accident Ins. Co.
Operated By...WSM, Inc.
Bus.-Studio Address: 301 7th Ave. N.
Phone Number: 3-7181
Transmitter Location: 12 Mi. in the country
Air Time: Unlimited
News Service: AP, INS
Transcription Service: AMP, Thesaurus
Representative: Edward Petry
Membership: NAB, BMB
President: John H. DeWitt, Jr.
V.P., Gen-Station Mgr.: Harry Stone
Commercial Manager: Irving C. Waugh
Sales Prom. Mgr., Pub. Dir.: Tom Stewart
Program-Production Director: Jack Slapp
Chief Announcer: Otis Devine
Musical Directors: Beasley Smith, Owen Bradley
Chief Engineer: George A. Reynolds
Farm Editor: John McDonald

WATO
OAK RIDGE—1948—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...WATO, Inc.
Address: Municipal Market Bldg.
Phone Number: Oak Ridge 5-3535
Air Time: Unlimited
News Service: UP
Transcription Service: Standard
Representative: Burn-Smith
Membership: NAB
Comm. Sales Prom. Mgr.: Harry C. Weaver
Pgm. Dir., Chief Ann.: Arthur J. Metzler
Chief Engineer: Marvin L. Paul

WTPR
PARIS—1947—TENN. VOLUNTEER
KBS-MID-SOUTH-DIXIE
Owned-Oper. By...Kentucky Lake Bestg. System, Inc.
Bus-Studio Address: 100 ½ N. Market St.
Phone Number: 1700-1
Transmitter Location: Clipy Rd.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Hal Holman
Membership: NAB
President: Dr. Elroy Scruggs
Chief Ann.: Musical Dir.: Kenneth M. Klyce
Chief Engineer: Charles W. Jones
Farm Editor: Pete Linton

WKSR
PULASKI—1946—MBS
ALA.-TENN. TOBACCO
Owned-Operated By...Pulaski Bestg. Co. Inc.
Business-Studio Address: Radio Center
Phone Number: 1066-7
Transmitter Location: Hwy. 46 W
Air Time: Daytime
News Service: UP
Membership: NAB
Senior Partner: John R. Crowder
Comm., Sales Prom. Mgr.: Carl Tatum
Program Director: Corky Hoover
Chief Engineer: Richard Spruill
Farm Editor: Bill Williams

WHAL
SHELBYVILLE—1946—MBS
VOLUNTEER
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Shelbyville Bestg. Co., Inc.
Business Address: Box 241
Phone Number: 1400
Studio Address: Public Square
Transmitter Location: Lewisburg Pike
Air Time: 6 a.m.-11 p.m.
News Service: UP
President: Harvard Smith
General-Station Mgr.: Charles Christian
Pgm., Prod. Pub. Dir.: Jean Carroll
Musical Director: Teddy Barnes
Chief Engineer: Tim Marsh
Farm Editor: Sam B. Stanfill

642
W J I G
TULLAHOMA—1947—TVN-KBS
Business Address. Box 1417
Phone Number 2607-B
Studio-Transmitter Location: West End Dr.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: SESAC
Pres., General Mgr.: Aaron B. Robinson
Station Manager: Louis C. Whereth
Commercial Manager: David J. Capps
Sales Prom. Mgr.: E. A. Kallenber
Prod. Dir., Chief Anncr.: Jack A. Dill
Program Director: Lee Burnette
Musical Director: Hoyt White
Chief Engineer: James Thomas
Farm Editor: Tom Garth

WENK
UNION CITY—1946—MBS-DIXIE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Union City Bstg. Co.
Bus.-Studio Address: First & Washington Sts.
Phone Number 1240-1
Transmitter Location: Edge of city limits.
Hway. 51
Air Time: 6 a.m.-M.

TEKSAS

Estimated Population 7,532,000—Increase 17.4%—Radio Homes 2,032,000
Radio Families 2,154,000—Stations in State 170

K R B C
ABILENE—1936—ABC
Frequency: 1470 Kc. Power: 5000 Watts d.
1000 Watts n.
Business Address. Box 178
Phone Number 6255, 2-1608
Studio Address: Windsor Hotel
Transmitter Location: Old Anson Rd.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Capitol
Representative: John E. Pearson
Membership: BMB, FMA
President: Mrs. Eva M. Hawks
General-Station Mgr.: Howard Barrett
Comm. Mgrs.: Bro Mingus (Local); Forest Lane (National)
Sales Prom. Manager: Forest Lane
Chief Engineer: J. B. Casey
Farm Editor: Ray Sundy

KBKC
ABILENE—1948—MBS-LONE STAR
Frequency: 1340 Kc. Power: 250 Watts
News Service: UP
Transcription Service: World
Representative: Burn-Smith
Membership: NAB
Pres., General Mgr.: James A. Robinson
Station Manager: Louis C. Whereth
Commercial Manager: David J. Capps
Sales Prom. Mgr.: E. A. Kallenber
Prod. Dir., Chief Anncr.: Jack A. Dill
Program Director: Lee Burnette
Musical Director: Hoyt White
Chief Engineer: James Thomas
Farm Editor: Tom Garth

WCDT
WINCHESTER—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Arthur D. Smith, Jr.
Address: P. O. Box 1103
Phone Number 2201
Air Time: Unlimited
News Service: UP
Transcription Service: SESAC
Program Director: Joe Donaldson
Commercial Manager: Joe Brewer
Chief Engineer: Frank Spencer

KBIK
ALICE—1946
Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By: Alice Bstg. Co.
Business Address: Box 731
Phone Number 2070
Studio Address: 58 Johnson St.
Transmitter Location: Hway. 281
News Service: AP
Transcription Service: Capitol
Representative: Donald Cook
President: E. C. Lloyd, Jr.
Commercial Manager: D. C. Houston
Sales Prom. Mgr.: Nat Watson
We’re Sorry!

All We Can Deliver Is

90% of Texas

(Population-wise and Dollar-wise)

1/2 Millivolt Daytime Coverage

Permanent Lines

Call Letters Location
KFJZ (Key) Fort Worth
WRR Dallas
KRRV Sherman
KPLT Paris
KCMC Texarkana
KFRO Longview
KMHT Marshall
KGVL Greenville

Call Letters Location
KRBC Abilene
KBWD Brownwood
KGKL San Angelo
KBST Big Spring

Call Letters Location
KCRS Midland
KHT Houston
WACO Waco
KNOW Austin
KMAC* San Antonio
KABC* San Antonio
KRIO McAllen
*Only one San Antonio Station to be used.

TEXAS STATE NETWORK

1201 W. LANCASTER FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY

New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco
Chief Announcer .......... Bill Peak
Chief Engineer .......... Leon Smith
Farm Editor .......... Cliff Du Bose

KVLF
ALPINE—1947—MBS-S.W.-TSN
CACTUS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .......... Big Bend Bcstg.
Business Address .......... P. O. Box 779
Phone Number .......... 37
Studio-Transmitter .......... Kokernot Field
Air Time .......... Unlimited
News Service .......... AP, UP
Transcription Service .......... Lang-Worth
Representative .......... Taylor Borroff
Membership .......... NAB
President .......... Barney H. Hubbs
General Manager .......... Jack Hawkins
Station Manager .......... Charles Van Grundy
Commercial Mgr .......... Gene Hendryx
Program Director .......... Elaine Parker
Chief Engineer .......... Steve Horvath

KAMQ
AMARILLO—1947—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Business-Studio Address .......... 1301 Polk St.
Number .......... 2-6543
Transmitter Location .......... E. on Hway. 287
Air Time .......... Sunrise-sunset
News Service .......... AP
Transcription Service .......... Standard
Representative .......... Forrie
Membership .......... BMB
President .......... Walter G. Russell
Gen., Sta. Mgr .......... Robert D. Houck
Comm., Sales Prom. Mgr .......... J. L. Adams
Chief Announcer, Farm Editor .......... Ken Duke
Chief Ann., Pgm., Musical Dir .......... Tom Hipps
Chief Engineer .......... Stewart Parson
Farm Editor .......... Wayne Johnston

KFDA
AMARILLO—1939—ABC
Frequency: 1440 Kc.  Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address .......... 109 E. 5th St.
Phone Number .......... 5343
Transmitter Location .......... Belaire Pk.
Air Time .......... 6 a.m.-1 a.m.
News Service .......... UP
Transcription Service .......... World, Capitol
Representative .......... John E. Pearson
Membership .......... BMB
President .......... Gilmore Nunn
General Manager .......... Howard Roberson
Commercial Manager .......... Bill Fairley

Program Director .......... Ray Whitworth
Publicity Director .......... Joe Bob Cable
Musical Director .......... Ralph Newton
Chief Engineer .......... Noel Luddy
Farm Editor .......... Pat Flynn

KGNC
AMARILLO—1935
NFC-LONE STAR
Frequency: 710 Kc.  Power: 10,000 Watts
Bus.-Studio Address .......... Radio Bldg., 8th & Harrison
Phone Number .......... 4242
Transmitter Location .......... Wilton-Switch
Air Time .......... 6 a.m.-M.
News Service .......... AP, UP
Transcription Service .......... Cole, Lang-Worth
Representative .......... Taylor Borroff
Membership .......... NAB, BMB, FMA
President .......... Gene Howe
General Manager .......... Aubrey Jackson
Local Sales Director .......... Tom Kritze
Prom., Pgm. Dir .......... Bob Watson
Business Manager .......... Calvin Handy
Musical Director .......... Bernie Howell
Chief Engineer .......... William H. Torrey
Farm Editor .......... J. B. Linn

KLYN
AMARILLO—1947—CBS
Frequency: 940 Kc.  Power: 1000 Watts
Address .......... 1014 W. 7th Ave.
Phone Number .......... 2-6773
Air Time .......... Unlimited
Representative .......... Blair
General Manager .......... Carl Benefiel
Commercial Manager .......... Lee Biggs

KBUD
ATHENS—1948
Business Address .......... Box 309
Phone Number .......... 650
Air Time .......... Daytime
News Service .......... UP
Transcription Service .......... Lang-Worth

KNOW
AUSTIN—1926—ABC-TSN
Frequency: 1490 Kc.  Power: 250 Watts
Phone Number .......... 2-6213
Transmitter Location .......... First & Tillery Sts.
Air Time .................................. 6 a.m.-M.
News Service .......................... AP
Transcription Service .............. Capitol
Representative ....................... Pearson
Membership .................................. NAB
President .................................. Wendell W. Mayes
Station Manager ......................... Louis R. Cook
Program Director ..................... Warren M. Beaman
Chief Engineer ......................... James E. Lewis

K T B C
AUSTIN—1939—CBS-LONE STAR
Frequency: 590 Kc.  Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By Texas Bcstg. Corp.
(P. O. Box 717)
Phone Number ...................... 2-2424
Transmitter Location ......... Manchaca Rd.
Air Time .................. Unlimited
News Service ......................... UP
Transcription Service ......... World
Representative ........................ Taylor-Boroff
President ................................... Claudia T. Johnson
V.P., Gen.-Comm. Mgr. ............ J. C. Kellam
Sales Manager ...................... Sam Plyler
Program Director ................ Richard S. Pryor
Publicity Director .......... Harvey O. Payne
Musical Director .............. Jane Holt Thomas
Chief Engineer .................. A. B. Hearm
Farm Editor .................. Reece Turner

K T X N
AUSTIN—1948
Frequency: 1370 Kc.  Power: 1000 Watts d.
Owned-Operated By .......... Radio KTXN, Inc.
Address ............... 309 W. 21st St.
Phone Number ................. 7-4476
Air Time .................... Sunrise-sunset
News Service .................. AP
Transcription Service ......... Thesaurus
Membership .................................. NAB
Pres., Gen., Comm. Mgr. ........ Thomas G. Harris
Chief Engineer .................. Kerns H. Powers

K V E T
AUSTIN—1946—MBS-LIBERTY
Frequency: 1300 Kc.  Power: 1000 Watts
Owned-Oper. By ........ Austin Bcstg. Co., Inc.
Business-Studio Address ....... 113 W. Eighth St.
Phone Number .................. 8-8521
Transmitter Location ...... Bull Creek Rd.
Air Time .................. Unlimited
News Service ......................... UP
Transcription Service ........ Lang-Worth
Representative .......................... Forje. Paul Girard
President .................. John B. Connally
General-Station Mgr. ........... Willard Deason
Commercial Manager ......... Charles Howell
Pgm., Prod. Dir. ............ Dave Smith
Chief Engineer .................. Alfred W. Scharath

K R U N
BALLINGER—1947—MBS-KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By ...... Runnels County Bcstg. Co.
Address .......................... Zappe Bldg.
Phone Number .................. 3151-3161
Air Time .................. 6 a.m.-10:15 p.m.
News Service ........................ AP
Transcription Service .......... Standard, SESAC
President, General Mgr. .... R. E. Bruce
Comm., Sales Prom. Mgr. .... R. F. McGarvey
Chief Engineer .................. W. C. Kelley

K I O X
BAY CITY—1947—MBS-KBS
Frequency: 1270 Kc.  Power: 1000 Watts
Owned-Oper. By ........ Bay City Bcstg. Co.
Business Address ........ P. O. Box 1391
Phone Number .................. 642-3
Studio-Transmitter Location .. State Hiway 35
Air Time .................. 6 a.m.-M.
News Service ........................ AP
Transcription Service .......... Capitol
Representative .................... Paul Girard
General Manager ................. J. G. Long
Comm., Sales Prom. Mgr. ...... John Miller
Prod. Dir., Chief Anncr. ...... Hal Ewing
Program Director .......... LaVerne Ewing
Chief Engineer .................. Glenn R. Ellis

K R C T
BAYTOWN—1947—KBS
Owned-Oper. By ............ Bay City Bcstg. Co.
Address .................... Box 629
Phone Number .................. 1650
News Service ........................ AP
President .................. C. Q. Alexander
Vice President ................. O. J. Howell
General Manager ................ E. H. Keown
Commercial Mgrs. ............ Sylvia McKinstry,
Bill Lyons
Chief Engineer .................. Emilio Rodriguez, Jr.

K R E L
BAYTOWN—1947—DIXIE-LIBERTY
Frequency: 1360 Kc.  Power: 1000 Watts
Business Address .......... P. O. Box 419
Phone Number .................. 1360
Studio-Transmitter Location .. Decker Dr.
Air Time .................. Unlimited
News Service ......................... UP
Transcription Service .......... World
Membership .................................. NAB, BMB
President .................. Robert Matherne
Gen., Sta. Mgr. ................. William M. Lightfoot
Program Director .......... Robert T. Nolan
Production Director .......... Norma Ruth Metz
Chief Engineer .................. Marvin Daugherty
KFDM
BEAUMONT—1924
ABC-LONE STAR
Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By: Leonard Roy Conrad
Business-Studio Address: 1420 Calder Ave.
Phone Number: 2-7758
Transmitter Location: 2 Mi. N. of Bridge City
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, Standard
Representative: Free & Peters
Membership: NAB, BMB
President: D. A. Canno
Gen. Sta., Comm. Mgr.: C. B. Locke
Sales Prom. Mgr.: Helen Caldwell
Program Director: Dave Russell
Prod.-Musical Dir.: Conrad Bering, Jr.
Publicity Director: Ralph Ramos
Chief Engineer: S. Harold Jones
Musical Director: Mrs. Garvis Taylor
Chief Engineer: Marvin J. Easterwood
Farm Editor: Robert Tucker

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 Sts.
Air Time: 6 a.m.-12:05 a.m.
News Service: INS
Transcription Service: World
Pres., Gen.-Sta. Mgr.: Jack Neil
Commercial Manager: Bill McRae
Sales Prom. Mgr.: Barclay Herring
Chief Annncr., Musical Dir.: Roy Dixon
Chief Engineer: Ben F. Hughes
Farm Editor: Charles Schmucker

KPBX
BEAUMONT—1947—LIBERTY
Frequency: 1380 Kc. Power: 1000 Watts d.
Owned By: KPBX Bestg. Co., Inc.
Operated By: D. K. Maxted
Bus.-Studio Address: New Crosby Hotel
Phone Number: 2-0201
Transmitter Location: 4945 Fannett Rd.
Air Time: 5 a.m.-Sunset
News Service: AP
Transcription Service: Standard
Representative: Forloe
Membership: NAB
President: F. L. Benkenstein
Commercial Manager: Pat Martin
Program Director: Hugh Herrington
Production Director: William Hammond
Chief Annncr., Musical Dir.: Gordon Clark.
Chief Engineer: Lawrence Sanders
Farm Editor: Glenn Earl
Continuity Director: Lilyan Wilkinson
Traffic Director: Helen Simmons

KIBL
BEEVILLE—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Beef Bestg. Co.
Address: Box 948
Phone Number: 1490
Air Time: Unlimited
News Service: AP
Transcription Service: Capital
Gen., Comm. Mgr.: John D. Gross
Partners: J. D., V. L. Rossi
Pgm. Sta. Mgr.: Joe W. Caldwell
Chief Engineer: Harry W. Wardwell

KBST
BIG SPRING—1936—ABC
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.-M.
News Service: AP
Representative: John E. Pearson
Membership: NAB, BMB
Pres., Gen. Sta. Mgr.: William J. Wallace
Comm. Sales Prom. Mgr.: William L. Cox
Prog.-Prod.-Pub. Dir.: Robert Lindley
Chief Engineer: Andrew M. Jones

KTXC
BIG SPRING—1949
Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: Leonard R. Lyon
Address: Big Spring City Park
Phone Number: 3300
Air Time: Unlimited
News Service: UP

647
Comm., Asst. Mgr. — Wayne Robison
Program Director — Vance Kimble
Promotion Manager — Sid Camble
Chief Engineer — Al Thompson

KFYN
BONHAM — 1948
Owned-Operated By — Frank Svoboda
Studio-Transmitter Address — 903 E. 4th St.
Phone Number — 1600
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 — 1420
Studio-Transmitter Location — 1431 Clayton St.
Air Time — 6:30 a.m.-11 p.m.
News Service — AP
Transcription Service — Lang-Worth
Representative — Paul Girard
Membership — NAB
President — R. G. Hughes
General-Station Mgr. — Wayne Phelps
Commercial Manager — Harry Chilton
Pgm., Prod. Director — Jack Roberts
Publicity Director — Bill Clark
Chief Annncr., Musical Dir. — Raymond Baxter
Chief Engineer — Herman Kreiger

KNEL
BRADY — 1945 — KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By — G. L. Burns
Business-Studio Address — Radio Bldg.
Phone Number — 250
Transmitter Location — Brady
Air Time — Unlimited
News Service — AP
Representative — Hil F. Best
Gen-Station Manager — G. L. Burns
Comm., Sales From. Mgr. — J. S. Sloane
Prog. Dir., Chief Annncer. — Gene Burns
Chief Engineer — Cecil Nolin

KSTB
BRECKENRIDGE — 1947
Frequency: 1430 Kc.  Power: 1000 Watts d.
Business-Studio Address — Miller Bldg.
Phone Number — 1430
Transmitter Location — 11½ Mi. W. of city
Air Time — 6 a.m.-local sunset
News Service — AP
Transcription Service — Lang-Worth
Membership — NAB
General-Station Mgr. — R. W. Chapman
Commercial Manager — Gilbert Webb
Chief Annncer. — T. Drakley
Chief Engineer — R. E. Smith
Farm Editor — W. R. Lace

KWHI
BRENHAM — 1937 — KBS
Frequency: 1280 Kc.  Power: 1000 Watts d.
Owned-Oper. By — Tom S. Whitehead
Business Address — Brenham
Phone Number — 655, 611
Studio Address — Main St.
Transmitter Location — 2 Mi. N. on Hwy. 36
Air Time — 6 a.m.-sunset
News Service — UP
Transcription Service — Lang-Worth, SESAC
General Manager — Tom S. Whitehead
Commercial Manager — J. C. Price
Program Director — Bill Sloan
Chief Engineer — H. B. Balch
Farm Editor — J. W. Stufflebeme

KTFY
BROWNFIELD — 1949
Frequency: 1050 Kc.  Power: 250 Watts d.
Owned-Oper. By — Terry County Bstg. Co.
Address — Box 1032
Air Time — Daytime
News Service — UP
Transcription Service — Standard
Promotion Manager — R. C. Norris

KBOR
BROWNSVILLE — 1949
Frequency: 1600 Kc.  Power: 1000 Watts d.
Address — Box 472
Phone Number — 2-6577
Air Time — Daylight
News Service — AP
Transcription Service — Thesaurus
Commercial Manager — Vance C. Wilson
Chief Engineer — Willis A. Wilson

KVAL
BROWNSVILLE — 1945 — ABC TEX. QL.
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By — KVAL Bstg. Co.
Address — P. O. Box 1792
Phone Number — 2-6452
Air Time — Unlimited
News Service — AP
Representative — Free & Peters
President — T. Frank Smith
Pgm. Dir., Prom. Mgr. — Tom Martin
Chief Engineer — Ed Frazier
K B W D

BROWNWOOD—1941
MBS-TEXAS STATE

Frequency: 1380 Kc. Power: 1000 Watts d.
500 Watts n.

 Owned-Oper. By: Brown County Bestg. Co.
Business-Studio Address: 800 Hawkins St.
Phone Number: 2401-2

Transmitter Location: Williams Ranch Rd.
Air Time: 6 a.m.-11 p.m.

News Service: UP

Transcription Service: Lang-Worth

Representative: Walker

Membership: NAB

President, General Mgr.: Wendell Mayes
Commercial Manager: F. T. Wilson
Program Director: Wendell Mayes, Jr.
Sales Prom. Mgr.: Pat Brinkley
Chief Announcer: A. D. Whisenant
Farm Editor: Joel Chapman
Chief Engineer: A. W. Stewart

K C L E

CLEBURNE—1947


Owned-Oper. By: Martin, Inc.
Business-Studio Address: 919 N. Main
Phone Number: 1025

Transmitter Location: Route 3
Air Time: Sunrise-sunset

News Service: UP

Representative: H. F. Best

Membership: NAB, BMB

Pres., Gen.-Sta.-Comm.-Sales Prom.
Manager: George W. Marti
Pgm., Prod. Dir.: D'Voe Lee
Chief Announcer: Frank H. Hardgrove
Chief Engineer: Lloyd E. Rodgers
Farm Editor: C. A. Munsch

K O R A

BRYAN—1947—MBS


Bus.-Studio Address: 305 W. 26th St.
Phone Number: 2-1451

Transmitter Location: Villa Maria Rd.
Air Time: 6 a.m.-M.

Station Manager: Frank J. Sosolik
Commercial Manager: Euel G. Byers
Chief Engineer: James R. Smith
Pgm., Farm Dir.: William J. Zak, Jr.

K D E T

CENTER—1949

Frequency: 930 Kc. Power: 1000 Watts d.

Owned-Oper. By: Center Bestg. Co., Inc.
Address: 205 Austin St.
Phone Number: 1199

Air Time: Daytime

News Service: UP

Transcription Service: Standard

President: Tom E. Foster
Gen., Comm. Mgr.: Jack Bell
Promotion Manager: Tolbert Foster
Chief Engineer: T. McLachian

K C T X

CHILDRESS—1947—MBS

Frequency: 1510 Kc. Power: 250 Watts d.

Bus.-Studio Address: 217½ N. Main
Phone Number: 1085

Transmitter Location: 1 Mi. W. of Childress
Air Time: Local sunrise-sunset
News Service: AP

Transcription Service: Standard

Membership: NAB

President: R. Malone Hagan
General Manager: George D. Cowan
Commercial Manager: Malone Hagan
Program Director: Leroy Carter
Publicity Director: Mildred Sikes
Chief Announcer: Bob Pace
Chief Engineer: Brooks Braflett

K S T A

COLEMAN—1947

Frequency: 1000 Kc. Power: 250 Watts d.

Owned-Oper. By: Coleman County Bestg. Co., Inc.

Business Address: Box 432
Phone Number: 8406

Studio-Transmitter Address: Abilene Hwy.
Air Time: Daytime

News Service: UP

Transcription Service: Capitol

Representative: H. F. Best

Membership: NAB

President: H. H. Jackson
Gen., Sta., Comm. Mgr.: Floyd Shelton
Sales Prom. Mgr., Farm Editor: Jack Nesbitt
Program Director: Jean Larson
Prod. Dir., Chief Ann.: Bill Fox
Publicity Director: Mrs. Billy B. Beach
Chief Engineer: Brownie Seals

W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc. Power: 1000 Watts d.

Owned-Oper. By: The Agricultural &
Mechanical College of Texas

Bus.-Studio Address: Administration Bldg.
Phone Number: 4-6724

Transmitter Location: Bet. Bryan & College Sta.
Air Time: 6 a.m.-local sunset

News Service: AP

Transcription Service: World

Membership: NAB

General Manager: R. Henderson Shuffler
KEYS
CORPUS CHRISTI—1940
CBS-LONE STAR
Frequency: 1440 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: Nueces Bstg. Co.
Business Address: P. O. Box 1460
Phone Number: 2-7411
Title: Chief Announcer
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Taylor-Boroff
Membership: NAB, BMB
Owners: Charles Rossi, Earl C. Dunn
H. B. Lockhart, E. C. Hughes
General Manager: E. C. Hughes
Station Manager: Kelly Wofford
Commercial Manager: Tom Gibson
Program Director: Ben Blackman
Chief Engineer: Harold Griffith

KRIS
CORPUS CHRISTI—1935—NBC-TQN
Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By: Gulf Coast Bstg. Co.
Address: P. O. Box 840
Phone Number: 6364
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Free & Peters
Membership: NAB, BMB
Pres., Gen. Mgr.: T. Frank Smith
Commercial Manager: William Eikner
Pgm. Dir., Prom. Mgr.: Charles Nethery
Chief Engineer: Elmer Atkinson

KSIX
CORPUS CHRISTI—1947
Frequency: 1230 Kc. Power: 250 Watts
Inc.
Address: Showroom Bldg.
Phone Number: 2-9242
Representative: Forjoe
General Manager: Vana M. Kennedy

KUNO
CORPUS CHRISTI—1949
Frequency: 1400 Kc. Power: 100 Watts
Address: Box 4286
Air Time: Unlimited
Transcription Service: Capitol
President: Leslie C. Smith
Gen. Mgr., Chief Engr.: J. H. Mayberry

KWBU
CORPUS CHRISTI—1943—LIBERTY
Frequency: 1030 Kc. Power: 50,000 Watts d.
Owned By: Baylor Univ. of Waco
Business Address: P. O. Box 898
Phone Number: 5258-9
Studio Address: White Plaza Hotel
Transmitter Location: Gregory
Air Time: Daytime
News Service: AP
Representative: Branham
General Manager: Roy R. Kay
Exec. Secretary: V. M. Kulhanek
Traffic & Continuity: Rose Belik
Musical Directors: Irene Hill & Billy Gregory
Chief Engineer: Nestor Cuesta, Jr.

KAND
CORSICANA—1937—LIBERTY
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Alta, Inc.
Bus-Studio Address: State Natl. Bank Bldg.
Phone Number: 2486
Transmitter Location: Hwy. 75
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: Branham
Membership: NAB, BMB
President: J. C. West
General Manager: Walter S. Kline
Chief Engineer: Donnell D. Dickson, Jr.

KCFH
CUERO—1949
Frequency: 1600 Kc. Power: 500 Watts d.
Owned-Operated By: A. M. Responddek
Address: Cuero
Air Time: Daytime
News Service: UP
Transcription Service: World
Pres., Gen. Mgr.: A. M. Responddek
Commercial Manager: Milton Binz
Program Director: Edson Foster
Chief Engineer: E. F. Meyer

KXIT
DALHART—1948—LIBERTY
Owned-Operated By: Dalrad Associates
Address: 402½ Denrock
Phone Number: 740
Air Time: Daytime
News Service: UP
Transcription Service .......... Lang-Worth
Membership .................................................................... NAB
General Manager .......... Kenneth B. Bishop
Chief Engineer .......... Bill Smith

KIXL
DALLAS—1947
Frequency: 1040 Kc. .... Power: 1000 Watts d.
Business-Studio Address .... 1401 S. Akard St.
Phone Number ............... Riverside 4521
Transmitter Location ...... 5500 Parkdale Dr.
Air Time .......................... Sunrise-sunset
News Service ................. AP
Transcription Service ...... Standard. World.
MacGregor
Representative ............... Forioe
Membership ................. NAB
President, General Manager .... Lee Segall
Asst. Manager ............... Tom W. Massey
Commercial Manager ....... T. H. Strauss
Program Director ............. Charles F. Payne
Production Manager ...... John D. Wilson
Chief Engineer .......... Bob E. Tripp

KLIF
DALLAS—1947—LIBERTY
Frequency: 1190 Kc. .... Power: 1000 Watts d.
Business-Studio Address ...... Cliff Towers Hotel
Business-Studio Address ...... Cliff Towers
Phone Number ............... Winfield 0328
Transmitter Location ...... Scyene Rd.
Air Time .......................... 6 a.m.-6 p.m.
News Service ................. UP
Transcription Service ...... Associated
Representative ............... Adam J. Young
Membership ................. NAB
President ............... Barton R. McLendon
Gen., Sta. Mgr. ............... Gordon McLendon
Commercial Manager ....... Bruce Collier
Asst. Sales Prom. Mgr., Pgm. Dir. ....... Bill Weaver
Musical Director .......... Johnny Murray
Chief Engineer .......... Glenn Callison

KRLD
DALLAS—1926—CBS-Texas
Frequency: 1080 Kc. .... Power: 50,000 Watts
Owned-Operated By .......... KRLD Radio Corp.
Address ........................... Herald Square
Phone Number .................. Central 6811
Air Time .......................... Unlimited
News Service ................. AP, INS
Transcription Service ...... Standard, Capitol
Representative ............... Banham
Membership ........................ NAB, BMB
President .......... John W. Rynyon
General Manager ............. Clyde W. Rembert
Commercial Mgr. ............. William A. Roberts
Program Director .......... Roy George
Promotion Manager ......... J. W. Crocker
Chief Engineer .......... Roy M. Flynn

KSky
DALLAS—1941
Frequency: 660 Kc. .... Power: 1000 Watts d.
Owned-Operated By .......... SKY Bcstg. Service
Business-Studio Address. Hotel Stoneleigh
Phone Number ............... Central 6193-4. LD800
Transmitter Location ...... Bruton Rd.
Air Time .......................... Sunrise-sunset
News Service .......... AP
Membership ................. NAB
Partner, Gen. Mgr. ............ A. L. Chilton
Station Manager ............ R. G. Terrill
Commercial Manager .......... R. L. Kanatzar
Program Director .......... Leonard Holland
Chief Announcer .......... Richard F. Parker
Musical Director .......... James L. Hughes
Chief Engineer .......... Morris M. Ming

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
Transcription Service ...... Lang-Worth
Representative ............... Edward M. Petry
Membership ................. NAB, BMB
President ............... E. M. Dealey
General Manager ............. Martin B. Campbell
Asst. Sales Manager ........ Ralph W. Nimmons
Regional Sales Mgr. .......... Alex Keese
Sales Prom. Manager ......... Robert E. Summers
Program Director .......... Kelly Maddox
Production Director .......... Bert Mitchell
Publicity Director .......... Louis A. Breault, Jr.
Musical Director .......... Billy Mayo
Chief Engineer .......... Raymond Collins
Farm Editor ..................... Murray E. Cox
Asst. to Farm Editor ......... Kitty R. Johnson

WR
DALLAS—1920—MBS-Texas State
Frequency: 1310 Kc. .... Power: 5000 Watts
Owned-Oper. By .......... City of Dallas
Business Address .......... Municipal Radio Bldg.,
State Fair Grounds
Phone Number .................. T3-6101
Transmitter Location ...... White Rock Lake
Air Time .......................... Unlimited
News Service .......... AP
Representative ................ John Blair
Membership ................. NAB
Chairman ................. E. O. Cartwright
Managing Director .......... Dale Drake
Program Director: Pete Teddy
Publicity Director: Ruth Jones
Musical Director: Alta Fay
Chief Engineer: D. J. Tucker
Farm Editor: Al Jones

KDLK
DEL RIO—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Del Rio Cbstg. Co.
Business Address: P. O. Box 1162
Phone Number: 1234
Studio-Transmitter Location: Cypress & E. Second Sts.
Air Time: Unlimited
News Service: UP
Representative: Hal Harlan
President: James A. Clements
Gen. Mgr.: Hal Harlan
Com. Sales Prom. Mgr.: Don Howard
Program Director: Hal Smith
Prod., Publ. Dir.: Bob Pro
Chief Annocr., Chief Engr.: Stan Benson
Musical Director: Benny Johnson

KDSX
DENISON—1948—LIBERTY
Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Oper. By: Grayson Cbstg. Co.
Address: P. O. Box 263
Phone Number: 3-400
Studio Address: Hotel Denison
Transmitter Location: 2 Mi. N. City, Hiway 75
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Standard
President: Gen. Mgr.: E. V. Hammond, Jr.
Com. Sales Prom. Mgr.: George Myers
Prod., Publ. Dir.: William H. Burkett
Chief Announcer: Allan Hundley
Chief Engineer: Fred Weaver

KDNT
DENTON—1938
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Harwell V. Shepard
Address: Radio Center
Phone Number: 276
Air Time: Unlimited
Representative: Best
General Manager: Harwell V. Shepard

KDDD
DUMAS—1947
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By: North Plains Cbstg. Corp.
Bus. Studio-Transmitter Address: Hway. 287, No. edge of Dumas

KURV
EDINBURG—1947
Owned-Oper. By: J. C. Looney
Address: Edinburg
Phone Number: 710-1
Studio-Transmitter Location: 2 Mi. N. State Hy.
Air Time: 6 a.m.-6 p.m.
News Service: UP
Representative: Forjoe
Membership: NAB, BMB, FMA
President: James Cullen Looney
Gen.-Sta.-Comm. Mgr.: Allan Dale
Sales Prom. Mgr.: Joe Payne
Chief Engineer: Warren Chase

KULP
EL CAMPO—1948—LIBERTY
Owned-Oper. By: Wharton County Cbstg. Co.
Business Address: P. O. Box 1390
Phone Number: 1390
Studio Address: 505 E. Jackson
Air Time: 5 a.m.-5:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Hil F. Best
Membership: NAB, BMB
President: Culp Krueger
General Manager: J. T. Senter
Office Manager: Robt. Hathaway
Commercial Manager: Melbadean Wells
Program Director: Wesley Jones
Farm Editor: Joe Miller
Traffic Manager: V. L. Sandlin

KELT
ELECTRA—1949
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By: Oil City Cbstg. Co.
Address: Box 112
Phone Number: 1051
Air Time: Daytime
News Service: UP
Transcription Service: Standard
General Manager: M. H. Smith
Program Director: Jack Womack
Chief Engineer: Bill F. Lindsay

652
**KELP**

**EL PASO—1947—KBS**

- **Frequency:** 920 Kc.  Power: 1000 Watts d.
- **Owned By:** Paso Bcastg. Co.
- **Business-Studio Address:** 106 Texas St.
- **Phone Number:** 3-3658
- **Transmitter Location:** Ascarate
- **Air Time:** 6 a.m.-sunset
- **News Service:** UP
- **Transcription Service:** Capitol, Keystone
- **Representative:** John E. Pearson
- **Membership:** NAB, BMB
- **President:** Lewis O. Seibert
- **Sales Prom. Mgr.:** Bob Rowland
- **Pgm., Pub. Dir.:** Margaret Momsen
- **Production Director:** Ted Quillen
- **Chief Announcer:** Pat Wilkins
- **Chief Engineer:** Milton Cockrell
- **Farm Editor:** Paul Stevenson

---

**KEPO**

**EL PASO—1948—ABC**

- **Frequency:** 690 Kc.  Power: 5000 Watts
- **Owned-Operated By:** KEPO, Inc.
- **Business-Studio Address:** 2419 N. Piedras St.
- **Phone Number:** 5-2731
- **Transmitter Location:** Hwy, 54, 10 Mi. N.E. of El Paso
- **Air Time:** Unlimited
- **News Service:** UP
- **Transcription Service:** Standard
- **Representative:** John Blair
- **Membership:** NAB, BMB
- **Exec. Vice Pres.:** Kenyon Brown
- **General Manager:** Willard L. Kline
- **Commercial Manager:** Howard W. Baldwin
- **Program Director:** Gene Procter
- **Chief Engineer:** E. L. Gemoets

---

**KROD**

**EL PASO—1940 CBS-SOUTHWEST**

- **Frequency:** 600 Kc.  Power: 5000 Watts
- **Owned-Oper. By:** Roderick Bcastg. Corp.
- **Business-Studio Address:** 2201 Wyoming St.
- **Phone Number:** 2-6551
- **Transmitter Location:** 3½ Mi. N., Newman Rd.
- **Air Time:** 6 a.m.-M.
- **News Service:** AP
- **Transcription Service:** Standard
- **Representative:** Taylor-Boroff
- **Membership:** NAB, BMB
- **President:** Darrance D. Roderick
- **V.P., Gen., Sta. Mgr.:** Val Lawrence
- **Commercial Manager:** Robert C. Hughes
- **Program Director:** Ted Hunt
- **Sales Prom. Mgr., Pub. Dir.:** Bob Canavan
- **Chief Announcer:** Richard Weave
- **Chief Engineer:** Edward P. Talbott

---

**KSET**

**EL PASO—1947**

- **Frequency:** 1340 Kc.  Power: 250 Watts
- ** Owned-Oper. By:** Tri-State Bcastg. Co., Inc.
- **Bus.-Studio Address:** 801 N. Oregon St.
- **Phone Number:** 2-5423
- **Transmitter Location:** First St., Ascarate
- **Air Time:** Unlimited
- **News Service:** UP
- **Transcription Service:** Lang-Worth
- **Representative:** George P. Hollingbery
- **Membership:** NAB, BMB
- **Pres., Sta. Mgr.:** Karl O. Wyler
- **Commercial Manager:** Roy T. Chapman
- **Program Director:** Jack Chapman
- **Prod. Dir., Chief Ann.:** Jack Rye
- **Publicity Director:** Murray Yeager
- **Chief Engineer:** Kenneth J. Walton
- **Farm Editor:** Courey Bryson

---

**KTSM**

**EL PASO—1929—NBC**

- **Frequency:** 1380 Kc.  Power: 1000 d., 500 n.
- **Owned-Oper. By:** Tri-State Bcastg. Corp.
- **Bus.-Studio Address:** 705½ Main St.
- **Phone Number:** 7175
- **Transmitter Location:** 4000 Lawnwood St.
- **News Service:** AP
- **Air Time:** Sunset
- **Pres., Gen., Sta. Mgr.:** J. H. Speck
- **Commercial Manager:** Luther Adkins
- **Program Director:** Jerry Hahn
- **Chief Engineer:** Jack Hopkins

---

**KCNC**

**FORT WORTH—1946**

- **Frequency:** 870 Kc.  Power: 250 Watts d.
- ** Owned-Oper. By:** Blue Bonnet Bcastg. Corp.
- **Bus.-Studio Address:** 705½ Main St.
- **Phone Number:** 7-2161
- **Air Time:** Unlimited
- **News Service:** AP
- **Transcription Service:** Associated
- **Pres., Gen. Mgr.:** W. B. Chambers, Jr.
- **Chief Engineer:** Nestor Cuesta, Jr.
Why You Buy

WRR-KFJZ

For Dallas-Fort Worth:

★ Cost-Per-Listener Ratio
WRR-KFJZ Combination has the lowest actual rate and lowest Cost-Per-Listener rating, based on Hooper, of all the major station set-ups in the twin-city area. For 1 minute open, daytime: WRR-KFJZ, 11.40; (ABC), 18.00; (CBS), 30.00; (NBC), 50.00. For 1 minute open, night time: WRR-KFJZ, 24.00; (ABC), 56.00; (CBS), 60.00; (NBC), 66.00. Yet five-month average Hoopering (furnished on request) converted into Cost-Per-Listener ranks WRR-KFJZ Combination FIRST for Sunday afternoons, SECOND for weekday mornings, FIRST for Weekend afternoons, and SECOND all night, against the same competition.

★ Station Popularity
Both WRR and KFJZ are tops in popularity in their respective cities because of being the primary news-and-sports stations. WRR in Dallas carries Dallas Eagle baseball, World Series each year, Southwest Conference and highschool football, basketball, golf, tennis, and Dallas Texans ice hockey. KFJZ in Ft. Worth carries World Series, and full coverage of same sports as WRR. Texans are sports-mad; their dials stay tuned to the news-and-sports stations.

★ Audience Loyalty
WRR-KFJZ Combination delivers real audience loyalty. No fly-by-nights, WRR was established in 1920, is world’s oldest municipal station; was first station in Dallas; KFJZ was established in 1922, was second station in Ft. Worth, is present key station of Texas State Network. A whole generation has grown up and started a new one, listening to these two stations.

★ Concentrated Coverage
WRR-KFJZ is a combination of two 5,000 Watt stations located 20 miles apart. Each is excellent in readability in both cities. WRR covers Dallas-Ft. Worth and the area North and East; KFJZ covers Dallas-Ft. Worth and the area West; overlap of CONCENTRATED coverage is approximately 60%, completely including the million people of the Dallas-Ft. Worth market.

★ Convenience to Advertiser
WRR-KFJZ Combination means convenience to the advertiser. One order, one price, one billing; two stations for double coverage; choice of simultaneous or separate scheduling.
WBAP
FORT WORTH—1922
NBC-ABC-LONE STAR
Frequency: 820 Kc. Power: 50,000 Watts
Freqeuncy: 570 Kc. Power: 5000 Watts
Business Address: 3900 Barnett St.
Phone Number: Ft. Worth, LO-1981: Dallas,
TR-7-9757
Transmitter Location: WBAP-820, Grapevine;
WBAP-570, Arlington
Air Time: Unlimited
News Service: AP
Transcription Service: Associated, Cole
Representative: Free & Peters
Membership: NAB, BMB
President: Amon Carter
Station Manager: George Cranston
Commercial Manager: Roy Bacus
Program Director: Ed Lally
Production Director: A. M. Woodford
Prom.: Mcdse., Pub. Dir.: Jack Rogers
Chief Announcer: Frank Mills
Musical Director: Gene Baugh
Chief Engineer: R. C. Stinson
Farm Editor: Layne Beatty

See Page 656

K N A F
FREDERICKSBURG—1947—MBS
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: Security State Bank
Bldg.
Phone Number: 311, 369
Transmitter Location: U. S. Hwy. 87
Air Time: 6:30 a.m.-10:15 p.m.
News Service: AP
Transcription Service: SESAC
Representative: H. F. Best
President: Walter T. McKay
Vice-President: Arthur Stehling
Gen., Sta. Mgr.: Gregg Winters
Comm. Sales Prom. Mgr.: W. J. Thomas
Chief Engineer: Norbert Fritz
Farm Editor: Walter Herbert

KGAF
GAINESVILLE—1947—KBS
Frequency: 1580 Kc. Power: 250 Watts
Address: Training School Rd.
Phone Number: 248, 1600
News Service: AP
Transcription Service: Standard
President: Joe M. Leonard, Sr.
General Manager: Joe M. Leonard, Jr.
Commercial Manager: Earl Leonard
Program Director: Louis C. Pitchford, Jr.
Chief Engineer: Cordell Martin

TX2
The South's Richest Market

In The Shadow Of The Cowbell, WBAP Memory Signal Since 1922

THE FORT WORTH - DALLAS AREA

<table>
<thead>
<tr>
<th>Station</th>
<th>Population*</th>
<th>Total Sales*</th>
<th>Radio Homes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAP - 570 (ABC)</td>
<td>4,528,200</td>
<td>$3,722,862,000</td>
<td>1,123,538</td>
</tr>
<tr>
<td>WBAP - 820 (NBC)</td>
<td>5,435,500</td>
<td>$4,329,307,000</td>
<td>1,253,162</td>
</tr>
<tr>
<td>WBAP - TV (ABC, NBC)</td>
<td>1,035,517</td>
<td>1,280,703,550</td>
<td>70,000 TV Count Monthly</td>
</tr>
</tbody>
</table>

Delivering the South’s richest market is a WBAP specialty, as it has been with radio since 1922 and with television since September 29, 1948.

From metropolitan cities to the smallest hamlet, ranch or farm home, WBAP’s memory signal cowbell is listened to more by more people in the South’s richest market (Fort Worth-Dallas area).

WBAP now has facilities to produce the most difficult program or commercial (live, recorded or film) in its new 70,000 square foot Radio and Television Center.

Complete station and market details are available by contacting WBAP or Free & Peters at any one of the offices listed below.


Amon Carter, President
Harold Hough, Director
George Crenston, Manager
Roy Bass, Com. Manager

Free & Peters, Inc. Exclusive National Representatives

Fort Worth  Detroit  Atlanta  San Francisco  Chicago  New York  Hollywood
**KGBC**

GALVESTON—1947

Frequency: 1540 Kc. . . . . . Power: 1000 Watts d.
250 n.

Business-Studio Address . . . . . Commerce Bldg.
Phone Number . . . . . 4329

Transmitter Location . . E. end Galveston Island
Air Time . . . . . 6:30 a.m.-11:30 p.m.

News Service . . . . AP

Transcription Service . . . . Standard

Comm., Sales Prom. Mgr. . . . . Floyd Smith
Pgm., Prod. Dir. . . . . . . . . Jim McConnel'll
Musical Director . . . . Mary Jean Duncan
Chief Engineer . . . . Jesse Simms

**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
President . . . . . . George Roy Clough
Gen., Comm. Mgr., Chief Engr... L. D. Clough

**KSIJ**

GLADWATER—1949

Frequency: 1430 Kc. . . . . . Power: 1000 Watts d.

Address . . . . . 303 Cotton St.
Phone Number . . . . . 516

Air Time . . . . . Unlimited

News Service . . . . . . UP

Transcription Service . . . . Standard Representative... Hil F. Best
Partners . . . . . . . . . . . . . . . . . . . . . . . . . . . . . Carl Everett, Jr., B. H. Broiles.
J. B. Sheppard
General Manager . . . . . Ken Bennett
Commercial Manager . . . . . Bob Bennett
Program Director . . . . . Tom Perryman
Promotion Manager . . . . . Clyde Moore
Chief Engineer . . . Lloyd Johnson

**KCTI**

GONZALES—1947

Frequency: 1450 Kc. . . . . . Power: 250 Watts

Business Address . . . . . 425 St. George St.
Phone Number . . . . . 770

Transmitter Location . . 2 1/2 Mi. E. City, Hiway
200

Air Time . . . . . 6 a.m.-10 p.m.

News Service . . . . . . AP

Transcription Service . . . . Capitol Representative . . . Gene Grant, Cooke
Gen.-Commercial Mgr... Lawrence M. Walshak
Pgm. Dir., Chief Engr. . . . . Frank Wilson, Jr.
Farm Editor . . . . . Thomas W. Wilson

**KSWA**

GRAHAM—1948

Frequency: 1330 Kc. . . . . . Power: 500 Watts d.

Address . . . . . Box 748
Phone Number . . . . . 1200

Studio-Transmitter Location . . Hiway 24

News Service . . . . . . UP

Air Time . . . . . 6:30 a.m.-Sunset
Transcription Service . . . . Capitol, SESAC
Membership . . . . . NAB
Commercial Manager . . . . W. J. Duncan
Chief Engineer . . . . Vance Newsom

**KGVL**

GREENVILLE—1946

MBS-TEXAS STATE-KBS

Frequency: 1400 Kc. . . . . . Power: 250 Watts

Owned-Operated By . . . . . Truett Kimzey
Business-Studio Address . . . Graham-Fogg Bldg.
Phone Number . . . . . 2068

Transmitter Location . . . Wolfe City Hwy.
Air Time . . . . . 6 a.m.-M.

News Service . . . . . . AP

Membership . . . . . NAB

General Manager . . . . Truett Kimzey
Station Manager . . . . . Leo Hackney
Asst. Manager . . . . Paul D. Robinson
Program Director . . . . . James D. Jones
Chief Announcer . . . . . Bill Rust
Musical Director . . . . Dean Baker
Chief Engineer . . . . . Tom Clyde

**KCLW**

HAMILTON—1947—LIBERTY

Frequency: 900 Kc. . . . . . Power: 250 Watts d.

Bus.-Studio Address . . 111 E. Leslie St.
Phone Number . . . . . 500

Transmitter Location . . 2 Mi. Comanche Hiway

News Service . . . . . . UP

Transcription Service . . . . Capitol

Air Time . . . . . Daytime

Membership . . . . . NAB

Pres., Gen. Mgr. . . . . Clyde Weatherby
Station Manager . . . . J. Monroe Coston
Chief Engineer . . . . . Carl Knella

**KGBS**

HARLINGEN—1941—CBS

Frequency: 1240 Kc. . . . . . Power: 250 Watts

**KATL**

**HOUStON—1947—LIBERTY**

Frequency: 1590 Kc.  Power: 5000 Watts

Owned-Oper. By:  Texas Bcstg., Inc.

Business-Studio Address:  412 Main St.

Phone Number:  Preston 3108

Transmitter Location:  Post Oak Rd.

Air Time:  Unlimited News Service  AP, UP

Transcription Service  Lang-Worth, SESAC

Representative  IMS

Membership  NAB

President:  William Harry Talbot

V.P., Gen. Mgr.:  King Howard Robinson

Commercial Manager:  William C. Burks

Pub. Dir., Sales Prom. Mgr.:  Charles Dyer

Program Director:  John Edwards

Production Director:  Robert Mathies

Chief Announcer:  Sidney Gervaise

Chief Engineer:  Edward Martin

Farm Editor:  Bill Bauerkeimp

---

**KGRI**

**HENDERSON—1947**

Frequency: 1000 Kc.  Power: 250 Watts d.


Business-Studio Address:  Box 809

Phone Number:  1128

Air Time:  Daytime

News Service:  UP

Transcription Service:  World, SESAC

President:  Roy B. Cannon

Gen., Comm., Prom. Mgr.:  W. C. Crawford

Program Director:  Frank Ledbetter

Chief Engineer:  Al Beck

---

**KSPAN**

**HEREFORD—1948**


Address:  Box 868

Phone Number:  860

Studio-Transmitter Location:  16 Mi. W. City, Hiway 60

Air Time:  Daytime

News Service:  UP

Transcription Service:  Standard

Membership:  NAB

General Manager:  John Blake

Sales Prom. Mgr.:  Hal W. Bly Miller

Chief Annncr., Engr.:  John Ball

Musical Director:  Jim Pilaut

---

**KHBX**

**HILLSBORO—1947**


Owned-Oper. By:  Hill County Bcstg. Co.

Business-Studio Address:  204 E. Franklin St.

Phone Number:  594

Air Time:  Daytime

News Service:  UP

Transcription Service:  World

Station Manager:  James O. Taylor

Program Director:  Rober Greable

Chief Engineer:  Norman A. Niesen

---

**KCOH**

**HOUSTON—1948**

Frequency: 1430 Kc.  Power: 1000 Watts d.

Owned-Oper. By:  Call of Houston, Inc.

Business-Studio Address:  1 Main St.

Phone Number:  Charter 4-1889

Air Time:  Daytime

News Service:  UP

Transcription Service:  World, Associated

MacGregor

General Manager:  Robe t C. Meeker

---

**KLEE**

**HOUSTON—1948**

Frequency: 610 Kc.  Power: 5000 Watts

Owned-Operated By:  W. Albert Lee

Business-Studio Address:  Milby Hotel

Phone Number:  Preston 1161

Transmitter Location:  1 Mi. from intersection N. Sherperd & Airline

Air Time:  Unlimited

News Service:  UP

Transcription Service:  World, Associated

Representative:  Adam J. Young

Membership:  NAB

President:  W. Albert Lee

Gen., Sta., Comm. Mgr.:  John Pace

Pgm., Prod. Dir.:  William Newkirke

Pub. Dir., Chief Annncr.:  Bob Stevenson

Musical Director:  Bobbie McMahon

Chief Engineer:  Paul Huhndorf

---

**KNUZ**

**HOUSTON—1948**

Frequency: 1230 Kc.  Power: 250 Watts


Business-Studio Address:  905 Scanlan Bldg.

Phone Number:  Central 8801
TEXAS

Transmitter Location .................................. 315 N. Ennis
Air Time ................................................. Unlimited
News Service.................................................. UP
Transcription Service ..................................... Lang-Worth, Capitol
Representative .............................................. Forjoe
Membership .................................................. NAB
President .................................................. Max H. Jacobs
Gen., Sta. Mgr. ............................................. Dave Morris
Commercial Manager ...................................... Douglas W. Blair
Program Director ......................................... Walter Colvin
Production Director ....................................... Johnnie Goodman
Chief Engineer ............................................. O. C. Crossland
Sales Prom. Manager ....................................... Carol Bennett
Production Manager ....................................... Brooke Carroll
Publicity Director .......................................... Robert Carpenter
Chief Engineer .............................................. Harvey Wheeler
News Editor .................................................. Pat Flaherty

KPRC
HOUSTON—1925
NBC-TEXAS QUALITY

Frequency: 950 Kc.  Power: 5000 Watts
Owned-Oper. By ......................................... The Houston Post Co.
Business-Studio Address ................................ Lamar Hotel
Phone Number ............................................. Fairfax 7101
Transmitter Location ..................................... Deepwater
Air Time ..................................................... Unlimited
News Service ............................................... AP
Transcription Service ..................................... Thesaurus, Standard
Representative ............................................. Edward Petry
Membership .................................................. NAB
President, Owner .......................................... W. P. Hobby
General Manager .......................................... Jack Harris
Asst. Gen. Mgr. ............................................. Jack McGrew

KTRH
HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.  Power: 50,000 Watts

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

TEXAS ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Charles B. Jordan—KFJZ, Fort Worth
Vice-President: Pat Flaherty—KPRC, Houston
Secretary-Treasurer: Jim Alderman—WRR, Dallas
TX

K X Y Z

HOUSTON—1930
ABC-LONE STAR

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By:...Shamrock Bcstg. Co.
Business-Studio Address:...Gulf Bldg.
Phone Number:...Capitol 6151
Transmitter Location:...Deepwater
Air Time:...Unlimited
News Service:...AP
Transcription Service:...World Representative:...John Blair
Pres., Gen. Mgr.:...B. F. Orr
Assistant Manager:...Ray Herndon
Nat'l. Sales Manager:...Ray Bright
Program Director:...Ted Nabors
Promotion Manager:...Monte Kleban
Engineers:...Tom Hiner, Lester Mullan

K T X J

JASPER—1948

Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address:...Texas Theater Bldg.
Phone Number:...580
News Service:...UP
Transcription Service:...Capitol, SESAC
President:...Joe J. Fisher
General Manager:...Ray Sherman
Comm., Prom. Mgr.:...Bill Tompkins
Chief Engineer:...Eddie Lamb

K E V T

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By:...Kerr County Bcstg. Co.
Address:...Junction Hi-Way
Phone Number:...900, 999
Air Time:...6 a.m.-11 p.m.
News Service:...AP
Transcription Service:...Capitol, SESAC
General, Station Manager:...V. Dean Turner
Commercial Manager:...I. E. Dismukes
Chief Engineer:...Al Mason

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc. Power: 250 Watts
Address:...102½ E. North St.
Phone Number:...1300
Air Time:...Unlimited
News Service:...AP
Membership:...BMB
President:...Roy G. Terry
General Manager:...H. A. Degner
Commercial Manager:...Lewis W. Christie
Program Director:...Walton Stewart
Chief Engineer:...Karem O. Soule

K I N E

KINGSVILLE—1948

Frequency: 1240 Kc. Power: 1000 Watts d.
Address:...205 E. King
KLVT
Levelland—1949
Frequency: 1230 Kc.    Power: 250 Watts
Owned-Operated By:    Herald Bstg. Co.
Address:              P. O. Box 886
Phone Number:         1030
Air Time               Unlimited
News Service:         AP
Transcription Service: Standard
Owner:                Forrest Weimhold
General Manager:      Bill Spiller
Comm., Prom. Mgr.:    Jack Lee
Program Director:     Fred Collins
Chief Engineer:       W. Thomas Davis, Jr.

KVOW
Littlefield—1947
Frequency: 1490 Kc.    Power: 250 Watts
Owned-Oper. By:       Southwestern Bststrs.
Business Address:     Box 192
Phone Number:        400
Studio-Transmitter Location: Clovis Hway.
Air Time:            6:30 a.m.-10 p.m.
News Service:       AP
Transcription Service: MacGregor
President:           J. C. Rothwell
Gen., Sta., Comm. Mgr.:  J. B. McShan
Program Director:      Othell W. Witson
Chief Announcer:      Johnny Richardson
Chief Engineer:       James Zackery

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: Marshall Hway.
Air Time               Unlimited
News Service:         AP
Transcription Service: Lang-Worth
Representative:       Donald Cooke
Membership:           NAB, BMB
President:            James R. Curtis

KLTI
Longview—1948—Liberty
Frequency: 1280 Kc.    Power: 1000 Watts d.
Owned-Operated By:    LeTourneau Radio Corp.
Address:              P. O. Box 1865
Phone Number:        4331
Studio-Trans. Address: Mobberly Ave.
Air Time:           6 a.m.-Sunset
News Service:       AP
Transcription Service: Associated
Membership:          NAB
President:            R. G. LeTourneau

KPAB
Laredo—1938—MBS
Frequency: 1490 Kc.    Power: 250 Watts
Owned-Operated By:    Laredo Bstg. Co.
Address:              Hamilton Hotel
Phone Number:         2124-5
Air Time               Unlimited
News Service:         UP
Transcription Service: Capitol
Representative:       John E. Pearson
Membership:           NAB, BMB
President:            Mark Perkins
General Manager:      Joe Allison
Commercial Manager:   Barry Straton
Program Director:     Dick Smith
Chief Engineer:       Hulon Smith
Station Manager...............................Lloyd Hawkins
Commercial Manager..........................Art Green
Program Director............................Lawrence Birdsong
Chief Engineer...............................Ken Maxwell

**KCBD**

LUBBOCK—1946—MBS
Frequency: 1590 Kc.....................Power: 1000 Watts
Owned-Operated By........................Caprock Bcstg. Co.
Business-Studio Address...............1903 Broadway
Phone Number..............................6348
Transmitter Location....................U. S. Hwy. 84
Air Time..................................Unlimited
News Service..............................AP
Transmission Service......................World
Representative..............................John E. Pearson
Membership.................................NAB
President, General Mgr..................Joe H. Bryant
Station Manager............................Robert L. Snyder
Commercial Manager......................C. L. Land
Chief Engineer..............................R. F. Lee
Farm Editor................................Gene Looper

**KFYO**

LUBBOCK—1927—ABC-LONE STAR
Frequency: 1340 Kc......................Power: 250 Watts
Business-Studio Address..............914 Ave. J
Phone Number.........................5587
Transmitter Location..................2312 Fifth St.
Air Time.................................6 a.m.-M.
News Service.............................AP, UP
Transmission Service...................Standard
Representative............................Taylor-Borroff
Membership.................................NAB, BMB
President.................................Gene A. Howe
General Manager........................O. L. Ted Taylor
Commercial Manager.....................Leete Jackson
Stat., Sales Prom. Mgr...................Gordon Thompson
Program Director.........................Bill Morgan
Production Director......................Alene Tierney
Chief Engineer............................W. S. Bledsoe
Farm Director............................Jack Creel

**KSEL**

LUBBOCK—1946
Frequency: 950 Kc......................Power: 1000 Watts d.
500 Watts n.
Owned-Operated By.................Lubbock Bcstg. Co.
Business Address......................Box 1524
Phone Number.........................6376
Studio Address........................1412½ Texas Ave.
Transmitter Location.................1/4 Mi. E. of Lubbock
city limits
Air Time.................................6 a.m.-M.
News Service.............................AP
Transmission Service................Lang-Worth
Representative........................Hal Holman
President..............................Walter G. Russell
Gen.-Sta. Mgr...........................David P. Pinkston
Program Director........................S. A. Harral
Chief Engineer...........................Roger V. Hively

**KRBA**

LUFKIN—1938—KBS
Frequency: 1340 Kc......................Power: 250 Watts
Owned-Operated By................Darrell E. Yates
Address.................................Lufkin
Phone Number............................272, 1340
Air Time.................................Unlimited
Representative............................Continental Radio Sales
Membership.................................NAB
Owner, Promotion Manager.........Darrel E. Yates

**KTRE**

LUFKIN—1947
MBS-LONE STAR-LIBERTY
Frequency: 1420 Kc......................Power: 1000 Watts
Owned-Oper. By......................Forest Capital Bcstg. Co., Inc.
Business Address......................Box 701
Phone Number.........................1420
Studio Address........................114½ N. First St.
Transmitter Location....................Hwy., 103
Air Time.................................Unlimited
News Service.............................AP
Transmission Service...................World
Representative............................Taylor-Borroff
Membership.................................NAB, BMB
President.................................R. W. Wortham, Jr.
Gen. Sta. Manager.......................Richman G. Lewin
Sales Promotion Manager.............Murphy Martin
Program Director.........................Royce Christenson
Production Director.....................Roger Sizoo
Publicity Dir., Chief Ann.............Hampton Keithly
Musical Director.........................Marilyn Walker
Chief Engineer............................Fred Hill

**KMHT**

MARSHALL—1947
MBS-TEX. STATE
Frequency: 1450 Kc......................Power: 250 Watts
Business-Studio Address............109 W. Rusk St.
Phone Number............................7826
Transmitter Location.................Old Jefferson Hwy.
Air Time.................................6 a.m.-11 p.m.
News Service.............................AP
Transmission Service................Lang-Worth
Membership.................................NAB
President..............................J. P. Duncan
Station Manager.........................Myrl Stein
Commercial Manager....................Robert Martin
Program Director.........................Katie Hylton
Chief Announcer.........................Bill Merril
Chief Engineer............................R. L. Clay
**KRIO**  
McALLEN—1947—ABC  
Frequency: 910 Kc.  Power: 1000 Watts  
Owned-Oper. By: Frontier Bcastg., Co., Inc.  
Business Address: P. O. Box 1551  
Phone Number: 1700-1, 1440  
Studio Address: Hwy. 83, 1 1/2 Mi. E. of city  
Transmitter Location: 3 Mi. W. of Edinburg  
Air Time: 6 a.m-M.  
News Service: AP  
Representative: Weed  
Membership: NAB, BMB  
President: Geno L. Cagle  
General Manager: Ingham S. Roberts  
Commercial Manager: R. B. Brust  
Program Director: Wm. J. Crable  
Publicity Director: W. J. Dickson  
Chief Announcer: Stewart Gravmount  
Chief Engineer: Wm. Meiners  
Farm Editor: Cliff Brown  
Production Director: Tom Brown  
Chief Announcer: Keith Ward  
Chief Engineer: Tom Yates

**KORC**  
MINERAL WELLS—1946—KBS  
LIBERTY  
Frequency: 1140 Kc.  Power: 250 Watts d.  
Owned-Operated By: Raymond River  
Business-Studio Address: Community Center  
Phone Number: 319, 203  
Transmitter Location: South End of Town  
Air Time: Sunrise-Sunset  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Hil F. Best  
Commercial Manager: Jim Roth  
Program Director: Ada Pearson  
Publicity Director: Bill George  
Chief Announcer: Kenneth Tucker  
Musical Director: Olle Carriker  
Chief Engineer: Raymond Blocker

**KMAE**  
McKINNEY—1947  
Frequency: 1600 Kc.  Power: 1000 Watts d.  
Owned-Oper. By: McKinney Air Enterprises, Inc.  
Bus-Studio Address: 218 E. Virginia St.  
Phone Number: 183-4  
Transmitter Location: 1 1/2 Mi. W. of McKinney  
Air Time: 6 a.m.-local sunset  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Hil F. Best  
Membership: NAB, BMB  
Commercial Manager: Melvin Belew  
Asst-Gen. Mgr., Pgm. Dir.: Denise Adkins  
Chief Announcer: C. W. Rampy  
Chief Engineer: G. W. Smith, Jr.  
Farm Editor: Page Johnson

**KVCM**  
MONAHANS—1946  
MBS-CACTUS-SOUTHWEST  
Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Oper. By: Monahans Bcastrs., Inc.  
Address: Radio Center  
Phone Number: 438-9  
Air Time: Unlimited  
News Service: UP  
Transcription Service: World  
Representative: Taylor-Boroff  
Membership: NAB, BMB  
Pres., Gen. Mgr.: Charles W. Stuckey  
Comm. Mgr.: Larry Fischer  
Program Director: Jacki Tipton  
Chief Engineer: John A. Straight

**KCRS**  
MIDLAND—1935—ABC  
Owned-Oper. By: Clarence Scharbauer, Jr., Ruth Scharbauer  
Business-Studio Address: 112 W. Missouri St.  
Phone Number: 1080  
Transmitter Location: 1/2 Mi. W., Hiway 80  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Standard  
Representative: John E. Pearson  
Membership: NAB, BMB  
General Station Manager: J. M. McDonald  
Comm., Sl. Prom. Mgr.: G. L. McDonald  
Program Director: Wayne Harrell  
Production Director: Tom Brown  
Chief Announcer: Keith Ward  
Chief Engineer: Tom Yates  
President, General Manager: Winton O. Ward  
Sales Promotion Manager: Jessie Pate  
Program Director: Bob Lawrence  
Chief Engineer: Henry N. Fones
**KOSF**

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Kelly Bell
Address: Luitkin Hwy.
Phone Number: 1115
Transmitter Location: 1 1/2 Mi. S. on Hiway 59
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, KBS
Membership: MB
President: Kelly Bell
Chief Engineer: Frank Murray

**KSFA**

NACOGDOCHES—1947—LIBERTY

Frequency: 860 Kc. Power: 1000 Watts d.
Bus.-Studio Address: 1509 North St., P. O. Box 56, N. St. Station
Phone Number: 860
Transmitter Location: Pruitt Hill
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Representative: Paul Girard
Membership: NAB
Pres., Gen.-Sta. Mgr., Wilbur Courtland Fouts
Commercial Manager: Dick Kelly
Pg.m., Prod. Dir.: Brunel Harvey
Chief Announcer: A. D. Brown
Musical Director: Ann Simon
Chief Engineer: George Middlebrook

**KECK**

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By: Ector County Bestg. Co.
Business Address: P. O. Box 1369
Phone Number: 3791
Studio Address: 120 W. Third
Transmitter Location: Hwy. 80, 3 Mi. W.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Lang-Worth, Standard
Representative: Paul Girard
Owner, Gen.-Sta. Mgr.: Ben Nedow
Comm. Sales Prom. Mgr.: Chuck Wilson
Program Director: Roy Elsner
Production Director: Maude Wilson
Publicity Directors: Ben Nedow, Chuck Wilson
Chief Announcer: Greg Gregory
Musical Director: Helen Smith
Chief Engineer: John Rowlets
Farm Editor: Frank Allan

**KOSA**

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Southwestern Bestg. 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-Borroff
Membership: NAB
President: Paul Moss
General-Station Manager: Cecil L. Trigg
Comm. Mgr.: Robert Montgomery
Sales Prom. Mgr.: Jay Mehaffey
Production Director: John Guifey
Program Manager: John Vacc
Publicity Director: Virginia Hellin
Chief Announcer: Al Taylor
Musical Director: Lory Blaick
Chief Engineer: James Simpson
News Editor: Ed Costello

**KRIG**

ODESSA—1945—MBS-LIBERTY

CACTUS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By: Oil Center Bestg. Co., Inc.
Business Studio Address: 111 E. Fifth
Phone Number: 6871
Transmitter Location: So. of City, Hwy. 51
Air Time: 6 a.m.-p.m.
News Service: UP
Transcription Service: World
Representative: Hil F. Best
President: R. O. Canon
General Manager: Jack W. Hawkins
Station Comm. Manager: Marguerite LARue
Program Production Director: Clarence Garmes
Publicity Director: Flo Cox
Chief Announcer: Gene Connors
Chief Engineer: David Soule

**KOGT**

ORANGE—1947

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By: Sabine Area Bestg. Corp.
Business Studio Address: 407 10th St., P. O. Box 551
Phone Number: 4381-2
Transmitter Location: 3 Mi. N. of Orange on Hwy. 87
Air Time: 6 a.m.-10 p.m.
News Service: UP
Transcription Service: Associated, Capitol
Representative: Hil F. Best
President: J. Jacobs
Program Director: Mrs. Miriam Graham
Chief Engineer: Richard Suggs
Farm Editor: Rocky Stone

K N E T
PALESTINE—1936—MBS-KBS
Frequency: 1450 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By: Palestine Bcstg. Corp.
Business-Studio Address: 219 Municipal Bldg.
Phone Number: 8686
Transmitter Location: Jacksonville Hwy.
Air Time: 6:30 a.m.-10 p.m.
News Service: UP
Representative: Ru-Tel
President: B. A. Laurie
General Station Manager: Eddie Evans
Commercial Manager: Don Norton
Prog. Dir.-Chief Ann.: Marvin Crain
Publicity Director: LaVeda Norris
Chief Engineer: Jimmie Richardson

K P D N
PAMPA—1936—MBS
Frequency: 1340 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By: C. H. Hoiles, Harry Holles, Jane Hoiles Hardie
Address: 212 N. Ballard
Phone Number: 1108-1
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB, BMB
Partners: C. H. Harry, Jane Hoiles
General Manager: Ken Palmer
Promotion Manager: Jean Peters
Comm. Mgrs.: Tom Capps, Elton Lathrop
Program Director: Danny Sullivan
Chief Engineer: Garth W. Osborne

K P L T
PARIS—1935—ABC
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
Membership: NAB
President: A. Boyd Kelley
General Manager: Julian L. Hill
Asst. Manager: Ann Nipp
Program Director: Ina Sheppard
Musical Director: John Allen
Chief Engineer: Paul H. Daniels

K I U N
PEROS—1935
MBS-KBS-SOUTHWEST-CACTUS
Frequency: 1400 Kc. . . . . . . . Power: 250 Watts
Owned-Oper. By: Jack Hawkins, Barney Hubbs
Business-Studio Address: 316 S. Cedar St.
Phone Number: 121
Transmitter Location: 1 Mi. N. of Town
Air Time: 7 a.m.-11 p.m.
News Service: UP
Gen.-Sta. Mgr.: Jack Hawkins
Comm. Mgr.: Don Brooks
Program Director: W. D. Martin, Jr.
Chief Engineer: Harry W. Boehnemann

K E Y E
PERRYTOWN—1948—MBS
Frequency: 1400 Kc. . . . . . . . Power: 250 Watts
Address: Perryton
Phone Number: 377
Transmitter Location: 1/2 Mi. W. City
Air Time: 6 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Lang-Worth, Capitol
President: Carl Ellis
Gen., Sta., Comm. Mgr.: Irwin R. Buchanan
Sales Prom. Mgr.: Leo Wilmeth
Program Director: Zeb Williams
Publicity Director: Gus Henshaw
Chief Announcer: Harry McFarling
Chief Engineer: Coy Thompson

K V O P
PLAINVIEW—1944—MBS-KBS
Frequency: 1400 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By: W. J. Harpole
Business-Studio Address: Veigle Bldg.
Phone Number: 1400
Transmitter Location: Wayland College Grounds
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Capitol
Membership: NAB, BMB
Pres., General Mgr.: W. J. Harpole
Station Manager: Rial L. Campbell
Commercial Manager: Bill Harrell
Sales Prom. Mgr.: Bob Zallermayer
Program Director: Keith Loyd
Chief Announcer: Norman Lord
Musical Director: Billie Joe Ogletree
Chief Engineer: Clark Norris

K O L E
PORT ARTHUR—1947—LIBERTY
Frequency: 1340 Kc. . . . . . . . Power: 250 Watts
Business Address: P. O. Box 1126
Phone Number: 29436-78
Studio Address: Payne Bldg., Fourth at Fort Worth Sts.
Transmitter: Pt. Arthur-Beaumont Hiway
Air Time: 5:55 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Friedenberg
Membership: NAB
General-Station Manager: Soza Vratis
Commercial Manager: Glenn Hewitt
Sales Promotion Mgr.: Mary Ann Baker
Program Director: Mary Anne Petru
Prod. Dir.: Chief Ann.: Gene O'Bannon
Publicity Director: Sig Mathiessen
Musical Director: Jerry Oppel
Chief Engineer: Jerry Dorminy

K PAC
PORT ARTHUR—1934—MBS
Frequency: 1250 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Port Arthur College
Bus.-Studio Address: 1515 Lakeshore Dr.
Phone Number: 7458
Transmitter Location: Orange Hwy.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard-World
Membership: NAB
President, Gen. Manager: W. D. Mauldin
Station-Comm. Manager: Marjorie R. Vickers
Sales Prom. Mgr.: George Crouch, Jr.
Program Director: Corinne Enos
Prod. Pub. Director: Mack Newberry
Chief Announcer: Joel Swanson
Chief Engineer: Glenn Boatright

K F R D
ROSENBURG—1948
Frequency: 980 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Ford Bend County Bstsg. Co.
Business Address: P. O. Box 923
Phone Number: 980
Studio Address: 3440 Ave. H
Transmitter Location: Extension of Ave. N.
Air Time: 6 a.m.-Sunset
News Service: UP
Transcription Service: Capitol
Representative: Hill F. Best
President: Mart Cole, Sr.
General, Commercial Manager: Jim Hairgrove
Fgm., Prod., Musical Dir.: Bob Cutting
Chief Engineer: Frank Wood

K G K L
SAN ANGELO—1928—ABC
Frequency: 960 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: KGKL, Inc.

K T X L
SAN ANGELO—1947
MBS-LONE STAR
Frequency: 1340 Kc. Power: 250 Watts
Bus.-Studio Address: 1901 W. Bearegard
Phone Number: 7135
Transmitter Location: Robert Lee Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol
Representative: Taylor-Boroff
Membership: NAB
President: Armisted D. Rust
Station Manager: Robert M. Baird
Commercial Manager: D. J. Hostetter
Publicity Director: Robert McClellen
Traffic Director: Mrs. Jocelle Harlow
Program Director: Don Phillips
Chief Engineer: Robert Benson
Farm Editor: W. D. Reese

K A B C
SAN ANTONIO—1926
ABC-TEX. STATE
Frequency: 680 Kc. Power: 50,000 Watts d.
10,000 Watts n.
Business-Studio Address: Milam Bldg.
Phone Number: Fannin 3126
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: John Blair
Membership: NAB, BMB
President: Gene L. Cagle
Station Manager: Bill Michaels
Promotion Manager: L. Jerry Spengler
Commercial Manager: E. L. Colbourn
Chief Engineer: Joseph B. Haigh

K C O R
SAN ANTONIO—1948
Frequency: 1350 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: KCOR, Inc.
KITE
SAN ANTONIO—1947
Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Oper. By: Charles W. Balthrope
Business-Studio Address: 315 Transl Tower
Phone Number: Fannin 0335
Transmitter Location: Dartmouth at Stephenson Rd.
Air Time: 5 a.m.-Sunset
News Service: AP
Representative: IMS
General-Station Mgr.: Charles W. Balthrope
Commercial Manager: Alex A. Cole
Program, Music Director: Alec Chesser
Chief Engineer: John Siercovich

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

KMABC
SAN ANTONIO—1926
MBS-TEX. STATE
Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By: The Walmac Co.
Bus.-Studio Address: 222-224 W. Commerce St.
Phone Number: Cathedral 8211
Transmitter Location: Hwy. 97, Martinez-Converse Rd.
Air Time: 5 a.m.-1 a.m.
News Service: AP
Transcription Service: Lang-Worth, Cole
Representative: John E. Pearson
Owner, Gen-Station Mgr.: Howard W. Davis
Prog.-Prod. Director: Tony Bessan
Publicity Director: Betty Nunley
Chief Engineer: Charles L. Brady
Farm Editor: Harry O'Connor

KONO
SAN ANTONIO—1927
Frequency: 14000 Kc (CP 880). Power: 250 Watts
(CP. 5000 d., 1000 n.)
Owned-Oper. By: Eugene J. Roth
Address: Box 2338, 317 Arden Grove
Phone Number: Fannin 5171
Air Time: Unlimited
News Service: AP
Representative: NAB
Membership: AP
Owner: Eugene J. Roth
Commercial Manager: Jack L. Pink
Asst., Sta. Mgr.: Bob Roth
Chief Announcer: Ray Hunt
Chief Engineer: George Ing

KTSA
SAN ANTONIO—1922—CBS
LONE STAR
Frequency: 550 Kc. Power: 5000 Watts
Business-Studio Address: Ave. E. & 3rd St.
Phone Number: Garfield 1251, 3131
Transmitter Location: Eisenhow Rd.
Air Time: 6 a.m.-M.
News Service: AP, UP
Transcription Service: Associated, MacGregor
Representative: Free & Peters
President: Frank G. Huntress, Jr.
Genl. Station, Comm. Mgr.: Charles D. Lutz
Program Director: N. E. Thompson
Chief Engineer: W. G. Egerton

WOAI
SAN ANTONIO—1922—NBC
Frequency: 1200 Kc. Power: 50,000 Watts
Owned-Oper. By: Southland Industries, Inc.
Business-Studio Address: 1031 Navarro St.
P. O. Box 2641
Phone Number: Garfield 4221
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Standard, Capitol
Representative: Edward Petry
Membership: BMB
Chairman of Board: G. A. C. Hallif
General Manager: Hugh A. L. Hallif
Commercial Manager: Jack Keasler
Program Director: Jerome Lee
Promotion Manager: Dallas Wyatt
Chief Engineer: Charles L. Jeffers

KCNY
SAN MARCOS—1948—LIBERTY
Address: Box 32
Phone Number: 888
Studio Trans. Location: 1105 McKie St.
Air Time: 6 a.m.-Sunset
News Service: WU
Transcription Service..........................Capitol
Pres., Genl., Sta. Mgr. ....................... Frank H. Stewart
Comm., Sales Prom. Mgr. ..................... Dub Thomas
Prog. Dir., Farm Editor ...................... Jim Bell
Chief Engineer .............................. Merl Saxon

KWED
SEGuin—1948
Owned-Operated By ......................... Weldon Lawson
Business-Studio Address .................... 200 S. Camp St.
Phone Number ...................... 1580, 1438
Transmitter ............... ½ Mi. N. on McQueeny Rd.
Air Time ......................... Daytime
News Service .................... UP
Transcription Service ........ Lang-Worth
Membership ...................... NAB
Gen., Station Mgr................. Garfield Kiel
Comm., Sales Prom. Mgr. ........ Ed Moore
Prog. Dir., Chief Announcer .... Henry Lehnhoff
Chief Engineer ..................... Richard Zuehl
Farm Editor ....................... Ed Moore

KEVA
SHAMROCK—1949
Address ...................... P. O. Box 20
Phone Number ..................... 620
Air Time ......................... Daytime
News Service .................... UP
Transcription Service ........ Lang-Worth
President ....................... Albert Cooper
General Manager ............. John Kennedy
Commercial Manager ...... Charles Cooper
Pgm. Dir., Chief Engr. ...... Acton Tillery

KRRV
SHERMAN-DEnISON—1936
MBS-TEX. STATE
Frequency: 910 Kc.  Power: 1000 Watts
Business Address .................. 421 N. Crockett St.
Phone Number ...................... 201
Studio Address .................. 421 N. Crockett, Sherman:
Cor. Fannin & Owing Sts., Denison
Transmitter Location ........... Hwy. 75 bet. Sherman & Denison
Air Time ......................... 6 a.m.-M.
News Service .................... UP
Transcription Service .......... World, MacGregor
Representative ...................... John E. Pearson
President ......................... G. H. Wilcox
General Manager ............... L. L. Hendrick
Mgr. Denison Studio .............. W. E. Wilcox
Program Director ............. Tom E. Spellman
Chief Announcer .................. Norman Phillips
Chief Engineer ..................... Tom John

KTAN
SHERMAN—1947—KBS
Frequency: 1500 Kc.  Power: 250 Watts d.
Owned-Operated By ................... Shamrock Bcst. Corp.
Business-Studio Address ............. P. O. Box 661
Phone Number ..................... 2910
Transmitter Location .......... ½ Mi. N. of Sherman on Hwy. 75
Air Time ......................... Daytime
News Service .................... AP
General-Station Manager ....... E. T. Fann, Jr.
Program Director ................ Bill Jaco
Production Director ........... Mary Claycomb
Chief Announcer ................ Ime Shelton
Chief Engineer ..................... Paul Phillips

KSNY
SNyDER—1949
Frequency: 1280 Kc.  Power: 500 Watts d.
Address ...................... Snyder
Phone Number ..................... 810
Air Time ......................... Daytime
News Service .................... UP
Transcription Service ........ Lang-Worth
Owners ...................... John Blake, Marshall Fornby
General Manager ............ Marshall Fornby
Comm. Mgr., Pgm. Dir. ...... Clint Fornby
Chief Engineer ..................... Roy Johnson

KDWT
STAMFORD—1947—MBS-KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .................. David W. Ratliff
Business Address .................. Stamford
Phone Number ..................... 840, 866
Studio-Transmitter Location .... Hwy. 380
Air Time ......................... 7 a.m.-10 p.m.
News Service .................... AP
Transcription Service .......... Keystone
General-Station Manager ....... David W. Ratliff
Comm., Sales Prom. Mgr. ...... James Calhoun
Program, Production Director ...... Lahoma Dickson
Publicity Director ................ Earl Williams
Chief Engineer ..................... O. P. Davis
Farm Editor ....................... Sydney Porter

KSTV
STEPHENVILLE—1947
Frequency: 1510 Kc.  Power: 250 Watts d.
Owned-Operated By .................. Stephenville Bcstg. Co.
Business Address .................. Box 34
Phone Number ..................... 950
Studio Address .................. 140½ S. Belknap
Transmitter Location ........ Dublin Hwy.
Air Time ......................... 7 a.m.-5:30 p.m.
News Service .................... UP
Transcription Service ........ Kearney, Standard
Membership ...................... NAB
**K T E M**

**TEMPLE—1936—MBS-KBS**

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Bell Bstg. Co., Inc.  
Business-Studio Address: 17 S. Third St.  
Phone Number: 5252-3  
Transmitter Location: ½ Mi. N. of Temple  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Lang-Worth  
Membership: NAB  
President: Frank W. Mayborn  
General Manager: Burton Bishop  
Commercial Manager: J. E. Callaway  
Chief Engineer: Curtis Casey

---

**K C M C**

**TEXARKANA—1932**  
**ABC-TEX STATE**

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Oper. By: KCMC, Inc.  
Business-Studio Address: 317 Pine St.  
Phone Number: 3-6151  
Transmitter Location: Summerhill Rd.  
Air Time: 8 a.m.-M.  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Taylor-Boroff  
Membership: NAB, BMB  
President: C. E. Palmer  
General Manager: Frank O. Myers  
Commercial Manager: Thomas Dillahunty  
Program Director: Herman Cecil  
Production Director: Don Myers  
Chief Engineer: Harvey Robertson

---

**K T F S**

**TEXARKANA—1946**  
**MBS-RAZORBACK-LBS**

Frequency: 1400 Kc.  
Power: 250 Watts  
Business-Studio Address: 409½ State Line Ave.  
Phone Number: 3-123-4  
Transmitter Location: S. Robison Rd.  
Air Time: 8 a.m.-M.  
News Service: UP  
Transcription Service: World  
Representative: Sears & Ayer  
Membership: NAB  
Pres., Gen. Mgr.: David M. Segal  
Studio Director: Les Eugene  
Local Commercial Manager: Martin O. Enger  
Production Director: Frank Thomas  
Musical Director: Wally Hoy  
Chief Announcer: Norman Bale  
Chief Engineer: David Wommack
Business-Studio Address: 108½ 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
Transcription Service: World Representative: Everett McKinney
Membership: NAB
President: Gov. Beaulard Jester
Gen. Sta. Manager: M. N. Bostick
Commercial Manager: J. M. Brinegar
Sales Prom. Manager: Rex Bodoin
Prog. Dir., Farm Editor: Gerry Lansing
Program Director: C. L. Hinkle
Production Director: Al Mankin
Publicity Director: Bobby Martin
Chief Announcer: Byron Lowrey
Musical Director: Lucille Novich
Chief Engineer: L. R. Grubbs
Farm Editor: Johnny Watkins

KFDX
WICHITA FALLS—1947—ALONE STAR
Owned-Operated By: Wichtext Radio & TV Co.
Bus.-Studio Address: City National Bank Bldg., P. O. Box 2331
Phone Number: 2-8668
Transmitter Location: Iowa Park Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: World Representative: Taylor-Borroff
Membership: NAB, BMB
President: Darrol A. Cannon
Gen. Sta. Mgr.: W. P. Hood
Commercial Manager: Sid Grayson
Sales Prom. Manager: John Edwards
Program-Production Director: George Craig
Publicity Director: Mike Carpenter
Chief Engineer: John Adams

KTRN
WICHITA FALLS—1948—MBS-LBS
Owned-Operated By: Texoma Bcstg. Co.
Address: 917½ Scott St.
Phone Number: 2-5214
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol Representative: Pearson
President: James B. Barnett
Pgm. Dir., Prom. Mgr.: Bill Richie
Chief Engineer: Bob Harmon

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: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth, SESAC Representative: Taylor-Borroff
Membership: NAB, BMB
President: O. L. Ted Taylor
General Manager: Byron W. Ogle
Asst. Manager: Dick Watkins
Commercial Manager: Sallye E. Jones
Sales Prom. Manager: Ted Cressner
Program Director: Jim Cook
Publicity Director: Thelma Pearce
Chief Announcer: Dick Harwell
Chief Engineer: O. L. Hartwig

KWFT
WICHITA FALLS—1939—CBS
FREQUENCY: 620 Kc.  POWER: 5000 Watts
Owned-Operated By: KWFT, Inc.
Business-Studio Address: Kemp Hotel
Phone Number: 4182
Transmitter Location: 2½ Mi. W.N.E. of Resettlement Rd.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard Representative: John Blair
Membership: NAB, BMB
President, General Manager: Kenyon Brown
Station Manager: Charles E. Clough
Comm. Sales Prom. Manager: A. L. Pierce
Program, Production Director: Blaine Cornwell
Musical Director: Lillie Mae Comiskey
Chief Engineer: Herbert T. Wiley
Farm Editor: Burnis Arnold

671
KBUH
BRIGHAM CITY—1948
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By: Samuel L. Stephens, Sr.
Address: 949 W. Forest St.
Phone Number: 948-9
Air Time: Sunrise-sunset
News Service: UP
Membership: NAB
General Manager: Samuel L. Stephens, Sr.
Comm.-Sales Prom. Manager: Wade Ebeling
Pgm.-Prod.-Pub. Dir.: J. D. Stewart
Address: 4646 So. Slate St.
Phone Number: Murray 1360
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Langworth, Capitol
Membership: NAB
Station Manager: James Petersen
Commercial Manager: Howard Pingree
Pgm.-Prod. Dir.: Gil Henry
Musical Director: Lennie Hesterman
Chief Engineer: Fred Weibell
Farm Editor: George Balding-Jack Spencer

KSUB
CEDAR CITY—1937—CBS
Frequency: 590 Kc. Power: 1000 Watts
Bus.-Studio Address: El Escalante Hotel
Phone Number: 398-9
Transmitter Location: 7 Mi. W. of Cedar City
Air Time: Unlimited
Transcription Service: World
Membership: NAB
President: Ivor Sharp
Gen. Mgr.: Roscoe A. Grover
Musical Director: Roy Halverson
Chief Engineer: Herschell Ulle
Farm Editor: Roscoe A. Grover

KVNU
LOGAN—1938
MBS-KOBS-INTERMOUNTAIN
Frequency: 610 Kc. Power: 1000 Watts
Address: Box 264, 1393 N. Main St.
Phone Number: 1400-1
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Membership: NAB
President: Herschel Bullen
Publicity Director: Reed Bullen
Prog.-Prod.-Musical Dir., Chief Announcer: Don Reber
Chief Engineer: Delmont Olsen
Farm Editor: Reed Bullen

KMUR
MURRAY—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Murray Bestg. Service
Address: 4646 So. Slate St.
Phone Number: Murray 1360
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Langworth, Capitol
Membership: NAB
Station Manager: James Petersen
Commercial Manager: Howard Pingree
Pgm.-Prod. Dir.: Gil Henry
Musical Director: Lennie Hesterman
Chief Engineer: Fred Weibell
Farm Editor: George Balding-Jack Spencer

KLO
OGDEN—1924
MBS-INTERMOUNTAIN
Frequency: 1430 Kc. Power: 5000 Watts
Bus.-Studio 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
Membership: NAB
President: Edris Glassmam
General Manager: George C. Hatch
Station Manager: George B. Morgan
Comm. Mgr., Prog. Dir.: Collin W. Lowder
Sales Prom. Manager: Clinton Raymond
Production Director: Doug Stringfellow
Publicity Director: Al Weeks
Chief Announcer, Musical Dir.: Dean Thueson
Chief Engineer: Wayne T. Boothe

KOPP
OGDEN—1947—KBS
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: James B. Littlejohn
Address: Route 2
Air Time: Daytime
News Service: AP
Transcription Service, Lang-Worth, Associated
Representative: Friedenberg
General Manager: James B. Littlejohn
Assistant Manager: F. J. Wineriter

KVOR
OGDEN—1948
Frequency: 1490 Kc. Power: 250 Watts
Business Address: P. O. Box 328
Phone Number: 2-7535
KOAL  
PROVO—1936  
MBS-INTERMOUNTAIN  
Frequency: 1230 Kc.  
Power: 250 Watts  
Address: 1538 Gibson Ave.  
News Service: UP  
Transcription Service: World, Standard  
President, General Mgr.: Arch G. Webb  
Commercial Manager: Joe T. Johnson  
Chief Engineer: Gerald W. Peterson

KSVC  
RICHFIELD—1947  
INTERMOUNTAIN  
Frequency: 690 Kc.  
Power: 1000 Watts d.  
Owned-Operated By: Sevier Valley Bcstg. Co.  
Business Address: Richfield  
Phone Number: 690  
Transmitter Location: East on 4th South  
Air Time: Sunrise-Sunset  
News Service: UP  
Transcription Service: World, SESAC  
President: William L. Warner  
Representative: Avery Knodel  
Pgm.-Prod.-Pub. Dir.: Frank Peacock  
Chief Engineer: David I. Hansen

KCSU  
PROVO—1947  
Frequency: 1480 Kc.  
Power: 250 Watts  
Business Address: P. O. Box 550  
Phone Number: 2802-3  
Studio-Transmitter Location: 12th South & University Ave.  
Air Time: 7 a.m.-11:30 p.m.  
News Service: UP  
Transcription Service: Standard, Capital  
Representative: Biddick  
President: Frank A. Van Wagenen  
Gen.-Sta. Mgr.: Harold E. Van Wagenen  
Pgm. Dir.-Chf. Annr.: ElDean Bennett  
Comm.-Sl.s. Prom. Mgr.: John T. Hyde  
Acting Chief Engineer: Merlin North

KNEU  
PROVO—1949  
Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Lester R. Taylor  
Address: Provo

KOVO  
PROVO—1939  
MBS-INTERMOUNTAIN  
Frequency: 960 Kc.  
Power: 1000 Watts  
Owned-Operated By: KVOO Bcstg. Co.  
Business-Studio Address: 108 W. Center St.  
Phone Number: 1680  
Transmitter Location: 651 W. 16th So.  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: World  
Representative: Avery-Knodel  
Membership: NAB  
President: Cliff A. Tolboe  
General-Station Mgr.: Arch L. Madsen  
Commercial Manager: L. H. Curtis  
Sl. Prom. Manager: Dewain Silvester  
Pgm.-Prod. Dir.: James H. Lawrence  
Publicity Director: Chris Sanders  
Chief Engineer: Henry Keyes

KALL  
SALT LAKE CITY—1945  
MBS-INTERMOUNTAIN  
Frequency: 910 Kc.  
Power: 1000 Watts  
Owned-Oper. By: Salt Lake City Bcstg. Co.  
Business-Studio Address: 146 S. Main St.  
Phone Numbers: 4-1843, 5-6951  
Transmitter Location: 334 W. Gregson  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Representative: Avery-Knodel, Inc.  
President: George C. Hatch  
Exec. Vice-Pres.-Mgr.: Alvin G. Pack  
Nat'l Sales Mgr.: Lynn L. Meyer  
Sales Manager: Thomas H. Anderson  
Sales Promotion Mgr.: Craig Rogers  
Program Director: Jack Paige  
Publicity Director: Jack Goodman  
Director of Engineering: W. D'Orr Cozzons

WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS
Director for Montana: Franz Robischon—KBMY, Billings, Mont.  
Continuing Study Committee for Utah: Ivor Sharp—KSL, Salt Lake City
KDYL
SALT LAKE CITY—1922
NBC
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Intermountain Bcstg. &
Telev. Corp.
Business-Studio Address: 143 S. Main
Phone Number: 5-2991
Transmitter Location: 33rd So. & 9th W.
Air Time: Unlimited
News Service: Associated, Thesaurus
Representative: John Blair
Pres.-General Mgr.: S. S. Fox
Commercial Manager: George A. Provol
Program Director: Emerson Smith
Promotion Director: Del Leeson
Chief Engineer: John M. Baldwin

KNAK
SALT LAKE CITY—1945
Frequency: 1280 Kc. Power: 10000 Watts, d.
500 n.
Owned-Operated By: Granite District Radio
Bcstg. Co.

KDYL
RADIO AND
TELEVISION
Outstanding for
Showmanship
Outstanding
for Results

KSL
SALT LAKE CITY—1924—CBS
Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Oper. By: Radio Service Corp. of Utah
Bus.-Studio Address: 10 S. Main St.
Phone Number: 5-4641
Transmitter Location: Saltair
Air Time: 6 a.m.-1 a.m.
News Service: AP, UP
Transcription Service: World, Associated
Representative: Radio Sales
Membership: NAB, BMB
President: J. Reuben Clark, Jr.
Exec. Vice President: Ivor Sharp
Station Manager: C. Richard Evans
Commercial Manager: Frank B. McClatchy
Sls. Prom. Mgr.-Pub. Dir.: Sherri Taylor
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 a.m.
News Service: AP, UP
Transcription Service: World, Standard
Representative: Hollingbery
Membership: NAB, BMB
President: General Mgr.: Frank C. Carman
Sls. Mgr., Prod. Dir.: Ray Fadel
Commercial Manager: John Schile
Sales Prom., Mgr., Pub. Dir.: Al Thomas
Production Director: George Ross
Chief Announcer: Marshall Small
Musical Director: Ed Stoker
Chief Engineer: Wendell Bell
Farm Editor: Harry Warren
KJAM
VERNAL—1947—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Uintah Bstg. Co.
Bus.-Studio-Transmitter Address: Hotel Vernal
Phone Number: 494
Air Time: 7 a.m.-10 p.m.
News Service: UP

Transcription Service: World, Keystone
Representative: W. S. Grant
President: James C. Wallentine
Gen.-Sta. Mgr., Chief Announcer: Lee Walker
Comm.-Sales Prom. Mgr.: Grant E. Parry
Prog.-Musical Dir., Chief Engineer: E. W. Boelter
Prod. Dir., Farm Editor: J. D. Jones
Publicity Director: G. M. Bosworth

UTAH—VERMONT

VERMONT
Estimated Population 369,000—Increase + 2.6%—Radio Homes 102,000
Radio Families 104,000—Stations in State 8

W T S A
BRATTLEBORO—1949—GRANITE
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Granite State Bstg. Co.
Address: Brattleboro
Air Time: Unlimited
Representative: Boiling
President: William J. Barkley
General Manager: W. F. Rust, Jr.
Commercial Manager: Ralph Gottlieb

W C A X
BURLINGTON—1931—CBS
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bstg. Corp.
Business-Studio Address: 135 Main St.
Phone Number: Burlington 2000
Transmitter Location: Colchester
Air Time: Unlimited
News Service: UP
Transcription Service: Associated
Representative: Weed
Membership: NAB, BMB
Pres., Gen-Station Mgr.: C. P. Hasbrook
Sta.-Sales Prom. Mgr.-Pub. Dir.: J. D. Swan
Commercial Manager: T. B. Braine
Prog.-Prod.-Musical Dir.: Milton Slater
Chief Engineer: James W. Tierney
Farm Editor: L. F. Killick

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: NAB
President: David W. Howe
Sta. Mgr., Prog. Dir.: Alfred E. Spokes
Pub. Dir.-Chief Engineer: John C. Quill
Farm Editor: Ben Oman, Jr.

WSKI
MONTPELIER-BARRE—1947—NBS
Frequency: 1240 Kc. Power: 250 Watts
Owned By: Montpelier-Barre Bstg. Co.
Business Address: Union Mutual Bldg., Montpelier
Phone Number: Montpelier 1740
Transmitter Location: Country Club Dr.
Air Time: 6 a.m.-2 p.m.
News Service: AP
Transcription Service: Lang-Worth
Representatives: Kettell-Carter, W. S. Grant
Membership: NAB, BMB
President: B. M. Jacobson
General Manager: Paul H. Martin
Program Director: Robert Bannon
Chief Engineer: L. C. Davis

VERMONT

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service... more than 100 years collecting and distributing news.

NEW ENGLAND AP ASSOCIATION
President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston
Director for Vermont: A. E. Spokes—WJOY, Burlington
WSYB
RUTLAND—1930—MBS-YANKEE
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Philip Weiss Music Co.
Bus-Studio Address: 35 Washington St.
Phone Number: 1247
Transmitter Location: Door Dr.
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus Representative: Joseph Hershey McGillvra
Pres., Comm. Mgr.: Philip Weiss
Station Manager: J. H. Weiss
Chief Engineer: Norval K. Ramson, Jr.

WWSR
ST. ALBANS—1942—GREEN MT.
Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By: Vermont Radio Corp.
Business-Studio Address: 75 N. Main St.
Phone Number: 1390
Transmitter Location: St. Albans
Air Time: 6:30 a.m.-Sunset
News Service: UP
Transcription Service: World Representative: Walker, Bertha Bannan
Membership: NAB, BMB
President-Gen. Mgr.: Lloyd Squier
Sta.-Comm-Sales Prom. Mgr.: Warren Marsden
Prog.-Prod. Dir.: C. Stuart Perry
Chief Engineer: Theodore Boisvert

WDEV
WATERBURY—1931—MBS
Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By: Lloyd E. Squier
Business-Studio Address: 3 Slowe St.
Phone Number: 400-1
Transmitter Location: Blush Hill
Air Time: Unlimited
News Service: World, Keystone Representative: Walker
Membership: BMB
Owner, Gen.-Sta.-Comm. Mgr.: Lloyd E. Squier
Program Director, Chief Announcer: Thomas L. Dodd, Jr.
Production Director: Craig S. Parker
Chief Engineer: Harold M. Grout

VIRGINIA
Estimated Population 3,102,000—Increase +15.9%—Radio Homes 716,000
Radio Families 786,000—Stations in State 53

WPIK
ALEXANDRIA—1945
Frequency: 730 Kc. Power: 1000 Watts d.
Business-Studio Address: 523 First St.
Phone Number: Overlook 3000
Transmitter Location: 504 Telegraph Rd.
Air Time: Daytime
News Service: AP
Transcription Service: World, Lang-Worth
Pres.-Gen.-Comm. Mgr.: Howard B. Hayes
Pgm.-Prod. Dir.-Cl. Engr.: Carl L. Lindberg
Chief Announcer: Tony Howard
Musical Director: Barbara Power

WARL
ARLINGTON—1946
Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By: No. Virginia Bcastrs., Inc.

WEAM
ARLINGTON—1947
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By: Harold H. & Meredith Thomas
Business-Studio Address............2030 N. 16th St.
Phone Number....................OWens 7100
Transmitter Location............Minor Hill, Falls Church
Air Time..........................Unlimited
News Service.......................AP, Transradio
Transcription Service............Lang-Worth
Representative....................Bolling
President..........................Harold H. Thomas
Sta.-Gen.-Comm. Mgr.............Howard Stanley
Pgm. Dir., Chief Announcer......Matthew Warren
Production Director..............Bob Jones
Publicity Director.................Gloria Brandt
Musical Director..................Dorothy Miller
Chief Engineer....................Sam Aed
Farm Editor........................Bill Jenkins

WKLV
BLACKSTONE—1947—MBS—VA.
Frequency: 1490 Kc..............Power: 250 Watts
Business-Studio Address.......Community Bldg.
Phone Number.....................478
News Service.......................AP
Air Time...........................Unlimited
President...........................H. S. Robertson
General Manager.................Alexander Hudgings
Commercial Manager...............Edward J. Silverman
Program Director................Arthur A. Moran, Jr.
Chief Engineer....................Charles M. McCraw

WCYB
BRISTOL—1946
Frequency: 680 Kc.................Power: 10,000 Watts d.
Business-Studio Address..........Hotel Gen. Shelby
Phone Number.....................North 3560
Transmitter Location.............Washington County
Air Time...........................Daytime
News Service.......................AP, UP
Transcription Service............Service, Associated, Thesaurus, World, Cole
Representative....................Bolling
Membership.........................NAB, BMB
Gen. Mgr..........................Robert H. Smith
Sales Mgr..........................J. Fey Rogers
Program Spvr.-Farm Editor......W. T. Lane, Jr.
News Editor.........................Tom Wade
Transmitter Spvr...................Bob Daugherty

WFHG
BRISTOL—1949—MBS
Frequency: 860 Kc.................Power: 1000 Watts d.
Owned By..........................Bristol Bcstg. Co., Inc.
Business-Studio Address..........Hotel Bristol
Phone Number.....................3520
Transmitter Location............Shell Plant Road
News Service.......................UP
Transcription Service............Standard
Membership.........................NAB
General-Station Manager........M. B. Burnette
Commercial Sales Prom. Mgr......W. L. Ninninger
Program Dir.-Publicity Dir.......W. F. Ramey
Musical Director-Farm Editor....Verlin Mays
Chief Engineer....................John Hughlett

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 McGillvra
Membership.........................BMB
Owner...................Charles Barham, Jr.
Mgr.-Sls. Prom. Mgr..............Randolph Bean
Local Sales Manager.............Robert C. Walker
Program Director................R. G. Sketchley, Jr.
Musical Director..................Richard Morrissette
Chief Engineer....................Walter W. Gray
Farm Editor.........................Herb DeBell

WINA
CHARLOTTESVILLE—1949
Frequency: 1280 Kc................Power: 1000 Watts, d.
Address............................4th & Main Sts.
Phone Number.....................3377
Air Time...........................Daytime
News Service.......................UP
Transcription Service............Standard, Capitol
President.........................Frank T. Parker, Jr.
Commercial Manager...............Joe Porter
Pgm. Dir.-Oper. Mgr..............B. C. Hargreaves
Chief Engineer....................Lawrence Kennedy

WKEY
COVINGTON—1941—ABC
Frequency: 1340 Kc................Power: 250 Watts
Owned-Operated By.................Earl M. Key
Business Address..................Box 710
Phone Number.....................8351
Studio Address.....................Main St.
Transmitter Location.............Fairlawn
Air Time...........................7 a.m.-11:15 p.m.
News Service.......................UP
Transcription Service............World, Keystones
Membership.........................NAB
Pres.-Gen.-Sta. Mgr..............Earl M. Key
Commercial Mgr....................Kenneth L. Bryant
Prog.-Pub. Director..............John Lee Davis
Musical Director..................Willis Shawver
Chief Engineer....................John H. Wilson

WSVS
CREWE—1946—KBS—VA. SPTS.
Frequency: 800 Kc................Power: 1000 Watts d.
WCVA
CULPEPER—1949—KBS
Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Culpeper Bstg. Co.
 Address: Radio Bldg.
 Phone Number: 8338
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 President: Ira C. Hopkins
 Gen.-Prom. Mgr.: George A. Flowers
 Commercial Manager: Mike Moscarello
 Program Director: Homer Quann
 Chief Engineer: Benny L. Jones

WBTM
DANVILLE—1930—ABC
 Owned-Operated By: Piedmont Bstg. Corp.
 Bus.-Studio Address: Hotel Danville Bldg.
 Phone Number: 2350
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth Representative
 George P. Hollingbery
 Membership: NAB
 President: L. N. Dibrell
 General Mgr.: R. Sanford Guyer
 Asst. Manager: Edward G. Gardner
 Comm. Mgr.: P. W. Kaufman
 Program Director: Betty Allen
 Promotion Manager: Herbert Hodge
 Chief Engineer: Lyle C. Motley

WDVA
DANVILLE—1947—MBS
 Phone Number: 5300
 Transmitter Location: Martinsville Rd.
 Air Time: 6 a.m.-M.
 News Service: Standard
 Transcription Service: McMillan
 President: J. D. Pruitt
 Gen.-Prom.-Sales Prom.
 Manager: Emerson J. Pryor
 Prog.-Prod. Director: Richard Campbell
 Publicity Director: William J. Ashworth
 Musical Director: Harold Stephens
 Chief Engineer: Bush Sawyers
 Farm Editor: Frank Raymond

WFAX
FALLS CHURCH—1948
 Owned-Operated By: Lamar A. Newcomb
 Address: Box L
 Phone Number: 0900
 Transmitter Location: Seven Corners
 Air Time: Daytime
 News Service: UP
 Transcription Service: Thesaurus
 Membership: NAB
 Gen.-Prom. Mgr.: Lamar A. Newcomb
 Comm-Sls. Prom. Mgr.: James E. Hollins
 Pgm.-Prod. Dir.: Genevieve Newcomb
 Publicity Director: Ed Case
 Chief Announcer: Dusty Rhoads
 Chief Engineer: Emmett Murphy

WFLO
FARMVILLE—1947
Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By: Colonial Bstg. Co.
 Business Address: P. O. Box 238
 Phone Number: 500
 Air Time: Daytime
 News Service: UP
 Transcription Service: Capitol. Associated
 Representative: Clark
 General Manager: Carla B. Keys
 Manager: Charles R. Maillot
 Program Director: D. M. 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.
 Air Time: Unlimited
 Transcription Service: Land-Worth
 Representative: Burn-Smith
 V.P., General Mgr.: Richard F. Lewis, Jr.
 Station-Comm. Mgr.: Walter F. Harris, Jr.
 Chief Engineer: William S. Candler
WFTR
FRONT ROYAL—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Sky-Park Bscq. Corp.
Address: John Marshall Hiway
Phone Number: 750
Air Time: Unlimited
News Service: UP, Transradio
Transcription Service: Thesaurus
Pres.-Gen. Mgr.: Earl C. Pace
Commercial Manager: Ken Gorden
Program Director: Vernon Carter
Promotion Manager: Augustine Kloc
Chief Engineer: Owen Voigt

WBOB
GALAX—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned Oper. By: Carroll-Grayson Bscq. Corp.
Address: Poplar Knob Rd.
Phone Number: 300
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Membership: NAB
President: Robert V. Morris
General Manager: Carl E. Duckett
Comm. Manager: Joseph P. Crockett
Program Director: Muriel Bell
Chief Announcer: Frank Burr
Musical Director: Alice Spear
Chief Engineer, Farm Editor: Carl E. Duckett

WVEC
HAMPTON—1948—KBS
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Peninsula Bscq. Co.
Business Address: P. O. Box 481
Phone Number: 6932
Studio-Trans. Address: Hampton Ave.
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: Standard, Associated
Membership: NAB
Pres.-Gen. Sta. Mgr.: Thomas P. Chisman
Commercial Manager: Harrol A. Brauer, Jr.
Sales Promotion Mgr.: Charles L. Coker, Jr.
Program Director: Peter Edman
Production Director: William L. Erickson
Publicity Director: Beverly W. Hillery
Chief Announcer: Duff Kliwer
Musical Director-Farm Editor: Gordon E. Walsh
Chief Engineer: James E. Swafford

WSVA
HARRISONBURG—1935—NBC
Owned-Oper. By: Shenandoah Valley Bscq. Corp.
Business-Studio Address: Newman Bldg.
Phone Numbers: 550, 875

WHAP
HOPEWELL—1949
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Hopewell Bscq. Co.
Business Address: Box 621
Phone Number: 801
Studio-Trans. Location: City Point & River Rds.
Air Time: 5:58 a.m.-11:07 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
President: Augustus Robbins, Jr.
Gen. Sta. Mgr.: Hugh Carlyle
Commercial Manager: George W. Thomason
Program Director: Barbara Rich
Chief Announcer: Johnny Mercer
Chief Engineer: Edward L. Burwell

WREL
LEXINGTON—1948—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Rockbridge Bscq. Co.
Business-Studio Address: 130 S. Main St.
Phone Number: 1340
Transmitter Location: Rt. 11, One Mi. No. City
Air Time: 6 a.m-M.
News Service: AP
Transcription Service: Control
Membership: NAB
President: Marshall W. Wilmer
Gen.-Sta.-Comm. Mgr.: Philip B. Hirsch
Office Manager: Milton B. Henson
Prog.-Prod. Dir.: Andrew Petersen
Musical Director: Wayne Scott
Chief Engineer: Lindley H. Leggett

WLVA
LYNCHBURG—1930—ABC
Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By: Lynchburg Bscq. Corp.
Address: Allied Arts Bldg.
Phone Number: 2-1242
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: George P. Hollingsbery
Membership: NAB, BMB
President: Edward A. Allen
General Manager: Philip P. Allen
VIRGINIA

Commercial Manager ....... Joseph F. Wright, Jr.
Prog.-Prom. Dir. ......... William H. Loren
Chief Engineer .......... John T. Orth

WWOD
LYNCHBURG—1947—MBS
Frequency: 1390 Kc. Power: 1000 Watts
Business Address ......... P. O. Box 918
Phone Number .......... 2-3441
Studio Address ......... 10th & Main Sts.
Transmitter Location .... Boonsboro Rd.
Air Time .............. Unlimited
News Service .......... AP, UP
Transcription Service .... World
Representative ........ Walker
Membership .......... NAB, BMB
President ............ David Hugh Dillard
V.P.-General Manager .... Jack Weldon
Commercial Manager .... Norman T. Simpson
Prog.-Pub. Director ...... Jay Seibel
Prod.-Musical Dir. ...... Don Jarvis
Chief Engineer .......... Forest J. Pinkerton

WMev
MARION—1948—LIBERTY
Frequency: 1010 Kc. Power: 1000 Watts d.
Address ............. P. O. Box 470
Phone Number .......... 8001
Air Time .............. Daytime
News Service .......... AP
Transcription Service .... World, Associated
Representative .. Cooke
President ............ Robert Lane Anderson
Gen.-Comm. Mgr. ......... Robert C. Wollenden
Program Director .... Mrs. R. C. Wollenden
Chief Engineer ...... William F. Grether

WMVA
MARTINSVILLE—1941—NBC-KBS
Frequency: 1450 Kc. Power: 250 Watts
Address ............. Chatham Heights
Phone Number .......... Virginia 2152
Air Time .......... 6 a.m.-11:30 p.m.
News Service .......... AP
Membership .......... NAB
President ............ William C. Barnes
General-Station Manager .... John W. Shultz
Comm.-Sls. Prom. Mgr. ..... Charles F. Adams
Program Director .... Barbara Harding
Publicity Director .... Maynard Dillaber
Musical Director ...... Paul E. Zimmerman
Chief Engineer ...... Dewey W. Muse

WGH
NEWPORT NEWS—1928—ABC
Frequency: 1310 Kc. Power: 5000 Watts
Bus.-Studio Address ...... 500 Portlock Bldg.
Norfolk, Warwick Hotel, Newport News
Phone Number .......... 2-7031
Transmitter Location .... Military Hiway
Air Time .......... 6 a.m.-12:45 a.m.
News Service .......... AP
Transcription Service .... Associated
Representative .......... Free & Peters
Membership .......... NAB, BMB
President ............ Raymond B. Bottom
V.P., Gen.-Manager .... Edward E. Bishop
Prog. Director ...... John A. Block
Publicity Director .... Bill Rhyne
Chief Engineer .......... Charles A. Runyon

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 .......... 7-1604
Transmitter Location ...... Resnsess Beach.
Churcland
Air Time .......... 6 a.m.-sunset
News Service .......... AP
Transcription Service .... Capitol
Representative .......... Friedenberg
President, General Mgr. ...... John Doley
Sta. Mgr., Prog. Tech. Dir. .. Frederic F. Clair

WCav
NORFOLK—1947
Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Operated By . Cavaller Bstg. Corp.
Bus.-Studio Address .... Plume & Granby Sts.
Phone Number .......... 2-3266
Transmitter Location ...... W. Norfolk
Air Time .......... Daytime
News Service .......... AP
Transcription Service .... Associated, Standard
Representative .......... Burn-Smith
Membership .......... NAB
President ............ Joseph Light
Sta.-Asst. Gen. Mgr. ...... William M. Manrov
Program Director ..... Frank Facenda
Technical Dir. .......... William M. Manrov

WLOW
NORFOLK—1947—VA. SPTS.
Frequency: 1410 Kc. Power: 1000 Watts d.
Bus.-Studio Add. .. Granby & Brooke Aves.
Phone Number .......... 4-5678
Transmitter Location ...... W. Norfolk
Air Time .......... 6:30 a.m.-Sunset
News Service .......... AP
Representative .......... Forjoe
President .......... E. L. Scott
VIRGINIA

WNOR—NORFOLK—1949—NBC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By...WATN Radio Corp.
Address. 1019 Boissevain Ave.
Phone Number 5671.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative IMS
President Louis H. Peterson
General Manager Earl Harper
Commercial Manager Bob Rodgers
Chief Engineer A. Lee Mills

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 NAB, BMB
Pres., Gen-Sta. Mgr. Campbell Arnoux
Comm-Sales Prom. Mgr. John W. New
Program Director Joel Eubanks
Chief Announcer Blair Eubanks
Chief Engineer John C. Peffer

WNVA—NORTON—1946—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By...Blaufox Radio Co., Inc.
Bus-Studio Address...Coalfield Progress Bldg.
Phone Number...700-1, Transmitter: 565
Transmitter Location...Josephine
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Lang-Worth, Keystone
Membership NAB
President, Gen. Mgr. Richard B. Helms
Comm-Sls. Prom. Mgr-Pub. Dir...Bill Holland
Chf. Announcer-Music Dir...Art Grunewald
Chief Engineer...Gene Tommerdahl
Farm Editor...Tom Harrell

WJMA
ORANGE—1949—MBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By...James Madison Bcstg. Corp.
Address...Orange
Phone Number...7263
Air Time Unlimited
News Service UP
President W. A. Sherman, Jr.
Gen.-Comm. Mgr...A. C. Livick, Jr.
Program Director...Charles McGinley
Chief Engineer...Talmadge England

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
Representative Burn-Smith
President...Louis H. Peterson
Gen-Sta.-Comm. Mgr...Ray L. Moss

VIRGINIA

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

VIRGINIA AP BROADCASTERS

President: Jack Weldon—WWOD, Lynchburg
Vice-President: Fred Hart—WLPM, Suffolk
Directors: Campbell Arnoux—WTAR, Norfolk; Ray P. Jordan—WDBJ, Roanoke; Carl Duckett—WDOB, Galax; E. E. Bishop—WGY, Newport News; Charles Blackley—WTON, Staunton
Continuing Study Committee Chairman: John Eure—WDBJ, Roanoke
Sports Committee Chairman: Bill Diehl—WGH, Newport News—Norfolk
Awards Committee Chairman: Charles Blackley—WTON, Staunton
Membership Cooperation Committee Chairman: Maxey Stone—WSVS, Crewe

VIRGINIA
W S A P
PORTSMOUTH—1943—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Bus.-Studio Address. 205 Professional Bldg.
Phone Number. 7-3488
Transmitter Location. 1318 Spratley St.
Air Time. 6 a.m.-11:15 p.m.
News Service. UP
Transcription Service. Lang-Worth, World
Representative. Ra-Tel
Membership. NAB
President. Tom E. Gilman
Gen.-Sta.-Comm. Mgr. B. Walter Hufnagel
Pgm.-Prod. Dir. David Nelson
Musical Director. Richard Harvey
Chief Engineer. Charles R. Sledge

W P U V
PULASKI—1946—MBS-KBS
Frequency: 1230 Kc.  Power: 250 Watts
Address. Cool Springs
Phone Numbers. 3-3931, 3-3941
Air Time. 6 a.m.-11:15 p.m.
News Service. AP
Transcription Service. World
Representative. Sears & Ayer
Membership. NAB, BMB
President. Howard R. Imboden
General-Station Mgr. William R. Murray
Commercial Manager. Allan S. Aden
Publicity Director. Eleanor Imboden
Chief Announcer. Joe Grant
Chief Engineer. Fitzgerald McDaniel
Farm Editor. E. C. Grigsby

W B B L
RICHMOND—1924
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By. Grace Covenant Presbyterian Church
Address. 1627 Monument Ave.
Phone Number. 8-4246
Air Time. Specified Hours
General Manager. C. H. Liesfield
Chief Engineer. R. W. Raabe

W L E E
RICHMOND—1945—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By. Lee Bcastg. Corp.
Bus.-Studio Address. Broad-Grace Arcade
Phone Number. 3-6741
Transmitter Location. Colorado Ave. & Sumpter St.
Air Time. Unlimited
News Service. AP
Transcription Service. Lang-Worth
Representative. Forjoe
President. Thomas G. Tinsley, Jr.
Program Director. Harvey Hudson
Musical Director. Gilbert A. Specter
Chief Engineer. George W. McGuigan, Jr.

W M B G
RICHMOND—1926—NBC
Frequency: 1380 Kc.  Power: 500 Watts
Owned-Oper. By. Havens & Martin, Inc.
Bus.-Studio Address. 3301 W. Broad St.
P. O. Box 5229
Phone Number. 5-8611
Transmitter Location. Staples Mill Rd. off W. Broad St.
Air Time. 6:30 a.m.-1 a.m.
News Service. Transradio
Transcription Service. Lang-Worth
Representative. John Blair
Membership. NAB
Pres., Gen.-Sta. Mgr. Willur M. Havens
Comm-Sales Prom. Mgr. Walter A. Bowry, Jr.
Chief Announcer. John V. Shand
Musical Director. Conrad Rianhard
Chief Engineer. James Kyle

W R N L
RICHMOND—1937—ABC
Frequency: 910 Kc.  Power: 500 Watts
Owned By. Richmond Newspapers, Inc.
Operated By. Richmond Radio Corp.
Business-Studio Address. 107-111 N. Fourth St.
Phone Number. 3-3436
Transmitter Location. Wilkinson Rd.
Air Time. 5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service. AP
Transcription Service. Standard
Representative. Edward Petry
Membership. NAB, BMB
President. D. Tennant Bryan
Gen. Sta.-Commercial Mgr. E. S. Whitlock
Program Director. Don Martin
Chief Engineer. Vincent Wolstenholme
WRVA
RICHMOND—1925—CBS
Frequency: 1140 Kc. Power: 50,000 Watts
Owned-Oper. By: Larus & Brother Co.
Business Address: Hotel Richmond
Phone Number: 3-6633
Studio Address: Hotel Richmond, Richmond; 2712-14 Colley Ave., Norfolk
Transmitter Location: Edgeworth, Henrico County
Air Time: Unlimited
News Service: UP
Transcription Service: World. Lang-Worth
Representative: Radio Sales
Membership: NAB, BMB
General Manager: C. T. Lucy
Commercial Manager: Barron Howard
Promotion Manager: Jack Stone
Program Service Mgr.: Samuel S. Carey
Production Manager: John B. Tansey
Public Relation Dir.: Walter R. Bishop
Musical Director: Burt T. Repine
Chief Engineer: David C. Woods
Farm Editor: Aiden Aaroe

WXGI
RICHMOND—1947
Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Virginia, Inc.
Bus.-Studio Address: 100 W. Franklin St.
Phone Number: 7-4684
Transmitter Location: German School Rd., Chesterfield County
Air Time: 6 a.m.-Sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Burn-Smith
General Manager: Robert E. Mitchell
Program Director: Bob Jenkins
Production Director: John Sinclair
Chief Announcer: Frank Soden
Chief Engineer: Kaye Redd

WDBJ
ROANOKE—1924—CBS
Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By: Times-World Corp.
Business-Studio Address: 124 W. Kirk Ave.
Phone Number: 8131
Transmitter Location: Colonial Ave., Colonial Heights
Air Time: 6 a.m.-N.
News Service: AP, UP
Transcription Service: World. Lang-Worth
Representative: Free & Peters

WROV
ROANOKE—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Roanoke, Inc.
Bus.-Studio Address: 600 Mountain Trust Bldg.
Phone Number: 3-4444
Transmitter Location: Cleveland Ave., S.W.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Burn-Smith
Membership: NAB, BMB
President: Leo F. Henshby
Gen.-Sta.-Comm. Mgr.: Frank E. Kochler
Chief Engineer: Frank A. Hall

WSLS
ROANOKE—1940—ABC
Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By: Roanoke Bstg. Corp.
Business-Studio Address: Shenandoah Bldg.
Phone Number: 9227
Transmitter Location: 2 Mi. N. of Salem & 6.5 Mi. N.W. of Roanoke
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus. Associated Representative
Membership: NAB, BMB, FMA
President: Paul C. Butler
Exec. Vice President: James H. Moore
Asst. & Sta. Mgr.: Horace Fitpatrick
Program Director: Bill Saunders
Musical Director: Mavis Overstreet
Chief Engineer: J. P. Briggs
Farm Editor: Glenwood Howell

WHLF
SOUTH BOSTON—1947—KBS—ABC
Frequency: 1400 Kc. Power: 250 Watts
Virginia

Address ........................................ P. O. Box 490, Webster St.
Phone Number ................................ 2-9988
Air Time ........................................ 6 a.m.-M.
News Service ................................... AP
Transcription Service ......................... World
Sales Prom. Mgr.-Pgm.-Prod.-Pub. Dir.  .... Charles B. Davis
Chief Announcer ................................. Preston Young
Chief Engineer ................................. David O. Guthrie

W T O N
STAUNTON—1945—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ............................. Charles P. Blackley
Business-Studio Address ....................... Morrison Bldg.
Number Phone .................................. 5-5555
Transmitter Location ......................... Waynesboro Rd.
Air Time ........................................ Unlimited
News Service .................................... AP
Transcription Service ......................... Associated Membership
General-Station Mgr. .......................... Charles P. Blackley
Comm.-Sales Prom. Mgr. ....................... Associated Membership
Publicity Director ............................... Charles E. Seebeck
Prog.-Prod. Dir.-Chief Ann.  ................. Fulton A. King
Chief Engineer ................................. Rex C. Houser

W L P M
SUFFOLK—1940—ABC
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ............................. Suffolk Bstg. Corp.
Business-Studio Address ....................... 105 Bank St.
Number Phone .................................. 2394
Transmitter Location ......................... Richmond Hiway
Air Time ........................................ 6:30 a.m.-M.
News Service .................................... AP
Transcription Service ......................... Thesaurus
Representative ................................. Sears & Ayer
Membership ..................................... NAB
Pres., Gen.Sta. Manager ....................... Fred L. Hart
Prog. Dir. ....................................... William W. Kitchen
Chf. Annr.-Pub. Dir. ........................... Earl Hundley
Production Director ........................... Fran Joyner
Chief Engineer ................................. Veryl W. Rupp
Farm Editor ..................................... L. E. Pettyjohn

W N N T
WARSAW—1949
Address ......................................... Warsaw
Number Phone .................................. 690
Air Time ........................................ Daytime
News Service .................................... UP
Transcription Service ......................... Standard
Pres.-Gen. Mgr. ................................. Grayson Headley
Commercial Manager .......................... William Redd
Pgm. Dir.-Sta. Mgr. ............................. T. F. Craver
Chief Engineer ................................. Lawrence Hittner

WAY B
WAYNESBORO—1947—MBS-KBS
Frequency: 1430 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Waynesboro Bstg. Corp.
Address ......................................... 526 Main St.
Number Phone .................................. 6066
Air Time ........................................ Unlimited
News Service .................................... UP
Transcription Service ......................... Lang-Worth Membership
Representative ................................. Cooke
President ............................. Judson T. Phillips
Gen. Mgr. ................................. N. Wilbur Kidd
Commercial Manager .......................... Peter De Boer
Chief Engineer ................................. Edward R. Goodwin

WIN C
WINCHESTER—1941—ABC-KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Richard Field Lewis, Jr.
Business Address ............................... Box 605
Number Phone .................................. 4855
Studio-Transmitter Location .................. 514 Kerr St.
Air Time ........................................ Unlimited
News Service .................................... UP
Transcription Service ......................... Associated Membership
Gen. Mgr., Richard Field Lewis, Jr. (Licensee)
Comm. Mgr.-Prog. Dir. .......................... John Carl Morgan
Sales Prom. Mgr. ............................... Winslow Porter
Chief Engineer ................................. Phil Whitney

W Y V E
WYTHEVILLE—1949
Frequency: 1280 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................................. Wythe County Bstg. Co.
Address ......................................... P. O. Box 452
Number Phone .................................. 840
Air Time ........................................ Daylight
News Service .................................... UP
Transcription Service ......................... Lang-Worth Owners
General Manager .............................. A. M. Gates, R. H. Epperson
Commercial Manager ......................... A. M. Gates, Jr.
Program Director .............................. Zane Leeper
Chief Engineer ................................. Robert Harris Epperson
K BKW
ABERDEEN—1949
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By:  Ben K. Weatherwax
Address:  701 E. Heron St.
Phone Number:  1015
Air Time:  Unlimited
News Service:  AP
Transcription Service:  Associated
Pres., Gen. Mgr.:  Ben K. Weatherwax
Commercial Manager:  Dick Cromble
Program Director:  Lowell Gibson
Promotion Manager:  San Whitacre
Chief Engineer:  Dick Pooley

KBRS
BREMERTON—1947
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  KBRS, Inc.
Address:  119 4th St.
Phone Number:  827, 231
Air Time:  Unlimited
News Service:  AP
Transcription Service:  World
Pres., Gen. Mgr.:  John Keating
Chief Engineer:  Bert Hallberg

K PUG
BELLINGHAM—1948—MBS-DON LEE
Frequency: 1170 Kc.  Power: 1000 Watts
Owned-Operated By:  KPUG, Inc.
Address:  P. O. Box 655
Business Address:  2340 E. Sunset Dr.
Transmitter Address:  2340 E. Sunset Dr.
Air Time:  6 a.m.-M.
News Service:  AP
Transcription Service:  Associated
Pres., Gen. Mgr.:  Robert E. Pollock
Commercial Manager:  K. Clark
Program Director:  Jeanne Kruzner

KVOS
BELLINGHAM—1927—ABC
Frequency: 790 Kc.  Power: 1000 Watts
Owned-Operated By:  KVOS, Inc.
Bus. Studio Address:  1321 Commercial St.
Phone Number:  Bellingham 790
Transmitter Location:  Yew St.
Air Time:  6 a.m.-M.
News Service:  UP
Transcription Service:  Long-Worth, MacGregor
Representative:  McGillivra, Keating
Membership:  NAB
President, General Mgr.:  Rogan Jones
Research Director:  Jack Clarke
Sales Prom. Mgr.:  Jack Clarke
Pgm. Dir.:  Alan Miller
Prod., Musical Dir.:  Jack Fears
Chief Engineer:  Ernest Harper
Farm Editor:  Hal Reeves

KELA
CENTRALIA-CHEHALIS—1937
MBS-KBS
Frequency: 1470 Kc.  Power: 1000 Watts
Owned-Oper. By:  Central Bstg. Corp.
Business Address:  P. O. Box 720, Centralia:  P. O. Box 827, Chehalis
Phone Numbers:  Centralia 6-3321.
Chehalis 721
Studio Address:  On Hway. 99 midway bet. Centralia & Chehalis
Air Time:  6 a.m.-M.
News Service:  AP
Representative:  John Keating, W. S. Grant
Membership:  NAB
President:  Mabel A. McGwinn
Gen. Station Manager:  Joe Chytil
Sec.-Treas.:  Robert Pinley
Production Manager:  Carlos Rivas
Chief Announcer:  Gary Clune
Chief Engineer:  John L. Kelley
**W A S H I N G T O N**

**KXLE**
ELLENSBURG—1946—PNB
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Central Washington Bcastrs.
Business Address: Box 600
Phone Number: 2-1240
Studio-Transmitter Location: Route 1
Air Time: 6:30 a.m.-10 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker, Tracy-Moore
President: Goodwin Chase, Jr.
Station Manager: Joe Kendell
Commercial Manager: Darrel Burns
Program Director: Don Revelacqua
Chief Announcer, Farm Editor: Joe Jaeger
Chief Engineer: Jack Hemingway

**KRKO**
EVERETT—1922—MBS-DON LEE
Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: KRKO Bldg.
Phone Number: Cedar 1144
Air Time: 6 a.m.-M.
News Service: UP
Representative: Joseph Hershey McGivlva
John Keating
Membership: NAB, BMB
Program Director: Earl Gerdon
Chief Engineer: Dave Foley

**KELS**
KELSO—1949
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Northwest Public Services
Address: P. O. Box 90
Phone Number: 4900
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol, Standard
President: Roscoe A. Day, Jr.
General Manager: Claire O. Banks
Commercial Manager: Johnny Carlson
Program Director: Norman A. Wallace
Promotion Manager: Russell L. Conrad
Chief Engineer: John E. Holmes

**KWie**
KENNEWICK—1949
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Mid-Columbia Bcastrs.
Address: P. O. Box 437
Phone Number: 6961
Air Time: Unlimited
News Service: AP
Transcription Service: World, Associated
Representative: McHugh

**KSEM**
MOSES LAKE—1947—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KSEM, Inc.
Address: Capistrano Park
Phone Number: 234
Air Time: 7 a.m.-10 p.m.
News Service: UP
Transcription Service: World, Keystone
Representative: W. S. Grant
President: Jessica L. Langston
Gen. Comm. Mgr.: Don G. Bennett
Publicity Director: John Hardy
Program Director: Janet Adriance
Chief Ann., Musical Dir.: Don Maas
Chief Engineer: Roland Kissler
Farm Editor: Ralph Walton

**KRKL**
KIRKLAND—1947
Frequency: 1050 Kc. Power: 250 Watts
Owned-Operated By: East Side Bcastg. Co.
Business-Studio Address: Civic Center Daytime
Air Time: 6:30 a.m.-10 p.m.
General Manager: F. L. Thornhill

**KWLK**
LONGVIEW—1938—MBS-DON LEE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Twin City Bcastg. Corp.
Business-Studio Address: 14th & Hudson
Phone Number: Longview 1500
Transmitter Location: Ocean View Hwy.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Associated, World
Representative: W. S. Grant, John Keating
Membership: NAB, BMB
Pres., Gen-Sta. Mgr.: C. O. Chatterton
Commercial Manager: Jim Waggoner
Program Director: Ellen Hammond
Production Director: Bob Moran
Publicity Director: F. Chatterton
Chief Engineer: Ralph Brown

**KBRC**
MOUNT VERNON—1946
Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Operated By: Beckley Radio Co.
Business-Studio Address: P. O. Box 240
Phone Number: 8955
Transmitter Location: ½ Mi. W. of city
Air Time: 6 a.m.-sunset

Manager, Partner: Hal A. Clark
Partner, Comm. Mgr.: D. E. Seeley
Pgm. Dir., Partner: M. E. Johnston
Promotion Manager: Ken Waddell
Chief Engnr., Partner: C. J. McCredie

686
News Service .......................... UP
Transcription Service ........................ Standard
Representative .......................... John Keating
Membership .............................. NAB
General-Station Mgr. ........................ Leo H. Beckley
Commercial Manager ...................... Fred Grant
Prog. Dir., Chief Announcer ............... Bud Clark
Chief Engineer .......................... Orris Vanerstrom
Farm Editor ............................. Marilyn Anderson

KGY
OLYMPIA—1923—MBS
Frequency: 1240 Kc ........................ Power: 250 Watts
Owned-Operated By ......................... KGY
Bus-Studio-Transmitter Address .......... Rockway-Leland Bldg.
Phone Number .......................... 6636
Air Time .................................. 6:30 a.m.-11 p.m.
News Service ............................. UP
Transmission Service ...................... World, Keystone
Representative ........................... W. S. Grant
Membership ............................... NAB, BMB
Gen. Sta. Mgr. ............................. Tom Olsen
Commercial Manager ...................... J. Harris Dorr
Program Director ......................... Elmer I. Holmberg
Chief Engr., Chief Announcer ......... C. A. Roark

KOMW
OMAK—1946
Frequency: 680 Kc ........................ Power: 1000 Watts d.
Owned-Operated By ......................... KOMW, Inc.
Business-Studio Address ................. Box 151
Phone Number .......................... 00
Transmitter Location ...................... Omak
Air Time .................................. Daytime
News Service ............................. UP
Transmission Service ...................... Lang-Worth, Capitol
Representative ........................... John Keating
Membership ............................... NAB, BMB
President ................................. R. L. McNett
Station Manager ......................... Dean Nichols
Commercial Manager ...................... Nat Harris
Program Director ......................... Gene Leslie
Chief Engr., Announcer ................. Kirk W. Springer

KPKW
PASCO—1945
Frequency: 1340 Kc ........................ Power: 250 Watts
Owned-Oper. By .......................... Western Radio Corp.
Address ................................. Pasco
Air Time .................................. Unlimited
Representative ........................... Keating
Manager ................................. A. G. Sanborn

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 .......................... 4437
Air Time .................................. Unlimited
News Service ............................. UP
Transmission Service ...................... World
Representative ........................... John Keating
Membership ............................... NAB
General Mgr. ............................. C. N. Webster

KXRN
RENTON—1947
Frequency: 1220 Kc ........................ Power: 250 Watts d.
Owned-Oper. By .......................... Interlake Bcstdg. Corp.
Business Address ........................ P. O. Box 567
Phone Number .......................... Renton 5-3424
Studio-Transmitter Location .......... 7th Ave. at N. Park
Air Time .................................. Sunrise-sunset
News Service ............................. UP
Transmission Service ...................... World
President, General Mgr. ................. Robert S. McCaw
Program Director ......................... Freddie Jensen
Commercial Manager .................... O. W. Simpson
Chief Engineer ........................... F. C. Cook

KALE
RICHLAND—1949
Frequency: 900 Kc ........................ Power: 250 Watts d.
Owned-Operated By ........................ Yakima Bcstdg. Corp.
Address ................................. P. O. Box 367
Air Time .................................. Sunrise-Sunset
News Service ............................. UP
Station Representative .................... W. S. Grant Co.
Membership ............................... NAB
President ................................. Robert S. McCaw
Pgm., Prod., Pub. Dir., Chief Engr. .. Dave Dorris
Farm Editor ............................. Dick Passage

KING
SEATTLE—1927
Frequency: 1090 Kc ........................ Power: 50,000 Watts
Business-Studio Address ................. Smith Tower
Phone Number .......................... Main 1090
Transmitter Location ..................... Vashon-Maury Island
Air Time .................................. Unlimited
News Service ............................. AP
Transmission Service ...................... Associated
Representative ........................... John Blair
Membership ............................... NAB
Principal Owner .......................... Mrs. A. Scott Bullitt
President ................................. Henry B. Owen
Program Director ......................... Dave Crockett
Chief Engineer ........................... Arthur Shultz

KIRO
SEATTLE—1930—CBS
Frequency: 710 Kc ........................ Power: 50,000 Watts
Owned-Oper. By .......................... Queen City Bcstdg. Co.
WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

WASHINGTON ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Chairman: Patrick J. Cullen—KHQ, Spokane
Secretary: Murlin Spencer—AP Chief of Bureau
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...SENeca 6000
Transmitter Location...Vashon Island
Air Time...Unlimited
News Service...UP
Transcription Service...Associated, Capitol
Representative...Edward Petry
Membership...NAB, BMB
President, General Mgr...O. W. Fisher
Asst. to President...R. D. McCormack
Commercial Manager...Ray Baker
Mgr., Natl. Sales & Sales Serv., Merch.
Prom. Mgr. & Pub. Dir...Richard E. Green
Program Manager...W. W. Warren
Production Mgr...Frederick J. Patterson
Chief Engineer...F. J. Brott

KRSC
SEATTLE—1926
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By...Radio Sales Corp.
Address...2939 Fourth Ave. So.
Phone Number...ELiot 2480
Air Time...6 a.m.-3 a.m.
News Service...AP
Transcription Service...Lang-Worth
Representative...Adam J. Young, Jr.
Membership...NAB
President...P. K. Leberman
Gen., Sta., Comm. Mgr...J. D. Neidigh, Jr.
Program Director...Ted Bell
Chief Engineer...Paul S. Morris

KTVW
SEATTLE—1920
Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By...The First Presbyterian Church of Seattle, Wash.
Address...Seventh Ave. & Spring St.
Phone Number...Mutual 1250
Air Time...Unlimited
President...W. T. Whitney
General Mgr...Dr. F. Paul McConkey
Sta. Mgr...Chief Engineer...James S. Ross
Comm., Sales Prom. Mgr...Don Bevilacqua
Pgm., Prod., Pub. Dir...R. S. Vogt
Chief Announcer...William Lehnoff
Musical Director...Harriet Hendrick

KVIE
SEATTLE—1928—MBS-DON LEE
Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By...Puget Sound Bstg. Co., Inc.
Business Address...Camlin Hotel
Phone Number...SENeca 4848, Seattle;
BROADway 4211, Tacoma
Studio Address...Camlin Hotel, Seattle;
Winthrop Hotel, Tacoma
Transmitter Location...Ellispot, Vashon Island
Air Time...Unlimited
News Service...AP
Transcription Service...Lang-Worth, Thesaurus
Representative...George P. Hollingbery
Membership...NAB, BMB
Pres., Gen-Sta. Mgr...Vernice Irwin
Comm-Sales Prom. Mgr...Earl T. Irwin
Pgm. Dir., Chief Ann...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.,
4th & Pike
Phone Number...SENeca 1000
Transmitter Location...Rhodes Dept. Store,
2nd & Union
Air Time...Unlimited
News Service...AP, UP
Transcription Service...Standard
Representative...Forje
Membership...NAB
President...Wesley I. Dumm
Exec. Vice-President...Lincoln W. Miller
Commercial Managers...R. G. McArdle,
R. A. Kilpatrick
Program Director...Ben Harkins
Chief Engineer...John Dubuque

KFIO
SPOKANE—1922
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By...Spokane Bstg. Corp.
Address...526 Riverside Ave.
Phone Number...Riverside 8033
Air Time...5:45 a.m.-M.
News Service...UP
Transcription Service...World
President...Arthur L. Smith
Gen., Comm. Mgr...R. G. McBroom
Production Director...Dave Gordon
Chief Announcer...Ron Pozzi
Musical Director...Rex King

KGAA
SPOKANE—1933—ABC
Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By...Corp. of Gonzaga U.
Bus-Studio Address...Radio Central Bldg.
Phone Number...MAIN 5383
Transmitter Location...Moran Prairie, Rt. 3
Air Time...Unlimited
News Service...UP
W A S H I N G T O N

Transcription Service .................................................. Standard
Representative .............................................................. Edward Petry
President ................................................................. Franklin E. Cokery, S. J.
Gen. Sta., Comm. Mgr. ................................................... Harvey Wixson
Chief Announcer ......................................................... Hartley Sater
Musical Librarian ....................................................... Shirley Curtis
Chief Engineer ............................................................ A. G. Sparling
Farm Editor ................................................................. Kenneth Hutcheson

KHQ

SPOKANE—1922—NBC
Frequency: 590 Kc.  Power: 5000 Watts
Owned-Operated By ....................................................... KHQ, Inc.
Bus-Studio Address ..................................................... Radio Central Bldg.
Phone Number ............................................................. Main 5131
Transmitter Location ...................................................... 4102 So. Regal
Air Time ................................................................. Unlimited
News Service .............................................................. AP
Transcription Service ..................................................... Capitol, Associated
Representative .............................................................. Katz
Membership .............................................................. NAB, BMB
Pres., Gen-Sta. Mgr. ......................................................... Richard O. Dunning
Comm. Sales Prom. Mgr. ................................................. Robert H. Wesson
Production Director .................................................... Herb Hess
Chief Announcer ............................................................ Richard Godon
Chief Engineer .............................................................. John Walker
Farm Editor ................................................................. Glenn C. Lorang

KNEW

SPOKANE—1947—MBS-DON LEE
Frequency: 1430 Kc.  Power: 5000 Watts
 Owned-Oper. By ............................................................ Coeur d'Alene Bcstg. Co.
Bus-Studio Address ..................................................... Sprague & Wall
Phone Number ............................................................. Riverside 8035
Air Time ................................................................. Unlimited
News Service .............................................................. AP
Transcription Service ..................................................... World
Representative .............................................................. George P. Hollingbery
Membership .............................................................. NAB
President ................................................................. Burl C. Hagadone
General Manager ......................................................... C. E. Rodell
Comm. Sales Prom. Mgr. ............................................... W. C. Rhodes
Pgm. Prom. Dir. .......................................................... Paul Crain
Chief Engineer ............................................................ C. W. Evans

KREM

SPOKANE—1947
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ....................................................... Cole E. Wylie
Address ................................................................. 215 Realty Bldg.
Phone Number ............................................................. Main 3393
Air Time ................................................................. 6:30 a.m.-1 a.m.
News Service .............................................................. AP
Transcription Service ..................................................... Lang-Worth, Cole
Representative ............................................................ Forjoe & Co.
Pres., Gen., Sta. Mgr. ...................................................... Cole E. Wylie
Commercial Manager .................................................... Robert H. Temple
Program Director ....................................................... Erwin W. Thomas

KXLY

SPOKANE—1922—CBS-PNB
Frequency: 920 Kc.  Power: 5000 Watts
Owned-Operated By ....................................................... Symons Bcstg. Co.
Address ................................................................. Main Bldg.
Phone Number ............................................................. Main 1218
Air Time ................................................................. Unlimited
News Service .............................................................. UP
Transcription Service ..................................................... Lang-Worth, MacGregor
Representative .............................................................. Walker
Membership .............................................................. NAB
President, General Manager ............................................. B. E. Crane
Commercial Manager ..................................................... B. E. Woolston
Natl. Sales Manager ...................................................... John Funk
Program Director ......................................................... George McGowan
Chief Engineer .............................................................. George Langford

KMO

TACOMA—1922
Frequency: 1360 Kc.  Power: 5000 Watts
Owned-Oper. By ............................................................. Carl E. Haymond
Bus-Studio Address ..................................................... 914½ Broadway
Phone Number ............................................................. Main 4144
Transmitter Location ...................................................... Colonial Garden Area
Air Time ................................................................. Unlimited
News Service .............................................................. UP
Transcription Service ..................................................... Capitol, Standard
Representative .............................................................. McGillivra, Scott
Membership .............................................................. NAB
Owner, Gen. Mgr. .......................................................... Carl E. Haymond
Station Manager ........................................................... Jerry Geehan
Prog.-Prod. Dir. ........................................................... Ted Knightlinger
Chief Announcer ............................................................ Don Hopkins
Musical Director ........................................................... Andriene Hovde
Chief Engineer .............................................................. John Boor
Farm Editor ................................................................. Claude Doran

KTBI

TACOMA—1941
Frequency: 810 Kc.  Power: 1000 Watts d.
Owned-Operated By ....................................................... Tacoma Bcstgrs., Inc.
Address ................................................................. 2715 Center St.
Phone Number ............................................................. Broadway 2241
Air Time ................................................................. Daytime
News Service .............................................................. UP
Transcription Service ..................................................... Cole, World
Representative .............................................................. IMS
Membership .............................................................. NAB
President ................................................................. Harold J. Quilliam
General Manager .......................................................... Ed Lovelace
Commercial Manager ..................................................... King Mitchell
Program Director .......................................................... Anne Rademaker
Chief Engineer .............................................................. Dick Velo

KVAN

VANCOUVER—1939
Frequency: 910 Kc.  Power: 1000 Watts
Owned-Oper. By ............................................................. Vancouver Radio Corp.
KUJ
WALLA WALLA—1928—MBS
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: KUJ, Inc.
Business-Studio Address: 55 E. Main St.
Phone Number: 1230
Transmitter Location: U. S. Hwy 410 & Sudbury Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus Representative: W. S. Grant, John Keating
Membership: NAB, BMB
President: Sheldon F. Sackett
General-Station Mgr.: Fred F. Chitty
Comm. Manager: Mark F. DeLanuy
Prog.-Prod.-Musical Dir.: Rickey Bras
Pub. Dir., Farm Editor: George Conner
Chief Engineer: Edgar Means

KWNB
WENATCHEE—1948—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Apple-Land Bstgs., Inc.
Bus.-Studio-Transmitter Address: 1119 N. Wenatchee Ave., P. O. Box 1510
Phone Number: 2468
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard Representative: Walter Biddick
Membership: NAB
President: James B. Hatfield
General Manager: James H. "Tex" Lawson
Comm., Sales Prom. Mgr.: Jim Thain
Program Director: William C. Yeomans
Production Director: William Endicott
Publicity Director: Stuart De Laney
Chief Announcer: Louis F. Wolf
Chief Engineer: William McCoy
Farm Editor: Bill Yeomans

KWB
WALLA WALLA—1946—KBS-ABC
Frequency: 1490 Kc. Power: 250 Watts
Bus.-Studio Address: First & Main Sts.
Phone Number: 4103
Transmitter Location: Second & Cordliner
Air Time: Unlimited
News Service: AP
Transcription Service: World
Membership: NAB
President: John W. Kendall
Gen.-Sta.-Comm. Mgr.: Kenneth K. Williams
Promotion Mgr.: Adaline Bussard
Chief Announcer: John Munroe
Chief Engineer: Tyrus T. MacFadden

KPQ
WENATCHEE—1929—ABC
Frequency: 560 Kc. Power: 1000 Watts
Owned-Oper. By: Wescoast Bstgs., Co., Inc.
Bus.-Studio Address: 2nd & Columbia Sts.
Phone Number: 2757
Transmitter Location: Wenatchee & Columbia Rivers Junct.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Associated, World
Representative: Joseph Hershey McGivna,
John Keating
Membership: NAB, BMB
President: Roger Jones
Gen., Sta. Mgr.: James W. Wallace
Commercial Mgr.: Pat O'Halloran
Sales Prom. Mgr., Pgm. Mgr.: Bill Green
Production Director: Emerson Elder
Traffic Manager: Dorothy Lee
Chief Engineer: George Frese
News, Farm Editor: Bill Hoard

KIMA
YAKIMA—1944
CBS-COLUMBIA PACIFIC
Address: Arcade Bldg.
Phone Number: 6197
Studio-Transmitter Location: Terrace Heights
Air Time: 5 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth. Associated Representative: Weed
Membership: BMB
President: A. W. Talbot
Gen., Sta., Sales Prom. Mgr.: R. Lee Black
Program Director: Tom Bostic
Production Director: Wesley R. Roberts
Publicity Director: Jane Mogren
Chief Announcer: Dick Stokke
Chief Engineer: J. Barry Watkinson
News Editor: Ed Morrissey
KIT
YAKIMA—1929—ABC
Frequency: 1280 Kc. Power: 1000 Watts
Owned By: Valley Bcast.
Operated By: Carl E. Haymond
Business-Studio Address: 414 E. Yakima Ave.
Phone Number: 8115
Transmitter Location: Washington Ave.
Air Time: Unlimited
News Service: UP
Transmission Service: Capitol Representative: Joseph Hershey McGillvra
John Keating, McGillvra
Pres., General Mgr.: Carl E. Haymond
Gen., Sta. Mgr.: James A. Murphy
Sales Prom. Mgr., Pub. Dir.: William Moody
Prog.-Prod. Director: James W. Nolan
Chief Announcer: Don White
Musical Director: Harrison A. Miller
Chief Engineer: H. B. Murphy
Farm Editor: Pete Wick

KYAK
YAKIMA—1947—MBS-DON LEE
Frequency: 1400 Kc. Power: 250 Watts
Business Address: P. O. Box 172
Phone Number: 27143
Studio-Transmitter Location: Mead & Fair Aves.
Air Time: Unlimited
News Service: UP
Transmission Service: World Representative: W. S. Grant
Membership: NAB
Pres., Gen. Mgr.: Robert S. McCaw
Comm.-Sales Prom. Mgr., Chief Engr.: Gordon Allen
Publicity Director: Anthony Mautelone
Musical Director: Orey Willert
Farm Editor: Dick Passage

WEST VIRGINIA
Estimated Population 1,941,000—Increase + 2.1%—Radio Homes: 452,000
Radio Families 481,000—Stations in State 34

WJLS
BECKLEY—1939
CBS-PERSONALITY
Frequency: 560 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By: Joe L. Smith, Jr., Inc.
Bus.-Studio Address: WJLS Bldg., Main & Kanawha St.
Phone Number: 7311
Transmitter Location: Routes 19-21, 0.5 Mi. S.E. Beckley
Air Time: Unlimited
News Service: UP
Transmission Service: Cole Representative: Weed Membership: NAB, BMB
President: Joe L. Smith, Jr.
General-Station Mgr.: Virginia N. Cooper
Commercial Manager: George J. Gray
Pgm., Prod. Dir.: R. C. Brown
Chief Announcer: Jack Pevora
Musical Director: Mervyn Amols
Chief Engineer: Al J. Ginkel
Farm Editor: William R. Barrett

WHIS
BLUEFIELD—1928—NBC
Frequency: 1440 Kc. Power: 500 Watts
Business-Studio Address: 623 Commerce St.
Phone Number: 7114
Transmitter Location: Harry Heights
Air Time: Unlimited
General Manager: P. T. Flanagan
Pgm., Pub. Dir.: William Hostetter
Prod.-Musical Dir.: Barnes Nash
Chief Engineer: P. T. Flanagan

**WK O Y**

BLUEFIELD—1948—MBS

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By:  Radio Bluefield Co.
Address:  West Virginian Hotel
Phone Number:  7405
Air Time:  Unlimited
News Service:  UP
Transcription Service:  Associated, Capitol
Pres. Gen. Mgr.:  J. Lindsey Alley
Vice-President:  Odes E. Robinson
Secretary-Treas.:  E. Bernard Jarrett
Program Director:  E. E. Ebersole
Chief Engineer:  Max Blakemore

---

**W C A W**

CHARLESTON—1946—SBN

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By:  Capitol Bstg. Corp.
Business Address:  P. O. Box 2791
Phone Number:  37-503
Studio-Transmitter Location:  16th St. & Maccorkle Ave., S.E.
Air Time:  Unlimited
News Service:  AP
Transcription Service:  Lang-Worth
Representative:  McGillivra
Membership:  NAB
President:  Garland F. Wilkinson
Program Director:  Al Walker
Production Director:  George Oleson
Chief Announcer:  Chet Townsend
Chief Engineer:  William Stone

---

**W C H S**

CHARLESTON—1927—CBS-W. VA.

Frequency: 580 Kc.  Power: 5000 Watts
Address:  WCHS Auditorium
Phone Number:  28-131
Transmitter:  So. Charleston
Air Time:  Unlimited
News Service:  AP, UP
Transcription Service:  Standard
Representative:  Bramham
Membership:  NAB, BMB
President:  Lewis C. Tierney
Promotion Manager:  Harry M. Browley
Production Director:  Frank Anuano
Program Director:  Morton S. Cohn
Chief Engineer:  Odes E. Robinson
Farm Editor:  Frank Welling

---

**W K N A**

CHARLESTON—1946—ABC

PERSONALITY

Owned-Oper. By:  Joe L. Smith, Jr. Inc.
Bus.-Studio Address:  804 Kanawha Blvd.
Phone Number:  39-971
Transmitter Location:  Tyler Mountain Rd.
Air Time:  Unlimited
News Service:  AP
Representative:  Weed
Membership:  BMB
President:  Joe L. Smith, Jr.
Gen. Sta.-Comm. Mgr.:  James T. Quirk
Sales Prom. Mgr.:  Jack Satterfield
Fgm., Prod. Dir.:  Robert N. Provence
Musical Director:  Arlene Johnson
Chief Engineer:  Taylor Marcum

---

**W T I P**

CHARLESTON—1946—MBS

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By:  Chemical City Bstg.
Co.
Bus.-Studio Address:  Capitol & File
Phone Number:  23-135
Transmitter Location:  6 a.m.-1 a.m.
Air Time:  UP
News Service:  AP
Representative:  Forjoe
Membership:  NAB
President:  Gus Zaharis
Gen. Sta., Comm. Mgr.:  Berton Sonis
Program Director:  Bob Bower
Chief Engineer:  Paul Sullivan

---

**W B L K**

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By:  News Publishing Co. of Wheeling
Bus.-Studio Address:  444½ W. Pike St.
Phone Number:  4-7571
Transmitter Location:  Pinnickinnick Hill
Air Time:  Unlimited
News Service:  AP

---

Business-Studio Address:  Empire Bldg.
Phone Number:  37-541
Transmitter Location:  Coal Branch Heights
Air Time:  Unlimited
New Service:  AP
Transcription Service:  Thesaurus
Representative:  Robert Meeker Assoc., Inc.
Membership:  NAB
President:  Richard M. Venable
Gen. Sta. Mgr.:  H. V. Dietsch
Promotion Mgr. Pub. Dir.:  Juanita Barker
Program Director:  C. P. Vogel, Jr.
Production Director:  Charles Coleman
Chief Announcer:  Bill Richards
Chief Engineer:  George Whiteman

---

693
WHAR
CLARKSBURG—1946—MBS-KBS
ABC
Frequency: 1340 Kc. Power: 250 Watts
Address............ 1200 E. Pike St.
Phone Number........ 4-5525-5
Air Time ............ 7 a.m.-M.
News Service ............. UP
Representative........ Joseph Hershey McGilvra
President........... Glarus G. Merrill
Commercial Manager .... F. T. Gregg
Sales Prom. Mgr., Pub. Dir..... Robert Edge
Program Director ......... Janice Williams
Production Director .... Ruth E. Hem
Chief Announcer ......... Frank Berry
Chief Engineer ........... Andrew H. Kovlan

WPDX
CLARKSBURG—1947
Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By .... Clarksburg Bcast. Corp.
Business-Studio Address .... 339 W. Main St.
Phone Number........ 4-8425
Transmitter Location .... 3 1/2 Mi. S. of
Clarksburg on Weston Rd.
Air Time ............ Sunrise-sunset
News Service ............. UP
Transcription Service .... World, Capitol
President........... O. L. Billingsley
Gen., Sta. Mgr. ....... R. C. Warden
Comm., Sales Prom. Mgr. .... Joe M. Larosa
Prog. Dir., Farm Editor .... Dewitt Wyatt
Production Director .... John Peters
Musical Director ......... Ann Van Sickle
Chief Engineer ........... R. D. Hough

WDNE
ELKINS—1948—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By .... West Virginia Radio Corp.
Address............ Washington & Davis Sts.
P. O. Box 967
Phone Number........ 1-300-1
Air Time ............ Unlimited
News Service ............. AP
Transcription Service .... Standard, Keystone
Membership .......... NAB
Station Manager ......... Roger W. Conway
Sales Prom. Mgr. ......... Ambrose F. White
Program Director ......... Robert L. Bragg
Publicity Director ......... Ann Steever
Chief Engineer ........... Edmund Sepe

WMMN
FAIRMONT—1927—CBS
Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By .... Fort Industry Co.
Business-Studio Address .... 208 Adams St.
Phone Number........ 3-1000
Transmitter Location .... Monongah
Air Time ............ Unlimited
News Service ............. UP
Transcription Service .... Cole, Lang-Worth
Representative .......... Katz
Membership .......... NAB, BMB
President........... George B. Storer
V. P., Gen. Mgr. ....... Allen L. Hald
Commercial Manager .... Charles E. Smith
Program Director ......... Frank Lee
Promotion Manager ....... William W. Powell
Chief Engineer ........... Joseph C. Strelauksi

VVVW
FAIRMONT—1947—MBS
ABC-SBN- ATLANTIC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By .... Fairmont Bcast. Co., Inc.
Business-Studio Address .... Radio Park
Phone Number........ 5000-1
Transmitter Location .... Palatine Knob, Radio Pk.
Air Time ............ Unlimited
News Service ............. AP
Transcription Service .... World
Representative .......... Donald Cooke
Membership .......... NAB, FMA
President........... J. Patrick Beacum
Gen., Sta. Mgr. ....... Numa Fabre, Jr.
Comm., Sales Prom. Mgr. .... John F. Watkins
Prog. Dir., Chief Announcer .... Harry A. Riley
Production Director .... Nancy Wheeler
Chief Engineer ........... Charles Hinkle

WHTN
HUNTINGTON—1947
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. .... Greater Huntington Radio Corp.
Business-Studio Address .... 1112 1/2 Fourth Ave.
Phone Number........ 3-9455
Transmitter Location .... Zilman Farm, Overby Rd.
Air Time ............ Daytime
News Service ............. UP
Transcription Service .... Standard
Representative .......... Friedenberg
President........... A. B. Hyman
Gen., Sta. Mgr. ....... George Brenchel
Commercial Manager .... Arnold Silvert
Program Director ......... Dean Storm
Production Director ....... Len Singer
Chief Engineer ........... Harold F. Siurra
—

WEST VIRGINIA

WPLH
HUNTINGTON—

1946—MBS

Power: 250 Walts
Huntington Bcstg. Corp.
Owned-Oper. By
1105 Fourth Ave.
Business-Studio Address
3-3421
Phone Number
Transmitter Location. ... 16th St., W. & Jackson
Ave.
6 a.m.-M.
Air Time
Frequency: 1450 Kc

Hill

p.m.

AP
World
Burn-Smith

NAB, BMB

Co-Partners
C. M. Zinn, C. Leslie Golliday
Gen., Sta. Mgr
C. Leslie Golliday
Pgm. Dir., Chief Anncr
Charles Rand
Production Director
Robert Brown
Chief Engineer
Sterling Heil
.

Capitol
Transit Radio

Representative

a.m.-ll

6:58

Membership

AP

News Service
Transcription Service

Red

Transmitter Location
Air Time
News Service
Transcription Service
Representative

Farm

Edv/ard

Editor

W. Dockeney

NAB

Membership
Pres., Gen.. Sta.

Mgr

Flem

WMON

Evans

Joseph J. Herget
Bernard Sammons

Program Director
Commercial Manager
Sales Prom. Mgr
Chief Engineer

W

J.

Lillian

MONTGOMERY—

Swann

Frequency: 1340 Kc

William R. Haldane

Fayette Associates, Inc.
Box 750, 1028 1st Ave.
620
6 a.m.-M.

HUNTINGTON— 1923

News

ABC-WEST VIRGINIA

Transc iption Service

Power: 5000 Watts

Frequency: 930 Kc
1000 Watts n.

Comm.-Sales Prom. Mgr., Publicity

Inc.

912^2 Third Ave.

Business-Studio Address

Phone Number
28th

St.

& Park

Andrew W.

Director
Prog.-Prod. Dir
Chief Engineer

38-401

Transmitter Location
C. & O. R. R.
Air Time
News Service
Tronscription Service

at

Vickers

James G. Holmes
Campbell J. Craver

WEST VIRGINIA

Unlimited

AP
Long-Worth,

SESAC

WHY

Branham
NAB, BMB

Representative

Membership
President
Gen., Sta. Mgr.

Col.

Commerical Manager
Sales Prom. Mgr., Pub. Dir
Prod, Dir., Chiei Anncr
Pgm., Musical Dir
Chiei Engineer

J.

Marshall Rosene
Tom Garten
Wm. Tracey

BECAUSE— AP members,

Owned-Operated By
& Robert O. Greever

Shimp
Ted Eiland

Bert

n£W3

Leroy Kilpatrick

field;

540
Unlimited

J.

Patrick

Beacom— WWW,

Fairmont

— WKNA,

Treasurer: Joe L. Smith, Jr.
Charleston
Executive Bioard: John A. Phillips—
Charleston; Fred Zimmerman
Clarksburg;
William
Rine

UP

Service
Transcription Service

—

George A. Clinton
WPAR,
Parkersburg
Vice-Presidents: John V. Gelder— WCHS,
Charleston; Pat Flanagan—'WH IS, BluePresident:

Logan

News

to their AP.

W. VA. AP RADIO ASSN.

Power: 250 Walts
Clarence H. Frey

Address
Phone Number
Air Time

the

greatest body of news collectors
in the world today, provide their

WLOG

Frequency: 1230 Kc

AP

IS

THE BEST?

H. Long

LOGAN— 1940

World

WCAW,

—WBLK,
— WWVA,

WEPM

Wheeling

MARTINSBURG— 1946
Owned-Oper. By
Business Address
Phone Number
Studio Address

World
NAB, BMB
Arnold M. Vickers

President

WSAZ,

Owned-Operated By

Frequency: 1340 Kc

AP

Service

Membership

d.;

946—MBS

Power: 250 Watts

Owned-Oper. By
Address
Phone Number
Air Time

S A Z

1

News Committee Chairman: Flem

Evans

WPLH,

Power: 250 Watts
Martinsburg Bcstg. Co.
P. O. Box 874

Huntington
Cooperation Committee

Vogel—WGKV,

1 148
People's Trust Co. Bldg.

^^WEST
595

Chairman:

Charleston

VIRGINIA

Phil


W AJR
MORGANTOWN—1941—MBS-KBS
MOUNTANEER
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By: West Virginia Radio Corp.
Business-Studio Address .... 446 Spruce St.
Phone Number ................. 9488
Transmitter Location ......... 100 Charleston Ave.
Air Time: 6:30 a.m.-1:05 a.m.
News Service: AP
Transcription Service: World
Membership: NAB
President: Austin V. Wood
Sales Prom. Mgr. ............. Lawrence V. Murphy
Program Director: Shermin Grimm
Publicity Director: Barbara O'Brien
Chief Engineer: V. G. Brooks

WOAY
OAK HILL—1946
Frequency: 860 Kc.  Power: 1000 Watts d.
Business Address ......... Oak Hill
Phone Number ... 651
Studio-Transmitter Location ...... 1 Mi. So. of Oak Hill on Hwy. 21
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Membership: NAB, BMB
Chief Engineer: W. Thompson
Production Director: Myrtle McPherson
Pgm. Dir., Chief Annct., Farm Editor: Hugh McPherson

WCOM
PARKERSBURG—1947—ABC
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: Parkersburg Bstg. Co.
Business-Studio Address .... 317 Ninth St.
Phone Number .... 7-4991-2
Transmitter Location ......... New York Ave.
Air Time: 7 a.m.-1:15 a.m.
News Service: Up
Transcription Service: World
Representative: Joseph Hershey M-Gilvra
President: Joseph M. Handlan
General Mgr.: Richard S. Cotteleman
Program Director: Joan Yoke
Chief Engineer: Buford Barickman

WPAR
PARKERSBURG—1935—CBS
Frequency: 1450 Kc.  Power: 250 Watts
Business-Studio Address .... 211 5th St.
Phone Number ................. 75-475
Transmitter Location ......... Route 2
Air Time: 6:30 a.m.-1:05 a.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Branhm
Membership: NAB
President: George H. Clinton
Sales Prom. Mgr. ............. Lawrence V. Murphy
Program Director: Shermin Grimm
Publicity Director: Barbara O'Brien
Chief Engineer: V. G. Brooks

WWYO
PINEVILLE—1949
Frequency: 970 Kc.  Power: 1000 Watts d.
Address: Pineville
Phone Number: 2711
Air Time: Daytime
News Service: UP
Transcription Service: Cole, MacGregor
President: R. D. Bailey
Exec. Vice-Pres.: Jack K. Shipman
Commercial Manager: James J. Goode
Program Director: Charles M. Erhard, Jr.
Chief Engineer: William D. Stone

WLOH
PRINCETON—1947—KBS
Frequency: 1490 Kc.  Power: 250 Watts
Business Address ......... P. O. Box 549
Phone Number .... 567, 1018
Studio-Transmitter Location ...... Lilly Grove
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
President: Harold P. Hunnicutt
Gen. Station Mgr.: Melvin F. Barnett, Sr.
Comm., Sales Prom. Mgr.: James M. Angel
Program Director: James H. Mayes, Jr.
Prod. Dir., Chief Ann: John Duke Bowman
Publicity Director: Margie Huddleston
Musical Director: Mrs. Nancy Crotty
Chief Engineer: Earl H. Graham
Farm Editor: James H. Mayes, Jr.

WRON
RONCEVERTE—1947—MBS-KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: William E. Blake
Address ................................................. Ronceverte
Phone Number ....................................... 300
Air Time ........................................... Unlimited
News Service ......................................... AP
Transcription Service ............................... SESAC
Representative ............................. Joseph Hershey McGillivra
Membership ........................................... NAB, BMB
Pres., Gen. Mgr. .......................... William E. Blake
Commercial Manager ..................... Carl E. Lips
Program Director .......................... John Morrissey
Chief Engineer ............................. Herbert S. Jackson

WB RW
WELCH—1940—MBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By .................................... McDowell Service Co.
Address ........................................... 10 Riverside Drive
Phone Number ..................................... 818
Air Time ........................................... Unlimited
News Service ......................................... AP
Transcription Service ............................... Standard
Membership ........................................... NAB, BMB
President ........................................... J. G. Hunt
Gen. Comm. Mgr. ............................ Ellis Landreth
Program Director .......................... John J. Villani
Chief Engineer ............................. Howard R. King

WH AW
WESTON—1948
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .................................... Lewis Service Corp.
Business-Studio Address ......................... Main Ave.
Phone Number ..................................... 1555
Transmitter Location ............................ East Weston Hill
Air Time ........................................... Unlimited
News Service ......................................... AP
Transcription Service ............................... Associated
Representative ............................ Donald Cooke
President ........................................... Harold McWhorter
Gen.-Comm. Mgr. ............................ Carl Loose
Sales Promotion Manager ........................ Edward Whitehart
Chief Announcer ................................. Robert Hall
Musical Director ............................... Bud Dieckman
Chief Engineer .................................. Roscoe Baily

WH LL
WHEELING—1949
Frequency: 1600 Kc.  Power: 1000 Watts d.
Owned-Operated By ................................. Wheeling Bstg. Co.
Address ........................................... Box 989
Phone Number ..................................... 6700
Air Time ........................................... Daytime
News Service ......................................... UP
Transcription Service ............................... Capitol
Owners ............................................. K. H. Forney, G. A. Forney,
E. L. Freeman
Gen. Mgr., Chf. Engr. ......................... K. H. Forney
Program Director .............................. Edward G. Trisler

WK WK
WHEELING—1941—ABC
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By .............................. Community Bstg., Inc.
Address ........................................... Pythian Building, 16th & Market Sts.
Phone Number ..................................... 5320
Air Time ........................................... Unlimited
News Service ......................................... UP
Station Representative ........................ Weed
Membership ........................................... BMB
President ........................................... Joe L. Smith, Jr.
Gen. Manager ................................. John E. Reynolds
Commercial Manager ..................... Alfred C. Hilenfeld
Production Manager ...................... J. Alan Jasper
Program Director .......................... Nancy A. Hilmes
Chief Announcer .............................. Ray Vingi
Chief Engineer .............................. Fred A. Baker

WW VA
WHEELING—1926—CBS
Frequency: 1170 Kc.  Power: 50,000 Watts
Owned-Operated By ................................. The Fort Industry Co.
Address ........................................... Hawley Bldg.
Phone Number ..................................... Wheeling 5383
Transmitter Location ............................ St. Clairsville, Ohio
Air Time ........................................... Unlimited
News Service ......................................... AP
Transcription Service ............................... Long-Worth
Representative .................................. Petry
Membership ........................................... NAB, BMB
President ........................................... George B. Storer
V-P., Managing Director ..................... Wm. E. Rine
Sales Promotion Mgr. ....................... Howard W. Meagle
Ass'T Mgr.-Dir. ................................. Paul J. Miller
Program Director .............................. Paul A. Myers
Chief Engineer .............................. Edwin L. Keim

WB TH
WILLIAMSON—1939—MBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By .............................. Williamson Bstg. Corp.
Business Address ................................ Williamson
Phone Number ..................................... 1241-2
Studio-Transmitter Location ................. June 2, Second Ave.
Air Time ........................................... 6 a.m.-M.
News Service ......................................... UP
Transcription Service ............................... World
Membership ........................................... NAB, BMB
President ........................................... Clarence Lovitch
Gen.-Sta.-Comm. Mgr. ....................... Alice Shein
Program Director .............................. John T. Blair, Jr.
Chief Engineer .............................. Robert W. Bollio
WI\SCONSIN

Estimated Population 3,355,000—Increase +6.9%—Radio Homes 941,000
Radio Families 954,000—Stations in State 48

WATK
Antigo—1947
Frequency: 900 Kc. Power: 250 d.
Owned-Operated By: Antigo Bstg. Co.
Address: Antigo-Journal Bldg.
Phone Number: 900
Air Time: Daytime
President: Artemas F. Buner

WHBY
Appleton—1924—MBS
Wisconsin
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WHBY, Inc.
Bus.-Studio-Transmitter Address: 600 So. Lawe St.
Phone Number: 3-6639
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Everett-McKinney
Membership: NAB, BMB
General, Station Manager: Earl H. Ruth
Commercial Manager: W. C. Porsow
Sales Prom. Mgr.: F. Douglas Chingo
Program Director: Robert Petrie
Production Director: Harold Zahorik
Publicity Director: Milton Boehm
Chief Announcer: Harry Krane
Music Director: Cay Brook
Chief Engineer: George Merkl
Farm Editor: Wallace MacBriar

WBEL
Beloit—1948
Frequency: 1380 Kc. Power: 1000 Watts d.
Business-Studio Address: 335 E. Grand Ave.
Phone Number: Col. 1380
Transmitter Location: 900 E. Elmwood Ave.
Air Time: Daytime
News Service: AP
President: Lloyd Burlingham
Program Director: John Rhodes
Chief Announcer: Bob Scholz
Musical Director: Dusty Lee
Chief Engineer: Leo Wilson

WGEZ
Beloit—1948—MBS-Wisconsin
Frequency: 1490 Kc. Power: 100 Watts
Business-Studio Address: Hotel Hilton
Phone Number: College 6024
Transmitter Location: Dearborn Ave.
Air Time: 6:00 a.m.-M.
News Service: AP
Transcription Service: Capitol, RCA Thesaurus
Representative: William G. Rambeau
President: Sidney H. Bliss
General Manager: Vern W. Williams
Commercial Manager: Bill Bessire
Chief Engineer: Harold Winkenwerder

WBIT
Eau Claire—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WBIT, Inc.
Bus.-Studio-Transmitter Address: 609 Cameron St.
Phone Number: 5111-2
Air Time: Unlimited
News Service: UP
Transcription Service: World
President, General Mgr.: James J. Conroy
Station Manager: Alvin Britz
Prod.-Prog. Dir.-Chf. Annr., Williard S. Jackson
Chief Engineer: Claude V. Thomas

WEAU
Eau Claire—1937
NBC-Arrowhead
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Central Bstg. Co.
Business-Studio Address: 203 S. Barstow St.
Phone Number: 6149
Transmitter Location: Seymour Rd.
Air Time: 5:30 a.m.-M.
WDUZ
GREEN BAY—1947—ABC
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: Nicolet Bldg.
Phone Number: Howard 6300
Transmitter Location: Cass St., Town of Preble
Air Time: 6 a.m.-m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Taylor-Boroff
Membership: NAB, BMB
Pres., Sta. Mgr.: Ben A. Laird
General Manager: Robert G. Nelson
Commercial Manager: Forster M. Cooper
Prog.-Prod. Director: Don Arthur
Pub. Dir., Chief Announcer: John R. Kessenich
Musical Director: Roy Hessler
Chief Engineer: Paul C. Tyrrell

WJPG
GREEN BAY—1947—WISCONSIN
Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Oper. By: Green Bay Newspaper Co.
Business Address: Green Bay
Phone Number: Howard 6400
Studio Address: Box 175
Transmitter Location: Bellevue
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Standard
Representative: Rambeau
Membership: NAB, FMA
President: V. I. Minahan
General Manager: A. B. Turnbull
Business Manager: Joseph Horner
Station Manager: John M. Walter
Commercial Manager: Glen R. Holmlecht
Program Director: Russ Wido
Publicity Director: Ann Weizenegger
Musical Director: Vi Grovin
Chief Engineer: Elmo Reed
Farm Editor: Les Sturmer

WCLO
JANESVILLE—1930
MBS-WISCONSIN
Frequency: 1360 Kc. Power: 250 Watts
Owned-Oper. By: Southern Wisconsin Radio, Inc.
Business-Studio Address: 200 E. Milwaukee St.
Phone Number: 3311
Transmitter Location: 1436 So. Oakhill Ave.
Air Time: 6:30 a.m.-m.
News Service: AP
Transcription Service: World, SESAC, Lang-Worth
Representative: William G. Rambeau
Membership: NAB, BMB
President: Sidney H. Bliss
General Manager: Vern W. Williams

WFRE
EAU CLAIRE—1948
Frequency: 1050 Kc. Power: 1000 Watts d.
Bus.-Studio-Transmitter Address: Rudolph Rd.
Phone Number: 2-1629
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Representative: Forjoe
President: Thomas K. Werner
Program Director: Robert Faeming
Comm., Sales Prom. Mgr.: Richard Werner
Production Director: W. Hill
Chief Engineer: Oscar Sielaff

KFIZ
FOND DU LAC—1922
MBS-WISCONSIN
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KFIZ Bstg, Co.
Bus.-Studio-Transmitter Address: 18 W. First St.
Phone Number: 356
Air Time: 7 a.m.-10:00 p.m.
News Service: UP
Membership: NAB
President: A. H. Lange
Exec. Vice Pres.: Emery W. Martin
General Manager: Lynn N. Fairbanks
Program Director: Lucille Fairbanks
Chief Engineer: Wendell S. Meyers

WBAY
GREEN BAY—1922—CBS
Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: WHBY, Inc.
Business-Studio Address: Bellin Bldg.
Phone Number: Adams 1
Transmitter Location: W. De Pere
Air Time: 5 a.m.-12:00 a.m.
News Service: AP
Representative: Weed
General-Station Mgr.: Haydn R. Evans
Sales Prom. Manager: Lee Stinson
Program Director: Clair Stone
Production Director: Roger Muller
Promotion Director: Karl Gorsche
Chief Engineer: Wallace Stangel


**WLCX**

**LA CROSSE—1947—ABC**

Frequency: 1490 Kc.
Power: 250 Watts
Owned-Operated By: Berman Radio, Inc.
Business-Studio Address: State Bank Bldg.
Phone Number: 4379-671
Transmitter Location: Lang Drive
Air Time: Unlimited
News Service: UP
Transcription Service: Standard
Membership: NAB
President: James J. Conroy
General, Station Manager: Milo Knutson
Commercial Manager: Robert Gaumer
Sales Promotion Mgr.: Newton G. Thompson
Prog. Dir.-Production Mgr.: S. O. Torgerson
Publicity Director: Rosemary Castor
Chief Announcer: Bill Green
Music Director: Glenn Champlin
Chief Engineer: Elphin G. Rinn
Farm Editor: Clifford Lue

**WLDY**

**LADYSMITH—1948—KBS**

**WKBH**

**LA CROSSE—1923—NBC**

Frequency: 1410 Kc.
Power: 5000 Watts
Owned-Operated By: WKBH, Inc.
Business-Studio Address: 409 Main St.
Phone Number: 450
Transmitter Location: Gillette St. nr.
Hwy., 16
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Taylor-Boroff
Membership: NAB, BMB
President, Station Mgr.: Howard Dahl
Program Director: Berenice Callaway
Publicity Director: Paul Ziemer
Chief Engineer: Al Leeman

**WKTY**

**LA CROSSE—1948—MBS**

Frequency: 580 Kc.
Power: 1000 Watts
Owned-Operated By: La Crosse Bstg. Co.
Business-Studio Address: 112 N. 4th St.
Phone Number: 790
Transmitter Location: On Stoddard Rd. Hwy., 53, 4 Mi. So. of La Crosse
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: MacGregor
Representative: Weed
Membership: BMB
Vice- PRES., Gen. Mgr.: Verl Bratron
Asst. Mgr., Prog. Dir.: John Bondeson
Chief Engineer: J. Harold White

**WIBA**

**MADISON—1925—NBC**

Frequency: 1310 Kc.
Power: 5000 Watts
Owned-Operated By: Badger Bstg. Co.
Business-Studio Address: 3800 Regent St.
Phone Number: 3-5311
Transmitter Location: Fitchburg
Air Time: 6 a.m.-M.
News Service: AP, UP
Transcription Service: Thesaurus
Representative: Avery-Knodel
Membership: NAB, BMB
President: William T. Evjue
General Manager: Kenneth F. Schmitt
Business Manager: Howard A. Johnson
Program Director: Robert N. Dick
Chief Engineer: Norman Hahn
Farm Editor: Frank Mayfield
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operated By</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMAM</td>
<td>Marinette</td>
<td>570 Kc</td>
<td>250 watts</td>
<td>M &amp; M Bcstg. Co.</td>
<td>Radio Park</td>
</tr>
<tr>
<td>WIGM</td>
<td>Medford</td>
<td>1490 Kc</td>
<td>250 watts</td>
<td>George F. Meyer</td>
<td>Medford</td>
</tr>
<tr>
<td>WLIN</td>
<td>Merrill</td>
<td>730 Kc</td>
<td>1000 watts</td>
<td>Alvin E. O'Konski</td>
<td>Merrill</td>
</tr>
</tbody>
</table>

**WISC**

**MADISON—1948**

- Frequency: 1480 Kc
- Power: 1000 Watts
- Owned-Operated By: Radio Wisconsin, Inc.
- Business Address: Commercial State Bank Bldg.
- Phone Number: 72588
- Transmitter Location: Seyene Rd., 1 Mi. So. of Madison
- Air Time: Unlimited
- News Service: UP
- Transcription Service: Associated
- Representative: George P. Hollingbery
- President: Morgan Murphy
- Executive Director: W. C. Bridges
- Station Manager: Ralph O'Connor
- Comm. Sales, Prom. Mgr.: Richard Nickeson
- Pgm., Pub. Dir.: Joann Markward
- Prod. Dir.: Jerry Harper
- Chief Announcer: Bob Swanson
- Musical Director: Charles Dickoff
- Chief Engineer: W. M. Greely

---

**WKOW**

**MADISON—1947**

- Frequency: 1070 Kc
- Power: 10,000 Watts d.
- Owned-Operated By: Monona Bcstg. Co.
- Phone Number: Gifford 7100
- Air Time: Unlimited
- News Service: UP
- Transcription Service: World
- Representative: Headley Reed
- President: S. A. Watson
- General Manager: Ralph A. Ammon
- Commercial Manager: Phil Wood
- Program Director: William T. Wagner
- Promotion Manager: Will Sumner
- Chief Engineer: Vincent Vanderheiden

---

**WOMT**

**MANITOWOC—1926**

- Frequency: 1240 Kc
- Power: 250 Watts
- Owned-Operated By: Francis M. Kadow
- Business 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
- Owner, General Mgr.: Francis M. Kadow
- Asst. Mgr., Prog. Dir.: George H. Erdman
- Prod. Dir., Chief Announcer: G. H. Todd
- Publicity Director: Ralph Norman
- Musical Director: El Roy
- Chief Engineer: W. C. Duben

---

**WMAM**

**MADISON—1939**

- Frequency: 570 Kc
- Power: 250 Watts d.
- Bus.-Studio-Transmitter Address: Radio Park
- Phone Number: 2-6631-2-3
- Air Time: Unlimited
- News Service: UP
- Representative: Robert Meeker
- Membership: NAB, MMB
- President: William E. Walker
- General Station Mgr.: Joseph D. Mackin
- Commercial Manager: Howard L. Emich
- Sales Prom. Mgr., Pub. Dir.: Pat Kehoe
- Program Director: Bob Southard
- Chief Engineer: Leo Stewart
- Farm Editor: John Bell
WISN
MILWAUKEE—1922—CBS
Frequency: 1150 Kc.... Power: 5000 Watts
Owned-Operated By...Hearst Radio, Inc.
Bus.-Studio Address...123 W. Michigan St.
Phone Number.... Division 2-3000
Transmitter Location...5001 S. 60th St.
Air Time.... Unlimited
News Service.... INS, UP
Transcription Service....World
Representative.... Katz
Membership.... NAB
Exec. V.P., Gen.-Sta. Mgr...G. W. Grignon
Sales Prom. Mgr., Pub. Dir...George DeGrace
Prog.-Prod. Director...Jack Raymond
Chief Announcer....Mill Brandl
Musical Director...Elmer Krebs
Chief Engineer....Donald A. Weller
Farm Editor....Frances X. Haggerty

WMAW
MILWAUKEE—1948—ABC
Frequency: 1250 Kc.... Power: 5000 Watts
Owned-Oper. By...Midwest Bstg. Co.
Business-Studio Address....723 N. Third St.
Phone Number....2-82154
Transmitter Location...Hales Corners
Air Time.... Unlimited
News Service....UP
Transcription Service...Lang-Worth, Associated Representative
Avery-Knodel
President....Clifford C. Randall
Gen.-Sta.-Comm. Mgr....Jack Bundy
Sales Prom. Mgr., Pub. Dir...Lou Riepenhoff
Program Director...Donald McClellan
Production Director...Hal Walker
Chief Announcer...Joe Andres
Musical Director...Ralph Herman
Chief Engineer...Raymond Host
Farm Editor...Robert Madison

WFOX
MILWAUKEE—1946
Frequency: 860 Kc.... Power: 1000 Watts d.
Owned-Oper. By...Wisconsin Bstg. System, Inc.
Bus.-Studio-Transmitter Address...579 S. 43rd St.
Phone Number....43rd 3-1430
Air Time....Daytime
News Service....UP
Membership....NAB
President....Gerald A. Bartell
Station Manager...John A. Reddy
Chief Engineer....Ralph Evans

WMIL
MILWAUKEE—1947
Frequency: 1290 Kc.... Power: 1000 Watts d.
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....5:45 a.m.-local sunset
News Service...UP
Transcription Service...Lang-Worth, Cole Representative
Forjoe
President....Gene Posner
Gen. Sta. Mgr....Jerome Sill
Commercial Manager...Conrad Rice
Chief Announcer...Robert Bradley
Chief Engineer....Gino Monaco
WISCONSIN

WTMJ
MILWAUKEE—1927—NBC
Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: The Journal Co.
Business Address: 333 W. State St.
Phone Number: MArquette 8-6000
Studio Address: Radio City, 720 E. Capitol Dr.
Transmitter Location: Rt. 4, Box 444, Waukesha
Air Time: Unlimited
News Service: AP
V.P., General Mgr.: Edward Petry
Asst. General Mgr.: L. W. Herzog
Station Manager: R. G. Winnie
Asst. Prom. Mgr.: Bruce Wallace
Program Director: Frank Bignell
Chief Announcer: Bob Heiss
Musical Director: Maurice Kipen
Chief Engineer: William Hebal

WNAM
NEENAH—1947
Frequency: 1280 Kc. Power: 1000 Watts

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.

WISCONSIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION
Chairman Clair Stone—WBAY, Green Bay
Secretary: Wm. A. Weekes—AP Chief of Bureau
Continuing Study Committee Chairman: Clair Stone—WBAY, Green Bay

WOSH
OSHKOSH—1941—ABC
Frequency: 1490 Kc. Power: 250 Watts
 Business-Studio Address: 151 Main St.
 Phone Number: Stanley 4580
 Transmitter Location: 1235 Bowen St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World
 Representative: Donald Cooke
 Exec. Dir. & Senior Partne.: Wm. F. H. Johns, Jr.
 General Manager: George Greeley
 Program Director: Warren Haines
 Musical Director: Pep Babler
 Chief Engineer: William Morton
**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

Studio Address: Poynette, Portage, Beaver Dam, Madison

Air Time: Unlimited

News Service: UP

Transcription Service: Standard, SESAC, Keystone

Representative: Burn-Smith

Pres., Gen-Sta.-Comm. Manager: William C. Forrest

Sales Prom. Mgr.: Doris MacPherson

Prog.-Pub. Director: Sarah Forrest

Chief Announcer: Clifford Connahan

Chief Engineer: L. Stanley Sadler

**WRJN**

RACINE—1926—ABC-WISCONSIN

Frequency: 1400 Kc.
Power: 250 Watts

Owned-Oper. By: Racine Bestg. Corp.

Business Address: 441 Main St.

Phone Number: 4-3311-2

Studio Address: 441 Main St., Racine; 225 W. Mitchell St., Milwaukee

Transmitter Location: Victory & Kentucky Sts., Mt. Pleasant

Air Time: 6:15 a.m.-10 p.m.

News Service: AP

Representative: Walter

Membership: NAB, BMB

President: Frank R. Starbuck

General Manager: Harry R. LePoidevin

Station-Comm. Mgr.: Harold J. Newcomb

Program Director: Lyman Merens

Publicity Director: Amelia French

Musical Director: Orson White

Chief Engineer: F. Lee Dechant

**WOBT**

RHINELANDER—1947—MBS-KBS WISCONSIN

Frequency: 1240 Kc.
Power: 250 Watts

Owned-Operated By: Oneida Bestg. Co.

Business Address: Rhinelander

Phone Number: 1240

Studio-Transmitter Location: Hiway 8, E. Air Time: Unlimited

News Service: UP

Transcription Service: Lang-Worth, World

President: John R. Tomek

General-Comm. Mgr.: Hugh Rowlands

Pgm., Prod. Dir.: Dick Berger

Chief Engineer: Charles Bresette

Farm Editor: Clyde Downing

**WJMC**

RICE LAKE—1939

MBS-ARROWHEAD-NORTHWEST

Frequency: 1240 Kc.
Power: 250 Watts

Owned-Operated By: WJMC, Inc.

Bus.-Studio-Transmitter Address: 1615 S. Main St.

Phone Number: 550

Air Time: Unlimited

Transcription Service: Associated, SESAC

Representative: George P. Hollingbery

Membership: BMB, FMA

President, Gen. Mgr.: W. C. Bridges

Sta., Comm. Mgr.: Greg Rouleau

Program Director: Harry Wills

Production Director: Richard Moore

Chief Announcer: Paul Albrecht

Chief Engineer: Robert Kolsky

**WRCO**

RICHLAND CENTER—1949

Frequency: 1450 Kc.
Power: 250 Watts

Owned-Operated By: Richland Bestg. Co.

Address: P. O. Box 192

Phone Number: 20

Air Time: Unlimited

Transcription Service: Lang-Worth

President: Arthur Overgaard


Pgm., Dir., Prom. Mgr.: R. J. Bodden

**WTCH**

SHAWANO—1948

Frequency: 960 Kc.
Power: 1,000 Watts d.

Owned-Operated By: Shawano County Leader Pub. Co.

Business-Studio Address: 107 E. Green Bay St.

Telephone Number: 668

Transmitter Location: Hiway 29

Air Time: Daytime

News Service: UP

Transcription Service: World

General Manager: Jeanne Heal

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

Transmitter Location: Hiway, 141, 1 Mi. So. of city

Air Time: Unlimited

News Service: AP

Transcription Service: World

Representative: Robert Meeker

Membership: NAB, BMB

704
**W T W T**

**STEVENS POINT—1948**


Transmitter Location: .2 Blocks No. of Stevens Point city limits

Air Time: .Sunrise-sunset

News Service: .UP

Transcription Service: .SESAC

Representative: .Hal Holman

President: .Claire Miller

General-Station Comm. Mgr.: .S. J. Keilpanowski

Program Director: .Frank Kostuck

Publicity Director: .Catherine A. Carew

Chief Announcer: .Vern C. Weegman

Musical Director: .Jeanne Pudraska

Chief Engineer: .Justin Sloniker

**W D S M**

**SUPERIOR—1939—ABC**

Frequency: 1230 Kc. Power: 250 Watts Owned-Operated By: Ridson, Inc. Business Address: 921 Tower Ave. Phone Number: Superior: 4451-2; Duluth: Melrose 7234 or Radison 1230

Studio Addresses: Spalding Hotel, Duluth; National Bldg., Superior

Transmitter Location: Conners Point

Air Time: 6:25 a.m.-11:35 p.m.

News Service: .AP

Transcription Service: .Capitol

Representative: .Free & Peters

Membership: .NAB, BMB

President: .Robert Ridder

General-Station Mgr.: .Carl Bloomquist

Commercial Manager: .Bill Kirby


Program Director: .Lew Martin

Chief Announcer: .James Payton

Chief Engineer: .Melvin Laskey

**W S B R**

**SUPERIOR—1946—KBS**

Frequency: 1490 Kc. Power: 250 Watts Owned-Operated By: WSBR, Inc. Address: 1st & Baxter Phone Number: 4405-6

Air Time: .6 a.m.-M.

News Service: .AP

Transcription Service: .Standard, Keystone

President, General Mgr.: .James J. Conroy

Station Manager: .Arthur C. Robinson

Commercial Manager: .James Brandser

Sales Prom. Mgr., Chief Annr., Dave Martin

Chief Engineer: .Edward B. Grayden

**W A U X**

**WAUKESHA—1946**


Transmitter Location: .R. 1, Waukesha

Air Time: .Sunrise-sunset

News Service: .AP

Transcription Service: .Lang-Worth

Representative: .McGeehan & O'Mara

President: .Carl Taylor

Gen., Sta., Comm. Mgr.: .Miq Figi

Sales Prom. Manager: .Charles E. Williams

Program Director: .Donald Froehlich

Chief Engineer: .Adin Randle

**W S A U**

**WAUSAU—1937—NBC**


Transmitter Location: .Coates Lane R. R. 3

Air Time: .Unlimited

News Service: .AP

Transcription Service: .Thesaurus

Representative: .Edward Petry

Station Manager: .Ben F. Hovel

Program Director: .R. J. Topinka

Musical Director: .LaVerne Peerson

Technical Supervisor: .R. W. Richard

**W F H R**

**WISCONSIN RAPIDS—1940—MBS-WIS.**


Studio Addresses: 141 W. Grand Ave., Wis. Rapids; 120 So. Central, Marshfield; Cor. Main & Third, Stevens Point

Transmitter Location: .1500 Bonow Ave.

Air Time: .Unlimited

News Service: .AP

Transcription Service: .Capitol

Membership: .NAB

President: .Louise F. Huffman


Commercial Manager: .Bruce G. Beichl


Chief Annr., Farm Editor: .Arnie Strope

Chief Engineer: .Bert Zielesch
<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Frequency</th>
<th>Power</th>
<th>Ownership</th>
<th>Address</th>
<th>Phone</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription</th>
<th>Representative</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
<th>Commercial Manager</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription</th>
<th>Representative</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
<th>Commercial Manager</th>
<th>Program Dir.</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVOC</td>
<td>CASPER</td>
<td>1230 Kc.</td>
<td>250 W</td>
<td>Owned-Operated By</td>
<td>KVOC Bstg. Co.</td>
<td>1540 So. Wolcott St., P. O. Box 2090</td>
<td>130</td>
<td>Unlimited</td>
<td>Wolcott St., P. O. Box 2090</td>
<td>Air Time</td>
<td>Jack W. Perry</td>
<td>John R. Bailey, Jr.</td>
<td>Don R. Christopher</td>
<td>Studio-Transmitter Location</td>
<td>1 Mi. N. of City</td>
<td>6 a.m.-11 p.m.</td>
<td>Capitol</td>
<td>E. L. Feiss</td>
<td>Clifford E. Ewing</td>
<td>William Bates</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KOWB</td>
<td>LARAMIE</td>
<td>1340 Kc.</td>
<td>250 W</td>
<td>Owned-Operated By</td>
<td>. The Snowy Range Bstg. Co.</td>
<td>927 P. O. Box 972</td>
<td>4888</td>
<td>AP</td>
<td>Cheyenne 3rd &amp; Evans Ave</td>
<td>Representative</td>
<td>NAB</td>
<td>Tracy S. McCraken</td>
<td>William C. Grove</td>
<td>Transmit Location</td>
<td>W. of City</td>
<td>6:30 a.m.-11 p.m.</td>
<td>AP</td>
<td>W. D. Rawlins</td>
<td>Lynn O. Smith</td>
<td>Gordon Holm</td>
<td>Jack Sneddon</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**WYOMING**

Estimated Population 284,000—Increase +13.4%—Radio Homes 81,000
Radio Families 84,000—Stations in State 12

### KSPR (Casper—1930)

- Frequency: 1470 Kc.
- Power: 1000 Watts
- Owned-Operated By: Donald L. Hathaway
- Business Address: Box 930
- Phone Number: 407, 2083
- Studio-Transmitter Location: 1st & Lennox Sts.
- Air Time: Unlimited
- News Service: UP
- Transcription: World, Lang-Worth, KBS
- Representative: Sears & Ayer
- Membership: NAB, BMB
- President: Jack W. Perry
- General Station Manager: John R. Bailey, Jr.
- Sales and Promotions Manager: Don R. Christopher
- Program-Production Director: E. L. Feiss
- Publicity Director: Clifford E. Ewing
- Chief Engineer: William Bates

### KVOC (Casper—1946)

- Frequency: 1230 Kc.
- Power: 250 Watts
- Owned-Operated By: KVOC Bstg. Co.
- Business Address: 1540 So. Wolcott St., P. O. Box 2090
- Phone Number: 130
- Air Time: Unlimited
- News Service: AP
- Membership: NAB, BMB
- President: Jack W. Perry
- General Station Manager: John R. Bailey, Jr.
- Sales and Promotions Manager: Don R. Christopher
- Program-Production Director: E. L. Feiss
- Publicity Director: Clifford E. Ewing
- Chief Engineer: William Bates

### KFBC (Cheyenne—1940)

- Frequency: 1240 Kc.
- Power: 250 Watts
- Owned-Operated By: Frontier Bstg. Co.
- Business Address: Plains Hotel
- Phone Number: Cheyenne 4461
- Transmitter Location: 3rd & Evans Ave
- Air Time: 6 a.m.-M.
- News Service: AP
- Representative: McGuilva
- Membership: NAB
- President: Tracy S. McCraken
- Treasurer and General Manager: William C. Grove
- Commercial Manager: Frank Flynn
- Sales Promotions Manager: Max Young
- Program Director: Dale Sunderland
- Production Director: Bob Stockman
- Publicity Director: Margaret O’Brien
- Chief Announcer: Musical Director: Neal Wallace
- Chief Engineer: Harold Roberts

### KODI (Cody—1947)

- Frequency: 1400 Kc.
- Power: 250 Watts
- Owned-Operated By: Absaroka Bstg. Co.
- Address: Box 319
- Phone Number: 444
- Air Time: Unlimited
- News Service: AP
- Transcription Service: World, Lang-Worth
- Membership: NAB
- General Manager: William J. Garlow
- Commercial Manager: Mary Jean LeClere
- Program Director: Chief Engineer: Philip H. Barnhart

### KOVE (Lander—1948)

- Frequency: 1230 Kc.
- Power: 250 Watts
- Owned-Operated By: Edward J. Breen
- Business Address: P. O. Box 436
- Phone Number: 488
- Studio-Transmitter Location: 1 Mi. N. of City, Hiway. 287
- Air Time: 6 a.m.-11 p.m.
- News Service: UP
- Transcription Service: Capital
- General Manager: Frank A. Toomey
- Commercial Manager: Mrs. Ruth Dorr
- Program Director: Chief Announcer: Clay Holm
- Chief Engineer: Gordon Nelson

### KOWB (Laramie—1947—CBS—Inter-Mountain)

- Frequency: 1340 Kc.
- Power: 250 Watts
- Address: P. O. Box 972
- Phone Number: 4888
- Transmitter Location: W. of City, Hiway. 130
- Air Time: 6:30 a.m.-11 p.m.
- News Service: AP
- Transcription Service: Standard
- Representative: W. S. Grant
- President: Fred O. Rice
- General Sales, Promotion Manager: Clem L. Rowlands
- Program Director: Lynn O. Smith
- Chief Announcer: John Steele
- Chief Engineer: Jack Sneddon

### KPOW (Powell—1941)

- Frequency: 1260 Kc.
- Power: 1000 Watts
- Owned-Operated By: A. J. Meyer
WYOMING

KWYO
SHERIDAN—1934
MBS-KBS-INTERMOUNTAIN
Owned-Operated By: Bighorn Bestg. Co.
Business-Studio Address: 21 N. Main
Phone Number: 222—601-2
Transmitter Location: 1½ Mi. N.W. of Sheridan
Air Time: Unlimited
News Service: AP
Transcription Service: SESAC, Cole
Representative: Avery-Knodel
Membership: NAB, BMB
Commercial Manager: Mel Whitmire
Sales Prom. Mgr.: Kenneth Meyer
Fgm., Music Dir.: Mary Meyer

KWRL
RIVERTON—1948
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Joseph P. Ernst
Business Address: Riverton, Box 92
Phone Number: 789—308
Air Time: Unlimited
News Service: AP
General Manager: Joseph P. Ernst
Commercial Manager: Mildred V. Ernst

KVRS
ROCK SPRINGS—1938
MBS-INTERMOUNTAIN
Frequency: 1360 Kc. Power: 1000 Watts d.,
500 Watts n.
Business-Studio Address: 1307 Wyoming St.
Phone Number: 93—94
Transmitter Location: 2 Mi. N. of City
Air Time: 7 a.m.-11 p.m.
News Service: AP
Transcription Service: Standard
Representative: Avery-Knodel
Membership: NAB, BMB
Pres., Gen., Sta. Mgr.: Joseph P. Ernst
Comm.-Sales Prom. Mgr.: Michael Reid
Pgm., Pub. Dir.: Imogene Parr
Production Director: John Hardaway
Chief Engineer: Archie W. Buchanan

WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS’ ASSOCIATION
Director for Montana: Franz Robischon—KBMY, Billings, Mont.
Continuing Study Committeeman for Wyoming: Ed Peiss—KVOC, Casper
ALASKA

KBYR
ANCHORAGE—1948
Owned-Operated By: Aleutian Bcslrs.
Business-Studio Address: Fourth & B Sts.
Phone Number: Black 395
Transmitter Location: Spenard Rd.
Air Time: Unlimited
News Service: UP
Transmission Service: MacGregor, Capitol
Representative: Donald Cooke
Membership: NAB
Director: Douglas Sparks

KENI
ANCHORAGE—1948—MBS—ABC
DON LEE—NBC
Frequency: 550 Kc. Power: 5000 Watts
Business Address: Box 879
Phone Number: 20301
Satellite Address: 4th Ave. Theatre Bldg.
Transmitter Location: Sunset Drive
Air Time: Unlimited
News Service: AP, UP
Transmission Service: Capitol
Representative: Gilbert A. Wellington
President: Austin E. Lathrop
General Manager: Alvin O. Bransfield
Commercial Manager: Arvid Erickson
Pgm., Musical Dir.: Richard Greuel
Production Director: Don McCune
Chief Engineer: Jay Bickel

KFQD
ANCHORAGE—1924—CBS—NBC
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: William J. Wagner
Business-Studio Address: 830 Securities Bldg., Seattle, Wash.
Phone Number: Seneca 6333
Air Time: Unlimited
News Service: AP
Transmission Service: Lang-Worth
Representative: Pan American, Scott
Owner: William J. Wagner
Manager: Ken Laughlin
Commercial Manager: Jay Stauter
Program Director: James Chadwick
Promotion Manager: R. L. Strock
Chief Engineer: Charles Mohler

KFAR
FAIRBANKS—1939—MBS—NBC
Frequency: 660 Kc. Power: 10,000 Watts
Owned-Operated By: Midnight Sun Bcstg. Co.
Business-Studio Address: Lathrop Building
Phone Number: East 380
Transmitter Location: Farmers Loop Road
Air Time: 6:30 a.m.-12 M.
News Services: AP and UP
Transmission Service: Capitol
Representative: Gilbert A. Wellington
President: Austin E. Lathrop
General Manager: Alvin O. Bransfield
Commercial Manager: Arvid Erickson
Pgm., Musical Dir.: Richard Greuel
Production Director: Don McCune
Chief Engineer: Jay Bickel

KFRB
FAIRBANKS—1948—CBS—NBC
ALASKA
Frequency: 1230 Kc. Power: 1,000 Watts
Owned-Operated By: William J. Wagner
Bus-Studio Address: 830 Securities Bldg., Seattle, Wash.
Phone Number: Seneca 6333
Transmitter Location: 2 Mi. N. of city
Air Time: Unlimited
News Service: AP
Transmission Service: Lang-Worth
Representative: Pan-American, Scott
Owner: William J. Wagner
Station Manager: Jim Fletcher
Commercial Manager: Wm. Chase
Program Director: John McCulill
Chief Engineer: Robert W. Porter
KINY
JUNEAU—1935—CBS—NBC
ALASKA
Program Director ....................... Jim Kemp
Chief Engineer ......................... Robert Mehan
Frequency: 1460 Kc. . Power: 5,000 Watts
Owned-Operated By ................... William J. Wagner
Business-Studio Address ............. 830 Securities Bldg., Seattle, Wash.
Phone Number ......................... Seneca 6333
News Service .......................... AP
Transcription Service .................. Lang-Worth
Representative ......................... Pan American, Scott
Owner ................................. William J. Wagner
Station Manager ...................... John Ashpaugh
Commercial Manager ................. Robert Druxman
Program Director .................... Richard Peter
Promotion Manager ................... Norman Weeks
Chief Engineer ....................... Charles Gray

KIBH
SEWART—1948—CBS—NBC
ALASKA
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By ................... William J. Wagner
Business-Studio Address ............. 830 Securities Bldg., Seattle, Wash.
Phone Number ......................... Seneca 6333
Air Time ............................... Specified Hours
News Service .......................... AP
Transcription Service .................. Lang-Worth
Representative ......................... Pan American, Scott
Owner ................................. William J. Wagner
Station Manager ...................... Jim Lawson
Chief Engineer ....................... Carl Can Sittert

KTZN
KETCHIKAN—1935
CBS—NBC—ALASKA
Frequency: 930 Kc. . Power: 1000 Watts
Owned-Oper. By ......................... William J. Wagner
Business-Studio Address ............. 830 Securities Bldg., Seattle, Wash.
Phone Number ......................... Seneca 6333
News Service .......................... AP
Transcription Service .................. Lang-Worth
Representative ......................... Pan American, Scott
Owner ................................. William J. Wagner
Station Manager ...................... Tom Durant
Commercial Manager ................. Dorothy Jacobson

KIFW
SITKA—1949—CBS—NBC—ALASKA
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By ................... William J. Wagner
Bus.-Studio Address ................. 830 Securities Bldg., Seattle, Wash.
Phone Number ......................... Seneca 6333
News Service .......................... AP
Transcription Service .................. Lang-Worth
Representative ......................... Pan American, Scott
Owner ................................. William J. Wagner
Operations Manager ................. William Hill
Program Director ..................... R. E. Von Postel, Jr.
Chief Engineer ....................... Carl Van Sittert

ALASKA ASSOCIATED PRESS MEMBERS' ASSOCIATION
President: Robert B. Atwood, Publisher, The Anchorage Times
Chairman for Radio: William J. Wagner, President, Alaska Broadcasting Co.

ALASKA
Why is AP the best?
Because—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.
K H B C
HILO—1936—CBS-HBS
Frequency: 970 Kc. Power: 1000 Watts
Business Address: P. O. Box 1476
Phone Number: 4616-7
Air Time: 6 a.m.-11 p.m.
News Service: UP, INS, AP
Transcription Service: World. Standard
Representative: Free & Peters
Pres., Gen. Mgr.: J. Howard Worrell
Station Manager: C. Tracy Thurston
Commercial Manager: Denzil W. Rose
Chief Engineer: Robert W. Moore

K I P A
HILO—1947—MBS-ALOHA
Frequency: 1110 Kc. Power: 1,000 Watts
Owned-Oper. By: Big Island Bestg. Co., Ltd.
Business-Studio Address: 140 Haili St., P. O. Box 1602
Phone Number: 2177-8
Transmitter Location: 4.5 mi. W. of Hilo
Air Time: 6 a.m.-11:05 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
Pres., Gen. Mgr.: James E. Jaeger
Comm. Mgr.. Pgm. Dir.: Rex Wills, II
Chief Engineer: H. L. Marques

K G M B
HONOLULU—1929—CBS-HBS
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 Worrell
Station-Comm. Mgr.: E. Fitz Donnell, Jr.
Sales Prom. Manager: Faye Johnson
Program Director: Louis T. Dwyer
Chief Engineer: Ernest G. Lindemann

K G U
HONOLULU—1922—NBC
Frequency: 750 Kc. Power: 2,500 Watts
Owned-Operated By: Advertiser Pub. Co., Ltd.
Business Address: P. O. Box 3110
Phone Number: 5-2977
Studio-Transmitter Location: South & Kapiolani

K H O N
HONOLULU—1946—MBS-ALOHA NETWORK
Frequency: 1380 Kc. Power: 5,000 Watts
Owned-Operated By: Aloha Bestg. Co., Ltd.
Business Address: P. O. Box 1380
Phone Number: 9529S
Transmitter-Studio Location: 1810 Makahoe Lane
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth, Capitol, Standard, MacGregor
Representative: Walker
President: R. M. Fitkin
Gen., Std. Mgr.: A. H. Green
Sales Prom., Comm. Mgr.: L. Roy Turner
Program Director: Mrs. Lynn Soon
Chief Engineer: Ira G. Mercer

K P O A
HONOLULU—1946
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: Island Bestg. Co.
Business-Studio Address: Box 3499
Phone Number: 9-5281
Transmitter Location: Kapiolani & Date Sts.
Air Time: Unlimited
News Service: INS
Representative: George F. Hollingsbery
Membership: NAB
Chief Execs.: J. Elof McCaw
John D. Keating
General-Station Mgr.: John D. Keating
Commercial Manager: Sam Styles
Promotion Manager: Gene Miller
Program Director: Hal Lewis
Chief Engineer: Robert Bird

K U L A
HONOLULU—1947—ABC
Frequency: 690 Kc. Power: 10,000 Watts
Bus.-Studio Address: 1525 Kapiolani Blvd.
HAWAII-PUERTO RICO

Phone Number 9-0926
Transmitter Location Wai'alea, Kalamanaole Hwy.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard Rep. Avery-Knodel
Membership NAB
Gen., Comm. Mgr. Jack Burnett
Sta. Mgr., Pgm. Dir. Jock Fearnhead
Sales Prom. Mgr. Ernest Beatie
Production Director Ken Alford
Publicity Director Frank Valenti
Chief Announcer Dick Downle
Musical Director Daniel Kawakami
Chief Engineer R. J. Smith

Phone Number 9-8136
Air Time 6-11 p.m.
News Service UP
Transcription Service Standard Rep. Walker
Membership NAB
Gen. Manager Charles J. Fern
Sta. Mgr., Pgm. Dir. Raymond K. Sasaki
Chief Engineer Katashi Nose

K M V I
WAILUKU-MAUI—1946
MBS-DON LEE-ALOHA
Frequency: 550 Kc. Power: 1000 Watts
Address Wailuku-Maui
Phone Number 981
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth, Standard.
Cole
Representative Walker
President J. Walter Cameron
General Manager Ezra J. Crane
Comm.-Sales Prom. Mgr. Charles C. Young
Publicity Director Pat Kettelsen
Chief Announcer Marty Sebastian
Chief Engineer Ronald Miyahira

K T O H
LIHUE-KAUAI—1940—MBS-ALOHA
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Garden Island Publ. Ltd.
Bus.-Studio-Transmitter Location Lihue, Kauai
Phone Number Kauai 261, 361
Air Time Unlimited
News Service UP
Transcription Service Standard Rep. Walker
Membership NAB
Station Manager Clarence M. Ashman
Commercial Manager Dwight Mossman
Program Director Jock Fearnhead
Sales Prom. Mgr. Ernest Beatie
Production Director Ken Alford
Publicity Director Frank Valenti
Chief Announcer Dick Downle
Musical Director Daniel Kawakami
Chief Engineer R. J. Smith

W C M N
ARECIBO—1947
Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By Caribbean Bestg. Corp.
Business Address P. O. Box 755
President Aristides Santoni Ledesmo
General Manager Nabal Barreto

W K U M
ARECIBO—1946—ACB
Frequency: 1070 Kc. Power: 10,000 Watts
Owned-Operated By American Colonial Bestg. Corp.

W E N A
BAYAMON—1947
Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By Bayamon Bestg. Co.
Business Address Box 157
Phone Number Bayamon 161
Studio Address Barbara St.
Transmitter Location Catano-Bayamon Rd.
Air Time 6:45 a.m.-10 p.m.
President Dr. A. Diaz Atiles

General Manager...Domingo Diaz Alejandro
Chief Engineer...Juan A. Arias

W R I A
CAGUAS—1947
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Inter-American Radio Corp.
Business Address Caguas
Phone Number 678
Studio Address Corchado Street
Transmitter Location Rio Piedras-Caguas Rd.
Air Time Unlimited
Manager Jose A. Gautier

W V J P
CAGUAS—1947
Frequency: 1110 Kc. Power: 250 Watts
Operated By Borinquen Bestg. Co.
Business Address Box 207
Phone Numbers 789 & 790
Studio Address Calle Ruiz Belvis esq. Acosta
Transmitter Location Kil. O Hec. 5—Road No. 5
Air Time Unlimited
Transcription Service World
Membership NAB
General Manager Hector Pereira Buonomo
Production Manager Ramon Mojica Sola

711
ONE of the most important of all U. S. world markets, Puerto Rico buys drugs and foods, shoes and soap and other U. S. products totalling more than $300 million annually.

And Puerto Rico has more radios per 1000 than any country in the Caribbean. For more U. S. products, ask Rayner.

WAPA covers all Puerto Rico, your $300 million market in the Caribbean.
**WMDD**
FAJARDO—1947
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  Madrazo & Diaz
Business Address:  Munoz Rivero esq. Barcelo, P. O. Box 187
Phone Number: 132
Transcription Service:  Gates
President:  Jose R. Madrazo
Gen. Comm. Mgr.:  Andrew S. Sweet
Program Director:  Mariano Artigas
Promotion Mgr.:  Reinaldo Moreira
Chief Engineer:  Herbert K. Honness

**WXRF**
GUAYAMA—1948
Frequency: 1590 Kc.  Power: 1,000 Watts
Owned-Operated By:  Rafael Fuster
Business-Studio Address:  Hostos St. No. 42
Phone Number: 243
Transmitter Location:  Barrie Santo Domingo
Air Time: 7 a.m.-10 p.m.
President:  Rafael Fuster
Gen. Sta., Comm. Mgr.:  Charles L. Cordero
Pgm., Prod. Dir.:  Jose Colon
Chief Engineer:  Timoteo Rodriguez Quinones

**WAEL**
MAYAGUEZ—1948
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By:  Mario Acosta
Business Address:  Once de Agosta 82
Gen., Sta., Comm. Mgr.:  Mario Acosta
Program Director:  Wallace Ramirez
Production Director:  Mrs. Laura H. Cuebas
Publicity Director:  Alfonso Pagan
Musical Director:  Wallace Ramirez
Chief Engineer:  Luis Freyre
Farm Editor:  Milton David Rivera

**WKJB**
MAYAGUEZ—1946
Frequency: 710 Kc.  Power: 1000 d.; 500 n.
Owned-Operated By:  Jose A. Bechara, Jr.
Business Address:  Box 1293
Phone Number: 983
Studio Address:  59 Minerva St.
Transmitter Location:  Guanajibo Ave.
Route 37
Air Time: 6 a.m.-M.
News Service:  AP
Representative:  Inter-American Publ., Inc.
President:  Jose A. Bechara
General Manager:  Arturo Cortes
Commercial Manager:  Jaime Sanjurjo
Program Director:  Alberto Basora
Promotion Manager:  Rafael Colon Diaz
Chief Engineer:  Henry Fischback

**WORA**
MAYAGUEZ—1944—BBC
Frequency: 1150 Kc.  Power: 1000 Watts
Owned-Oper. By:  Radio Americas Corp.
Business Address:  P. O. Box 43
Phone Number: 1150-1
Studio Address:  1150 Guanajibo Ave.
Transmitter Location:  Off Guanajibo Ave.
Air Time: 6 a.m.-M.
News Service:  AP
Station Mgr.:  Reinaldo DuPont
Commercial Mgr.:  Mrs. Jose Moran
Sales Prom. Mgr.:  Renaldo M. DuPont
Pgm., Prod. Dir.:  Ramon S. Olluecia
Publicity Director:  Miguel Rodriguez
Chief Announcer:  Antonio Accuedo
Chief Engineer:  Jesus A. Brunet

---

**WKJB**

...is a must to cover important western Puerto Rico

because...

710 Kc. is the most favorable frequency in the West.

because...

WKJB gives you complete coverage behind the barrier that the majority of stations in Puerto Rico cannot penetrate.

because...

you will be keeping company with the outstanding programs and the leading advertisers of Puerto Rico.

**MAYAGUEZ, P. R.**

Represented by:
INTER-AMERICAN PUBS., INC.
41 E. 42 St. - New York 17, N. Y.
Tel. MURray Hill 2-0886

713
You Get Effective Listenership Over WIAC Of San Juan, Puerto Rico

Whatever you have to sell to the rich island of Puerto Rico, you will be ahead if you use WIAC of San Juan, the station that gives you a market of 338 million dollars worth of imported merchandise and more than 130,000 radio homes.

Puerto Rico's more than two million American citizens are buying goods and services at a record rate.

WIAC of San Juan delivers a greater audience due to the high quality of its programming and the best signal all over the island.

We invite you to write in for our booklet "Puerto Rico—Rich Port" and other market information.

WIAC
Radio Station WIAC, Inc.
First on all Puerto Rico Dials—5000 watts, 580 Kc.
San Juan, Puerto Rico, U.S.A.

Exclusive Advertising Representatives in
United States and Canada:

Melchor Guzman Company, Inc.
45 Rockefeller Plaza
New York 20, N. Y

Circle 7-0624
Puerto Rico

WPAB  
PONCE—1939  
Frequency: 1370 Kc. Power: 5,000 Watts  
Owned-Operated By: Portorican American Bstg. Co., Inc.  
Business-Studio Address: P. O. Box 786, Villa St.  
Phone Number: 783  
Transmitter Locations: Pampanos Rd.  
Air Time: 6:45 a.m.-10:45 p.m.  
News Service: AP  
Representative: Inter-American Pub’l. Inc.  
Membership: NAB  
President: Carlos C. Claveil  
Gen. Mgr., Treas.: A. Gimenez Aguayo  
Sales Prom. Mgr.: Radames Mayoral  
Program Director: Eliseo Borrello  
Chief Announcer: Luis A. Morales  
Musical Director: Domingo Colon Suris  
Chief Engineer: Alfonso Santos

WPRP  
PONCE—1936  
Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By: Voice of Puerto Rico, Inc.  
Business Address: Box 430  
Phone Number: 1015  
Studio Address: Guadalupe & Salud  
Transmitter Location: Las Cucharas  
Air Time: Unlimited  
Transcription Service: Lang-Worth  
Membership: NAB  
President: Guillermo A. Marques  
General Manager: Ramon Montaner  
Commercial Manager: Antonio Miro  
Program Director: Jose E. Franco  
Chief Announcer: Jose Diaz  
Chief Engineer: Jose Arzuaga

WRIO  
RIO PIEDRAS—1949  
Owned-Operated By: Master Bstg. Corp.  
Address: P. O. Box 1824  
Phone Number: Hato Rey 1096  
Air Time: Unlimited  
Transcription Service: SESAC  
Representative: Collins  
President: I. Q. Vidal  
V.P., Chief Engineer: Julio M. Ortiz  
Commercial Manager: Rafael Q. Vidal  
Program Director: Luis Vigoreau

WWW  
RIO PIEDRAS—1949  
Frequency: 1520 Kc. Power: 250 Watts  
Owner: Frank Gandia

WAPA  
SAN JUAN—1947—ABC-MBS  
Frequency: 680 Kc. Power: 10,000 Watts  
Owned-Oper. By: Jose Ramon Quiñones  
Bus.-Studio Address: 357 Ponce de Leon Ave., P. O. Box 4563  
Phone Number: 3-0100, 3-0109  
Transmitter Location: Guaynabo  
Air Time: 6 a.m.-11 p.m.  
Transcription Service: Theaurus  
Representative: Paul H. Raymer  
Membership: NAB  
Owner: Jose Ramon Quiñones  
Commercial Manager: Segismundo Quiñones  
Pgm., Prod. Dir.: Emilio Navedo  
Publicity Dir.: Jose Arnoldo Meyners  
Chief Announcer: Felix Santiago  
Chief Engineer: Jose A. Fernandez  
Farm Editor: Guillermo Atiles  
(See Page 712)

WIAC  
SAN JUAN—1942  
Frequency: 580 Kc. Power: 5,000 Watts  
Owned-Operated By: Radio Station WIAC, Inc.  
Business Address: Box 4504  
Phone Number: 2-0014  
Studios & Offices: Ponce de Leon 654, Santurce, P.R.  
Transmitter Location: Isla Verde Road  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: Standard  
Representative: Melchior Guzman  
Membership: NAB  
President: Mrs. Enrique Abarca  
General Manager: Tomas Muniz  
Commercial Manager: Enrique Abarca  
Program Director: Eli (Buck) Canel  
Production Manager: Francisco Rodriguez  
Chief Announcer: Osvaldo Velazquez  
Musical Director: Jose Ramirez  
Chief Engineer: Alfonso Sanchez

715
NO, SIR...
WE DO NOT
SELL
TIME

We do sell audience... the biggest audience in Puerto Rico. We also sell coverage...
almost 98% of this great American market.

Superior programming and consistent audience promotion keep the majority of Puerto Rico's radios tuned to 620 Kc. throughout the broadcasting day. Recent impartial surveys indicate that the four top shows in Puerto Rico are broadcast over WKAQ, Puerto Rico's First Station.

We offer you the prestige and know how of the FIFTH OLDEST STATION IN THE WORLD. Twenty-seven years of service to the people of Puerto Rico, have made WKAQ welcome in thousands of homes. Your sales message receives high acceptance in these homes when the "messenger" is an old friend of the family.

WKAQ
RADIO EL MUNDO
San Juan, Puerto Rico

INTER - AMERICAN PUBLICATIONS, INC.
41 East 42nd Street, New York 17, N. Y. — MUrray Hill 2-0886
WIBS
SAN JUAN—1947
Frequency: 740 Kc. Power: 10,000 Watts
Owned-Operated By: Jose E. del Valle
Address: Box 4809
Phone Number: 21-558
Studio Address: 1105 Fernandez Juncos Ave.
Transmitter Location: Sabana Llanca, Toa Baja
Air Time: Unlimited
Transcription Service: Lang-Worth
Station Representative: Pan American Broadcasting Co.
General Manager: Jose E. del Valle
Commercial Manager: Jose Ferreras
Pgm., Prod. Dir.: Jose Luis Torregrosa
Chief Announcer: Hector Ramos
Chief Engineer: Albert D. Sear

WKAQ
SAN JUAN—1922—CBS
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: El Mundo Broadcasting Co.
Business Address: P. O. Box 1072
Phone Number: 2-2023
Studio Address: 1261 Ponce de Leon Ave.
Transmitter Location: Sabana Llanca
Air Time: Unlimited
Transcription Service: Associated
Station Representative: Pan American Broadcasting Co.
General Manager: Jose E. del Valle
Commercial Manager: Domingo Emanueli
Sales Prom. Mgr.: Ray Forner
Program Director: Santiago Garcia
Production Director: Manuel Mendez Ballester
Publicity Director: Ray Forner
Chief Announcer: Juan Llibre
Musical Director: Gladys Pieterz
Chief Engineer: Rafael J. Acosta

WNEL
SAN JUAN—1934—NBC
Frequency: 860 Kc. Power: 5000 Watts
Owned-Operated By: Juan Piza
Business Address: 960 Ponce de Leon Ave.
Phone Number: 2-1300, 2-1309
Studio Address: 258 Brau St.
Transmitter Location: Green Island

WIBS covers Puerto Rico with Programs—with Audiences that Buy!

Your Best Radio Buy In Puerto Rico For Bigger Sales

WIBS
10,000 W
740 KC

REPRESENTED BY: PAN AMERICAN BROADCASTING CO., 330 Madison Ave., N.Y.
Air Time: 6:45 a.m.-11:30 p.m.
Membership: NAB
General Manager: Rodulfo Blanco
Commercial Manager: Roberto Bocanegra

**WITA**
SANTURCE—1948
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Electronic Enterprises, Inc.
Business Address: P. O. Box 3728
Phone Number: 2-4756
Studio Address: N. Y. Dept. Bldg.
Transmitter Location: Villa Caparra
Air Time: Unlimited
News Service: INS
Membership: PRAB
President: V. H. Meador
General Manager: Hector L. Almodovar

**WITR**
SANTURCE—1949
Frequency: 940 Kc. Power: 10,000 Watts
Owned-Oper. By: P. R. Communications Authority
Address: Santurce
Phone Number: 2-3010
Air Time: Unlimited
Transcription Service: World
President: Rafael Marguez
Station Mgr.: Jose A. Buitrago
Program Director: Jose Martinez
Chief Engineer: Pedro Jimenez

In English Radio Programs
Caribbean Area Since 1940

Emily Aull

P. O. Box 4528
SAN JUAN 23, PUERTO RICO

In Puerto Rico Radio
B’casting since 1943

**Warner Aull**

Broadcasts in Spanish, English, Portuguese, and French.
C A N A D A

Stations

CBC

CAB

Alphabetical Index
By Call Letters

Networks

NINETEEN FIFTY
The basic facts about CANADIAN NETWORK RADIO

The moment Canadian Radio enters your advertising plans, you should have this book. It's the only book of its kind! Based on the 1948 Survey of the Bureau of Broadcast Measurement, it puts you completely "in the picture" about Canadian Network Radio Coverage.

You'll find in this concise reference guide:

- Comprehensive breakdown of network circulation by provinces, in the areas covered by the three Canadian Networks—Trans-Canada, French and Dominion.
- Three big, easy-to-read maps, showing locations of basic and supplementary stations of the three Canadian Networks in the markets they serve.
- Population of Canada by provinces, showing the number of households, the number and percentage of English and French-speaking Radio Homes.
- Network Stations, power, frequencies and time zones.

Yes, this book is invaluable to every radio advertiser and agency interested in Canada! Write for a copy now . . . and if you have any additional questions on your mind about the use of Canadian Network Radio, send them along, too. Ask for "Networks Coverage—1949".

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION
354 Jarvis Street
Toronto 5, Ontario

1231 St. Catherine Street West
Montreal 25, Quebec
EXECUTIVES and STAFF

Board of Governors
A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Mrs. T. W. Sutherland, Parksville, B. C.
F. J. Crawford, Toronto, Ont.
Dr. G. D. Steel, Charlottetown, P. E. I.
Dean Adrien Pouliot, Laval University, Que.
John J. Bowlen, Calgary, Alta.
W. H. Phillips, Ottawa, Ont.
(H. M. Palmer, secretary, 140 Wellington St., Ottawa, Ont.)
(one vacancy)

Head Office
Dr. Augustin Frigon, General Manager
(also Radio Canada Bldg., Bishop and Dorchester Sts., Montreal, Que.)
Donald Manson, Assistant General Manager
R. P. Landry, Director of Personnel and Administrative Services
G. W. Richardson, Assistant Director, Personnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Welfare
Marcel Carter, Supervisor of Administrative Services
A. E. Tetu, Chief of Records
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Assistant to Executive-Legal
H. M. Palmer, Secretary to Board of Governors

Commercial Division
E. A. Weir, Commercial Manager
W. E. Powell, Assistant Commercial Manager
W. R. Johnston, Supervisor of Acceptance and Production
Hugh Clark, Sales Representative
T. T. Odell, Sales Representative
L. E. Pegg, Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

National Program Office
Ernest L. Bushnell, Director-General of Programs
Charles Jennings, General Supervisor of Programs
Harry J. Boyle, Program Director Trans-Canada Network
H. G. Walker, Manager, Dominion Network
W. H. Brodie, Supervisor of Broadcast Language
W. J. Dunlop, Supervisor of International Exchange & Institutional Broadcasts
R. S. Lambert, Supervisor of School Broadcasts
Neil M. Morrison, Supervisor of Talks and Public Affairs
D. C. McArthur, Chief News Editor
E. W. Jackson, Traffic Manager
Elizabeth D. Long, Women’s Interests
H. Z. Palmer, Assistant Program Director Trans-Canada Network
A. E. Powley, News Features Editor
H. E. S. Hamilton, Supervising Engineer (Network Operations)
Merchandising
IS THE OTHER
Half of the Battle

If there is any one outstanding characteristic of the member stations of the Canadian Association of Broadcasters it is their realization that making a program sell merchandise involves greater effort than merely putting it on the air.

The local merchants must be sold on the program. The local sales force must be enthusiastic. Everyone connected with the local, privately owned broadcasting station is on their toes to follow up—to insure that every effort is made to make listeners buy.

To a degree unknown anywhere else in the world of radio, the member stations of the "C.A.B." bend every effort to see that merchandise is sold, not merely programs aired.

BRING YOUR PROBLEMS, WITHOUT COST OR OBLIGATION TO

CANADIAN ASSOCIATION OF BROADCASTERS

HEAD OFFICE: 108 Sparks St., Ottawa.
ADVERTISERS SERVICE: 37 Bloor St. W., Toronto.
OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—37 Bloor Street West, Toronto, Ont.

Officers

Manager .......................................................... T. J. Allard
Secretary-Treasurer ........................................... T. Arthur Evans
Dir. Adv. & Station Services ................................. Patrick Freeman
General Counsel .............................................. Joseph Sedgwick, K.C.
Chairman of the Board ....................................... William M. Guild
Honorary President and Vice-Chairman of the Board .... Ralph Snelgrove

Directors

E. Finlay MacDonald, Halifax; Malcolm Neill, Fredericton; Phil Lalonde, Montreal; Dr. Charles Houde, New Carlisle, P. Q.; Harry Sedgwick, Toronto; K. D. Soble, Hamilton; J. O. Blick, Winnipeg; E. A. Rawlinson, Prince Albert, Sask.; George Chandler, Vancouver.

Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.
# STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBA</td>
<td>Sackville, N. B.</td>
<td>732</td>
</tr>
<tr>
<td>CBF</td>
<td>Montreal, Que.</td>
<td>744</td>
</tr>
<tr>
<td>CBG</td>
<td>Gander, Nfld.</td>
<td>733</td>
</tr>
<tr>
<td>CBH</td>
<td>Halifax, N. S.</td>
<td>734</td>
</tr>
<tr>
<td>CBI</td>
<td>Sydney, N. S.</td>
<td>735</td>
</tr>
<tr>
<td>CBJ</td>
<td>Chicoutimi, Que.</td>
<td>744</td>
</tr>
<tr>
<td>CBK</td>
<td>Watrous, Sask.</td>
<td>749</td>
</tr>
<tr>
<td>CBL</td>
<td>Toronto, Ont.</td>
<td>742</td>
</tr>
<tr>
<td>CBM</td>
<td>Montreal, Que.</td>
<td>744</td>
</tr>
<tr>
<td>CBO</td>
<td>Ottawa, Ont.</td>
<td>738</td>
</tr>
<tr>
<td>CBR</td>
<td>Vancouver, B. C.</td>
<td>730</td>
</tr>
<tr>
<td>CBT</td>
<td>Grand Falls, Nfld.</td>
<td>733</td>
</tr>
<tr>
<td>CBV</td>
<td>Quebec, City, Que.</td>
<td>745</td>
</tr>
<tr>
<td>CBW</td>
<td>Winnipeg, Man.</td>
<td>731</td>
</tr>
<tr>
<td>CBX</td>
<td>Edmonton, Alta.</td>
<td>726</td>
</tr>
<tr>
<td>CBY</td>
<td>Corner Brook, Nfld.</td>
<td>733</td>
</tr>
<tr>
<td>CFBAB</td>
<td>Windsor, N. S.</td>
<td>735</td>
</tr>
<tr>
<td>CFAC</td>
<td>Calgary, Alta.</td>
<td>726</td>
</tr>
<tr>
<td>CFAR</td>
<td>Flin Flon, Man.</td>
<td>731</td>
</tr>
<tr>
<td>CFBC</td>
<td>Saint John, N. B.</td>
<td>732</td>
</tr>
<tr>
<td>CFCEF</td>
<td>Montreal, Que.</td>
<td>745</td>
</tr>
<tr>
<td>CFCH</td>
<td>North Bay, Ont.</td>
<td>738</td>
</tr>
<tr>
<td>CFCHN</td>
<td>Calgary, Alta.</td>
<td>726</td>
</tr>
<tr>
<td>CFCO</td>
<td>Chatham, Ont.</td>
<td>736</td>
</tr>
<tr>
<td>CFCY</td>
<td>Charlottetown, P. E. I.</td>
<td>743</td>
</tr>
<tr>
<td>CFGP</td>
<td>Grande Prairie, Alta.</td>
<td>727</td>
</tr>
<tr>
<td>CFIC</td>
<td>Kamloops, B. C.</td>
<td>728</td>
</tr>
<tr>
<td>CFJM</td>
<td>Brockville, Ont.</td>
<td>736</td>
</tr>
<tr>
<td>CFNB</td>
<td>Fredericton, N. B.</td>
<td>732</td>
</tr>
<tr>
<td>CFOR</td>
<td>Orilla, Ont.</td>
<td>738</td>
</tr>
<tr>
<td>CFOS</td>
<td>Owen Sound, Ont.</td>
<td>739</td>
</tr>
<tr>
<td>CFPA</td>
<td>Port Arthur, Ont.</td>
<td>739</td>
</tr>
<tr>
<td>CFPL</td>
<td>London, Ont.</td>
<td>738</td>
</tr>
<tr>
<td>CFPR</td>
<td>Price Rupert, B. S.</td>
<td>729</td>
</tr>
<tr>
<td>CFQC</td>
<td>Saskatoon, Sask.</td>
<td>748</td>
</tr>
<tr>
<td>CFRA</td>
<td>Ottawa, Ont.</td>
<td>738</td>
</tr>
<tr>
<td>CFRB</td>
<td>Toronto, Ont.</td>
<td>742</td>
</tr>
<tr>
<td>CFRN</td>
<td>Edmonton, Alta.</td>
<td>726</td>
</tr>
<tr>
<td>CHAB</td>
<td>Moose Jaw, Sask.</td>
<td>748</td>
</tr>
<tr>
<td>CHAD</td>
<td>Amos, Que.</td>
<td>743</td>
</tr>
<tr>
<td>CHAT</td>
<td>Medicine Hat, Alta.</td>
<td>727</td>
</tr>
<tr>
<td>CHEF</td>
<td>Granby, Que.</td>
<td>744</td>
</tr>
<tr>
<td>CHEX</td>
<td>Peterborough, Ont.</td>
<td>739</td>
</tr>
<tr>
<td>CHFA</td>
<td>Edmonton, Alta.</td>
<td>726</td>
</tr>
<tr>
<td>CHGB</td>
<td>Ste. Anne de La Pocatiere, Que.</td>
<td>747</td>
</tr>
<tr>
<td>CHG</td>
<td>Three Rivers, Que.</td>
<td>747</td>
</tr>
<tr>
<td>CHLO</td>
<td>St. Thomas, Ont.</td>
<td>741</td>
</tr>
<tr>
<td>CHLP</td>
<td>Montreal, Que.</td>
<td>745</td>
</tr>
<tr>
<td>CHLT</td>
<td>Sherbrooke, Que.</td>
<td>747</td>
</tr>
<tr>
<td>CHML</td>
<td>Hamilton, Ont.</td>
<td>737</td>
</tr>
<tr>
<td>CHNC</td>
<td>New Carlisle, Que.</td>
<td>745</td>
</tr>
<tr>
<td>CHNO</td>
<td>Sudbury, Ont.</td>
<td>741</td>
</tr>
<tr>
<td>CHNS</td>
<td>Halifax, N. S.</td>
<td>734</td>
</tr>
<tr>
<td>CHOK</td>
<td>Sarnia, Ont.</td>
<td>741</td>
</tr>
<tr>
<td>CHOV</td>
<td>Pembroke, Ont.</td>
<td>739</td>
</tr>
<tr>
<td>CHRC</td>
<td>Quebec City, Que.</td>
<td>746</td>
</tr>
<tr>
<td>CHRL</td>
<td>Roberval, Que.</td>
<td>746</td>
</tr>
<tr>
<td>CHSJ</td>
<td>Saint John, N. B.</td>
<td>733</td>
</tr>
<tr>
<td>CHUB</td>
<td>Nanaimo, B. C.</td>
<td>728</td>
</tr>
<tr>
<td>CHUM</td>
<td>Toronto, Ont.</td>
<td>742</td>
</tr>
<tr>
<td>CHVC</td>
<td>Niagara Falls, Ont.</td>
<td>738</td>
</tr>
<tr>
<td>CHWK</td>
<td>Chilliwack, B. C.</td>
<td>728</td>
</tr>
<tr>
<td>CJAD</td>
<td>Montreal, Que.</td>
<td>745</td>
</tr>
<tr>
<td>CJAT</td>
<td>Trail, B. C.</td>
<td>729</td>
</tr>
<tr>
<td>CJAV</td>
<td>Port Alberni, B. C.</td>
<td>729</td>
</tr>
<tr>
<td>CJBC</td>
<td>Toronto, Ont.</td>
<td>742</td>
</tr>
<tr>
<td>CJBQ</td>
<td>Belleville, Ont.</td>
<td>735</td>
</tr>
<tr>
<td>CJBR</td>
<td>Rimouski, Que.</td>
<td>746</td>
</tr>
<tr>
<td>CJCA</td>
<td>Edmonton, Alta.</td>
<td>727</td>
</tr>
<tr>
<td>CJCB</td>
<td>Sydney, N. S.</td>
<td>735</td>
</tr>
<tr>
<td>CJCH</td>
<td>Halifax, N. S.</td>
<td>734</td>
</tr>
<tr>
<td>CJCI</td>
<td>Calgary, Alta.</td>
<td>726</td>
</tr>
<tr>
<td>CJCS</td>
<td>Stratford, Ont.</td>
<td>741</td>
</tr>
<tr>
<td>CJDC</td>
<td>Dawson Creek, B. C.</td>
<td>728</td>
</tr>
<tr>
<td>CJEM</td>
<td>Edmundston, N. B.</td>
<td>732</td>
</tr>
<tr>
<td>CJFP</td>
<td>Riviere-Du-Loup, Que.</td>
<td>746</td>
</tr>
<tr>
<td>CJFX</td>
<td>Antigonish, N. S.</td>
<td>734</td>
</tr>
<tr>
<td>CIC</td>
<td>Yorktown, Sask.</td>
<td>749</td>
</tr>
<tr>
<td>CJIB</td>
<td>Vernon, B. C.</td>
<td>730</td>
</tr>
<tr>
<td>CJIC</td>
<td>Sault St. Marie, Ont.</td>
<td>741</td>
</tr>
<tr>
<td>CJKL</td>
<td>Kirkland Lake, Ont.</td>
<td>737</td>
</tr>
<tr>
<td>CJLS</td>
<td>Yarmouth, N. S.</td>
<td>735</td>
</tr>
<tr>
<td>CJNB</td>
<td>North Battleford, Sask.</td>
<td>748</td>
</tr>
<tr>
<td>CJNT</td>
<td>Quebec City, Que.</td>
<td>746</td>
</tr>
<tr>
<td>CJOB</td>
<td>Winnipeg, Man.</td>
<td>731</td>
</tr>
<tr>
<td>CJOC</td>
<td>Lethbridge, Alta.</td>
<td>727</td>
</tr>
<tr>
<td>CJOR</td>
<td>Vancouver, B. C.</td>
<td>730</td>
</tr>
<tr>
<td>CJoy</td>
<td>Guelph, Ont.</td>
<td>736</td>
</tr>
<tr>
<td>CJRL</td>
<td>Kenora, Ont.</td>
<td>737</td>
</tr>
<tr>
<td>CJRW</td>
<td>Summerside, P. E. I.</td>
<td>743</td>
</tr>
<tr>
<td>CJSO</td>
<td>Sorel, Que.</td>
<td>747</td>
</tr>
</tbody>
</table>

724
Call Letters | City | See Page |
---|---|---|
CJVI | Victoria, B. C. | 730 |
CKAC | Montreal, Que. | 745 |
CABI | Prince Albert, Sask. | 748 |
CBL | Matane, Que. | 744 |
CKBW | Bridgewater, N. S. | 734 |
CKCH | Hull, Que. | 744 |
CKCK | Regina, Sask. | 748 |
CKCL | Truro, N. S. | 735 |
CKCR | Kitchener, Ont. | 737 |
CKCV | Quebec City, Que. | 746 |
CKCW | Moncton, N. B. | 732 |
CKDO | Oshawa, Ont. | 738 |
CKEN | Kentville, N. S. | 734 |
CKEY | Toronto, Ont. | 742 |
CKFI | Fort Frances, Ont. | 736 |
CKGB | Timmins, Ont. | 741 |
CKLN | Nelson, B. C. | 728 |
CKFW | Windsor, Ont. | 743 |
CKMO | Vancouver, B. C. | 730 |
CKMR | New Castle, N. B. | 732 |
CKNB | Campbellton, N. B. | 732 |
CKNW | New Westminster, B. C. | 729 |
CKNX | Wingham, Ont. | 743 |
CKOC | Hamilton, Ont. | 737 |
CKOK | Penticton, B. C. | 729 |
CKOV | Kelowna, B. C. | 728 |
CKOX | Woodstock, Ont. | 743 |
CKOY | Ottawa, Ont. | 739 |
CKPC | Brantford, Ont. | 736 |
CKPG | Prince George, B. C. | 729 |
CKPR | Fort William, Ont. | 736 |
CKRC | Winnipeg, Man. | 731 |
CKRD | Red Deer, Alta. | 727 |
CKRM | Regina, Sask. | 748 |
CKRN | Rouyn, Que. | 746 |
CKRS | Jonquiere, Que. | 744 |
CKSB | St. Boniface, Man. | 731 |
CKSF | Cornwall, Ont. | 736 |
CKSO | Sudbury, Ont. | 741 |
CKTB | St. Catherines, Ont. | 739 |
CKTS | Sherbrooke, Que. | 747 |
CKVD | Val D'Or, Que. | 747 |
CKVL | Verdun, Que. | 747 |
CKWS | Kingston, Ont. | 737 |
CKWX | Vancouver, B. C. | 730 |
CKX | Brandon, Man. | 731 |
CKY | Winnipeg, Man. | 731 |
VOCM | St. John's, Nfld. | 733 |

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.

Call on the All-Canada man wherever your campaign plans extend into the Canadian market. He’ll be ready to discuss times and stations: and All-Canada also offers you selection from the world’s largest library of transcribed programs.

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER • CALGARY • WINNIPESG • TORONTO • MONTREAL

725
**ALBERTA**

**CFAC**
CALGARY—1922
CBC TRANS-CANADA SUPP

Frequency: 960 Kc.  Power: 5000 Watts
Owned-Operated By: Calgary Bstg. Co.
Bus.-Studio Address: 1000 Greyhound Bldg.
Phone Number: Renfrew 1036
Air Time: Unlimited
News Service: PN, BUP
Transcription Service: Thesaurus, World.
Associated
Representative: All-Canada, Weed
Membership: C Gab, BMB
President: H. R. Carson
General Manager: A. M. Cairns
Commercial Manager: F. R. Shaw
Production Director: D. MacMillan
Publicity Director: W. C. Paulin
Chief Engineer: E. C. Connor

**CFCN**
CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc.  Power: 10,000 Watts
Owned-Oper. By: The Voice of the Prairies, Ltd.
Bus.-Studio Address: Toronto General Trusts Bldg.
Phone Number: Main 1161
Transmitter Location: 9 Mi. S. of Calgary
Air Time: 6:30 a.m.-M.
News Service: PN, BUP
Transcription Service: Standard, Lang-Worth
Representative: Radio Representatives.
Adam J. Young, Jr.
Membership: C Gab, BMB
President: H. G. Love
Commercial Manager: E. N. McGuire
Program Director: James A. Love
Publicity Director: G. L. Carter
Chief Announcer: Ear Bown
Chief Engineer: Robert Lamb

**CJCK**
CALGARY—1927

Frequency: 1140 Kc.  Power: 1000 Watts
Address: Victory Bldg.
Phone Number: Main 9966
Transmitter Location: Grandview Hts.
Air Time: Unlimited
Representative: Alexander, McGillvra
Transcription Service: SESAC

**CBX**
EDMONTON—1948
CBC TRANS-CANADA

Frequency: 1010 Kc.  Power: 50,000 Watts
Owned-Oper. By: Canadian Bstg. Corp.
Bus.-Studio Address: 713 MacDonald Hotel
Phone Number: 2-9311
Transmitter Location: Lacombe, Alta.
Air Time: Unlimited
News Service: PN, BUP, Reuters
Representative: CBC Commr. Dept.
President (CBC): Dr. Augistine Frigon
Station Manager: D. E. Cameron
Commercial Mgr. (Winnipeg): W. G. Carpenter
Program Director: Ralph L. Horley
Farm Editor: Bob Graham

**CFRN**
EDMONTON—1934
CBC DOMINION

Frequency: 1260 Kc.  Power: 5000 Watts
Owned-Oper. By: Sunwapta Bstg. Co., Ltd.
Business-Studio Address: 109 CPR Bldg.
Phone Number: 22101
Transmitter Location: Jasper Hwy., 2 Mi. W. of Edmonton
Air Time: 6:30 a.m.-M.
News Service: BUP, PN
Transcription Service: Lang-Worth, Standard
Representative: Radio Representatives.
Adam J. Young, Jr.
Membership: C Gab, BMB
Pres., Gen. Mgr.: G. R. A. Rice
Comm.: Sales Prom. Mgr.: A. J. Hopps
Fgm., Prod. Dir.: George A. Duffield
Publicity Director: Audrey J. Hincks
Chief Announcer: Claude Blackwood
Musical Director: Eric C. Candy
Chief Engineer: Frank G. Makepeace
Consulting Engineer: P. Bayley, Toronto

**CHFA**
EDMONTON—1949

Frequency: 680 Kc.  Power: 5000 Watts
Owned-Operated By: Radio Edmonton, Ltd.
**CJOC**

**LETHBRIDGE—1926**

**CBC TRANS-CANADA**

Frequency: 1220 Kc.  Power: 5000 Watts

Owned-Oper. By: Lethbridge Bcastg. Ltd.

Address: 1015 Third Ave. S.

Phone Number: 3161

Transmitter Location: Broxburn, Alberta

Air Time: 6 a.m.-M.

News Service: PN

Transcription Service: Thesaurus, Lang-Worth

Representative: Weed, All-Canada

Membership: CAB, BBM

Pres., General Mgr.: H. R. Carson

Station Manager: William M. Guild

Commercial Manager: Cameron A. Perry

Prog. Manager: George A. Brown

Pub. Director: K. Grant

Chief Announcer: H. Gibson

Chief Engineer: Robert A. Reagh

---

**CJCA**

**EDMONTON—1922**

**CBC TRANS-CANADA SUPP**

Frequency: 930 Kc.  Power: 5000 Watts


Bus.-Studio Address: 452 Birks Bldg.

Phone Number: 26131

Transmitter Location: Ellerslie

Air Time: Unlimited

News Service: AP, PN, BUP

Transcription Service: World, Thesaurus, Standard

Representative: All-Canada, Weed

Membership: CAB

Station Manager: Gerry Gaetz

Assistant Manager: B. L. Barnes

Commercial Manager: Joe MacKenzie

Program Director: Dalt Elton

Promotion Manager: Miss Win Sutton

Chief Engineer: Frank Hollingworth

---

**CFG P**

**GRANDE PRAIRIE—1937**

**CBC TRANS-CANADA SUPP**

Frequency: 1050 Kc.  Power: 1000 Watts

Owned By: Northern Bcastg. Corp., Ltd.

Bus.-Studio Address: 9801 Richmond Ave.

Phone Number: Private Exchange No. 109

Transmitter Location: Clairmont Hwy.

Air Time: 8:30 a.m.-M.

News Service: CP

Transcription Service: Thesaurus, Cole, SESAC

Representative: All-Canada, Weed

Membership: CAB

President: J. E. Thomson

General-Station Mgr.: Arthur J. Ballour

Commercial Manager: Jack E. Soars

Program Director: John Wilson

Publicity Director: Kay Anderson

Chief Announcer: Bill Dunbeck

Musical Director: Joan Bishop

Chief Engineer: Art Williams

---

**CHAT**

**MEDICINE HAT—1946**

**CBC DOMINION SUPP**

Frequency: 1270 Kc.  Power: 1000 Watts


Business-Studio Address: 520 First Ave.

Phone Number: 2821-2-3

Transmitter Location: Royal, Alberta

Air Time: Unlimited

News Service: PN

Transcription Service: Standard

Representative: All-Canada, Weed

Membership: CAB

President: J. H. Yuill

Station-Commercial Mgr.: R. J. Buss

Program Director: Bart Brown

Promotion Manager: Eleanor McDougall

Chief Engineer: Ian Carson

---

**CKRD**

**RED DEER—1949**

**CBC DOMINION SUPP**

Frequency: 1230 Kc.  Power: 250 Watts

Owned-Operated By: Central Alberta Bcastg. Co., Ltd.

Business Address: Red Deer

Air Time: Unlimited

News Service: BUP

Transcription Service: Standard

Representative: Radio Reps., Young


Commercial Manager: Hal Yerxa
CHWK
CHILLIWACK—1927
CBC DOMINION

Frequency: 1230 Kc. Power: 250 Watts
(C.P. 1000 Watts)

Owned-Oper. By: Fraser Valley Bcstrs., Ltd.
Business-Studio Address... 50 Yale Rd. E.
Phone Number .................. 7511-21

Transmitter Location........... Prest Rd.
Air Time ..................... 7 a.m.-11:30 p.m.

Transcription Service .......... Cole
Representative ................ All-Canada, Weed
Membership .................... CAB, BBM
President ..................... C. Casey Wells
Gen. Mgr., Chief Engr. ......... Jack Pilling
Commercial Manager ........... W. G. Teetzel
Sales Prom. Mgr. ............. J. M. MacLaughlin
Farm Editor ................... W. Wally Clarke

CKOV
KELOWNA—1931
CBC TRANS-CANADA

Frequency: 630 Kc. Power: 1000 Watts

Owned-Oper. By: Okanagan Bcstrs., Ltd.
Business-Studio Address ........ 1491 Pender St.
Phone Number .................. 200

Transmitter Location .......... Okanagan Mission, B. C.
Air Time ..................... 6:15 a.m.-M.

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
Farm Editor ................... Ken Shepherd

CFJC
KAMLOOPS—1926
CBC TRANS-CANADA

Frequency: 910 Kc. Power: 1000 Watts

Owned-Oper. By: Kamloops Sentinel, Ltd.
Business-Studio Address........ 310 St. Paul St.
Phone Number .................. 1021

Transmitter Location .......... Kamloops Jct.
Air Time ..................... 6:30 a.m.-11 p.m.

Representative ................ All-Canada, Weed
News Service .................. PN

CKLN
NELSON—1939—CBC
TRANS-CANADA SUPP

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By: News Publishing Co., Ltd.
Address ....................... 711 Radio Ave.
Phone Number .................. 19

Air Time ..................... 7 a.m.-11 p.m.

News Service ................. PN
Representative ................. Stovin, Young, Hunt
Membership .................... CAB
Station Manager ............... A. R. Ramsden
Chief Announcer ............... W. Anderson
Chief Engineer ................ H. J. Worsfold
CKNW
NEW WESTMINSTER—1944
Frequency: 1320 Kc.  Power: 1000 Watts
Owned By: International Bcstg. Co., Ltd.
Operated By:  William Rea, Jr.
Business-Studio Address: 227 Columbia St.
Phone Number: 3000
Transmitter Location: Lulu Island, B. C.
Air Time: 24 Hrs.
News Service: PN
Transcription: Associated, World, Cole
Representative: Forrester, Radio Reps
Natl. Sales Mgr.: MacIntosh MacDonald
Production Manager: Hal Davis
Promotion Manager: Phil Baldwin
Chief Engineer: Bill Collins

CKPG
PRINCE GEORGE—1946
CBC TRANS-CANADA SUPP
Frequency: 550 Kc.  Power: 250 Watts
Owned-Oper. By: Radio Station CKPG, Ltd.
Business-Studio Address: Lyon Bldg.
Phone Number: 140
Transmitter Location: So. Fort George
Air Time: 7 a.m.-11 p.m.
Representative: All-Canada, Weed
Membership: CAB, BBM
President: Frank H. Elphicke
Gen-Station Mgr.: Cecil G. Elphicke
Sales Prom. Mgr.: Jack Carbutt
Pgm., Prod. Dir.: Arthur Hall
Chief Engineer: Ralph E. Spencer

C K O K
PENTICTON—1948
Frequency: 800 Kc.  Power: 250 Watts
Owned-Operated By: CKOK, Ltd.
Business-Studio Address: 152 Main St.
Phone Number: 900
Transmitter Location Addr.: Skaha Lake
Air Time: 6:45 a.m.-11 p.m.
News Service: PN
Transcription Service: Standard
Representative: Radio Reps.
Membership: BBM, CAB
Gen. Manager: J. Reg Beattie
Station Manager: Harry O. Watts
Commercial Manager: Jean Griffiths
Program Director: Vince A. Duggan
Production Director: Jeff Ajello
Chief Engineer: Jim English

C J A V
PORT ALBERNI—1946
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: CJAV, Ltd.
Address: 735 Third Ave. N.
Phone Number: 603-4
Air Time: Unlimited
News Service: PN
Transcription Service: Lang-Worth, Cole
Representative: Radio Representatives
Membership: CAP
Station Manager: Charles J. Rudd
Commercial Manager: K. Hutcheson
Program-Production Dir.: T. Rannie
Publicity Director: Robert J. Hall
Chief Engineer: H. Hollway

CFPR
PRINCE RUPERT—1937
Frequency: 1240 Kc.  Power: 250 Watts
Owned By: Northwest Bcstg. & Service Co., Ltd.
Studio Address: 336 Second Ave., Box 848
Phone Number: 863
Air Time: Unlimited
Representative: Stovin
President: F. E. Batt
Gen.-Sta. Mgr., Chief Engr.: C. H. Insulander
Commercial Mgr.: S. J. Anderson
Program Director: M. Furunes

C J A T
TRAIL—1932—CBC
TRANS-CANADA
Frequency: 610 Kc.  Power: 1000 Watts
Owned-Oper. By: Kootenay Bcstg. Co., Ltd.
Business-Studio Address: 815 Victoria St.
Phone Number: 737
Transmitter Location: Warfield
Air Time: 6:30 a.m.-M.
News Service: PN
Transcription Service: Thesaurus
Representative: All-Canada, Weed
Membership: BBM
President: E. W. Hazlewood
Station Manager: John W. Loader
Commercial Manager: Donald G. Marshall
Program Director: Joseph P. Kobluk
Publicity Director: Marion D. Johnson
Chief Engineer: John D. Hepburn
CBR  
VANCOUVER—1936  
CBC TRANS-CANADA
Frequency: 1130 Kc. Power: 5000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Business-Studio Address:  Hotel Vancouver
Phone Number. MArine 6121
Transmitter Location: Lulu Island
Air Time. Unlimited
News Service: CP, BP, BUP, Reuters
Representative: CBC
President (CBC): Dr. Augustin Frigon
Commercial Mgr. (CBC): E. A. Weir
Program Director: Doug Nixon
Promotion Manager: W. G. Clark
Chief Engineer: A. Hilton

CJOR  
VANCOUVER—1925  
CBC DOMINION
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: CJOR, Ltd.
Business-Studio Address: 846 Howe St.
Phone Number: MArine 6464
Transmitter Location: Lulu Island
Air Time: Unlimited
News Service: BUP, UP, PN
Transcription Service: Thesaurus, UTS
Representative: Stovin, Young
Membership: CAB, BBM
Pres., Gen. Mgr.: George C. Chandler
Commercial Manager: Don Laws
Sales Prom.-Pub. Mgr.: Dorwin Baird
Program Director: Ross Mortimer
Prod., Musical Dir.: Wallie Peters
Chief Engineer: A. H. Chandler

CKMO  
VANCOUVER—1922
Frequency: 1410 Kc. Power: 1000 Watts
Address: 812 Robson St.
Phone Number: MArine 1271-2-3
Transmitter Location: River Rd., Lulu Is.
Air Time: Unlimited
News Service: BUP
Transcription Service: Standard, Associated
SESAC
Representative: Natl. Bcstg. Sales, Cooke
Membership: CAB
President: Mrs. R. J. Sprott
Managing Director: Mrs. K. M. Willis
Station Manager: Mrs. K. M. Willis
Commercial Manager: T. Slattery
Program Director: Mrs. Nina Anthony
Chief Announcer: Wally Garrett
Chief Engineer: M. McKenzie

CKWX  
VANCOUVER—1923—MBS-DON LEE
Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By: Western Bcstg. Co., Ltd.
Business-Studio Address: 543 Seymour St.
Phone Number: MArine 3344
Air Time: Unlimited
News Service: PN, BUP
Transcription Service: Lang-Worth, World
Representative: All-Canada
Membership: CAB, BBM
President: Arthur Holstead
Gen. Station Mgr.: Frank H. Elphicke
Commercial Manager: John L. Sayers
Program Dir.: Laurie Irving
Promotion Manager: Joe Midmore
Chief Engineer: Jack Gordon

CJIB  
VERNON—1947—CBC
DOMINION SUPP
Frequency: 940 Kc. Power: 1000 Watts
Owned-Oper. By: Interior Bcstrs., Ltd.
Business Address: 9350 Barnard Ave.
Phone Number: 900
Transmitter Location: Swan Lake, N. Vernon
News Service: Associated
Transcription Service: Radio Representatives, Cooke
Air Time: 6:30 a.m.-M.
Membership: CAB, BBM
President: J. T. Mutrie
Station Manager: Sid S. Lancaster
Commercial Manager: Blake Crothers
Program Director: Don McGibbon
Production Director: Jim Younie
Musical Director: Dagmar Harry
Chief Engineer: Loren C. Merriman

CJVI  
VICTORIA—1941—DOMINION CBC
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Island Bcstg. Co., Ltd.
Business-Studio Address: 620 View St.
Phone Number: Garden 1947, 8653
Transmitter Location: Portage Inlet
Air Time: 6:30 a.m.-11 p.m.
News Service: PN
Transcription Service: Thesaurus, World
Representative: Weed, All-Canada
President: H. T. Matson
Station Manager: M. V. Chestnut
Commercial Manager: L. Hailberg
Program Director: R. T. Battey
Publicity Director: Miss B. Garnett
Chief Engineer: J. Sommers
MANITOBAN

CK X
BRANDON—1928—CBC DOMINION
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By Western Manitoba Bcstg., Ltd.
Address: 8th St. & Princess Ave.
Phone Number: 4532
Air Time: 7:30 a.m.-11:30 p.m.
Transmission Service: Thesaurus, World
Representative: Cooke
Managing Director: J. B. Craig
Commercial Manager: E. D. Holland
Program Director: Eric Davies
Chief Engineer: Humphrey Davies

CFAR
FLIN FLON—1937—TRANS-CANADA
Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By Arctic Radio Corp., Ltd.
Address: 75 Hill St.
Phone Number: 590
Air Time: Limited
News Service: PN
Transmission Service: Lang-Worth
Representative: Stovin, Young
President: S. J. Beafoy
General Manager: C. H. Witney
Program Director: D. G. Willis
Chief Engineer: Gordon Woodward

CKSB
ST. BONIFACE—1946
Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By Radio St. Boniface, Ltd.
Address: 607 College St.
Phone Number: 20865
Air Time: Unlimited
News Service: BUP
Membership: CAB
Transmission Service: World
Representative: Renaud, McGilvra
Pres., Comm. Mgr.: Roland Couture

CBW
WINNIPEG—1948
CBC TRANS-CANADA
Frequency: 900 Kc. Power: 50,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Business Address: 300 Telephone Bldg.
Phone Number: 922-91
Transmitter Location: Carman
Air Time: 6:45 a.m.-12:45 a.m.
News Service: BUP, PN, Reuters, CP
Representative: CBC
Chairman (CBC): A. D. Dunton
General Manager: Dr. A. Frigon
Regional Representative: J. R. Finlay

Station Manager (CBC) Winnipeg
J. N. Mogridge
Commercial Manager W. G. Carpentier
Publicity Director C. E. L'Ami
Chief Announcer: Maurice Burchell
Chief Engineer: R. D. Cahoon
Farm Editor: Peter B. Whittall

CJOB
WINNIPEG—1946
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Blick Bcstg., Ltd.
Business-Studio Address: Lindsay Bldg.
Phone Number: 926, 374
Transmitter Location: St. Vital
Air Time: 24 Hrs.
News Service: CP, BUP
Transmission Service: World, Thesaurus
Associated Representative: Cooke
Membership: CAB, BBM
President, General Manager: J. O. Blick
Commercial Manager: A. J. Messner
Program Director: George Davies
Chief Engineer: R. V. Durie

CKRC
WINNIPEG—1934—CBC DOMINION
Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Transcanada Communications, Ltd.
Bus.-Studio Address: 300 Carlton St.
Phone Number: 922, 266
Transmitter Location: St. Vital
Air Time: Unlimited
News Service: BUP, PN
Transmission 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. Desourdry
Prog. Dir., Prod. Mgr.: J. M. Hill
Chief Engineer: Bert Hooper

CKY
WINNIPEG—1949
Frequency: 1080 Kc. Power: 5000 Watts
Business Address: 432 Main St.
Air Time: Unlimited
News Service: BUP
Transmission Service: Capitol
Representative: Stovin, Young
General Manager: Lloyd E. Moffat
Commercial Manager: Jack Shortreed

731
NEW BRUNSWICK

CKNB
CAMPBELLTON—1939
CIBC DOMINION

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By: Restigouche Bcstg. Co., Ltd.
Business Address: P. O. Drawer 840
Phone Number: 4-8
Studio Address: 110 Water St.
Transmitter Location: Maple Green
Air Time: Unlimited
Transcription Service: All-Canada
Representative: L. P. Paquet
Membership: CAB, BBM
President: J. Wesley MacDonald
General Manager: Charles H. Houde
Station Manager: Stan Chapnman
Sales Prom. Mgr.: Bill Harper
Program Director: Bob Richards
Chief Engineer: James W. McGillivra, Stovin

CJEM
EDMUNDSTON—1944—CBC
FRENCH SUPP

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Edmundston Radio, Ltd.
Business-Studio Address: 91 Canada Rd.
Phone Number: 296
Transmitter Location: Iroquois
Air Time: 7 a.m.-11:15 p.m.
Transcription Service: World
Representative: Stovin, Young
President: Dr. P. C. Laporte
Station Manager: Maurice Lacasse
Sales Prom. Comm. Mgr.: George Guerrette
Chief Technician: Gerard Levesque

CFNB
FREDERICTON—1923
CBC TRANS-CANADA

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By: James S. Neill & Sons, Ltd.
Business-Studio Address: York St.
Phone Number: 5501
Transmitter Location: New Maryland
Air Time: Unlimited
News Service: BUP, RP
Transcription Service: Thesaurus, Standard, Cole
Representative: All-Canada, Weed
Membership: CAB, BBM
Gen. Sta. Mgr.: Dr. Malcolm Neill
Sales Prom. Manager: C. Austin Moore
Program Director: J. T. H. Fenety
Chief Engineer: Glenn D. Glove

CKCW
MONCTON—1934
CIBC DOMINION

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By: Moncton Bcstg., Ltd.
Business-Studio Address: K. of P. Bldg.
Phone Number: 9111-2-3
Transmitter Location: Cherryfield
Air Time: Unlimited
News Service: BUP, RP
Transcription Service: World, UTS, Lang-Worth
Representative: McGillivra, Stovin
Membership: CAB, BBM
Pres. Gen. Mgr.: F. A. Lynds
Commercial Manager: F. A. Bestall
Program Director: Bob Tabor
Publicity Director: All. T. Parkes
Chief Announcer: Bob Pugh
Chief Engineer: James A. White

CKMR
NEW CASTLE—1949

Frequency: 1340 Kc. Power: 250 Watts
Business Address: Castle St.
Air Time: Unlimited
News Service: PN
Transcription Service: Standard
Representative: Wright
General Manager: Arthur Martin

CBA
SACKVILLE—1939
CBC TRANS-CANADA

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Bus.-Studio Address: 100 Sackville St.
Phone Number: 3-6188
Transmitter Location: Sackville
Air Time: Unlimited
News Service: PN, BUP, CP, Reuter
President: Dr. Augustin Frigon
Regional Prog. Dir.: W. E. S. Briggs
Commercial Manager: E. A. Weir
Promotion Manager: Wyn Rhydwen
Regional Engineer: H. M. Smith

CFBC
SAINT JOHN—1946
CIBC DOMINION

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By: Fundy Bcstg. Co., Ltd.
Business-Studoi Address: 4 Careilon St.
Phone Number: 3-2421
Transmitter Location: Sand Cove Rd.
Air Time: Unlimited
CHSJ
SAINT JOHN—1934
CBC TRANS-CANADA
Frequency: 1150 Kc. Power: 5000 Watts

NEWFOUNDLAND

CBY
CORNER BROOK—1949—CBC
TRANS-CANADA SUPP
Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Corner Brook
Air Time: Unlimited
News Service: CP, PN, BUP, Reuters
Representative: Dr. Augustin Frigon
Commercial Manager (CBC): E. A. Wier
Regional Rep.: William F. Galgay
Station Manager: C. V. Hirtlihy
Promotion Manager (CBC): Ron C. Fraser

CBG
GANDER—1949—CBC
TRANS-CANADA SUPP
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Gander
Air Time: Unlimited
News Service: CP, PN, BUP, Reuters
Representative: Dr. Augustin Frigon
Commercial Mgr. (CBC): E. A. Wier
Regional Rep.: William F. Galgay
Station Manager: A. Barrett
Promotion Mgr. (CBC): Ron C. Fraser

CBT
GRAND FALLS—1949—CBC
TRANS-CANADA SUPP
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Grand Falls
Air Time: Unlimited
News Service: CP, PN, BUP, Reuters
Representative: Dr. Augustin Frigon
Commercial Mgr. (CBC): E. A. Wier
Regional Rep.: William F. Galgay
Station Manager: A. Barrett
Promotion Mgr. (CBC): Ron C. Fraser

CBN
ST. JOHN'S—1949—CBC
TRANS-CANADA SUPP
Frequency: 640 Kc. Power: 10,000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: St. John's
Air Time: Unlimited
News Service: CP, PN, BUP, Reuters
Representative: Dr. Augustin Frigon
Commercial Mgr. (CBC): E. A. Wier
Regional Rep.: William F. Galgay
Station Manager: J. Grace
Promotion Mgr. (CBC): Ron C. Fraser

VOCM
ST. JOHN'S—1936
Frequency: 1000 Kc. Power: 250 Watts
 Owned-Operated By: Colonial Bcstg. System
Business Address: Parade St.
Phone: 2741
Air Time: Unlimited
News Service: PN
Transcription Service: Thesaurus
Representative: Stovin
Managing Director: J. L. Butler
Commercial Manager: M. Shulman
Program Director: J. M. Murdoch
Chief Engineer: W. B. Williams

733
ANTIGONISH—1943
CBC DOMINION
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Atlantic Bxstr., Ltd.
Address: Broadcasting Bldg.
Phone Number: 66
Transmitter Location: New Glasgow Rd.
Air Time: Unlimited
News Service: PN
Transcription Service: United, Lang-Worth
Representative: Natl. Bxstr. Sales, Young
President, General Mgr.: J. Clyde Nunn
Commercial Manager: R. J. Ricketts
Sales Manager: James Burroughs

BRIDGEWATER—1947
CBC TRANS-CANADA SUPP
Frequency: 1000 Kc. Power: 1000 Watts
Owned-Operated By: Acadia Bxstr. Co., Ltd.
Business Address: 399 King St.
Phone Number: 445
Transmitter Location: Hebbville
Air Time: Unlimited
News Service: PN
Transcription Service: Associated
Representative: Radio Representatives, Cooke
Membership: BBM
General-Station Mgr.: John F. Hurtle
Commercial Manager: John S. Harris
Sales Prom. Manager: Lester L. Rogers
Program Director: James A. MacLeod
Publicity Director: Bruce RaFuse
Chief Engineer: Douglas Hurtle

HALIFAX—1944
CBC TRANS-CANADA MARITIME
Frequency: 1330 Kc. Power: 100 Watts
Owned-Operated By: Canadian Bxstr. Corp.
Business-Studio Address: 100 Sackville St.
Phone Number: 3-6188
Transmitter Location: Halifax
Air Time: Unlimited
News Service: BUP, AP, PN, Reuters
Representative: CBC Commercial Div.
General Manager: Dr. Augustin Frigon
Station Manager: S. R. Kennedy
Commercial Manager: E. A. Weir, Toronto
Regional Representative: W. E. S. Briggs
Production Staff: S. K. Appleby
Publicity Director: Wyn Rhydwen, Maritime
Press and Information Rep.
Chief Engineer: H. M. Smith, Maritime
Regional Engineer: A. K. Morrow, Maritime

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: Unlimited
News Service: PN, BUP
Transcription Service: Thesaurus, Lang-Worth
Representative: All-Canada, Weed
President: Andrew W. Robb
Managing Dir.: William Coates Botreth
Station Manager: Gerald Redmond
Comm-Sales Prom. Mgr.: Harry A. L. Stephen
Prog. Dir., Prod. Mgr.: John Funston
Chief Engineer: Arthur H. Greig

HALIFAX—1944
Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: Chronicle Co. Ltd.
Bus.-Studio Address: Lord Nelson Hotel
Phone Number: 3-7311
Transmitter Location: St. Margaret's Bay Rd.
Air Time: Unlimited
News Service: PN
Transcription Service: Standard
Representative: Cooke, Natl Bxstr. Sales
Membership: CAB, BBM
Station Manager: E. Finlay MacDonald
Commercial Manager: C. L. Chambers
Traffic Manager: Howard E. Gerard
Program Director: Donald Loughnane
Chief Engineer: A. Reginald MacWilliams

KENTVILLE—1948
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: Radio Center
Phone Number: Kentville 400
Transmitter Location: Upper Dyke
Air Time: 7 a.m.-9 p.m. (Simultaneous Operation with CFAB, Windsor, N. S.)
News Service: PN
Transcription Service: UTS
All Canada
Representative: Alexander
Membership: CAB, BBM
President, Chief Engr.: Avard M. Bishop
General Manager: J. A. C. Lewis
Prog. Director: Willard A. Bishop
CBI
SIDNEY—1948—CBC
TRANS-CANADA MARITIME
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By Canadian Broadcasting Corp.
Business-Studio Address: 247 Charlotte St.
Phone Number: 4495
Air Time Unlimited
News Service AP, BUP, Reuters, CP
Representative CBC
President (CBC) Dr. Augustin Frigon
Station Mgr. Barry MacDonal
Transmitter Location S. Bar
Comm. Mgr. (CBC) E. A. Wier
Regional Representative W. E. S. Briggs
Publicity Director Wyn Rhyswen
Chief Engineer H. M. Smith

CJCB
SYDNEY—1929—CBC DOMINION
Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By Eastern B-st. s. Ltd.
Business-Studio Address: Radio Bldg.
Phone Number: 5596, 8240
Transmitter Location: So. Bar. Cape Breton
Air Time Unlimited
News Service PN
Transcription Service: Thesaurus, Lang-Worth, World, UTS
Representative All-Canada, Weed
General Manager N. Nathanson
Station Manager C. J. McDougall
Commercial Mgr. J. Marvin Nathanson
Program Director Lloyd MacInnis
Chief Engineer A. E. Vernon

CKL
TRURO—1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Truro Bstg. Co., Ltd.
Business Address: 7 Pleasant St.
Phone Number: 491
Transmitter Location: Onslow
Air Time: 7:30 a.m.-9

CFAB
WINDSOR—1945
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Evanselinc Bstg. Co., Ltd.
Address: Pulsifer Bldg.
Phone Number: Windsor 498
Transmitter Location Falmouth
Air Time 7 a.m.-9 p.m.—(Simultaneous Operation with CKEN, Kentville, N. S.)
News Service PN
Transcription Service UTS
Representative Alexander
Membership CAB, BBM
President, Chief Engr. Avard M. Bishop
General Manager J. A. C. Bishop
Program Director Willard A. Bishop

CJLS
YARMOUTH—1934
CBC DOMINION
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Gateway Bstg. Co., Ltd.
Business Address: Drawer 440
Phone Number: 500
Studio Address: 222 Main St.
Transmitter Location: Brooklyn, Yarmouth
Air Time Unlimited
News Service CP
Transcription Service UTS, All-Canada
Representative All-Canada, Weed
Membership BBM
President, Station Mgr. Laurie L. Smith
Program Director Denny Comlau
Publicity Director Fred Ball
Chief Engineer Donald L. Smith

ONTARIO
CJBQ
BELLEVILLE—1946
CBC DOMINION SUPP
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Quinte Bstg. Co., Ltd.
Business-Studio Address: 11 Victoria Ave.
Phone Number: 3200-1
Transmitter Location: Foxboro Hwy.
Air Time Unlimited
News Service PN
Transcription Service World, Thesaurus
Representative Stovin, Young
Membership CAB, BBM
President A. McLean Haig
Station Manager W. H. Stovin
Commercial Manager J. H. MacDonal
Program Director W. E. Arnold
Publicity Director Scott Hannah
Chief Engineer J. B. Buchanan
CKPC
BRANTFORD—1923
CBC DOMINION SUPP
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Telephone City Best, Ltd.
Address: 49.51 Colborne St.
Phone Number: 3.2664
Transmitter Location: Cockshutt Rd.
Air Time: Unlimited
Transcription Service: World
Representative: J. L. Alexander
President, General Mgr., Mrs. J. D. Buchanan
Commercial Manager: Hugh Bremner
Program Director: Wally Shubat
Chief Engineer: Ken Stewart

CFJ M
BROCKVILLE—1943
CBC DOMINION
Frequency: 1450 Kc. Power: 250 Watts
Owned By: Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address: Revere Hotel
Phone Number: 4.628
Transmitter Location: Prescott Hwy.
Air Time: Unlimited
News Service: BUP
Representative: Stovin, Young
Membership: CAB
Owner, Gen.-Sta.-Comm. Mgr.: Jack R. Radford
Program Director: Pat Byrne
Program Manager: Tom Statham
Chief Engineer: John G. Brasford

CF CO
CHATHAM—1926—CBC DOMINION
Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: John Beardall
Business Address: P.O. Box 277
Phone Number: 2.626
Transmitter Location: William Pitt Hotel
Air Time: Unlimited
News Service: BUP
Transcription Service: Cole
Owner, Gen. Manager: John Beardall
Comm.-Prom. Manager: Peter Kirkey
Program Director: George Sulman
Chief Engineer: Gordon Brooks

CKSF
CORNWALL—1945
CBC DOMINION SUPP
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Standard-Freeholder, Ltd.
Business-Studio Address: 36 Pitt St.
Phone Number: 1.703
Transmitter Location: Toll Gate Rd.
Air Time: Unlimited
News Service: CP
Transcription Service: World
Representative: Stovin, McGillvra
Membership: CAB, BBM
President: Phillip Robertson
Gen., Station-Comm. Mgr.: H. Harrison Flint
Program Director: Howard H. Bradley
Publicity Director: Margaret Gillie
Chief Engineer: Mahlon Clark

CKFI
FORT FRANCES—1944
CBC DOMINION SUPP—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned By: Radio Station CKFI
Bus.-Studio Address: 240 Scott St.
Phone Number: 134.20
Transmitter Location: Pither’s Point Pk.
Air Time: Unlimited
News Service: PN
Transcription Service: Keystone
Representative: Alexander
President: J. G. McLaren
Program Director: Leon Jourard
Chief Engineer: George Bishop

CKPR
FORT WILLIAM—1931
CBC TRANS-CANADA
Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By: Dougall Motor Car Co.
Bus.-Studio Address: 416 Victoria Ave.
Phone Number: 33.477
Transmitter Location: Memorial Ave.
Port Arthur
Air Time: 7:15 a.m.-11:40 p.m.
News Service: PN
Transcription Service: Thesaurus, United
Representative: Stovin, Radio Representatives,
Young, All-Canada, Oakes
Membership: BBM, CAB
President: H. F. Dougall
Commercial Manager: George Jeffrey
Prod. Director: Eldon Wilcox
Chief Engineer: W. T. Ross

CJ OY
GUELPH—1948
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: CJ OY, Ltd.
Business Address: Bond Bldg.
Phone Number: 5.55
Transmitter Location: R.R. 7
Air Time: Unlimited
News Service: PN
Transcription Service: Cole, Long-Worth
Representative: Radio Reps., Cooke
Pres., Station Mgr.: Wallace Slatter
Commercial Mgr.: Frederick T. Metcalf
Program Director: Laurie J. Lohman
Chief Engineer: D. A. Page
CHML
HAMILTON—1927
CAB DOMINION SUPP
Frequency: 900 Kc. Power: 5000 Watts
Business-Studio Address: 848 Main St., E.
Phone Number: 9-2411
Transmitter Location: Vinemount
Air Time: Unlimited
News Service: BUP
Transcription Service: Standard, Associated
Metropolitan, Hunt, Young
Membership: CAB, BBM
President: Kenneth D. Sable
Gen. Station Mgr., Prog. Dir.: Tom Darling
Commercial Manager: W. D. Whitaker
Sales Prom. Mgr., Pub. Dir.: E. S. Stock
Chief Engineers: Hugh Potter, Phil Tahany

CKOC
HAMILTON—1922
CAB TRANS-CANADA SUPP
Frequency: 1150 Kc. Power: 5000 Watts
Co., Ltd.
Bus.-Studio Add.: King William & John Sts.
Phone Number: 7-4483
Transmitter Location: Elfrida
Air Time: Unlimited
News Service: AP, Reuters
Transcription Service: Thessaurus, World
Representative: All-Canada, Weed
Membership: CAB, BBM
President: Harold R. Carson
Station Manager: W. T. Cranston
Commercial Manager: L. A. Westmoreland
Asst. Manager: J. O. Stone
Program Director: J. O. Stone
Chief Engineer: Leslie Horton

CKWS
KINGSTON—1942
CAB TRANS-CANADA
Frequency: 960 Kc. Power: 5000 Watts
Address: 394 King St.
Phone Number: 4405
Transmitter Location: Wolfe Island
Air Time: Unlimited
News Service: PN
Transcription Service: Standard, Lang-Worth
Representative: Natl. Bstl. Sales
Membership: CAB
President: Senator W. R. Davies
Station Manager: Roy W. Hoftetter
Commercial Manager: Karl Monk
Program Director: Jack Polle
Chief Engineer: Burt Cobb

CJKL
KIRKLAND LAKE—1934
CAB TRANS-CANADA
Frequency: 580 Kc. Power: 5000 Watts
Address: Govt. Rd.
Phone Number: 27
Transmitter Location: Dake
Air Time: Unlimited
News Service: PN
Transcription Service: Standard, Thessaurus, Lang-Worth
Representative: Natl. Bstl. Sales, Cooke
Membership: CAB
President: Roy H. Thomson
Manager: Harry M. Edgar
Commercial Manager: Don Lawrie
Program Director: Cliff Harrison
Chief Engineer: Les Oliver

CJRL
KENORA—1938—CAB DOMINION
Frequency: 1220 Kc. Power: 1000 Watts
Owned-Op. By: James Richardson & Sons, Ltd.
Address: Johnson Block
Phone Number: 717
Transmitter Location: Jaffray Township
Air Time: Unlimited
News Service: CP
Transcription Service: Thessaurus
Representative: Stovin, Cooke
Membership: CAB, BBM
President: Mrs. James Richardson
Station Commercial Manager: G. A. McLean
Sales Prom. Mgr., Pub. Dir.: James Thom
Program Director: Thomas E. Lavers
Musical Director: Irwin Stein
Chief Engineer: F. J. Hackett

CKCR
KITCHENER—1929
CAB 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
Pres.-Station Mgr.: W. C. Mitchell
Commercial Manager: G. Mitchell
Prod. Manager: Ed Manning
Chief Engineer: Bill Marchand
CFPL
LONDON—1922—CBC DOMINION
Frequency: 980 Kc. Power: 5000 Watts
Address .442 Richmond St.
Phone Number .5200
Transmitter Location .R.R. 1, Glenworth
Air Time .Unlimited
News Service .PN
Transcription .Weed, All-Canada
Representative .CAB, BBM
Membership .Walter J. Blackburn
President .Murray T. Brown
General Manager .Douglas C. Trowell
Sales Promotion Manager .Robert A. Reinhart
Program Director .Frank E. Armstrong
Publicity Director .J. Burke Martin
Chief Engineer .Glen A. Robitaille

CHVC
NIAGARA FALLS—1947
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By Radio Station CHVC, Ltd.
Business Address .1745 River Rd.
Phone Number .Niagara Falls, Ont. 4110
Studio Address .Rainbow Bridge
Transmitter Location .Queen Elizabeth Way
Air Time .Unlimited
News Service .BUP
Transcription Service .World
Representative .CAB, BBM
President .W. Howard Bedord
Assistant Manager .Frank Schaub
Manager Welland .B. Howard Bedord
Manager St. Catharines .W. Howard Bedord
Sales Manager .F. H. Hamilton
Production Director .W. Howard Bedord
Chief Engineer .George Slinn

CFCH
NORTH BAY—1931—CBC TRANS-CANADA
Frequency: 600 Kc. Power: 1000 Watts
Owned-Oper. By Northern Bstg. Co. Ltd.
Address .Fraser St. & First Ave.
Phone Number .2400
Transmitter Location .Nipissing Junction
Air Time .Unlimited
News Service .CP
Transcription Service .Standard, Lang-Worth
Representative .Natl. Bstg. Sales, Cooke
President .Frank Sheppard
General Manager .R. H. Hamilton
Station Manager .Dick Jackson
Commercial Manager .Arthur W. Blakely
Sales Promotion Manager .George Slinn
Pgm., Prod. Dir. .Charles P. Wright
Publicity Director .Mabel Gribbon
Chief Engineer .George Slinn

CFOR
ORILLIA—1945—CBC DOMINION
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Oper. By Gordon E. Smith
Bus. Studio Address .101 Mississaye St. E.
Phone Number .3511
Transmitter Location .Orillia Township
Air Time .Unlimited
News Service .BUP
Transcription Service .CAB, BBM
Representative .Gordon E. Smith
Membership .Stevin
President .Ken Welsh
General Manager .Alex Gilmour
Commercial Manager .Russ Waters
Promotion Manager .Donald McBride

CKDO
OSHAWA—1946
Frequency: 1240 Kc. Power: 100 Watts
Owned-Oper. By Oshawa Bstg. Co. Ltd.
Business Studio Address .16 Centre St.
Phone Number .4481
Transmitter Location .Westmount
Air Time .Unlimited
News Service .PN
Transcription Service .World
Representative .Alexander, Weed
President .Walter A. Dales
General Manager .Ross R. Rowlands
Program Director .William B. Swinton
Chief Engineer .George Slinn

CBO
OTTAWA—1924
CBC TRANS-CANADA
Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By Canadian Bstg. Corp.
Bus. Studio Address .Chateau Laurier Hotel
Phone Number .2-1151
Transmitter Location .Hawthorne
Air Time .Unlimited
Chief Engineer .Maxted Gilbert

CFRA
OTTAWA—1947
Frequency: 560 Kc. Power: 1000 Watts
Owned-Oper. By CFRA Registered
Business Address .Auditorium, Catherine St.
Phone Number .3-6241
Transmitter Location .City View
Air Time .Unlimited
News Service .BUP
Transcription Service .Standard, World, Cole
Representative .CAB, BBM
Membership...
President. General Mgr. .............. Frank Ryan
Commercial Manager. .............. George M. Gowling
Program Director. ................. Fred Davis

CKOY
OTTAWA—1924—CBC DOMINION


1000 Watts n.

Owned-Operated By: ......... CKOY, Ltd.
Address ................. 272 Somerset St. W.

Phone Number .............. 3-5858

Air Time .......... Unlimited

News Service .......... BUP, AP, UP, Reuters

Transcription Service .. Associated, Lang-Worth

Representative .......... Cooke, Natl. Bst. Sales

President .......... Duncan K. MacTavish

General Manager .......... T. Edgar Guest

Commercial Manager .......... Don Davis

Program Director .......... Jack Alexander

Chief Engineer .......... John McGrail

CFOS
OWEN SOUND—1940

Frequency: 1470 Kc. .......... Power: 5000 Watts d.

1940

Business-Studio Address .......... 9th St. E.

Phone Number .............. 1940

Transmitter Location .. Sydenham Township

Air Time .......... Unlimited

News Service .......... PN

Transcription Service .......... World

Representative .......... Stovin, Young

Membership .......... CAB, BBM

President .......... Howard Fleming

Station Manager .......... William N. Hawkins

Commercial Manager .......... D. Ferry


Program Director .......... E. Smith

Production Director .......... William Fulton

Chief Engineer .......... R. Turnpenny

CHOV
PENBROKE—1942—CBC DOMINION

Frequency: 1350 Kc. .......... Power: 1000 Watts d.

1000 Watts n.

Address .......... 97 Albert St.

Phone Number .............. 1350

Transmitter Location .. E. of Pembroke

Air Time .......... Unlimited

News Service .......... BUP

Transcription Service ...... Thesaurus, SESAC

Representative .......... Stovin, Young


Program Director .......... Bill Kutshke

Promotion Manager .......... Marg. Miller

Chief Engineer .......... W. E. Schmidt

CHEX
PETERBOROUGH—1942

CBC DOMINION


Owned-Oper. By: ......... Brookland Co. Ltd.

Bus.-Studio Address .......... Examiner Bldg.

Phone Number .............. 2-0451

Transmitter Location .. Otanobee

Air Time .......... Unlimited

News Service .......... PN

Transcription Service ...... World, Lang-Worth

Representative .......... Natl. Bst. Sales

President .......... Sen. W. R. Davies

Vice President .......... Roy H. Thomson

Station Manager .......... Russ Baer

Commercial Mgr. .......... E. L. Jones

Program Director .......... Don Nairn

Chief Engineer .......... Bert Crump

CFPA
PORT ARTHUR—1944

CBC DOMINION


Owned-Oper. By: ......... Ralph H. Parker

Bus.-Studio Address .......... Public Utilities Bldg.

Phone Number .............. 5-7851

Transmitter Location .. Memorial Ave.

Air Time .......... Unlimited

Transcription Service .......... Lang-Worth, Standard

Representative .......... National Broadcast Sales.

Broadcast Representatives. Hunt, Weed

Membership .......... CAB, BBM


Commercial Manager .......... R. P. MacGowan

Program Director .......... Roy Dahmer

CKTB
ST. CATHARINES—1930

CBC DOMINION SUPP


Business-Studio Address .......... 12 Yates St.

Phone Number .............. 5-7351

Transmitter Location .. Lakeshore Rd.

Port Dalhousie

Air Time .......... Unlimited

News Service .......... PN

Transcription Service .......... Thesaurus, UTS

Representative .......... National Broadcast Sales.

J. H. McGillivra

Membership .......... CAB, BBM

President, Station Mgr. .......... W. B. C. Burgoyne

Managing Director .......... H. B. Burgoyne

Commercial Manager .......... V. A. Lococo

Sales Prom. Manager .......... W. C. Wingrove

Production Manager .......... W. C. Wheeler

Chief Engineer .......... W. H. Allen

739
ON CFRB you reach more listeners per dollar than on any other Toronto Station. That’s why CFRB advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won’t quote figures or facts . . . but they’ll give you the real answer. They stay because they get results! They stay because they reach more radio homes, more prospects for their product . . . selling an audience that’s been growing for over twenty years!

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

Ontario’s Favourite Radio Station!
CHAOS
ST. THOMAS—1948
CBC TRANS-CANADA SUPP
Frequency: 680 Kc. Power: 1000 Watts
Business-Studio Address: Radio Centre
Phone Number: 3696
Transmitter: Cons. 8 Yarmouth Township
Air Time: Unlimited
News Service: AP, PN
Transcription Service: Lang-Worth, Associated
Representative: Radio Reps., Cooke
Membership: CAB, BBM
Pres., Gen. Mgr.: J. F. Peterson
Commercial Manager: G. N. Miller
Pgm. Prod. Dir.: L. C. Evans
Chief Engineer: J. C. Warder

CHOK
SARNIA—1946
CBC TRANS-CANADA SUPP
Frequency: 1070 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Sarnia Bcstg Co., Ltd.
Address: 141½ Front St. N.
Phone Number: 4000
Air Time: Unlimited
Transcription Service: Standard, Lang-Worth
Representative: Nall. Bcst. Sales, Cooke
President: H. M. Hueston
General, Station Manager: Claude R. Irvine
Commercial Manager: Gerry Hall
Publicity Director: James A. Kirkpatrick
Program Director: Grant Webber
Chief Engineer: Robert F. Cooke

CJIC
SAULT STE. MARIE—1934
CBC TRANS-CANADA
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hyland Bcstg Co.
Address: Windsor Hotel
Phone Number: 3500
Transmitter Location: Peoples Rd.
Air Time: 6 a.m.-M.
News Service: PN
Transcription Service: World
Representative: J. L. Alexander, McGillvra
Membership: CAB, BBM
Chief Exec., Gen. Mgr.: J. G. Hyland
Sales Promotion Manager: E. Vance
Program Director: J. Basil Scully
Chief Engineer: Italo Marinelli

CJCS
STRATFORD—1927
CBC DOMINION SUPP
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frank M. Squires
Address: Reynolds Bldg.
Phone Number: 1675
Air Time: 7 a.m.-11 p.m.
News Service: UP, BUP
Transcription Service: World
Representative: All Canada, Weed
President, General Mgr.: Frank M. Squires
Station, Comm., Sales Prom. Mgr.: S. E. Tapley
Prod., Pgm., Pub. Dir.: Alex L. Smith
Chief Engineer: John Grigg

CHNO
SUDbury—1947
CBC DOMINION SUPP
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Oper. By: Sudbury Bcstg, Co., Ltd.
Business Address: 166 Elm St. W.
Phone Number: 6-8416
Air Time: Unlimited
News Service: PN
Transcription Service: Associated
Representative: Wright, Young
President, General Mgr.: F. B. Ricard
Station Commercial Manager: R. Riel
Sales Manager: M. E. Bond
Program Director: Don Killoran
Publicity Director: John Boyd
Chief Engineer: Phil Empey

CKSO
SUDbury—1935
CBC TRANS-CANADA
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: CKSO, Sudbury, Ltd.
Business-Studio Address: 21 Elgin St. N.
Phone Number: 77-505
Transmitter Location: 7 Mi. from Sudbury at McFarlane Lake
Air Time: Unlimited
News Service: PN
Transcription Service: Thesaurus, World
Representative: All-Canada, Weed
Membership: BMB
President: G. M. Miller, K.C.
General Manager: W. J. Woodill
Program Director: K. Dobson
Chief Engineer: R. F. Chinnick

CKGB
TIMMINS—1933
CBC TRANS-CANADA
Frequency: 680 Kc. Power: 5000 Watts
Owned-Oper. By: Northern Bcstg, Co., Ltd.
Bus.-Studio Address: Thompson Bldg.
Phone Number: 2000
CBL
TORONTO—1927
CBC TRANS-CANADA
Frequency: 740 Kc.  Power: 50,000 Watts
Owned-Oper. By:  Canadian Bestg. Corp.
Business-Studio Address:  354 Jarvis St.
Phone Number:  Midway 5481
Transmitter Location:  Hornby Ave.
Air Time:  Unlimited
News Service:  BUP, Reuters, PN, CP
Representative:  CBC
President (CBC):  Dr. Augustin Frigon
Director General Programs:  Ernest L. Bushnell
Commercial Manager (CBC):  E. A. Weir
Program Director:  Harry J. Boyle
Prod. Director:  J. Kannawin
Publicity Director:  Ron C. Fraser
Chief Engineer:  Howard Hilliard

CFRB
TORONTO—1927—CBS
Frequency: 1010 Kc.  Power: 50,000 Watts
Business-Studio Address:  37 Bloor St. W.
Phone Number:  Midway 3515
Transmitter Location:  Clarkson
Air Time:  Unlimited
News Service:  BUP, PN
Transcription Service:  Associated, Thesaurus, World
Representative:  Young, All-Canada
Membership:  CAB, BBM
President:  Harry Sedgwick
Station Manager:  Lloyd Moore
Commercial Manager:  Waldo Holden
Program Director:  Wes McKnight
Publicity Director:  Ken Marsden
Chief Engineer:  Clive Eastwood
(See Page 740)

CHUM
TORONTO—1945
Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Oper. By:  York Bstg., Ltd.
Address:  225 Mutual St.
Phone Number:  Elgin 4271
Transmitter Location:  Lawrence Ave. & Don Mills Rd.
Air Time:  Sunrise-sunset
News Service:  UP, BUP
Transcription Service:  Lang-Worth, United
Representative:  Alexander McGillivra
Membership:  CAB, BBM
President:  John H. Q. Part
General-Comm. Mgr.:  Roland E. Ford
Sales Promotion Manager:  Leigh Stubbs
Program Director:  Larry Mann
Publicity Director:  Phil Stone
Chief Engineer:  Dr. Curt Borchardt

CJBC
TORONTO—1936
CBC DOMINION
Frequency: 860 Kc.  Power: 50,000 Watts
Owned-Oper. By:  Canadian Bestg. Corp.
Business-Studio Address:  354 Jarvis St.
Phone Number:  Midway 5481
Transmitter Location:  Dixie
Air Time:  Unlimited
News Service:  PN, BUP, Reuters
Membership:  BMB
President (CBC):  Dr. Augustin Frigon
Dir. Gen. of Programs:  E. L. Bushnell
Manager, Dominion Net.:  H. G. Walker
Commercial Manager:  E. A. Weir
Program Director:  Robert W. McGall
Supervisor of Press & Information:  R. C. Fraser
Supervising Engineer (Toronto Area):  H. R. Hilliard

CKEY
TORONTO—1944
 Owned By:  Toronto Bestg. Co., Ltd.
Bus.-Studio Address:  444 University Ave.
Phone Number:  WAverly 3881
Transmitter Location:  Scarborough
Air Time:  Unlimited
News Service:  PN, BUP
Transcription Service:  World, Lang-Worth
Standard, Associated
Membership:  CAB
President, General Mgr.:  Jack K. Cooke
Station Manager:  Hal Cooke
Program Director:  Don Inley
Production Manager:  Ed Houston
Publicity Director:  John Thompson
Chief Engineer:  Ernie M. Swan
<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>Transmitter Location</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Representative</th>
<th>President, General Mgr.</th>
<th>Commercial Manager</th>
<th>Sales Prom. Manager</th>
<th>Program Director</th>
<th>Prod. Director</th>
<th>Publicity Director</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAD</td>
<td>1340 Kc</td>
<td>250 Watts</td>
<td>CBC French Supp</td>
<td>Amos, Quebec</td>
<td>7 a.m.-M.</td>
<td>Amos</td>
<td>7:30 a.m.-9 p.m.</td>
<td>FN</td>
<td>Associated, Standard</td>
<td>W. J. Brown, Jr.</td>
<td>R. F. Large</td>
<td>W. J. Brown, Jr.</td>
<td>A. L. Finley</td>
<td>J. F. Brent</td>
<td>Tom Rafferty</td>
<td>R. C. Clark</td>
<td>S. C. Reid</td>
</tr>
</tbody>
</table>


**CBJ**

**CHICOUTIMI—1933—CBC FRENCH**

Frequency: 1580 Kc.  Power: 10,000 Watts
Business-Studio Address.  315 Racine St.
Phone Number.  4456
Transmitter Location.  Rang San Antoine
Air Time.  Unlimited
Representative.  BMI
Membership.  CBC
General Manager.  Marcel Ouimet
Station Manager.  Vilmond Fortin
Commercial Manager.  Maurice Valiquette
Sales Promotion Manager.  Gilbert Lessard
Production Director.  Roger Daveluy
Publicity Director.  Jean Saint-Georges
Chief Announcer.  L. H. Desjardins
Chief Engineer.  J. E. Roberts
Farm Editor.  Armand Berube

**CHEF**

**GRANBY—1945**

Frequency: 1450 Kc.  Power: 250 Watts
Business-Studio Address.  7 Johnson St.
Phone Number.  353
Transmitter Location.  Abbotsford Rd.
Air Time.  6 a.m.-M.
News Service.  PN
Transcription Service.  World, United
Representative.  Renaud
Membership.  CAB, BBM
General Manager.  Gerard Laliberte

**CKCH**

**HULL—1933—CBC FRENCH SUPP**

Frequency: 970 Kc.  Power: 1000 Watts
Business Studio Address.  121 Notre-Dame St.
Phone Number.  2-1701
Transmitter Location.  Deschenes
Air Time.  Unlimited
News Service.  PN
Representative.  Renaud, McGillvra
Membership.  CAB, BBM, FMA
President.  L. J. Billy
General, Station Manager.  J. P. Lemire
Sales Promotion Manager.  Henry Allard
Program Director.  Henri Bergeron
Chief Announcer.  Henri Bergeron
Musical Director.  Aurele Groulx
Chief Engineer.  Max Gebhardt

**CKRS**

**JONQUIERE—1947**

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By.  Henri Lepage

---

**C K B L**

**MATANE—1948—TRANS-QUEBEC**

Frequency: 1250 Kc.  Power: 1000 Watts
Owned-Operated By.  La Compagnie de Radiodiffusion de Matane, Ltee
Business-Studio Address.  St. Jerome St.
Phone Number.  355
Air Time.  7 a.m.-M.
Transmitter Location.  Poncheville
News Service.  PN
Transcription Service.  World
Representative.  Hardy-Young
Membership.  BBM
Pres. Gen. Station Mgr.  Roger Bergeron
Commercial Manager.  Rene Lapointe
Sales Promotion Manager.  Bob Quinn
Chief Announcer.  Francois Raymond
Music Director.  Agnes Charest
Chief Engineer.  Paul DuBerger
Farm Editor.  Marcel Houle

**CBF**

**MONTREAL—1937—CBC FRENCH**

Frequency: 690 Kc.  Power: 50,000 Watts
Bus.-Studio Address.  1231 St. Catherine St. W.
Phone Number.  PLateau 7161
Transmitter Location.  Vercheres
Air Time.  7 a.m.-M.
Membership.  BBM
Gen. Mgr.  Dr. Augustin Frigon
Commercial Manager.  M. Valiquette
Station Manager.  Marcel Ouimet
Sales Promotion Manager.  Gilbert Lassard
Prod. Director.  Roger Laveluy
Publicity Director.  J. Saint-Georges
Chief Announcer.  Miville Couture
Chief Engineer.  H. Audet

**CBM**

**MONTREAL—1937**

**CBC TRANS-CANADA**

Frequency: 840 Kc.  Power: 5000 Watts
Bus.-Studio Address.  1231 St. Catherine St. W.
Phone Number.  PPlateau 7161
Transmitter Location.  Marieville
Air Time.  6 a.m.-M.
Membership.  BBM
General Manager.  Dr. Augustin Frigon
Commercial Manager.  Maurice Valiquette
Sales Promotion Manager.  Gilbert Lessard
CFCF
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, CBC, CHCMP
Transcription Service: Standard
Representative: William O'Reilly
Membership: CAB, BBM
Bcast. Manager: W. George
Station Manager: Gordon F. Keeble
Sales Supervisor: T. J. Quigley
Promotion Manager: L. W. Raspberry
Prod. Director: Peel Steven
Chief Announcer: J. R. Brooks
Chief Engineer: John Gottenby

CKAC
MONTREAL—1922—CBS
TRANS-QUEBEC
Frequency: 730 Kc. Power: 10,000 Watts
Phone Number: MARquette 3611
Business Address: St. James St., W.
Studio Address: 580 Stes. Catherine St., W.
Transmitter Location: St. Hyacinthe
Air Time: Unlimited
News Service: BUP, CP, PN, Transradio
Transcription Service: Associated, France...
Lang-Worth, World
Representative: Young, Wright
Membership: CAB, BMB, BMI
Station Mgr.: Phil Lalonde
Assitant Manager: Roy Malovin
Commercial Manager: Georges Bourassa
Sales Prom. Manager: Robert Jouglet
Program Director: Ferdinand Biondi
Production Director: F. Bernard Gaulle
Publicity Director: Marcel Theoret
Chief Announcer: Louis Belanger
Chief Engineer: Leonard Spencer

CHLP
MONTREAL—1933
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By: La Patrie Publishing Co., Ltd.
Address: 183 St. Catherine St. E.
Phone Number: PL 5225
Studio Address: Sun Life Bldg.
Transmitter Location: Laprairie
Air Time: Unlimited
News Service: PN
Transcription Service: Associated
Representative: Alexander, McGilvra
Membership: BMB
Station Comm. Mgr.: C. A. Berthiaune
Pgm., Prod. Dir.: Andre Chabot
Publicity Director: Armand Goulet
Chief Announcer: Marcel Marineau
Chief Engineer: Alphonse Cloutier

CHNC
NEW CARLISLE—1933—CBC
FRENCH SUPP
Frequency: 610 Kc. Power: 5000 Watts
Business-Studio Address: New Carlisle
Phone Number: 664
Transmitter Location: Barachois de Pasébiac
Air Time: 6:30 a.m.-11 p.m.
Representative: Hardy, Young
Membership: BMB, CAB
President: Dr. Charles E. Dumont
General Mgr.: Dr. Charles Houde
Station-Comm. Manager: Victor Beaudet
Chief Engineer: Gordon S. Coleman

CJAD
MONTREAL—1945—CBS
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CJAD, Ltd.
Business-Studio Address: 1191 Mountain St.
Phone Number: Plateau 1805
Transmitter Location: MacKayville
Air Time: 6 a.m.-12:05 a.m.
News Service: PNP, BUN, CN
Transcription Service: Lang-Worth, World, Associated
Representative: Young, Natl. Best. Sales
Membership: BMB, CAB
Program Director: Ron Morier
Chief Announcer: Hollis McGurty
Chief Engineer: A. K. Taylor

CBV
QUEBEC CITY—1934—CBC FRENCH
Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By: Canadian Bcast. Corp.
Business Studio Address: Palais Montcalm
QUEBEC

CHRC
QUEBEC CITY—1936
TRANS-QUEBEC

Frequency: 800 Kc. Power: 5000 Watts
Owned-Oper. By: CHRC, Limitée
Business-Studio Address: 39 St. Jean
Address: 39 St. Jean
Phone Number: 2-8177
Transmitter Location: Route Deneuile St.
Air Time: Unlimited
News Service: BUP, CP
Transcription Service: Lang-Worth, Thesaurus
Representative: Young, Hardy
Membership: FMA
President: Herve Baribeau
General Station Manager: Henri Lepage
Commercial Manager: Aurele Pellitter
Program Director: Magella Alain
Chief Announcer: Roger Lebel
Program Manager: Jean Bender
Chief Engineer: Arsene Nadeau

CKCV
QUEBEC CITY—1924
CBC DOMINION SUPP

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By: CKCV, Ltd.
Business-Studio Address: 142 St. John St.
Phone Number: 2-1585
Transmitter Location: St. Louis Rd., Ste. Foye
Air Time: 7 a.m.-1 a.m.
News Service: PN
Transcription Service: World, UTS
Representative: Renaud, Weed
Membership: CAB, BBM
President: Gaston Pratte
General-Station Co. Mgr.: Paul Lepage
Sales Promotion Manager: Marie Paul Vachon
Publicity Director: Jean Bender
Musical Director: Roger Lechance
Chief Engineer: Albert DuBerger

CJBR
RIMOUSKI—1937
CBC FRENCH SUPP

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By: The Central Public Service Corp., Ltd.
Address: 39 St. John St.
Phone Number: 396
Transmitter Location: Notre-Dame du Sacré Cœur
Air Time: Unlimited
News Service: PN
Transcription Service: United, Standard
Representative: Stovin, Young
Membership: BBM
President: J. A. Billant
Manager: Guy Carod
Commercial Manager: Andre Lecomte
Program Director: Francois Raymond
Pgm. Dir., Prom. Mgr.: Guy Ross
Chief Engineer: F. C. Daok

CJFP
RIVIERE-DU-LOUP—1947
CBC FRENCH SUPP

Frequency: 1400 Kc. Power: 250 Watts
Business Address: 203 Lafontaine St.
Phone Number: 536
News Service: TP
Representative: Renaud, Young
Asst. Manager: Bertrand Polvin
Comm. Manager: Henri Legueux
Prom. Mgrs.: Henri Boudeaux, Yves Marchand
Chief Engineer: Raymond Laviole

CHRL
ROBERVAL—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Radio Roberval Inc.
Address: Hotel Maison Blanche
Air Time: Unlimited
News Service: PN
Representative: Renaud, Young
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
Air Time: Unlimited
<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>Station Manager</th>
<th>General Manager</th>
<th>Program Director</th>
<th>Commercial Manager</th>
<th>Chief Announcer</th>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHGB</td>
<td>570 Kc</td>
<td>1000</td>
<td>CBC FRENCH SUPP</td>
<td>3 Marquette St.</td>
<td>2071</td>
<td>Joseph Renaud</td>
<td>G. Thomas Desjardins</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHLT</td>
<td>800 Kc</td>
<td>1000</td>
<td>CBC FRENCH SUPP</td>
<td>3 Marquette St.</td>
<td>871</td>
<td>A. Gauthier</td>
<td>J. L. Gauthier</td>
<td>Jean Tremblay</td>
<td>J. P. Lassonde</td>
<td>Romeo Paquette</td>
<td></td>
</tr>
<tr>
<td>CKTS</td>
<td>1240 Kc</td>
<td>250</td>
<td>CBC DOMINION</td>
<td>3 Marquette St.</td>
<td>7245</td>
<td>David A. Gourd</td>
<td>Hon. Jacob Nicol</td>
<td>J. L. Gauthier</td>
<td>Jean Tremblay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKVL</td>
<td>980 Kc</td>
<td>1000</td>
<td>CBC FRENCH SUPP</td>
<td>3900</td>
<td></td>
<td>Louis Hiller</td>
<td>J. Arthur Villeneuve</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKVD</td>
<td>1230 Kc</td>
<td>100</td>
<td>VAL D'OR—1939—CBC FRENCH SUPP</td>
<td>3900</td>
<td></td>
<td></td>
<td>Le Nouvelliste, Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKVL</td>
<td>980 Kc</td>
<td>1000</td>
<td>CBC DOMINION</td>
<td>3900</td>
<td></td>
<td></td>
<td>J. Teitelman</td>
<td>Radio Richelleu, Ltd.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CJSO</td>
<td>1400 Kc</td>
<td>250</td>
<td>SOREL—1945—FRA</td>
<td>3900</td>
<td>3318</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHLN</td>
<td>550 Kc</td>
<td>1000</td>
<td>THREE—RIVERS—1937</td>
<td>3900</td>
<td>4500</td>
<td>Joseph Cardin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**QUEBEC**
SASKATCHEWAN

CBK
WATROUS—1939
CBC TRANS-CANADA
Frequency: 540 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bcasting Corp.
Bus.-Studio Address: 300 Manitoba Telephone Bldg.
Phone Number: 922-191
Transmitter Location: Watrous
Air Time: Unlimited
News Service: PN, BUP, Reuters
Representative: CBC
President (CBC): Dr. Augustin Frigon
Station Manager: J. N. Mogridge
Commercial Manager (CBC): E. A. Weir
Promotion Manager: C. E. L'Ami
Chief Engineer: R. D. Cahoon

CJGX
YORKTON—1927—CBC DOMINION
Frequency: 940 Kc. Power: 1000 Watts
Owned-Oper. By: Yorkton Bcasting Co., Ltd.
Bus.-Studio Address: Smith-McKay Bldg.
Phone Number: 324
Transmitter Location: ½ Mi. E. of Yorkton on Hway. No. 10
Air Time: Unlimited
News Service: CP
Transcription Service: World
Representative: Stovin, Young
Membership: CAB, BBM
President: Dawson Richardson
General, Station Manager: K. S. Parton
Commercial Manager: E. S. English
Sales Promotion Manager: Nora Campbell
Program, Production Director: Bill Liska
Chief Engineer: Arthur Mills

CANADA
is your best friend and nearest customer.

"CANADIAN BROADCASTER"
is the only Business Paper devoted exclusively
to Canadian Broadcasters and their Sponsors

Sample Copy on Request

Canadian Broadcaster
371 Bay Street Toronto 1 Canada
Memo to:

WORLD AFFILIATES Only!

8

great firsts were sent to you during 1949!

10

terrific money-making features—never before released by a library—will be sent to you during 1950!

CURRENTLY...

738

World-Affiliates are enthusiastically translating World’s dramatic new showmanship into increasingly profitable sponsorship! They’re saying: “It pays to make ‘Watch World’ your ‘Watch Word!’”

WORLD PROGRAM SERVICE LIBRARY

WORLD BROADCASTING SYSTEM, INC.
501 Madison Avenue, New York 22, N. Y.
PRODUCTION

RADIO AND TELEVISION

Program Producers

Transcription Companies

Recording Companies

Music

NINETEEN FIFTY
JERRY DEVINE

"THIS IS YOUR FBI"

MEMBER

RADIO WRITERS GUILD

RADIO AND TELEVISION DIRECTORS GUILD
RADIO—TELEVISION
PROGRAM
PRODUCERS

PAUL F. ADLER ASSOCIATES
535 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 7-1881
Owner: Paul F. Adler
Services Offered: Operates under facilities of Affiliated Program Service Inc.

ADVANCE TELEVISION PICTURE SERVICE, INC.
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 3-6673
President: Charles A. Alicoate
Exec. Vice-Pres. & Secy: William E. Wild
Services Offered: Producers and distributors of films, features, shorts and package films for TV, Stock Shots Film, Private Projection Theaters, Cutting and Editing.

ADVERTISERS RECORDING SERVICE, INC.
113 W. 57 St., New York 19, N. Y.
Phone: Circle 6-0141-2
President: James A. Miller
Secretary: E. B. McCutcheon
Services Offered: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records (vinylite).

ADVERTISERS RECORDINGS, LTD.
624 Dominion Square Bldg., Montreal, Que.
Phone: Ma. 6368
President: Walter P. Downs
Secretary: Anne M. Johnson
Services Offered: Recording studio available to advertising agencies.

AFFILIATED PROGRAM SERVICE INC.
535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881
President: Paul F. Adler
Services Offered: Live programs plus syndicated films. Syndicated script services.

AIR FEATURES, INC.
247 Park Ave., New York, N. Y.
Phone: PL 5-2700
Services Offered: Radio program producers.

ALTON ALEXANDER PRODUCTIONS
825 W. 187th St., New York 33, N. Y.
Phone: Lorraine 8-3100
President: Alton Alexander
Manager: Lottie Ritter
Services Offered: Complete Radio and TV production service ... scripts, commercials, direction, production.

AMBASSADOR FILMS, INC.
118 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-2680-1
Pres. & Exec. Producer: Eugen Sharin
Story Editor: Steven Vas
Dir. of Musical Films: Leopold Hainisch
Secy. of Co.: Irwin Belenken
Services Offered: TV productions exclusive contracts with: Vienna Philharmonic Orchestra, La Scala Opera of Milan, Vienna Choir Boys, Salzburg Marionette Theatre.

AMERICAN-JEWISH BROADCASTING CO., INC.
150 Broadway, New York 7, N. Y.
Phone: WOrth 2-3322
President: Herman Younglieb
Services Offered: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.
17 No. Wabash Ave., Chicago 2, Ill.
Phone: FI 6-2255
President: Thomas J. O’Brien, Jr.
Associate Producer: Jean Gendon
Services Offered: Live shows, films, and film commercials: Shown on air: “Comic Capers” on WBKB daily—in its second season; “Parade,” weekly talent show in its third seasons—WENR-TV.

ANIMATION HOUSE, INC.
(For complete listing see TV Film Producers)
### NEW YORK VICE PRESIDENTS

- CHARLES BROWN
- ROSALIE BROWN
- FRANCIS CONNORS
- JACK GREGSON
- EDWIN HARRAGAN
- DONALD HIRSCl
- RUTH KYLE
- LAVINIA LEAKHEART
- REBEL RANDALL
- DON ROSS
- CHARLES RUSSHON
- HARRIET SNELLING
- KAY TILLMAN
- ERNEST WALKER

### HOLLYWOOD VICE PRESIDENTS

- MARVIN BECK
- JOAN BROKAW
- GAYLORD CARTER
- RENZO CESANA
- DANA CLARK
- ROBERT CLARKE
- IVAN DITMARS
- RUTH DOLIN
- STEVE ENGLE
- JACK McELROY
- J. G. MOSER
- WAYNE REEVES
- ROBERTA ROBERTS
- IRWIN TRUST

---

745 Fifth Avenue  
New York, New York  
PLaza 9-1120

6331 Hollywood Boulevard  
Hollywood, California  
Hillside 0188
ASSOCIATED BROADCAST
ADVERTISING CO.
430 S. Western Ave., Los Angeles 5, Calif.
Phone: DUnkirk 8-2972
Partner, Adv. Mgr. & Publicity
Dir. .......................Irwin T. Porter
Partner, Program Mgr. & Dir. Research
Dept. .................Gertrude T. Porter
Script Dept. ...............Jean Norab

Services Offered: Scripts created, for any
business, ranging from miniature 5-minute
programs to half hour or more shows—also
spot announcements, and jingles. Promotion,
programming, production, and merchandising.
Several participation (quiz) and other
shows available.

ASSOCIATED PROGRAM SERVICE
(Division of Muzak Corp.)
151 W. 46 St., New York 19, N. Y.
Phone: Plaza 7-7170
Vice-Pres. & Gen. Mgr. ..................Richard S. Testut
Vice-Pres. Chg. Station Relations. B. C. Lown
Vice-Pres. Chg. Recording ................A. M. Wiswel
Commercial Mgr. ..................Clifford E. Greenland
Director of Programming ................James W. Lucas
Program & Promotion Mgr. .................Leslie F. Biebl

Services Offered: Transcribed radio library
of music and special production aids. Integrated
commercial script service for local
sponsorship. Program merchandising service.
Special transcribed music and production
libraries for TV programming and for radio
workshops of schools and colleges.

ANN BARBINEL
54 Riverside Dr., New York 24, N. Y.
Phone: ENicott 2-4351
President .........................Ann Barbanel

Services Offered: Creating, producing, directing
custom built package shows for radio and TV.

JACK BARRY PRODUCTIONS, INC.
104 E. 40 St., New York, N. Y.
Phone: MUrray Hill 9-6199
President .........................Jack Barry
Vice-President ..................Dan Ehrenreich
Associate Producer ............Ann Lawton
Head Writer ..................Mike Oppenheimer

Services Offered: Creation, Production,
and direction of radio and TV shows. Currently
producing "Juvenile Jury" on Mutual
for General Foods, "The Joe Dimaggio
Show" on CBS for M & M Candies—Soon to
be simulcasting "Life Begins at 80."

BASCH RADIO & TELEVISION
PRODUCTIONS
17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
Sales Manager ..................Charles J. Basch, Jr.

Services Offered: Complete program
building service; Ideas, scripts, talent and
production on live and transcribed pro-
grams; custom and syndicated recordings;
TV programs and commercial spots, live
and film.

BASS & CO., INC.
50 Broad St., New York 4, N. Y.
Phone: WHitell 3-0580
President ..................Sydney Bass
Vice-President ..................David J. Gallagher
Secretary-Treasurer ................Milton Bass

Services Offered: Foreign and domestic
market research and analysis, industrial
equipment marketing, advertising placement,
advancing copy layout, studies on organiza-
tional problems and procedures, radio pro-
ductions, industrial motion pictures and slide
films.

ZACH BAYM FILMS
13 E. 37 St., New York 16, N. Y.
Phone: MUrray Hill 9-4175
Director .........................Zach Baym

Services Offered: Large 16mm film library
available to TV stations and advertisers. 20
Westerns, 12 musical dramas, 12 musical
fillers, 23 animated cartoons, 112 document-
y and travel shorts. Catalogue sent upon
request.

IRENE BEASLEY RADIO
PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y.
Phone: Plaza 3-8940
Owner .........................Irene Beasley
Head of Sales ..................Victor Sack
Manager Prizes ............Andrew Hirsch
Supervisor Display ...........Mary H. Lincoln
Supervisor Mail ................Rita Burke

Services Offered: Program production;
live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.
Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708
Executive Director ..........Joseph H. Beck
Technical Supervisor ........William E. Cage
Sales Promotion .........Mel Jass

Services Offered: TV package program ser-
vice. Live productions and films, features
and commercials. Full studio and camera
facilities, staff of nine TV-experienced pro-
dram directors and seven TV engineers. Prior
TV rights to Lyceum Theater, Upper Mid-
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 pro-
THE SOUVAINE COMPANY

Leading producers and distributors of Television and Radio Productions

30 Rockefeller Plaza
Circle 7-5666
grams. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

GEORGE R. BENTEL & ASSOCIATES
6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608
President ....................... George R. Bentel
Services Offered: Radio and TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works.

WALTER BIDDICK CO.
(Radio Programs Div.)
1151 S. Broadway, Los Angeles 15, Calif.
Phone: RIchmond 6184
Manager ..................... Guy Riddick
Asst. Mgr. .................... Mildred Biddick
Traveling Rep. ................ Burt Zoul
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Selling 1/2-min. transcribed announcements already prepared for various type businesses. Selling packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold out-right.

FORD BOND RADIO PRODUCTIONS, INC.
810 RCA Bldg., W., New York 20, N. Y.
Phone: Circle 7-2236
President ....................... Ford Bond
Services Offered: Specializing in open-end transcribed programs. Music Hall of Fame, quarter-hour, big-name musical, 52 shows available; Howard and Shelton, Fun At Breakfast, 5-minutes, 260 shows available. Rod Hendrickson in This Business of Living, 15 minutes, homey philosophy, 52 shows available.

RICHARD BRADLEY ASSOCIATES
540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHItchall 4-5543
President ..................... Richard Bradley
Secretary-Treasurer .......... B. J. Tunick
Program Exec. & Dir. of Radio
Sales .......................... Natt Hale
Office Manager ................ Leo Rabens
Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

RUTH & GILBERT BRAUN
36 W. 74th St., New York 23, N. Y.
Phone: SC 4-8896
Program Producer .......... Gilbert Braun
Director ...................... Ruth Braun
Services Offered: Package shows, live and transcribed, ideas, scripts, production for radio and TV.

THE BRAY STUDIOS, INC.
(For complete listing see TV Film Producers)

BROADCASTING PROGRAM SERVICE
23 W. 45th St., New York 19, N. Y.
Phone: Plaza 7-3224
President ..................... Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, TV programs on films.

THE CARDINAL COMPANY
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmstead 1177
President ..................... Jos. F. MacCaughtry
Vice-President ............... G. L. MacCaughtry
Secretary-Treasurer .......... Joseph T. Scott
Services Offered: Production and sales of Radio and TV programs, live and transcribed.

GARRY J. CARTER OF CANADA LTD.
59 Avenue Rd., Toronto, Canada
Phone: PR. 3505
President ..................... Garry J. Carter
Asst. to the President ...... Bob Howe
Account Executive .......... William P. Gent
Production Manager ....... Claude Nash
Time Buyer ................... Isabel Philip
Copy Chief ................... Eva Rogers
Public Relations ............. D. Peters
Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.
145 W. 41 St., New York 18, N. Y.
Phone: Wisconsin 3-9244
President ..................... Bruce Chapman
Vice-Prez. & Treasurer .... Edna Chapman
Sales Manager ............... Quentin Gulliver
Program Manager ........... Dan Morley
Editor .......................... Fletcher Coates
Asst. Editor .................... Elythe Roberts
Research Director .......... Mary Hutcheson
Office Manager ............... Anna Levy
Boston Representative ...... Charles Forrester
Chicago Representative .... Dell Crosby
Hollywood Representative .. Joseph Mansfield
Rochester Representative .. Lansing Hatfield
Services Offered: Program production and package shows.

MARY D. CHASE PRODUCTIONS
25 W. 45th St., New York 19, N. Y.
Phone: LUX 2-1700
Program Producer .......... Mary D. Chase
Services Offered: Program producer services offered, package shows (live, transcribed, filmed) ideas, scripts, production for Radio and TV.
These Outstanding Shows Produced by
MORTON RADIO PRODUCTIONS
Are Now Available

THIS IS THE STORY . . .

Featuring Ed Prentiss, network star.
Another 260 fifteen minute episodes
. . . making these two series the
largest collection of story material
ever offered.

SO THE STORY GOES . . .

260 fifteen minute episodes
The greatest story telling series in
the history of radio

JOE EMERSON'S
HYMNTIME . . .

Star of "Hymns of all churches"
156 fifteen minute episodes
America's top hymn show

LOUISE MASSEY and the
WESTERNERS . . .

Network Stars
156 fifteen minute episodes
Radio's finest western musical
starring Curt Massey

THE HOMETOWNERS . . .

156 fifteen minute episodes
NBC Stars—American Music
JUST COMPLETED

MORTON RADIO PRODUCTIONS, Inc.
360 N. MICHIGAN AVE. CHICAGO 1, ILL.
**CHESHIRE & ASSOCIATES**
Phone: HOLlywood 9-4580
General Manager ............Bob Reichenbach
Productions Director ..........Harry V. Cheshire

*Services Offered:* Transcribed program and spot announcement producers and distributors.

**EDDIE CHEVIE PRODUCTIONS**
**JACK KURTZE AGENCY, ASSOC.**
214 No. Canon Drive., Beverly Hills, Calif.
Phone: CR 45403
President ..................Jack Kurtze
Executive Producer ............Eddie Chevie
Asst. Producer ............Banks Murray
Publicity ..................Fred Seelig


**CINEFFECTS, INC.**
(For complete listing see TV Film Producers)

**LESLIE CLUCAS**
Phone: Hollywood 5111
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 7100
Owner ..................Leslie Clucas

*Services Offered:* Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

**COMMODORE PRODUCTIONS & ARTISTS, INC.**
1350 N. Highland Ave., Hollywood 28, Calif.
Phone: Hollywood 9-8229
Vice-Pres.-Secy. & Treasurer.Shierry Thomas
Traffic Mgr. ............Eleanor Payne

*Services Offered:* Create, write & produce "live" and "transcribed" radio programs ... also TV programs, selling direct to stations and advertising agencies. Producers of "Hopalong Cassidy," "Down Our Way," "Sirollin' Tom," "Glamour Girl" for TV. "The Clyde Beatty Show" available "live" early in 1950. Also contract to write & produce shows for agencies.

**COMMONWEALTH FILM & TELEVISION, INC.**
(For complete listing see TV Film Producers)

**JACK L. COOPER RADIO ADVERTISING SERVICE**
1335 W. 111th Pl., Chicago 43, Ill.
Phone: Beverly 8-2056
Managing-Director ..........Jack L. Cooper
Chief of Staff ............Bob Roberts
Secretary ..................Ike Roberts
Sales Manager .............O. James Porter
Program Director ..........Gertrude R. Cooper

*Services Offered:* Musical programs featuring records and live talent. General Advertising.

**LOUIS G. COWAN, INC.**
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700
President ..................Louis G. Cowan
Vice-President ..........Alfred L. Hollender
Treasurer ..................J. Kyle Faber
8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022
Vice-Pres-in-Charge .........John Lewellen
Vice-Pres-in-Chge. Sta. Rel.....R. D. Michels

*Services Offered:* AM-TV-Production-Network Programs (Package); Production-Transcription Programs; Program Consultants.

**DAMON RECORDING STUDIOS, INC.**
1221 Baltimore Ave., Kansas City 6, Mo.
Phone: Vict or 2585
President & Treasurer ..........Vic Damon
Vice-President ..........Alice Damon
Secretary ..................Harry A. Morris
Engineer ..................Roger Webb

*Services Offered:* All types of radio transcription and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots.

**FREDERIC DAMRAU, M. D.**
247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638
Director ..................Frederic Damrau, M. D.
AFRA Associate .............Adeline Maneevy
Script Editor ..............Eloise Liddon Soper
Business Manager ..........Mary L. Davis

*Services Offered:* Educational and dramatized programs relating to health.

**GORDON M. DAY PRODUCTIONS**
108 E. 30 St., New York 16, N. Y.
Phone: ORegon 9-3595
Producer, Writer, Composer.Gordon M. Day
Producer-Director ............Carol Bulkley
Script Editor ................Luise Johnson

*Services Offered:* Package programs, radio department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kinds for radio and TV.
Through

Jack L. Cooper Presentations

YOU

Reach 600,000 Colored Chicagoans

— A City Within A City —

WE OPERATE THROUGH 3 CHICAGO STATIONS

WSBC — WHFC — WEDC

OFFERING A COMPLETE STAFF OF WRITERS,
PRODUCERS AND ANNOUNCERS

27 Years in the Field

JACK L. COOPER PRESENTATIONS

1331 to 1335 W. 111th PLACE, CHICAGO
BEVERLY 8-2056
ROY DE GROOT CONSULTANTS, INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9135
President ................. Roy de Groot
Vice-President ............ Katherine Hynes
Chief, TV Dept.................. L. B. Pitkin
Chief, Music Dept............ J. Rabinowitz
Chief, Art Dept.................. A. Horn
Services Offered: Consultants in Public Relations through radio, TV and motion pictures.

JERRY DEVINE PRODUCTIONS
Phone: HU 2-1228
Owner .................. Ben Devine
Executive Producer .......... Don Herbert
Services Offered: Radio and TV productions in documentary field. Radio programs are tape-recorded real life. TV programs are filmed and live. Packages available. Exclusive management, W. Biggie Levin, Inc.

THE DOCUMENTARY COMPANY
1260 N. Dearborn P'kway, Chicago 10, Ill.
Phone: WIlmette 4-6626
President .................. Ben Park
Executive Producer .......... Don Herbert
Services Offered: Program Production, Air and Line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

HARRY S. DUBE
1270 Sixth Ave., New York 20, N. Y.
Phone: Columbus 5-7035
Owner .................. Harry S. Dube
Manager .................. J. Knight
Services Offered: Live Talent, package shows and transcriptions.

DYANMIC FILMS INC.
112 W. 89 St., New York 24, N. Y.
Phone: SCHuyler 4-3654
President .................. H. Morley
Treasurer .................. Nathan Zucker
Program Director ............ R. Slater
Services Offered: Film producer—open end films and commercials made specifically for TV; amusing and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

ED EAST CREATIVE RECORDED SPOTS
311 S. Arden Blvd., Los Angeles 5, Calif.
Phone: York 7617
Owner .................. Ed East
Services Offered: Tailored jingles and spots for local, regional and national advertisers. Specialize in tailored spots only.

W. M. ELLSWORTH
75 E. Wacker Drive, Chicago 1, Ill.
Phone: Central 64942
Owner .................. W. M. Ellsworth
Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.
420 Lexington Ave., New York 17, N. Y.
President-Treasurer ............. Helen D. Kelleher
Vice-President ................ Fred de Jaeger
Vice-President ................ Arthur Lubo
Secretary .................. John H. Dwyer
Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

BERNARD ESTES, INC.
1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-2085
President .................. Bernard Estes
Secretary-Treasurer ............. Hazel Estes
Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact. AM, FM, Video and Shortwave to and from the U. S., Latin America and Europe.

JERRY FAIRBANKS PRODUCTIONS
6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUDson 2-1101
Executive Producer ........ Jerry Fairbanks
Manager, New York Office Robert Lawrence
Manager, Chicago Office........ B. N. Darling
West Coast Sales Manager ...... Nat Winecoff
Production Manager .......... Glenn Miller
Scenario Dept. Dir............ Lou Lilly
Music Dept. Dir.............. Eddie Paul
Sound Dept. Dir............... Lawrence Archoltz
Publicity Dir .................. Reavis Winekler
Animation Dept. Dir .......... Manny Gould
Art Director .................. Oscar Yerg
Editing Dept. Dir............. Art Seid
Camera Research Dept........ Ray Lindsay
Accounting Dept. Dir ......... Kenneth Rossall
Services Offered: Complete "major studio" facilities for the production of motion pictures for TV, commercials films and theatrical movies; specializing in the filming of TV shows at prices sponsors can afford, including filming of "live" shows at comparable costs to kinescopes.

761
WANT DISTRIBUTION HELP IN THE WORLD'S LARGEST MARKET?

The Bories Organization
(American Institute of Food Products)

gives you Radio and TV advertising with MERCHANDISING ACTION!

Three great ways to reach the homemaker:

"DEAN CAMERON"
WOR 4:30 - 5 P.M.
Monday - Friday

"PRINCE CHARMING"
WMGM 12:30 - 1 P.M.
Monday - Friday

"MARKET MELODIES"
WJZ-TV (Afternoons)
Wednesday to Saturday

For Details call
BOB BORIES
BORIES ORGANIZATION INC.
MUrray Hill 8-4900
509 Madison Avenue
New York 22, New York

Read What Radio Daily's Sid White Says:
"Talk of Radio Row is the phenomenal growth of the Bories Organization in recent months using 'Radio and TV Advertising with Merchandising Action' as a slogan. The indie production agency developed three of the choicest sponsor buys in the local daytime field on radio and television—the Prince Charming show on WMGM—the Dean Cameron stanza on WOR—and 'Market Melodies' via ABC-TV."
FEATURE PRODUCTIONS
228 N. LaSalle, Chicago 1, Ill.
Phone: STate 2-3156
Managing Director ...............Chuck Acree
Production Director .......Georgene O'Donnell
Services Offered: Packagers and producers specializing in audience participation, human interest and commentary shows for radio and TV and the production of spots and shorts for TV, instruction and sales campaigns.

MILDRED FENTON PRODUCTIONS
40 E. 49 St., New York 17, N. Y.
Phone: PLaza 9-8266
Owner ...................... Mildred Fenton
Show Sales & Talent Rep. .......Kay Roberts
Producer .................... Russ Ambruster
Services Offered: Radio and TV package producer. Also functions as radio and TV counsel for ad agencies.

FILMS ASSOCIATES, INC.
440 E. Schanzt Ave., Dayton 9, O.
Phone: WAlnut 2164
President-Treasurer ............E. Raymond Arn, Jr.
Vice-President .................. Mildred G. Arn
Secretary ...................... Clement V. Jacobs
Chief Engineer ................... Robert Duke
Services Offered: Producers of TV "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities, NAB curve.

FISHER PRODUCTIONS
1501 Broadway, New York, N. Y.
Phones: PEnna 6-9557-9558, BRY 9-7122
Owner ...................... Maggy Fisher
Production Assistant. Margaret Rice Cooper
Office Manager ......... Antoinette Bliss
Services Offered: Packaging, writing, directing TV and radio shows.

EDWARD H. FORD
156 W. 44 St., New York 18, N. Y.
Phone: LUXemburg 2-5188
Owner ...................... "Senator" Edward H. Ford
General Manager ............ E. J. Weber
Office Staff .............. Betty North, Kay Aulbach
Services Offered: "Can You Top This?"

ALLEN A. FUNT RADIO PRODUCTIONS
100 Central Park South, Room 11-C, New York 19, N. Y.
Phone: JUDson 6-5227
President ...................... Allen A. Funt
Production Manager .......... John Babb
Cameraman .................. Arthur Florman
Camera Assistant .......... William Horgan
Sound Technicians ........... Russell Harknett, Bill deDufour
Editorial ................... Raymond Hall, Joseph Taylor
Location Manager .......... Chan Buck
Secretary .................... Barbara George
Bookkeeper ................. Susie Lampan
Services Offered: Network, live, transcribed and syndicated programs.

GAINSBOROUGH ASSOCIATES
234 W. 44 St., New York 18, N. Y.
Phone: CHickering 4-0626-0627
Radio Director ............. Mitchell Jablon
Director of TV and Films. Nathan M. Rudich
Mgr. of Sales Operation. Martin Seligson
Talent Supervisor. Arlene Shelley Gaines
Production Manager ........ Jay Barrett
Services Offered: Production of radio and TV package shows, produce and distribute films for TV, radio and tele publicity for fund-raising organizations, publicity and public relations consultants to advertising agencies, AM, FM, and TV stations and commercial organizations; publicity and radio-TV management for talent.

HAROLD GINGRICH ASSOCIATES
4940 Winthrop Ave., Chicago 40, Ill.
Phone: LONGbeach 1-9333
Program Director ........... Harold R. Gingrich
Director of Sales ........... Stuart V. Dawson
Music Director ............... Jack B. Wonnell
Services Offered: Live shows, telephone quiz and audience participation, for Radio and TV. Transcriptions.

GENERAL ARTISTS CORP.
1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-5743
President ..................... Thomas G. Rockwell
Chge. Radio- TV Dept. ....... John J. Mulvihill
Radio-TV Dept. ............. George Burke
Radio-TV Dept. ............. Nino Bruno
Services Offered: Program production, package shows, artists’ representatives.

GENERAL ENTERTAINMENT CORP.
17 W. 60th St., New York 23, N. Y.
Phone: JUDson 2-5179
President & Treasurer ........ Howard G. Barnes
V. P. & Secretary ........... A. Edward Master
General Manager ............ Hugh Brooks
Executive Assistant .......... Eleanor Block
Services Offered: Producers and distributors open-end transcriptions, custom-tailored transcriptions and live programs, spot announcements and jingles, recorded and live. Also TV and film programs.

GENERAL TELEVISION ENTERPRISES, INC.
Phone: CL 4146
President & Treasurer ...... Gordon W. Leroy
Stanley J. Wolf

PRODUCTIONS

COMPLETE RADIO AND TELEVISION PACKAGES

TRANSCRIPTIONS

RECORDING FACILITIES
and STUDIOS

TELEVISION
and FILM
COMMERCIALS

Rockhill Radio, Inc.

18 East 50th
PLaaza 9-7979
Vice-President...........David J. Sachs
Secretary...................A. Albert Spar

Services Offered: Distribution and packaging of motion pictures produced especially for TV. Plan involves sale of successive rights to a series, or if desired outright to any individual sponsor. Programs prepared for request of any particular sponsor, or for general spot sales distribution.

JOHN E. GIBBS & CO., INC.
30 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7504

President..................John Gibbs
Assistant..................Francis Head

Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS
6700 Sunset Blvd., Hollywood 28, Calif.
Phone: GRanite 5543

Manager...................Peggy Wood
Business Manager............Bertha Watt

Services Offered: Production and distribution of open-end transcribed radio shows, specializing in documentaries.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

President-Gen. Mgr. ..........Harry S. Goodman
Vice-Pres.-Charge Sales........Everett F. Goodman
Vice-Pres.-Charge TV...........Daniel R. Goodman
Secretary....................H. D. Knuth

Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GREEN ASSOCIATES
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5593

Vice-President................Lewis G. Green

Services Offered: Production, transcriptions, TV shows.

JOHN GUEDEL RADIO PRODUCTIONS
1680 N. Vine St., Hollywood 28, Calif.
Phone: HEmpstead 5186

Manager.....................Edwin I. Mills
Accountant..................Helen Whitwax
Children Supervisor...........Bessie Blouin
Script Girls.................Gene Rountree, People Are Funny; Dorothy Nye, Grouch Marx; Eleanor Rowland, House Party
Writers......................Walter Guedel, Edwin I. Mills, Jack Stanley, Bernie Smith, Bob Dwan, Hy Friedman, Ed Tyler

Services Offered: Producers of network package radio programs.

LESS HAFNER & CO.
(For complete listing see TV Film Producers)

LAURENCE HAMMOND PRODUCTIONS, INC.
45 E. 45 St., New York 22, N. Y.
Phone: PLaza 9-2210

President..............Laurence Hammond
Casting Director............Michael Carr
Script Editor..............Edward Barry Roberts
Script Writer................Turnley Walker
Musical Consultant..........Lloyd Shaffer
Musical Arranger............Cornel Tanassy
Accountant................Lou Goldenberg
Public Relations Counsel..Millard C. Faugh

Services Offered: Packaging and TV programs, live, transcribed and filmed. Producing motion pictures for TV. Scripting, directing services available for radio and TV. Public relations counsel.

SUE HASTINGS MARIONETTES, INC.
112 W. 89 St., New York 24, N. Y.
Phone: EN 2-2602

President ..............Linnea Roberts
Program Director...........Donald B. Somers

Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials. Repertory of two thousand marionettes.

GEORGE HEID PRODUCTIONS
Phone: GR 1-3696

President.................George H. Heid
Recording Engineer..........R. Oliver Young
Musical Director............Max Adkins

Services Offered: Radio programs, continuity writing, recorded sales talks, recording, electrical transcriptions, complete slide film production, script and sound for mechanical displays, industrial motion pictures, TV programs and announcements—live or film.

ARTHUR HENLEY PRODUCTIONS
88-04 63 Dr., Forest Hills, N. Y.
Phone: ILlinois 9-6729

Writer-Producer.............Arthur Henley
Executive Secretary..........Janet Radskin

Services Offered: Creators of radio and TV programs, also distinctive commercials. Original ideas and writing quality stressed. Additional services: program consultation and supervision.
radio production

WOLF ASSOCIATES, Inc.
in all its phases

EDWARD WOLF
General Manager

420 MADISON AVE.
NEW YORK CITY

DON'T WASTE TIME LOOKING!

For tops in syndicated Radio – Video Programs and Spots

LIVE — TRANSCRIBED — FILM

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY
Program Producers

WILLIAM F. HOLLAND PRODUCTIONS
“Holland House,” Auburn Ave. & Taft Rd., Cincinnati 19, O.
Phone: University 8080
Pres. & Mgr. William F. Holland
Executive Vice-Pres. Earl L. Holland

Services Offered: Complete service. Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

WEST HOOKER-FREDERICK PRODUCTIONS CORP.
2 W. 46th St., New York 19, N. Y.
Phone: Judson 2-3026
President West Hooker
V.-P. & Treasurer Frederick Klein
Production Manager Keith Thomas
Promotion Manager Wayne Wirth

Services Offered: Program producers, consultants and talent management.

HOWARD RADIO-TV PRODUCTIONS
53 W. Jackson Blvd., Chicago 40, Ill.
Phone: WAbash 2-8320
Owner Bernard Howard

Services Offered: Handle all creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

HUBBELL TELEVISION, INC.
315 E. 56th St., New York 22, N. Y.
Phone: Plaza 8-2675
President Richard W. Hubbell
V.-P. & Secretary Kyra D. Hubbell
Treasurer Thomas H. Josten
Board Chairman Edwin M. Martin

Services Offered: Production and distribution of TV films, produced abroad and in the U. S. A.

TED HUDES RADIO PRODUCTIONS
17 E. 42 St., New York, N. Y.
Phone: MUrray Hill 2-0276
Owner Ted Hudes

Services Offered: Transcribed Radio Programs for National Organizations. Produce live and transcribed public service and public affairs package shows; distribution over 900 stations from coast to coast, produce TV feature films educational and institutional. Handle radio and Video accounts for commercial and non-commercial set-ups.

Our newest triumph!
"THE CLYDE BEATTY SHOW" . . . with the circus itself as background . . . now sponsored in the Western States by Dr. Ross Dog Food . . . available for other regional deals or t.c. The world’s greatest wild animal trainer comes to radio in a live 30-minute series of danger, excitement . . . harrowing escapes from the claws and fangs of ferocious jungle beasts.

CLYDE BEATTY ★★
HOPALONG CASSIDY

America’s top favorite!
"HOPALONG CASSIDY" starring William Boyd, is riding range on the Mutual Network. This courageous cowboy is mighty proud of his sponsor, General Foods, and we of Commodore are proud of the way America has gone all out for “Hopalong”!

Commodore Productions
and Artists, Inc.
Walter White, Jr., Pres.—Shirley Thomas, Vico-Pres.
1350 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF.
**CREATORS AND PRODUCERS OF TELEVISION AND RADIO PROGRAMS FOR NETWORKS AND COMMERCIAL ADVERTISERS**

---

**WILBUR STARK-JERRY LAYTON, Inc.**

**PROGRAM PRODUCTIONS**

551 FIFTH AVENUE, NEW YORK, N. Y.

---

**Exclusive Management**

<table>
<thead>
<tr>
<th>Kathi Norris</th>
<th>Roscoe Karns</th>
<th>Jack Eigen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russ Hodges</td>
<td>Gordon Dilworth</td>
<td>Sheldon Stark</td>
</tr>
<tr>
<td></td>
<td>Red Benson</td>
<td></td>
</tr>
</tbody>
</table>

---

**THE NEW LISTEN**

GORDON M. DAY RADIO & TV JINGLES

MAKE CASH REGISTERS JINGLE

**Day Jingles Do Not Irritate**


**TV Music Fits The Pictures**

Blending sight with sound—that's "The New Listen" in TV spots. Day storyboards designed in companionship with Day music lead to homogeneous, effective video advertisements.

**New Listen Sell-Ability Proved**

Results from nearly 100 dramatized and musical Day spot campaigns prove *The New Listen*’s immense sell-ability. Campaigns include:

<table>
<thead>
<tr>
<th>Ann Page Foods (A &amp; P)</th>
<th>Kellogg's Cereals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bates Shoes</td>
<td>Martin Blades</td>
</tr>
<tr>
<td>Boston &amp; Maine RR</td>
<td>Minipoo Shampoo</td>
</tr>
<tr>
<td>Crosley Elec. Range</td>
<td>Pickwick Beer</td>
</tr>
<tr>
<td>Gruen Watch</td>
<td>Poslam</td>
</tr>
<tr>
<td>Hoods Ice Cream</td>
<td>Welch's Cocoanut</td>
</tr>
</tbody>
</table>

**Advertisers, Agencies, Stations**

LUCILLE HUDIBURG PRODUCTIONS
131 E. 51st St., New York 22, N. Y.
Phone: ELdorado 5-3508
Producer ..................... Lucille Hudiburg
Co-Producer-Director ...... Thomas Hutchinson
Art Director ............... George Keegan
Writers ...................... Lincoln Scheurle, Hal Richardson
Associate .................... Fred Bethel
Business Manager .......... Walter Keane


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.

INTERNATIONAL 16mm
CORP.
165 W. 46 St., New York 19, N. Y.
Phone: Plaza 7-2265
President-Treasurer .......... Patrick E. Shanahan
Secretary ...................... George Blake
Board of Directors .......... Patrick E. Shanahan, George Blake, Fabian R. Normandin

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

ROBERT KENNETH JAMES, INC.
943 N. La Cienega Blvd., Hollywood 46, Calif.
Phone: CRestview 4-6041
President ..................... Kenneth H. Trietsch
Director-Producer ........... Dec Engelbach
Secretary-Treasurer .......... James M. Doolittle

Services Offered: Radio and TV packaging.

WILLIAM E. JONES COMPANY
OFFICES
15 Orchard Beach, McHenry, III.
Phone: McHenry 164
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-7100
Owner ....................... William E. Jones
Services Offered: Builders, producers and packagers of shows for Radio and TV. Also

---

Allen Funt's
THE CANDID CAMERA

TV—Mondays 9:00 p.m.
Philip Morris — CBS

Movie Shorts—Monthly
Columbia Pictures

Commercial Films
Simmons Mattress

Representative:
TED ASHLEY

769
HAVEN MAC QUARRIE
WORD MASTER
OF CEREMONIES
ORIGINATOR OF
"NOAH WEBSTER SAYS"
"THE MARRIAGE CLUB"
"DO YOU WANT TO BE AN ACTOR?"
on ABC-TV
"IT CAN HAPPEN TO YOU"

RICHARD H ULLMAN INCORPORATED
295 Delaware Avenue
Buffalo 2, New York

JINGL LIBRARY
MUSICAL TUNE-O
$ DOLLAR DERBY $
BARBERSHOP HARMONIES
JOE McCARthy SPEAKS
TAILORED JINGLES
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
Phone: SUnset 11331

President ......................Robert Joseph
Program Director ...............Ken Charles
Film Division ..................Sidney Golden
Pub. & Pro...............John Strauss-Chip Cleary
Production Assistant .........Helene Lane

Services Offered: Packaging and production of live and film TV, including "Hollywood in 3 Dimensions" with Alan Mowbray; "Murder Will Out" with Vincent Price, "Sing Me A Song" with John Howard; "Television Theater" with Rhys Williams.

JERRY JOSS FEATURES
35 E. Wacker Drive, Chicago, Ill.
Phone: SState 2-3381

President ......................Jerry Joss
Eastern Sales Mgr...............Edward Hochhauser, Jr.

Services Offered: Producer of "Calling All Detectives," open-end mystery-telephone quiz program. Five quarter hours weekly. Top rated show—3rd year on WGN. Also syndicate "Story Teller"—quarter hour strip show, in script form.

KASPER-GORDON INC.
140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357

President-Prod. Mgr........Edwin H. Kasper
Treasurer-Commercial Dir.....Aaron S. Bloom
Office Manager ...............Robert W. Graham
Engineer .....................Frederick Piroumian

Services Offered: Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

KILLINGSWORTH TV PRODUCTIONS, INC.
150 W. 49 St., New York 19, N. Y.
Phone: PLaza 7-0759

President .....................Oland Killingsworth
Vice-President ..............Irving G. Gordon
Sec-Treasurer ...............John T. Matthews

Services Offered: Producers of live TV packages and film commercials.

HARLAN THOMPSON

Producer

"THE ED WYNN SHOW"

CBS — Television
WILLIAM GERNANNT

LOU DAHLMAN
CITY AT MIDNIGHT
TROPIC HOLIDAY
DOORWAY TO FAME
TELEFINDS OF '49

Director - Producer

333 WEST 56th STREET
New York City

Cl. 6-2798
LANDAU BROADCASTING SERVICE
150 Broadway, New York 7, N. Y.
Phone: WOrth 2-3322
President ..................Herman Younglieb
Program Director .............Paul Berkwitz
Services Offered: Program production, script.

THE LANDT TRIO
150 W. 49 St., New York 19, N. Y.
Phone: Circle 5-5431
Partner ....................Karl B. Landt
Partner ....................Jack M. Landt
Partner ....................Dan B. Landt
Services Offered: Jingles, spots and live shows for radio and TV.

C. O. LANGLOIS, INC.
Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700
President ....................C. O. Langlois
Secretary ....................John D. Langlois
Treasurer ....................C. O. Langlois, Jr.
Vice-President .................W. O'Keefe
Services Offered: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

LANG-WORTH FEATURE PROGRAMS, INC.
Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700
President ....................C. O. Langlois
Secretary ....................John D. Langlois
Treasurer ....................C. O. Langlois, Jr.
Vice-Presidents ..............W. O'Keefe, Pierre Weis
Representatives .............Walter B. Davison, Dir. of West Coast Operation; William E. Young
Program Director .............Doris Kaye
Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY
624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302
Owner .....................Herbert S. Laufman
Production Director ............Richard Von Albrecht
Program Director .............Jules Pewowar
Services Offered: Packages and producers of TV programs and commercials, offering a complete TV service to advertisers and agencies beginning with an idea through script development to actual production on the air or film.

GENERAL ENTERTAINMENT CORPORATION
Exclusive Owners of Three of Radio's Leading Open End Transcription Series

"HOLLYWOOD'S OPEN HOUSE"
52 One-Half Hours of Comedy, Drama and Music
100 Top Hollywood Stars
THE Unchallenged Top Variety Show in the Field

"RADIO THEATRE OF FAMOUS CLASSICS"
Thirteen Striking Half-Hour Dramatizations of the Works of Literature's Immortal Authors

"LAUGH WITH PETER DONALD"
104 Five-Minute Programs With That Master Story Teller and Dialectician, Peter Donald, Telling His Most Irresistible Stories

For Rates and Availabilities
Wire, Phone or Write

GENERAL ENTERTAINMENT CORPORATION
17 WEST 60th STREET JUdson 2-5179 NEW YORK CITY, N. Y.
CREDIT WHERE CREDIT'S DUE

My personal thanks to:

"MY FRIEND IRMA"

Head Writer—PARKS LEVY
STANLEY ADAMS
ROLAND MacLANE

Production Asst.—LUCIAN DAVIS
PAT BURTON

"LIFE WITH LUIGI"

Directors—MAC BENOFF
LOU DERMAN

Cy Howard

PEGGY and MR. SNIFFIN

WIZ-TV
Sat.—2:05 p.m.

CREATOR—
Geo. Keegan

PUPPET PRODUCTION—
Wallaby Workshop

131 E. 51st ST., N.Y. 22

PRODUCTIONS
Program Producers

LAWRENCE PRODUCTIONS
6700 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 96994
Owner ......................... Bee Eaton Lawrence
Production Manager ..... Richard Hill Wilkinson
Associate ....................... Glenn Langan
Services Offered: Live radio shows, open-end transcribed shows and TV open-end kinescope programs—all covering "Mystery Is My Hobby" half-hour show.

LES LEAR PRODUCTIONS CORP.
139 N. Clark St., Chicago 1, Ill.
Phone: FRanklin 2-2100
President ....................... Les Lear
Account Executives ...... Dick Day, Milt Parlow
Services Offered: Radio-TV film production. Personal management.

BOB LOEWI PRODUCTIONS, INC.
255 A. E. 49 St., New York 17, N. Y.
Phones: MU 8-2600, PL 5-0958
President ....................... Bob Loewi
Assistant ...................... Barnaby Smith
Assistant ...................... Lee Klein
Services Offered: Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

PHILLIPS H. LORD, INC.
501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2211
President ....................... Phillips H. Lord
Vice-President ............... John O. Ives
Manager ....................... Dorothy E. Levy
Program Supervisor ......... Leonard L. Bass
Services Offered: Package shows.

MAC DAVIS SPORTS FEATURES
1 Montgomery Place, Brooklyn 15, N. Y.
Phone: NEvins 3-4374
Director ....................... Mac Davis
Services Offered: Sport programs for radio and TV shows. Special features created, written and produced for radio and TV presentation. Scripts and ideas furnished for all types of sport shows for local, regional or network use.

C. P. MacGREGOR
729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-1491
President ....................... C. P. MacGregor
Manager ....................... George R. Jones
Studio Director ................ Victor Quan
Production Manager .......... Paul Quan
Chief Engineer ................ A. Q. Felthousen
Eastern Sales Mgr ............ Nat V. Donato
Mid-West Sales Mgr ........... Wm. M. Mertz, Jr.
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

PRODUCERS AND PACKAGERS of LIVE AND TV PROGRAMS COMMERCIAL FILM DIVISION

MAGIC LADY AND BOKO TV FILM SERIES
13 Completed Coast To Coast

TELEMOUNT PICTURES, INC.
California Studios
650 N. Bronson Ave., Los Angeles 4, Calif.
RALPH LEVY

Director of

ED WYNN SHOW—CBS—TV
ALAN YOUNG SHOW—CBS—TV

Byron Productions Company

PRESIDENT
Edward A. Byron

Chick Vincent Co.
509 Madison Ave. EL. 5-0734

RADIO
DIRECTOR
“Pepper Young’s Family”
PRODUCER, DIRECTOR
“Public Health Series”
Mutual Life Ins. Co.

TELEVISION
DIRECTOR & SALES REP.
“Ships Reporter” WJZ-TV
CO-PRODUCER
“Mr. Magic” WPIX
PERSONAL REP. FOR
Alvin Helfer
Sports Announcer • Commentator
MANNON SOUND STAGES
(For complete listing see TV Film Producers)

ALEXANDER McQUEEN & ASSOCIATES
5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: Ravenswood 8-9010
Owner .................. Alexander McQueen

CHARLES MICHELSO, INC.
23 W. 47 St., New York 10, N. Y.
Phone: PLaza 7-0695-6
President .................. Charles Michelson
Services Offered: Porto-Playback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

LES MITCHEL PRODUCTIONS, INC.
9310 Hillrose St., Sunland, Calif.
Phone: Florida 3-1105
President .................. Les Mitchel
Secretary-Treasurer ............ G. Madelon Mitchel
Vice President ................ E. Marshal Bitgood
Vice-Pres. & Script Writer ...... Budd Lesser
Controller .................. John Hutchins

Services Offered: Production of transcribed and live package programs. Directorial and supervising service.

MOLE, DAVIS, INC.
105 W. 55th St., New York 19, N. Y.
Phone: Circle 6-8006
President .................. John Mole
Executive Vice-President ...... Blevins Davis
V-P. & Gen. Mgr. .......... Blanche Stuart Lee
Technician ................ John Bryan
Services Offered: Production of packaged shows for Radio and TV.

WILLIAM MORRIS AGENCY, INC.
1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-2160
Exec.-in-Chq. 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.

WATCH FOR
"Answer Yes or No"
with
MOSS HART
KITT CARLISLE
QUENTIN REYNOLDS
VIRGINIA PEINE
MARTIN GABLE
ARLENE FRANCIS

"Say It With Acting"
Starts its 2nd year for the J. B. Williams Co. with a 17 Hooperating

WEST HOOKER-FREDERICK PRODUCTIONS CORP.
2 W. 46th ST., N.Y.C.  JU 2-3026

* January Hooper 1950
MOTION PICTURE PRODUCTIONS, INC.
620 W. Superior Ave., Cleveland 13, O.
Phone: PROspect 4900
President .................. Donald C. Jones
Vice President ............ Robert E. Haviland
Secretary .................. E. M. Engle
Services Offered: Producers of motion pictures and slide films on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

MOTION PICTURE STAGES, INC.
(For complete listing see TV Film Producers)

MURPHY-LILLIS PRODUCTIONS, INC.
(For complete listing see TV Film Producers)

MUSIC CORPORATION OF AMERICA
(MCA Artists, Ltd.)
598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Branch Offices
17-18 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Calif.

WALT FRAMER
Producer - Director - Writer
"STRIKE IT RICH" . . . CBS

Credits:
Ladies Be Seated
Glamour Manor
Break The Bank

Coming:
Aladdin and His Lamp
Exchange For Happiness
Private Enterprise

Walt Framer Associates

106 1st Montgomery St., San Francisco, Calif.
1172 Union Commerce Bldg., Cleveland, O.
2102 N. Akard St., Dallas, Tex.
1612 Book Tower, Detroit, Mich.
1014 Little Building, Boston, Mass.
Northwestern Bank Bldg., Minneapolis, Minn.

MUZAK CORPORATION
(For detailed listing see Associated Program Service, Div. of Muzak Corp.)

NASHT PRODUCTIONS, INC.
16 E. 52 St., New York 22, N. Y.
Phone: Murray Hill 8-3323
President .................... John Nasht
Vice-President ............. Gene J. Seagle
Services Offered: Live and film packaged shows for TV.

THE NATIONAL RESEARCH BUREAU, INC.
415 N. Dearborn St., Chicago 10, Ill.
Phone: Superior 7-5080
Exec. Vice- Pres. ............ Frank P. Kendall
Editorial Director ........... Alice Jane Aitken
Services Offered: Copy and programming services for radio stations, "Tempera-tunes", transcribed jingles, "Memorial Hour", transcribed monument show; History of Sports, news items from the world of sports.

TRANSCRIBED FOR LOCAL OR REGIONAL SPONSORSHIP

RADIO'S No. 1 FOOTBALL SHOW
"LEAHY OF NOTRE DAME"
TOP TIMELY FOOTBALL SHOW
15 MINUTES — CUT WEEKLY
with AMERICA'S No. 1 FOOTBALL COACH
FRANK LEAHY
also
SPOTS — JINGLES
TELEVISION
Films — Commercials — Programs
GREEN ASSOCIATES
Chicago
360 N. Michigan Ce 6-5593
NEBLETT RADIO PRODUCTIONS  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntral 6-4144  
President ....................Morton Jacobson  
Services Offered: Creators of open-end and custom-built transcribed radio shows.  

NELSON PRODUCTIONS INC.  
341 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-5862  
President ....................Raymond E. Nelson  
Services Offered: Feature and commercial films to order; live shows for radio and TV.  

OLIVER W. NICOLL PRODUCTIONS  
37 W. 46 St., New York 19, N. Y.  
Phone: LUxemburg 2-5130  
Cable Address: AREFFAY Newyork  
Producer-Dir. ................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 or NSTP—National Society of Television Producers.  

LILIAN OKUN, INC.  
2 W. 67 St., New York 23, N. Y.  
Phone: TRafalgar 7-8916  
President-Manager ............Lilian Okun  
Services Offered: Specialize in women’s and children’s programs, TV programs; complete programs prepared.  

ORIGINAL RADIO PRODUCTIONS, INC.  
36 W. 74th St., New York 24, N. Y.  
Phone: SChuyler 4-8996  
President ....................Harmon Yaffa  
Vice-President ................Anthony Gablik  
Secretary-Treasurer ............Lawrence Laupheimer  
Services Offered: Creators and producers of Radio and TV programs.  

PAN AMERICAN BROADCASTING CO.  
330 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-0810  
Manager ....................Eugene Bernald  
Asth. Manager ................Arthur Gordon  
Services Offered: Transcribed and live programs for export markets, in Spanish, English, French. Drama, serial, comedy, news, etc.  

To Producers, Artists  
Advertising Agencies  
and Sponsors . . .  

- A complete recording service, paying strict attention to customer’s requirements.  
- Modern, up-to-date equipment . . . (Tape or Acetate).  
- Large, medium and small studios to meet all needs . . . including audiences.  

FRED ROBBINS SAM BROS.  
Representing Artists of Distinction for Every Branch of Show Business  
Licensed by  
Equity  
A.F.R.A.  
A.G.V.A.  
A.F. of M.  
67 W. 44th St., New York 18, N. Y.  
Suite 601-2  
Murray Hill 7-2033  
Associates  
THE ZAHL AGENCY  
45-46 Chandos Place  
London W.C. 2, England  

6000 SUNSET  
RADIO CENTER  
BROADCAST & RECORDING STUDIOS  
6000 SUNSET BLVD.  
HOLLYWOOD 28 . . HE 6811
P. R. B., INC.
745 Fifth Ave., New York, N. Y.
Phone: MU 3-1067
President .................. Charles Buddy Rogers
V.P. & Treas. ............... Mal Boyd
Secretary ................. Paul O'Brien (O'Brien, Driscoll, Raferty and Lawler)

Director .................. Mary Pickford

Services Offered: Packaging and production of Radio and TV programs; personal management of principals of programs.

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
President .................. Kent Cooper
Vice President ............. Oliver Granling

Services Offered: "Personality Time," 15-minute transcription dramatizing personalities of stage, screen and radio, 78 episodes;

GEORGE LOGAN PRICE, INC.
946 S. Normandie Ave., Los Angeles 6, Calif.
Phone: DUnkirk 3-7372
President .................. George Logan Price

Sales & Service Manager ......... S. M. Lauch
Copy & Prod. Dir. ............ George Price, Jr.
Music Consultant .............. Chauncey Haines, Jr.

Services Offered: A complete copy and production, promotion, publicity, and public relations service, based on 30 years national advertising agency experience and 25 years in active radio programming and production. Anything from 30 seconds to 60 minutes, script, production, recording; sales, service, distribution, TV commercials, spots, gags, gimmicks. Specializing in inspirational, morale-building programs which also sell. Producers of programs now entering 16th year, with world-wide distribution.

PROGRESSIVE RADIO ADVERTISING CO.
260 E. 161 St., New York 51, N. Y.
Phone: MErose 5-5523
Pres-Producer-Director ........ Lido Belli

Services Offered: Italian language programs, production and talent.

RADIO ARTISTS CORP.
509 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-0944
President ............... Bernard L. Schubert

Services Offered: Talent, production radio and TV package management.

BOB L. ROBERTS
RADIO AND TELEVISION PACKAGE PRODUCTION

Personal Management
JACK LACY
Star of the "LISTEN TO LACY" and "BUSHELS OF FUN" shows, WINS, N. Y. and other top name talent.

Complete facilities including over 5000 sq. ft. of modern studios with direct line broadcasting equipment, projection rooms, rehearsal and audition halls available to the showbusiness industry.

ROBERTS
"The Show Business Center of the World"
RADIO, TELEVISION, STAGE and SCREEN
STUDIOS: 806 Seventh Ave., N. Y. C.
Tel. JUDson 6-0025-6 Bob L. Roberts, Prés.
**Program Producers**

**RCA VICTOR CUSTOM RECORD SALES DIVISION**
120 E. 23rd St., New York 10, N. Y.
Phone: Murray Hill 9-0500
Manager ............... James P. Davis
Administration Manager .... Ralph C. Williams
Artist & Rep. Mgr. ....... Herbert H. Wood

**RCA RECORDED PROGRAM SERVICES SECTION**
Manager ............... Donald J. Mercer
Sales Manager ........... Wade Barnes
Eastern Sales Rep. .......... Addison Amor
Midwestern Sales Rep. ... William F. Reilly
Western Sales Rep. .......... William C. Garland

**Services Offered:** THESAURUS (musical library service; RCA SYNDICATED PROGRAMS (recorded dramatic, variety musical shows).

**Studios and Regional Offices**
120 E. 23rd St., New York 10, N. Y.
Phone: Murray Hill 9-0500
445 N. Lake Shore Drive, Chicago 11, Ill.
Phone: Whitehall 4-2900
1016 N. Sycamore Ave., Hollywood 38, Calif.
Phone: Hillside 5151

**RADIO EVENTS, INC.**
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-1668

**SERVICE UNLIMITED**

* an organization devoted to the development and presentation of TV and AM programs and advertising
* in 1949 we serviced eight agencies on thirteen accounts with custom-built shows and spots
* your needs are our opportunity

**LARRY KURTZE  CHARLES O. DABNEY**
360 N. Michigan Ave.
Chicago 1, Illinois
Randolph 6-5246

President ............... Julienne Dupuy
Sales Director ........... Roger Girodolle
Director-Producer ........ Joel Spector

**Services Offered:** Live packages, commercials and script services.

**RADIO FEATURES OF AMERICA**
37 W. 46 St., New York 19, N. Y.
Phone: LUXemburg 2-5130
Executive Director .......... Oliver W. Nicoll
Associate Director ........ Sandra Munsell

**London Representative**
Phone: LAngham 6248, 5050
(Harry Alan Towers)

**Services Offered:** Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation. package live and film shows, script, talent. Members of NSTP.

**RADIO-VIDEO ASSOCIATES**
322 E. 55 St., New York 22, N. Y.
Phone: PLaza 5-5781
Executive Director ........ Jack Lloyd

**Services Offered:** Production of radio and TV shows; spot announcements and musical jingles; 16 mm. films for TV; audition

**TV PACKAGING**

★ “Howdy Doody”
(NBC-TV)
tops in TV kid shows

★ “Author Meets the Critics”
(ABC-TV)
tops in discussion shows

**Other topnotch properties available.**

**MARTIN STONE ASSOCIATES**
4 West 58th New York
scripts for talent; production of foreign language shows.

RAO VIDEO
45 W. 45th St., New York 19, N. Y.
Phone: Plaza 7-7238
Exec. Dir., Producer .......... Robert A. Orenbach
Admin. Dir., Producer .......... Carl LeBow
Film Director ............... David Balaban
Sales Director .......... Arnold Manchester
Sales Promotion .......... Hy H. Pe-ner
Musical Director .......... Teddy Hall
Announcer .............. Hal Simms
Services Offered: TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

REEMACK ENTERPRISES, INC.
527 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-7979
President .................. Lou Goldberg
Vice-President ............ Wanda Ellis
Secretary .................. Lloyd Marx
Services Offered: Producers of “The Original Amateur Hour.”

JOE THOMPSON
Producer
Television
Radio
Granite 1797
8746 Appian Way
Hollywood 46, Calif.

RELIGIOUS NEWS SERVICE
381 Fourth Ave., New York 16, N. Y.
Phone: Murray Hill 4-1463
Managing Editor .......... Louis Minsky
Asst. Managing Editor .... Lillian R. Block
Services Offered: A lively 15-minute weekly religious news script covering religious developments of all faiths throughout the world. About 15 separate stories are included in each script.

REYNOLDS PRODUCTIONS
497 S. Roxbury Dr., Beverly Hills, Calif.
President .................. Stuart Reynolds
Services Offered: Radio-TV programs.

RICHMAN PRODUCTIONS
17 E. 45 St., New York 17, N. Y.
Phone: Murray Hill 2-5854
General Manager .......... William Richman
Executive Director .... Howard Richman
Publicity .................. Sanford J. Metlis
Research .................. Howard Longfellow
Traffic .................... Beatrice Solarz
Services Offered: Radio and TV programs and packages.

H. D. RICKERT CO.
545 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-4256-7-8
Director .................. H. D. Rickert

Francis Van Hартесveldt
Producer
“The Great Gildersleeve” NBC
“Junior Miss” CBS
“King’s Men Show”
And On Television
“How Wrong Can You See”
Program Producers

ROBBINS BROTHERS
67 W. 44th St., New York 18, N. Y.
Phone: MUrray Hill 7-2033
Co-Owner ....................Fred Robbins
Co-Owner ....................Sam Robbins
Dir., Color Dept. ..............Billy Sharp
London Rep. ..................Hyman Zahl
Services Offered: Complete shows packaged for night clubs, hotels, theaters, radio and TV; represent artists of distinction for every branch of show business.

ROBINSON RECORDING LABS.
35 S. 9 St., Philadelphia 7, Pa.
Phone: WA 2-6800
Proprietor ....................W. P. Robinson
Recording Engineers ..........W. W. Jost,
Chas. Metz
Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL RADIO
18 E. 50 St., New York 22, N. Y.
Phone: PLaza 9-7979
President ..........................Stanley J. Wolf

E. CARLTON WINCKLER
PRODUCTION DIRECTOR

ABC* TELEVISION CENTER
Western Division
HOLLYWOOD

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.

ROGER KAY ENTERPRISES, INC.
666 FIFTH AVE., NEW YORK 19, N. Y.
MU. 8-2164

Roger Kay
producer-director
creator of distinctive television packages
Services Offered: Complete TV service for video stations and advertisers, live and film productions, commercials, minute spots, weather spots, animation, custom-built shows, TV consultants, personal TV and radio representation, concert management.

JAMES L. SAPHIER AGENCY, INC.
9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 7-2331
20 N. Wacker Drive, Chicago 6, Ill.
Phone: ANDover 3-6038
President ..................James L. Saphier
Manager of Chicago Office......Stefan Hatos
Services Offered: Radio and TV productions, sale of package programs and talent.

GEORGE SHECK TELEVISION PRODUCTIONS
214 W. 42nd St., New York 18, N. Y.
Phone: Longacre 5-1616
Associate Producer ...............Jessie Marks
Associate Producer ................Art Franklin
Services Offered: Low budget packages shows—variety, dramatics, etc.

SEABOARD STUDIOS, INC.
(For complete listing see TV Film Producers)

SHECK, DAHLMAN, BLACK & FORSLUND, INC.
353 W. 57th St., New York, N. Y.
Phone: JU 6-5733-4
Producers......George Schenck, Lou Dahlman, Albert Black, Donald Forslund.
Writer ..................Jesse Marks
Services Offered: Producers of "City At Midnight," "Tropic Holiday" and "Tele-finds Of 1949"; produce low budget, local TV shows on CBS and NBC.

BERNARD L. SCHUBERT, INC.
509 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-0944
President ..................Bernard L. Schubert
Services Offered: Talent, production radio and TV package management.

SCREENCRAFT PICTURES, INC.
341 W. 44 St., New York 18, N. Y.
Phone: Circle 6-8546
President ..................J. S. Berkson
Vice President ..................B. H. Mills
Treasurer ..................Edward Berkson
Services Offered: Distributors of 16 and 35 mm features and shorts.

ROBERT A. LEHMAN
RADIO and TV PRODUCER DIRECTOR

RADIO-TELEVISION PRODUCTIONS
PERSONAL REPRESENTATION
ONE CHRISTOPHER ST. WA 4-8582

LESTER LEWIS ASSOCIATES

HOLLYWOOD SCREEN TEST
BEST FOODS, Inc.

ELOISE SALUTES THE STARS
with ELOISE McELHONE
DOESKIN PRODUCTS, Inc.
SCRIPT ASSOCIATES
822 S. Parkview, Los Angeles 26, Calif.
Phone: MA 6-6475

Director .................... Cal Frederick
Coordinator .................... Jean Frederick
Commercial Manager......... Larry Purdin


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. & Treasurer ....... A. G. Harper
Secretary ..................... David Griffith, Jr.
Producer-Director ............. Ann Archer
Director ...................... Harry Mauke
Director of Photography ...... Chas. Stramner
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. Dahney
Production Director ...... Larry Kurtze
Set, Prop & Art Mgr. .... Sam Stone
Office Manager .......... Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.
475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President .................. Paul Heinecke
Secretary-Treasurer ....... R. C. Heinecke
General Manager .......... K. A. Jadassohn

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.
1585 Broadway, New York 19, N. Y.
Phone: JUdson 6-3950

President .................. Fletcher Smith
Vice President ............. Charles Schettler
Secretary-Treasurer ....... Peter Caldera

Services Offered: Film production for TV

ARTHUR H. MILLER
PUBLICITY and PUBLIC RELATIONS

Specializing in Radio & Television Programs and Personalities

40 East 49th Street
New York 17, N. Y.
ELdorado 5-6092
- specialty animation, complete art and photographic staff and equipment.

SOUND STUDIOS, INC.
1121 Vermont Ave., N.W., Washington 15, D. C.
Phone: REpublic 1984

President ......................... Leon Loeb
Secretary ......................... Ethel Wife Loeb
Chief Engineer ................... Doc M. Watson

Services Offered: Produce completely packaged shows from script to transcription.

THE SOUVAINE COMPANY
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-6666

General Partner .................. Henry Souvaine
General Partner .................. Howard L. Taylor

Services Offered: Producers of radio and TV productions.

WILBUR STARK-JERRY LAYTON,
INC., PROGRAM PRODUCTIONS
351 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6320

President ......................... Wilbur Stark
Secretary-Treasurer ............. Jerry Layton
Exec. Secy.-Casting ............. Diane Werfel

Services Offered: Creators and producers of radio and TV programs for networks and commercial advertisers. Exclusive management of personalities, performers and writers for radio and TV.

RICHARD STARK & COMPANY
125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608

Partner .................. Richard Stark, Jane Troxell
Financial Advisor .......... Seymour Schneidman
Associate ............. Rod Mitchell, George Shealy

Services Offered: Program consultants for Radio and TV: production, writing, costumes, lighting, photography; complete charge of program, or of commercial production alone. Live shows only.

MARTIN STONE ASSOCIATES
4 W. 58th St., New York 19, N. Y.
Phone: MUrray HIl 7-6585

Head of Organization .......... Martin Stone
Administrative Head ............ Richard K. Doan
Production Head ............... Harold Schaeffel
Merchandising Director ........ Allan Stone
Publicity Director ............. Alan E. Brandt
Script Chief ..................... Jerome CooperSmith
Production Supervisor ......... Harriet C. Halsband
Art Director .................... Milton C. Neil

Services Offered: Producer and licensing agent of Howdy Doody program; packager of Author Meets the Critics, etc.

PAUL MUNROE
PRODUCER—WRITER
DIRECTOR

KEN MURRAY
PROGRAM PRODUCERS

RICHARD STROUT PRODUCTIONS
1544 N. Hudson Ave., Hollywood 2, Calif.
Phone: HUDson 2-2145
507 Fifth Ave., New York 17, N. Y.
Phone: MTrray Hill 2-6924
President ..................Richard Strout
Hollywood Prod. Mgr. ..James E. McKenzie
Sales Promotion.........George C. Meacham
Talent ......................Doris Edwards
Services Offered: Transcriptions, scripts, talent, recording facilities, TV film spots and complete production of tailor-made radio and TV programs.

IRVIN PAUL SULDS, INC.
654 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-7025
President ..................Irvin Paul Sulds
Associate Producer ......Alice Pentlarge
Associate Producer ......Milan J. Greer
Associate Producer ......Mary McMullen
Services Offered: Production of live and filmed TV programs.

HAL TATE RADIO PRODUCTIONS
612 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-1004
Owner-Manager .............Hal Tate
Services Offered: Package programs including "Who's Talking?" transcribed celebrity quiz show conducted by a local emcee. Also transcribed series starring the Columbia Pictures star, "Smiley" Burnette and titled "Smiley Burnette's Tall Tales."

TEEEVEE FILM COMPANY
170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 1-0204
President ..................Gifford Phillips
General Manager .........Ludlow Flower, Jr.
Coord. of Sales & Prom. J. Wesley Beeman
Dir. of Film Prod. ..........Merrill Pye
Dir. of Live Prod. ..........Bob Koenig
Eastern Sales Mgr. ..........Alfred Levy
Services Offered: Custom-built TV shows, film and live; spot commercials.

TEL-ADVISERS, INC.
1425 Broadway, New York 18, N. Y.
Phone: LOngacre 5-4530
Pres. & Mng. Dir. ..........Jay Strong
Assoc. Dir. & Prod. V.-P. B. G. Stern
Assoc. Prod. Dir. See............Doris Pearce
Costume Designer, V.-P. Alice Gibson
Services Offered: Packaging line and film productions; dramatic and variety adaptations; originator of Tele-Pre-Vue theatre.

TELECAST FILMS, INC.
(For complete listing see TV Film Producers)

RAO VIDEO Inc.
PROGRAMS NOW AVAILABLE
"THE CHARM CIRCLE"
Strictly for the women .. audience participation, Giveaway, Guest Stars.

"ONE FLIGHT UP"
Unusual dramatic series with a different twist.
... and many other visually exciting TV productions and commercials priced within budget range of smaller accounts.
Write for brochure and further information and amazing figures that spell the highest in quality performance at lowest cost per thousand.

"Make RAO your key to Successful TV."
45 West 45th St.
New York 19, N. Y.
Telephone: Plaza 7-7238

GENERAL TELEVISION ENTERPRISES, INC.
Gordon W. Levoy, President

GTE DISTRIBUTORS-PACKAGERS
of TELEVISION FILM SERIES
6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone—Gladstone 4146
TELEMATED CARTOONS
70 E. 45th St., New York 17, N. Y.
Phone: Murray Hill 6-3933
Producer-Director ...........Saul S. Taffet
Services Offered: Production of TV film commercials; Animated cartoons; live action; animated effects; optical effects. In 35 mm. or 16 mm., as desired, Scripts and storyboards for client presentations.

TELEMOUNT PICTURES, INC.
5255 Clinton St., Los Angeles 4, Calif.
Phone: Hollywood 9-3231, Ext. 103 & 104
Pres. & Chairman Bd. of Dir.
Henry B. Donovan
1st Vice-Pres. & Member Bd. of Dir.
Fred Roberts, Jr.
Philip J. Casazza
3rd Vice-Pres. & Member Bd. of Dir.
D. A. Donovan
Treasurer-Secretary ........Marie Copenhaver
Assistant Secretary ........Henry L. Pechota
Recording Secretary ........Loretta Donovan
Services Offered: Producers of TV films and Live Programs & Commercial Films 35mm. and 16mm. Black and White and Color Films.

TELEVISION FEATURES, INC.
(For complete listing see TV Film Producers)

LAURENCE HAMMOND
Productions

RADIO—TELEVISION

Americans, Speak Up
Keeping Up with the Wigglesworths

45 EAST 51st STREET
NEW YORK
Plaza 9-2210

TELEVISION FILMS OF AMERICA (TFA)
Box 2222, Hollywood 28, Calif.
Phone: Gladstone 2624
Exec. Prod. & Gen. Mgr. ......Jack Parker
Asst. to Executve Producer .....Ray Bond
Asst. to Gen. Mgr. ............Ross Van Nibroc
Program Director ...........Betty Underwood
Children's program mgr. .Margie Dunwell
Women's program mgr. ......Hortense Reed
Feature program mgr. ....Garland Brunton
Special event program mgr. .Carl Underwood
Chief Script Editor ..........Betty Underwood
San Francisco Mgr.............Kaye Hyde
Chicago Manager ............A. F. Parker, Jr.
New York Manager ...........Ross Van Nibroc
Services Offered: Producers of special 16mm. motion pictures for TV release and special effects.

TELEVISION SCREEN PRODUCTIONS, INC.
17 E. 45 St., New York 17, N. Y.
Phone: Murray Hill 2-8877
President ..................Charles J. Basch, Jr.
Treasurer ..................Clarence Schmidt
Secretary ..................Frankie Basch
Services Offered: Film programs, film spots, industrial, training and documentary films, slide films, will rent studio facilities

BEN PARK
Writing, Production and Direction
Dramatic and Documentary
Radio: REPORT UNCENSORED
IT'S YOUR LIFE
THE LIVING PROOF

Television: PORTRAIT OF AMERICA

—— Chicago ———
Program Producers

with, or without, cameramen, scripts, direction and cast.

TELEWAYS RADIO PRODUCTIONS, INC.
8949 Sunset Blvd., Hollywood 46, Calif.
Phone: BRadshaw 21447, CRestview 67238
President.................Charles A. Kennedy
Accounting Dept..................A. Corrigan
Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

THREE MINUTE SERMONS, INC.
Box 2222, Hollywood 28, Calif.
Executive Producer.............Jack Parker
Chief Script Editor & Assoc. Prod.
Hal Marshall
Writer & Assoc. Producer...Garland Brunton
Writer & Program Dir...........Mary Blue
Public Relations Director........Ben Gaye
Eastern Manager..................A. F. Parker, Jr.
Services Offered: Religious programs produced to order, religious scripts to order, producers of “three-minute sermons” for five-minute spots, public and radio relations for live and transcribed religious programs, TV department produces live and 16mm. films with religious theme also fillers for TV stations.

TORCHLIGHT PRODUCTIONS, INC.
229 W. 42 St., New York 18, N. Y.
Phone: WIsconsin 7-0771-3
President..................David R. Kapralik
Vice-Pres.-in-charge-Production..Jane White
Publicity ..................Harvey Ziegler
Services Offered: Package radio and TV programs, production and packaging, including publicity, promotion, and research.

TOWERS OF LONDON, LTD.
37 W. 46 St., New York 19, N. Y.
Phone: LUXemburg 2-5130-5131
Cable address: TOWERSAM Newyork
President..................Harry Alan Towers
Vice-Pres. & National Dir. for the U. S.
Oliver W. Nicoll
London Offices:
Towers of London, Ltd.,
34 Hallam St., London W. 1, Eng.
Phone: LAngham 6248, 5050
International President..Harry Alan Towers
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

TOMMY BARTLETT
"Welcome Travelers"

NBC — Mon. thru Fri.
for

PROCTER & GAMBLE

RADIO-TV Rep. . . . JOHN E. GIBBS
9 ROCKEFELLER PLAZA, N.Y.C.

Personal Mgt. . . . . LES LEAR
HOTEL SHERMAN, CHICAGO

STATION MANAGERS CONTACT

LES LEAR FOR INFORMATION ON

TOMMY BARTLETT
(IN PERSON)

Audience Participation Show
EXECUTIVE PRODUCER
ABC-TV-WESTERN DIV.
HOLLYWOOD

GEORGE M. CAHAN

Now Directing:
"THE RUGGLES"

Produced:
UNION PACIFIC
STREAMLINER REVUE

Directed:
OBOLER’S COMEDY THEATRE
THE THREE STOOGES
HOLLYWOOD HOUSE
AMAZING MR. MALONE

THE CARDINAL CLUB
PLAN BRINGS YOU
FIVE GREAT SHOWS:

Adventures By Morse
The Anderson Family
Barnyard Jamboree

Sleepy Joe
The Story Teller
with Marvin Miller

THE CARDINAL CO.
6600 Sunset Blvd.
Hollywood 28, Calif.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.
1 E. 51st St., New York 22, N. Y.
Phone: Plaza 5-0200
President .................. John L. Clark
Services Offered: Live and transcribéd programs.

TRANS-CONTINENTAL TELEVISION, INC.
420 Madison Ave., New York, N. Y.
Phone: PI. 9-390
President ................. Arthur Simon
Secretary ................. Edward Scherer
Treasurer ................. Gertrude Chetkin
Services Offered: Creating and producing TV programs for agencies, stations and advertisers. Complete program packaging service, ideas, scripts, talent, production, sales.

TRANSCRIBED RADIO SHOWS
2 W. 47 St., New York 19, N. Y.
Phone: LAnsenburg 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.

TRANSULATION SALES, INC.
117 W. High St., Springfield 35, O.
Phone: 2-1974
President ................ J. P. Williams
Executive Vice-Pre ........ Adina H. Karns
Vice-Pre. & Gen. Mgr. ... John F. Hyle
Services Offered: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients: cutting personalized commercial messages, syndicated.

TRANSFILM, INC.
(For complete listing see TV Film Producers)

RICHARD H. ULLMAN, INC.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLEVELAND 2066
President ................. Richard H. Ullman
Exec. V.P. ............... Robert P. Mendelson
Production Mgr. .......... Robert Nicholson
Services Offered: Create, write and produce radio programs and announcements, selling direct to radio stations and advertising agencies.

UNITED PRESS ASSOCIATIONS
220 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 24040
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 PRODUCTIONS OF AMERICA
4440 Olive St., Burbank, Calif.
Phone: CH-0-7171
President-Exec. Prod. Stephen Bosustow
Vice-Pres. in-Charge-Prod. John Hubley
Vice-Pres. & Prod. Mgr. A. D. Woolery

Services Offered: Modern studios offer separate units for production of animated films for TV, movie shorts, industrial and government training films and an annual cartoon feature picture. Home of annual (November) industrywide Animation Art Festival.

THOMAS J. VALENTINO, INC.
150 W. 46th St., New York 19, N. Y.
Phone: Circle 6-4675-6
President Thomas J. Valentino
Vice-President Michael T. Valentino
Secretary Elsie F. Valentino
Treasurer T. J. Valentino
Sales Manager Peter J. Riolo

Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

VIDEO VARIETIES CORP.
(For complete listing see TV Film Producers)

CHICK VINCENT CO.
509 Madison Ave., New York 22, N. Y.
Phone: EL-5-0734
Director Producer Chick Vincent
Casting Director Norma Vincent

Services Offered: Package producers, program production, TV programs, live and film.

J. FRANKLYN VIOLA
152 W. 42nd St., New York 18, N. Y.
Phone: Chickering 4-3254
President and Owner Franklyn Viola

Services Offered: Foreign language broadcasting, including transcriptions, scripts, recordings and talent.

VON BAUMANN STUDIOS INC.
331 E. 71 St., New York 21, N. Y.
Phone: RH-4-5508
Pres. & Treas. E. F. Von Baumann
Exec. V-P. Cyril Von Baumann

Services Offered: Production of live and transcribed custom built radio and TV shows. Audi-vide-tizing (audio, video advertising commercials).

ROGER WHITE PRODUCTIONS
435 E. 57th St., New York 22, N. Y.
Phone: PLaza 5-3560

President Roger White
Assoc. Prod. & Edit. Supvr. Leonard Traube
Music Director Dale Phalen

Services Offered: Producing and packaging of radio and TV programs, including publicity, promotion and research.

WOLFF-FELDMAN ENTERPRISES, INC.
214 W. 42 St., New York 18, N. Y.
Phone: LA-4-3540
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
Sec'y-Treas. Irving Oppenheim
Dir. of Sales Wallace A. Ross
Producer Donald Davis
Producer Daniel Mann
Producer Edward Kenner

Services Offered: Package TV programs for sale, film programs, live programs, and combination film and live programs.

WYNN WRIGHT ASSOCIATES
17 W. 57 St., New York 19, N. Y.
Phone: PLaza 3-4117

Producer-Director Wynn Wright
Manager Charles Granzow
Casting Director Helen Wright

Services Offered: Building and producing radio & TV programs.

FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President Frederic W. Ziv
Vice-President John L. Sinn
V.P., Chg. of Sales Alvin E. Unger
Treas. & Comptroller Joseph L. Moore
Partner M. R. Ziv
Promotion Mgr. Samuel Glueck

Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President John L. Sinn
Vice-President Frederic W. Ziv
Manager Paul Blair

Services Offered: Produces open-end TV film covering wide variety of interesting subjects, available in commercial or sustaining basis, in both large and small markets from Coast to Coast.

791
NOW!
15 MINUTES ON A 10" RECORD!
22 Minutes On a 12" Record

NEW BANDING TECHNIQUE
Makes it possible to separate program segments for quick cueing.

EASIER AND CHEAPER TO PACK
Lower Shipping Costs Saves Storage Space

UP TO 42% SAVINGS!

APPLAUSE
for the sensational new
COLUMBIA
MICRO GROOVE
TRANSCRIPTIONS

Radio stations and advertisers enthusiastically endorse all the advanced features of the amazing new micro-groove radio transcription technique—pioneered and perfected by Columbia!

Wire, Write or Phone for Details

COLUMBIA TRANSCRIPTIONS
A DIVISION OF COLUMBIA RECORDS, INC. ®
New York: 799 Seventh Avenue, Circle 5-7300 • Los Angeles: 8723 Alden Drive, BRadshaw 2-5411
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000
Transcription Companies

ALL-CANADA RADIO FACILITIES, LTD.
305 Victory Bldg., Toronto 1, Ont., Canada
Phone: Elgin 2464
President..................H. R. Carson
Eastern Manager................G. F. Herbert
Program Manager................J. S. MacKay
Sales Manager................F. W. Cannon
Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.
113 W. 57 St., New York 19, N. Y.
Phone: Circle 6-0141, 0142
(See detailed listing under Program Producers)

ADVERTISERS RECORDING, LTD.
624 Dominion Sq., Bldg., Montreal, Que.
Phone: MARquette 6368
President-Gen. Man................Walter P. Downs
Secretary..........................Marjorie C. McKeown
Services Offered: Transcription and private wire service.

AFFILIATED PROGRAM SERVICE, INC.
525 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1881
President..........................Paul F. Adler
Services Offered: Sales representatives of transcribed programs and properties. Facilities for pressing records and transcriptions. Script services.

ALLENTOWN RECORD CO., INC.
10th & Walnut Sts., Allentown, Pa.
Phone: 3-7405
President..................Sanford L. Wartell
Treasurer..................John L. Schwartz
Secretary..................Sidney Rubin
Services Offered: Phonograph record pressing contractors, working exclusively in unfilled vinylite and agralite, pressings available in red or black.

APEX RECORDING STUDIOS, INC.
119 W. 57 St., New York, N. Y.
Phone: PLaza 7-7067-8-9
President..................Robert E. Scheuing
Secretary-Treasurer................Sidney M. Feitelberg
Chief Engineer..................Thomas Dowd
Publicity..................Elayne H. Fox
Engineer..................Fred Grau
Engineer..................Jack Kenney

Services Offered: Complete theater studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities, Tape and wire recording facilities. TV air checks.

ARIZONA RECORDING PRODUCTIONS
334 N. 7th Ave., Phoenix, Ariz.
Phone: 2-2016
Owner-Manager..................Raymond Boley
Secretary..................Mary Clancy

Services Offered: Commercial transcriptions, air-checks, spot announcements, script service. Lateral cut at 33 1/3 and 78 r.p.m. NAB standards.

ARTS RECORDING STUDIOS
29 W. 57 St., New York 19, N. Y.
Phone: PLaza 8-0407
Owner-Chief Engineer..................John R. Cieferskor
Associate Engineer..................Earl E. Welch
Manager..................M. Cieferskor

Services Offered: Complete transcription and commercial recording facilities. Fast pressing service direct from our own plant.

ASSOCIATED PROGRAM SERVICE
(Div. of Muzak Corp.)
151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr..................Richard S. Testut
Vice Pres. & Treas..................John C. Andrus
Vice Pres. Chg. Rec..................Andrew M. Wiswell
Commercial Mgr..................Clifford M. Greenland
Dir. of Prom..................James W. Lucas
Program & Prom. Mgr..................Leslie F. Biebl
Account Executive..................John O'Connell

Services Offered: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.
Your sales go up

FRAN WARREN sings...
a dramatic voice and personalized style just for you and your listening audience. Allen Roth directs.

The TEX BENEKE Show...
exclusive Beneke and Miller arrangements by one of America’s top bands!

Music by ROTH...
Allen Roth’s orchestra and 16-voice chorus. Everything from barrelhouse to Beethoven...richly arranged.

"Swing and Sway with SAMMY KAYE"...featuring The Kaydets, the Kaye Glee Club, other name artists.
The RAY McKinley Show

Ray McKinley, his vocals, his drums and the most versatile band in the land.

Here's JUNE CHRISTY

with the Johnny Guarneri Quintet—a new approach in sophisticated rhythm.

"CLAUDE THORNHILL presents Win A Holiday"...a famous band plus a local-national contest: listeners name untitled melodies, win trips to New York.

These big names and many more... for top sponsor-appeal, top sales power!

You get more practical help than ever before from the new Thesaurus. More big stars are being added to the Thesaurus family... drawn from the vast fund of recording artists at RCA Victor and other talent sources (just a few are shown on this page). You get comprehensive programming, promotion, publicity... a steady flow of current hit tunes, weekly continuity, special shows. Skilled network writers do your scripting. Lots of production "extras." New THESAURUS can help you to more sponsored programming!
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
  260 15-Min. Hymn Programs
• SONS OF THE PIONEERS
  260 15-Min. Musical Programs
• RIDERS OF THE PURPLE SAGE
  156 15-Min. Musical Programs
• STRANGE WILLS
  26 30-Min. Dramatic Programs
• FRANK PARKER SHOW
  132 15-Min. Musical Programs
• MOON DREAMS
  156 15-Min. Musical Programs
• BARNYARD JAMBOREE
  52 30-Min. Variety Programs
• DANGER! DR. DANFIELD
  26 30-Min. Mystery Programs
• STRANGE ADVENTURE
  260 5-Min. Dramatic Programs
• CHUCKWAGON JAMBOREE
  131 15-Min. Musical Programs

SEND FOR FREE AUDITION PLATTER
AND LOW RATES FOR YOUR STATION

Write! Wire! Phone!

TELEWAYS
HOLLYWOOD

RADIO PRODUCTIONS, Inc.
8949 SUNSET BLVD., HOLLYWOOD 46
PHONES: CRestview 6-7238 • BRadshaw 2-1447
### Transcriptions—Recordings

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Phone Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ATLANTIC AND PACIFIC</strong></td>
<td><strong>BROADCASTING SYSTEM</strong></td>
<td>Box 2222, Hollywood 28, Calif.</td>
</tr>
<tr>
<td>Vice President &amp; Gen. Mgr.</td>
<td>Ray Bond</td>
<td></td>
</tr>
<tr>
<td>Associate Producer &amp; Asst. Gen. Mgr.</td>
<td>Betty Underwood</td>
<td></td>
</tr>
<tr>
<td>Chief Script Editor &amp; Producer</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>THE CARDINAL CO.</strong></td>
<td><strong>6000 Sunset Blvd., Hollywood 28, Calif.</strong></td>
<td><strong>Phone: HEmstead 1117</strong></td>
</tr>
<tr>
<td>President</td>
<td>Joseph F. MacCaughtry</td>
<td></td>
</tr>
<tr>
<td>Vice President</td>
<td>G. L. MacCaughtry</td>
<td></td>
</tr>
<tr>
<td>Secretary-Treasurer</td>
<td>Joseph T. Scott</td>
<td></td>
</tr>
<tr>
<td><strong>CINEMART, INC.</strong></td>
<td><strong>Exec. &amp; Sales Offices</strong></td>
<td>565 Fifth Ave., New York 17, N. Y.</td>
</tr>
<tr>
<td>Manager</td>
<td>Bob Hoffman</td>
<td></td>
</tr>
<tr>
<td>Chief Recording Engineer</td>
<td>George Schisselbauer</td>
<td></td>
</tr>
<tr>
<td><strong>COASTAL RECORDING CO.</strong></td>
<td><strong>136 W. 52 St., New York 20, N. Y.</strong></td>
<td><strong>Phone: Circle 6-3900</strong></td>
</tr>
<tr>
<td>Manager</td>
<td>Bob Hoffman</td>
<td></td>
</tr>
<tr>
<td><strong>COLUMBIA TRANSCRIPTIONS</strong></td>
<td><strong>(A Division of Columbia Records, Inc.)</strong></td>
<td><strong>799 Seventh Ave., New York 19, N. Y.</strong></td>
</tr>
<tr>
<td>Manager</td>
<td>Robert J. Clarkson</td>
<td></td>
</tr>
<tr>
<td>Assistant General Mgr.</td>
<td>Martin D. Schnall</td>
<td></td>
</tr>
<tr>
<td>Account Executive</td>
<td>Alden O. Carlson</td>
<td></td>
</tr>
<tr>
<td>Account Executive</td>
<td>Carl Reinschild</td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Girard D. Ellis</td>
<td></td>
</tr>
<tr>
<td>Chicago Office</td>
<td>410 N. Michigan Ave., Chicago, Ill.</td>
<td><strong>Phone: CI 5-7300</strong></td>
</tr>
<tr>
<td>Dir. West Coast Oper.</td>
<td>Andrew J. Schrade</td>
<td></td>
</tr>
<tr>
<td><strong>CAPITOL RECORDS, INC.</strong></td>
<td><strong>BROADCASTING DIVISION</strong></td>
<td>Sunrise &amp; Vine, Hollywood 28, Calif.</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>Clifford E. Ogden</td>
<td>Hollywood 9-8171</td>
</tr>
<tr>
<td>Program Director</td>
<td>Kenneth Nelson</td>
<td></td>
</tr>
<tr>
<td>TV Production Manager</td>
<td>Elmo Williams</td>
<td></td>
</tr>
<tr>
<td>Production Manager</td>
<td>Larry A. Robbins</td>
<td></td>
</tr>
<tr>
<td>Eastern Rep.</td>
<td>James M. Flenniken</td>
<td></td>
</tr>
<tr>
<td>Central Rep.</td>
<td>Robert L. Howell</td>
<td></td>
</tr>
<tr>
<td>Southern Rep.</td>
<td>William T. Stubblefield</td>
<td></td>
</tr>
</tbody>
</table>

**Services Offered:** Producers and distributors of Capitol transcribed music library for AM, FM and film TV programs.

**THE CARDINAL CO.**

**Services Offered:** Radio and TV programs, live and transcribed; script service.

**CINEMART, INC.**

**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.**

**Services Offered:** All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Program helps of all types available.

**COLUMBIA TRANSCRIPTIONS**

**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.
Whatever your recording requirements may be, you get top satisfaction when RCA Victor does the job for you.

RECORDING • PROCESSING • PRESSING
* All types of phonograph records
* Transcriptions of every description for every need
* Slide film and promotion recording facilities
* Careful handling and prompt delivery

CONTACT AN RCA VICTOR CUSTOM RECORD SALES STUDIO:

120 East 23rd Street
New York 10, New York
MU 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hilside 5171

You’ll find useful facts in our Custom Record Brochure. Send for it today!

RCA VICTOR DIVISION
CUSTOM RECORD SALES
TRANSCRIPTIONS—RECORDINGS

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595
Writer-Producer ..................Gordon M. Day
Producer, Director ..................Carol Bulkley
Copy Supervisor, Retail Radio, Dir. ............. Luise Johnson
Services Offered: Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; retail radio. TV spots and programs.

DECCA RECORDS, INC.
50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300
Vice Pres. Chg. Recording........Dave Kapp
Special Service..................Edward Strauss
Services Offered: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION
480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500
President & Treasurer.........Helen D. Kelleher
Vice President..................Arthur Lubo
Secretary.......................John Hughes Dwyer
Services Offered: Studios, Air Checks, Line Checks, Portable Jobs and Tape Recording.

FRANKAY & JACKSON RECORDING STUDIOS, INC.
48 W. 48 St., New York 19, N. Y.
Phone: JUdson 6-9030
President ......................Harry Jackson
Vice President ..................Frank Kay
Sec'y and Treas. ..............Betty Jackson
Business Mgr. ..............Harry Jackson
Services Offered: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

MITCHELL GERTZ AGENCY, INC.
240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-3491
President ......................Mitchell Gertz
Motion Picture Division .........Jerry Briskin
Literary Division ..............Arthur Hyman
Radio & TV Division .........Bob Davey
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.

GEORGE HEID PRODUCTIONS
Phone: GRant 1-3696
President ......................George Heid
Recording Engineer ............Joseph Moran
Office Manager ..............Jacqueline Alexander
Musical Director ............Max Adkins
Services Offered: Radio and TV programs, continuity, recordings, transcriptions on disk or tape, commercial spots and jingles, air checks, complete slide film production, sound for mechanical displays, TV spots on film.

MARY HOWARD RECORDINGS
37 E. 49 St., New York 17, N. Y.
Phones: PLaza 3-4600 Ext. 47 & 55
Owner ......................Mary Howard
Chief Engineer ..............Ray Lyons
Mgr. Chg. of Sales and Prom. ....Betty Jane Keilus
Office Manager .........Gretchen C. Howard
Services Offered: Off-the-air and off-the-line recordings. Commercial records, transcriptions all studio facilities—package shows and spots. Ampex tape recording and editing facilities (tape to records—records to tape). Audio ends of TV shows.

KASPER-GORDON, INC.
140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357
President-Production Mgr...Edwin H. Kasper
Treasurer-Commercial Dir....Aaron S. Bloom
Office Manager ..............Robert W. Graham
Engineer .....................Frederick Piroumian
Services Offered: Transcribed spots, jingles, and programs—custom-built and “open-end” (syndicated); oldest syndicated transcription company in the U. S. “Live” programs; complete recording facilities including disc, wire, and tape; two studios; Mason & Hammond Grand Piano and Hammond Organ; syndicated musical, dramatic, and specialized business programs. Script and talent services.

KEYSTONE BROADCASTING SYSTEM, INC.
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1460

799
Executive Vice-President...............Naylor Rogers
Vice President..........................Joseph Bayer
Vice President.........................Arthur Wolf
Secretary-Treasurer.....................Sidney J. Wolf
Asst 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
Acct’| & Office Mgr.......Elizabeth M. Mueller
Western Sales Manager............Naylor Rogers
Special Representative........Edwin R. Peterson

310 Citizens Bldg., Cleveland 14, O.
Phone: Clerry 4050
Mid-Western Sales..............Louis M. Bloch, Jr.

Services Offered: Keystone Broadcasting System is a transcription network principally covering BEYOND METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 390 affiliated stations. Twenty-four fully scripted sustaining shows per week, filling one hour per day, seven days each week, to a total of seven hours per week. This is the only national, full-sized network in the U. S. offering national radio advertisers the opportunity to cover the BEYOND METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

LANG-WORTH FEATURES
PROGRAMS, INC.
113 W. 57th St., New York 19, N. Y.
Phone: Circle 6-7410

President.........................C. O. Langlois
Vice President...............W. O'Keefe
Secretary.........................A. Walter Socolow
Representatives
John D. Langlois, Ralph S. Hatcher
Program Director...............Doris Kaye
Office Manager....................C. O. Langlois, Jr.

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

...this label

HERE’S TO YOUR FUTURE IN SALES

Muzak TRANSCRIPTION
PRODUCED BY
A SATISFIED MUZAK ACCOUNT

Muzak CORPORATION TRANSCRIPTION DIVISION
150 WEST 57TH NEW YORK CITY

PRODUCT OF MUZAK CORPORATION

LATERAL 331/2 R.P.M.
appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
- Muzak-compounded Vinylite
- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

All or any of these Muzak specialized services are available to you.

Your next transcription will sound better—and will be better—if processed by Muzak.
Transcriptions—Recordings

Executive Vice-President—Naylor Rogers
Vice President—Joseph Bayer
Vice President—Arthur Wolf
Secretary-Treasurer—Sidney J. Wolf
Asst Secretary—William Bayer
Eastern Sales Mgr.—Noel A. Rhys
Research Director—James A. Yergin

Branch Offices
134 N. LaSalle St., Chicago 2, Ill.

Phone: S'Tage 2-4580

Secretary-Treasurer—Sidney J. Wolf
Dir. of Sta. Rel.—E. R. Rogers
Acct'n & Office Mgr.—Elizabeth M. Mueller
Western Sales Manager—Naylor Rogers
Special Representative—Edwin R. Peterson
310 Citizens Bldg., Cleveland 14, O.

Phone: Cherry 4050

Mid-Western Sales—Louis M. Bloch, Jr.

Services Offered: Keystone Broadcasting System is a transcription network principally covering BEYOND METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 380 affiliated stations. Twenty-four fully scripted sustaining shows per week, filling one hour per day, seven days each week, to a total of seven hours per week. This is the only national, full-sized network in the U. S. offering national radio advertisers the opportunity to cover the BEYOND METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

LANG-WORTH FEATURES PROGRAMS, INC.
113 W. 57th St., New York 19, N. Y.

Phone: Circle 6-7410

President—C. O. Langlois
Vice President—W. O'Keefe
Secretary—A. Walter Soczok
Representatives
John D. Langlois, Ralph S. Hatcher
Program Director—Doris Kaye
Office Manager—C. O. Langlois, Jr.

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

Transcriptions—Recordings

C. P. MacGREGOR
729 S. Western Ave, Hollywood 5, Calif.

Phone: Dunkirk 4-4911

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 Y. Donato
Mid-West Sales Mgr.—Wm. M. Mertz, Jr.

Services Offered: Transcriptions, recording studio services, music library service, dramatic and musical programs, radio and recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAYFAIR TRANSCRIPTION CO.
8311 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 1-8151

Executive Vice Pres.—B. A. Joalin
Production Manager—Vern Carstensen
Office Manager—Florence Jordan

Services Offered: Producers and distributors of open-end and transcribed shows, tailor-made transcription programs, transcribed announcements, "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's "Behind the Scenes."

FRED C. MERTENS & ASSOCIATES
946 S. Normandie Ave., Los Angeles 6, Calif.

Phone: Dunkirk 3-7737

President—Fred C. Mertens
Production & Service Mgr.—George L. Price

Services Offered: Five-minute transcribed spots; scripts, ideas, copy, production.

CHARLES MICHELSON, INC.
23 W. 47 St., New York 10, N. Y.

Phone: Plaza 7-4695-6

President—Charles Michelsohn
Services Offered: Porta-Playback Machines and Gennett & Speddy-Q Sound effects. Records. Half-hour and quarter-hour transcribed program features.

MORTON RADIO PRODUCTIONS, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Phone: Central 6-1144

President—Morton Jacobson
Secretary—Cecilia Jacobson

Services Offered: Open-end and custom built transcriptions, live programs. Transcribed programs.

...this label appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
- Muzak-compounded Vinylite
- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

All or any of these Muzak specialized services are available to you.

Your next transcription will sound better—and will be better—if processed by Muzak.

Muzak TRANSCRIPTION DIVISION
Reg. U. S. Pat. Off. a service of Muzak Corporation

Sales Dept., 250 West 54th St., New York 19, N. Y. Plaza 7-7700

800 801
MUZAK CORPORATION
229 Fourth Ave., New York 3, N. Y.
Phone: ORichard 4-7400
President ..................Harry E. Houghton
Exec. Vice Pres. ...........Charles C. Cowley
Vice Pres. & Treas. ..........John R. Andrus
Secretary ..................Anna M. Kerner
Advertising Dir. ............Ralph J. Roberts

Transcription Div.
Recording Studios: 151 W. 46 St., N. Y. C.
Sales Dept.: 250 W. 54 St., N. Y. C.

Vice Pres. & Gen. Mgr. ....Richard A. Wilson
Dir. of Sales ............Helen S. Wallace

Services Offered: Production facilities, recording studios (vertical, lateral and tape),
gold-sputtered masters, Muzak-compounded Vinylite biscuits, Vinylite transcriptions and
phonograph records, studio, off-the-line, off-the-air recordings. Complete services for rec-
cording studios, advertising agencies, packaged program producers, radio stations, pub-

clic service organizations.

Wired Music Div.
229 Fourth Ave., New York 3, N. Y.

Vice Pres., Chg. of Sales ...Curt H. Pfenniger
Vice Pres. & Treas. ..........John R. Andrus

MUZAK CORPORATION
229 Fourth Ave., New York 3, N. Y.
Phone: ORichard 4-7400
President ..................Harry E. Houghton
Exec. Vice Pres. ...........Charles C. Cowley
Vice Pres. & Treas. ..........John R. Andrus
Secretary ..................Anna M. Kerner
Advertising Dir. ............Ralph J. Roberts

Transcription Div.
Recording Studios: 151 W. 46 St., N. Y. C.
Sales Dept.: 250 W. 54 St., N. Y. C.

Vice Pres. & Gen. Mgr. ....Richard A. Wilson
Dir. of Sales ............Helen S. Wallace

Services Offered: Production facilities, recording studios (vertical, lateral and tape),
gold-sputtered masters, Muzak-compounded Vinylite biscuits, Vinylite transcriptions and
phonograph records, studio, off-the-line, off-the-air recordings. Complete services for rec-
cording studios, advertising agencies, packaged program producers, radio stations, pub-

clic service organizations.

Wired Music Div.
229 Fourth Ave., New York 3, N. Y.

Vice Pres., Chg. of Sales ...Curt H. Pfenniger
Vice Pres. & Treas. ..........John R. Andrus

NATIONAL RADIO FEATURES
100 State St., Albany 7, N. Y.

Vice Pres., Gen. Mgr...........Allen I. Stock
District Mgrs...........Al Wolman, Bernie Kaye,
R. G. MacDonald.

Publicity Mgr................Betty R. Pearl
Sales Mgr...................E. M. Stock

Services Offered: Special radio productions for radio station campaigns featuring the new
Radio On Call production designed to have listening audience understand more fully
what radio stations will do for them and the community.

NATIONAL RECORDING & FILM CORP.
540 N. Michigan Ave., Chicago 11, Ill.

President ..................Richard Bradley
Secretary-Treasurer ............B. J. Tunick

ALLIED RECORD MANUFACTURING CO., INC.

Largest custom processing and pressing plant
in the country . . . silver nitrate processing—genuine
Vinylite brand plastic pressings. Independent producers
can rely on us for exceptionally fast service.

THIS YEAR send your master acetates to ALLIED.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107

(See Color Advertisement on Page 30)
**Transcriptions—Recordings**

Program Executive & Dir. of Radio Sales
Natt Hale

Office Manager .................... Leo Rabens

Services Offered: General advertising, ET and transcribed programs, library services, etc. . . . Script service program production, air checks, film program services.

PREMIER RADIO ENTERPRISES, INC.
3033 Locust St., St. Louis 3, Mo.

President ...................... Theodore P. Desloge
Vice President ................... Wilson Dalzell

Services Offered: Producers of transcribed radio programs, spot announcements, TV film commercials, 16 mm motion pictures. Complete disc, tape and film recording facilities. Processing and pressing 10, 12 and 16 inch transcriptions.

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza, New York 20, N. Y.

Vice Pres. & Ass't Gen. Mgr., Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the “who's who” of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.
946 S. Normandie Ave., Los Angeles 6, Calif.

President ...................... George Logan Price
Sales Manager ..................... S. M. Lauch
Copy & Production Dir. ....... George Price, Jr.

Services Offered: Transcribed shows of 5 to 60 minutes, packaged or to order. Scripts. Publicity, promotion, public relations direction TV scripts, commercials, ginnicks.

RCA VICTOR CUSTOM RECORD SALES DIV.
120 E. 23 St., New York 10, N. Y.

Manager ......................... James P. Davis
Administration Mgr. .......... Ralph C. Williams

---

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

SEND FOR FREE CATALOGUE TODAY
DISTRIBUTED BY

Thomas J.
VALENTINO, Inc.
DEPT. RA
150 WEST 46th STREET
NEW YORK, 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
56-58 Wellington St., E
Toronto, Ont., Can.

803
RADIO FEATURES OF AMERICA
37 W. 46 St., New York 19, N. Y.
Phone: LUXemburg 2-5130
Cable address: AREFFAY Newyork
Executive Director........Oliver W. Nicoll
Associate Director.........Sandra Munsell
London Representative
Towers of London, Ltd.
31 Hallam St., London W. 1, England
Phone: LANgham 6248, 5050
(Harry Alan Towers)

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

MODERN RECORDING STUDIO
55 W. Wacker Drive, Chicago 1, Ill.
Phones: Financial 6-1103 DEarborn 2-1078
Owner...................Edwin M. Webb

Services Offered: Master, transcription, audition, personal, microgroove and air-check (TV, FM & AM) recording on tape, disc or wire, studio or on-the-spot. Studio facilities include Steinway and Hammond organ.
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
Engineer.........................Charles E. Campbell

Services Offered: Recording sound on film, shooting facilities, orchestra facilities and disc recording. Facilities for TV production.

ROCKHILL RADIO RECORDING
18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979
President.........................Stanley J. Wolf
Vice Pres. & Gen. Mgr......Emanuel H. Wolf

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical Transcriptions; Television recordings.

JACK ROURKE PRODUCTIONS
Phone: Hempstead 7178
President.........................Jack Rourke
General Manager.............Fred Fuld, Jr.
Secy.-Treas......................Jean Lane Rourke

Services Offered: Live and transcribed radio and TV programs, spot and jingle campaigns.

SESAC INC.
475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President.........................Paul Heinecke
Secretary-Treasurer.........R. C. Heinecke

Services Offered: Licencing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

K. R. SMITH COMPANY, INC.
619 W. 54 St., New York 19, N. Y.
Phone: JUdson 2-3791
President.........................K. R. Smith
Treas. & Gen. Mgr.............Peter M. Rogers

Services Offered: Manufacturer transcriptions and phonograph records.

SOUND STUDIOS, INC.
1124 Vermont Ave., N.W.,
Washington 15, D. C.
Phone: Republic 1984
President.........................Leon Loeb
Secretary.........................Ethel Wile Loeb
Chief Engineer..................Doc M. Watson

Services Offered: Producers of custom built transcriptions, complete Washington studio service for out of town radio stations. Air checks, remotes, pickups and all recording services.
TELEWAYS RADIO PRODUCTIONS, INC.
3914 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-7238, Bradshaw 2-1447
President: Charles A. Kennedy

Services Offered: Transcribed programs, The John Charles Thomas Show, The Frank Parker Show, Sons Of The Pioneers, The Riders Of The Purple Sage, Muum Dreams, Strange Wills, Danger, Dr. Danfield, Barnyard Jamboree, Strange Adventure, Chuck Wagon Jamboree. Also creation and production of spot announcements and creation and production of custom-built, live-talent programs.

TIP-TOP PRODUCTIONS
Box 2222, Hollywood 28, Calif.
Executive Producer: Jack Parker
Asst to Executive Producer: Ray Bond
General Manager: H. Albert Rice Jr.
Chief Script Editor-Film Div.: Betty Underwood
Chief Script Editor-Radio Div.: Ross Van Nibroc
Chief Script Editor-TV Div.: Allen Buick
Phonograph Record Div. Mgr.: Mort Masters
San Francisco Mgr.: Kaye Hyde

the symbol of the finest in radio transcriptions

CHARLES MICHELMAN, INC.
PIONEER PRODUCERS SINCE 1924
23 west 47th street
new york 19, n. y.
plaza 7-0695

Chicago Manager: A. F. Parker Jr.
New York Manager: Ross Van Nibroc
London Bureau Manager: Sol Solar

Services Offered: Radio, TV and Film Productions: Phonograph records, Feature motion pictures, educational and business films, Film shorts and fillers for TV programs, Radio and TV programs produced to order. Transcription network (radio).

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: LUXemburg 2-5130-5131
Cable Address: TOWERSAM Newyork International Pres.: Harry Alan Towers Vice-Pres. & National Director for the U. S.: Oliver W. Nicoll

London Offices
Phone: LAngham 6248, 5050
International Pres.: Harry Alan Towers

Services Offered: Program production and

UNIVERSAL Recording Corp.
CHICAGO'S MOST COMPLETE RECORDING FACILITIES

Transcriptions and
Record Masters
Processings
Pressings
L.P. Masters
Tape Facilities

Fast accurate service.

Studies in the heart of "Radio Row"—just off Michigan Boulevard.

100 E. OHIO STREET
CHICAGO
Michigan 2-9302
consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

TRANSCRIBED RADIO SHOWS
2 W. 47 St., New York 19, N. Y.
Phone: LUx. 2-3300
President .................. M. E. Moore
General Manager........... F. Kronen


TRANScriPTION SALES, INC.
117 W. High St., Springfield 35, O.
Phone: 2-4974
President .................. J. P. Williams
Executive Vice-Preasier ... Adna H. Karns
Vice-Preaiser & Gen. Mgr. John F. Hyle

Services Offered: Open end Transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile Cote," "Charles Magnante," "Curley Bradley," and many others.

RICHARD H. ULLMAN, INC.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: 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 .......... Mariland L. Fridel
Chief Engineer ................ Bryan A. Wright

TV, sound-film recording, and slide-film work.

**UNIVERSAL RECORDERES, INC.**
*Phone:* Hollywood 9-3282

President .................. Wesley L. Dunn
Exec. Vice President ....... Will H. Voeller
Vice President ............. George E. Hughes
Secretary-Treasurer ......... Arthur B. Hogan

*Services Offered:* Recording of electrical transcriptions and commercial phonograph records. Tape recording, processing and pressing. Production of custom-built ET programs. Sound for TV.

**UNIVERSAL RECORDING CORP.**
100 E. Ohio St., Chicago 11, Ill.
*Phone: MI 2-9302*

President .................. Milton T. Putnam
Vice-President ................ A. B. Clapper
Secretary-Treasurer .......... Robert A. Weber
Office Manager .............. Mercedes Kelley
Controller .................. Irving Steindler

*Services Offered:* Recording open end radio transcriptions, general recording facilities, complete sound effects and studio facilities for spot announcements. Transcription and phono record masters, processing, pressing.

**THOMAS J. VALENTINO, INC.**
150 W. 46 St., New York 19, N. Y.
*Phone:* Circle 6-1675

President .................. Thomas J. Valentino
Vice-President .......... .Michael T. Valentino

*Services Offered:* Sound effects records, transcription, chime & organ recordings, pressings, recording service. Health films, mood music.

**HAL WILSON RADIO PRODUCTIONS**
6000 Sunset Blvd., Hollywood 28, Cal.
*Phone:* HI 9-1714

Owner .................... Hal Wilson

*Services Offered:* Live and Transcribed Radio Shows, TV Films, Live TV packages, General production services for agencies.

**WORLD BROADCASTING SYSTEM**
501 Madison Ave., New York 22, N. Y.
*Phone:* Murray Hill 8-4700

President .................. John L. Sinn
Vice-President .............. Frederie W. Ziv
Sales Manager ............. Robert Friedheim
West Coast Manager .......... Maynard Marquard

*Services Offered:* World Program Service Library. Library programs and custom built shows.

**FREDERIC W. ZIV CO.**
1529 Madison Rd., Cincinnati 6, O.
*Phone:* Plaza 1323

President .................. Frederic W. Ziv (Executive) .John L. Sinn
Vice-Pres. in Charge of Sales: Alvin E. Unger
Treasurer & Comptroller .Joseph L. Moore
Partner ..................... M. R. Ziv
Promotion Manager .......... Samuel Glueck

*Services Offered:* Network and transcription productions, featuring top-talented performers from radio, stage and screen—available to local and regional sponsors.

**THE KARL ZOMAR LIBRARY**
3120 Federal Blvd., Denver 11, Colo.
*Phone:* Glendale 6642

Managing-Director .......... Karl Zomar
Station Contact Secretary .Richard Long
Musical Director .......... Vera Burdette
Chief Engineer ............ Jim Johnson

*Services Offered:* Library of scripts and transcriptions, special productions, recording studios, producers of COLUMBINE records, processing and pressings of records and transcriptions.
WHAT does a library service offer radio stations which any combination of music recorded for other purposes does not offer? They offer from forty-five hundred to fifty-five hundred selections of music, selected and produced for radio broadcasting. These tunes are chosen not only for maximum coverage of titles in the whole library, but for maximum selection of titles in the different classifications of music. This in itself makes your transcription library a music library in every sense of the word—not just so many thousand tunes of music. Secondly, your transcribed library service offers you reproduction quality necessary for good broadcast quality. Thirdly, library services today provide an entirely new set of outstanding musical programs built from each library service, generally with continuity, voice track, theme and bridge music, and outstanding promotion material. These programs are designed and put together by experts, are of network quality with tremendous listener and sponsor appeal. The man hours required by a station's promotion, continuity and music departments in duplicating any library's programming and promotion service would cost much more than the cost of a library to that station. A transcription library or a combination of transcription libraries properly selected for a station's type of operation, and exploited to the fullest will result in increased audience and increased commercial revenue.

Radio stations, on one important consideration, have a pronounced reason individually and as an industry to subscribe to not as few libraries as possible—but as many as possible. In a closely allied phase of the music business it has been very well demonstrated that a broadcast supported operation is a guarantee of their supply of music at an equitable cost. Transcription services depend on the broadcasting industry for their existence. Their existence is the broadcasting industry's guarantee of transcribed music at an equitable cost. A strong competitive transcribed library business is vital to the radio broadcast industry!

Take another look at your recorded music library. If it doesn't contain one or more transcription libraries—you are missing a bet program-wise and commercial-wise. Call in the library representatives for a hearing. You will be glad you did.
THE
ASCAP CREDO

ASCAP is a useful, progressive Citizen. It acts in the best interest of the Public, while faithfully serving its Customers and Membership.

ASCAP is frank and friendly.

ASCAP fosters and safeguards the musical talent of American youth, by increasing incentives, providing security and protecting their creative product.

ASCAP aspires to preserve the American freedom of thought and expression, for only in such climate—free from social, economic and political pressure—can creative talent reach its full height.

ASCAP realizing that talent is not the property of any single group, accepts composers and authors to membership without regard to race, creed or color.

ASCAP strives to bring to an ever-widening audience a fuller appreciation of America’s rich musical heritage. The Society freely fosters the performance of its members’ music without compensation, for diverse public, educational, therapeutic and charitable uses.

The American Society of Composers, Authors and Publishers
30 Rockefeller Plaza, New York 20, N.Y.
MUSIC
RADIO & TELEVISION

Performing Rights Societies

ASCAP
BMI
AMP
SESAC

List of Publisher Members

NINETEEN FIFTY
IN 1950 the American Society of Composers, Authors and Publishers will enter its 37th year of service to licensees and members. Acting in the best interest of the public, its customers and its members, ASCAP performs two important functions:

1. It provides a readily accessible source at which promptly and with no confusion may be cleared for performance a vast number of copyrighted musical works.

2. It distributes to the members their proportionate shares of funds paid for commercial performances.

Without ASCAP there would be endless confusion both for the members and for the great number of business enterprises—including Radio and Television—using music as an important element of their operations.

ASCAP enters upon its 37th year with a membership in excess of 2,400. The Society's members include more than 2,000 composers and authors of musical works, and nearly 400 publishers of these works. Native born Americans from every state, as well as American citizens born in some 40 countries make up its membership.

I am happy to state that our business with Radio and Television is conducted in an atmosphere of mutual confidence. The ASCAP-Radio agreement is just entering upon the second of its two nine-year terms. We expect our television agreements will be consummated with a terminal date of December 31, 1953. Important network Television agreements have been already signed, and we are confident that we shall soon have signed the remaining Television contracts.

My opinion, expressed a year ago, that Radio will not suffer from Television competition has been strengthened by the progress of events. Each medium occupies a distinct field. Each complements the other.

As President of ASCAP, speaking for its 2,400 members, I salute Radio and Television with the earnest hope that 1950 may bring to these great industries increased opportunity and increased reward for their service to the American.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1950 are:

Fred E. Ahlert ............................ President
Saul H. Borne ............................ Vice President
Otto A. Harbach ............................ Vice President
George W. Meyer ........................... Secretary
Louis Bernstein ............................. Treasurer
Donald Gray .............................. Assistant Secretary
Frank H. Connor .......................... Assistant Treasurer
ASCAP Publisher Members

A. B. C. Music Corp.
A-M Music Corp.
Chappell & Co., Inc.
AMA Music Co.
Abbey Music Co., Inc.
Adams, George, Music
Adrienne Music Co.
Advanced Music Corp.
Alfred Music Co., Inc.
Allen, Thornton W., Co.
Allied Music Corp.
Ambassador Music, Inc.
American Academy of Music
American Music Publishing Co.
Amsco Music Publishing Co.
Antobal Music Co.
Antony, Frank
Mr. Frank Madden
Apollo Music Co.
Argosy Music Corp.
Arrow Music Corp.
Lamp Lyonswear Mfg. Co.
Arthur, Irving, Music Corp.
Ascher, Emil, Inc.
Atlas Music Corp.
Axelrod Publications, Inc.
Barbour—Lee Music Corp.
Baron, M., Co.
Barton Music Corp.
Bel-Air Music Corp.
Bell Song Publishing Co.
Belwin, Inc.
Berlin, Irving Music Co.
Beverly Music Corp.
Famous Music Corp.
Bibo Music, Inc.
Biltmore Music Corp.
Birchard, C. C., & Co.
Blasco Music, Inc.
Bloch Publishing Co.
Black, Martin
Bloom, Gen, Music Corp.
Blossom Music Corp.
Bogart Music Corp.
Boland, Clay, Inc.
Bond, Carrie Jacobs, & Son
Boston Music Co.
Boston Music Co., N. Y.
Boston Music Co., Boston
Bourne, Inc.
Bregman, Vocco & Conn, Inc.
Briegel, George F., Inc.
Broadway Music Corp.
Brooks Music Corp.
Herman Goldfarb
Broude Brothers
Bulls-Eye Music, Inc.
Burke & Van Heusen, Inc.
Burnett Ltd.
Buxton Hill Music Corp.
Chappell & Co., Inc.
Caesar, Irving
Campbell-Connelly, Inc.
Capitol Songs, Inc.
Caribbean Music, Inc.
Carmichael Music Publications
C/o Elliot H. Gordon
Carroll Publications
Cecille Music Co., Inc.
Century Music Publishing Co.
Champagne Music Corp.
Chappell & Co., Inc.
Charling Music Corp.
Choice Music, Inc.
Church, John, Co., The
Coleman, Robert H.
Coleman-Ross Company, Inc.
Colony Music, Inc.
Congress Music Publications
Cornell Music, Inc.
Coslow Music
Courtney, Alan, Music Co.
Crawford Music Corp.
Crescendo Music Corp.
Crestview Music Corp.
Criterion Music Corp.
Cromwell Music, Inc.
Crystal Music Publishers, Inc.
Crystallette Music Co.
Daniels, Charles N., Inc.
Chappell & Co., Inc.
Dash Connelly, Inc.
Fein
Davis, Joe, Music Co., Inc.
Dawson Music Co., Inc.
Delkas Music Publishing Co.
Denton & Haskins Corp.
Ditson, Oliver, Co., Inc.
Dorsey Bros. Music, Inc.
Drake-Hoffman—Livingston
Dreyer Music Corp.
Dubonnet Music Publishing
East-West Music Co.
Edmonds, Shepard N.
Edwards Music Co.
Elkan-Vogel Co., Inc.
Elliot Music Co., Inc.
Emery Music, Inc.
Empire Music Co., Inc.
Ensemble Music Press
Enterprise Music Corp.
Evans Music Company
Famous Music Corp.
Fanfare Music Co.
Farrow Music, Inc.
Favorite Publishers, Inc.
Feist, Leo, Inc.
Fenner Publications
Fields, Arthur, Publications
Fillmore Music House
Fischer, Carl, Inc.
Fischer, J., & Bro.
Fischer, Fred, Music Co., Inc.
Fitzsimons, H. T., Co.
Flammer, Harold, Inc.
Foley, Charles
Forney & Domestic Music
Forster Music Publisher, Inc.
Fortune Music, Inc.
Maxwell-Wigges
Fowler Music Company
Fox, Sam, Publishing Co.
Frank Music Corp.
Franklin, John, Co., Inc.
G & C Music Corp.
Chappell & Co., Inc.
Galaxy Music Corp.
Al Gallico Music Company, Inc.
Gamble Hinged Music Co.
Herman Starr
Gaumont Music Publishers, Ltd.
Gem Music Corp.
General Music Publishing Co.
Georgeoff, Evan, Music Pub. Co.
Gershwin Pub. Corp.
G I Music
Glenmore Music Inc.
Global Music, Inc.
Goldmine Music, Inc.
Nick Kenny, Daily Mirror
Goldwyn, Samuel Music Pub.
Chappell & Co., Inc.
Goodman Music Co., Inc.
Gordon, Kaufman & Real, Inc.
Grand Music Corp.
Gray, H. W., Co., Inc.
Greenwich Music Co., Inc.
Guild Music Publishers, Inc.
Hall-Mack Co.
Hamilton Music Corp.
Handy Bros. Music Co., Inc.
Hansen, Charles H., Music Co.
Harman Music, Inc.
Harmony Music Corp.
Harms, Inc.
Harms, T. B., Co.
Harris, Chas. K., Music Pub.
Herbert Music Co., Inc.
Hollybrook Music Company
Honeyer, Chas. W., & Co.
Hope Publishing Co.
Howard, Joe, Music Publishers
Hudson Music Corporation
Huntzinger, R. L., Inc.
Idriss-Brown-Tibbles, Inc.
International Music, Inc.
J. P. Music Co.
Jacobs, Walter, Inc.
James Music, Inc.
Jayyee Music Publishing Co.
Melrose Music Corp.
Jefferson Music Co.
Jenkins Music Co.
Jewel Music Publishing Co.
Jones, Isham, Music Corp.
World Music, Inc.
Kanes Music Publishers
Keane, Michael, Inc.
Kearney Music Co.
Keltin, Inc.
Kendis Music Corp.
Kenmor Music Co.
King, Charles E.
Knickerbocker Music Co., Inc.
Kramer-Whitney, Inc.
Kuhn, Dick, Music Corp.
Lake Shore Publishing Co., Inc.
La Salle Music Publishers, Inc.
Laurel Music Co.
Leeds Music Corp.
Leslie Music Corp.
Leslie, Edgar, Inc.
Lewis Music Publishing Co.
Lincoln Music Corp.
Lombardo, Music, Inc.
Lorenz Publishing Co.
Lyric Music Publishers, Inc.
Senator Fred G. Moritt
Macap Music Publishers, Inc.
Manhattan Music Pub.
Manor Music Company
Marchant Music Publishers
Marlo Music Corp.
Chappell & Co., Inc.
Martin Music
Massey Music Co., Inc.
Maurice, The Peter, Music
Maxwell-Wirges Publications
Mayfair Music Corp.
Mr. Edwin H. Morris
Maypole, Music, Inc.
McHugh & Adamson Music
Chappell & Co., Inc.
McKinley Pub., Inc.
Melo-Art Music Publishers
Melomusic Publications
Melrose Music Corp.
Melrose, Walter, Music Co.
Mercury Music Corp.
Milene Music
Miller Bob, Inc.
Miller Music Corp.
Mills Music, Inc.
Mogull Music Corp.
Monaco, James V., Inc.
Mrs. Virginia E. Monaco
Jacques Leslie Esq.
Monmar Music, Inc.
Mood Music Company, Inc.
Shapiro, Berstein & Co., Inc.
Morris, Edwin H., & Co., Inc.
Movieminor Music Corp.
Musette Publishers, Inc.
Music Workshop
Musical Works
Mutual Music Society, Inc.
Myers Music
National Music Publishing Corp.
Nazarene Publishing House
New World Music Corp.
Noble Music Co., Inc.
Northern Music Corp.
Novelty Music Company
O'Flynn, Charles, Publications
O'Kay Music Company
Oriole Music Corp.
Orten Music Company
Owens-Kemp Music Co.
Oxford Music Corporation
Paramount Music Corp.
Paufl-Pioneer Music Corp.
Paxton Music, Inc.
Pepper, J. W., Son, Inc.
Photo Play Music Co., Inc.
Piantadosi Music Publications
Pic Music Corp.
Piedmont Music Co., Inc.
Pinkard Publications, Inc.
Players Music Corp.
Chappell & Co., Inc.
Plymouth Music Co., Inc.
Popular Music Co.
Portilla Music Corp.
Presser, Theodore, Company
Pyramid Music Company
Record Music Corp.
Record Songs, Inc.
Reinbert & Co., Inc.
Remick Music Corporation
Remsen, Alice
Renault Music Co., Inc.
Rene, Leon Publications
Rhyme & Rhythm, Inc.
Rialto Music Pub. Corp.
Ricordi, G. & Co., Inc. of N.Y.
Ritchie Music Co., Inc.
Ritter, Tex, Music Publications
Robbins Music Corp.
Robbins, J. J., & Sons, Inc.
Robert Music Corp.
Rodeheaver Co., The
Rossiter, Will
Row, R. D., Music Co.
Roy Music Co., Inc.
Royal Music Publisher
Ruvai Music Co.
Rytvoc, Inc.
Sanson Music Company
Santly-Joy, Inc.
Saunders Publications
Schrimer, G., Inc.
 Schroeder, D. L.
 Schroeder & Gunther, Inc.
 Schwarz, Merrell, Music Co.
 Shapiro, Bernstein & Co., Inc.
 Shattinger, Inc.
 Shawnee Press, Inc.
 Shilkret, Nathaniel, Music Co.
 Shubert Music Publishing Corp.
 Simon, George, Inc.
 Sinatra Songs, Inc.
 Skidmore Music Co., Inc.
 Skokie Music Corp.
 Skylark Songs Music Publisher
Smith-Foley Music Publications
Society for the Publication of
American Music, Inc.
Songs, Inc.
Southern Music Co.
Southern Music Publishing Co.
Spier, Larry, Inc.
Spina-Green Music Corp.
Spitzer, Henry, Music Pub. Co.
Standard Music Publishers, Ltd.
Stanley Music, Inc.
Mindlin & Levy
Stanwood Music Corp.
Starlight Music
Stasny Music Corp.
State Music Pub. Co., Inc.
Stephens, Bob, Inc.
Stept, Inc.
Sam Stept
Stone Music Corp.
Summy, Clayton F., Co., N. Y.
Summy, Clayton F., Co., Chicago
Sung Music Co., Inc.
Sunset Music Publishers
Superior Music, Inc.
Supreme Music Corp.
Tempo Music, Inc.
Thomas, John, Music Corp.
Tin Pan Alley
Tobey Music Corp.
Tobias & Lewis, Music Pub.
Tone Music Company
Towne Music Corp.
Transcontinental Music Corp.
Triangle Music Corp.
Tropical Music Publishers
United Music Corp.
University Music Corp.
Urban Music Publications
Valando Music Corp.
Variety Music
Victor Publishing Co.
Victoria Publishing Co.
Viking Music Corp.
Villa-Lobos Music Corp.
Villa Moret, Inc.
Vogel, Jerry, Music Co., Inc.
Volkwein Bros., Inc.
Von Tilzer, Harry, Music Pub.
Warnow, Mark Music
Warrock Music, Inc.
Warren, Harry, Music, Inc.
Waverly, Mr. Jack
Sam Weiss Music, Inc.
West'n Music Publishing Co.
Whale Music Corp.
Williamson Music, Inc.
Willis Music Co.
Windsor Music Corp.
Jacque E. Horn
Witmark, M., & Sons
Wood, B. F. Music Co.
Woodward Music, Inc.
Words & Music, Inc.
World Music, Inc.
Worth, Bobby, Music Pub. Inc.
Yankee Music Publishing Corp.
Yellen & Fain

814
ENTERING its 10th year of service to the broadcasting industry and all users of music as well, BMI has amply demonstrated the value of free enterprise in a competitive field as compared to a monopoly type of operation. As BMI marks its 10th Anniversary the fact is generally accepted that the organization has arrived. Actually BMI “arrived” concurrent with the time it became operative. Its reason for being, “To create an independent source of music,” virtually became a reality when BMI made available its first reservoir of music. This meant music in the fullest sense of the word. Not only popular music such as may be heard on “Your Hit Parade,” but symphonic works, ballet and every conceivable type of serious composition.

True the past season saw BMI-licensed music forge to the front ahead of all others both in the popular and folk music classifications. As many as four out of a possible seven tunes on “Your Hit Parade” were at times BMI. While one end of the BMI business may watch the “Hit Parade” and Patent sheet with concern, another end notes that the ballet troupe playing the New York City Center averaged more than 20 per cent BMI licensed music during course of its three-week run, and virtually all other music used was public domain. Arturo Toscanini, conducting the NBC Symphony Orchestra, frequently delves into the BMI repertoire of serious music. Early last December, he presented an all-BMI program. This venerable maestro selects his music first and never worries about who licenses what. In making up an all-Italian program he selected Giordano, Puccini, Busoni and Respighi. About 80 per cent of this music was AMP, a wholly owned subsidiary of BMI and the rest also licensed through BMI. Such performances BMI takes in its stride. For one of the reasons for the purchase of AMP outright was to maintain the flow of serious music as well as that of other categories.

And while hoeing its rows of standard crop, BMI can never be accused of neglecting to plant the corn. For BMI has parlayed the so-called hillbilly song into the top popular classification, and every juke box operator in the country depends upon these songs for the major portion of his play.

Thus, BMI’s first decade may be considered as the period during which it consolidated its position as an international force in creating an independent source of supply of music. And last but not least it has saved the broadcasting industry many millions of dollars which would have been spent in excessive performing rights license fees.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station relations; Jean Geiringer, vice-president, foreign relations; and Charles E. Lawrence, assistant treasurer.

DIRECTORS (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Akerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kappner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, Wtic; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc. and James E. Wallen, MBS.
<table>
<thead>
<tr>
<th>BMI Publishers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-1 Music Publishers of Amer.</td>
</tr>
<tr>
<td>Aaron Music Company</td>
</tr>
<tr>
<td>Acme Music Corporation</td>
</tr>
<tr>
<td>Acuff-Rose Publications</td>
</tr>
<tr>
<td>Adams-Vee &amp; Abbott, Inc.</td>
</tr>
<tr>
<td>Adanac Music Company</td>
</tr>
<tr>
<td>Airlane Music, Inc.</td>
</tr>
<tr>
<td>Aladdin Music Publications</td>
</tr>
<tr>
<td>Algonquin Music, Inc.</td>
</tr>
<tr>
<td>Allegro Music, Inc.</td>
</tr>
<tr>
<td>Allen, Rick Publications</td>
</tr>
<tr>
<td>Allied Music, Inc.</td>
</tr>
<tr>
<td>Alvin Music Corporation</td>
</tr>
<tr>
<td>American Composer’s Alliance</td>
</tr>
<tr>
<td>American Music, Inc.</td>
</tr>
<tr>
<td>Amigo Music Publishing Co.</td>
</tr>
<tr>
<td>Anson Music Publishing Co.</td>
</tr>
<tr>
<td>Appleby-Century, D. Co., Inc.</td>
</tr>
<tr>
<td>(B.M.I.)</td>
</tr>
<tr>
<td>Aragon Music Company</td>
</tr>
<tr>
<td>Arberne Music Co.</td>
</tr>
<tr>
<td>Adanac Music Company</td>
</tr>
<tr>
<td>Arlene Music Co.</td>
</tr>
<tr>
<td>Arena Stars Incorporated</td>
</tr>
<tr>
<td>Arrow Music Press, Inc.</td>
</tr>
<tr>
<td>Associated Composers, Inc.</td>
</tr>
<tr>
<td>Associated Music Publishers, Inc.</td>
</tr>
<tr>
<td>Aurora Music Publishers</td>
</tr>
<tr>
<td>Autry, Gene Music Publishing, Inc.</td>
</tr>
<tr>
<td>Avery Music Company</td>
</tr>
<tr>
<td>Avon Music, Inc.</td>
</tr>
<tr>
<td>Ball Music Publishing Company</td>
</tr>
<tr>
<td>Banbury Music, Inc.</td>
</tr>
<tr>
<td>Bandbox Music Incorporated</td>
</tr>
<tr>
<td>Bar Music Publishing Company, Ltd.</td>
</tr>
<tr>
<td>The Barclay Music Company</td>
</tr>
<tr>
<td>Barron Music Company</td>
</tr>
<tr>
<td>Bartlett &amp; Hartman Music Publishers, Inc.</td>
</tr>
<tr>
<td>Baton Music Publishers</td>
</tr>
<tr>
<td>Beacon Music Company</td>
</tr>
<tr>
<td>Becker-Williams Publications</td>
</tr>
<tr>
<td>Beechwood Music Corp.</td>
</tr>
<tr>
<td>Bell Music Co.</td>
</tr>
<tr>
<td>Bell-Tone Music Publishing Co.</td>
</tr>
<tr>
<td>Berger Publishing Company</td>
</tr>
<tr>
<td>Berwick Music Corp.</td>
</tr>
<tr>
<td>Beverly Music Company</td>
</tr>
<tr>
<td>Biehl, Rose</td>
</tr>
<tr>
<td>Bilmore Music, Inc.</td>
</tr>
<tr>
<td>Blane Music Company</td>
</tr>
<tr>
<td>Blazon Music Company</td>
</tr>
<tr>
<td>Block, Martin Music Inc.</td>
</tr>
<tr>
<td>Bluebird Music Company</td>
</tr>
<tr>
<td>Blue Note Records</td>
</tr>
<tr>
<td>BMI Canada Ltd.</td>
</tr>
<tr>
<td>Bomart Music Corp.</td>
</tr>
<tr>
<td>Brenner Music, Inc.</td>
</tr>
<tr>
<td>Brightlights Music Publishing</td>
</tr>
<tr>
<td>Broadcast Music, Inc.</td>
</tr>
<tr>
<td>Byron Music Co.</td>
</tr>
<tr>
<td>Cameron Music Co.</td>
</tr>
<tr>
<td>Camille’s Music Company, Ltd.</td>
</tr>
<tr>
<td>Campbell Music, Inc.</td>
</tr>
<tr>
<td>Canfield, Cogswell</td>
</tr>
<tr>
<td>Cardinal Music Publications</td>
</tr>
<tr>
<td>Carnival Music Company, Inc.</td>
</tr>
<tr>
<td>Carol Music Company</td>
</tr>
<tr>
<td>Carson-Carrier Publications</td>
</tr>
<tr>
<td>Casa Musicale Sonzogni</td>
</tr>
<tr>
<td>Cascales, Joe, Music Publisher</td>
</tr>
<tr>
<td>Century Songs, Inc.</td>
</tr>
<tr>
<td>Cerabino, Joseph</td>
</tr>
<tr>
<td>Chase Music Co.</td>
</tr>
<tr>
<td>Checker Music Publishing Company</td>
</tr>
<tr>
<td>Chelsea Music Corporation</td>
</tr>
<tr>
<td>Cherio Music Publishers, Inc.</td>
</tr>
<tr>
<td>Chords Music Publishers</td>
</tr>
<tr>
<td>Christian Music Publishing Co.</td>
</tr>
<tr>
<td>Cille and Dail Publications</td>
</tr>
<tr>
<td>Cinephonic Music, Inc.</td>
</tr>
<tr>
<td>Claremont Music Company</td>
</tr>
<tr>
<td>Click Music Publishing Company</td>
</tr>
<tr>
<td>Close Harmony Publications</td>
</tr>
<tr>
<td>Clow, O. B. (Estates of)</td>
</tr>
<tr>
<td>Coast to Coast Music Corp.</td>
</tr>
<tr>
<td>Cole Corporation, M. M.</td>
</tr>
<tr>
<td>Collwill Corporation</td>
</tr>
<tr>
<td>Colonial Music Publishing Co., Inc.</td>
</tr>
<tr>
<td>Columbia Music Publishing Company</td>
</tr>
<tr>
<td>Commercial Music, Inc.</td>
</tr>
<tr>
<td>Commodore Music Corporation</td>
</tr>
<tr>
<td>Continental Music Publications Co.</td>
</tr>
<tr>
<td>Continental Record Co.</td>
</tr>
<tr>
<td>Copyright Music</td>
</tr>
<tr>
<td>Cornell Music Company</td>
</tr>
<tr>
<td>Country Music</td>
</tr>
<tr>
<td>Crestwood Publications</td>
</tr>
<tr>
<td>Crocker, Al</td>
</tr>
<tr>
<td>Cross Music Company</td>
</tr>
<tr>
<td>Cross, Samuel Avery</td>
</tr>
<tr>
<td>Crossroads Music Co.</td>
</tr>
<tr>
<td>Crowe, Edward</td>
</tr>
<tr>
<td>Crowe, Edward and Pyle, Pete</td>
</tr>
<tr>
<td>Dallas Music Co., Inc.</td>
</tr>
<tr>
<td>Dana Music Co., Inc.</td>
</tr>
<tr>
<td>Dance Music Corp.</td>
</tr>
<tr>
<td>Daniels Music Publishing Company</td>
</tr>
<tr>
<td>Darrell, Jack, Music Publisher</td>
</tr>
<tr>
<td>Davis &amp; Ostergard</td>
</tr>
<tr>
<td>Davis Music Company</td>
</tr>
<tr>
<td>Dawn Music Co.</td>
</tr>
<tr>
<td>Dayton Smith Publications</td>
</tr>
<tr>
<td>D. Davis &amp; Co., Pty.</td>
</tr>
<tr>
<td>Dennis Music Co.</td>
</tr>
<tr>
<td>Dexter, Al and Paris, James</td>
</tr>
<tr>
<td>Dexter, Al, Music Publishing</td>
</tr>
<tr>
<td>Dinehart Music Company, The</td>
</tr>
<tr>
<td>Dixie Music Publishing Co.</td>
</tr>
<tr>
<td>Dolan, Ann</td>
</tr>
<tr>
<td>Domino Music Corporation</td>
</tr>
<tr>
<td>Dorraine Music Publishing Co.</td>
</tr>
<tr>
<td>Dorraine, Peter, Inc.</td>
</tr>
<tr>
<td>Doray, T., Music Publishing Co.</td>
</tr>
<tr>
<td>Dornix Music, Inc.</td>
</tr>
<tr>
<td>Douglas Publishing Company</td>
</tr>
<tr>
<td>Duchess Music Corporation</td>
</tr>
<tr>
<td>Dumac Music Corporation</td>
</tr>
<tr>
<td>Dunray Music Company</td>
</tr>
<tr>
<td>Duo Music Publishing Corp.</td>
</tr>
<tr>
<td>Eagle Music Publishing Corporation</td>
</tr>
<tr>
<td>East Coast Music Publications</td>
</tr>
<tr>
<td>Eberle-Maxted Music Co.</td>
</tr>
<tr>
<td>Ecmma Music Company</td>
</tr>
<tr>
<td>Echoes of Victory Music Pub. Company</td>
</tr>
<tr>
<td>Editions Musicales Victoria Musical Editions</td>
</tr>
<tr>
<td>Editora Dominicanica De Musica, C. Por A</td>
</tr>
<tr>
<td>Edizioni Kramer (Milano)</td>
</tr>
<tr>
<td>Edizioni Mascheroni (Milano)</td>
</tr>
<tr>
<td>Edizioni Musicali Di Lazzaro</td>
</tr>
<tr>
<td>Edizioni Musicali Italiane</td>
</tr>
<tr>
<td>Edizioni Suvini Zerboni</td>
</tr>
<tr>
<td>Edlee Music Corp.</td>
</tr>
<tr>
<td>Edward Music Service</td>
</tr>
<tr>
<td>Edwards, Norman, Music Pub.</td>
</tr>
<tr>
<td>Elkan Music Company</td>
</tr>
<tr>
<td>Eliott, Lewis</td>
</tr>
<tr>
<td>Elmore, C, M. Publisher</td>
</tr>
<tr>
<td>Elsino Bros. Publishers</td>
</tr>
<tr>
<td>Elwood Publishing Co.</td>
</tr>
<tr>
<td>Embassy Music Corp.</td>
</tr>
<tr>
<td>Emco Music Company</td>
</tr>
<tr>
<td>Emerald Music Company</td>
</tr>
<tr>
<td>Emerson Music Publications, Inc.</td>
</tr>
<tr>
<td>Encore Music Publications, Inc.</td>
</tr>
<tr>
<td>Enos, Clyde</td>
</tr>
<tr>
<td>Esquire Music Co.</td>
</tr>
<tr>
<td>Essay Music Company</td>
</tr>
<tr>
<td>Essgee Music Publishing Corp.</td>
</tr>
<tr>
<td>Excelsior Music Publishing Co.</td>
</tr>
<tr>
<td>Executive Music Corporation</td>
</tr>
<tr>
<td>Fairfax Music Company</td>
</tr>
<tr>
<td>Fairway Music Corp.</td>
</tr>
<tr>
<td>Fame Music Company</td>
</tr>
<tr>
<td>Fi-Del Music Publishing Co.</td>
</tr>
<tr>
<td>Fifer, C. Arthur</td>
</tr>
<tr>
<td>Fine Songs</td>
</tr>
<tr>
<td>Fletcher Publishing Company</td>
</tr>
<tr>
<td>Florida Music Company</td>
</tr>
<tr>
<td>Flye-Bye-Knight Pub. Co.</td>
</tr>
<tr>
<td>Folk Songs</td>
</tr>
<tr>
<td>Ford Music, Inc.</td>
</tr>
<tr>
<td>Foremost Melodies Inc.</td>
</tr>
<tr>
<td>Forest Glen Music Publishers</td>
</tr>
<tr>
<td>Four-Star Music Company</td>
</tr>
<tr>
<td>Fowler, Wallace Publications</td>
</tr>
<tr>
<td>France Music Company</td>
</tr>
<tr>
<td>Francis &amp; Wilmore Music Pub.</td>
</tr>
<tr>
<td>Company</td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td>Franco-American Publications</td>
</tr>
<tr>
<td>Freed &amp; Hall Music Publishers</td>
</tr>
<tr>
<td>Freeman, Albert Edward</td>
</tr>
<tr>
<td>Freeman Music Co.</td>
</tr>
<tr>
<td>Fremata Music Company</td>
</tr>
<tr>
<td>Frey, Fran and Company</td>
</tr>
<tr>
<td>Friedly, Lowell G. &amp; Company</td>
</tr>
<tr>
<td>G &amp; W Music Publications, The</td>
</tr>
<tr>
<td>G. M. S. Music Publishing Co.</td>
</tr>
<tr>
<td>Gala Music Publishing Corp.</td>
</tr>
<tr>
<td>Gilbert Music Publishers</td>
</tr>
<tr>
<td>Glamor Music Co.</td>
</tr>
<tr>
<td>Globe Publications</td>
</tr>
<tr>
<td>Goday Music Inc.</td>
</tr>
<tr>
<td>Golden Gate Quartet Music Co.</td>
</tr>
<tr>
<td>Golden Tune Publishers</td>
</tr>
<tr>
<td>Golden West Melodies, Inc.</td>
</tr>
<tr>
<td>Golden West Music Publications</td>
</tr>
<tr>
<td>Gollatz Music Publisher</td>
</tr>
<tr>
<td>Goodie Music, Inc.</td>
</tr>
<tr>
<td>Gordon Music Company</td>
</tr>
<tr>
<td>Gordon Music Publisher</td>
</tr>
<tr>
<td>Green Music Publishers</td>
</tr>
<tr>
<td>Grimes Music Publishers</td>
</tr>
<tr>
<td>Guinan, Clinton</td>
</tr>
<tr>
<td>Guy Publishing Company, The</td>
</tr>
<tr>
<td>H. M. Banner Publications</td>
</tr>
<tr>
<td>Halama, Frank J., Publications</td>
</tr>
<tr>
<td>Halmac Company</td>
</tr>
<tr>
<td>Hamilmeier Music Publishing Co.</td>
</tr>
<tr>
<td>Hanna &amp; Co. Music Compositions</td>
</tr>
<tr>
<td>Happy Songs, Inc.</td>
</tr>
<tr>
<td>Harmony House</td>
</tr>
<tr>
<td>Harmony Music Publishers</td>
</tr>
<tr>
<td>Hartmann, Edward &amp; Lynette</td>
</tr>
<tr>
<td>Hartmann &amp; Van Horn</td>
</tr>
<tr>
<td>Harwall Music Publishers</td>
</tr>
<tr>
<td>Haun, Dal E., Company</td>
</tr>
<tr>
<td>Hawaii Conservatory Pub. Co.</td>
</tr>
<tr>
<td>Hemispheric Publications</td>
</tr>
<tr>
<td>Hendrix Music Publications</td>
</tr>
<tr>
<td>Hill and Range Songs, Inc.</td>
</tr>
<tr>
<td>Hill Music Publishing Company</td>
</tr>
<tr>
<td>Hillbilly Music Publishing Co.</td>
</tr>
<tr>
<td>Hilliard-Currie Music Publishers</td>
</tr>
<tr>
<td>Hillside Music Publishers</td>
</tr>
<tr>
<td>Hinds, Hayden &amp; Eldredge, Inc.</td>
</tr>
<tr>
<td>(B.M.I.)</td>
</tr>
<tr>
<td>Hit Parade Publications</td>
</tr>
<tr>
<td>Hockenhull's Music Publications</td>
</tr>
<tr>
<td>Hoffmann, Carrie</td>
</tr>
<tr>
<td>Holden, Alfred H.</td>
</tr>
<tr>
<td>Holdsworth, Elmer</td>
</tr>
<tr>
<td>Hollywood Melody Publishing Co.</td>
</tr>
<tr>
<td>Hollywood Music Sales</td>
</tr>
<tr>
<td>Hollywood-Western Music Co., Inc.</td>
</tr>
<tr>
<td>Holmes Publications</td>
</tr>
<tr>
<td>Hoosier Music Publications</td>
</tr>
<tr>
<td>Hopkins, Earl C.</td>
</tr>
<tr>
<td>Horoscopes in Song</td>
</tr>
<tr>
<td>House of Carols</td>
</tr>
<tr>
<td>House of Irish Songs</td>
</tr>
<tr>
<td>House of Melody</td>
</tr>
<tr>
<td>Howard, Jack, Publications, Inc.</td>
</tr>
<tr>
<td>Hub Publishing Company</td>
</tr>
<tr>
<td>Humphries, Bruce, Inc.</td>
</tr>
<tr>
<td>Hunter's Music House</td>
</tr>
<tr>
<td>Hynnes Music Company</td>
</tr>
<tr>
<td>Imco Music Publishing Co.</td>
</tr>
<tr>
<td>Imperial Music Publishing Co.</td>
</tr>
<tr>
<td>Inco Music Company</td>
</tr>
<tr>
<td>Independent Music Publishers</td>
</tr>
<tr>
<td>Indigo Music, Inc.</td>
</tr>
<tr>
<td>Ineman, James</td>
</tr>
<tr>
<td>Inspired Music Company</td>
</tr>
<tr>
<td>Intermountain Specialty Sales Company</td>
</tr>
<tr>
<td>International Dance Studio</td>
</tr>
<tr>
<td>International Popular Music Co.</td>
</tr>
<tr>
<td>Irma Music Company</td>
</tr>
<tr>
<td>J.A.Y. Music Company</td>
</tr>
<tr>
<td>Jackson Music Corporation</td>
</tr>
<tr>
<td>Jahneke Publishing Company</td>
</tr>
<tr>
<td>James, Floyd Duke</td>
</tr>
<tr>
<td>Janis, Stephen</td>
</tr>
<tr>
<td>Jardy Music</td>
</tr>
<tr>
<td>Jay-Dee Music Corporation</td>
</tr>
<tr>
<td>Jay Method, Publisher</td>
</tr>
<tr>
<td>Jean Music Company</td>
</tr>
<tr>
<td>Jill Music Co.</td>
</tr>
<tr>
<td>Jo-Ann Music Company</td>
</tr>
<tr>
<td>Johnstone-Montel, Inc.</td>
</tr>
<tr>
<td>Johnstone Music, Inc.</td>
</tr>
<tr>
<td>Jones, J. Grayson, Music Company</td>
</tr>
<tr>
<td>Joseph Music</td>
</tr>
<tr>
<td>Judson Music Co.</td>
</tr>
<tr>
<td>Jupiter Publishing Company</td>
</tr>
<tr>
<td>Kammen, J. &amp; J., Music Co.</td>
</tr>
<tr>
<td>Kampas, William T.</td>
</tr>
<tr>
<td>Kaolene Corp.</td>
</tr>
<tr>
<td>Karen Publications</td>
</tr>
<tr>
<td>Karr, Jerome J.</td>
</tr>
<tr>
<td>Kaymusic Publishers</td>
</tr>
<tr>
<td>Kayro Music Publishing Co.</td>
</tr>
<tr>
<td>Keenote Music</td>
</tr>
<tr>
<td>Kelly Music Publications</td>
</tr>
<tr>
<td>Kelly, William A.</td>
</tr>
<tr>
<td>Kelton-Romm Music Company</td>
</tr>
<tr>
<td>Kennedy Music Company</td>
</tr>
<tr>
<td>Kenneth Publishing Company</td>
</tr>
<tr>
<td>Kerr, Edward</td>
</tr>
<tr>
<td>Key City Music Publishing Co.</td>
</tr>
<tr>
<td>Key Music Company</td>
</tr>
<tr>
<td>Keyser Music Publisher</td>
</tr>
<tr>
<td>Keystone Music Co.</td>
</tr>
<tr>
<td>King-Del Music Publishers</td>
</tr>
<tr>
<td>Kinkade's Songs</td>
</tr>
<tr>
<td>Kit Music Company</td>
</tr>
<tr>
<td>Knight Publishing Co.</td>
</tr>
<tr>
<td>Knobloch, M. H.</td>
</tr>
<tr>
<td>Knudsen Publications</td>
</tr>
<tr>
<td>Knutson &amp; Kilbourne Songs Pub-lishers</td>
</tr>
<tr>
<td>Kolbert, Marguerite (Productions)</td>
</tr>
<tr>
<td>Kord Music Company</td>
</tr>
<tr>
<td>Krygier, Joseph</td>
</tr>
<tr>
<td>Kukula, Frank</td>
</tr>
<tr>
<td>L &amp; B Publications</td>
</tr>
<tr>
<td>La Chapelle Music Publications</td>
</tr>
<tr>
<td>La Rue Publishing Company</td>
</tr>
<tr>
<td>Lance Music Co., Inc.</td>
</tr>
<tr>
<td>Lang-Worth Publications, Inc.</td>
</tr>
<tr>
<td>Lanier Music Company</td>
</tr>
<tr>
<td>Latin American Publishing Corp.</td>
</tr>
<tr>
<td>Laura-Lea Music</td>
</tr>
<tr>
<td>Laurel Music Publishers</td>
</tr>
<tr>
<td>Lawndale Music Publishers</td>
</tr>
<tr>
<td>Leal, Felipe Valdes</td>
</tr>
<tr>
<td>Lee, Robert, Music Publishers, Inc.</td>
</tr>
<tr>
<td>Lee, Rosemary</td>
</tr>
<tr>
<td>Lee Music</td>
</tr>
<tr>
<td>Lennerts Music Publications</td>
</tr>
<tr>
<td>Leora Music</td>
</tr>
<tr>
<td>Lester, Betty</td>
</tr>
<tr>
<td>Lester, J. L., Music Company</td>
</tr>
<tr>
<td>Lewcon Music Company</td>
</tr>
<tr>
<td>Liberty Music Publishers</td>
</tr>
<tr>
<td>Life Music, Inc.</td>
</tr>
<tr>
<td>Life Records, Inc.</td>
</tr>
<tr>
<td>Lincoln, F. S.</td>
</tr>
<tr>
<td>Lind Music Company</td>
</tr>
<tr>
<td>Linden Music Publishers</td>
</tr>
<tr>
<td>Little Jazz Music Pub., Inc.</td>
</tr>
<tr>
<td>Livingston &amp; Evans Music Com-pany</td>
</tr>
<tr>
<td>Lois Music Publishing Co.</td>
</tr>
<tr>
<td>Lomax, Carl, Music Publishing  Company</td>
</tr>
<tr>
<td>London Music Corp.</td>
</tr>
<tr>
<td>Lone Star Music Co.</td>
</tr>
<tr>
<td>Long, J. Baxter</td>
</tr>
<tr>
<td>Long, Joey Music Publishing</td>
</tr>
<tr>
<td>Lowden, C. Harold</td>
</tr>
<tr>
<td>Lubin, Jimmy, Music Publishers</td>
</tr>
<tr>
<td>Lucky Music Publishers</td>
</tr>
<tr>
<td>Lutz Brothers Music Co., Inc.</td>
</tr>
<tr>
<td>Lydian Music Publishers</td>
</tr>
<tr>
<td>Lynch, Edward J.</td>
</tr>
<tr>
<td>Lynn, E. A., Publishing Com-pany</td>
</tr>
<tr>
<td>Lynne Music Company</td>
</tr>
<tr>
<td>Lyric Music Co.</td>
</tr>
<tr>
<td>M. and F. Music Publisher, The</td>
</tr>
<tr>
<td>M-E Melodies</td>
</tr>
<tr>
<td>M. R. E. Music Co.</td>
</tr>
<tr>
<td>Mac Angelo</td>
</tr>
<tr>
<td>MacFarlane, Thomas M.</td>
</tr>
<tr>
<td>Mac Gregor, Grant</td>
</tr>
<tr>
<td>Mack Music Company</td>
</tr>
<tr>
<td>Mack-Nell Publications</td>
</tr>
<tr>
<td>Mackley Music Publishing Co.</td>
</tr>
<tr>
<td>Maestro Music Company</td>
</tr>
<tr>
<td>Magnet Music, Inc.</td>
</tr>
</tbody>
</table>
Music Manuscript Reporter
Music Products, Inc.
Music Row Publications
Musicana, Inc.
Musin, Ovid (E. B. Marks)
Muzik Masters Company
Nash Chain Song Service, The
National Association For Blind
Composers, Inc.
National Broadcasting Co., Inc.
National Music Corp.
Nationwide Songs, Inc.
Nelson, Overson Publications
Neptune Music Publishers
Nettles Publishing Co.
New England Song Publishing
New Era Music Corporation
New Harmony Music Publishers
Newton, Al
Niehoff, Dolorosa
Niksch, Donald E.
Nimisilla Music Company
Nolan Music Co.
Nolton, Frances Stuart
Nordoll Music Co.
Normandy Music, Inc.
Normay Music Company
Northeastern Music Company, The
Northern Bell Music Pub. Co.
Nosnaws Music Company
Note Music Co.
Noteworthy Music, Inc.
Nu-Tune Music Corporation
Nu-View Publications
Oahu Publishing Company
Ocean-Spray Music Company
Olin, Milton E.
Oliver-Jacobs Music
Olson, Nils
Olympian Agencies
Onyx Publishers
Orange Music Publishers
Oree Music
Original Music Publishing Co., Inc.
Oriole Tunes
Otten & Kemp
Our West Music Publisher, The
Ozark Mountain Music Pub.
P. M. Music Publishing Co.
Pacific Music Co.
Pacific Coast Music Publishers
Pacific Music Publications
Palladium Music Publishing Co.
Palomar Music Corp.
Pan-American Publications
Parade Music Company
Paradise Music Company
Paragon Publishers
Paris, James B.
Pastor Music Co.
<table>
<thead>
<tr>
<th>BMI Publishers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paterson, James A.</td>
</tr>
<tr>
<td>Patmar Music Company, Inc.</td>
</tr>
<tr>
<td>Patriotic Music Publishing Co.</td>
</tr>
<tr>
<td>Paxon, Margaret O.</td>
</tr>
<tr>
<td>Pearl Music Company, Inc.</td>
</tr>
<tr>
<td>Peer International Corporation</td>
</tr>
<tr>
<td>Peerless Music Publishing Co.</td>
</tr>
<tr>
<td>Pelkonen, Matt, Music Co.</td>
</tr>
<tr>
<td>Peloubet, William Spalding</td>
</tr>
<tr>
<td>Pemora Music Company, Inc.</td>
</tr>
<tr>
<td>Penn-Sylvan Publications</td>
</tr>
<tr>
<td>Personal Publications</td>
</tr>
<tr>
<td>Peskin Music Publishing Co.</td>
</tr>
<tr>
<td>Phono-Tunes Music Company</td>
</tr>
<tr>
<td>Pittman, Pete, Publications</td>
</tr>
<tr>
<td>Pitts, P. S., Publications</td>
</tr>
<tr>
<td>Plamor Music Company</td>
</tr>
<tr>
<td>Plumb, Neely Publishing Co.</td>
</tr>
<tr>
<td>Pond, Frank, Music Company</td>
</tr>
<tr>
<td>Porgie Music Corporation</td>
</tr>
<tr>
<td>Portland Music Company, The Prelude Music Co. (E. B. Marks)</td>
</tr>
<tr>
<td>Premier Music Publishing</td>
</tr>
<tr>
<td>Prestige Music</td>
</tr>
<tr>
<td>Preview Music Co., Inc.</td>
</tr>
<tr>
<td>Pre-View Publications</td>
</tr>
<tr>
<td>Princess Publications</td>
</tr>
<tr>
<td>Pritchett Publications</td>
</tr>
<tr>
<td>Professional Music, Inc.</td>
</tr>
<tr>
<td>Pro Musica Publishing Co.</td>
</tr>
<tr>
<td>Proppeggio, R. N.</td>
</tr>
<tr>
<td>Prosser Music Publishing Co.</td>
</tr>
<tr>
<td>Proven Publications</td>
</tr>
<tr>
<td>Putman Publications</td>
</tr>
<tr>
<td>Quaker Music Company</td>
</tr>
<tr>
<td>Quality Music Company, Inc.</td>
</tr>
<tr>
<td>Quincy Music Publishers</td>
</tr>
<tr>
<td>R. R. Publishers</td>
</tr>
<tr>
<td>R. S. Rose Publishing Co.</td>
</tr>
<tr>
<td>Radio &amp; Video Music Publishing Company</td>
</tr>
<tr>
<td>Radio Music Company</td>
</tr>
<tr>
<td>Radio Music Publishers</td>
</tr>
<tr>
<td>Radio-Recording Songs, Inc.</td>
</tr>
<tr>
<td>Rainbow Melodies Music Co.</td>
</tr>
<tr>
<td>Rainbow Music Corporation</td>
</tr>
<tr>
<td>Rainbow Music Publishers</td>
</tr>
<tr>
<td>Rainier Music Publishers</td>
</tr>
<tr>
<td>Rancho Music</td>
</tr>
<tr>
<td>Randolph, Al, Publications</td>
</tr>
<tr>
<td>Ray Music Publishing Company</td>
</tr>
<tr>
<td>Raybert Music Company</td>
</tr>
<tr>
<td>Raymond Music Corp.</td>
</tr>
<tr>
<td>Raymond, William</td>
</tr>
<tr>
<td>Raynor-McCollister Music Publishers</td>
</tr>
<tr>
<td>Rayven Music Co., Inc.</td>
</tr>
<tr>
<td>Real Music Company</td>
</tr>
<tr>
<td>Record Music Publishing Company</td>
</tr>
<tr>
<td>Recordo Music Publishers</td>
</tr>
<tr>
<td>Red River Songs</td>
</tr>
<tr>
<td>Redskin Publishing Co.</td>
</tr>
<tr>
<td>Redwood Music Co., Inc.</td>
</tr>
<tr>
<td>Reeny Rhythms</td>
</tr>
<tr>
<td>Rees, H. E., Music Publishers</td>
</tr>
<tr>
<td>Reeves, John Frank</td>
</tr>
<tr>
<td>Regal Music Company</td>
</tr>
<tr>
<td>Regal Music Company, Ltd.</td>
</tr>
<tr>
<td>Regent Music Corp.</td>
</tr>
<tr>
<td>Reid &amp; Singer Music Publishing Co.</td>
</tr>
<tr>
<td>Remarque Music Publishing Co.</td>
</tr>
<tr>
<td>Remington Music</td>
</tr>
<tr>
<td>Reown Music, Inc.</td>
</tr>
<tr>
<td>Republic Music Corporation</td>
</tr>
<tr>
<td>Retter, Louis, Music Company</td>
</tr>
<tr>
<td>Revell, Thomas H.</td>
</tr>
<tr>
<td>Reveille Music Co.</td>
</tr>
<tr>
<td>Rex Music Publishers</td>
</tr>
<tr>
<td>Rhodes, David W.</td>
</tr>
<tr>
<td>Rhythm Publishing Company</td>
</tr>
<tr>
<td>Rhythms Of The West</td>
</tr>
<tr>
<td>Richardson Songs</td>
</tr>
<tr>
<td>Ricordi, G. &amp; Co.</td>
</tr>
<tr>
<td>Rinehart, Marion W., Music Enterprise</td>
</tr>
<tr>
<td>Ringwald Publications</td>
</tr>
<tr>
<td>Rinker, Charles, Music Pub.</td>
</tr>
<tr>
<td>Rion, Johnny</td>
</tr>
<tr>
<td>Riverdale Music Co.</td>
</tr>
<tr>
<td>Rivervale Music, Inc.</td>
</tr>
<tr>
<td>Roberts, Virgil, Publishing Co., Inc.</td>
</tr>
<tr>
<td>Rod Jon Music Company</td>
</tr>
<tr>
<td>Rodenberg, Edward L.</td>
</tr>
<tr>
<td>Romance Music Publications</td>
</tr>
<tr>
<td>Romant Music Publications</td>
</tr>
<tr>
<td>Romay Music, Inc.</td>
</tr>
<tr>
<td>Romeo Twin Publishing Co.</td>
</tr>
<tr>
<td>Roque, Julio</td>
</tr>
<tr>
<td>Rork, Ernest A. &amp; Son</td>
</tr>
<tr>
<td>Rosemart Music Co.</td>
</tr>
<tr>
<td>Rosetti, Joseph</td>
</tr>
<tr>
<td>Roslyn Music Company</td>
</tr>
<tr>
<td>Ross &amp; Howard</td>
</tr>
<tr>
<td>Rossi, Edward</td>
</tr>
<tr>
<td>Rossi, Edward and Louis</td>
</tr>
<tr>
<td>Rossongs Music Publishers</td>
</tr>
<tr>
<td>Roth, Elizabeth</td>
</tr>
<tr>
<td>Roth, Howard H., &amp; Co., Inc.</td>
</tr>
<tr>
<td>Rousseau Publishing Co.</td>
</tr>
<tr>
<td>Roxy Music Corp.</td>
</tr>
<tr>
<td>Roy, Mary</td>
</tr>
<tr>
<td>Royal Crown Music Company</td>
</tr>
<tr>
<td>Royal Gorge Music Publishing</td>
</tr>
<tr>
<td>Royal Music Corporation</td>
</tr>
<tr>
<td>Royalty Music Company</td>
</tr>
<tr>
<td>Rubens, Mark</td>
</tr>
<tr>
<td>Ruby Music Co.</td>
</tr>
<tr>
<td>Rudy Vallee Music Publications</td>
</tr>
<tr>
<td>Rujanart Music Publications</td>
</tr>
<tr>
<td>Rumbalero Music, Inc.</td>
</tr>
<tr>
<td>Russell, Willard</td>
</tr>
<tr>
<td>Russian-American Music Publishers, Inc.</td>
</tr>
<tr>
<td>S. A. Melodi</td>
</tr>
<tr>
<td>S. B. G. Music Publishers</td>
</tr>
<tr>
<td>Salamanca Music Publishers</td>
</tr>
<tr>
<td>Salvatori Music Company</td>
</tr>
<tr>
<td>San Juan Music Publishing Co.</td>
</tr>
<tr>
<td>Sanders, Zeb V.</td>
</tr>
<tr>
<td>Sapphire Music Publisher</td>
</tr>
<tr>
<td>Savoy Music Company</td>
</tr>
<tr>
<td>Sawaya Publications, Inc., The Saxonette Music Company</td>
</tr>
<tr>
<td>Scala Music Publishers</td>
</tr>
<tr>
<td>School, August, Company</td>
</tr>
<tr>
<td>Scheuerle Bros. Music Publishers</td>
</tr>
<tr>
<td>Schillinger, Arthur E.</td>
</tr>
<tr>
<td>Schirmer, E. C., Music Co.</td>
</tr>
<tr>
<td>Schofer, Kitty James</td>
</tr>
<tr>
<td>Scholl Publishing Company</td>
</tr>
<tr>
<td>Schumann Music Company</td>
</tr>
<tr>
<td>Scripter's</td>
</tr>
<tr>
<td>Seattle Music Publishing Co.</td>
</tr>
<tr>
<td>Seidel, Emil, Music Pub'g Co.</td>
</tr>
<tr>
<td>Sentinal Music Publications</td>
</tr>
<tr>
<td>Serac Publishing Co.</td>
</tr>
<tr>
<td>Sgambellone, G., Music Publishers</td>
</tr>
<tr>
<td>Shavers, Herman</td>
</tr>
<tr>
<td>Shaw, Charlie, Publications</td>
</tr>
<tr>
<td>Shelby Music Publishing Co.</td>
</tr>
<tr>
<td>Sheldon - Mitchell Publishing Corp.</td>
</tr>
<tr>
<td>Shermack Company</td>
</tr>
<tr>
<td>Sherwood Music</td>
</tr>
<tr>
<td>Shields Music Corporation</td>
</tr>
<tr>
<td>Shopa Music Publications</td>
</tr>
<tr>
<td>Show-Biz Music Co.</td>
</tr>
<tr>
<td>Shutt, Albert, Music Publisher</td>
</tr>
<tr>
<td>Simon House, Inc.</td>
</tr>
<tr>
<td>Singer, Murray, Music Pub.</td>
</tr>
<tr>
<td>Singmore Music Publishers</td>
</tr>
<tr>
<td>Siravo Music Company</td>
</tr>
<tr>
<td>Skrivanek Music</td>
</tr>
<tr>
<td>Skylark Songs</td>
</tr>
<tr>
<td>Skyline Music Publishers</td>
</tr>
<tr>
<td>Slate Enterprises, Inc.</td>
</tr>
<tr>
<td>Smart Songs Publishing Co.</td>
</tr>
<tr>
<td>Smith, Bob</td>
</tr>
<tr>
<td>Smith, Jerry, Publications</td>
</tr>
<tr>
<td>Smith Publications</td>
</tr>
<tr>
<td>Snell, Ethel, Publishing Co.</td>
</tr>
<tr>
<td>Snyder, Fenton Publications</td>
</tr>
<tr>
<td>Sobek, Rosina</td>
</tr>
<tr>
<td>Society of Jewish Composers, Publishers and Songwriters</td>
</tr>
<tr>
<td>Soergel, Oscar</td>
</tr>
<tr>
<td>Sommers, Henry J.</td>
</tr>
<tr>
<td>Song-Ranch Publications</td>
</tr>
<tr>
<td>Song Shop, The</td>
</tr>
<tr>
<td>Song-Tex Music Company</td>
</tr>
<tr>
<td>Sonnette Publishing Co.</td>
</tr>
<tr>
<td>Sonorous Music Co., Inc.</td>
</tr>
<tr>
<td>Sophisticate Music, Inc.</td>
</tr>
<tr>
<td>Sorority Fraternity Record Co.</td>
</tr>
<tr>
<td>Spanish Music Center</td>
</tr>
<tr>
<td>Spartan Music Publishers</td>
</tr>
<tr>
<td>Spotlight Music Company</td>
</tr>
<tr>
<td>BMI Publishers</td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>Spry Music Publishing Co.</td>
</tr>
<tr>
<td>Staff Music</td>
</tr>
<tr>
<td>Staff Music Corporation</td>
</tr>
<tr>
<td>Stan-Host Melodies</td>
</tr>
<tr>
<td>Standard Publications</td>
</tr>
<tr>
<td>Stanow Publications</td>
</tr>
<tr>
<td>Star Music Co.</td>
</tr>
<tr>
<td>Stark Music Printing Company</td>
</tr>
<tr>
<td>Starlight Music Company</td>
</tr>
<tr>
<td>Stavin, Milt, Music Company</td>
</tr>
<tr>
<td>Steele, Ted, Publishing Co.</td>
</tr>
<tr>
<td>Stein, Rose Yvonne</td>
</tr>
<tr>
<td>Stern, Jos. W., &amp; Co. (E. B. Marks)</td>
</tr>
<tr>
<td>Stern Music Publishing Co.</td>
</tr>
<tr>
<td>Steven, Arthur Publications</td>
</tr>
<tr>
<td>Stevens Music Company</td>
</tr>
<tr>
<td>Stevens Music Corporation</td>
</tr>
<tr>
<td>Stevens, Thomas A.</td>
</tr>
<tr>
<td>Stone, Irving</td>
</tr>
<tr>
<td>Stone, Jack &amp; Associates</td>
</tr>
<tr>
<td>Stover Music Company</td>
</tr>
<tr>
<td>Strand Press Music Publishers</td>
</tr>
<tr>
<td>Stratton, A. D., Music Co.</td>
</tr>
<tr>
<td>Stuart Music, Inc.</td>
</tr>
<tr>
<td>Sudlik &amp; Siegel</td>
</tr>
<tr>
<td>Sultan Associates</td>
</tr>
<tr>
<td>Sun Ray Music Publishers</td>
</tr>
<tr>
<td>Sundial Songs</td>
</tr>
<tr>
<td>Sunnyside Music Publications</td>
</tr>
<tr>
<td>Sunrise Music Company</td>
</tr>
<tr>
<td>Sunshine Music Company</td>
</tr>
<tr>
<td>Superior Melodies Publishing Co.</td>
</tr>
<tr>
<td>Sutton Music Company</td>
</tr>
<tr>
<td>Swansongs Publications</td>
</tr>
<tr>
<td>Sweet Music Publications</td>
</tr>
<tr>
<td>Sweet, William R.</td>
</tr>
<tr>
<td>Swing &amp; Tempo Music Co.</td>
</tr>
<tr>
<td>Swing Music Publishers</td>
</tr>
<tr>
<td>Symbolic Music Publishing Co.</td>
</tr>
<tr>
<td>Syncopation Songs</td>
</tr>
<tr>
<td>Syndicate Music Publishers, Inc.</td>
</tr>
<tr>
<td>Szathmary, Irving</td>
</tr>
<tr>
<td>Tannen Music, Inc.</td>
</tr>
<tr>
<td>Taps Agency</td>
</tr>
<tr>
<td>Tara Music Company</td>
</tr>
<tr>
<td>Tele-Mus Publishing Company</td>
</tr>
<tr>
<td>Terry Tune Studios</td>
</tr>
<tr>
<td>Televise Music Company</td>
</tr>
<tr>
<td>Thomas-Cole Publishing Co.</td>
</tr>
<tr>
<td>Tic-Toc Publishing Company</td>
</tr>
<tr>
<td>Tiffany Music Company</td>
</tr>
<tr>
<td>Tiffany Productions, Inc.</td>
</tr>
<tr>
<td>Timberland Publishing Co.</td>
</tr>
<tr>
<td>Time Music Company</td>
</tr>
<tr>
<td>Times Square Music Publishing Company</td>
</tr>
<tr>
<td>Tingor Music, Inc.</td>
</tr>
<tr>
<td>Tinker, Bill</td>
</tr>
<tr>
<td>Tobby Music Publishers</td>
</tr>
<tr>
<td>Tomerlin, Lysle</td>
</tr>
<tr>
<td>Tompkins, Clarence F.</td>
</tr>
<tr>
<td>Tompkins, Clarence &amp; Cuff, Paul</td>
</tr>
<tr>
<td>Tono Record Co.</td>
</tr>
<tr>
<td>Topik Tunes</td>
</tr>
<tr>
<td>Tourjee, Leo Eben</td>
</tr>
<tr>
<td>Tracy Music Company, Inc.</td>
</tr>
<tr>
<td>Trade Mark Music</td>
</tr>
<tr>
<td>Trans-American Music Pub.</td>
</tr>
<tr>
<td>Transatlantic Music Company</td>
</tr>
<tr>
<td>Treasure Music Publishers</td>
</tr>
<tr>
<td>Trend Music</td>
</tr>
<tr>
<td>Triad Music Company</td>
</tr>
<tr>
<td>Trianon Publications</td>
</tr>
<tr>
<td>Trinity Music Co., Inc.</td>
</tr>
<tr>
<td>Trio Music Company</td>
</tr>
<tr>
<td>Tropical Song Counter</td>
</tr>
<tr>
<td>Trutone Publishing Company</td>
</tr>
<tr>
<td>Tune-House Publications</td>
</tr>
<tr>
<td>Tune Shop Music Publishers, Inc.</td>
</tr>
<tr>
<td>Tune-Time Music</td>
</tr>
<tr>
<td>Tune Towne Tunes</td>
</tr>
<tr>
<td>Turner Tunes, The</td>
</tr>
<tr>
<td>20th Century Music Publishers</td>
</tr>
<tr>
<td>U. S. and International Music Publishers</td>
</tr>
<tr>
<td>U. S. Music, Inc.</td>
</tr>
<tr>
<td>Uhl &amp; Ware</td>
</tr>
<tr>
<td>Ultra Music Company</td>
</tr>
<tr>
<td>Unger Music Publisher</td>
</tr>
<tr>
<td>Unique Music Publishers</td>
</tr>
<tr>
<td>United Artists Publishing Co.</td>
</tr>
<tr>
<td>United Music, Inc.</td>
</tr>
<tr>
<td>Universal Music Sales</td>
</tr>
<tr>
<td>University Music Co.</td>
</tr>
<tr>
<td>University of Toledo</td>
</tr>
<tr>
<td>University Publishing Company</td>
</tr>
<tr>
<td>Uranus Music Company</td>
</tr>
<tr>
<td>Val Music Corporation</td>
</tr>
<tr>
<td>Valentine Music Publications</td>
</tr>
<tr>
<td>Valiant Music Company, Inc.</td>
</tr>
<tr>
<td>Valjean Music</td>
</tr>
<tr>
<td>Valley-Hill Music Co.</td>
</tr>
<tr>
<td>Valor Publications</td>
</tr>
<tr>
<td>Van Brunt Publishing Company</td>
</tr>
<tr>
<td>Van Dorn</td>
</tr>
<tr>
<td>Van Russ Music</td>
</tr>
<tr>
<td>Vance Music Company</td>
</tr>
<tr>
<td>Vander Music Company</td>
</tr>
<tr>
<td>Vanguard Songs</td>
</tr>
<tr>
<td>Van’s Music Company</td>
</tr>
<tr>
<td>Variety Music Company</td>
</tr>
<tr>
<td>Vavrin &amp; King</td>
</tr>
<tr>
<td>Velleca Publishing Company</td>
</tr>
<tr>
<td>Vernon Music Publishers</td>
</tr>
<tr>
<td>Versailles Music Co., Inc.</td>
</tr>
<tr>
<td>Vicca’s Music Co.</td>
</tr>
<tr>
<td>Victor-Gospel Music Co. (hymns)</td>
</tr>
<tr>
<td>Victory Music Company</td>
</tr>
<tr>
<td>Village Music Co.</td>
</tr>
<tr>
<td>Vogue Music Corporation</td>
</tr>
<tr>
<td>Volunteer Music Sales Co.</td>
</tr>
<tr>
<td>Von Hallberg Music Company</td>
</tr>
<tr>
<td>Wade Franklin, Publications</td>
</tr>
<tr>
<td>Wahl, J. Frederick</td>
</tr>
<tr>
<td>Wald Music Company</td>
</tr>
<tr>
<td>Walden, Orville C.</td>
</tr>
<tr>
<td>Waldman, Irving, Music Pub.</td>
</tr>
<tr>
<td>Wallace Publishing Company</td>
</tr>
<tr>
<td>Ward, Allan W., Music Pub.</td>
</tr>
<tr>
<td>Warner Studio</td>
</tr>
<tr>
<td>Warren Publications</td>
</tr>
<tr>
<td>Washburn, Rozella T.</td>
</tr>
<tr>
<td>Washington Music Bazaar</td>
</tr>
<tr>
<td>Waterr Music Publishing Co.</td>
</tr>
<tr>
<td>Watkins Music, Inc.</td>
</tr>
<tr>
<td>Watson, W. A.</td>
</tr>
<tr>
<td>Wayne, D., Music Publishing</td>
</tr>
<tr>
<td>Weaver, Jesse E.</td>
</tr>
<tr>
<td>Webster Music Company</td>
</tr>
<tr>
<td>Weeks, Publisher</td>
</tr>
<tr>
<td>Wemar Music Corporation</td>
</tr>
<tr>
<td>Wentworth, Martha</td>
</tr>
<tr>
<td>Wesjay Music Corp.</td>
</tr>
<tr>
<td>West Coast Music Publishers</td>
</tr>
<tr>
<td>Westchester Music Co.</td>
</tr>
<tr>
<td>Whimsy, Ltd.</td>
</tr>
<tr>
<td>White Mountain Music</td>
</tr>
<tr>
<td>White Way Music Company</td>
</tr>
<tr>
<td>Whitney, F. E., Publications</td>
</tr>
<tr>
<td>Wilcox Music Publishing Co.</td>
</tr>
<tr>
<td>Willard Herring, Ltd.</td>
</tr>
<tr>
<td>Williams, Albert</td>
</tr>
<tr>
<td>Williams &amp; Williams</td>
</tr>
<tr>
<td>Wilson Publishing Co.</td>
</tr>
<tr>
<td>Winfield Music, Inc.</td>
</tr>
<tr>
<td>Wing Music Corp.</td>
</tr>
<tr>
<td>Winner Music</td>
</tr>
<tr>
<td>Winters, Leo, Inc.</td>
</tr>
<tr>
<td>Winthrop, G. &amp; Company</td>
</tr>
<tr>
<td>Wise Music Publications</td>
</tr>
<tr>
<td>Witto Music Publishing Co.</td>
</tr>
<tr>
<td>Wizell, Murray, Music Co.</td>
</tr>
<tr>
<td>Wolfe, Hugh J.</td>
</tr>
<tr>
<td>Wood Song and Record Co.</td>
</tr>
<tr>
<td>Woodward, Harry, Music Pub.</td>
</tr>
<tr>
<td>Woodland Music Company</td>
</tr>
<tr>
<td>Woods Music Co.</td>
</tr>
<tr>
<td>Worldwide Music Publishers</td>
</tr>
<tr>
<td>Wright Publishing Company</td>
</tr>
<tr>
<td>Wrightman, Neale Publishers</td>
</tr>
<tr>
<td>Wyner Music Publishers</td>
</tr>
<tr>
<td>Wyoming Music Company</td>
</tr>
<tr>
<td>&quot;X-L&quot; (Excell) Music Publications</td>
</tr>
<tr>
<td>Yale Record Company</td>
</tr>
<tr>
<td>Yacoubian Publications</td>
</tr>
<tr>
<td>Zaboy-Landino Music Company</td>
</tr>
<tr>
<td>Zenith Music Publications</td>
</tr>
<tr>
<td>Zoeller Music Company</td>
</tr>
</tbody>
</table>

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.
ASSOCIATED MUSIC PUBLISHERS, INC.

By M. E. TOMPKINS

President and Secretary

Associated Music Publishers, Inc., 25 West 45th Street, New York 19, New York, a wholly owned subsidiary of Broadcast Music, Inc. is in its third fiscal year since its acquisition by Broadcast Music, Inc.

In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott’s Sohne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig-Paris. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life. Performance rights continue to be administered by BMI.

AMP Board of Directors: Carl Haverlin, President of BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President of BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President and Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles A. Wall, Treasurer.

Publishers

Aibl Verlag (See Universal Edition)
Alpha Music Congress Music Co.
Latin American Bureau Leader Music Co.
Associated Music Publishers, Inc.
Bote & Bock Lauterbach & Kuhn
Breitkopf Publications Breitkopf & Haertel
Carl Simon
Broussan (See Editions Eschig)
Casa Musicale Sonzogno
Congress Music Co. (See Alpha Music)
Demets (See Editions Eschig)
"Doblinger Verlag
Dupont (See Editions Eschig)
Eos Verlag (See Simrock)
Editions Eschig
Broussan
Demets
Dupont
Ondet

Pion Honoré
Société Nouvelle
Vieu
Filmunion (See B. Schott’s Sohne)
Julius Hainauer
Kahnts’ Schering Edition
Latin American Bureau (See Alpha Music)
Lauterbach & Kuhn (See Alpha Music)
Leader Music Co. (See Alpha Music)
F. E. C. Leuckart
Luckard (see Simrock)
Otto Maass (See Universal Edition)
Nagel Musical Archives
Ondet (See Editions Eschig)
Philharmonischer Verlag (See B. Schott’s Sohne)
Pion Honoré (See Editions Eschig)
Pro Art Publications
Russian-American Music Publishers, Inc.

Schott & Co., Ltd.
B. Schott’s Sohne
Filmunion
Grosch Verlag
Philharmonischer Verlag
Schuberthaus Verlag (See Universal Edition)
Sﬀ (See Simrock)
Carl Simon (See Breitkopf & Haertel)
N. Simrock
Eos Verlag
Luckard
Raabe & Plathow
Sﬀ
Société Nouvelle (See Editions Eschig)

*Universal Edition
Aibl Verlag
Albert Gutman
Schuberthaus Verlag
Otto Maass
Vieu (See Editions Eschig)

*Symphonic Works only, as per a special list.
SESAC, Inc.

By PAUL HEINECKE
President

THE broadcasting year, just past, has been a momentous one with great strides and advancement that surpassed all forecasts and expectations. The accent was, of course, on television but the long-time AM and FM stations, along with the newer ones, matched all that with fine skill and artistry to further secure their position in this vital entertainment industry in which we are engaged.

After more than half a century in the music world . . . the last two decades allied with radio . . . I cannot help but think how amazing and truly spectacular the growth and advancement of music and the associated arts.

That . . . all that has been done culturally as well as commercially through cooperation and that must be our theme keynote as we continue to work together as friendly but aggressive competitors. That is the American way, has been and with our strong and firm intent, always will be.

We have every reason to believe that SESAC Service means a great deal to each and every broadcaster . . . the more than 2700 stations who are licensed to use the music from our many affiliated publishers’ catalogs, and the hundreds of subscribers to the SESAC Transcribed Library. We are one of the oldest as well as one of the largest of the music licensing organizations. It is truly music of lasting value and in it you find almost unlimited quantities of American Folk numbers, hymns, gospel songs, orchestral selections, others from the worlds of opera and operetta, musical comedy, symphony, standard and novelty songs, hillbilly, western, and even dramatic sketches and plays, etc. This material is ideally suitable for TV just as it long has been for AM and FM.

Our more than 3000 recorded selections in the SESAC Transcribed Library likewise fit ideally into the same category and requirement. We have just issued a complete and thorough catalog of such mood listings for that usage. Of course, for day-in and day-out operation, the Library is constantly in use by hundreds of stations.

The SESAC Transcribed Library has been vastly enlarged and its scope extensively widened and increased. We have a whole new section of selections in full-playing time. Our plans for the future are gauged for even greater achievement in the Library division of SESAC. We believe that we can be of greater service to the industry by keeping its price low and within reason with no sacrifice in quality. That we have done and will continue to do as we take the best of the past and make it a part of the future.

The past year saw the beginning and development of our new Script Service for SESAC Library subscribers. Quickly it has assumed a position of major importance.

Every indication is for another fine radio year ahead and it will be if we all strive together and make the usual annual advances that the listening . . . and seeing . . . public has come to expect from us.

822
Accordion Music Publishing Co., New York
including:
   Deiro, Pietro

Albright Music Company (See National Music Company, Inc.)

Alford, Harry L., Chicago


Arct, M., Warsaw, Poland

Ashmill, Wm. E., Company (See McLaughlin & Reilly Co.)

Augsburg Publishing House, Minneapolis, Minn.

Avalon Music Publishing Co. (See Stirling Music Publishing Co.)

Babwin Publications (See Pallma Music Products)


Barnhouse, C. L., Company, Oskaloosa, Ia.

Bartlett, E. M. (See Brumley, Albert E.)

Barwicki, K. T. (See "P.W.P.")

Beazley, Samuel W. & Son (See Stamps-Baxter Music & Printing Co. and Tennessee Music & Printing Co.)

Beirly Company (See Chart Music Publishing House, Inc.)

Bendix Publishing Corp. (See National Music Company, Inc.)


Braun, Hubert J., Chicago.
   including:
      Braun Music Co.
      Braun Organization, The

Broadcast Music Publishers (See National Music Company, Inc.)

Brumley, Albert E., Powell, Mo.
   including:
      E. M. Bartlett

Bryant Music Company, New York


Capitol Music Co. (See National Music Company, Inc.)

Cardilli, M. V. (See Cerruto)

Catholic Music Co. (See McLaughlin & Reilly Co.)

Central Music Co., Sherman Oaks, Calif.
   including:
      Ramsey, Will F.

Cerruto, John M., New York
   including:
      M. V. Cardilli

   including:
      Beirly Company, Alfred
      Coanacher, B.
      Huffer, Fred K.
      Littig, Frank, Music Publishing Co.
      Warde, Harry
      Warner, Frank, Eugene
      Western Accordion Music Company

Church Music Co., The, Fullerton, Cal.
   including:
      Grammer, Frank

Clef Music Corporation, New York

Coanacher, B. (See Chart Music Publishing House, Inc.)

Composers Press, Inc., The, New York


Cummins, M. Homer, Glasgow, West Va.

Daniel, John, Quartet Song Publishers, Nashville 5, Tenn.

Deiro, Pietro (See Accordion Music Publishing Co.)

Denison, T. S., & Company, Chicago

Di Bella, O., New York

Editions Pro Arte (See "P.W.P.")

Eulenburg, Ernst, Ltd., London, England

Fairbank, H. W., Company (See National Music Co., Inc.)

Firm Foundation Publishing House, Austin, Tex.
   including:
      Dean, Emmet S.
      Dean & Edmonston
      Dean & Evridge
      Dean & Franklin
      Dean & Hensley
      Dean & Morgan
      Dean & Sebren
      Ramsey & Parker
      Trio Music Co.

Fouts-Payne Music Co., Oak Ridge, Tenn.

Gebethner & Wolff, Warsaw, Poland

Gilbert Music Company (See McLaughlin & Reilly Co.)

Goddard Music Company, Chicago

Gornston, David, New York

Grabcewski, F., Warsaw, Poland

Hall Music Co., The, Maryville, Tenn.

Hall & McCreary Co., Chicago

   including:
      Harmonie Publications
      Rondo Publications

Harper & Brothers, New York

Hartford Music and Printing Company, Inc., The, Powell, Mo.

Hart's Music Company (See National Music Co., Inc.)

Hathaway, Franklin Earl Music Publisher, Chicago
   including:
      Gospel Music Publications

Henson, J. M., Music Publisher, Atlanta Ga.
   including:
      Morris-Henson Music Co.
      Southern Music Plate Co.

Hoffman, Raymond A., Company, Chicago

Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon, Warsaw, Poland
Idzikowski, M. (See "P.W.P."
Jastrzab (See "P.W.P.")
Jeffress Music Co., Crosett, Ark.
Jewell, Fred, Music Co., Worthington, Ind.
Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
Keene, Hank, Inc., South Coventry, Conn.
Kelman Music Corp., New York
King, K. L., Music House, Inc., Fort Dodge, la.
King Music Publishing Corp., New York
Kjos, Neil A., Music Co., Chicago
including:
Mac and Beatrice Krone
Krachtus, John, Inc., Chicago
Krone, Max & Beatrice (See Kjos Music Co.)
Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
McLaughlin & Reilly Co., Boston
including:
Liturgical Music Company
Catholic Music Co.
also including published copyrighted compositions taken over from:
Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
including:
Josef Holbrooke
Morris-Henson Music Co. (See Henson, J. M., Music Publisher)
Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.
Music Products Corporation (See Pallma Music Products)
National Music Co., Fort Worth, Tex.
including:
Ferrill, J. W.
Quartet Music Company
Thomas, Alivia O.
Thomas, J. E.
National Music Company, Inc., Chicago
including:
Albright Music Company
Enixz Publishing Corp.
Broadcast Music Publishers
(See Eddy Hanson)
Capitol Music Co.
Fairbank, H. W., Company
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company (See Eddy Hanson)
Standard Songs (See Eddy Hanson)
Windsor Music Company
also including published copyrighted compositions taken over from:
Eddy Hanson
Nattrass-Schenck, Inc., New York
Network Music Publishers (See Top Music Publishers, Inc.)
Northwestern Press, The, Minneapolis, Minn.
Nowa Scena, Warsaw, Poland
Nowacki, Henryk X. (See "P.W.P.")
Oak Ridge Quartet Music Co., Nashville Tenn.
Pagani, O., & Bro., New York
Pallma Music Products Corp., Chicago
including:
Pallma, Frank, Music Publisher
Music Products Corporation
Babuin Publications
Quincke, Walter A. (Compositions as per list issued)
Panella, Frank A., Pittsburgh, Pa.
Paragon Music Publishers, New York
Parks, J. A., Company, Chicago
Parris Music Co. (See Tennessee Music and Printing Co.)
Parris, O. A. (See Stamps Quartet Music Co.)
Perry’s Sons, A. W., Sedalia, Mo.
Pioneer Music Press, Salt Lake City
including:
Wheelwright, Lorin F.
Polonia Publishing Co. (See Zalewski, B. J.)
Popular Music Publications (See National Music Company, Inc.)
Pro Arte (See Editions Pro Arte)
"P.W.M.", Polskie Wydawnictwo Muzyczne, Krakow, Poland
"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw, Poland
Towarzystwo Wydawnicze Muzyki Polskiej
Wiehler, Z.
Witczyk, Stanislaw
"Zaiks" Związku Autorów, Kompozytorów i Wydawców
Zak, Czeslaw
Zaremba, Alojzy
Quartet Music Company (See National Music Company)
Quincke, Walter A. (See Pallma Music Products)
Radio City Guitar Studio, Jackson Heights, New York
Ramsey, Will M. (See Central Music Co.)
Revival Music Co., The, Searcy, Ark., including:
Walls, W. M.
Ricart & Cia, Luis, S. L., Barcelona, Spain
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See "P.W.P.")
Rzepecki (See "P.W.P.")
Sacred Music Foundation, The, Los Angeles, including:
Herbert G. Tovey
Sajewski, W. H., Music Publishing Co., Inc., Chicago
Schmidt Co., The Arthur P., Boston 16
Schmitt, Paul A., Music Company, Minneapolis, Minn., including:
Selmer, H. & A., Inc. (Compositions as per list issued.)
Schubert, Edward, & Co., Inc., N. Y.
Select Music Company (See National Music Company, Inc.)
Selmer, H. & A., Inc. (See Schmitt, Paul A., Music Company)
Seyfarth, G. (See "P.W.P.")
Simon, Frank, Middletown, Ohio
Singenberger, John & Otto (See McLaughlin & Reilly Co.)
Slater, Will W., Fort Worth, Texas
Smith, Wm. J., Music Co., Inc., New York
Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark., including:
Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 only.)
Stamps, V. O., Music Company
Stamps Quartet Music Co., Inc., Dallas, Tex., including:
Parris, O. A.
Standard Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co., New York, including:
Avalon Music Publishing Co.

NOTE: Due to limitation of space, the above listing does not represent a complete roster of SESAC Publishers. For complete listing, contact SESAC, 475 Fifth Ave., New York 17, N. Y.

Teddie, Tillit S., Greenville, Texas
Tennessee Music and Printing Co., Cleveland, Tenn., including:
Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 only.)
Denson Trio Music Co.
Denson-Parris Music Co.
Hall Music Co., The (Publications as per list issued.)
Perry, F. Clark, Co.
Sebren, George W., Music Co.
Showalter, A. J., Co., The
Top Music Publishers, Inc., New York, including:
Kanner Music Publishing Co.
Network Music Publishers
Tovey, Herbert G. (See Sacred Music Foundation, The)
Treasure Chest Publications, Inc., N. Y.
Vaughan, James D., Lawrenceburg, Tenn.
Vitak-Elsnic Co., Chicago, including:
Georgi and Vitak Music Co.
Walls, W. M. (See Revival Music Co.)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw, Poland
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications, New York, including:
Weaner, Maxwell
Wells, Kenneth H., Chicago, Ill.
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Wheelwright, Lorin F. (See Pioneer Music Press)
Whitney Blake Music Publishers, N. Y.
Wiehler, Z. (See "P.W.P.")
Windsor Music Company (See National Music Company)
Winsett, R. E., Dayton, Tenn.
"Zaiks" Zwiakzu Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
Zak, Czeslaw (See "P.W.P.")
Zalewski, B. J., Chicago, including:
Monitor Music Publishing Co.
Polonia Publishing Co.
Rozen Publishing Co.
Zaremba, Alojzy (See "P.W.P.")
SONG HITS OF 1949
(January 1, 1949 to January 1, 1950)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1948 are noted by the date—1948).

<table>
<thead>
<tr>
<th>SONG TITLE AND PUBLISHER</th>
<th>NUMBER OF WEEKS</th>
<th>TOTAL ACI POINTS</th>
<th>IN ACI SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>So In Love (1948) (T. B. Harms)</td>
<td></td>
<td>26,552</td>
<td>41</td>
</tr>
<tr>
<td>*Some Enchanted Evening (Chappell)</td>
<td></td>
<td>25,061</td>
<td>34</td>
</tr>
<tr>
<td>Powder Your Face With Sunshine (1948) (Lombardo)</td>
<td></td>
<td>20,291</td>
<td>22</td>
</tr>
<tr>
<td>Cruising Down The River (Henry Spitzer)</td>
<td></td>
<td>18,376</td>
<td>22</td>
</tr>
<tr>
<td>Far Away Places (1948) (Laurel)</td>
<td></td>
<td>18,327</td>
<td>19</td>
</tr>
<tr>
<td>Again (1948) (Robbins)</td>
<td></td>
<td>18,214</td>
<td>26</td>
</tr>
<tr>
<td>Sunflower (Famous)</td>
<td></td>
<td>17,487</td>
<td>22</td>
</tr>
<tr>
<td>I've Got My Love to Keep Me warm (1948) (Berlin)</td>
<td></td>
<td>17,239</td>
<td>20</td>
</tr>
<tr>
<td>Bali Ha'i (Chappell)</td>
<td></td>
<td>16,805</td>
<td>30</td>
</tr>
<tr>
<td>A Little Bird Told Me (1948) (Bourne)</td>
<td></td>
<td>16,793</td>
<td>14</td>
</tr>
<tr>
<td>A Wonderful Guy (Chappell)</td>
<td></td>
<td>16,147</td>
<td>29</td>
</tr>
<tr>
<td>Someone Like You (Harms)</td>
<td></td>
<td>14,276</td>
<td>19</td>
</tr>
<tr>
<td>*A Dreamer's Holiday (Shapiro-Bernstein)</td>
<td></td>
<td>13,500</td>
<td>16</td>
</tr>
<tr>
<td>Riders In The Sky (E. H. Morris)</td>
<td></td>
<td>13,456</td>
<td>19</td>
</tr>
<tr>
<td>*Don't Cry Joe (Harms)</td>
<td></td>
<td>13,337</td>
<td>15</td>
</tr>
<tr>
<td>You're Breaking My Heart (Mellin)</td>
<td></td>
<td>13,200</td>
<td>22</td>
</tr>
<tr>
<td>*That Lucky Old Sun (Robbins)</td>
<td></td>
<td>13,035</td>
<td>21</td>
</tr>
<tr>
<td>*Younger Than Springtime (Chappell)</td>
<td></td>
<td>12,989</td>
<td>28</td>
</tr>
<tr>
<td>*Room Full Of Roses (Hill &amp; Range)</td>
<td></td>
<td>12,796</td>
<td>25</td>
</tr>
<tr>
<td>Red Roses For A Blue Lady (Mills)</td>
<td></td>
<td>12,672</td>
<td>18</td>
</tr>
<tr>
<td>*I Can Dream Can't I (Chappell)</td>
<td></td>
<td>12,465</td>
<td>14</td>
</tr>
<tr>
<td>'A'—You're Adorable (Laurel)</td>
<td></td>
<td>12,374</td>
<td>23</td>
</tr>
<tr>
<td>Maybe It's Because (Bregman-Vocco-Conn)</td>
<td></td>
<td>12,347</td>
<td>26</td>
</tr>
<tr>
<td>Let's Take An Old-Fashioned Walk (Berlin)</td>
<td></td>
<td>11,937</td>
<td>20</td>
</tr>
<tr>
<td>There's Yes Yes In Your Eyes (Witmark)</td>
<td></td>
<td>11,884</td>
<td>22</td>
</tr>
<tr>
<td>Just One Way To Say I Love You (Berlin)</td>
<td></td>
<td>11,877</td>
<td>18</td>
</tr>
<tr>
<td>Careless Hands (Melrose)</td>
<td></td>
<td>11,829</td>
<td>20</td>
</tr>
<tr>
<td>Forever And Ever (Robbins)</td>
<td></td>
<td>11,805</td>
<td>21</td>
</tr>
<tr>
<td>Galway Bay (1948) (Leeds)</td>
<td></td>
<td>11,761</td>
<td>17</td>
</tr>
<tr>
<td>It's A Big Wide Wonderful World (Broadcast Music)</td>
<td></td>
<td>11,754</td>
<td>28</td>
</tr>
<tr>
<td>*Someday (You'll Want Me To Want You) (Duchess)</td>
<td></td>
<td>11,752</td>
<td>25</td>
</tr>
<tr>
<td>My Darling My Darling (1948) (E. H. Morris)</td>
<td></td>
<td>10,993</td>
<td>12</td>
</tr>
<tr>
<td>Lavender Blue (1948) (Santly-Joy)</td>
<td></td>
<td>10,855</td>
<td>13</td>
</tr>
<tr>
<td>Everywhere You Go (Lombardo)</td>
<td></td>
<td>10,436</td>
<td>26</td>
</tr>
<tr>
<td>Fiddle Dee Dee (Harms)</td>
<td></td>
<td>9,961</td>
<td>18</td>
</tr>
</tbody>
</table>
GREATEST RADIO PERSONALITY
OF PAST TWENTY-FIVE YEARS

JACK BENNY was acclaimed "the greatest radio personality during the last 25 years," in a questionnaire poll of 330 of the nation's leading radio editors which was completed on March 10th by RADIO DAILY.

In selecting Benny, numerous editors polled by RADIO DAILY also wrote in their non-commercial choice. This honor went to the late Franklin Delano Roosevelt, of whom one radio editor wrote: "He relied almost entirely on radio to instill confidence and faith in this nation."

Many editors supported their choice of Benny with comments on his master showmanship and his consistently top comedy programming over the years. Second choice was Bing Crosby who ran close to Benny in the balloting.

Honors for third place among the commercial radio artists were divided evenly between Bob Hope and Amos 'n' Andy.

Among the varied comments on Benny were:
"Jack Benny for his personal accomplishments and those he has helped to stardom." — Nat Lund, Seattle Times, Seattle, Wash.

"Jack Benny is not necessarily the best or the greatest judged in terms of pure talent—but he deserves the title of 'greatest' in the sense that his radio characterization has not only become a national tradition, but has maintained itself as such in the top levels of public acclaim longer than any other."— Ben Gross, New York Daily News.

"If by radio personality you mean entertaining personality, I'd say Jack Benny."—Peg White, San Diego Journal, San Diego, Calif.

"If F.D.R. is barred from competition, I'll throw my vote to Jack Benny who had led the way so many years."—John Crosby, New York Herald-Tribune.

In taking the poll RADIO DAILY asked editors one question: "Who Was the Greatest Radio Personality During the Last 25 Years?" Editors were invited to comment on their selection.

Among other personalities who received ballots in the poll were Arthur Godfrey, Lowell Thomas, Major Bowes, H.V. Kaltenborn, Alexander Woollcott and Will Rogers.

Jack Benny, currently starred in the "Jack Benny Show" on Columbia Broadcasting System Sundays from 7:00 to 7:30 PM, EST, under sponsorship of the American Tobacco Company, first entered radio 18 years ago.

Commenting on the honor bestowed upon Jack Benny, Justin Miller, president of the National Association of Broadcasters said: "The National Association of Broadcasters is pleased to congratulate Jack Benny on his selection by the annual poll of radio editors as the top entertainer of the past quarter century. The Jack Benny program, known to millions of Americans of all ages as fine comedy, is more than mere entertainment; it is a continuing commentary on human manners and its deft touch has contributed much to the temper of our times. Mr. Benny richly deserves the honor the nation's radio editors have paid him."
Dennis James

Personal Management AARON B. STEINER

Video Agent WILLIAM MORRIS AGENCY
BEHIND THE MIKE
RADIO — TELEVISION

Artists
Vocalists
Sports Commentators
News Commentators
Women Commentators
Disc Jockeys
Orchestra Leaders
Musical Conductors
Organists
Writers
Announcers
Directors-Producers
Home Economics Directors
Managers and Agents

NINETEEN FIFTY
— A —

ABBOT, JUDY
The Aldrich Family
NBC

ACE, GOODMAN
Mr. Ace and Jane, Ruthie on The Telephone, CBS, CBS-TV.

ACREE, CHUCK
B. Sept. 22, 1913, St. Louis, Mo.; Man On The Farm, MBS; Hint Hunt, CBS: Something To Talk About, Yankee Network; Ladies Be Seated, ABC.

ADAMS, INGE
Wendy Warren, CBS; Big Sister, Brighter Day, CBS; Children's Sketchbook, Lights Out, NBC-TV; Kraft, NBC-TV.

ADAMS, MASON
Big Town, Pepper Young's Family
NBC

ALBERT, EDDIE
The Eddie Albert Show
NBC

ALBERTSON, FRANK II
Repertory Theater, NBC-TV; Chevrolet Theater, NBC-TV;

ALBERTSON, JACK
B. June 16; Texaco Star Theater, NBC, NBC-TV; The Clock, NBC-TV; Durante, NBC; Perry Como Supper Club, NBC, NBC-TV; Cavalcade of America, CBS; Henry Morgan, NBC.

ALEXANDER, BEN
The Martin and Lewis Show
NBC

ALEXANDER, DENISE
Chesterfield Supper Club! A Tree Grows in Brooklyn
NBC

ALLEN, CHARME
We Love and Learn
NBC

ALLEN, DAYTON
Howdy Doody
NBC-TV

ALLEN, FRED
The Fred Allen Show
NBC

ALLEN, GRACIE
[Mrs. George Burns]; B. San Francisco, Calif.; on CBS for Amm-i-dent Tooth Paste.

ALLEN, MINNETTA
One Man's Family
NBC

ALLEN, STEVE
B. Aug. 1921, New York, N.Y.; Steve Allen Show, ABC.

ALLISON, FRAN
Rukla, Fran & Ollie
NBC-TV

ALLMAN, ELVIA
A Day in the Life of Dennis Day; Maxwell House Coffee Time Starring George Burns and Gracie Allen; Blondie, NBC

AMECHE, DON
The Jimmy Durante NBC

AMECHE, JIM
Welcome Travelers
NBC

AMSTERDAM, MOREY
Morey Amsterdam Show
CBS, DuMont

ARDEN, EYE
Our Miss Brooks
CBS

ARLEN, MARGARET
WGBS

LUCILLE BALL
Star of 'MY FAVORITE HUSBAND'

C. B. S.
Sunday Afternoon
3:00 P.M. PST — 6:00 P.M. EST
JEAN HERSHOLT

"Dr. Christian"

13th Year

VASELINE PRODUCTS

CBS, WEDNESDAYS
8:30 to 9:00 P.M.

WILLIAM GARGAN

starring in

"MARTIN KANE, PRIVATE EYE"

Television
NBC—Thursday
10:00 p.m., EST

Radio
Mutual—Sunday
4:30 p.m., EST

Sponsored by

THE UNITED STATES TOBACCO COMPANY

Through Kudner Agency, Inc.
ARNOLD, PAUL
B. June 9, 1919, Denver, Colo.; Paul Arnold, CBS-TV; American Songs, NBC-TV; Academy Theater, NBC-TV; Americana, NBC-TV; Radio City Playhouse, NBC; Easy Listenin', NBC.

AUTRY, GENE
Gene Autry Show

BARRATT, MAXINE
And Everything Nice DuMont
BARGY, JEAN
Blues Ivy Bargy CBS-TV

BAKERS, Binnie
Leave It To The Girls NBC-TV
BARNEY, MARIAN
Marriage for Two, Pepper Young's Family, When a Girl Marries NBC
BARRE, WENDY
ABC-TV
BARRY, HAROLD
Bonny Maid Versatile Varieties NBC-TV

BARTLETT, TOMMY
Welcome Travelers, NBC
Bauer, Charita
The Aldrich Family NBC, NBC-TV
BEATTY, CLYDE
B. Bainbridge, O.; World's foremost wild animal trainer and circus performer; Continual guest appearances on network shows; The Clyde Beatty Show.

BECK, JACKSON
Superman, Philip Morris, NBC, CBS, MBS; Ed Sullivan's Toast of the Town (narrator) CBS-TV.

BEGLEY, ED
Richard Diamond, Private Detective

BELLAMY, RALPH
Man Against Crime

BENADARET, BEA
The Jimmy Durante Show, The Great Gildersleeve, Ammendent Show Starring George Burns and Gracie Allen

BENDIX, RALPH
Man Against Crime

BECK, JACKSON
Superman, Philip Morris, NBC, CBS, MBS; Ed Sullivan's Toast of the Town (narrator) CBS-TV.

BEGLEY, ED
Richard Diamond, Private Detective

BELLAMY, RALPH
Man Against Crime

BENADARET, BEA
The Jimmy Durante Show, The Great Gildersleeve, Ammendent Show Starring George Burns and Gracie Allen

BENDIX, RALPH
Man Against Crime

BENNETT, WILLIAM
Life of Riley

BENNETT, JULIS
Theater Guild on the Air

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS.

BENSON, RED
B. Feb. 21, 1917, Columbus, O.; Red Benson's Movie Matinee Take A Number, WOR; Julie Conway & Red Benson Show, MBS; St. Nick's Music Hall Varieties, WOR-TV.

BACHUS, JIM
The Alan Young Show NBC

BAILEY, JACK
B. Hampton, Iowa; Queen for A Day, Comedy of Errors, Mutual-Don Lee.

BAILEY, ROBERT
The Alan Young Show NBC

BALL, LUCILLE (Mrs. Desi Arnaz)
B. Aug. 6, 1911, Butte, Mont.; Star of My Favorite Husband, CBS.

BARRATT, MAXINE
And Everything Nice DuMont
BARGY, JEAN
Blues Ivy Bargy CBS-TV

BAKERS, Binnie
Leave It To The Girls NBC-TV
BARNEY, MARIAN
Marriage for Two, Pepper Young's Family, When a Girl Marries NBC
BARRE, WENDY
ABC-TV
BARRY, HAROLD
Bonny Maid Versatile Varieties NBC-TV

BARTLETT, TOMMY
Welcome Travelers, NBC
Bauer, Charita
The Aldrich Family NBC, NBC-TV
BEATTY, CLYDE
B. Bainbridge, O.; World's foremost wild animal trainer and circus performer; Continual guest appearances on network shows; The Clyde Beatty Show.

BECK, JACKSON
Superman, Philip Morris, NBC, CBS, MBS; Ed Sullivan's Toast of the Town (narrator) CBS-TV.

BEGLEY, ED
Richard Diamond, Private Detective

BELLAMY, RALPH
Man Against Crime

BENADARET, BEA
The Jimmy Durante Show, The Great Gildersleeve, Ammendent Show Starring George Burns and Gracie Allen

BENDIX, RALPH
Man Against Crime

BENNETT, WILLIAM
Life of Riley

BENNETT, JULIS
Theater Guild on the Air

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS.

BENSON, RED
B. Feb. 21, 1917, Columbus, O.; Red Benson's Movie Matinee Take A Number, WOR; Julie Conway & Red Benson Show, MBS; St. Nick's Music Hall Varieties, WOR-TV.

PAUL WINCHELL AND JERRY MAHONEY

MANAGEMENT—COUNSEL
GOLDFARB, MIRENBURG & VALLON
RKO BLDG. — N. Y. C.

PUBLICITY
MARVIN KOHN

BOOKINGS
WILLIAM MORRIS AGENCY

— B —

BACHUS, JIM
The Alan Young Show NBC

BAILEY, JACK
B. Hampton, Iowa; Queen for A Day, Comedy of Errors, Mutual-Don Lee.

BAILEY, ROBERT
The Alan Young Show NBC

BALL, LUCILLE (Mrs. Desi Arnaz)
B. Aug. 6, 1911, Butte, Mont.; Star of My Favorite Husband, CBS.

BARRATT, MAXINE
And Everything Nice DuMont
BARGY, JEAN
Blues Ivy Bargy CBS-TV

BAKERS, Binnie
Leave It To The Girls NBC-TV
BARNEY, MARIAN
Marriage for Two, Pepper Young's Family, When a Girl Marries NBC
BARRE, WENDY
ABC-TV
BARRY, HAROLD
Bonny Maid Versatile Varieties NBC-TV

BARTLETT, TOMMY
Welcome Travelers, NBC
Bauer, Charita
The Aldrich Family NBC, NBC-TV
BEATTY, CLYDE
B. Bainbridge, O.; World's foremost wild animal trainer and circus performer; Continual guest appearances on network shows; The Clyde Beatty Show.

BECK, JACKSON
Superman, Philip Morris, NBC, CBS, MBS; Ed Sullivan's Toast of the Town (narrator) CBS-TV.

BEGLEY, ED
Richard Diamond, Private Detective

BELLAMY, RALPH
Man Against Crime

BENADARET, BEA
The Jimmy Durante Show, The Great Gildersleeve, Ammendent Show Starring George Burns and Gracie Allen

BENDIX, RALPH
Man Against Crime

BENNETT, WILLIAM
Life of Riley

BENNETT, JULIS
Theater Guild on the Air

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS.

BENSON, RED
B. Feb. 21, 1917, Columbus, O.; Red Benson's Movie Matinee Take A Number, WOR; Julie Conway & Red Benson Show, MBS; St. Nick's Music Hall Varieties, WOR-TV.

PAUL WINCHELL AND JERRY MAHONEY

MANAGEMENT—COUNSEL
GOLDFARB, MIRENBURG & VALLON
RKO BLDG. — N. Y. C.

PUBLICITY
MARVIN KOHN

BOOKINGS
WILLIAM MORRIS AGENCY
Ed and Pegeen Fitzgerald

TV Too!

DICK FORAN

Radio TV
Radio and Television Artists

BERCH, JACK
The Jack Berch Show
NBC

BERGER, EDGAR

BERGER, GERTRUDE
The Goldbergs, CBS, CBS-TV.

BERGEN, EDGAR

BERGEN, EDGAR

BERGEN, EDGAR

BERGER, EDGAR

BERGER, EDGAR

BERGER, EDGAR

BERGER, EDGAR

BERGER, EDGAR
ARTHUR GODFREY

FRANK LOVEJOY
BROWN, JOHN
B. Hull, England; Life of Riley; My Friend Irma; A Date With Judy; Ozzie & Harriet; The Donna Day Show.

BROWN, ROD
B. May 11, 1920, Yonkers, N. Y.; We the People, CBS; Paul Whiteman Show, CBS; The Aldrich Family, CBS; Silver Tacket, CBS.

BROWN, JOHN B.
Hull, England; Life of Riley; My Friend Irma; A Date With Judy; Ozzie & Harriet; The Donna Day Show.

BROWN, ROB.
May 11, 1920, Yonkers, N. Y.; We the People, CBS; Paul Whiteman Show, CBS; The Aldrich Family, CBS; Silver Tacket, CBS.

CAESAR, SID
Admiral Broadway Revue
NaT, DuMont

CALVERT, CAREY
B. Nov. 25, 1926, Philadelphia, Pa.; Becky Sharp (Philo), NBC-TV; Voice of the Army, NBC; Colgate Theater, NBC-TV; Mr. District Attorney; Telephone Hour; Elizabeth Arden Spot Commercials.

CAMARGO, RALPH
B. Feb. 27, 1912, Glendale Calif.; Modern Romances, ABC; Front Page, CBS-TV; Believe It Or Not, NBC-TV; Grand Central Station, CBS.

CANDIDO, CANDY
The Jimmy Durante Show

CARNOVA, JUDY
B. Nov. 29, 1916, Jacksonville, Fla.; The Judy Canova Show, NBC.

CANTOR, CHARLES
Duffy's Tavern

CANTOR, EDDIE
The Eddie Cantor Show, Take It Or Leave It

CAPEL, PETER
Thanks for Tomorrow

CARLON, FRAN
Big Town

CARNEY, ART
Living

CARSON, JACK
Jack Carson Show

CASSELL, ARTHUR
One Man's Family

CATON, FLOYD
Blondie

CHAMPION, MARGE & GOWER
The Admiral Broadway Review

CHANDLER, ROBIN
Leave It To The Girls

CHAPPELL, ERNEST
Quiet Please; Ted Malone Show, ABC; Edward Murrow, CBS; The Lambs Television Gambol (co-producer), WNB

CHRISTIE, KEN
The Great Gildersleeve

CVISAR, GEORGE
Curtain Time

VERSATILITY
DEPENDABILITY
SC. 4-5700

ATHENA LORDE
"Amazing Versatility"
—RADIO DAILY

JIM BOLES
"Truly a gentleman with talent for colorful and spirited acting."
—America Magazine
"H'LO!"

HERB SHRINER

Personal Management: TED ASHLEY

Agent: WILLIAM MORRIS AGENCY

ROBERT Q. LEWIS

"THE SHOW GOES ON" — CBS

Television — Thursdays
Radio — Fridays

— and starting this Fall:
"THE ROBERT Q. LEWIS SHOW"
CBS-TV

Exclusive Representative: TED ASHLEY
CLARK, BUDDY
Carnation Contented Hour
NBC

CLARK, CLIFF
(Alkali Pete)
Smilin' Ed McConnell and His Buster Brown Gang
NBC

CLARK, LON CLAUDE
B. Brceily, Minn.: Nick Carter, MBS; Exploring The Unknown, MBS; Flashgun Casey, NBC; Al- drich Family, NBC; Boston Blackie, MBS; Gangbusters, ABC.

CLARKE, GAGE
The Hartmans
NBC

CLARKE, PHILIP N.
B. Aug. 4, 1904, London, Eng.; Studio One, CBS-TV; Kraft Theatre, NBC-TV.

COCA, IMOGENE
The Admiral Broadway Review
NBC-TV

COLEMAN, RETTA F.
Saturday Morning Story Fair, WNYC: Laughter, Grin & Giggle, WATV; Howdy Doody, WNBT.

COLEMAN, OPHELIA
(Minnie Pearl)
Grand Ole Opry
NBC

COLLINS, TED
ABC

COLLINS, TOM
One Man's Family
NBC

COLLYER, CLAYTON (Bud)
Break the Bank, NBC; Winner Take All, CBS, CBS-TV

COLLYER, BUD
Superman, MBS; Winner Take All, CBS; Share The Wealth; Guiding Light, NBC; Right To Happiness, NBC.

COMO, PERRY
Chesterfield Supper Club
NBC-TV

CONAN, DICKIE
Colgate Theater, Vie & Sade
NBC-TV

CONREID, HANS
B. April 15, 1917, Baltimore, Md.; My Friend Irma, CBS; Life with Luigi, CBS.

CONTE, JOHN
My Good Wife
NBC

CONWAY, JULIЕ
B. Granite City, Ill.; Armstrong's Theater of the Air, CBS; Casey, Crime Photographer; When A Girl Marries: Nora Drake, CBS; Julie Conway & Red Benson Show, MBS; McPartlin, CBS; Second Mrs. Burton, CBS.

COOK, TOMMY
Life of Riley
NBC

COOLEY, SPADE
B. Grand, Okla.; Spade Cooley's Western Varieties.

GOODSON-TODMAN PRODUCTIONS
Creative Programming For Radio and Television
49 East 52nd Street
New York 22, N. Y.

MARK GOODSON
BILL TODMAN
GARRY MOORE

CBS

ZANE GREY RADIO

AND

TELEVISION

Steve Slesinger
Romer Grey
Radio and Television Artists

CROSS, MILTON J.
ABC

CULLEN, BILL
Hit The Jackpot, Give & Take
CBS

CUMMINGS, ROBERT
Four Star Playhouse
NBC

CUNNINGHAM, RONNIE
The Admiral Broadway Review
NBC-TV

CURTIN, JOSEPH
Mr. & Mrs. North
CBS

DELMAR, KENNY
The Fred Allen Show, The Henry Morgan Show
NBC

DE MARTEL, WILKIE
B. Nov. 9, Long Island, N. Y.; Henry Aldrich, NBC-TV; Suspense, CBS-TV; Phil Silvers Show, Benny Rubin Show, NBC-TV; Philip Morris Show, CBS-TV; Philco-Dovego Show, NBC-TV.

DENNING, RICHARD
My Favorite Husband
CBS

DeSANTIS, JOE
B. June 15, New York, N. Y.; Under Arrest, WOR; Big Story, ABC; Ford Theater, CBS; Big Sister, CBS; Casey-Crime Photographer, CBS; Big Town, NBC.

DESMOND, MARY FRANCES
Meet the Meeks
NBC

DIMAGGIO, JOE
Joe Dimaggio Show
CBS

DIXON, ROBERT
B. April 8, 1911, Stamford, Conn.; Edward R. Murrow, CBS; Chuckwagon, CBS-TV; Life Can Be Beautiful, NBC; Perry Mason, CBS; Kiddie Records for Admiral Records, Inc.

DIXON, ROB
Chuck Wagon
CBS

DINSDALE, SHIRLEY
Judy Splinters & Shirley Dinsdale Show
NBC-TV

DONALD, PETER C.
B. June 6, 1918, Bristol, Eng.; Can You Top This?; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick and Arthur Godfrey; TV MC, Bell Telephone & Gimbel Bros.; Warriors of Peace, ABC; Fred Allen Show.

DONALDSON, TED
Father Knows Best
NBC

DONLEVY, BRIAN
Dangerous Assignment
NBC

DOUGLAS, SCOTT
(See Sports Commentators).

DOUGLAS, SHARON
The Alan Young Show
NBC

DOWNEY, MORTON
Songs by Morton Downey, NBC; Mohawk Showroom, NBC-TV

DOYLE, LEN
Mr. District Attorney, NBC.

DRAKE, GALEN
WCBS

DRAPER, MARGARET
The Brighter Day, NBC.

--- D ---

DANDRIDGE, RUBY
The Judy Canova Show
NBC

DANE, FRANK
Colgate Theater, Vic & Sade
NBC-TV; Meet the Meeks, NBC

DARVES, LILLI
We Love and Learn
NBC

DAVIS, JOEL
B. Nov. 2, 1933, Los Angeles, Calif.; The Ruggles, KECA-TV; Bill Stern Show, NBC; Family Theatre, Mutual; Hallmark Theatre, CBS; Date With Judy, KECA; Hour of St. Francis, Recordings.

DAY, DENNIS
(See Vocal Artists).

DeCAMP, ROSEMARY
Life of Riley
NBC-TV; Dr. Christian, CBS

DINSDALE, SHIRLEY
Judy Splinters & Shirley Dinsdale Show
NBC-TV

DONALDSON, TED
Father Knows Best
NBC

DONLEVY, BRIAN
Dangerous Assignment
NBC

DOUGLAS, SCOTT
(See Sports Commentators).

DOUGLAS, SHARON
The Alan Young Show
NBC

DOWNEY, MORTON
Songs by Morton Downey, NBC; Mohawk Showroom, NBC-TV

DOYLE, LEN
Mr. District Attorney, NBC.

DRAKE, GALEN
WCBS

DRAVER, MARGARET
The Brighter Day, NBC.

--- D ---

DIXON, ROBERT
Chuck Wagon
CBS

DINSDALE, SHIRLEY
Judy Splinters & Shirley Dinsdale Show
NBC-TV

DONALD, PETER C.
B. June 6, 1918, Bristol, Eng.; Can You Top This?; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick and Arthur Godfrey; TV MC, Bell Telephone & Gimbel Bros.; Warriors of Peace, ABC; Fred Allen Show.

DONALDSON, TED
Father Knows Best
NBC

DONLEVY, BRIAN
Dangerous Assignment
NBC

DOUGLAS, SCOTT
(See Sports Commentators).

DOUGLAS, SHARON
The Alan Young Show
NBC

DOWNEY, MORTON
Songs by Morton Downey, NBC; Mohawk Showroom, NBC-TV

DOYLE, LEN
Mr. District Attorney, NBC.

DRAKE, GALEN
WCBS

DRAVER, MARGARET
The Brighter Day, NBC.
“CAN YOU TOP THIS?”

SENATOR FORD  PETER DONALD  JOE LAURIE, JR.  WARD WILSON  HARRY HERSFIELD

ED. J. WEBER, Gen'l Mgr., 156 West 44th St., New York 18, N. Y.

CLAUDIA MORGAN  PL. 7-0700

ERNEST CHAPPELL  PL. 7-0700
BOB SHERRY
Free-Lance
ANNOUNCER — M.C. — NARRATOR
Radio Registry

JULIE CONWAY
ACTRESS — SINGER
Radio Registry
Fiction and
Affectionately Yours
*

SAM COWLING
ABC "BREAKFAST CLUB"

JAY STEWART
EMCEEING
"SURPRISE PACKAGE"
ABC
"CARNATION FAMILY PARTY"
CBS
"IT'S FUN TO BE YOUNG"
CBS

ANNOUNCING
"THE GREAT GILDERSLEEVE"
NBC

JAY STEWART PRODUCTIONS
Suite 711 — Taft Building
Hollywood and Vine—Hillside 7237
Hollywood, Calif.
Radio and Television Artists

ABC; Crest Music Co.; Voted among nations top 5 most popular instrumental groups by Cash Box and top 7 by Billboard; RCA Victor recording artist.

FILLBRANDT, LAURETTE
One Man's Family
NBC

FIRESTONE, EDDY
Mixed Doubles
NBC-TV

FISHER, GEORGE
Confidential Closeups
NBC

FISHER, NELLIE
American Songs
NBC-TV

FITZGERALD, ED & PEEGIN
Breakfast with the Fitzgeralards, ABC; The Fitzgeralards, ABC-TV.

FITZMAURICE, MICHAEL
When A Girl Marries, NBC; Pepper Young's Family, NBC; What Makes You Tick, CBS; Tales of Fatima, CBS; Nick Carter, MBS; Telenews Sports Reel, CBS-TV.

FLYNN, BERNADINE
Colgate Theater, Vic & Sade
NBC-TV

FOLEY, RED
Grand Ole Opy
NBC

FONTAINE, FRANK
The Swift Show
NBC-TV

FORAN, DICK
B. New Jersey; Kraft, NBT.

FORAY, JUNE
Smilin' Ed McConnell and His Buster Brown Gang
NBC

FORD, SENATOR
B. June 13, 1887, Brooklyn, N.Y.; Con You Top This?, NBC; Vox Pop; Hobby Lobby; Guest Appearances.

FRANCES, ARLENE
My Good Wife
NBC

FRANCIS, ANN
Stop Me If You've Heard This
One, Benny Rubin Show, Benny Maid Versatile Varieties
NBC-TV

FRANCIS, EUGENE
Modern Romances, ABC; Perry Mason, CBS; Kraft TV, WBNT

FRANKLIN, NANCY
One Man's Family
NBC-TV

FREEMAN, ADA
Mixed Doubles
NBC-TV

GARDNER, ED
Duffy's Tavern
NBC

GARVEY, WILLIAM
Martin Kane, Private Eye, NBC-TV, Mutual.

GARROWAY, DAVID
Dave Garroway Show, Next Dave Garroway, NBC; Garro-way At Large, NBC-TV

GATESON, MARJORIE
One Man's Family
NBC-TV

GERALD, HELEN
B. Aug. 13, 1926, New York, N.Y.; Cavalcade of America, NBC; Armstrong Theater of Today, CBS; The Eternal Light, NBC; My True Story, ABC; John Steele, Adventurer, MBS; Living, 1949, NBC, Martin Kane, Private Eye, MBS.

GIBBS, HARRY
The Mary Lee Taylor Show
NBC

GILBERT, JANICE
The O'Neills, "Peggy" Du-Mont; Hilltop House, CBS; Break the Bank, NBC-TV.

FUNT, ALLEN
Candid Camera
NBC-TV

GARDE, BETTY
Hogan's Daughter
NBC

GARDNER, ANN
Stop Me If You've Heard This
One, Benny Rubin Show, Benny Maid Versatile Varieties
NBC-TV

GERALD, NANCY
B. Aug. 13, 1926, New York, N.Y.; Cavalcade of America, NBC; Armstrong Theater of Today, CBS; The Eternal Light, NBC; My True Story, ABC; John Steele, Adventurer, MBS; Living, 1949, NBC, Martin Kane, Private Eye, MBS.

GIBBS, HARRY
The Mary Lee Taylor Show
NBC

GILBERT, JANICE
The O'Neills, "Peggy" Du-Mont; Hilltop House, CBS; Break the Bank, NBC-TV.

JACK McELROY
M.C.

New Show

"Welcome to Hollywood"
(Formerly "Breakfast in Hollywood")

ABC — Monday thru Friday

Singer - Announcer

"Bride and Groom"

ABC — Monday thru Friday
RADIO

Ernest sloane

TV

LURENE TUTTLE

WILKIE de MARTEL
Actor
Stage - Television - Radio - Screen

CAREY CALVERT
Actress

. Broadway Exchange
CI 7-3997

Radio Registry
PL 7-0700
Radio and Television Artists

GILMAN, PAGE
One Man's Family
NBC

GILLESPIE, JEAN
The Aldrich Family
NBC

GIVOT, GEORGE
Stop Me If You've Heard This One. Bonnie Maid Varieties
NBC-TV

GODFREY, ARTHUR
Aug. 31, 1903, Arthur Godfrey
Time, CBS; Arthur Godfrey's Talent Scouts, CBS, CBS-TV; Arthur Godfrey and his Friends, CBS-TV.

GOFF, NORRIS
Lum And Abner
CBS

GOODMAN, HARRY S.
ABC-TV

GORDON, BERT
The Eddie Cantor Show
NBC

GORDON, GALE
The Judy Canova Show, Maxwell House Coffee Time, starring George Burns and Gracie Allen, Fibber McGee and Molly, The Phil Harris-Alice Faye Show
NBC

GORDON, GLORIA
Me and Janie, starring George O'Hanlon, The Alan Young Show
NBC

GOSDEN, FREEMAN
Amos 'n' Andy
CBS

GNAGY, JON
You Are An Artist
NBC-TV

GOULD, SANDRA
The Alan Young Show
NBC

GRANIK, THEODORE
American Television Forum of the Air
NBC-TV

GRANICK, THEODORE
The American Forum of the Air
NBC

GRANT, BERNARD
Big Story, NBC; Radio City Playhouse, NBC; FBI In Peace Or War, CBS; Cavalcade of America, NBC; Counterspy, ABC; Kraft Television Theater, NBC-TV

GREEN, EDDIE
Duffy's Tavern
NBC

GREENE, BILLY M.
Texaco (Milton Berle), NBC; Big Story, Mary Kay & Johnny

GREGORY, VIRGINIA
Richard Diamond, Private Detective, Dragnet, The Anacin Hollywood Star Theater
NBC

GRIMARD, FRANCOIS
We The People, NBC; The O'Neills, Dumont; Believe It Or Not, NBT; Theater Guild On The Air, NBC; Big Story, NBC.

HAAG, BOB
B. July 29, 1914, Ill.

HAINES, LARRY
B. Aug. 3, 1917, Westchester, N. Y.; Inner Sanctum, CBS; FBI In Peace & War, CBS; Gregory Hood, Mutual; Cavalcade of America, NBC; Gangbusters, CBS; Rosemary, Dr. Malone, CBS; Pepper Young, Mr. D. A., NBC.

HALL, HELEN
Barbara Welles Show, WOR; Helen Hall's Femme Fair, MBS; Winner of 1949 English Speaking Union Award for woman commentator who did most to better understanding between U. S. & Britain.

HALOP, FLORENCE
Duffy's Tavern, The Jimmy Durante Show, NBC

HAMILTON, GENE
B. Feb. 22, 1919, Toledo, O.; Carnegie Hall, Concerts by Boston Symphony; Professor Quiz; Brock Beautiful Music Concerts; News and Sports for Bethlehem Steel; News Reporter; White Rose Trio.

GREETINGS from THE GOLDBERGS
Sponsored By SANKA COFFEE
on CBS-TV & Radio

Exclusive Management:--
Ted Ashley

MOREY AMSTERDAM
MOREY AMSTERDAM SHOW
with Art Carney, Johnny Guarnieri Orch.
& famous guest stars
Dumont Television Network
David P. Lewis—Director
Frank Bunetta—Prod. Supervisor
Campbell-Ewald Agency
WENDY BARRIE
Management: Martin Goodman
38 E. 57th Street N. Y. C.

JAY JOSTYN
Management: Martin Goodman
38 E. 57th Street New York City

BILL CULLEN
Management: Martin Goodman
38 E. 57th Street New York City

ARLENE FRANCIS
Management: Martin Goodman
38 E. 57th Street N. Y. C.
HAMMOND, EARL
B. June 17, 1921, New York, N. Y.; Radio City Playhouse, NBC; Perry Mason, CBS; Official Detective, MBS; Studio One, CBS-TV; Silver Theater, CBS-TV; Kraft Theater, NBC-TV.

HARRIS, ARLENE
Fanny Brice, Baby Snooks Show NBC

HARRIS, BETTY
The Henry Morgan Show, Betty Harris Sings NBC

HARRIS, PHIL
B. June 24, 1906, Linton, Ind.; Orchestra Leader, Jack Benny Show, CBS; The Phil Harris-Alice Faye Show, presented by Rexall, NBC.

HARTMAN, PAUL AND GRACE
The Hartmans NBC-TV

HASTINGS, BOB
The Adventures of Archie Andrews NBC

HAUSNER, JERRY
Adventures of Sam Spade, NBC; My Favorite Husband, CBS: My Friend Irma, CBS

HAWK, BOB
Bob Hawk Show CBS

HAYES, HELEN
Electric Theater CBS

HEATH, BOYD
Saturday Night Jamboree NBC-TV

HEIDT, HORACE
Horace Heidt Presents His Original Youth Opportunity Program NBC

HENDRICKSON, MARCIA
The Albrich Family NBC-TV

HERSFIELD, HARRY
B. Oct. 13, 1835 Cedar Rapids, Ia.; Can You Top This, Kate Smith, Hobby Lobby, Hildegarde.

HERSHOLT, JEAN
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (13th year), CBS.

HEWITT, ALAN
The Albrich Family NBC

HIGBYS, MARY JANE
When A Girl Marries, Thanks For Tomorrow NBC

HILL, RAMSEY
NBC University Theater, NBC Theater NBC

HILLIARD, HARRIET
The Adventures of Ozzie & Harriet NBC

HILTON, JAMES
Hallmark Playhouse CBS

HOFFA, PORTLAND
The Fred Allen Show NBC

HOLLIDAY, GLORIA
The Great Gildersleeve NBC

HONEY DREAMERS, THE
The Ray Kayser Show, Garway At Large, NBC-TV; Greenman Dessert Party, ABC-TV.

HOPE, BOB
B. May 29, 1903, London, Eng.; The Bob Hope Show, NBC, since 1938.

HOSLEY, PATRICIA
Cavalcade of America, NBC; Armstrong Theater, CBS; The Albrich Family, NBC.

HOWARD, TOM
It Pays To Be Ignorant CBS

HUBBARD, IRENE
Marriage for Two NBC

HUGHES, ARTHUR
Just Plain Bill NBC

HULL, JOHN WARREN
B. Jan. 17, 1903, Gasport, N. Y.; Vox Pop; Fair Enough, ABC-TV; In Town Today, NBC-TV; Radio City Matinee, NBC-TV; Warren Hull Show, CBS-TV.

Hello There!
from TED MALONE

American Broadcasting Co.

MARY MARGARET McBRIE

WNBC—1—2 p.m.—Mon. thru Fri.
WGN—9:15—10:15 a.m.—
Monday thru Friday

Exclusive Management:
ESTELLA H. KARN
49 West 45th Street
New York City
IRENE RYAN
NBC
THE BOB HOPE SHOW

Best Wishes
MARIE WILSON
"My Friend Irma"

WARREN HULL
"Strike It Rich"... CBS
"Mother Knows Best"
M.C.
for Kellogg's ET

850
Radio and Television Artists

—I—

IDELSON, BILLY
Mixed Doubles, One Man's Family
NBC-TV

IRVING, CHARLES
The Henry Morgan Show
NBC

—J—

JAMESON, HOUSE
The Aldrich Family, NBC, NBC-TV; Marriage for Two, NBC

JANNEY, LEON
B. Apr. 1, 1917, Ogden, Utah; Ethel Merman Show, NBC; Think Fast, WJZ-TV; This is Nora Drake, CBS; Pepper Young's Family, NBC; Stop Me if You've Heard This, NBC-TV; Famous Jury Trials, DuMont-TV; Mr. Ace & Jane, CBS.

JESSEL, GEORGE
Hollywood Calling
NBC

JOELS, MERRILL E.
Theater Guild, NBC; Life Can Be Beautiful, NBC; Crime Photographer, CBS; CounterSpy, ABC; Bonny Maid Varieties, NBC-TV; Chevrolet Theater, NBC-TV.

JOHNNY, THE PHILIP MORRIS BOY
This Is Your Life, Hogan's Daughter, Philip Morris Night

JOHNSON, CHICK
Fireball-Fun-For-All
NBC

JOHNSON, JAY
The Fred Waring Show
NBC

JOHNSON, JUNE
Fireball-Fun-For-All
NBC-TV

JOLSON, AL
Guest Spots

JONES, SPIKE
Spotlight Revue
CBS

JORDAN, JIM
B. Nov. 6, 1896, Peoria, Ill.; Fibber McGee and Molly on air 16 years for Johnson's Wax, NBC.

JORDAN, MARIAN DRISCOLL
B. April 15, 1897, Peoria, Ill.; Fibber McGee and Molly on air 16 years for Johnson's Wax, NBC.

JOSEYIN, JAY
Mr. District Attorney
NBC

JUNKIN, HARRY W.
Radio City Playhouse
NBC

—K—

KARLOFF, BORIS
ABC, ABC-TV

KEANE, TERI
Marriage for Two, Life Can Be Beautiful
NBC

KEARNS, JOSEPH S.
B. Feb. 12, 1907, Salt Lake City, Utah; Jack Benny, CBS; Joan Davis, CBS; Judy Canova, NBC; Lux Radio Theater, CBS; Suspense, CBS; Sam Spade, NBC.

KEEN, EARL
The Lassie Show
NBC

KEESHAN, BOB (Clarabelle, the Clown)
Howdy Doody
NBC

KELK, JACKIE
The Aldrich Family
NBC, NBC-TV

KELLINO, PAMELA
The James and Pamela Mason Show
NBC

KELLY, JOE
Quiz Kids
NBC-TV

KELLY, PATSY
The Henry Morgan Show
NBC

KELTON, FERT
The Henry Morgan Show
NBC

PETER DONALD

CHARLOTTE MANSON

851
BUD COLLYER

JOHN LARKIN
Radio Mirror Award Winner
SChuyler 4-5700

INGE ADAMS
RADIO — TV

HORACE BRAHAM
RADIO — TV
STAGE SCREEN
LEx. 2-1100
Radio and Television Artists

KIERNAN, WALTER
ABC

KIERNAN, WALTER
WNEW; Freelance, Radio, TV, Movie Commentary Work.

KING, CARL
B. July 30, 1921, St. Louis, Mo.; WNEW; Freelance, Radio, TV, Movie Commentary Work.

KING, JOHN REED
B. Atlantic City; Give and ItaL<e, Missus Goes A-Shoppin', CBS; Co For The House, ABC; Three's A Crowd, WOR; Chance of a Lifetime, ABC; John Reed King Show, WOR-TV.

KING, PEEP WEE
B. Feb. 18, 1914, Green Bay, Wis.; Pee Wee King Show, WAVE, WAVE-TV, Louisville, Ky.

KINSELLA, WALTER
Martin Kane, Private Eye, NBC-TV: The Adventures of Archie Andrews, NBC

KIRK, LISA
(See Vocal Artists)

KIRKPATRICK, JESS
The Judy Canova Show, The Meredith Willson Show, NBC

KIRKWOOD, JACK
The Adventures of Ozzie and Harriet, The Bob Hope Show

KIRSTEN, DOROTHY
Kraft Music Hall, Licht Up Time, NBC

KOLLMAR, DICK
Broadway Scrapbook, NBC-TV

KYSER, KAY
Kay Kyser's College of Musical Knowledge, NBC-TV

LAIRD, HANK
The Arrow Show, NBC-TV

LAKE, ARTHUR
Blondie, NBC

LAMOUR, DOROTHY
The Sealtest Variety Theater Starring Dorothy Lamour, NBC

LANDERS, MURIEL R.
Swift Show, WNBT; Morey Amsterdam, WABD; Paul Winchell Show, CBS-TV

LARKIN, JOHN
A Tree Grows in Brooklyn; Right to Happiness, NBC; Perry Mason, CBS

LARUE, JACK
Lights Out, NBC-TV

LAST, RUTH
Quiet Please, ABC-WJZ-City At Midnight, NBC-WNBC; Modern Romances, ABC-WJZ

LAUCK, CHEST
Lum and Abner, CBS

LAUNCHER, JOE, JR.
Can You Top This?, NBC

LAURENCE, BILL
Arthur Godfrey Time, CBS, CBS-TV

LAZAR, WILLIAM T.
B. July 8, 1921, Appleton, Wis.; We, The People, CBS, CBS-TV; True Story, ABC; Sunday Salmgundi, WMCA; Jack Smith Show, CBS.

S. L. R.
Welcome Travelers, NBC

LEDoux, LEONE
Fanny Brice, Baby Snooks Show, NBC

LEEDS, PHIL
The Jane Pickens Show, NBC

LEGRAND, DICK
The Great Gildersleeve, Fibber McGee and Molly, NBC

LEONARD, BILL
This Is New York, WOR

LEONARD, JIMMY
Circle Arrow Show, NBC

LEONARD, SHELDON
The Martin and Lewis Show, The Judy Canova Show, The Alan Young Show, NBC

HELEN HALL
Mutual's "Femme Fair"
WOR's
BARBARA WELLES

PROF. QUIZ

The One . . .
The Only . . .
The Original!

Office: 149 W. 51st Street, N.Y.C.
Circle 6-9400

853
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

Fran Allison
"Aunt Fanny"
ABC "Breakfast Club"
8:00 to 9:00 a.m.
CST

KATHI NORRIS
N.B.C.-T.V.

WHAT'S COOKIN'?*

With JACK BAILEY—It's
QUEEN FOR A DAY
* COMEDY OF ERRORS
* Q. 4 A D—TV

Book Selling
"WHAT'S COOKIN'"
(World—$1.00)
LEVANT, OSCAR
Kraft Music Hall
NBC

LEWIS, CATHY
The Great Gildersleeve
NBC

LEWIS, ELLIOTT
B. Nov. 27, New York, N. Y.; Phil Harris, NBC; Broadway Is My Beat (Direct), CBS; Gregory Hood, MBS; Scarlet Queen, MBS.

LEWIS, FORREST
Meet the Meeks
NBC

LEWIS, JERRY
The Martin and Lewis Show
NBC

LEWIS, ROBERT Q.
The Show Goes On, Arthur Godfrey and His Friends, CBS-TV; Perry Como Show (summer replacement, NBC-TV; Godfrey Morning Series, CBS).

LINDLAHR, VICTOR H.
People Are Funny
ABC

LIVINGSTONE, MARY
(Mrs. Jack Benny); B. June 23, 1909, Seattle, Wash.; The Jack Benny Show, CBS.

LOYD, JACK
Screen Guild Players, NBC; Theater, NBC; Leave It To Joan, Railroad Hour, Dr. Christian, Junior Miss, CBS.

LOBBIN, PEGGY
The Henry Aldrich Show
NBC

LOCKE, RALPH
Life Can Be Beautiful, NBC; True Detective, WOR: Mystery Stories, WOR.

LOFT-LYNN, JAY
Family Theater, MBS, KHJ; What’s the Name of that Song, MBS, KHJ

LORD, PHIL
Meet the Meeks
NBC

LORDE, ATHENA
B. New York, N. Y.; Lights Out, NBC-TV; The Big Story, NBC, NBC-TV; Men Against Crime, CBS-TV; The Clock, NBC-TV; Gang Busters, CBS; Modern Romances, ABC.

LORRING, JOAN
This Is Nora Drake
NBC

LOVEJOY, FRANK
B. March 28, New York, N. Y.; Night Beat, NBC; Pictures—Home of the Brave, Bokskire.

LUDDEN, ALLEN
Mind Your Manners
NBC

LYDON, JIMMIE
Your Love
CBS

LYNCH, CHRISTOPHER
Voice of Firestone
NBC

LYTELL, BERT
Philco Television Playhouse, One Man’s Family
NBC-TV

MACMICHAEL, FLORENCE
The Martin and Lewis Show
NBC

MACMURRAY, FRED
Four Star Playhouse
NBC

MACRAE, GORDON
The Railroad Hour
NBC

MACQUARRIE, HAVEN
Originator of Noah Webster Says; The Marriage Clue, Do You Want To Be An Actor, It Can Happen To You, ABC.

McBRIDE, MARY MARGARET
Mary Margaret McBride Program, NBC, WGN.

McCAFFERY, JOHN K. M.
Author Meets The Critic
NBC-TV

McCARTY, MARY
Admiral Broadway Review
NBC-TV

McCONNELL, LULU
It Pays To Be Ignorant
CBS

Carole Mathews
RADIO — TV
EL. 5-0300

STAATS COTSWORTH
SC. 4-5700
LEON JANNEY
RADIO — TV
PL. 7-0700

JAN MINER
RADIO-TV
PL. 7-0700

HELEN GERALD
PL 7-0700

MICHAEL FITZMAURICE
"When a Girl Marries" . . . NBC
"Pepper Young's Family" . . . NBC
Radio Registry
### Radio and Television Artists

<table>
<thead>
<tr>
<th>Name</th>
<th>Network</th>
<th>Program Name</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>McConnell, Smilin' Ed</td>
<td>NBC</td>
<td>Hollywood Calling</td>
<td></td>
</tr>
<tr>
<td>McCoy, Jack</td>
<td>NBC</td>
<td>Hollywood Calling</td>
<td></td>
</tr>
<tr>
<td>McCrary, Tex</td>
<td>NBC</td>
<td>Tex and Jinx Program</td>
<td></td>
</tr>
<tr>
<td>McCune, Hank</td>
<td>NBC</td>
<td>The Hank McCune Show</td>
<td></td>
</tr>
<tr>
<td>McDaniell, Hattie</td>
<td>CBS</td>
<td>Beulah</td>
<td></td>
</tr>
<tr>
<td>McDonald, Donald</td>
<td>NBC</td>
<td>Big Town</td>
<td></td>
</tr>
<tr>
<td>McDonnell, Craig</td>
<td>NBC</td>
<td>Story Shop</td>
<td></td>
</tr>
<tr>
<td>McElroy, Jack</td>
<td>NBC</td>
<td>Big Town</td>
<td></td>
</tr>
<tr>
<td>McGoey, Jack</td>
<td>NBC</td>
<td>Original Amateur Hour</td>
<td></td>
</tr>
<tr>
<td>McGraw, Charles</td>
<td>NBC</td>
<td>Dragnet</td>
<td></td>
</tr>
<tr>
<td>McLaughlin, Don</td>
<td>NBC</td>
<td>Road of Life</td>
<td></td>
</tr>
<tr>
<td>McNaughton, Harry</td>
<td>CBS</td>
<td>It Pays To Be Ignorant</td>
<td></td>
</tr>
<tr>
<td>McEllis, Maggi</td>
<td>NBC-TV</td>
<td>Leave It To The Girls</td>
<td></td>
</tr>
<tr>
<td>M.4iITL.4ND</td>
<td>NBC-TV</td>
<td>Leave It To The Girls</td>
<td></td>
</tr>
<tr>
<td>Mann, Gloria</td>
<td>NBC</td>
<td>The Adventures of Archie Andrews</td>
<td></td>
</tr>
<tr>
<td>Mann, Rhoda</td>
<td>NBC</td>
<td>Howdy Doody</td>
<td></td>
</tr>
<tr>
<td>Manson, Charlotte</td>
<td>NBC</td>
<td>Nick Carter (Patsy), MBS; Nora Drake (Carol Douglas), CBS; Twenty Questions, MBS; Cauvile of America, NBC; The Sheriff, ABC; Modern Romances, ABC.</td>
<td></td>
</tr>
<tr>
<td>Manning, Jack W.</td>
<td>CBS</td>
<td>Ford TV Hour, CBS: Theater of Romance, CBS-TV Suspense, CBS-TV</td>
<td></td>
</tr>
<tr>
<td>March, Hal</td>
<td>NBC</td>
<td>The Alan Young Show</td>
<td></td>
</tr>
<tr>
<td>Marcro, Patso</td>
<td>NBC</td>
<td>The Texaco Star Theater</td>
<td></td>
</tr>
<tr>
<td>Maren, Jerry</td>
<td>NBC</td>
<td>Smilin' Ed McConnell and His Buster Brown Gang</td>
<td></td>
</tr>
<tr>
<td>Marks, Sherman</td>
<td>NBC</td>
<td>Meet The Meeks</td>
<td></td>
</tr>
<tr>
<td>Marshall, Dr. Roy</td>
<td>NBC</td>
<td>The Nature of Things</td>
<td></td>
</tr>
<tr>
<td>Mcgrath, Paul</td>
<td>CBS</td>
<td>Inner Sanctum</td>
<td></td>
</tr>
<tr>
<td>Mcgraw, Charles</td>
<td>NBC</td>
<td>Dragnet</td>
<td></td>
</tr>
<tr>
<td>McLaughlin, Don</td>
<td>NBC</td>
<td>Road of Life</td>
<td></td>
</tr>
<tr>
<td>McNaughton, Harry</td>
<td>CBS</td>
<td>It Pays To Be Ignorant</td>
<td></td>
</tr>
<tr>
<td>McEllis, Maggi</td>
<td>NBC-TV</td>
<td>Leave It To The Girls</td>
<td></td>
</tr>
<tr>
<td>Macker, Ted</td>
<td>NBC</td>
<td>Original Amateur Hour</td>
<td></td>
</tr>
<tr>
<td>Maitland, Arthur</td>
<td>NBC</td>
<td>The Adventures of Archie Andrews</td>
<td></td>
</tr>
<tr>
<td>Malone, Ted</td>
<td>ABC</td>
<td>Ted Malone</td>
<td></td>
</tr>
<tr>
<td>Maren, Jerry</td>
<td>NBC</td>
<td>Smilin' Ed McConnell and His Buster Brown Gang</td>
<td></td>
</tr>
<tr>
<td>Marks, Sherman</td>
<td>NBC</td>
<td>Meet The Meeks</td>
<td></td>
</tr>
<tr>
<td>Marshall, Dr. Roy</td>
<td>NBC</td>
<td>The Nature of Things</td>
<td></td>
</tr>
</tbody>
</table>

---

**A Kiss From Rosemary Wayne**

*Chicago's 1st Lady of the Discs*

*Spin-ingly Yours*

"Rosemary Wayne Spins"—WJJD "Full House" (audience participation) WJJD

Conductor of the column—"No Foolin'"

---

**Joey Faye**

*Star Of CBS' "54th Street Revue"*
Merrill E. Joels
RADIO—TELEVISION—STAGE
PL 7-0700

SHIRLEY EGGLESTON
LEX. 2-1100

LYNN SALSBURY
Radio  Television  Theatre
"PRIVATE EYE"
"LIGHTS OUT"
RE. 7-0875

"HOMER"
Thursday — 8 p.m.  .  .  .  WNBC
Sunday — 7:30 p.m.  .  .  .  WNBT
MARTIN, DEAN
The Martin and Lewis Show
NBC

MARX, GROUCHO
You Bet Your Life
CBS

MASON, JAMES
The James and Pamela Mason Show
NBC

MATHEWS, CAROLE
The Clock, Texaco Star Theater, Martin Kane, Private Eye, NBC-TV; Winter Take All, CBS-TV; Lux Radio Theater, Screen Guild, CBS.

MAY, MARTY
Fireball Fun-For-All
NBC-TV

MAYER, HEIDY
Here's Heidy
MBS

MEIGHAN, JAMES
Backstage Wife, Just Plain Bill
NBC

MELTON, JAMES
The Railroad Hour, Smilin Ed McConnell and His Buster Brown Gang, NBC.

MILLER, MARVIN
Me and Janie Starring George O'Hanlon
NBC

MINER, JAN
Casey, Crime Photographer, CBS; Road of Life, NBC; Break the Bank, NBC; Radio City Playhouse, NBC; Big Sister, CBS; Lights Out, NBC-TV.

“MINNIE PEARL” (Ophelia Colley)
Grand Ole Opry
NBC

MITCHELL, EVERETT
National Farm & Home Hour
NBC

MITCHELL, SHIRLEY
The Great Gildersleeve, The Alan Young Show
NBC

MOHR, GERALD
Philip Marlowe
CBS

MOODY, BLAIR
Meet Your Congress
NBC-TV

MOORE, GARRY
8 Jan. 31, 1915; The Garry Moore Show, CBS.

MORRIS, VAUGHN
Carmel Caravan
CBS

MORGAN, CLAUDIA
Right to Happiness
NBC

MORGAN, HENRY
Henry Morgan Show
NBC

MULLER, ROBERT
Music America Loves Best, Robert Merrill with the Boston Pops Orchestra & Arthur Fiedler
NBC

MULDERICK, RAY
Hands of Murder, Captain Video, DuMont-TV; Celebrity Time, ABC-TV

MULLEN, CHARLES H.
Marriage For Two, NBC; The Lady Next Door, NBC-TV; MGM Theater, WMGM, etc.; Eternal Light, NBC; The Brighter Day, CBS; Helen Trent, NBC: Front Page Farrell, NBC.

MURPHY, GEORGE
Hollywood Calling
NBC

MURRAY, LYN
Hallmark Playhouse, CBS.

RADIO

JOHN
BROWN

MY FRIEND IRMA
THE LIFE OF RILEY
A DATE WITH JUDY
OZZIE AND HARRIET
THE DENNIS DAY SHOW

TV

Lexington 2-1100
JOE De SANTIS
PL 7-0700

BRYNA RAEBURN
Leads, Characters
Dialects, Authentic Spanish
Distinctive Doubles
Radio Registry

EDDIE DUNN
9 Eastwoods Lane
Scarsdale, N. Y.

ED EAST
Management
STEMPEL—OLENICK
Radio and Television Artists

--- N ---

NAISH, J. CARROL
B. Jan. 21, 1900, New York, N. Y.; Life with Luigi, KNX-CBS.

NELSON, DAVID
The Adventures of Ozzie and Harriet, NBC

NELSON, FRANK
The Alan Young Show, Fanny Brice-Baby Snooks Show, A Day in the Life of Dennis Day, NBC

NELSON, RICKY
The Adventures of Ozzie and Harriet, NBC

NELSON, OZZIE
The Adventures of Ozzie and Harriet, NBC

NIESSEN, CLAIRE
Backstage Wife, NBC

NOLAN, JUANETTE
One Man's Family, NBC

NORRIS, KATHI
Kathi Norris Show, NBC-TV; Spin The Picture, Your Television Shopper, Chevrolet New Year Party, DuMont.

--- O ---

O'BREY, DANIEL
Cavalcade of America, NBC; Mystery Theater, CBS; Mr. Camelion, CBS

O'CONNOR, ROD
(See Announcers).

O'LEARY, JIMMY
Smilin' Ed McConnell and His Buster Brown Gang, NBC

O'NEILL, GEORGE
Me & Janie Starring George O'Hanlon, NBC

OHMART, CAROL
Bonny Maid Versatile Varieties, NBC-TV

O'KEEFE, WALTER
B. Aug. 18, 1900, Hartford, Conn.; Double or Nothing, NBC.

--- P ---

PARKS, BERT
Break The Bank, NBC-TV

PAUL, RALPH
(See Announcers).

PAUL, SIDNEY
B. Sept. 28, 1917, New York, N. Y.; FBI, CBS; Big Story, NBC; Modern Romances, ABC; Mysterious Traveler, WOR; Nick Carter, WOR; Hollywood Screen Test, ABC-TV.

THE VERSATILE BOB DIXON
Ed Murrow Program—CBS
"Chuckwagon"—CBS-TV
Perry Mason—CBS
"Life Can Be Beautiful"—NBC
Press Relations: Personal Representative: Sidney Ascher Associates Kay Roberts
AL RAMSEN
Radio TV—Big Story—Suspense—Ford Theatre—Actors Studio—Lights Out—City At Midnight—Screen—City Across The River.
(Any Type Or Accent From 17-24)
RADIO REGISTRY—Plaza 7-0700

LEN DOYLE
"Harrington to you"
MR. DISTRICT ATTORNEY
NBC

Yumpin' Yimminy
YONNIE OLESEN
Producer—Performer
JOHNNY OLESEN'S
Ladies Be Seated
ABC (Philip Morris)

JOHNNY OLESEN'S
Rumpus Room
WABD — (Premier Foods)

ALSO MAKING RECORDS
RCA Victor

Easy Aces
PAWLEY, EDWARD
Big Town
NBC

PAYNE, VIRGINIA
Ma Perkins
NBC

PEARCE, ALICE
The Henry Morgan Show
NBC

PEARSON, TED
Cavalcade of America
NBC

PEARY, HAL (Harold Jose De Farla)
8, July 25, 1908, San Leandro, Calif.; Throckmorton P. Gildersleeve on The Great Gildersleeve,
NBC.

PERERA, LYDIA
Story to Order
NBC

PETERSON, HOUSTON
Theater of the Mind
NBC-TV

PIASTRO, MISHEL
Symphonette
CBS

PICKENS, JANE
Jane Pickens Show
NBC

PIOUS, MINERVA
The Fred Allen Show
NBC

POWELL, DICK
Richard Diamond, Private Detective
NBC

POWELL, DOANE
ABC-TV

POWERS, LEONA
The Aldrich Family
NBC

PRITCHETT, FLORENCE
Leave It To The Girls
NBC-TV

PRUD'HOMME, CAMERON
David Harum
NBC

PRIOR, ROGER
NBC Summer Theater, The Theater Guild on the Air,
NBC; Pause That Refreshes, CBS

PRIOR, ROGER
Pause That Refreshes
CBS

QUESTEL, MAE
The Henry Morgan Show
NBC

QUINLAN, ROBERTA
Mohawk Showroom
NBC-TV

RAEBURN, BRYNA
Silver Theatre with Chico Marx, CBS-TV; Katie Nolan in A Tree Grows in Brooklyn, NBC; Counterspy, Chandu, The Magician,
ABC; Gangbusters, CBS; Theatre Guild on The Air, Mr. District Attorney, NBC.

RAHT, KATHERINE
The Aldrich Family
NBC

RAMSEN, AL
B, Feb. 7, 1926, New York, N. Y.; Suspense, Ford Theatre, CBS; Actors Studio, ABC; City of Midnight,
Lights Out, Big Story, NBC.

RANDOLPH, LILLIAN
The Great Gildersleeve
NBC

RANKIN, PETER
Smillin' Ed McConnell & His Buster Brown Gang
NBC

RASKYN, SAM
Famous Jury Trials
Dumont

KATHRONE, BASIL
Chesterfield Supper Club
NBC

RAYMOND, GENE
B, Aug. 13, 1908, New York, N. Y.; The Amazing Mr. Malone,
ABC; Family Theater, Stars Over Hollywood.

Radio and Television Artists

JOHN REED KING

"Give And Take" . CBS

"Missus Goes A-Shopping" . WCBS

"Chance Of A Lifetime" . ABC

John Reed King Show . . . WOR-TV
SCOTT DOUGLAS
ANNOUNCER
DUMONT NETWORK
Sports Commentator
SC. 4-5700
ACTOR M.C.

ROD O'CONNOR
RED SKELTON SHOW
DUFFY'S TAVERN SHOW
PEOPLE ARE FUNNY SHOW
MOTION PICTURES
"FULLER BRUSH MAN"
"SOUTHERN YANKEE"

Call Radio Registry
<table>
<thead>
<tr>
<th>Name</th>
<th>Show/Role</th>
<th>Network</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reed, Alan</td>
<td>The Eddie Cantor Show, Life of Riley</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Reed, Lanny</td>
<td>Life of Riley</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Reese, Joy</td>
<td>Mr. Fixit</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Reinhart, Alice</td>
<td>Volume One, No. 3 TV, ABC; Cavalcade of America, NBC</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Rice, Rosemary</td>
<td>The Adventures of Archie Andrews</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Robb, Mary Lee</td>
<td>The Great Gildersleeve</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Robbins, Patricia</td>
<td>One Man's Family</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Roberts, Jerry</td>
<td>Junior Town Meeting, Your American Music Nite Time Frolic, WAAT.</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Robinson, Bartlett</td>
<td>Portia Faces Life</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Rodemeyer, Tommie</td>
<td>The Mary Lee Taylor Show</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Rogers, Buddy</td>
<td>Pick A Date, ABC Buddy</td>
<td>ABC-TV</td>
<td></td>
</tr>
<tr>
<td>Rogers, Roy</td>
<td>B. Nov. 5, 1912, Cincinnati, O.; Sponsored on 561 station MBS by Quaker Oats.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Rolfe, Mary</td>
<td>The Aldrich Family</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Romano, Tony</td>
<td>The Johnny Bradford Show with Tony Romano</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Reese, Jeanine</td>
<td>The Phil Harris-Alice Faye Show</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Rosenfield, Joe, Jr.</td>
<td>Happiness Exchange, MBS; Couple Of Joes, ABC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ross, Anthony</td>
<td>Suspense, CBS-TV; Studio One, CBS-TV; Broadway's My Beat, CBS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ross, Earl</td>
<td>The Great Gildersleeve</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Ross, Lanny</td>
<td>The Swift Show</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Rouveral, Jean</td>
<td>One Man's Family</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Rubin, Benny</td>
<td>Stop Me If You've Heard This One, Benny Rubin Show</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Rusk, Cory</td>
<td>Gobo's Circus</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Russell, Rosalind</td>
<td>Four Star Playhouse</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Russell, Ruth</td>
<td>Just Plain Bill</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Russell, Todd</td>
<td>Strike It Rich</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Ryden, F. Alden</td>
<td>NBC</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Ryden, Larry</td>
<td>ABC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ryden, Irene</td>
<td>B. Oct. 17, El Paso, Texas; The Bob Hope Show, NBC.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. John, Robert</td>
<td>Believe It Or Not Sketchbook</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Salsbury, Lynn T.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ryan, Dick</td>
<td>Red Skelton Show</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Ryan, Irene</td>
<td>B. Aug. 7, 1920, New York, N. Y.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Bob Stanton**
NBC

**Ralph Camargo**
Actor-Announcer
Narrator
PL. 7-0700
ERNIE SIMON
NOW BROADCASTING AND TELEVISIGN
23 HOURS WEEKLY
4TH CONSECUTIVE YEAR ON WJJD, CHICAGO
Sponsored continuously for 2nd straight year
on WBKB, Chicago—5 nights weekly

EARL HAMMOND
RADIO-TV
As Detective Sgt. Lane in
"INSIDE DETECTIVE"
WABD—Saturday—8:30-9:00
LEXington 2-1100

BILL LAZAR
RADIO-TV
PL. 7-0700
Radio and Television Artists

SANDERSON, IVAN
Ivan Sanderson Program
NBC

SAWYER, HAL
ABC, ABC-TV

SCOTT, ALAN
Television Screen Magazine
NBC-TV

SCOTT, MARTHA
The Great Gildersleeve
NBC

SCOURBY, ALEXANDER
The Eternal Light
NBC

SEMON, LARRY EDUND
The Clock
NBC-TV

SEYMOUR, ANNE
Against The Storm, MBS; Portia Faces Life, NBC; Greatest Story Ever Known, ABC; A Tree Grows in Brooklyn, NBC

SEYMOUR, DAN
Sing It Again, Aunt Jenny
CBS

SHEA, JOAN
The Adventures of Archie Andrews
NBC

SHELDON, LEONARD
A Day in the Life of Dennis Day, Judy Canova Show NBC

SHELLEY, JOSHUA
Actors Studio, Studio One, CBS-TV; Big Story, Front Page Farrell, Henry Aldrich, NBC; The Clock, NBC-TV

SHELTON, GEORGE
It Pays To Be Ignorant CBS

SHERRY, BOB
Armstrong of the Air, CBS; When A Girl Marries, NBC; Life of Riley, NBC, NBT; The Goldbergs, CBS.

SHEILDS, ARTHUR
Your Show Time
NBC-TV

SHORE, DINAH
(See Vocal Artists)

SHRINER, HERB
Herb Shriner Time, CBS; Herb Shriner Show, CBS-TV.

SLATTERY, EDWARD
Your Song And Mine
CBS

SLOANE, BOB
The Big Story
NBC, NBC-TV

SLOANE, KATE
ABC

SMITH, BOB
Howdy Doody, Gulf Road Show
NBC-TV

SMITH, KATE
ABC

SMOLEN, VIVIAN
Stella Dallas
NBC

SINGLETON, DORIS
A Day in the Life of Dennis Day, Maxwell House Coffee Time Starring George Burns and Gracie Allen
NBC

SINGLETON, PENNY
Blondie
NBC

SKELTON, RED
Red Skelton Show
CBS, NBC

SKINNER, GEORGE
Circle Arrow Show
NBC

SLOANE, BOB
The Big Story
NBC, NBC-TV

SINATRA, FRANK
Your Hit Parade, Light Up Time
NBC

CHUCK ACREE
Funmaster of Ceremonies

"Something To Talk About"
"K-L-S Karnival"
"Hint Hunt"
"Man On The Farm"

ROD BROWN
RADIO—TV
PL. 7-0700

867
FRANCOIS GRIMARD
RADIO-TV ARTIST
Schuyler 4-5700

HANS CONREID
Director: "STARS OVER HOLLYWOOD"
C.B.S.
Featured in: "LIFE WITH LUIGI"
"MY FRIEND IRMA"
C.B.S.

STEVE ALLEN
Stars of
CBS's

THE STEVE ALLEN SHOW

PAUL ARNOLD
Singer -- Actor

"Paul Arnold Show"
CBS-TV
Daily 7:15-7:30 P.M.

Radio Registry—
PL. 7-0700
HAROLD PEARY

"THE GREAT GILDERSLEEVE"

FOR KRAFT FOODS

NBC — WEDNESDAY

8:30 P.M. EST
8:30 P.M. PST
7:30 P.M. CST

CAMBRIDGE SERVICE FOR EXECUTIVES TRAINEES

- Are you satisfied with your organization? Do you have a problem finding the right personnel? Use Cambridge Service for New York radio station trained personnel.

- Do you have the right training—are you in the right job? Cambridge teaches all phases of radio broadcasting, including in-station work. Free voice auditions, phone for appointment.

- We put talent to work. Cambridge graduates are working in stations across the nation.

President: BESS STERN
GEORGE S. CARLESCO, Director

THE CAMBRIDGE SCHOOL OF RADIO BROADCASTING

Enrollment Office: Administration Office: 806 7th Ave., N.Y.C. 200 W. 42nd St., N.Y.C.
Judson 6-0025 Wisconsin 7-0038
ETHEL THORSEN

... photographed by James J. Kriegsmann, N. Y.
<table>
<thead>
<tr>
<th>Name</th>
<th>Occupation</th>
<th>Network(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>THOMAS, DICK</td>
<td>Village Barn</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>THOMAS, FAYE</td>
<td>Hollywood Calling</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>THOMAS, FRANK M., SR.</td>
<td>The Black Robe</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>THOMPSON, BILL</td>
<td>Fibber McGee and Molly</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>THORSON, RUSSELL</td>
<td>One Man's Family, NBC-TV</td>
<td>Dr. Paul, NBC</td>
<td></td>
</tr>
<tr>
<td>TICHENOR, TOM</td>
<td>Wormwood Forrest</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>TILLSTROM, BURR</td>
<td>Kukla, Fran &amp; Ollie</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>TINNEY, CAL</td>
<td></td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stop Me If You've Heard This One</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>TOWER, NORMAN</td>
<td>The Aldrich Family</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>TOMACK, SID</td>
<td>Life of Riley</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>TOMPRINS, JOAN</td>
<td>This Is Nora Drake</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>TREMAYNE, LES</td>
<td>Rube Goldberg's Show, WPIX,</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Morey Amsterdam Show, CBS;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Tremayne, WOR: The Falcon,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WOR-MBS; The Thin Man</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>TROUT, DINK</td>
<td>A Day in the Life of Dennis Day</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>TROUT, ROBERT</td>
<td>Who Said That?</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>THOMAS, CALVIN</td>
<td>One Man's Family</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>TUTTLE, LURENE</td>
<td>8, Aug. 20, 1907, Pleasant Lake,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Drama Course: Adventures of Sam</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spade, NBC; Red Skelton, CBS;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lux Radio Theatre, CBS; Suspense,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VAUGHN, WALTER</td>
<td>The Adventures of Archie Andrews</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>VINE, BILLY</td>
<td>The Jiminy Durante Show</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>VOLA, VICKI</td>
<td>Mr. District Attorney, NBC; Betty</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moore Program, MBS; Seth</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jungle Jim, ET</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WALDO, JANET</td>
<td>Young Love, Corliss Archer, CBS;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Adventure of Ozzie &amp; Harriet,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WALKER, DANTON</td>
<td>Dunton Walker's Broadway Scrapbook</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>WALKPOL, HELEN</td>
<td>B. Birmingham, Ala.: Personalized</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Commentaries on Fashion Review,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV: Adventure in Reading,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Great Plays, NBC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAKELY, JIMMY</td>
<td>(See Vocal Artists)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WALL, LUCILLE</td>
<td>Lorenzo Jones, Portia Faces Life</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WARING, FRED, &amp; HIS</td>
<td>PENNSYLVANIANS</td>
<td>NBC; CBS-TV</td>
<td></td>
</tr>
<tr>
<td>WARNER, GERTRUDE</td>
<td></td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>WATERMAN, WILLARD</td>
<td>Me &amp; Janie Starring George O'</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hanlon, NBC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WATKINS, LINDA</td>
<td>Marriage for Two</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WETHERWAX, RUDY</td>
<td>The Lassie Show</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WEBB, JACK</td>
<td>Dragnet</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WEBBER, PEGGY</td>
<td>The Alan Young Show, Dragnet</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WEIL, LISL</td>
<td>Children's Sketch Book</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>WELLS, SARAJANE</td>
<td>Dr. Paul</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WEYER, NED</td>
<td>Young Wulder Brown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHITE, PATRICIA</td>
<td>The Bigelow Show</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>WHITFIELD, ANNE</td>
<td>Phil Harris-Alice Faye Show,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC; My Favorite Husband, CBS;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Baby Snooks, NBC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHITING, BARBARA</td>
<td>The Great Gildersleeve</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WHITLEY, JUNE</td>
<td>Father Knows Best</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WICKER, IRENE</td>
<td>Irene Wicker, The Singing Lady,</td>
<td>ABC-TV</td>
<td></td>
</tr>
<tr>
<td>WILLIAMS, FLORENCE</td>
<td>Front Page Farrell</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WILLIAMS, RHODA</td>
<td>Father Knows Best</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WILSON, ETHEL</td>
<td>The Aldrich Family, NBC-TV;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marriage For Two, NBC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILSON, LOIS</td>
<td>The Aldrich Family, NBC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILSON, MARIE</td>
<td>B. Anaheim, Calif., Aug. 19, 1916</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>— Star of My Friend Irma</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>WILSON, WARD</td>
<td>Can You Top This?; NBC; Aldrich</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Family, Mr. District Attorney,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gloomdiggers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WINCHELL, PAUL</td>
<td>B. Dec. 21, 1923, New York, N. Y.;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bigelow Show, CBS-TV; Cavalcade</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>of Stars, DuMont-TV; Milton Berle,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV; Celebrity Time, ABC-TV;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>We The People, CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WINSLOWE, PAULA</td>
<td>Life of Riley</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WINTERS, GLORIA</td>
<td>Life of Riley</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WINTHROPE, BARBARA</td>
<td>Dorothy Dix at Home</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Wragge, Betty</td>
<td>Pepper Young's Family</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>WYNN, ED</td>
<td>Ed Wynn Show</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>YARBOROUGH, BARTON</td>
<td>Dragnet, One Man's Family</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>YORKE, DICK</td>
<td>Meet the Meeks</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>YOUNG, ALAN</td>
<td>B. 1921, Canada, The Alan Young</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Show, CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YOUNGER, BEVERLY</td>
<td>Curtain Time</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>YOUNG, EYE</td>
<td>Story Shop</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>YOUNG, LORETTA</td>
<td>Four Star Playhouse</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>YOUNG, ROBERT</td>
<td>Father Knows Best</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>YOURMAN, ALICE</td>
<td>The Adventures of Archie Andrews</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>ZERBE, LAWSON</td>
<td>Adventures of Frank Merriwell</td>
<td>NBC</td>
<td></td>
</tr>
</tbody>
</table>
"TWO TON" BAKER
THE MUSIC MAKER

Mercury Recording Artist

and Free-Lance Radio Star

"Two Ton" Baker Show
8:15 a.m. daily—WGN, Chicago

"Baker's Spotlight"
4:30 p.m. daily—WGN, Chicago

"Two Ton" Baker
Chicago 11, Ill.
Vocal Artists

(RADIO AND TELEVISION)

—their work during 1949

—A—

ABROMAVICH, KARIN
WKJU, Minneapolis, Minn.

ADAMS, JOANN
WRGA, Rome, Ga.

AIKEN, DICK
WTRF, Sanford, Fla.

AKIN, JACK T.
WMAP, Monroe, N. C.

ALEXANDER, DUNLEA
WBAP-TV, Fort Worth, Tex.

ALEXANDER, EMORY
WREB, Columbus, Ga.

ALM, JEANNE
WDAY, Faro, N. Dak.

AMES, FRANK
WHEC, Canton, O.

ANDERSON, PAUL
WJTN, Jamestown, N. Y.

ANDREWS, JOHNNY
Easy Does It
WNBT, New York, N. Y.

ANDREWS SISTERS
Los Angeles, Calif. July 6, 1915; Maxene, B., Jan. 3, 1918; Patricio, B., Feb. 1, 1920, Minneapolis, Minn.; Eight to the Bar Ranch, NBC; CBS; 15, CBS.

ANTRIM, ANN
Park Plaza
WWAM, Baltimore, Md.

ARCHER, GENE
WRC, WNBW, Washington, D. C.

AGEN, KAY
Pet Milk Show, Bob Crosby Show, NBC; Skyway To Stars, CBS; Stop the Music, WJZ

ARNOLD, PAUL
(See Radio-TV Artists)

ARTHUR, CHARLENE
Sweetheart of the Range
KRTT, Lampas, Tex.

ASHMAN, MIKE
KTOH, Lihue, Kauai, T. H.

ASHMAN, REN
Morning Devotions
WWST, Wooster, O.

ASHER, WANDA
KAT, Frederic, Okla.

ATCHER, RANDY
WAKO, Louisville, Ky.

ATKINS, VIRGINIA
WHAI, Greenfield, Mass.

ATKINS, JIMMY
WKNY, New York, N. Y.

AUSTIN, DON
WHO, Clinton, Ill.

AUTERY, VI
KFKA, Greeley, Colo.

—B—

BABBitt, HARRY
CBS, KNX

BAACH, AUDREY
KFKA, Greeley, Colo.

BAIRD, EUGENIE
Sing It Again
CBS

Baker, Carl
WISH, Indianapolis, Ind.

Baker, Jack
KTOK, Oklahoma City, Okla.

Barfield, Warren
Barfield and Scott
WPTF, Raleigh, N. C.

Barr, Robert
WIOD, Miami, Fla.

Bates, Russ
Listen While You Work
WEBR, Buffalo, N. Y.

Beasley, Irene
B. Jan. 28, 1917,avenport, Ia.; Grand Slam, CBS; Miscellaneous Spots

Beasley, Jack
KOMA, Oklahoma City, Okla.

Bender, Betty
WTJX, Tell City, Ind.

Benett, Clareetta
WTTS, Bloomington, Ind.

Benett, Kay
Kay Kyser's College of Musical Knowledge

Benoit, Hank
WCOL, Columbus, O.

Benson, Betty
WLW, Cincinnati, O.

Bentley, Jim

Bernier, Daisy
The Fred Waring Show

Berry, Bob
WBAL, WBAL-TV, Baltimore, Md.

Betty, Helen & Betty
WBEX, Chillocothe, O.

Beverly, Texas
WFLA, Tampa, Fla.

Bisson, Pat
WHNL, Rochester, H. H.

Blackstone, Reid
WMYA, Martinsville, Va.

Blackwood Brothers, the
WKA, Berevedoah, Ia.

Blaine, Jimmy
Stop the Music

Blair, Vicky
WMT, Ocala, Fla.

Blanco, Ray
WIND, Chicago, Ill.

Boland, Norman
Birthday Greeters

Bonner, Carl

Borischas, Los Tres
WITA, Sanatoc, P. R.

Bottleicher, Gene
WPG, Altoona, Pa.

Bouch, Louis
Name the Song

Boyd, Dick

Boyett, Andy
WFRA, Tampa, Fla.

Bradley, Paul
wow, wow-TV, Omaha, Nebr.

Bray, Alger
WHRF, Rock Island, Ill.

Brazzelle, Jimmy
WFGN, Gaffney, S. C.

Buckaroo, Audrey
KROX, Crookston, Minn.

Brewe Tro, the
WGGA, Gainesville, Ga.

Britton, John
WHCE, Rochester, N. Y.

Brockwell, Betty
WBAP-TV, Fort Worth, Tex.

Brown, Art
WPHT, Terre Haute, Ind.

Brown, Dick
B. Youngstown, O.; Calling All Girls, Heart in Harmony, Pleasure Parade, Dick Brown Show, "WNEW; RCA Victor Show; Dave Eman's Auction; Stop the Music, NBC.

Brown, Florence Irons
WFMT, Florence, Ala.

Brown, Judy
WHAL, Shelbyville, Tenn.

Brown, Martha
WMRN, Marion, O.

Brown, Nellie
WREN, Topeka, Kans.

Brown, Ray
Buckeye, Kittanning, Pa.

Burns, Fred
WHRB, Memphis, Tenn.

Burt, Bob
WDLB, Marshfield, Wis.

—C—

Cardwell, Jack
WKEJ, Mobile, Ala.

Callahan, Bob
KCBS, Santa Jose, Calif.

Campbell, Dick
WDVA, Danville, Va.

Cannon, Judy
(See Radio Artists)

Carless, Dorothy
Songs By D. Carless
WOR-TV, New York, N. Y.

Carli, Dick
WABC, Ktannning, Pa.

Carlson, Doris
KRE, Minneapolis, Minn.

Carpenter, Johnny
KQIN, Portland, Ore.

Caro, Bob
WHIZ, Zanesville, O.
JANE PICKENS

Personal Management—
M. Gale
48 W. 48th St., N.Y.C.

ROBERT MERRILL

Personal Management—M. Gale
48 W. 48th St., N. Y. C.
Vocal Artists—Radio-Television

CARROLL, GLORIA
Beantown Varieties
WEEI, Boston, Mass.

CARROLL, ROBERT
ABC, ABC-TV

CARSON, JACK
WHOW, Clinton, Ill.

CARSON, KEN
A Day in the Life of Dennis
Day, Lassie Show
NBC

CARSON, MINDY
Mindy Carson Sings
NBC

CARTER SISTERS, THE
KWTO, Springfield, Mo.

CENTRAL CHOIR
KSYL, Alexandria, La.

CHAPEL, BETTY
Garrowsay-at-Large

CHAPELL, BETTY
Garrowsay-at-Large
WNBQ, Chicago, Ill.

CHAUPIN, ALTA
KTIP, Porterville, Calif.

CORNWALL, ARTHUR
WQCD, Chester, S. C.

CORSBIE, PHIL
KHQ, Spokane, Wash.

COURT, BILL
WWXL, Peoria, Ill.

COURY, ROSELINE
WQOU, Lewiston, Me.

COUVILION, JOYCE
KSYL, Alexandria, La.

CROSBY, BOBBY
Arthur Lessor Show, WOR-TV;
Ving Merlin's Music Tourney,
WPX

Como, Perry
Chesterfield Supper Club.

CONFER, JIMMY
WCAE, Pittsburgh, Pa.

CONNOR, ELLEN
KCBS, San Jose, Calif.

COOKEY, SLEEPY
WWGS, Tifton, Ga.

COOK, JOE
KGGP, Coffeyville, Kans.

COOK, LOIS
KGGP, Coffeyville, Kans.

COX, BETTY
WOW, WOW-TV, Omaha, Neb.

CRANFORD, CLIFF
WWOB, Newnan, Ga.

CRAWFORD, ELAINE
Hall Choristers

CRIST, PHILIP
WFBR, Baltimore, Md.

CROSBY, BOB
Club 15
CBS

THE CRUSADERS
WLCS, Baton Rouge, La.

CURTIS, SHIRLEY
RGA, Spokane, Wash.

DABDOUB, JACK
WDSU, WDSU-TV, New Or-
leans, La.

DAE, DONNA
WSFA, Montgomery, Ala.

DALE, ALAN
Sing It Again
CBS

DALLAS, JIMMIE
KRES, St. Joseph, Mo.

DAME, DONALD
American Album of Familiar
Music
NBC

DAMONE, VIC
The Pet Milk Show with Vic
Damone
NBC

DAMONE, VIC
Metro-Goldwyn-Mayer; Mercury
Records; Pet Milk Show, NBC;
Associated Transcriptions.

DANA, JOE
ROY, Phoenix, Ariz.

DANA, ROSEMARIE
WWRL, Woodside, N. Y.

DATA, MARISHA
WABC, Chicago, Ill.

IRENE BEASLEY
Star of

"GRAND SLAM"

CBS—Monday through Friday

Management

RADIO PRODUCTION SERVICE

501 Madison Ave., N.Y.C.  PL. 3-8940

IRENE BEASLEY
Star of

"GRAND SLAM"

CBS—Monday through Friday

Management

RADIO PRODUCTION SERVICE

501 Madison Ave., N.Y.C.  PL. 3-8940

IRENE BEASLEY
Star of

"GRAND SLAM"

CBS—Monday through Friday

Management

RADIO PRODUCTION SERVICE

501 Madison Ave., N.Y.C.  PL. 3-8940
MARGARET WHITING
on
CBS’ OXYDOL SHOW
Monday to Friday
•
CAPITOL RECORDS
•
WHITING MUSIC CO.

VIC DAMONE
under contract to
Metro-Goldwyn-Mayer Studios
• • •
Mercury Records

Personal Management
MARVIN CANE
Bookings
WILLIAM MORRIS AGENCY
Press Relations
HENRY ROGERS
Vocal Artists—Radio-Television

DAUM, MARGARET
American Album of Familiar Music
NBC

DAVIS, EDWARD
NBC

DAVIS, CHUCK
KOMA, Oklahoma City, Okla.

DAVIS, FONZA
WKTM, Mayfield, Ky.

DAVIS, GEORGE
WKIC, Hazard, Ky.

DAVIS, GEORGE
WRBL, Columbus, Ga.

DAVIS, JANETTE
Arthur Godfrey Show, CBS, CBS-TV.

DAWN, MARION
WFIR, Baltimore, Md.

DAY, DENNIS
B. May 21, 1918, New York, N. Y.; The Dennis Day Show, NBC; The Jack Benny Show, CBS.

DAY, DORIS
The Bob Hope Show, NBC

DAY, KATHRYN
WWRL, Woodside, N. Y.

DAYE, SUNNY
KMBC, Kansas City, Mo.

DEANE, BOB
WMAR-TV, Baltimore, Md.

DEANE, TOBY
WNEW, New York, N. Y.

DEER, JIMMY
WDAR, Savannah, Ga.

DELL, JUDY
WCOL, Columbus, O.

DelMAR, DOLORES
WJAS, Pittsburgh, Pa.

DEUTRE, GEORGENE
KJNU, Logan, Utah

DICKENSON, JEAN
American Album of Familiar Music
NBC

DILLARD, DOTTIE
Especially For You Appointment with Music: The Mr. Smith Show
NBC

DILLARD, DOTTIE
Field Breakfast Club

DOUGLAS, MICHAEL
Kay Kyser's College of Musical Knowledge

DOOLEY, PETE
Field Breakfast Club

DUKE, MOE
KRNT, Des Moines, Iowa.

ELLIS, JUNE
WJAS, Pittsburgh, Pa.

EMERSON, MERLE
KXV, Des Moines, Iowa.

EMERY, DOLORES
WKAS, Kansas City, Mo.

EMERY, GENE
KYCD, Kansas City, Mo.

ERICKSON, MEL
KXV, Marshall, Minn.

ESPERLE, MARIE
WKY, Kansas City, Mo.

ESMERELDA
WBBQ, Memphis, Tenn.

ESPINOZA, FRED
WYBU, Cebu, Philippines

ESTES, BUDDY
WEBQ, Harrisburg, Ill.

ESTES, DON
KTOK, Oklahoma City, Okla.

EVANGELAIRES, THE
WPAQ, Paducah, Ky.

EVANS, MICKIE
WRGA, Rome, Ga.

EVANS, MICKIE
WHOQ, Orlando, Fla.

EYSSSEN, BILL
WBNS-TV, Columbus, O.

ECKES, GENE
WDLB, Marshfield, Wis.

EDMONSON, WILLIAM

EDWARDS, ANNE
WDAY, Fargo, N. Dak.

EDWARDS, JANE
WGPA, Bethlehem, Pa.

EHRESMAN, ADAM
KDIX, Dickinson, N. Dak.

EISLER, RONNIE
KVOK, Colorado Springs, Colo.

ELLiot, BILL
WHEB, Portsmouth, N. H.

ELL QUARTET
WLAG, LaGrange, Ga.

EMERSON, GENE
KYCD, Des Moines, Iowa.

ERICKSON, MEL
KMXL, Marshall, Minn.

ERICKSON, MERLE
KXV, Moses Lake, Wash.

ESTES, BUDDY
WEBQ, Harrisburg, Ill.

FANSER, DICK
WMDN, Midland, Mich.

FARRELL, BILL
The Bob Hope Show
NBC

FAYE, ALICE
(See Radio-TV Artists)

FRIEDEL, CLAUDE
KTXL, San Angelo, Tex.
Fran Warren

RCA Victor's No. 1 Girl Singer

Now heard coast-to-coast on NBC on "The Henry Morgan Show"

"Fran Warren Sings"
Transcribed NBC Coast-to-Coast

"A DAY IN THE LIFE OF DENNIS DAY"

NBC — 6:30 P.M., P.S.T. — 9:30 P.M., E.S.T.

and

"THE JACK BENNY SHOW"

CBS — 4:00 P.M., P.S.T. — 7:00 P.M., E.S.T.
Vocal Artists—Radio-Television

FIKE, AL
  KBOI, Boise, Idaho.
FIRST, ELIZABETH
  WCRU, Erie, Pa.
FISHER, TED
  KDIX, Dickinson, N. Dak.
FLORENDO, NORA
  WYBE, Cebu, Philippines.
FONTANE SISTERS
  Chesterfield Supper Club.
FOREMAN, FLOYD
  WHBF, Rock Island, Ill.
FOSTER, FRANCES
  WBEN-TV, Buffalo, N. Y.
FOX, MARJEAN
  WBAL, Baltimore, Md.
FRANKLIN, WILLIAM
  ABC.
FREDERICK, PETER
  WDAS, Philadelphia, Pa.
FROMAN, JANE
  Pause That Refreshes.
FULLER, HULDA
  WWXL, Peoria, Ill.

--- G ---

GALVIN, KITTY
  8, Nov. 14, 1921, St. Louis, Mo.
GARDEN, LUCIO
  NBC.
GARDNER, JUNE
  WFBY, Syracuse, N. Y.
GAUGER, JOYCE
  WDLB, Marshfield, Wis.
GIBOIN, GEORGETTE
  WCOU, Lewcession, Me.
GILBERT, CAROLYN
  NBC.
GILL, RUSTY
  NBC.
GILLETTE, MARION
  WJR, Detroit, Mich.
GIBSON, JACK
  WRAP, Fort Worth, Tex.
GLAZER, TOM
  ABC.
GOERS, HANNABELLE
  KROS, Clinton, Ia.
GAREN, SOPHRONY
  NBC-TV.
GOLDEN GATE QUARTET
  WLCS, Baton Rouge, La.
GOODMAN, GORDON
  The Fred Waring Show.
GORDON, JEAN
  For You.
HAGAMAN, CHARLIE
  WNOX, Knoxville, Tenn.
HALL, JANE
  WDSF, New Orleans, La.
HAMMERS, GENE
  WHKU, Akron, O.
HANLY, DEAN
  WBM, Wilmington, Del.
HARDING, HARVEY
  Song Parade.
HARDING, HOWARD
  WHMM, Billings, Mont.
HARKINS, BEN
  KJR, Seattle, Wash.
FRANKIE LAINE

PEGGY LEE

DAVE BARBOUR
Vocal Artists—Radio-Television

HARRONEERS
WEAS, Atlanta, Ga.

HARRISON, BILL
Your Hit Parade; NBC

HARRISON, JIMMY
KRC, Enid, Okla.

HARRIS, PHIL
(See Radio-TV Artists)

HART, DEL
WCLA, Effingham, Ill.

HARVEY, BOB
KJR, Seattle, Wash.

HASKEL, JACK
Dave Garroway Show; Music from the Heart of America, Next, Dave Garroway: Musicana, America's Song; Design for Listening, NBC-TV, N. Y.; WMAQ, WNBQ, Chicago

HATCHES, STASIA
Stasia Sings
WAZL, Hazleton, Pa.

HAUG, CARL
WABB, Mobile, Ala.

HAWKINS, W. W.
WPAD, Paducah, Ky.

HAYLEY, SHIRLEY
KUP, Durango, Colo.

HAYES, BILL
Fireball-For-All NBC-TV

HAYMES, DICK
Club 15 CBS

HEATHERSTONES, THE
Gulf Road Show NBC-TV

HELM, CAROLE
WMAP, Monroe, N. C.

HENRY, GIL
KMUR, Murray, Utah

HENRY, LILLIAN
WDNE, Ellkins, W. Va.

HERSHEY, ANNE
Music from the Heart of America

HESSION, JOHN
WOKO, Albany, N. Y.

HETTRICK, GRETCHEN
WABC, Kittanning, Pa.

HIGHLANDS, LAURIE
WEOK, Poughkeepsie, N. Y.

HILL, ALLEN
WJMX, Florence, S. C.

HINES, HUBERT
WGL, Fort Wayne, Ind.

HODGES, JIMMY
WAFF, McComb, Miss.

HOLLIDAY, JANE
WWBN, New Britain, Conn.

HOMELAND HARMONY QUARTET
WAGA, Atlanta, Ga.

HORNE, DARRYL
KFPW, Fort Smith, Ark.

HONEYDREAMERS, THE
Kay Kser's College of Musical Knowledge NBC-TV

HORN, UPTON
KHOZ, Harrison, Ark.

HUSTON, BOB
Solitair Time; NBC

HOWARD, BOB
Sing It Again CBS

HOWARD, GWEN
WGLN, Glens Falls, N. Y.

HOWARD, PAPY
WCOL, Columbus, O.

HOWARD SISTERS, THE
WWXL, Peoria, Ill.

HUTTON, MARION
Jack Carson Show CBS

HYMAN, BEATRICE
WMID, Atlantic City, N. J.

JAMES, JOANELL
Music from the Heart of America: NBC

JAYNES, P. L.
KFYR, Bismarck, N. Dak.

JEAN
KRUL, Corvallis, Ore.

JEANIE AND HER GUITAR
WJNC, Jacksonville, N. C.

JERNIGAN, SAN
WTMC, Ocala, Fla.

JOBERT, CAVEL
WKNB, New Britain, Conn.

JOHNSON, BILLY
WLW-D, Dayton, O.

JOHNSON, MARGARET
WABD, New York, N. Y.

JOHNSON, BOB
Especially for You; NBC

JONES, PAUL
WFBA, Tampa, Fla.

JONES, PEGGY
KURV, Edinburg, Tex.

JOHNSON, ROME
The Circle Arrow Show: NBC
MONICA LEWIS
MGM RECORDS
Management: MCA
Publicity: Henry C. Rogers

DICK BROWN
“STOP THE MUSIC”... ABC
LANGWORTH TRANSCRIPTIONS
General Artists Corporation

JEAN SABLON
Management: Martin Goodman
38 E. 57th Street N. Y. C.

ROBERTA QUINLAN
Singing Star
“Mohawk Show Room”... N.B.T.
Television: M.C.A.
Pictures—Radio—Records—Theatres—William Morris Agency
Vocal Artists—Radio-Television

JONES SISTERS, THE
WWNR, Beckley, W. Va.

JOSEPH, EDDY
WHLD, Niagara Falls, N. Y.

JULIAN, WILLIAM PETER
WDAS, Philadelphia, Pa.

KATH, CONSTANCE
KBMW, Wahpeton, N. Dak.

KEELAN, FRANCIS
Voices Down the Wind; NBC

KELLEY, BUDDY
KSUN, Bisbee, Ariz.

JULIAN, W. WILLIAM
WDAS, Philadelphia, Pa.

KIRB, JIMMY
WAPI, Birmingham, Ala.

KIRK, LISA
The Henry Morgan Show; NBC

KIRK, LISA
Texaco (Milton Berle), NBC-T.V.;
Henry Morgan, NBC; Celebrity
Time, WJZ-T.V.; Ed Sullivan Show,
CBS-T.V.

KNECHT, EVELYN
Sweetheart Of The Basin
KSEM, Moses Lake, Wash.

KNIGHT, FELIX
American Album of Familiar
Music; NBC

KNIGHT, FELIX
Your Song And Mine
CBS

KOURI, ELEANOR
KFOR, Oklahoma City, Okla.

KREUTZ, MAX
KFDX, Wichita Falls, Tex.

LAFAYETTE, FRANKIE
Mercury Recording Artist, Night
Club & Theatre Appearances.

LAIK, JUDSON
The Admiral Broadway Review
NBC-T.V.

LAMB, BOB
Mr. Smith Show; The Owen
Bradley Show; NBC

LANCE, FRANCEY
Easy Does It
WNBT, New York, N. Y.

LANSON, SNOOKY
Appointment with Music; The
Mr. Smith Show; NBC

LANSON, SNOOKY
WSM, Nashville, Tenn.

LARKIN, DICK
WIND, Chicago, Ill.

LAVENDER, WOODROW
WKAR, Mobile, Ala.

LAWRENCE, BILL
Chesterfield Supper Club; NBC

LAWRENCE, POLLY
KFRC, San Francisco, Calif.

LAZY RHYTHM BOYS
WJNX, Jacksonville, N. C.

LEA, TERRY
WFAN, Dallas, Tex.

LEE, BARNEY
KWPG, Muscatine, Ia.

LEE, DUSTY
WBEL, Beloit, Wis.

LEE, ERNIE
Faultless Starch Time; NBC

LEE, PEGGY
B. May 26, 1920, Jamestown, N.
Dak.; Bing Crosby Show, Summer
Electric Program, Jimmy
Durante Show, NBC Chesterfield
Club.

LEFAYETTE, FRANKIE
WGST, Atlanta, Ga.

LEIGHTON, HELEN
WABB, Mobile, Ala.

LEISNERS, LEE
KFDX, Rosenberg, Tex.

Jim Lewis
Tom Lockard

THE MARINERS

COLUMBIA BROADCASTING ARTISTS

Martin Karl
Nat Dickerson
CATHY MASTICE
Personal Management
Kay Roberts
Press Relations
Sidney Ascher Associates

"the velvet fog"
mel
	
torome

CATHY MASTICE
Personal Management
Kay Roberts
Press Relations
Sidney Ascher Associates

BOBBY COLT
Singing Star of
ADIMIRAL RECORDS, INC.
701 Seventh Avenue
New York City JUdson 2-1223

LISA KIRK
Singing Star of
RCA-Victor Records
"Bianca" in the national company of
Cole Porter's "Kiss Me, Kate"

Management
Carlos Gastel
Direction
G.A.C.
Vocal Artists—Radio-Television

LeMasters, Mary Jane
WMBD, Peoria, Ill.
Leroy, Robert
KSYL, Alexandria, La.
Leslie, Ken
WACP, Asbury Park, N. J.
Lester, Bill
KOY, Phoenix, Ariz.
LeVeridge, Russell
WKIC, Hazard, Ky.
Lewis, Monica
CBS-TV, NBC-TV.
Lexa, Lorraine
WEAM, Arlington, Va.
Lilly and Curley
WEAM, Arlington, Va.
Linday, Slim
WEAM, Arlington, Va.
Linn, Elmo
WBMP, Joplin, Mo.
Lloyd, Tommy
WTOD, Toledo, O.
Long, Lilian
WAGC, Chattanooga, Tenn.
Longacre, Nancy
WLEC, Sandusky, O.
Loring, Estelle
The Admiral Broadway Review
NBC-TV
Lunquist, Bob
Lutes, Marcy
Toon-A-Vision
WOR-TV, New York, N. Y.
Lynn, Bob
WIOD, Miami, Fla.
Lynn, EVELynn
KOTV, Tulsa, Okla.
Lynn Duddy Chorus, The
Swift Show, Fireball-Fun-For-All
NBC-TV

— Mc —

MacDonnell, Kyle
For Your Pleasure, A Girl About Town; NBC-TV
MacIntyre, Deena
WCOU, Lewiston, Me.
McCain, Jane
WDLP, Deland, Fla.
McClellan, Donald
WMAW, Milwaukee, Wis.
McCleskey, Fred
KUOA, Siloam Springs, Ark.
McCoy, Smokey
WTCL, Tell City, Ind.
McCune, Don
KFAR, Fairbanks, Alaska
McDaniel, Harry
WAGC, Asbury Park, N. J.
McDonald Bros. Quar-Tette, The
KBOA, Kennett, Mo.
McDonald, Louise Yost
WRFD, Worthington, O.
McGaw, Warren
KNEB, Scottsbluff, Nebr.
MacGregor, Evelyn
American Album of Familiar Music: NBC

McKelfresh, Al
WVLN, Olney, Ill.
McKinney, Walter
KQIN, Portland, Ore.
McManus, Marian
Manhattan Merry-Go-Round; NBC
MaeWatters, Virginia
American Album of Familiar Music: NBC

— M —

Mack, Jimmy
WREB, Benton Harbor, Mich.
Mack, Triplets
The Phil Silvers Arrow Show
NBC-TV
Maddigan, Betty
WTTG, Washington, D. C.
Mahring, Mildred
WMT, Cedar Rapids, Ia.
Mainwaring, Clara & Charles
WHKP, Hendersonville, N. C.
Malbin, Elaine
Music for Tomite; NBC
Malvin, Artie
WOR-TV, New York, N. Y.
Mann, Edith
Mann, Kathy
KFAY, Bakersfield, Calif.
Mann, Margie
WILS, Lansing, Mich.
Manning, Jay
WLOI, Minneapolis, Minn.
Manzano, William
WAEL, Mayaguez, P. R.
Vocal Artists—Radio-Television

MAPLE CITY FOUR, THE
WLS, Chicago, Ill.
MARINE, JOE
The Fred Waring Show; NBC
THE MARINERS
(Tom Lockard, Jim Lewis, Nat Dickerson, Martin Karl)
The Arthur Godfrey Show, CBS; Arthur Godfrey & His Friends, CBS-TV
MARLOWE, JERRY
KNBH, Hollywood, Calif.
MARQUIS, ROSALIND
WJAS, Louisville, Ky.
MARCH, CHARLOTTE
WEWS, Cleveland, O.
MARTIN, BARBARA
Song And Dance, Words And Music
NBC-TV
MARTHA BRINEY, MARY
Your Song And Mine
CBS
MARTI, JOSE
WHAP-TV, Fort Worth, Tex.
MARTIN, CHICK
KOWH, Omaha, Neb.
MARTIN, DUDE
KYA, San Francisco, Calif.
MARTIN, HOWIE
KTMIC, McAlester, Okla.
MARTIN, VIVIAN
America's Song; The Dave Garaway Show; Design for Listening; NBC
MARTIN, VIVIAN
WMAQ, Chicago, Ill.
MASSEY, CURT
Curt Massey Time
CBS
MASSEY, VERA
ABC
MASTICE, CATHY
MATTISON, HENRY
The Plainsman, Nadine, Henry, And The Quartet
KFBI, Wichita, Kans.
MAYNARD, PAT
WHHP, Rock Island, Ill.
MEIERS, MARVIN
KCOL, Fort Collins, Colo.
MELLO-AIRES
WARC, Rochester, N. Y.
MELODEERS
WJMX, Florence, S. C.
MELODEERS QUARTET
WATO, Oak Ridge, Tenn.
MELODY MEN QUARTETTE
THE
KBOA, Kenedi, Mo.
MENDENHALL, MENDY
KASL, Ames, Ia.
MERCE, JOHNNY
Chesterfield Supper Club; NBC
MEREDITH, GAIL
B. Hazenmore, Sask., Canada; Enchanted Strings; Merry-go-rounders; Four Star Revue, WPIX, New York, N. Y.
MERRILL, ROBERT
NBC-TV Show of Shows; CBS-TV
MESERY, NORMAN
WOLF, Syracuse, N. Y.
MEYER, BOB
WTD, Quincy, Ill.
MEYER, LORELE
WJR, Detroit, Mich.
MILLER, CHARLOTTE
Charlotte Sings
WLEA, Hornell, N. Y.
MILLER, VIRGINIA
KFOR, Lincoln, Nebr.
MILLIE AND SUE
KFHM, Kansas City, Mo.
MILLS, JOHNNIE
Rodeo Rangers
WWST, Wooster, O.
MINNIE, R. W.
Dick Mills Show
WEOK, Pontickeepie, N. Y.
MILNE, NANCY HORACK
WDJ, Roanoke, Va.
MITCHEL, BOOTS
WTAD, Quincy, Ill.
MODERNAIRES, THE
"Club 15;" CBS; Columbia Records.
MONROE, CAL
WCAP, Asbury Park, N. J.
MONROE, VAUGHN
Vaughn Monroe Show, CBS.
MOON MAIDS, THE
Canal Caravan
CBS
MORGAN, JANE
Jack Carson Show
CBS
MORRIS, HOPE
WSNJ, Bridgeton, N. J.
MORRIS, MRS. TV
WJAI, Shelbyville, Tenn.
MORRISON, NAT
WKNE, Keene, N. H.
MOSELEY, DEL
Linger Awhile
KRC, Enid, Okla.

Kitty Galvin
Radio-TV Vocalist

Jeff Clark
"Your Hit Parade" . . . NBC

Per. Mgt., JIMMY RICH
Dir., MILDRED FENTON PRODUCTIONS
Vocal Artists—Radio-Television

MOWERY, PAT
WHOK, Lancaster, O.
MULLEN, JULIA
Julia Mullen Sings
WSNJ, Bridgeton, N. J.
MURPHY, PAUL
Buckaroos
KTJS, Hobart, Okla.

NASH, BARNES
WHIS, Bluefield, W. Va.
NATION, BUCK
KDSH, Boise, Ida.
NEFF, MEL
KGD&F, Fergus Falls, Minn.
NELMS, NANCY
WDBJ, Roanoke, Va.
NEFF, MEL
WLAN, Lancaster, Pa.
NOBLE, ROGER
Rog And Anne
WSLI, Jackson, Miss.

O'CONNOR, DICK
Manhattan Merry-Go-Round; NBC
O'CONNOR, WILLIAM
WLS, Chicago, III.
O'HEREN, RICHARD
WHK, Cleveland, O.
OLDS, STEVE
WTG, Washington, D. C.
OLIVER, FAYE
WING, Dayton, O.
O'NEAL, VALERIE
KOTV, Tulsa, Okla.
OSTREM, B.
KVOX, Moorhead, Minn.
OUKLETTE, GEORGE E., JR.
Music For You
WLAM, Lewiston, Me.

O'BRIEN, JAMES
WHOQ, Galax, Va.

PAGE, BOB
WBEX, Chillicothe, O.
PAIGE, DICK
Manhattan Merry-Go-Round; NBC
PAIGE, RICHARD
WMAQ, Chicago, Ill.
PALMER, LIZA
Kay Kyser's College of Musical Knowledge
NBC-TV
PARKER, DEE
WWZT-TV, Detroit, Mich.
PARKS, PAULA
WHKP, Hendersonville, N. C.
PARKER, DICK
String Silhouettes; NBC
PARRANDEROS, LOS
WITA, Santurce, P. R.
PARKS, PAULA
WICB, Hendersonville, N. C.
PARKER, DICK
String Silhouettes; NBC
PETERS, CHICK
Chick Peters Sings
KVOX, Ventura, Calif.
PETERS, GLORIA
WMFT, Florence, Ala.

A SINGING ACT PAR EXCELLENCE...Variety

The Modernaires
NOW APPEARING
at the
LAST FRONTIER
Las Vegas, Nevada

Featured in
Columbia Pictures
soon to be released
"WHEN YOU'RE SMILING"

Currently
Campbell's SOUPS
"CLUB 15"
C.B.S. Coast-to-Coast

COLUMBIA RECORDS
Personal Management
Thomas P. Shells
Direction MCA
Vocal Artists—Radio-Television

PETRUSEN, MARLIN
WMN, Cedar Rapids, Ia.

PETRUSEN, EARL
WMCN, Moline, Ill.

PETRY, DON
WTTS, Bloomington, Ind.

PHILLIPS, RALPH
Club 1300
WOR, Baltimore, Md.

PICKENS, JANE
Jane Pickens Show, NBC

PICKIN, WILLIAM
WHAS, Louisville, Ky.

PIERCE, BRUCE
Pierce & Nance boys
WHAP, Fort Worth, Tex.

PIERSON, MARY
KASN, Ames, Ia.

PIERSON, WILLIE
KWWA, Worthington, Minn.

POPE, TOM
WHKN, Marion, O.

PORTER, FRANK
WLIE, Richmond, Va.

POZEL, RON
KHQ, Spokane, Wash.

PRESCOTT, MARY
WJTG, Tullahoma, Tenn.

PRESCOTT, PATSY
KOF, Phoenix, Ariz.

PRINZI, GERTRUDE
Milwaukee, Wis.

PURDY SISTERS, THE
WPTM, Maysville, Ky.

QUINN, B. F.
KSBU, Cedar City, Utah

QUIST, ZOLA
Songs Of The Heart
KOVO, Provo, Utah

RANDOLPH, AMANDA
WABD, New York, N. Y.

RAY, CLAUDE
KEJ, Seattle, Wash.

RAY SISTERS, THE
WMBD, Peoria, Ill.

REAL, JOHNNIE
WTRW, Troy, N. Y.

REED, BOB
WXBS, Cleveland, O.

REGAN, JIM
WGST, Wooster, O.

READSVILLE HARMONIZERS
Chapel In The Sky
WFRC, Readsville, N. C.

REYNOLDS, BILLY
KYA, San Francisco, Calif.

REYNOLDS, JOBY
WTG, Washington, D. C.

RHODES, CRESS
WFBA, Dallas, Tex.

RHODES, SPECK
WMCT, Memphis, Tenn.

RICHARDS, BERYL
The Eddie Albert Show

RICHARDS, BERYL
The Eddie Albert Show
Beryl Richards; NBC

RICHARDS, CAROL
ABC, ABC-TV

RICHMOND, BOB
WREN, Topely, Kans.

RIDDLE S, THE
Sing It Again
CBS

RING, BILL
KXYZ, Houston, Tex.

RING, MARILYN
Marilyn Ring Sings

RITA AND HELEN
WKHL, Cullman, Ala.

RITCHIE, CAMPBELL
CBCL, Detroit, Mich.

ROBERTS, BARRY
Manhattan Merry-Go-Round; NBC

ROBERTS, REED
KSUE, Cedar City, Utah

ROBERTSON, JACKIE
WHIB, Burlington, N. C.

ROBBINS, CORKY
WVL, Cincinnati, O.

ROCKET, DE WEEW
KHP, Durango, Colo.

RISSELL, CONNIE
Garway at Large

ROFESE, RAY
WIBS, Columbus, O

ROGERS, AL
The Al Rogers Show

ROGERS, AL
The Al Rogers Show

RONO, DON
WMAS, Springfield, Mass.

ROBBINS, CORKY
WVL-T, Cincinnati, O.

ROSE BROTHERS
WNAX, Raleigh, N. C.

ROWE, EMETT
KOLE, Port Arthur, Tex.

RUDOLPH, JACK
WPAM, Possville, Pa.

RUPERT, MRS.
WACB, Kattanning, Pa.

RUPERT, ANN
The Mr. Smith Show; NBC

RUSSELL, CONNIE
Next, Dave Garraway; NBC

RUSSELL, CONNIE
Garway at Large

RYAN, ANN
Circle Arrow Show; NBC

RYAN, ANN
WLW, WLW-T, Cincinnati, O.

RYAN, DENNIS
Manhattan Merry-Go-Round; NBC

RYAN, SHIRLEY
WDAY, Fargo, N. Dak.

ST. AMANT, JOAN
WHSY, Hattiesburg, Miss.

SARGENT, MICHAEL
Music Michael Please

SAXON, JANE LEE
WJNC, Jacksonville, N. C.

SAWTELL, GEORGE
WMCT, Memphis, Tenn.

SCHAB, HARRY
WBN, Buffalo, N. Y.

SCOTT, ZEBA
WHO, Des Moines, Ia.

SCOTTI & BOOTS
Sing-along Time

SEEBODE, MEL
WAAM, Baltimore, Md.

SEGER, MAXMELLE
WCMB, Lemoyno, Pa.

SEVERSON, JOHN
KDLX, Dickinson, N. Dak.

SHANNON, MICKY
KURV, Edinburg, Tex.

SHARYN, LYNN
WWXV, Detroit, Mich.

SHISHY, EMILIE
WTOC, Columbia, Ga.

SHAY, DOROTHY
Spotlight Revue

SHERRARD, JAMES I.
WIII, Newark, N. J.

SHELTON, BANNER
WGY, Chester, S. C.

SHELTON, MARY
WKTW, Mayfield, Ky.

SHOE, LITTLE
WSTN, Potom, Ill.

SHORE, DANNY
The Eddie Cantor Show; NBC

SHORE, DINAH
(Mrs. George Montgomery)
B. Mar. 1, 1917, Winchester, Tenn.; Columbia Records; The Oxydol Show with Jack Smith, CBS.

SIMON, TAUDIE
Kears A. Ireland Tower
KYO, Tulsa, Okla.

SIMS, EVELYN
WTOC, Savannah, Ga.

SISON, CARMEN
DYBU, Cebu, Philippines

SIZEMORE, ASHER
WKLO, Louisville, Ky.

SKINNER, PAUL
WTMJ, WTMJ-TV, Milwaukee, Wis.

SMILEY, BETTE
WAE, Pittsburgh, Pa.

SMITH, JACK
B. 1915, Seattle, Wash.; Oxydol Show starring Jack Smith, CBS-KNX.

SMITH, LES
Matinee
WHWB, Appleton, Wis.

SMITH, NORWOOD
ABC, ABC-TV

SNYDER, BOB
WBFG, Altoona, Pa.

SOLEK, WALT
WMWX, Meriden, Conn.

SOUTHERNAIRES
(William Edmonson, William Franklin, John Taylor, Jr., Ray Yeates), ABC

SPARKS, CLARK
KCRG, Logansport, Calif.

SPIEGEL, MARIE
WHKP, Hendersonville, N. C.

STACY, JEAN
KTAT, Frederick, Okla.

STAFFORD, JO
Chesterfield Supper Club, NBC.

STAMPS QUARTET, THE
Stamps Ozark Quartet

STANCHO, DOLORES
CKLW, Detroit, Mich.

STARR, RAY
Chesterfield Supper Club; NBC

STATESMAN QUARTET, THE
WCON, Atlanta, Ga.

STEBER, ELEANOR
Voice of Firestone; NBC

STEFFEN, ARTHUR
WHAM, Rochester, N. Y.

STEIGMILLER, RITA
KSUE, Susunville, Calif.

STEPHENS, DEAN
KSUE, Susunville, Calif.

STEPHENS, JESSE
KVOT, Wilson, N. C.

STEVENS, ELEANOR
WBAL-TV, Baltimore, Md.
<table>
<thead>
<tr>
<th>Name</th>
<th>Home Town</th>
<th>Talent</th>
<th>Music</th>
<th>Broadcast Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevens, Garry</td>
<td></td>
<td>AM</td>
<td>Showcase</td>
<td>NBC-TV</td>
<td>Chicago</td>
</tr>
<tr>
<td>Wyn, Schenectady</td>
<td></td>
<td>Y.</td>
<td>TV Showcase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stevens, Herb</td>
<td></td>
<td></td>
<td>TV Studio</td>
<td>WRGB, Pittsburgh</td>
<td>PA</td>
</tr>
<tr>
<td>Stewart, Claire</td>
<td>WFAA,</td>
<td>Dallas,TX.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steketee, Reid</td>
<td>WAVE,</td>
<td>Louisville, Ky.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stewart, Sonny</td>
<td>KHT,</td>
<td>Lampaas,Tex.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studham, Miriam</td>
<td>KTCJ,</td>
<td>Hobart, Okla.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stone Mountain Boys</td>
<td>WEAS,</td>
<td>Atlanta, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strand, Norman</td>
<td>WSAV,</td>
<td>Savannah, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sprickland Family</td>
<td>WDDW,</td>
<td>Dawson, Va.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stuart, Bernice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tabasco, Redd</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schre, Elizabeth</td>
<td>Tweener</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sullivan, Dan</td>
<td>WHB,</td>
<td>Kansas City, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summers, Tommy</td>
<td>WEAM,</td>
<td>Atlanta, Va.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swanson, Byron</td>
<td>WHQ,</td>
<td>Spokane, Wash.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swanson, Byron</td>
<td>WLB,</td>
<td>Marshall, Wis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tanner, Grace</td>
<td>WCST,</td>
<td>Roanoke Rapids, R. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tanner, Pal</td>
<td>WKT,</td>
<td>Roanoke Rapids, R. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tano, Gae</td>
<td>WDAS,</td>
<td>Philadelphia, Pa.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taylor, John, Jr.</td>
<td>WLAG,</td>
<td>Fort Wayne, Ind.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thomas, Thomas L.</td>
<td>WAVZ,</td>
<td>New Haven, Conn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thomas, Thomas L.</td>
<td>WBNW,</td>
<td>Cleveland, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thomas, Thomas L.</td>
<td>WOR,</td>
<td>Nashville, Tenn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thompson, Johnny</td>
<td>WWJ,</td>
<td>New York, N. Y.</td>
<td></td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Thompson, Shorty</td>
<td>WJTO,</td>
<td>Springfield, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thomasson, Lucia</td>
<td>WHO,</td>
<td>Des Moines, Ia.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tigue, Jean</td>
<td>ABC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tillman, Tiny</td>
<td>KFMR-KMC,</td>
<td>Kansas City, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tillot, Martha</td>
<td>WMTA,</td>
<td>Chert Massey Show</td>
<td></td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Tinney, Frank</td>
<td>WGWZ,</td>
<td>Asheboro, N. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tough, Armand</td>
<td>KZOK,</td>
<td>Pasadenia, Calif.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Treveller, Don</td>
<td>The Musicmakers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texas, Temple</td>
<td>WFMY-TV,</td>
<td>Greensboro, N. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trintama, Balbin</td>
<td>WATE,</td>
<td>Mayaguez, P. R.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turner, Dallas</td>
<td>KHMO,</td>
<td>Hannibal, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turner, Tiny</td>
<td>Turner Tiny And Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unger, Joseph</td>
<td>WHAW,</td>
<td>Weston, W. Va.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vassar, Walter</td>
<td>WFMY-TV,</td>
<td>Greensboro, N. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vazquez, German</td>
<td>WFA,</td>
<td>Santa Cruz, P. R.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Victory A Quartet</td>
<td>WGGG,</td>
<td>Gainesville, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Villalonga, Abby</td>
<td>WFAE,</td>
<td>Mayaguez, P. R.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Van, Bobby</td>
<td>The Admiral Broadway Review</td>
<td>NBC-TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wakesey, Jimmy</td>
<td>WHB,</td>
<td>Kansas City, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waddell, Bob</td>
<td>WDKU,</td>
<td>Durham, N. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wagner, Ann</td>
<td>WBIC,</td>
<td>Indianapolis, Ind.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wahlsstedt, John</td>
<td>WHB,</td>
<td>Kalamazoo, Mich.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wakely, Pat</td>
<td>WDJO,</td>
<td>Roanoke, Va.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wambold, Pat</td>
<td>WOR,</td>
<td>Worthington, O.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ward, Ken</td>
<td>WNBK,</td>
<td>Cleveland, O.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ward, Ken</td>
<td>Cleveland, Ohio</td>
<td></td>
<td></td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Ward, Kenneth</td>
<td>WTAM,</td>
<td>Cleveland, O.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warren, Jeanne</td>
<td>WNBW,</td>
<td>Washington, D. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warren, Doc</td>
<td>WWRF,</td>
<td>Hot Springs, Arkan.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warren, Fran</td>
<td>The Henry Morgan Show</td>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watson, Dolores</td>
<td>WSM,</td>
<td>Nashville, Tenn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Way, Bob</td>
<td>WBBM,</td>
<td>Macon, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welch, Alice, Hilda</td>
<td>WHB,</td>
<td>Greensboro, N. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West, Wade</td>
<td>KBFI,</td>
<td>Wichita, Kans.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West, Norma</td>
<td>KJRO,</td>
<td>Colorado Springs, Colo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wheatley, Joan</td>
<td>WBMD,</td>
<td>Peoria, Ill.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whiting, Margaret</td>
<td>B. June 22, 1924, Michigan; Oxydol Show, CBS-KNX,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whiting, Manor</td>
<td>WMAR-TV,</td>
<td>Baltimore, Md.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whitley, Don</td>
<td>KLKN,</td>
<td>Bluefield, Ark.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whoott Owls, The</td>
<td>WHOO,</td>
<td>Orlando, Fla.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilkes, Miriam</td>
<td>WABC,</td>
<td>Bennington, S. C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Williams, A. C.</td>
<td>WDIA,</td>
<td>Memphis, Tenn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Williams, Ernestine</td>
<td>WLCB,</td>
<td>Baton Rouge, La.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Williams, Gene</td>
<td>WSPD-TV,</td>
<td>Toledo, O.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Williams, Skinny Boy</td>
<td>WDIA,</td>
<td>Memphis, Tenn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilson, Carol</td>
<td>WRGA,</td>
<td>Rome, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilson, N.</td>
<td>WNB,</td>
<td>Hear His Hit Parade; NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilson, Eugene Happy</td>
<td>WAFL,</td>
<td>Birmingham, Ala.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilson, Grace</td>
<td>WLS,</td>
<td>Chicago, Ill.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilson, Jane</td>
<td>WBNB,</td>
<td>The Fred Waring Show; NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilson, Pat</td>
<td>WBN,</td>
<td>Columbus, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilson, Slim</td>
<td>KWTO,</td>
<td>Springfield, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilton, Claude</td>
<td>WMMW,</td>
<td>Meriden, Conn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood, Austin</td>
<td>KTRK,</td>
<td>Rolla, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood, James (Mrs.)</td>
<td>WCOH,</td>
<td>Newnan, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood, Tommy</td>
<td>WIKY,</td>
<td>Evansville, Ind.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wooden, Steve</td>
<td>WMAV,</td>
<td>Emporia, Kans.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workman, Del</td>
<td>WTAT,</td>
<td>Quincy, Ill.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wright, Martha</td>
<td>NBC-TV,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workman, Dick</td>
<td>WFBF,</td>
<td>Syracuse, N. Y.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welch, Loren</td>
<td>WNBC,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wright, Nancy</td>
<td>WGN-TV,</td>
<td>Chicago, Ill.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wrightson, Earl</td>
<td>NBC-TV,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wrightson, Earl</td>
<td>WGN,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yearout, Bill</td>
<td>WREX,</td>
<td>Topeka, Kans.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yeates, Ray</td>
<td>WSOX,</td>
<td>Southernaires, ABC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young, Virginia</td>
<td>KMMN,</td>
<td>Marshall, Minn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young, Eve</td>
<td>WOC,</td>
<td>Honeymoon in New York; NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young, Eve</td>
<td>NBC-TV,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BOB ELSON

Baseball
Football
Basketball
Hockey

On the Century — Coast to Coast
Sports Commentators
(RADIO AND TELEVISION)
— their work during 1949 —

**A**

ABBOTT, GEORGE
Speak of Sports
KOLN, Lincoln, Nebr.

ALAMOSA, TOM
Headlines In News And Sports
WMUR, Manchester, N. H.

ALBERTS, DON
KEUB, Watsonville, Calif.

ALDEN, JERRY
WNSJ, Bridgeton, N. J.

ALDRIDGE, MAHLON
Play By Play
KFRU, Columbia, Mo.

ALEXANDER, CONNIE
Previews
KVER, Albuquerque, N. Mex.

ALLAIN, OREEN
WKAN, Kankakee, Ill.

ALLBAUGH, BILL
Sports
KASI, Ames, la.

ALLGOOD, NAT
Sports Hi-Way
WEAM, Arlington, Va.

ALLEN, GEORGE
Way P., Beaver Falls, Pa.

ALLEN, LEE
Lee Allen Sports Show
WSAI, WLW-T. Cincinnati, O.

ALLEN, MEL
Feb. 18, 1913, Birmingham, Ala.; World Series; Major League All-Star Baseball Game; CBS-TV Football; N. Y. Yankees Baseball & Football Games; Boxing & Basketball Games, CBS-TV; Rose Bowl Game, CBS.

ALLEN, WAYNE
KSEL, Lubbock, Tex.

ALT, JAMES
WKRK-TV, Cincinnati, O.

ALVAREZ, ENRIQUE
Comentarios Deportivos
WAEI, Mayaguez, P. R.

AMBROSE, JOHNNY
Speaking Of Sports

ANDERSON, DICK
WEOA, Evansville, Ind.

ANDERSON, DOUGLAS
Sports Spotlight
KDKI, Dickinson, N. Dak.

ANDERSON, MAX
World Of Sports
WKRG, Mobile, Ala.

ANDERSON, TOM
Sports Parade
WLDS, Ladysmith, Wis.

ARKISON, JIM
Speaking of Sports
WALE, Fall River, Mass.

ARMSTRONG, CARL
Tagos Men Shop
WTIG, Washington, N. C.

ARMSTRONG, WILLIAM
Sports News And Views
WOML, Owensboro, Ky.

ARNOLD, FULTON
Sports Roundup
WTSM, Trenton, N. J.

ARNOLD, GARY
WDUN, Gainesville, Ga.

ARSTED, GEORGE
KWFC, Hot Springs, Ark.

ARX, SAM
Sports Roundup
JACKIE, Daytona Beach, Fla.

ARTHUR, DON
Shell Sports Review
WDUB, Green Bay, Wis.

ARTHUR, FRANK
Sports Report
KSAN, San Francisco, Calif.

ASH, KEN
WHAV, Haverhill, Mass.

AUSLEY, WALLY
WSBB, Decatur, N. C.

AUSTIN, COLEMAN
WROV, Roanoke, Va.

AYERS, RUSTY
Sports News
KWS, Roswell, N. Mex.

BAHR, HUGH WEBSTER
WLAW, Lawrence, Mass.

BACHRACH, TOM
KDHL, Fairbanks, Minn.

BACON, NORMAN
Hamm's Spotlight
WOC, Davenport, Ia.

BAKER, HUGH
WMTV, Omaha, Nebr.

BAILEY, BLAINE SPUD
KIF, Idaho Falls, Idaho.

BAILEY, CHARLES
WHBU, Anderson, Ind.

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAKER, JACK
WNOP, Newport, Ky.

BAKER, MICHAEL
World Of Sports
KXXX, Colby, Kans.

BAKER, NELSON
Sports Page Of The Air
WFBR, Baltimore, Md.

BAKER, PAUL
Today's Sports
WLAD, Danbury, Conn.

BALCH, FRANK
Sports Page
WWSH, St. Albans, Vt.

BALDING, CHUCK
Sports Whirl
WOAT, Oak Hill, W. Va.

BAXTER, GEORGE
Sports Spotlight
KMUR, Murray, Utah

BALTZER, SAM
EKLAC, KLAC-TV, Hollywood, Calif.

BARBER, PHIL
Football Sportscast
KTRB, Modesto, Calif.

BARBER, RED
Football Roundup, Red Barber's Club House, CBS; Dodgers Baseball, Rose Bowl Football, CBS-TV

BARKFIELD, HARRY
Sports Final
WAYS, Charlotte, N. C.

BARKER, JIM
Scoreboard
KMAC, San Antonio, Tex.

BARKER, WILLIAM R.
WJLS, Beckley, W. Va.

BARRON, STAN
KFSE, Joplin, Mo.

BARRY, JACK
Sports Notebook
WJOY, Burlington, Vt.

BARTON, CHARLES
WHLD, Niagara Falls, N. Y.

BASS, GRADY
Sports Special
KTBB, Tyler, Tex.

BATES, DON
KRDO, Colorado Springs, Colo.

BATES, MIRIAM
WGBF, Evansville, Ind.

BATEY, HUGH
Sports Roundup, Football
WREB, Columbus, Ga.

BAUMAN, BRUCE
Sports Spotlight
WIDE, Baldwin, Me.

BAXTER, GEORGE
Monday Morning Quarterback,
Gridiron Preview, Football
One-Eyed Jiggs
WKRM, Mayfield, Ky.

BEATTIE, Irv
Sports Parade
KROY, Sacramento, Calif.

BEATTY, ROSS
Sports Parade
WGRS, Redfield, N. C.

BELCHER, ROD
Football Scoreboard, Grandstand Echoes
KMO, Tacoma, Wash.

BELL, TED
KRMJ, Seattle, Wash.

BELLINGHAM, S. STAN
Sights, Fights, Highlights From Sidelines
WTCJ, Tell City, Ind.

BENEDICT, LOUIS
Sportsbook
KUBC, Montrose, Colo.

BENJAMIN, RALPH
WWRM, Columbus, Tenn.

BENNETT, THURSTON
Thurston Bennett, Sports
WBBQ, Augusta, Ga.

BENSON, RICHARD H.
Sports Digest
WIBC, Hickory, N. C.

BENTLEY, LYN
KVOB, Alexandria, La.

BENTON, LOU
WMGY, Montgomery, Ala.

BERGER, DICK
WOPT, Rhinelander, Wis.

BERGER, HAH
Hal Berger Reminiscences, Gridiron Grub
KMP, Los Angeles, Calif.

BERGERON, CHUCK
WSHD, St. Peter, Min., Mich.

BERGMAN, ARTHUR DUTCH
Bergman On Sports
WRD, Washington, D. C.

BERKOWITZ, BILL
WONS, Hartford, Conn.

891
<table>
<thead>
<tr>
<th>Sports Commentators—Radio-Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRENNER, LYELL</td>
</tr>
<tr>
<td>BRICKHOUSE, JACK</td>
</tr>
<tr>
<td>BRIDGE, BILL</td>
</tr>
<tr>
<td>BRITT, JIM</td>
</tr>
<tr>
<td>BROOK, BILL</td>
</tr>
<tr>
<td>BROOKS, BOB</td>
</tr>
<tr>
<td>BROWN, BILL</td>
</tr>
<tr>
<td>BROWN, GLENN</td>
</tr>
<tr>
<td>BROWN, JERRY</td>
</tr>
<tr>
<td>BROWN, KAWT,</td>
</tr>
<tr>
<td>BROWN, PEN</td>
</tr>
<tr>
<td>BROXON, TOM</td>
</tr>
<tr>
<td>BROWN, WKBX,</td>
</tr>
<tr>
<td>BROWNER, TOM</td>
</tr>
<tr>
<td>BRUBAKER, TOM</td>
</tr>
<tr>
<td>BRUCE, FRANK</td>
</tr>
<tr>
<td>BRUNES, LARRY</td>
</tr>
<tr>
<td>BRUM, JOE</td>
</tr>
<tr>
<td>BRUZEK, WALT</td>
</tr>
<tr>
<td>BUCK, BILL</td>
</tr>
<tr>
<td>BUCKLEY, THOMAS</td>
</tr>
<tr>
<td>BULLER, RICHARD</td>
</tr>
<tr>
<td>BURCK, SI</td>
</tr>
<tr>
<td>BURK, SAM A</td>
</tr>
<tr>
<td>BURNS, ROG</td>
</tr>
<tr>
<td>BURK, CHUCK</td>
</tr>
<tr>
<td>BURRI, W.</td>
</tr>
<tr>
<td>BURT, JIM</td>
</tr>
<tr>
<td>BUTCH, O.</td>
</tr>
<tr>
<td>BUTT, KINGSLEY</td>
</tr>
<tr>
<td>BUTTERFIELD, RAY</td>
</tr>
<tr>
<td>BUTTON, DAVE</td>
</tr>
<tr>
<td>BYARS, JOE</td>
</tr>
<tr>
<td>CAIN, ED</td>
</tr>
<tr>
<td>CAIN, LEW</td>
</tr>
<tr>
<td>CAMPBELL, DAVE</td>
</tr>
<tr>
<td>CAMPBELL, JOE</td>
</tr>
<tr>
<td>CAMPBELL, JOHN</td>
</tr>
<tr>
<td>CAMPELLE, LEW</td>
</tr>
<tr>
<td>CAMPOFREDA, NICK</td>
</tr>
<tr>
<td>CANNY, ROBERT</td>
</tr>
<tr>
<td>CANEL, ELI B</td>
</tr>
<tr>
<td>CAPPS, GORDON</td>
</tr>
<tr>
<td>CARAY, HARRY</td>
</tr>
<tr>
<td>CARPER, KEN</td>
</tr>
<tr>
<td>CARLILE, ROBERT</td>
</tr>
<tr>
<td>CARNEGIE, TOM</td>
</tr>
<tr>
<td>CARPENTER, DICK</td>
</tr>
<tr>
<td>CARPENTER, JIM</td>
</tr>
<tr>
<td>CARRINGTON, JOHN</td>
</tr>
<tr>
<td>CARROLL, JIM</td>
</tr>
<tr>
<td>CARSON, TOM</td>
</tr>
<tr>
<td>CARTER, CAL</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRENNER, LYELL</td>
<td>Cincinnati, O</td>
</tr>
<tr>
<td>BRICKHOUSE, JACK</td>
<td>Omaha, Neb</td>
</tr>
<tr>
<td>BRIDGE, BILL</td>
<td>Kittanning, Pa</td>
</tr>
<tr>
<td>BRITT, JIM</td>
<td>Boston, Mass</td>
</tr>
<tr>
<td>BROOK, BILL</td>
<td>Asheville, N. C</td>
</tr>
<tr>
<td>BROOKS, BOB</td>
<td>Cedar Rapids, la</td>
</tr>
<tr>
<td>BROWN, BILL</td>
<td>Atlantic City, N. J</td>
</tr>
<tr>
<td>BROWN, GLENN</td>
<td>Savannah, N. C</td>
</tr>
<tr>
<td>BROWN, PEN</td>
<td>Louisville, Ky</td>
</tr>
<tr>
<td>BROXON, TOM</td>
<td>Philadelphia, Ky</td>
</tr>
<tr>
<td>BROWN, KAWT,</td>
<td>Dobbs, Ariz</td>
</tr>
<tr>
<td>BROWN, PEN</td>
<td>Asheville, N. C</td>
</tr>
<tr>
<td>BROXON, TOM</td>
<td>Baltimore, Md</td>
</tr>
<tr>
<td>BROWN, WKBX,</td>
<td>New Milfordboro, N. C</td>
</tr>
<tr>
<td>BROWNER, TOM</td>
<td>Newberry, S. C</td>
</tr>
<tr>
<td>BRUBAKER, TOM</td>
<td>Shubuta Springs, Tex</td>
</tr>
<tr>
<td>BRUCE, FRANK</td>
<td>Shubuta Springs, Tex</td>
</tr>
<tr>
<td>BRUNDIGE, BILL</td>
<td>Washington, D. C</td>
</tr>
<tr>
<td>BRUNES, LARRY</td>
<td>Tillamook, Ore</td>
</tr>
<tr>
<td>BRUM, JOE</td>
<td>New Britain, Conn</td>
</tr>
<tr>
<td>BRUZEK, WALT</td>
<td>Rochester, Minn</td>
</tr>
<tr>
<td>BUCK, BILL</td>
<td>Columbus, O</td>
</tr>
<tr>
<td>BUCKLEY, THOMAS</td>
<td>Lebanon, N. C</td>
</tr>
<tr>
<td>BULLER, RICHARD</td>
<td>Dearborn, Mich</td>
</tr>
<tr>
<td>BURCK, SI</td>
<td>WHIO, WHIO-TV, Dayton, O</td>
</tr>
<tr>
<td>BURK, SAM A</td>
<td>Kirksville, Mo</td>
</tr>
<tr>
<td>BURNS, ROG</td>
<td>Beloit, Wis</td>
</tr>
<tr>
<td>BURK, CHUCK</td>
<td>Kemoree, N. Y</td>
</tr>
<tr>
<td>BURRI, W.</td>
<td>Santa Ana, Calif</td>
</tr>
<tr>
<td>BURT, JIM</td>
<td>Fort Pierce, Fla</td>
</tr>
<tr>
<td>BUTCH, O.</td>
<td>Kansas City, Mo</td>
</tr>
<tr>
<td>BUTT, KINGSLEY</td>
<td>WLYN, Lynn, Mass</td>
</tr>
<tr>
<td>BUTTON, DAVE</td>
<td>Gulfport, Miss</td>
</tr>
<tr>
<td>BYARS, JOE</td>
<td>Columbus, Ga</td>
</tr>
<tr>
<td>CAIN, ED</td>
<td>Lynn, Mass</td>
</tr>
<tr>
<td>CAIN, LEW</td>
<td>Abilene, Tex</td>
</tr>
<tr>
<td>CAMPBELL, DAVE</td>
<td>Birmingham, Ala</td>
</tr>
<tr>
<td>CAMPBELL, JOE</td>
<td>Tyler, Tex</td>
</tr>
<tr>
<td>CAMPBELL, JOHN</td>
<td>Missoula, Mont</td>
</tr>
<tr>
<td>CAMPELLE, LEW</td>
<td>Lewiston, Pa</td>
</tr>
<tr>
<td>CAMPOFREDA, NICK</td>
<td>Baltimore, Md</td>
</tr>
<tr>
<td>CANEL, ELI B</td>
<td>El Paso, Tex</td>
</tr>
<tr>
<td>CAPPS, GORDON</td>
<td>Ontario, Ore</td>
</tr>
<tr>
<td>CARAY, HARRY</td>
<td>St. Louis, Mo</td>
</tr>
<tr>
<td>CARPER, KEN</td>
<td>Abilene, Tex</td>
</tr>
<tr>
<td>CARLILE, ROBERT</td>
<td>Hopewell, Va</td>
</tr>
<tr>
<td>CARNEGIE, TOM</td>
<td>Indianapolis, Ind</td>
</tr>
<tr>
<td>CARPENTER, DICK</td>
<td>Portsmouth, N. H</td>
</tr>
<tr>
<td>CARPENTER, JIM</td>
<td>Dubuque, la</td>
</tr>
<tr>
<td>CARRINGTON, JOHN</td>
<td>Portland, Ore</td>
</tr>
<tr>
<td>CARROLL, JIM</td>
<td>Shrewsbury, Wyo</td>
</tr>
<tr>
<td>CARSON, TOM</td>
<td>Kalamazoo, Mich</td>
</tr>
<tr>
<td>CARTER, CAL</td>
<td>Camden, Ark</td>
</tr>
</tbody>
</table>
CARTER, F. C.  
Cavalcade of Sports  
WFEB, Sylacauga, Ala.

CASE, JOHN G.  
Case's World of Sports  
WWNY, Watertown, N. Y.

CASE, KEN  
Sportsfolks  
KTBX, Shreveport, La.

CASPER, CY  
Local Sports, Sports Extra  
KTOO, Oklahoma City, Okla.

CAST, BURT  
KOMW, Omak, Wash.

CATTERTON, AUSTIN V.  
WMMB, Melbourne, Fla.

CAUDILL, CARL B., JR.  
Sports Picture  
WFTC, Kinston, N. C.

CAVERNO, JOE  
Sports Extra  
KYOS, Merced, Calif.

CECIL, HERMAN  
Sports Digest  
KCIW, Texarkana, Tex.

CELANIA, JOE  
WIRY, Evansville, Ind.

CHALMERS, JIM  
Speaking for Sports  
WEIM, Fitchburg, Mass.

CHAMBERLAIN, GUS  
WDEF, Chattanooga, Tenn.

CHAMBERLIN, GEORGE  
Sports Digest, Sportscast, Play  
By Play  
WMOM, Miami Beach, Fla.

CHAPMAN, DAVE  
KCMC, Texarkana, Tex.

CHAPMAN, ELBERT  
KGIW, Alamosa, Col.

CHASEMAN, JOEL  
Sports Room  
WAAM, Baltimore, Md.

CHASTAIN, TONY  
Sports Review  
WOJZ, Orlando, Fla.

CHEDWICK, CRAIG  
Sports Scope  
WHOD, Homestead, Pa.

CHRISTIE, BOB  
Bob Christie Sports  
WPAL, Charleston, S. C.

CLARK, BILL  
Sports Digest of the Air  
KRUZ, Borgia, Tex.

CLARK, LARRY  
WWMJ-TV, Milwaukee, Wis.

CLAUSSEN, GENE  
KKIX, Iowa City, Ia.

CLAYTON, TOM  
WLLH, Lowell-Lawrence, Mass.

CLEAR, WILLIAM  
WHTA, Altoona, Pa.

CLEARY, BILL  
Today in Sports  
KRDO, Colorado Springs, Colo.

CLEMENS, JAMBO  
Play-By-Play  
KLIX, Twin Falls, Id.

CLOSE, BILL  
Close-Up in Sports  
KOVY, Phoenix, Ariz.

CLOVER, COTTON  
KRRG, Odessa, Tex.

COLE, EMERSON  
Bridgeport Aerosols  
WICC, Bridgeport, Conn.

COLEY, LEM  
Play-By-Play  
WRFS, Alexander City, Ala.

COMAR, DICK  
Sports Roundup  
WHOK, Lancaster, O.

CONWAY, RAY  
Bridgeport Aerosols  
WICC, Bridgeport, Conn.

MEL ALLEN

RUSS HODGES

893
COLIN, BILL
Football Scoreboard
KXOA, Sacramento, Calif.

CONN, MARY
Sports Journal
WIBF, Syracuse, N. Y.

CONNOIS, JOSEPH
Sports Review
WKBZ, Old Town, Pa.

CONRAD, STEVE
WDRE, Muskogee, Mich.

COOK, BILL
WKNV, Ogden, Utah

COOLEY, JIM
WXNC, Jacksonville, N. C.

CORKIN, FRANK
Comments By Corkin
WMMW, Meriden, Conn.

CORMER, BILL
WCMY, Columbus, O.

CORMER, GORDON
Sports Parade
KFKA, Greeley, Colo.

COOREN, GEORGE
Scheduled Sports
KDZA, Pueblo, Colo.

CORTINA, RAFAEL
Central Mario Deportiva
WORA, Marazuku, P. R.

COSTELLO, ED
World Of Sports
KWWL, Des Moines, Iowa

COUPPEE, AL
KRNT, Des Moines, Ia.

CRAWF, MADISON
Speaking Sports
WSNN, Henderson, Ky.

CREE, ED
Speaking Of Sports
WJHL, Johnson City, Tenn.

CRAGO, DICK
Sports producer
WCHL, Columbus, Miss.

CRANE, EZRA A.
KMVL, Wailuku, Maui, T. H.

CRANNA, JIM
Sports producer
WKIP, Poughkeepsie, N. Y.

CRAWFORD, ROBERT
Early Evening Edition
KNAK, Salt Lake City, Utah

CREAGER, MACK
The Sportman
KAKC, Tulsa, Okla.

CREIGHTON, HARRY
WGN-TV, Chicago, Ill.

CRESTY, FRANK
Gridiron Guide
KWTX, Waco, Tex.

CRIPKE, DON
Play By Play
WIOU, Kokomo, Ind.

CROFFORD, GEORGE
Review of Sports
KQCS, Ontario, Calif.

CROGHAN, JOE
WBAI-AM, WBAI-TV, Baltimore, Md.

CROSSATTO, DAVE
KJJS, San Francisco, Calif.

COSIMAR, FRANK
Sports In Sports, Sports Roundup
WHOT, South Bend, Ind.

CROW, TIMOTHY
Time Out For Sports
WILM, Wilmington, Del.

CROWE, MARTY
Sports Review
WRFW, Eau Claire, Wis.

CROWLEY, PAUL C.
WJPD, Ishpeming, Mich.

CULLINGS, BURG.
5 Star Final
WINR, Binghamton, N. Y.

CUMMINS, JACK
WPDO, Jacksonville, Fla.

CUMMINS, TAFT
Shell Sports Digest, Taft Cummins Sports
WMT, Cedar Rapids, Ia.

CUMMINSKEY, JOE
Sports Extra
WPAT, Paterson, N. J.

CUMMINSKEY, JOE
Sports Extra
WPAT, Paterson, N. J.

CUMMINGHAM, DONAL
WLXW, Carbondale, Pa.

CURRAN, LARRY
Local Sports
WLJE, Leesburg, Fla.

CURRIE, BILL
Sports Parade
WHPE, High Point, N. C.

CUTLER, TOMMY
Sports Page
KVYZ, Houston, Tex.

DAHL, DON
KDAL, Duluth, Minn.

DAHLBERG, GERRY
Sports Page Of The Air
KROC, Crookston, Minn.

DAILEY, BUDD
Today In Sports
WLIX, Lexington, Ky.

DAILEY, DON
Sportscast
KWXO, Springfield, Mo.

DAILEY, TOM
Sports Review
KKW, St. Louis, Mo.

DAIN, RONALD
KCGX, Sidney, Mont.

DALEY, BILL
Daily's Daily Sports
KEYD, Minneapolis, Minn.

DANE, DUDLEY
KFAM, St. Cloud, Minn.

DANIEL, DAN
Sports Journal
WHOO, Orlando, Fla.

DARIENS, FRANK
KSJQ, San Jose, Calif.

DAVIDSON, R. A.
WHTB, Talladega, Ala.

DAVIDSON, RANDY
Sports Parade
WCRS, Greenwood, S. C.

DAVES, BILL
Sports Newreel
KVEC, San Luis Obispo, Calif.

DAVES, BILL
Sports Page Of The Air
WBJL, Dalton, Ga.

DAVES, FRED
Sportscope
KSID, Sioux Falls, S. Dak.

DAVES, GEOFF
Gridiron Roundup
WINS, New York, N. Y.

DAVIS, LEN
Sports Nitecap
WGL, Fort Wayne, Ind.

DAVIS, LES
WNAV, Yankton, S. Dak.

DAVIS, NORMAN
Sports Light
WRUF, Gainesville, Fla.

DAVIS, RUTH
Wrestling From Hollywood
WBKB, Chicago, Ill.

DAVIS, STEVE
Sports Final
WGLN, Glens Falls, N. Y.

DAVOL, BOB
Spotlight On Sports
WSAR, Fall River, Mass.

DAY, DEL
Sports Parade
KFAR, Fairbanks, Alaska

DEBELL, HERB
Sports Extra
WCHV, Charlottesville, Va.

DECKER, BEN
Sports Parade
WHRK, West Palm Beach, Fla.

DECKER, TOM
Sports Journal
WFBH, Syracuse, N. Y.

DE FOREST, ED
Inside Sports
KBIX, Phoenix, Ariz.

DEINES, NAY
Sports Roundup
KMMJ, Grand Island, Nebr.

DENISON, SPENCER
Sports Page
WMDN, Midland, Mich.

DESMOND, GEORGE
Daklers Baseball, Red Barber's Club Events
CBS, CHS-TV

DEVITO, MARTY
WIBN-TV, Columbus, O.

DEVILIN, BOB

DENT, RAY
Scoreboard
KDRS, Paramus, N. J.

DEVOGELIS, AMUNDO
WHLB, Virginia, Minn.

DIAM, GEORGE
Local Games
WTRF, Bel Air, Md.

DICKOFF, CHARLES
WBND, Madison, Wis.

DIEDRICH, BILL
WGRC, Louisville, Ky.

DIGEER, FRED
WJHO, Oneonta, Ala.

DIHLMANN, HENRY
Parade Of Sports, Strikes And Spares
KROS, Clinton, Ia.

DILLON, FRED
Sports Spotlite
WCMR, Corinth, Miss.

DILLON, LENNY
Today In Sports
WFAS, White Plains, N. Y.

DILATEL, JOE
Inside Of Sports
KODY, North Platte, Neb.

DIETTER, ED
Sporttime
KRIC, Beaumont, Tex.

DIX, JACK
Speaking of Sports
WFOR, Hattiesburg, Miss.

DIXON, MASON
Sports Parade
KICD, Spencer, Ia.

DOCKENKEY, EDWARD
WEPM, Marietta, W. Va.

DONALDSON, AL
KENT, Shreveport, La.

DONLEY, RED
The Week In Sports, Sports Reel, Sports Eye
WSTV, Scrubenville, O.

DOPP, CLAY
WJBR-TV, Detroit, Mich.

DOUGLAS, ARTHOR
Sports Page
KFRU, Columbus, Mo.

DOUGLAS, SCOTT
The Eddie Concor Show, CBS:
Radio City Playhouse, NBC;
Young Dr. Malone, CBS; Covai-
Code of America, NBC; Boxing
Bouts, Basketball, Football, TV;
Saturday Night Dinner Date, Du-
Mont.

DOUGLAS, STEVE
Today In Sports
WRC, Washington, D. C.

DOUGLASS, WIN
KTRI, Sioux City, Ia.
DOWIE, HARRY  
Sports Of All Sorts  
WSTC, Stamford, Conn.

DOWTY, BYRON  
WDSU-TV, New Orleans, La.

DOYLE, JIMMY  
KNTU, Houston, Tex.

DOYLE, LARRY  
Great Moments In Sports  
KGA, Spokane, Wash.

DRAKE, LOWELL  
WICU, Erie, Pa.

DUDLEY, ASA  
Sports Page  
WTBF, Troy, Ala.

DUDLEY, JAMES R.  
Shell Digest  
WJW, Cleveland, O.

DUFFY, ROBERT J.  
Sports Review  
WTSV, Claremont, N. H.

DUGGAN, TOM  
Let's Look At Sports  
WMAQ, WNBQ, Chicago, Ill.

DUREHART, TOMMY  
Scholastic Scrapbook  
WBRR, Baltimore, Md.

DULING, HANK  
KFGT, Fremont, Neb.

DUNHAM, ROLAND  
Sports Parade  
WMAS, Springfield, Mass.

DUNBAR, STU  
Sports With Dunbar  
KTOP, Topeka, Kans.

DUNCAN, JIM  
Parade Of Sports  
WEBQ, Harrisburg, Ill.

DUNCAN, R. A.  
Sports Review  
WCKI, Dunn, N. C.

DUNN, MIKE  
Football, Basketball  
WXLW, Indianapolis, Ind.

DUNNAYANT, BOB  
Sports Spotlight  
WJMW, Athens, Ala.

DUNPHY, DON  
Yanks Baseball; TV; ABC Fights  
—Madison Square Garden Friday Night Bouts; Gillette's Cavalcade of Sports, ABC.

DYER, BILL  
Sports Special  
WITI, Baltimore, Md.

DYNES, CHARLES  
KGIW, Alamosa, Colo.

EARLE, BILL  
WAST, Annapolis, Md.

ECKSTINE, CHARLES  
Sports Today  
WARK, Hagerstown, Md.

EDWARDS, BILL  
Sports Spotlight  
WMAN, Mansfield, O.

EDWARDS, JOHNNY  
KFIX, Wichita Falls, Tex.

EGAN, LEO  
WHDH, Boston, Mass.

ELGIN, JACK  
KENT, Shreveport, La.

ELLIOTT, BILL  
Sideline Slants  
KAFY, Bakersfield, Calif.

ELLIS, STEVE  
New York, N. Y.

ELLIS, WALT  
Sports Roundup  
WLBH, Mattoon, Ill.

ELLISON, BILL  
Sports Page, Great Moments In Sports  
KXO, El Centro, Calif.

ELSON, BOB  
Football, Baseball  
WJJD, Chicago, Ill.

ELSTON, BOB  
KXEL, Waterloo, Ia.

ENGELHARDT, WALLY  
KVFD, Fort Dodge, Ia.

ENGLISH, JIM  
Sportslight  
WKYB, Paducah, Ky.

ENGSTROM, NORM  
Tip Off On Sports  
KRJF, Miles City, Mont.

ENROTH, DICK  
Morning Slant On Sports  
WLOL, Minneapolis, Minn.

ERF, JOHN  
Let's Look At Sports  
WNBQ, Chicago, Ill.

ERRICO, MIKE  
WNLK, Norwalk, Conn.

ESSICK, LOU  
WGNJ, Indianapolis, N. C.

ESTES, JAMES  
Along Sports Trail  
WAIM, Anderson, S. C.
FAIRBURN, T. A.  
Sports Lineup  
WBWS, Jacksonville, Ill.

FALKENSTIEN, MAX  
Sports Scene  
WREN, Topeka, Kans.

FALKON, FRANK  
Warbirds  
WMEX, Boston, Mass.

FARLEY, BOB  
Sports Special  
KOKO, Lo Junta, Colo.

FARRELL, MAURY  
Speaking Of Sports  
WAPL, WAPM-TV, Birmingham, Ala.

FARRINGTON, FRANK  
WLS, Chicago, Ill.

FARRIS, JOE  
Sports Billboard, Sports Talk  
WGY, Albany, Ga., Va.

FAULCONER, J. B.  
WFLA, Lexington, Ky.

FAULDER, GEORGE  
Sports Special  
WMPS, Memphis, Tenn.

FAUSONE, PETER  
WHEE, Huntington, Mich.

FAY, HAINES  
KVOS, Bellingham, Wash.

FEIN, MEI  
Report On Sports  
WJTN, Jamestown, N. Y.

FENNO, RALPH  
Fenno On Sports  
WXRL, Concord, N. H.

FENTON, EDWARD  
WCBC, Baltimore, Md.

Ferguson, Andrew R.  
Sports Desk  
WBOW, Terre Haute, Ind.

FICARELLA, NESTOR  
Resumen Deportivo  
WORA, Mayaguez, P. R.

FINEGAN, JAMES  
WHAS, Louisville, Ky.

FINKELEY, WILLIAM  
Sports Newsreel, Rod And Gun Club  
WLAM, Lewiston, Me.

FINLAYSON, JACK  
Sports Review  
KEKA, Grewley, Colo.

FINNegan, BOB  
WIND, Chicago, Ill.

FISHER, HANK  
6:25 Sports  
WIRL, Peoria, Ill.

FISHER, JIM  
Sports Memories  
WGGG, Gainesville, Fla.

FITZ, STEVE  
WSNY, Schenectady, N. Y.
GLICKMAN, MARTY
WMGM, New York, N. Y.

COHEN, BOB
WSY, Decatur, Ill.

GODLEY, ROBERT
Sports News
WHR, Cleveland, O.

GOETZ, JACK H.
Sports Parade
KRPL, Moscow, Ida.

GOODDING, KEN
Sports Parade
KRES, St. Joseph, Mo.

GOODLETTE, RICHARD H.
Sports Headlines, Sports Review
WKIC, Hazard, Ky.

GOODING, KEN
Sports Parade
KRPL, Moscow, Ida.

GOODLETTE, RICHARD H.
Sports Parade
KRES, St. Joseph, Mo.

GOODNIGHT, CLYDE
Pig'skin Parade
KUBA, Yuba City, Calif.

GOODRICH, BILL
Play By Play
WRBC, Jackson, Miss.

GOODYEAR, ARTHUR N.
WKNE, Keene, N. H.

GORDON, JIM
WNDR, Syracuse, N. Y.

GORDON, LARRY
Let's Talk Sports
KOJH, Havre, Mont.

GORDON, RED
Play By Play
KELD, El Dorado, Ark.

GORMAN, ED
Sports Parade
WCAP, Asbury Park, N. J.

GOVE, CLIFFORD
Sports Newsreel, Rod And Gun Club
WLAM, Lewiston, Me.

GRADY, JACK
Sports Roundup
KXOA, Sacramento, Calif.

GRAHAM, WALTER
Sports Review
WBML, Macon, Ga.

GRANGER, JAMES
WJW, Cleveland, O.

GRANGE, RED
Football Follies
WJJD, Chicago, Ill.

GRANT, MIKE
Sports Roundup
WYAM, Altoona, Pa.

GRANT, WAYNE
KFGO, Faro, N. Dak.

GRATZ, GENE
Sports Final
WELO, Tupelo, Miss.

GRAYMOUNT, STEWART
Home Edition
KRIO, McAllen, Tex.

GRAYSON, SID
Sportsdesk
KFDF, Wichita Falls, Tex.

GREEBE, GUS
Sports Spotlight
WJBC, Bloomington, Ill.

GREENHOE, BOB
Sports Parade
WHTC, Holland, Mich.

GREENWOOD, KENNETH
Sports Topics
RFOR, Lincoln, Nebr.

GREPP, BOB
Sports Whirl
KPST, Preston, Ida.

GREUP, ERNST
Sports Spotlight
WDIR, Durham, N. C.

GRIGSBY, BILL
WMRX, Joplin, Mo.

GRIFFIN, DENNIS
KGNU, San Marcos, Tex.

GRIFFIN, WAYNE
WENR-TV, Chicago, Ill.

GRIFFITH, DON
WCOA, Pensacola, Fla.

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

GROSS, CLAIR
Sports-Time
KENE, Shenandoah, Ia.

GROSS, DON
Today In Sports
WAYX, Waycross, Ga.

GUERRA, EUGENIO
Deportes Al Dia
WBIS, San Juan, P. R.

GUINAN, JACK
Play By Play
WSCR, Scranton, Pa.

GUNN, BEN
Negro Football, Play By Play
WEAS, Atlanta, Ga.

GUOKAS, MATT

GUSTAFSON, ANDY
WTVJ, Miami, Fla.

HACKETT, JON
Sports Of All Sports
KELO, Bakersfield, Calif.

HALE, BILL
WBEJ, Elizabethton, Tenn.

GUY LEBOW
Reporting the "World of Sports"
For A "Great Year"
My Thanks To:

RIPLEY CLOTHES
SUNSET APPLIANCE STORES
BALLANTINE BEER
HUDSON MOTORS
REGAL ELECTRONICS CORP.

And To
WPIN-TV, N. Y.
"A GREAT STATION"

JOE HASEL
ABC—ABC-TV

897
HAWKINS, VERN
Sports Page On The Air
KGBO, Springfield, Mo.

HAYES, JOE
WVCH, Chester, Pa.

HAYES, P. A.
Sullivan, Scoreboard, High
School Sports, Red And Real
KORO, Seattle, Wash.

HAYS, JIM
Punishment Please
KOVA, Tuscon, Ariz.

HEALY, HENRY
Play By Play
WOC, Davenport, Ia.

HEATH, HAROLD
WOL, Columbus, O.

HEATH, MICKEY
WEMP, Milwaukee, Wis.

HERBETH, JACK
WTCI, Greenville, N. C.

HEDRICK, LEE
SportsScope
KATL, Houston, Tex.

HEILBRONER, LEW
Sports Parade
WTPS, Tarboro, N. C.

HEIN, BILL
Sports By Hein
WOLK, Columbus, O.

HEIN, BOB
WMTJ, WMTJ-TV, Milwaukee, Wis.

HELFER, ALVIN
Sports Review, WLW, Cincinnati,
O., Mahall's Sports Voice.

HELGESEN, RAY
Sports Spotlite, Football
Prophet
WPTQ, Campbellsville, Ky.

HENDRICKSON, BOB
Bob Hendrickson
WAGE, Atkins, N. Y.

HENRIKSON, LES
WCON, Atlanta, Ga.

HENTZ, WILL
Sports Column On The Air
WTMY, Springfield, O.

HINTON, BILL
Sports Report
WJW, Columbus, O.

HOBBS, BILL
Sports Column
WJNO, New Bern, N. C.

HODGES, ROY
Sports Column
WWAY, Delmar, N. C.

HOFER, BILL
HOFER, BILL
Sports Review, WJNO, New
Bern, N. C.

HORLEY, BILL
Sports Column
WBOS, Boston, Mass.

HORSTMANN, BILL
Sports Column
KQW, Wichita, Kans.

HORSEMAN, BILL
Sports Column
WKOC, Rockford, Ill.

HORN, BILL
Sports Column
WJOG, Manchester, N. H.

HOSKINS, BILL
Sports Column
WDOC, Cleveland, Ohio

HOUCK, BILL
Sports Column
WNNR, Nashville, Tenn.

HOYT, BILL
Sports Column
WABC, New York, N. Y.
Sports Commentators—Radio-Television

HUBBELL, RALPH
WBEN, WBEN-TV, Buffalo, N. Y.

HUBER, FRANK
WHAL, Shelbyville, Tenn.

HULL, ROGER
WBMD, Baltimore, Md.

HUMISTON, HOD
Sports Round-up, Play By Play
KWHK, Hutchinson, Kans.

HUMPHRIES, OTIS
The Sportsman
WMRA, Myrtle Beach, S. C.

HUMPHRIES, DAN
WPPB, Middletown, O.

HUOT, ED
Sports Parade
KXCI, Fort Madison, Ia.

HURD, JOE
Sports Final
WJR, Detroit, Mich.

HURLEY, BILL
Play By Play
KLIF, Dallas, Tex.

HUTCHINSON, HARDY C., III
KHJC, Hilo, T. H.

HUTCHINSON, JOHN
Sports Parade
WGAU, Athens, Ga.

HUTCHISON, BOB
WJPF, Herrin, Ill.

HYDE, FRANK
Morning Round-Up of Sports
WJOC, Jamestown, N. Y.

INCH, MERRILL
KWRN, Reno, Nev.

INGALLS, WALLIE
KGRH, Fayetteville, Ark.

INGSTAD, BOB
KOVC, Valley City, N. Dak.

JACKSON, CLIFF
WEAR, Pensacola, Fla.

JACKSON, LEE
Sportsplace
WAPO, Chattanooga, Tenn.

JACKSON, TOM
Sports Interviews
WKAB, Mobile, Ala.

JACKSON, W. E., JR.
WCTM, Wilson, N. C.

JACOBS, JOHN
Football
KOLL, San Fernando, Calif.

JACOBS, KAY
KOB Spotlight
KOB, Albuquerque, N. Mex.

JAEGER, JOE
Sports Parade
KKLE, Ellensburg, Wash.

JAMES, DENNIS
B. Aug. 24, Jersey City, N. J.; Bob Hope Show, CBS; Can You Top This?, Song of the Stronger, Lowyer Q. Cash & Carry, Okey

Mother, WABD; Ted Mack’s Amateur Hour, CBS-TV; Fights & Wrestling, DuMont.

JARVIS, BILL J.
Bill Jarvis Reports
KVGB, Great Bend, Kans.

JAY, BILL
WNOX, Knoxville, Tenn.

JENNINGS, AL
Coastal Sports
WCCP, Savannah, Ga.

JOHNSON, GLEN
Sports Parade
WLJO, La Salle, Ill.

JOHNSON, JAKE
Sports Parade
KEBE, Jacksonville, Tex.

JOHNSON, KEN
Sports Parade
WCIT, Roanoke Rapids, N. C.

JOHNSON, LEONARD
WFDF, Flint, Mich.

JOHNSON, MARTIN
World Of Sports
WKAB, Mobile, Ala.

JOHNSON, MONK
Sports Of All Sorts
KDSJ, Deadwood, S. Dak.

JOHNSON, ROLLIE
WTVC, WTVC-TV, Minneapolis, Minn.

JOHNSON, TED
WVJJ, Newark, N. J.

JOHNSON, WARREN
Sports Eye
WPPB, Middletown

JONES, BOB
Sports Review
WEAM, Arlington, Va.

AL HELFER
Sports Voice of the
MUTUAL BROADCASTING SYSTEM

JACK BRICKHOUSE
WGN, WGN-TV and DuMont TV Network
Reporting Chicago Cubs — Chicago White Sox
Wrestling — 3 Shows Weekly
Big 10, Notre Dame and Pro Football
Golden Gloves Boxing
LENNON, PAUL
Sports Digest
WTOM, Bloomington, Ind.

LEONARD, LEE
Speaking Of Sports, Sports Final
WFJMI, Youngstown, O.

LESLIE, BOB
WWJ-TV, Detroit, Mich.

LEWIS, ARNOLD
Sports Tonight
WCAX, Burlington, Vt.

LEWIS, BILL
Sports Reel
WLDS, Jacksonville, Ill.

LEWIS, ED
Sportscast
KFXJ, Grand Junction, Colo.

LIBBY, JOHN
WCOU, Lewiston, Me.

LIGHTCAP, JACK
KNBH, Hollywood, Calif.

LINDBERG, WALTER
Down Your Alley
KLER, Rochester, Minn.

LINDLEY, BOB
Baseball
KBST, Big Spring, Tex.

LINTHICUM, WALTER
WBAL, WBAL-TV, Baltimore, Md.

LIPEZ, HARRIS
Sports Parade
WBZ, Lock Haven, Pa.

LIVINGSTON, SAM
Down Sports Avenue
WKYB, Paducah, Ky.

LLOYD, BOB
Sports Review
WJBY, Appleton, Wis.

LLOYD, VANCE
WGN, WGN-TV, Chicago, Ill.

LOMAX, STAN
Stan Lomax Sports, WOR
Robbie Fan Fare, DuMont

LONG, MATTHEW L.
Scoreboard
KGB, San Diego, Calif.

LOUDEN, VERN
KROW, Oakland, Calif.

LOWE, DICK
Play-By-Play
WBEX, Chillicothe, O.

LOWE, WALT
Sports In Review
KDSH, Boise, Ida.

LUNDQUIST, EDLY
Highway of Sports
KOL, Phoenix, Ariz.

LUDWIG, JAMES
WLEU, Erie, Pa.

McALLISTER, DON
Sports Page Of The Air
WDBO, Orlando, Fla.

McCANN, BOB
Sports Review
KBMW, Billings, Mont.

McCarthy, Clem
Clem McCarthy Sports, NBC.

McCarthy, DICK
Sports Roundup
WKNY, Kingston, N. Y.

McCarthy, Jim
On The Sports Scene
WBRE, Wilkes-Barre, Pa.

McCAY, RAY
Reports On Sports
WQXI, Atlanta, Ga.

McCOLGAN, WILLIAM
WSTB, Rutland, Vt.

McDONALD, ARCH
Speaking Of Sports
WTOP, Washington, D. C.

LYNCH, BUDD
CKLW, Detroit, Mich.

LYNN, MAC
Sports Review
WLAY, Muscle Shoals, Ala.

LYNN, WALT
Speaking Of Sports
WTOP, Washington, D. C.

LIBBY, JOHN
WCOU, Lewiston, Me.

LIGHTCAP, JACK
KNBH, Hollywood, Calif.

LINDBERG, WALTER
Down Your Alley
KLER, Rochester, Minn.

LINDLEY, BOB
Baseball
KBST, Big Spring, Tex.

LINTHICUM, WALTER
WBAL, WBAL-TV, Baltimore, Md.

LIPEZ, HARRIS
Sports Parade
WBZ, Lock Haven, Pa.

LIVINGSTON, SAM
Down Sports Avenue
WKYB, Paducah, Ky.

LLOYD, BOB
Sports Review
WJBY, Appleton, Wis.

LLOYD, VANCE
WGN, WGN-TV, Chicago, Ill.

LOMAX, STAN
Stan Lomax Sports, WOR
Robbie Fan Fare, DuMont

LONG, MATTHEW L.
Scoreboard
KGB, San Diego, Calif.

LOUDEN, VERN
KROW, Oakland, Calif.

LOWE, DICK
Play-By-Play
WBEX, Chillicothe, O.

LOWE, WALT
Sports In Review
KDSH, Boise, Ida.

LUNDQUIST, EDLY
Highway of Sports
KOL, Phoenix, Ariz.

LUDWIG, JAMES
WLEU, Erie, Pa.

McALLISTER, DON
Sports Page Of The Air
WDBO, Orlando, Fla.

McCANN, BOB
Sports Review
KBMW, Billings, Mont.

McCarthy, Clem
Clem McCarthy Sports, NBC.

McCarthy, DICK
Sports Roundup
WKNY, Kingston, N. Y.

McCarthy, Jim
On The Sports Scene
WBRE, Wilkes-Barre, Pa.

McCAY, RAY
Reports On Sports
WQXI, Atlanta, Ga.

McCOLGAN, WILLIAM
WSTB, Rutland, Vt.

McDONALD, ARCH
Speaking Of Sports
WTOP, Washington, D. C.

LYNCH, BUDD
CKLW, Detroit, Mich.

LYNN, MAC
Sports Review
WLAY, Muscle Shoals, Ala.

LYNN, WALT
Speaking Of Sports
WTOP, Washington, D. C.

LIBBY, JOHN
WCOU, Lewiston, Me.

LIGHTCAP, JACK
KNBH, Hollywood, Calif.

LINDBERG, WALTER
Down Your Alley
KLER, Rochester, Minn.

LINDLEY, BOB
Baseball
KBST, Big Spring, Tex.

LINTHICUM, WALTER
WBAL, WBAL-TV, Baltimore, Md.

LIPEZ, HARRIS
Sports Parade
WBZ, Lock Haven, Pa.

LIVINGSTON, SAM
Down Sports Avenue
WKYB, Paducah, Ky.

LLOYD, BOB
Sports Review
WJBY, Appleton, Wis.

LLOYD, VANCE
WGN, WGN-TV, Chicago, Ill.

LOMAX, STAN
Stan Lomax Sports, WOR
Robbie Fan Fare, DuMont

LONG, MATTHEW L.
Scoreboard
KGB, San Diego, Calif.

LOUDEN, VERN
KROW, Oakland, Calif.

LOWE, DICK
Play-By-Play
WBEX, Chillicothe, O.

LOWE, WALT
Sports In Review
KDSH, Boise, Ida.

LUNDQUIST, EDLY
Highway of Sports
KOL, Phoenix, Ariz.

LUDWIG, JAMES
WLEU, Erie, Pa.

McALLISTER, DON
Sports Page Of The Air
WDBO, Orlando, Fla.

McCANN, BOB
Sports Review
KBMW, Billings, Mont.

McCarthy, Clem
Clem McCarthy Sports, NBC.

McCarthy, DICK
Sports Roundup
WKNY, Kingston, N. Y.

McCarthy, Jim
On The Sports Scene
WBRE, Wilkes-Barre, Pa.

McCAY, RAY
Reports On Sports
WQXI, Atlanta, Ga.

McCOLGAN, WILLIAM
WSTB, Rutland, Vt.

McDONALD, ARCH
Speaking Of Sports
WTOP, Washington, D. C.

LYNCH, BUDD
CKLW, Detroit, Mich.

LYNN, MAC
Sports Review
WLAY, Muscle Shoals, Ala.

LYNN, WALT
Speaking Of Sports
WTOP, Washington, D. C.

LIBBY, JOHN
WCOU, Lewiston, Me.

LIGHTCAP, JACK
KNBH, Hollywood, Calif.

LINDBERG, WALTER
Down Your Alley
KLER, Rochester, Minn.

LINDLEY, BOB
Baseball
KBST, Big Spring, Tex.

LINTHICUM, WALTER
WBAL, WBAL-TV, Baltimore, Md.

LIPEZ, HARRIS
Sports Parade
WBZ, Lock Haven, Pa.

LIVINGSTON, SAM
Down Sports Avenue
WKYB, Paducah, Ky.

LLOYD, BOB
Sports Review
WJBY, Appleton, Wis.

LLOYD, VANCE
WGN, WGN-TV, Chicago, Ill.

LOMAX, STAN
Stan Lomax Sports, WOR
Robbie Fan Fare, DuMont

LONG, MATTHEW L.
Scoreboard
KGB, San Diego, Calif.

LOUDEN, VERN
KROW, Oakland, Calif.

LOWE, DICK
Play-By-Play
WBEX, Chillicothe, O.

LOWE, WALT
Sports In Review
KDSH, Boise, Ida.

LUNDQUIST, EDLY
Highway of Sports
KOL, Phoenix, Ariz.

LUDWIG, JAMES
WLEU, Erie, Pa.

McALLISTER, DON
Sports Page Of The Air
WDBO, Orlando, Fla.

McCANN, BOB
Sports Review
KBMW, Billings, Mont.

McCarthy, Clem
Clem McCarthy Sports, NBC.

McCarthy, DICK
Sports Roundup
WKNY, Kingston, N. Y.

McCarthy, Jim
On The Sports Scene
WBRE, Wilkes-Barre, Pa.

McCAY, RAY
Reports On Sports
WQXI, Atlanta, Ga.

McCOLGAN, WILLIAM
WSTB, Rutland, Vt.

McDONALD, ARCH
Speaking Of Sports
WTOP, Washington, D. C.
MANN, STU
In The Bleachers
WLOL, Minneapolis, Minn.

MANNERS, DAVE
Sports Final, Today In Sports
WAPX, Montgomery, Ala.

MANNING, DON
WIXR, WTAM, Cleveland, O.

MANSFIELD, ROBERT S.
WGOL, Valdosta, Ga.

MAPES, BILL
WTOH, Decatur, Ala.

MAPLES, GRADY
Play By Play
KTXM, Truth or Consequences, N. Mex.

MARBLED, DICK
News, Views, And Ideas In The World Of Sports
WMAP, Monroe, N. C.

MARCHAND, ALEX
Breakfast Sports, Football Roundup
KALB, Alexandria, La.

MARGET, MANNY
Sports Shorts
KVOX, Moorhead, Minn.

MARLIN, JIM
KLZ, Denver, Colo.

MARRERO, LUIS E.
Trabuna Deportiva
WTPT, Southport, Conn.

MARSH, ROY
Sports Parade
WCHL, South Boston, Va.

MARSHALL, MAC
Sports Review
KPOX, Tucson, Ariz.

MARSHALL, JIMMY
WTOB, Winston-Salem, N. C.

MARTIN, BOB
SPORTS STARRER
WPOR, Providence, Me.

MARTIN, DAVE
WSBR, Superior, Wis.

MARTIN, DICK
Sports Parade
WCMC, Ashland, Ky.

MARTIN, JIM
WBR, Politico, R. I.

MARTIN, TONY
Sports Parade
WFLN, Fayetteville, N. C.

MARTIN, WALT
WIBG, Fayetteville, Tenn.

MARX, MILT
WOWO, Fort Wayne, Ind.

MASON, AL
KEYT, Kernville, Tex.

MASON, JOE
Sports
WLEE, Richmond, Va.

MATTHEWS, MATTY
Sports Televues
WTVJ, Miami, Fla.

MATTHEWS, NORMAN
Sports Journal of the Air
WRNO, Orangeburg, S. C.

MATTHEWS, TOM
Sports Preview and Review
WFLA, Tampa, Fla.

MATTHESON, DON
KSOK, Arkansas City, Kan.

MAUGANS, BILL
Sports Roundup
KSDK, St. Louis, Mo.

MAXWELL, JOCO
Sports Page
WWRL, Woodside, N. Y.

MAYNARD, BILL
KTTS, Springfield, Mo.

MAZER, BILL
Sports Extra
WKBB, Buffalo, N. Y.

MEART, ED
WMHE, Rochester, N. Y.

MEHLENBECK, JAY
Play By Play
KOSA, Odessa, Tex.

MERCER, CLIFF
Sports Hi-Lites
WLOU, Louisville, Ky.

MERRILL, BILL
Bill Merrill Show
KMIT, Marshall, Tex.

MERRIMAN, DON
Sports Page
WHDU, Olean, N. Y.

METCALF, HERT
KURY, Edinburg, Tex.

METZLER, ART
Speaking Of Sports, Sports Parade
WATO, Oak Ridge, Tenn.

MEYER, ALL
KPOW, Powell, Wyo.

MICHAEL, RAY
Sportsmanship
WNRH, Washington, D. C.

MILBURN, BOB
KGKL, San Angelo, Tex.

MILLER, BILL
Sports Digest
WTEB, Johnson City, Tenn.

MILLER, BILL
WABC, New York City, N. Y.

MILLER, DON
Sports Page of the Air
WABC, New York City, N. Y.

MILLER, DON
WTOJ, Toledo, O.

MILLER, FRANK
Sportscaster
KSIM, Sikeston, Mo.

MILLER, GEORGE
The Sportman
WPTK, Albany, N. Y.

MILLER, JACK
KOGG, Coffeyville, Kans.

MILLER, JIM
The Bob Feerick Sports Show
WQOW, Washington, D. C.

MILLER, RAY
A Look At Sports
WJSS, Altoona, Pa.

MILNER, VERN
WIL, St. Louis, Mo.

MILNER, GENE
Sports Page Of The Air
WCAP, Ashley Park, N. J.

MISTOVICH, MIKE
Local Sports
KORA, Bryan, Tex.

MCOMB, CARL
5:15 Sportsnews
KSMI, Seminole, Okla.

MADELEY, ART
WGNI, Wilmington, N. C.

MAHAN, JOHN

MAHAN, JUAN
Canal De Los Deportes
WAPA, San Juan, P. R.

MALOY, JACK
WEEL, Boston, Mass.

MANGUA, CARLOS
Deportivas Ganther
WTAC, San Juan, P. R.

MANN, CARL
KBTY, Dallas, Tex.
RIPA, LOUIS
Sports Headlines
KTRB, Modesto, Calif.

ROBERTSON, T. B.
KDWT, Stamford, Tex.

ROBERTSON, W.
KFLP, Roswell, N. Mex.

ROBERTS, HERB
Sports Roundup
WFBZ, Clarksburgh, W. Va.

ROBERTSON, BOB
Sports Reel
KPQ, Womatchee, Wash.

ROBINSON, BERT
Time For Sports
WBET, Brockton, Mass.

ROBINSON, BOB
Sports Column
WHSY, Hattiesburg, Miss.

ROBINSON, CHAPMAN
KSLN, Peckskill, N. Y.

ROBBICHON, JAMES
KGVO, Missoula, Mont.

RODSTROM, BILL
KAKO, Everett, Wash.

ROHN, GEORGE "BILL"
Sports Gallery
KSSO, Sioux Falls, S. Dak.

ROMAN, JUAN B.
Ronda' Sports
WPAB, Dance, P. R.

ROMANCE, ED
WWPA, Pottsville, Pa.

ROOF, LEN
Football
WJMO, Cleveland, O.

ROSE, JERRY
The Spotlight
KDB, Santa Barbara, Calif.

ROSE, JOE
Sports Review
Khou, Honolulu, T. H.

ROSEHILL, DAVE
Musical Sports Parade
WDEM, Providence, R. I.

ROSENFELD, BILL
Spotlight On Sports
WHW, Laramie, Wyo.

ROSE, KAL
WPWA, Chester, Pa.

ROWE, DAVE
Along Sports Row
KSEI, Pocatello, Ida.

ROWLAND, BOB
Hall Sports
KVBR, El Paso, Tex.

RUSSELL, DAVE
KDFM, Beaumont, Tex.

RUSSELL, EARLE
KVBC, Stockton, Calif.

RUST, BILL
KGVL, Greenville, Tex.

RYAN, JOE
Sports Review
WALL, Middletown, N. Y.

S

SACCO, BOB
Sports Hi-Lites
WAZL, Hazleton, Pa.

SAGGAS, TIP
Sports Special
WOW, WOW-TV, Omaha, Nebr.

SAIDT, BUS
Sports Shots
WHUD, Morrisville, Pa.

SAKRY, CLIFF
KFAM, St. Cloud, Minn.

SALLERNO, SAM
Sports Parade
KDAC, Fort Bragg, Calif.

SALLSBURG, JOE
Baseball Play By Play
KARM, Spartan, Pa.

SALT, LOYD
KREM, Spokane, Wash.

SALTER, ELMER G.
Manager
WAUD, Auburn, Ala.

SANDERS, CHRISTIAN
KVO, Provo, Utah

SANDLER, JACK
Sports Trail
KOWH, Omaha, Neb.

SANDS, GEORGE
Sports Review
WMAS, Springfield, Mass.

SANDO, MIKE
WGAT, Utica, N. Y.

SANFORD, CHARLES R.
In This Corner
WQUR, New York, Me.

SANFORD, PHIL
Sports Slants
WABJ, Adrian, Mich.

SANSONE, JOE
WFNS, Burlington, N. C.

SAUNDERS, ERINE
Sport Gallery
WCHS, Charleston, W. Va.

SAVAGE, BOB
Sportscast
WCRB, Green Bay, Wis.

SAVITT, MILTON
Sports Slants,
Down Memory Lane
WBOB, Gardner, Mass.

SAWYER, TED
Sports Unlimited
WLNH, Laconia, N. H.

SCHROUD, WALTER
Sportstakes
WHPT, Harriman, Tenn.

SCHEIRER, ROBERT H.
World Of Sports
WJBO, Eaton Rouge, La.

SCHIAV, MORTY
Sports Whirl, Drop Out Dope
WWBB, Burlington, N. C.

SCHELLING, FRED
Sports Parade
WFOY, Atlantic, Fla.

SCHEIFER, KEN
Midday Sport Spotlight
WBTB, Canton, Ill.

SCHMITZ, BOB
Sports Review
KAYS, Hays, Kans.

SCHUPP, BOB
Sports Page
WHUX, Doylestown, Pa.

SCHOCKBART, C.
WEAT, Lake Worth, Fla.

SCHRAEDER, GARRY
Sports Review
WRFD, Worthington, O.

SCHROEDER, MARK
Sportscast
KMYR, Denver, Colo.

SCHROEDER, PAUL
Spotlight On Sports
WIMS, Michigan City, Ind.

SCOTT, BOB
Sports By Scott
WSJS, Winston-Salem, N. C.

SCOTT, ED
KOL, Seattle, Wash.

SCOTT, MARK
Speaking Of Sports
WLO, Norfolk, Va.

SCOTT, RAY
WCAE, Philadelphia, Pa.

SCULP, RUSSELL
Sports-Real
KWOC, Poplar Bluff, Mo.

SCARBROUGH, LLOYD
Sports Headlines
WWDO, Tifton, Ga.

SEARS, NEIL
Wisconsin Football
WFOX, Milwaukee, Wis.

SEVEY, BOB
Sports Page
WMGM, Sarasota, Sarasota, Calif.

SIADDOX, GUS
Sports News And Views
WWGA, Gainesville, Ga.

SHAFER, BILL
WJDN, Danville, Ill.

SHANAHAN, TOM
WEMP, Milwaukee, Wis.

SHERRITZ, BILL
Sports Jumble
WMJE, Miami, Fla.

SHELLEY, BOB
WNBK, Cleveland, O.

SHELTON, FLOYD
Sports Parade
KSTA, Coeur d'Alene, Tex.

SHEFFARD, BILL
Sports Review
WWGS, Tifton, Ga.

SHEFFARD, STEVE
Baseball
KEJO, Pocatello, Idaho.

SHERMAN, BILL
WSBT, Buffalo, By Play
WCRB, Waltham, Mass.

SHERMAN, HUD
WBAP, WBAP-TV
Fort Worth, Tex.

SHERMAN, CLAIRE
Reports On Sports Headlines
WTXY, Jamestown, N. Y.

SHIELDS, STEVE
Sports Angles
WDOS, Oneonta, N. Y.

SHIREK, BOB
Reports On Sports
KFPY, Bismarck, N. Dak.

SHIVELY, DICK
WGBC, Evansville, Ind.

SHREIBER, MARK
KIZ, Denver, Colo.

SHUDD, ROY
Stanton Sports Parade
WROW, Albany, N. Y.

SHUFFETT, CHARLES
Sports Spotlight
Play By Play
WKY, Glasgow, Ky.

SIDNEY, BOB
WJWE, Sterling, Rapid, Mich.

SIEBERT, DICK
WTCN, WTCN-TV, Minneapolis, Minn.

SILKE, PAUL
Play By Play
WTJW, Tell City, Ind.

SILVER, JULIAN
Ruppert's Sports
WDAR, Savannah, Ga.

SIMPKINS, PAUL
WAPF, McComb, Miss.

SIMPSON, JAMES D.
WMRC, Green ville, S. C.

SIMPSON, JAMES S.
WOIC, Washington, D. C.

SIMPSON, JOHN
Sports Report
WADC, Akron, O.

SIMPSON, NORM
Sports Extra
WWVD, Lynchburg, Va.

SIMS, FRANK
Sportspace, Sports Camera
WCMH, Dearborn, Mich.
SINCLAIR, CLINT  
Sports Roundup  
KSEM, Moses Lake, Wash.

SINCLAIR, ELI  
WHTN, Huntington, W. Va.

SINGER, PAUL  
Pigskin Preview  
KFOC, Fort Bragg, Calif.

SIZO, ROGER  
Sports-Eye  
KTRK, Houston, Tex.

SKOTHEIM, BILL  
KTCX, Medford, Oda.

SLATER, BILL  
The Field And Hunting Club Of The Air, DuMont

SLATER, MANNING  
Good Morning Sports, Slater's Sports  
WLIZ, Bridgeport, Conn.

SLATER, SAM  
Sports Parade  
WCOM, Pipersburg, W. Va.

SLATER, WOODY  
Sportlights  
KHAN, Santa Cruz, Calif.

SLOANE, J. S.  
KNEI, Idaho, Tex.

SMITH, BOB  
Harmony House Herald  
KSTV, Stephenville, Tex.

SMITH, BOB  
Sports Spectacles, Play By Play  
KVOR, Colorado Springs, Colo.

SMITH, BOB  
Sports Review  
WOOD, Grand Rapids, Mich.

SMITH, BOBBY  
Today in Sports  
KLOE, Orlando, Fla.

SMITH, DICK  
Sports Parade  
WHUN, Huntington, Pa.

SMITH, DICK  
Sports Digest  
WTMM, Portland, Me.

SMITH, DOUG  
Sports Review  
WXTC, Thomasville, N. C.

SMITH, F. L.  
KCHR, Eureka, Calif.

SMITH, MAL  
KDLK, Del Rio, Tex.

SMITH, HARRY  
WDZ, Decatur, Ill.

SMITH, ROBERT  
World Of Sports  
WGDR, Grand Rapids, Mich.

SMITH, RUSSELL  
Sports Special  
KLPM, Minot, N. Dak.

SMITH, TED  A.  
KWRC, Pendleton, Ora.

SMITH, VIC  
Sports Review  
WGWR, Asheboro, N. C.

SMITH, WARREN  
WVOP, Vidalia, Ga.

SMITH, WILLIAM  
Sports Review  
WMFR, High Point, N. C.

SMITHERMAN, ROSS  
WALA, Mobile, Ala.

SNOWDON, CHARLIE  
WPLH, Huntington, W. Va.

SNYDER, JOE  
WAEJ, Hagerstown, Md.

SODEN, FRANK  
WWOY, Richmond, Va.

SOBY, BYARD  
Today's Sports  
KREL, Baytown, Tex.

SORELL, BILL  
Sports Tour  
WGN, Knoxville, Tenn.

SPARKE, JAMES A.  
Sports Time  
WHO, Philadelphia, Miss.

SPARKE, RED  
Sports Special  
WFMN, Marquette, Ga.

SPECIAL, JOHN  
Spotlight On Sports  
KSET, Trinidad, Colo.

SPELL, BILL  
Spell On Sports  
WOXL, Jackson, Miss.

SPencer, HILTON  
Speaking Of Sports  
WFIA, Tampa, Fla.

SPENCER, PHIL  
WENT, Glovesville—Johnstown, N. Y.

SPIKER, BILL  
Sports Whirl  
WWST, Wooster, O.

SPORTSKOAL  
Deportive  
WAEL, Mayaguez, P. R.

SPINELLI, EUGENE B.  
Roundup  
KCHD, Caldwell, Idaho.

SPIRO, WALTER  
Sports News  
WWOY, Nome, Alaska.

STANLEY, LARRY  
KFH, Wichita, Kan.

STANTON, BOB  (See Radio-TV Artists)

STAUFFER, LEROY  
WCPA, Marlfield, Pa.

STEEL, BOB  
Strictly Sports  
WTIC, Hartford, Conn.

STEEL, GEORGE  
Sports On Parade  
WGGG, Gainesville, Fla.

STEEL, JIM  
Let's Go Fishing  
WIRK, West Palm Beach, Fla.

STEEL, JOHN  
Spotlight On Sports  
Great Moments In Sports  
KOWB, Laramie, Wyo.

STEELMAN, BOB  
WWOL, Omaha, Nebr.

STEGMAN, HARVEY  
The World Of Sports  
WHOX, Meridian, Miss.

STEWART, NICK  
WRUN, Utica, N. Y.

STENSTROM, JULIAN  
Sports Parade  
WTHR, Sanford, Fla.

STERN, BILL  
Bill Stern's Sports News  
WXBC, Colgate Sports News- 
reel of the Air; Sports Events, 
NBC.

STERRET, BOB  
In The Sportlight  
WTON, Staunton, Va.

STEVENS, ED  
Sports Spotlight  
Kenci, Anchorage, Alaska

STEIGLER, ERNEST  
Sports Roundup  
WGPA, Bethelhem, Pa.

STINSON, JOHN  
WWOL Sports Parade  
WGRE, N. Y.

STIRREAT, BOB  
Sports Review  
WGBB, Freeport, N. Y.

STOREY, BOB  
Storey Of Sports  
WDGY, Minneapolis, Minn.

STRAW, BOB  
WROL, Knoxville, Tenn.

STRAND, NORMAN  
Sports Montage  
WSAY, Hamilton, Ga.

STRATTON, GIL  
Football  
KGUI, San Fernando, Calif.

STREET, GABBY  
WIL, St. Louis, Mo.

STREET, MALCOM  
Sports Parade  
WAMA, Mobile, Ala.

STRICKLAND, BILL  
Football Games, Pigskin Pre-
view, Pigskin Parade  
WHAI, Fort Pierce, Fla.

STRIKE, EARL  
Sports Parade  
WHAX, Chambersburg, Pa.

STRINGFIELD, DOUG  
KLO, Ogden, Utah

SULLIVAN, CHARLES  
WMC, WMW, Memphis, Tenn.

SULLIVAN, HARRY  
WBAC, Cleveland, Tenn.

SUMMERS, JOE  
KVOH, Denver, Colo.

SUTER, BUD  
Sports Camera  
KWMV, Marysvill, Ind.

SUTTERFIELD, PHIL  
Sportscenter  
WHAS, Louisville, Ky.

SWANSON, ROBERT E.  
Sports Roundup, Sports Final  
WGM, Camden, N. J.

SWEENEY, BILL  

SWEENEY, BUD  
Sports By Sweney  
WHRC, Columbus, O.

SWEET, ART  
Golf Gossip  
WXNP, Evanston, Ill.

SWINGLE, BILL  
Football Final  
KENT, Shreveport, La.

SWINGLE, BILL  
Lee's Leaflet  
KTSU, Hollywood, Calif.

—T—

TARNER, DOUG  
Sports Tab  
WTOQ, Toledo, O.

TAKES, LOWELL  
Sports Review  
KPFK, Port Arthur, Tex.

TANCIL, ROBERT  
WASL, Annapolis, Md.

TASNADY, JOHN  
KASH, Eugene, Ore.

TATE, VERNER  
Spotlight On Sports  
WBC, Cleveland, S. C.

Taub, s  
WMGM, New York, N. Y.

TAYLOR, BILL  
Sports Review  
KRVY, Sherman-Dennis, 
Tex.

TAYLOR, JACK  
Sports Highlights  
WHIS, Belfield, W. Va.

TEAS, CHARLIE  
KOB, Albuquerque, N. Mex.

TEEMELTON, DINK  
Sports Page Of The Air  
KFRC, San Francisco, Calif.
News Commentators
RADIO AND TELEVISION
— their work during 1949

— A —

ABBE, JAMES
James Abbe Observes The News
RSJO, San Jose, Calif.

ACEVEDO, ANTONIO
Reporter WORA
WORA, Mayaguez, P. R.

AGRONSKY, MARTIN
ABC

AKERS, BOB
KRIC, Beaumont, Tex.

ALAMPI, PHIL
ABC

ALCOTT, CARROLL
WINS, New York, N. Y.

ALDERSON, JOHN
WFBR, Baltimore, Md.

ALISKY, MARVIN
News—Marvin Alisky
EMAC, San Antonio, Tex.

ALEXANDER, OWENS
News
WSAV, Savannah, Ga.

ALLAN, FRANK
KECK, Odessa, Tex.

ALLEN, JOHN
WPAA, Dallas, Tex.

ALLEN, PHIL
KOIL, Omaha, Neb.

ALLEN, ROBERT
WOR, New York, N. Y.

ALLEN, SPENCER
WGN, WGN-TV, Chicago, Ill.

ALLISON, GENE
WISH, Indianapolis, Ind.

ALLWOOD, JAMES L.
WSTS, Southern Pines, N. C.

ALVAREZ, ENRIQUE
Comentarios
WAEL, Mayaguez, P. R.

ALVAREZ, ARTHUR
News Comments
WNBZ, Saranac Lake, N. Y.

ANDREWS, BERT
ABC

ANDREWS, GENE
Preview Of Tomorrow
WYEC, Hampton, Va.

ANDREWS, H. G.
Dispelling The Fog
WARD, Johnstown, Pa.

ANDREWS, M. CARL
Over The Editor's Desk
WDBJ, Roanoke, Va.

ANTHONY, DICK
KDAL, Duluth, Minn.

ANTHONY, LEE
Community News
WTAD, Quincy, Ill.

ARMSTRONG, KEN
News With Ken Armstrong
WKBJ, Muskegon, Mich.

ARTHUR, BILLY
WJNC, Jacksonville, N. C.

ARTHUR, BOB
KFP, Wichita, Kans.

ARVIN, RAY
Commentary
WREN, Topeka, Kans.

ASHLEY, CHARLES
CBS

— B —

BAGDASARIAN, ALBERT
Behind the News
WNBZ, Saranac Lake, N. Y.

BAKER, ALBERT S.
ASB Reports
WKXL, Concord, N. H.

BAKER, ART
Art Baker’s Note Book, ABC

BAKER, FRANK
WALA, Mobile, Ala.

Newscaster
“6 O’Clock News”... WNBC
(for Italian Swiss Colony Wine)

“11 O’Clock News”... WNBC
(for Shell Oil Co.)

Announcer
“When A Girl Marries”
(NBC)
(for General Foods)

Westinghouse Film Commercials

UNIVERSAL PICTURES

KENNETH BANGHART

LEX. 2-1100
FIRST, WESLEY
WICU, Erie, Pa.
FLEISHER, NATHAN
WDAS, Philadelphia, Pa.
FLEMING, JAMES
Report on Europe: Voices and Events: NBC
FLEMING, JOHN
Byline—John Fleming
WHOO, Orlando, Fla.
FLETCHER, WILLIAM, PHD
Between The Lines
WARE, Ware, Mass.
FLYNN, FRED
The Mad Irishman
KFDA, Amarillo, Tex.
FLYNN, ROBIN
KQFX, Spokane, Wash.
FOGARTY, JACK
WCPO-TV, Cincinnati, O.
FOGARTY, J. W.
WCPO, Cincinnati, O.
FORBES, GILBERT
TeleNews, Beat The Press
WFBM-TV, Indianapolis, Ind.
FORD, JOHN
John Ford News
WITC, Minneapolis, Minn.
FORD, JOHN
KOL World News
KOL, Seattle, Wash.
FREELAND, BOB
KOTV, Tulsa, Okla.
FRIDAY, PETER
5:30 News
WFAA, Dallas, Tex.
FRITZ, K.
KTFM, Austin, Tex.
FROST, Frank
KGAR, Garden City, Kans.
FRYE, J. ALLEN
Hub City Hubub
KBRI, Alice, Tex.
FULDHEIM, DOROTHY
Views On The News
WEWS, Cleveland, O.
FURMAN, R. W.
This Day, 1960
WMAP, Monroe, N. C.
FURNISS, WALTER
Cruise For News
WCOL, Columbus, O.

G

GAETH, ARTHUR
ABC
Gallagher, Frank
WILM, Wilmington, Del.
GAMMACK, GORDON
KRNT, Des Moines, Ia.
GAMMELL, SERENO
Sereno Gammell And The News
WTIH, Hartford, Conn.
GARDNER, DONALD
ABC
GARNER, J. E.
Editorial Of Air
KFWB, Fort Smith, Ark.
GARRARD, BOB
B. March 15, 1915, Washington:
Bob Garred News, ABC; Bob Garred News for Peter Poul, CBS.

LOUELLA PARSONS

ABC
EVERY SUNDAY
9:15 P. M., EST.

JOHN CAMERON SWAYZE

COMMENTATOR
CAMEL NEWS CARAVAN
N.B.C.-TV Mon. thru Fri. 7:45 P.M.
"WHO SAID THAT" PANEL EXPERT
N.B.C.-TV Mon. 10:30 P.M.
News Commentators—Radio-Television

GARRISON, JOSEPH
Joseph Garretson And The News
WOR, Cincinnati, O.

GARRET, JIM
News Roundup
WEMF, Florence, Ala.

GARRISON, JOHN
WFUN, Huntsville, Ala.

GAVITT, RICHARD
WUAY, Columbus, Ohio

GAY, EUSTACE

GEARHART, NICK
WVNC, Shreveport, La.

GEORGE, A. H.
Rapid Chevrolet News, Milwaukee Road News
KOTA, Rapid City, S. Dak.

GERRETSON, ED
Your Farm Bureau
KANS, Wichita, Kans.

GIANARIS, HARRY
6:45 News
WHAN, Charleston, S. C.

GIBSON, JOHN
Valley Viewpoint
KXO, El Centro, Calif.

GOGGIN, ROBERT
National News
WWRD, Syracuse, N. Y.

GILLIAN, ROY E.
WXNO, Newport, Ky.

GILLIS, RUD
Double In The News
WHCH, Columbus, O.

GILFRAITH, H. C.
Southern News
WYOP, Vidalia, Ga.

GINGELL, GEORGE
State Of The Nation
WKRL, Columbus, Ga.

GIVNEY, JOHN J.
Capitol Hill Reporter
WTRY, Troy, N. Y.

GLADDING, ALBERT
York Journal Of The Air
WNYS, York, Pa.

GOODARD, DON
WINS, New York, N. Y.

GOODWIN, EARL
News of the World; NBC

GOODWIN, EARL
The Earl Goodwin Show
WRC, Washington, D. C.

GONIA, ROMAN
Gonia Reviews News
WSTD, Ladysham, Wis.

GOODYEAR, ARTHUR N.
WKNE, Keene, N. H.

GOSS, FRANK
(See Announcers)

GOW, GEORGE
WFHC, Wichita, Kans.

GRAHAM, GORDON
WIRG, Indianapolis, Ind.

GRANT, PETER
Peter Grant News
WLW, WLW-T, Cincinnati, O.

GRAU, PHIL
WEMP, Milwaukee, Wis.

GRAY, BARRIE
WMIE, Miami, Fla.

GRAY, BOB
Editorially Speaking
WENC, Fayetteville, N. C.

GRAY, BOB
KXYZ, Houston, Tex.

GRAY, CARL
WDJC, Jamaica, City, Fla.

GRAY, CHARLES W.
Portsmouth News Editor
WHED, Portsmouth, N. H.

GREEN, H. E.
News And Interviews

GREENWOOD, ROBERT E.
Robert E. Greenwood Commentary
WIFI, Fitchburg, Mass.

GREGERY, GREG
KECK, Odessa, Tex.

GREUP, ERNST
World World News Roundup
WDUK, Durham, N. C.

GRIFFIN, PAUL
KOU, Phoenix, Ariz.

GRIFFIN, MICHAEL
The News And You
WHAY, Green Bay, Wis.

GRIFFITHS, BILL
KOL, World News

GRAY, John
KOSY, Seattle, Wash.

GRIM, GEORGE
WTCO, Minneapolis, Minn.

GROSS, DON
Town Tops
WAWX, Wayne, Ga.

GROSS, LOUIS
WHN, Philadelphia, Pa.

GUINN, JACK
WSCR, Richmond

GUTHRIE, DAVID
FN Reporter
WGPS, Bethlehem, Pa.

HAAS, DOBBIE
WHNL, Nautique, Pa.

HAEFERLE, MRS. ROBERT
Shelburne Falls News
WHAL, Greenfield, Mass.

HAGEMAN, HAROLD
8:30 News
WADC, Akron, O.

HALE, DOROTHY M.
Between The Lines

HALL, GEORGE
Newsreport
WFRC, Reldsville, N. C.

HALTERMAN, KENNETH
Local News Roundup
WHHH, Warren, O.

HAMILTON, BILL
News
WCFI, Chicago, Ill.

HAMILTON, KEN
U. P. Commentary
WEBQ, Harrisburg, III.

HAMMONTON, NORMAN
WASL, Annapolis, Md.

Harrison, Tom
The Hamrick Scene
WPAL, Charleston, S. C.

HANSEN, RICHARD L.
WKTY, LaCrosse, Wis.

HANSSON, PETER
WIZE, Springfileld, O.

HARDING, HOWARD
6:15 News

HARDY, OTIS
WGAB, Ann Arbor, Mich.

HARGIS, DAVE
KBX, Springfield, Mo.

HARKNESS, RICHARD
Richard Harkness Commentary; The United States In World Affairs; NBC

HARRAN, HALL
KDLK, Del Rio, Tex.

HARMONSON, KENNETH
Religion in the Headlines
KTV, Seattle, Wash.

HARP, JOE
Local News

HARVEY, JAMES
WAVE, Chicago, Ill.

HASKINS, JAMES
WDUN, Gainesville, Ga.

HASSLER, JOE
Evening News Roundup
KBBX, Muskogee, Okla.

HAUSSER, DOUG
WMGY, Mount Clemens, Ala.

HEALEY, JIM
Different News

HEANUE, JERRY
WORX, Port Huron, Mich.

HEARNE, LAMBERT
San Diego Headlines
KGB, San Diego, Calif.

HAYES, SAM
Sam Hayes News; NBC

HEELE, JERRY
News Of The World

HEINLE, RAY
Sunoco Three Star Extra

HENRY, FRED
KCL, Hollywood, Calif.

HERIN, BOB
Behind The World News

HERRON, BILL
Coffee in Washington

HESS, CLYDE
Cydle Hess—News Analyst

HEXEL, RAY
News Of Raleigh

HEXLER, WILLIAM
Voice of Esquire

HICKS, GEORGE
George Hicks Commentary; NBC Symphony, The Theater Guild on the Air

HIEGENBOTHAM, JERRY
KJMY, Fresno, Calif.

HILL, BOB
News And Views

HILL, LILLARD
WMAT-TV, Fort Worth, Tex.

HILTON, CHUCK
KGL, Mason City, Ia.

HINES, LINDLEY
WTOX, St. Louis, Mo.

HIXN, MICHAEL
WIS, Madison, Wis.
HINES, FRED MOORE
WLB, Muncie, Ind.
HOARD, BILL
RPD 560
KIQ, Wenatchee, Wash.
HOFF, MRS. OLAN JR.
Turners Falls Newspaper Of The Air
WHAL, Greenfield, Mass.
HOFFMAN, GENE
KKIC, Iowa City, Ia.
HOLCOMB, GRANT
CBS
HOLLENBECK, DON
CBS
HOLMAN, AL
WALA, Mobile, Ala.
HOLMES, ROBERT
Speaking Of News
WWNH, Rochester, N. H.
HOLMIQUIST, HARRY
Listener’s Digest
KDB, Santa Barbara, Calif.
HOOD, W. P.
Bill Hood And The News
KFOL, Wichita Falls, Tex.
HOOKER, JOSEPH
Breakfast Table News
WKBD, Grand Rapids, Mich.
HOOLEY, JACK
WHAM, Rochester, N. Y.
HOOKINS, BILL
Norge News
WKNA, Charleston, W. Va.
HOTTELET, RICHARD C.
CBS
HOWARD, DON
KDLK, Del Rio, Tex.
HOWARD, PAUL
Talk Of The Town
WOKO, Albany, N. Y.
HOWE, QUINCY
WCHS-TV, New York, N. Y.
HOWELL, REX
Radioutorial
KFJX, Grand Junction, Colo.
HOY, FRANK S.
What Do You Think
WLAM, Lewiston, Me.
HUBBS, FRANK
WAYS, Charlotte, N. C.
HUEY, LOIS
On The Avenue
WJSW, Altoona, Pa.
HUMBERT, BILL
Humbert Views The News
KVMA, Magnolia, Ark.
HURLBUT, JIM
Reporters-At Large
WMAQ, Chicago, Ill.
Jim Hurlbut’s Feature Stories
WNBC, Chicago, Ill.
HURLEY, ROBERT F.
WGNI, Chicago, Ill.
HUTTON, GORDON
KXGN, Glendive, Mont.

J
INGSTAD, BOB
KOVC, Valley City, N. Dak.
IZZARD, WES
KGN, Amarillo, Tex.

J
JACKSON, ALLAN
CBS
JAFFE, SYD
WNIC-TV, New Haven, Conn.
JAMES, GLEN
WHBL, Sheboygan, Wis.
JAMES, OWEN
ABC, ABC-TV

JAMES, DOLPH
KORE, Eugene, Ore.
JARRELL, MRS. W. W.
Opinions On The News
WTCG, Thomasville, Ga.
JAY, HARRY
Piezo News
WLOK, Lima, O.
JE CLOS, JEAN
A Close Look At The News
WKLO, Louisville, Ky.
JEFFRIES, ALLEN
WIRE, Indianapolis, Ind.
JEFFRIES, MORGAN
KEVT, Kervville, Tex.
JENKINS, HUGH
Preview Of The News
KVGB, Great Bend, Kans.
JENKINS, BUDDY
Strafford City News
WWNH, Rochester, N. H.
JERDE, O. J.
Northern States News
KFAM, St. Cloud, Minn.
JOHNSON, BENNY
KDLK, Del Rio, Tex.
JOHNSON, RICHARD
WJML, Macon, Ga.
JONES, JIM
WURL, Peoria, Ill.
6:15 News
JONES, TOM
WRFS; Alexander City, Ala.
JOURNEY, TOM
KPLC, Lake Charles, La.
JOYCE, BILL
WJTN, Jamestown, N. Y.

K
KADAVY, DALE
KSWL, Council Bluffs, Ia.

Sidney Walton's

"Inside News"
Coast to Coast via MBS
Sunday—1 p.m., EST

Commentator
MGM Newsreel
"News Of The Day"

Radio Registry
MANS, STUART
News Almanac
KPQ, Wenatchee, Wash.
MANNER, LYMAN
WWNY, Watertown, N. Y.
MAPLES, GRADY
Word's-Eye View Of The
World-Wide News
KTNM, Tucumcari, ... Mex.
MARCHBANKS, LOUIS
Woman's Viewpoint
KPDM, Beaumont, Tex.
MARRERO, LOIS
News
KFDM, Beaumont, Tex.
MARSHALL, GEORGE
George Marshall's News
WCMI, Ashland, Ky.
MARTIN, BILL
Tomorrows News
WOPI, Bristol, Tenn.
MARTIN, ROBERT
CBS
Masters, Mike
Today's News
WXYZ-TV, Detroit, Mich.
MATT, M. LEONARD
MATTSON, ROBERT
WHLB, Virginia, Minn.
MAXWELL, LOUIS
United Press Reports
WIBB, Macon, Ga.
MAYNARD, BOB
Highlights And Shadows In
The News
WSVS, Crewe, Va.
MELTON, ERVIN
Melton In The News
WBSC, Bennettsville, S. C.
MEREDITH, LEE C.
Numm Milling News
WVJS, Owensboro, Ky.
Metcalf, Bert
KUR, Edinburg, Tex.
MEYERS, JOSE ARNALDO
Observatorio Mundial
WAPA, San Juan, P. R.
MIDDLETOWN, B. M.
Middleton and the News
WUSN, Charleston, S. C.
MILES, WATT
Local News Roundup
WDVA, Danville, Va.
MILLER, ALAN
Columbia Valley News
KVOS, Bellingham, Wash.
MILLER, ED
Farm Fair
WMFT, Florence, Ala.
MILLER, EUGENE
Home Edition
WENE, Binghamton-Endicott, N. Y.
MILLER, KEN
News And Views
KUGO, Tulsa, Okla.
MILLER, PAUL
WCLA, Hornell, N. Y.
MILLER, KEN
Local Eye-Witness News
WCAP, Asbury Park, N. J.
MINSKALL, BILL
KGLO, Mason City, Ia.
MITCHELL, N. P.
Nick's Notebook
WFBC, Greenville, S. C.
MITCHELL, PAUL
World At Large, The Globe
Trotter, Alexandria Today
KSDL, Alexandria, La.
MOFIELD, RAY
D-X News
WPAD, Paducah, Ky.
MONTGOMERY, DEAN
KELO, Sioux Falls, S. Dak.
MOONEY, DOW
KTOK, Oklahoma City, Okla.
MOORE, JACK
Negro In The News
WEAS, Atlanta, Ga.
MORE, TOM
Newsreel Of The Air
WIBG, Philadelphia, Pa.
MORGAN, BILL
KEYO, Lubbock, Tex.
MORAN, JACK
KURY, Edinburg, Tex.
MORGAN, ROY E.
Perspective On The Week's News
WILK, Wilkes-Barre, Pa.
MORGAN, THOMAS
WOV, New York, N. Y.
MORLEY, FELIX
Sunoco Three Star Extra
NBC
MORRIS, MERRILL
News Review
WMTR, Morristown, N. J.
MORRISON, CARLTON
WSB, Atlanta, Ga.
MORRISON, HERB
RQV, Pittsburgh, Pa.

Gabriel Heatter

GORDON FRASER
ABC
ABC-TV
WJZ-TV
News Commentators—Radio-Television

RIDENOUR, GORDON M.
News Behind The News, Rid-
enour Checks The News
WELM, Elmira, N. Y.

RITCH, AL
North Jersey Reporter
WPAT, Paterson, N. J.

RIVERS, DEE
Ten O'Clock Tabloid
WEAS, Atlanta, Ga.

ROBBINS, FRANCIS
KDHL, Faribault, Minn.

ROBBINS, LYNN
Ephrata Reports
KSEM, Moses Lake, Wash.

ROBERTS, BILL
Press Time
KATL, Houston, Tex.

ROBERTS, CLETE
KFWB, Hollywood, Calif.

ROBINSON, CALVIN
County Editor
WWOD, Lynchburg, Va.

ROBINSON, PAUL
Amoco News
WRNY, Rochester, N. Y.

ROBY, MAX
5:30 P.M. News
KSL, Salt Lake City, Utah

ROEBUCK, JOHN
World Roundup
KKB, Butler, Pa.

ROEDER, CHARLES A.
Ian and I
WOR, Baltimore, Md.

ROEN, LOUIS
Louis Roen News
NBC

ROMANO, TOM
WNBC-TV, New Haven
Conn.

ROSS, JACK
WHAM-TV, Rochester, N. Y.

ROTH, JIM
KOKC, Mineral Wells, Tex.

ROWE, AL
6:30 Edition Of The News
KRGH, Fayetteville, Ark.

RUDD, JIM
WBBC, Flint, Mich.

RUSSELL, DON
Camera Headlines
WABD, New York, N. Y.

RUTTER, PRESTON
WJLM, Wilmington, Del.

RYAN, RUD
Noon News, Evening News
KOKO, La Junta, Colo.

RYAN, JAMES
KROS, Clinton, Iowa.

RYKARD, BRIM
Journal Of The Air
WRJX, Columbia, S. C.

SABIN, JOHN
Views On News, World At One
WTMV, East St. Louis, Ill.

SANDERS, ALBERT
Mercury News
WMAC, Macon, Ga.

SANDERS, FRANK
KFQO, Fargo, N. Dak.

SANFORD, BILL
KDJ, Fresno, Calif.

SARTAIN, AUXFORD
Sartain Observations
WABD, Troy, Ala.

SARTAIN, DENIS
WWDC, Washington, D. C.

SAVAGE, R. J.
Bob Savage Scans The News

KGBC, Galveston, Tex.

SAWYER, BILL
News Ace
WHJI, Detroit, Mich.

SCHWEER, RALPH
KBRO, McAllen, Texas.

SCOFIELD, DALE
News Till Now
WTCJ, Tell City, Ind.

SCOTT, AL
Final Edition
KOLW, Hamilton, Tex.

SCOTT, C. D.
KNEI, Brady, Tex.

SCOTT, ED
Sunrise Preview
KOL, Seattle, Wash.

SCOTT, FREDDY
Camera Headlines
WABD, New York, N. Y.

SEEL, CHARLES
Charles Seel Reporting
WFPG, Atlantic City, N. J.

SEVAREID, ERIC
CBS

SEXTON, JESSE
News Of Tomorrow
KALB, Alexandria, La.

SHACKLETTE, JAMES
News From Washington
WTCO, Campbellsville, Ky.

SHADEL, WILLARD
CBS

SHAPIRO, ED
Today's News
WXYZ-TV, Detroit, Mich.

SHARP, BILL
WRIB, Providence, R. I.

THE EDITORIAL SLANT OF THE NEWS

BOB GARRED
NETWORK NEWS

My 12th Year for PETER PAUL

GEORGE HAMILTON COMBS, JR.

Thirteenth year as featured
News Commentator—WMGM.

919
WALLACE, EDWARD R.
WNBR, WTAM, Cleveland, O.

WALSH, BLAINE
WJBG, Green Bay, Wis.

WALSH, ULYSSES
WSLS, Roanoke, Va.

WALTON, RAY
Newsreel Of The Air
WIBG, Philadelphia, Pa.

WALTON, SIDNEY

WARD, STUART
California Council Table
KPIX, San Francisco, Calif.

WATSON, BROOKS
WMBD, Peoria, Ill.

WATSON, TOM, JR.
WSWN, Belle Glade, Fla.

WATTERS, DAVE
KETBS, Shreveport, La.

WAY, DOUGLAS
WMIL, Miami, Fla.

WAYNE, MAURY
WBTB, San Francisco, Calif.

WILLIAM, BILL
The World Today

WILSON, BOB
KFWB, Philadelphia, Pa.

WILSON, BILL
KFWB, Philadelphia, Pa.

WINTER, WILLIAM
KFWB, San Francisco, Calif.

WITMER, WEBB
KYA, San Francisco, Calif.

WHITE, DON
Local News
WHO, Lancaster, O.

WHITE, TOM
WBAL, WBAL-TV, Baltimore, Md.

WHITT, BERNARD E.
Editor's Hour
WMTC, Vancele, Ky.

WOLFE, HOWARD
WKNX, Saranaw, Mich.

WOODSON, STEVE
World At Noon
WFRC, Reidsville, N. C.

WORKHOVEN, MERRILL
WOW, Omaha, Neb.

WYMAN, MAL
KALL, Salt Lake City, Utah

WYNGAARD, JOHN
WJPG, Green Bay, Wis.

FRANK GOSS
KNX-CBS Newscaster
Announcer on
"Hallmark Playhouse"
and
"Prudential Family Hour of Stars"

ELMER W. PETERSON
NEWS
N.B.C.

5:45-6:00 P.M., PST
WASHINGTON, D. C.'s

JERRY STRONG
THE JERRY STRONG SHOWS

6:00-9:30 A.M., Mon.-Sat. . . . WINX
2:00-3:00 P.M., Sat. . . . WRC-NBC

AND ON TV
12:00-1:00 P.M., Mon.-Sat. . . . WINX

2:00-3:00 P.M., Mon., Wed., Fri. — "THE HECHT COMPANY'S SHOPPER'S REVUE . . . WNBW-NBC

MC ON THE TV SHOW
Disc Jockeys
RADIO AND TELEVISION
— their work during 1949

A

ABBOTT, BUD
Auburn Habit
WHAS, Louisville, Ky.

ACRE, JIMMY
WAGP, Dothan, Ala.

ADAMS, DANA
990 Club
KFDP, Wichita Falls, Tex.

ADAMS, JOE
KOWL, Los Angeles, Calif.

ADRIAN, VIC
Man About Manhattan
WQEC, Vicksburg, Miss.

AGNEW, ANDREW
KROX, Minneapoliis, Minn.

AGNEW, TED
Club 43

ALBERGHINI, HAROLD
Krockpot Kollege
WOU, Lewiston, Me.

ALBERTS, NICKY
1490 Club

ALISON, HUGH
WJBF, Augusta, Ga.

ALLAN, FRANK
Make Believe Ballroom
KECK, Odessa, Tex.

ALLEN, DAN
WTJG, Tell City, Ind.

ALLEN, LEN
Dawn Busters
KLO, Oden, Utah

ALLEN, TOMMY
Thomas's Variety Store
KOMA, Oklahoma City, Okla.

ALLEN, NICK
MAKE
WAWF, Youngstown, Ohio

ALLEN, JERRY
Make Merry With Jerry
WVLB, Dunedin, Conn.

ALLEN, ERNIE
Ernie's Apop Club
KFBF, Omaha, Neb.

ALLEN, JAMES
KUBC, Montrose, Colo.

ALDRED, JAMES
Platter Party

ANKER, FRANK
The Jazz Jamboree

ARRIS, JOE
Serenade

ASH, BILL
KXLA, Seattle, Wash.

ARTHUR, BRYANT
Clock Spinner

ARTHUR, DOUG
Danceland

ARTHUR, JERRY
Make Merry With Jerry

ATKINS, THOMAS B.
WOOB, Anniston, Ala.

ATKINS, J.C.
Wake Up With J. C.

ATWELL, HOWARD
Timekeeper

AVILES, ROQUE
Tropic Tempos

AYRES, GENE
Open House

BARCKL, FRANK
The Mail Bag

BACON, BOB
Bacon For Breakfast, Jive After Five

BACKS, NORMAN
Playing Favorites

BAIRD, NEIL R.
In The Groove

BAKER, J.C.
Breakfast,

BAKER, J.J.
Morniung Show

BAKER, JACK
Jack Baker Show

BAKER, PAUL
800 Club

BAKES, NICK
Rise and Shine

BAKER, TOBY
Music Matinee, Juke Box Saturday Night

BAKER, RAY
Breakfast, Juke Box Saturday Night

BALL, DENNIS
Radio

BANNON, BOB
One Nite Stand

BARNES, TEDDY
Rhythm By Request

BARKER, DON
Bill Bailey

BARKLEY, ALAN
WAMS, Winton, Del.

BARKLE, DON
Relaxin' On Waxin', Ark Valley Record Review

BARNES, GEORGE
RCRT, Trinidad, Colo.

BARRY, GENE
WING, Dayton, O.

BARRY, JACK
Musical Clock

BARRY, JACK
In The Groove

BARTLETT, Paul
WFOX, Milwaukee, Wis.

BARTON, HAL
Off The Record

BASS, GRADY
Musical Clock

BASSO, NICK
Rise and Shine

BAXTER, RHYTHM
In The Groove

BENEDICT, FRANK
Earl Scruggs

BERGMAN, BILL
Earl's Saturday Morning

BERRY, BOB
WBYF, Charlotte, N. C.

BERRY, JIM
Bob's Juke Box Saturday Night

BETTS, CHESTER
Earl Scruggs

BIOGGY, BILL
Earl Scruggs

BLOOM, BILL
Earl Scruggs
Best Wishes

Your ole friend and swingmaster

AL BENSON

WJJD and WGES, Chicago

Heard daily except Sunday
Disc Jockeys—Radio-Television

BATE, DICK
record Breakers
WNB, Daytona Beach, Fla.

BATEY, HUGH
Record Session
WRBL, Columbus, Ga.

BAKER, A. J.
Allegro Clock Melodies
WINK, Fort Myers, Fla.

BAER, MARY JO
Fandels Disc Jockey Show
WFSU, St. Cloud, Minn.

BAXTER, CHARLES
12:30 Record Club
WWOL, Toledo, O.

BAXTER, GEORGE
Housewives Blues
WSTM, Mytfjeld, Ky.

BAXTER, GORDON
Talk Of The Town
KPC, Port Arthur, Tex.

BEARMAN, DON
Be
WGBI, Scranton, Pa.

BEATY, CHARLES
Hi-Time
KXVS, Provo, Utah.

BENNIGSON, RICHARD
Wake Up Club
WIRC, Hickory, N. C.

BENTON, FAY
Around the Town
WWJ, Memphis, Tenn.

BERG, ALLAN
Allan Berg Show
KJDK, Pasadena, Calif.

BERGER, JOHN
Bing Crosby, Boxing Day
WGIL, Kankakee, Ill.

BERKMAN, EDWARD
Sagebrush Slim
WWBC, Flint, Mich.

BESSE, HARRY
Main Stem Derby
KSWL, Council Bluffs, la.

BETTERS, MICH
Bantistand
WTHT, Hartford, Conn.

BETTISON, WIN
Breakfast Show
WLYN, Lynn, Mass.

BICKNELL, MAX
Lunak Hour
KSL, Garden City, Kans.

BIGLER, TOM
Whistlin' In The Dark
WLK, Wilkes-Barre, Pa.

BILLINGS, FRANK
Museum
KGW, Portland, Ore.

BINGHAM, PETE
Atomic Boogie
WJO, Florence, Ala.

BIRMINGHAM, JOHN
1450 Club
WNNZ, Saranac Lake, N. Y.

BIRKELL, HARRY
Beaver Valley Serenade
WBVP, Beaver Falls, Pa.

BISHOP, BOB
Open House Party
KTKU, Burbank, Calif.

BITTERMAN, JACK
Jive, Jan'n'Jump, Pipe Rack
Parade
WABB, Mobile, Ala.

BLACK BERNIE
Disc's And Data
WGPA, Akron, O.

BLACK, JOHNIE
Dawn O'Day
KGB, San Diego, Calif.

BLACKSTICKS, REID
Sunrise Serenade
WMVA, Martinsville, Va.

BLAIR, W.
Melodies
WFW, Detroit, Mich.

BLAKE, ALIX
Wake With Blake
WENT, Glenside-Johnstown, N. Y.

BLAKE, BRUCE
Music For Ohio
WHK, Akron, O.

BLAKELY, CLINT
Time To Rise
WAIP, Birmingham, Ala.

BLANCHARD, OWELL
Musical Clock
WNOX, Knoxville, Tenn.

BLAND, CELIC
Cowboy Jamboree
KTBS, Shreveport, La.

BLASHILL, JOHN
Hot Cake Club
KVOE, Santa Ana, Calif.

BLECKLEY, W. JOHN
Crescent City Carnival
WJMR, New Orleans, La.

BLOCK MONE, REID
Make Believe Ballroom
WNEW, New York, N. Y.

BLOODBLOOD, BILL
Coffee Pot Parade
WMGY, Milledgeville, Ga.

BLUM, GEORGE
Alarm Clock Club
KORN, Mitchell, S. Dak.

BOARDMAN, FRANK
Frank Boardman Show
KWFT, Wichita Falls, Tex.

BOBB, CHARLES J.
Music Show
KVOB, Alexandria, La.

BODGE, DAVE
WOW, Nashua, N. H.
BODDEN, HILARY
Comes 7
WJAS, Pittsburgh, Pa.
BOLVIN, JAY
1370 Streator
WFRA, Manchester, N. H.
BOISTY, BOB
Record Rider
KOVE, Lander, Wyo.
BOLES, PAUL
Disc Jingles Show
WKRB, Muskegon, Mich.
BOLLEN, JIM
1620 Club
WCLI, Carbondale, Ill.
BOLIN, ART
The Borden Show
WARM, Scranton, Pa.
BOLLINGER, GENE
As You Like It, Hillbilly Holiday
WEGO, Concord, N. C.
BOLLINGER, JIM
Saturday Morning Swing
WINN, Louisville, Ky.
BOLLMINKEL, CALVIN
Hayloft Jamboree
WHUC, Hudson, N. Y.
BONASNO, ROSS
Meet The Missus
WBLK, Clarksburg, W. Va.
BONDU, DAVE
Donna's Remex-Vous
WERD, Atlanta, Ga.
BONE, BILLY
Record Party
WBSR, Hartsville, S. C.
BONER, LEE
Easy Rhythm
KAAT, Douglas, Ariz
BONIN, DONALD
Alarm Clock Club
KANE, New Iberia, La.
BONNELL, GEORGE
Jake Box Review
WWII, Hammond, La.
BONNER, ED
Spin 'N Chum
WXJK, Newark, N. J.
BODEN, SHIRL
Hol-o-mun Tune, Friendly Tune
WING, Minneapolis, Minn.
BOOKSPEN, MARTIN
Off The Record
WBMS, Boston, Mass.
BOREN, CHARLES C.
Sunrise Salute
WELO, Tunco, Miss.
BOSSONG, CHARLES
Musical Clock, Tea And Trumpets
WOGH, West Yarmouth, Mass.
BOULTON, MILO
Kargin' Around With Boulton
WPAT, Paterson, N. J.
BOURQUE, WARREN
WSTP, Southern Pines, N. C.
BOWICK, BILL
Coffee With Bill
WALB, Albany, Ga.
BOWMAN, BURL
Club Cœur D'Alene
BOWMAN, JOHN DUKE
KVNL, Cour D'Alene, Ida.
BOWMAN, JOHN DUKE
WLOH, Princeton, W. Va.
BOYD, DON
Sunrise Roundup
WCLO, Janesville, Wis.
BOYD, HARVEY
Boyds Nest
KWBC, Ft. Worth, Tex.
BOYD, LEX
The Boyds Nest
KROW, Oakland, Calif.
BOYER, DEAN
Har N Eggs
WBLK, Clarksburg, W. Va.
BOYLE, WILLIAM W.
Platter Party
WGRD, Grand Rapids, Mich.
BOYSEN, JIM
Jim Boysen Show
WTCN, Minneapolis, Minn.
BRADFORD, PHIL
Phil Bradford Show
WGCL, Columbus, O.
BRADLEY, BOB
Browsing With Bradley
WMIL, Milwaukee, Wis.
BRADLEY, PAT
Bradley's Workshop
KXKL, St. Louis, Mo.
BRADLEY, SAM
KCHS, Hot Springs, N. Mex.
BRADLEY, WES
Good Morning
KRBD, Colorado Springs, Colo.
BREGG, CHARLES
Breakfast On Farm
WHAL, Shelbyville, Tenn
BRAMHALL, BILL
Old Timers Party
WEMP, Milwaukee, Wis.
BRANCH, NEAL
1240 Club
WBIR, Knoxville, Tenn.

MORT NUSBAUM

Emcee
WHAM—FM-TV
Rochester, N. Y.
50 Kw — NBC

Daily: 6:45-9:45 A.M.
12:40-1:00 P.M.

COMING IN 1950:
"You Can Be a Star"
WHAM-TV
<table>
<thead>
<tr>
<th>Disc Jockeys — Radio-Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAY, GENE</td>
</tr>
<tr>
<td>WRYO, Rochester, Pa.</td>
</tr>
<tr>
<td>BRAINTZELL, JIM</td>
</tr>
<tr>
<td>WFGN, Gaffney, S. C.</td>
</tr>
<tr>
<td>BREENE, PAT</td>
</tr>
<tr>
<td>Roundup</td>
</tr>
<tr>
<td>BRENN, SHELDON</td>
</tr>
<tr>
<td>BRENNAN, BOB</td>
</tr>
<tr>
<td>WRGM, Newport, R. I.</td>
</tr>
<tr>
<td>BRENNAN, DAN</td>
</tr>
<tr>
<td>Hits</td>
</tr>
<tr>
<td>BRENNER, PAUL</td>
</tr>
<tr>
<td>WAAT, Newark, N. J.</td>
</tr>
<tr>
<td>BRESETE, CHARLES</td>
</tr>
<tr>
<td>BRENDELE, KARL</td>
</tr>
<tr>
<td>KVEC, San Luis Obispo, Calif.</td>
</tr>
<tr>
<td>BRISCOE, ROY</td>
</tr>
<tr>
<td>WSTV, Steubenville, O.</td>
</tr>
<tr>
<td>BRITT, PAUL</td>
</tr>
<tr>
<td>BROCK, WILLIAM</td>
</tr>
<tr>
<td>BROCKMAN, DON</td>
</tr>
<tr>
<td>BROKENSHIRE, NORMAN</td>
</tr>
<tr>
<td>WNBC, New York, N. Y.</td>
</tr>
<tr>
<td>BROOK, BILL</td>
</tr>
<tr>
<td>BROOKS, FARRELL</td>
</tr>
<tr>
<td>KHRD, Duncan, Okla.</td>
</tr>
<tr>
<td>BROOKS, GEORGE</td>
</tr>
<tr>
<td>KDIX, Dickinson, N. Dak.</td>
</tr>
<tr>
<td>BROOKS, KIRBY</td>
</tr>
<tr>
<td>WQAM, Miami, Fla.</td>
</tr>
<tr>
<td>BROOKS, VANCE</td>
</tr>
<tr>
<td>BROPHE, BILL</td>
</tr>
<tr>
<td>WTHP, Hartford, Conn.</td>
</tr>
<tr>
<td>BROWN, A. D.</td>
</tr>
<tr>
<td>KSFA, Nacogdoches, Tex.</td>
</tr>
<tr>
<td>BROWN, BILL</td>
</tr>
<tr>
<td>WCNI, Quincy, Fla.</td>
</tr>
<tr>
<td>BROWN, BILL</td>
</tr>
<tr>
<td>WTSP, Salisbury, N. C.</td>
</tr>
<tr>
<td>BROWN, BOB</td>
</tr>
<tr>
<td>RTHS, Hot Springs, Ark.</td>
</tr>
<tr>
<td>BROWN, BOB</td>
</tr>
<tr>
<td>WPEM, Martinsburg, W. Va.</td>
</tr>
<tr>
<td>BROWN, BOB</td>
</tr>
<tr>
<td>WLBR, De Kaiz, III.</td>
</tr>
<tr>
<td>BROWN, BOB</td>
</tr>
<tr>
<td>WMID, Atlantic City, N. J.</td>
</tr>
<tr>
<td>BROWN, DALE</td>
</tr>
<tr>
<td>KGUS, Provo, Utah</td>
</tr>
<tr>
<td>BROWN, GORDAN</td>
</tr>
<tr>
<td>WULK, Lexington-Versailles, Ky.</td>
</tr>
<tr>
<td>BROWN, HARRY</td>
</tr>
<tr>
<td>WBBQ, Pittsfield, Mass.</td>
</tr>
<tr>
<td>BROWN, HUGIE</td>
</tr>
<tr>
<td>WDAK, Columbus, Ga.</td>
</tr>
<tr>
<td>BROWN, JACK</td>
</tr>
<tr>
<td>WLTC, Gastonia, N. C.</td>
</tr>
<tr>
<td>BROWN, MEL</td>
</tr>
<tr>
<td>WGAU, Athens, Ga.</td>
</tr>
<tr>
<td>BROWN, NELSON</td>
</tr>
</tbody>
</table>
BRUCE, DICK
1230 Reveille. 1230 Matinee
WDSU, New Orleans, La.

BRUCE, RAMON

BRUNES, LARRY
You Asked For It. Western
Request
KTHL, Tallahassee, Ore.

BRYANT, GEORGE
The Starduster
WCON, Atlanta, Ga.

BRYANT, TED
Ted Bryant Show
WDXB, Chatanooga, Tenn.

BURR, ROB
WPTW, Piqua, O.

BUCHANAN, BRUCE
Dixie Jamboree
WMFD, Wilmington, N. C.

BUCHANAN, DEAN
610 Club
KVNV, Logan, Utah

BUD, MILTON
Music of Clock
WMBD, Peoria, Ill.

BUHLER, CARL
The Carl Buehler Show
WCAP, Ashbury Park, N. J.

BUEHLER, CLINT
Clint Buchanan Show
WREN, Buffalo, N. Y.

BUETTNER, A.
Music Past Midnight
WFTM, Milwaukee, Wis.

BURRE, BILL
The Nut Club
WHHH, Warren, O.

BURGESS, RALPH
Midnight Serenade
WGBA, Columbus, Ga.

BURKE, RAY
Early Date
WAIR, Winston-Salem, N. C.

BURKS, SPIDER
Spider Bucks Show
KXLW, St. Louis, Mo.

BURNS, AL
1360 Club
WLNY, Lynn, Mass.

BURNS, LUCILLE
Listen To Lucille
KARC, Tulsa, Okla.

BURTON, ROY
Breakfast With Burton
WEEK, Peoria, Ill.

BUTCHER, ED
Hodge Podge
KGW, Portland, Ore.

BYRNE, BILL
WALE, Fall River, Mass.

BYRNE, SYD
1290 Club
WCON, Hartford, Conn.

CALDWELL, CHUCK
All Star Parade
WPAD, Paducah, Ky.

CAMPBELL, DAVE
Matinee In Birmingham
WAPI, Birmingham, Ala.

CAMPBELL, DICK
Top Of The Morning
WDVA, Danville, Va.

CAMPBELL, STERLING (Soup)
Soup's On
WWOL, Buffalo, N. Y.

CAMPCHERO, ROB
You Name It—We Play It
WABY, Albany, N. Y.

CAMPOS, LAO
Noche de Fiesta
KVEY, Austin, Tex.

CANGILIA, PHIL
Italian Hour
KSWI, Council Bluffs, la.

CAPPS, ROB
Rhythm Rommel
KRXU, Phoenix, Ariz.

CAPPS, JIMMY
Our Best To You
WPTF, Raleigh, N. C.

CARD, NORMAN
Music For Lonely Folks
WCOU, Lewiston, Me.

CARLETON, KEN
Ch подписал
WOOD, Biloxi-Gulfport, Miss.

CARNEY, KEN
Alarm Clock Club
KHON, Honolulu, T. H.

CARR, BILL
Daybreaker
WGY, Schenectady, N. Y.

CARR, GENE
Breakfast Club
WDOD, Chattanooga, Tenn.

CARR, GEORGE
Three T's
KSO, Arkansas City, Kans.

CARROLL, ROGER
Carroll's Corral
KGER, Long Beach, Calif.

JOE FRANKLIN
"The Young Man With the Old Records."
Also—Joe Franklin Productions, Inc.
220 W. 42nd St., N. Y. C. WI 7-4755
Specializing in "Vaudeville for Video"
CARROLL, VINCE
Melody Merry-Go-Round
WBAX, Wilkes-Barre, Pa.
CARSON, BOB
Musical TNT
KSMN, Mason City, Ia.
CARSON, JOHN
John Carson Show
WOW, Omaha, Neb.
CARSON, BOB
Musical TNT
KSMN, Mason City, Ark.
CARSON, JOHN
John Carson Show
WOW, Omaha, Neb.
CARSON, JOHN
John Carson Show
WOW, Omaha, Neb.
CARTER, CAL
Musical Clock
KAMD, Camden, Ark.
CARTER, DUNCAN
WTTH, Port Huron, Mich.
CARTER, VAL
Joy A La Carter
WJOY, Burlington, Vt.
CARTWRIGHT, LOWELL
Morning Show
WRUN, Utica, N. Y.
CARTWRIGHT, LOWELL
Morning Show
WRUN, Utica, N. Y.
CASHION, JOHN T.
WKBC, N. Wilkesboro, N. C.
CAUSEY, DON
Hail Of Hits
KHOZ, Harrison, Ark.
CAVATINO, RAFAEL
WYPO, Stroudsburg, Pa.
CHAMBER, NED
Wax Train
WNAO, Raleigh, N. C.
CHAMPION, GENERAL
Recording Party
WBAX, Wilkes-Barre, Pa.
CHAMPLIN, GLEN
Record Party
WLAX, La Crosse, Wis.
CHANDLER, MIKE
Coffee Time
WVLK, Lexington - Versailles, Ky.
CHAPMAN, TED
Lazybones, Sky Commuter
WMOR, Jacksonville, Fla.
CHAPMAN, DAVE
Let's Play Records
KCMC, Texarkana, Tex.
CHAPMAN, ED
1240 Club Pattier Party
WEKR, Fayetteville, Tenn.
CHAPMAN, FRED
Farm Hour
WGAI, Elizabeth City, N. C.
CHARLES, JAY
“F” Train
WESN, Charleston, S. C.
CHARLES, VAN
Van Charles Show
WIBK, Knoxville, Tenn.
CHASE, BRANDON
WNLG, New London, Conn.
CHASE, BUD
Breakfast, Biscuits
WHOB, South Bend, Ind.
CHASE, EDDIE
Off The Record
WOOD, Grand Rapids, Mich.
CHASE, EDDY
Make Believe Ballroom
CKLW, Detroit, Mich.
CHENEY, ALEC
60 Silver Minutes
RITE, San Antonio, Tex.
CHENOWETH, JACK
Watching The Clock
WADC, Akron, O.
CHILDS, JACK
Jack's Wax Works
WML, Macon, Ga.
CHILDS, RALPH
Platter Time
WAPX, Montgomery, Ala.
CHRISTIAN, DON
Fairfield Jamboree
WHOK, Lancaster, O.
CHRISTISON, LOWELL
RFD, 1050 Party
WRFW, Eau Claire, Wis.
CHURCHES, GLENN
Hamilton Furniture Dance Time
KURA, Sacramento, Calif.
CLARK, CASEY
Burlington Jamboree
WLUL, Lexington - Versailles, Ky.
CLARK, CHRIS
Bob And Chris
WRJM, Newport, R. I.
CLARK, GORDON
Gordon's Recordings
KPBX, Beaumont, Tex.
CLARK, HARLEY
Hillbilly Hits
KALB, Alexandria, La.
CLARK, JAMES C.
Disc Time
WHHT, Durham, N. C.
CLARKSON, HARRY
Saturday Afternoon Roundup
WBED, Bethesda, Md.
CLARY, CHARLES
KVOL, Lafayette, La.
COOK, CHUCK
Chuck Cook Show
WEER, Jaffa, N. Y.

COOK, CHARLIE
Country Boy
WHIT, Durham, N. C.

COOK, H. L.
ARC, ABC-TV

COOK, VERN
Martha & Vern
WGBY, Springfield, N. Y.

COOPER, DALE
Dance Time
KAST, Astoria, Ore.

COOPER, JACK L.
Ring Cutters Special
WNSB, Thomasville, Ill.

COOPER, JOE
KFD, Fort Dodge, Ia.

COOPER, MEL.
KCRT, Trinidad, Colo.

COOPER, RALPH
WMCA, New York, N. Y.

COPE, HANK
Alron Kick Klub, Matinee
KBJS, San Francisco, Calif.

CORDIC, REGE
6 To 9 Special
WWWS, Pittsburgh, Pa.

CORLEY, BOB
Corry's Corner
WXLI, Atlanta, Ga.

CORNEAL, GEORGE
KDZA, Pueblo, Colo.

CORNWELL, BLAINE
Top Ten And First Fifteen
WKPT, Wichita Falls, Tex.

COWLEY, PAUL
Cowley's Alley
WNOP, Newport, Ky.

COX, JOE
Rhythm Seneca
WBIR, Danville, Ky.

COYLE, BERT
KCRT, Trinidad, Colo.

CRAGHER, BOB
Melody Matinee
WWCO, Waterbury, Conn.

CRAIG, GEORGE
Coffee With Craig, Varsity Draz
KFDX, Wichita Falls, Tex.

CRAVEN, HAROLD
Off The Record
WHPE, High Point, N. C.

CRAVER, CAMPBELL
WMON, Montgomery, Va.

CRAWFORD, GEORGE
WINX, Washington, D. C.

CRAWFORD, ROBERT J.
Western Request Hour
KNAK, Salt Lake City, Utah

CREEDEN, JAY
The Caravan
WHIM, Providence, R. I.

CREIGHTON, BILL
Old Will Show
KQGA, Des Moines, Ia.

CRIST, JIM
Morning In Maryland
WFDR, Baltimore, Md.

CRIST, PHIL
Morning In Maryland
WFDR, Baltimore, Md.

CROCKER, JERRY
Cocked & Clambake
WISR, Butler, Pa.

CROUCH, DICK
KDZA, Pueblo, Colo.

CROWLEY, DICK
1-2-3 Club
WCLO, Janesville, Wis.

CRUTCHLEY, W. E.
Hillbilly Hit Parade, 740 Club
WFWQ, Jo., Ark., N. C.

CUMMINS BULK
WGCB, Evansville, Ind.

CURETON, DAVE
Sunrise Orpheum
KFTK, Tuscon, Ariz.

CURTIS, BILL
Jazz In Review
WNBG, Minneapolis, Minn.

CURTIS, REN
All Alone Club
KINS, Preston, Ida.

CURTIS, ROY
Coffee With Curtis
WPBH, Syracuse, N. Y.

CUTTING, BOB
Requestly Yours
KFID, Rosenberg, Tex.
| **DAVIS, ERNIE** | Clover Club |
| **DAVIS, GEOFF** | WCSS, Amsterdam, N. Y. |
| **DAVIS, HAL** | Songs of Enchantment |
| **DAVIS, JACK** | KRAM, Las Vegas, Nev. |
| **DAVIS, JIMMY** | Easy Listening' |
| **DAVIS, MARGIE** | Club 1340 |
| **DAVIS, WARREN** | Musical Train |
| **DAVIS, WILLIAM** | Clock O' The Morning |
| **DCOL, DOYLE** | KREM, Spokane, Wash. |
| **DEVON, PRU** | WHOM, Homestead, Pa. |
| **DICKER, SID** | WMCK, McKeesport, Pa. |
| **DICKOFF, CHARLES** | Top O' The Morning |
| **DIEL, BILL** | It's Your Deal |
| **DIERS, BOB** | At Peace-With Dies |
| **DILL, BILL** | The Sundial |
| **DILLINGHAM, ALEX** | Club Playhouse |
| **DILLON, ED** | Luncheon Club |
| **DINSMORE, ED** | Luncheon Club |
| **DEATON, JOHN** | Dial To Deal |
| **DECO, TED** | WMGM |
| **DECO, TED** | CBS |
| **DECO, TED** | PL. 7-0700 |

**TED BROWN**

"Ted Brown Show" . . WMGM

"Joe DiMaggio Show" . . CBS

**JACK LACY**

"Listen To Lacy"

"Bushels Of Fun"

M.C.—Quiz Master-Disk Jockey

**WINS**
DIX, RICHARD
Midnight Flyers
WEDC, Chicago, Ill

DIXON, JIM
1230 Club
WTOC, Savannah, Ga.

DIXON, ROY
Mix-n' Wilson Dixon
KTRM, Beaumont, Tex.

DOAN, BOB
Music From The Night
WABR, Mobile, Ala.

DOCHEE, JACOB
Operative Favorites
WCAL, Bozeman, Mont.

DODDS, DAR
Pop Parade
KISI, Boise, Ida.

DONEGAN, BILL
Music Shop
WSAV, Savannah, Ga.

DONEY, JIM
Jim Doney Show
WRSR, Cleveland, O.

DOOLEY, PETE
Requestfully Yours, Coffee Cup Parade
WBRE, Scranton, Pa.

DORN, BILL
Tune Inn
WHAN, Charleston, S. C.

DORK, EDWARD
Music At Night
WDOS, Oneonta, N. Y.

DORSEY, HOWARD
Clock Waterer
KMOX, St. Louis, Mo.

DOWNEY, JACK
On The Solid Side
WBAP, Fort Worth, Tex.

DOWSON, GRAHAM R.
On The Solid Side
WARTI, Tupelo, Miss.

DOYLE, JIMMY
Spinner Sanctum
KNUE, Houston, Tex.

DOYLE, LARRY
Dance Party
KGA, Spokane, Wash.

DREW, ROBERT
PM Club
WLOW, Norfolk, Va.

DRUM, DEWEY
Early Risers Club
WSOC, Charlotte, N. C.

du BOIS, CHARLES
Call of the Raging
KBDY, Billings, Mont.

DUDLEY, DICK
Rockabye Duller
WBIC, New York, N. Y.

DUFFY, RAY
Dance Hour
WGNX, Murfreesboro, Tenn.

DUGDALE, CHARLES
KFOR, Lincoln, Nebr.

DUGDALE, WALTER
KVY, Lafayette, La.

DUKAS, JIM
Club Matinee
WBYJ, Youngstown, W. Va.

DUMAS, ROLAND
Tops In Pops
WMAS, Springfield, Mass.

DUNBAR, ED
The Night Watch
WBQB, Augusta, Ga.

DUNCAN, EDDIE
Start With A Whistle In The Morning
WTEF, Evansville, Ind.

DUNCAN, JIM
Jim Duncan Show
WEBQ, Harrisburg, Ill.

DUNN, RICHARD
Design For Dreaming
WBLK, Clarksburg, W. Va.

DUNLAP, WOLLIACE
Dial Dunlap
WLIJ, Bridgeport, Conn.

DUNN, ROBERT
KEMP, Mt. Pleasant, Tex.

DUNN, MIKE
1950 Club
WXJW, Indianapolis, Ind.

DUNNAGAN, KEN
Cat's Meow
KANE, New Iberia, La.

DUNNAGAN, ROB
Jake Roxy Revue, Echoes From The Hills
WJMC, Athens, Ala.

DUNNAGAN, HOMER
Pappy's Roundup, Uncle Bob, Mid-Day Frolic
WJMW, Athens, Ala.

DURST, LAVADA
Rosewood Ramble
KVFJ, Austin, Tex.

EARLY, BOB
Platter Party
WIRR, Dalton Rouge, La.

EARLEY, THOMAS A., JR.
Polka Dots
WAKA, Allentown, Pa.

EAST, HENRY
Hank's Alarm Clock
WGBA, Columbus, Ga.

ECKERT, JOHN
WDAN, Danville, Ill.

EDINGTON, JOHN
John's Jockey Journal
KTTF, Twin Falls, Ida.

EDWARDS, CHARLES
WMAL, Washington, D. C.

EDWARDS, MERLE
All Night Stand
WMIN, St. Paul, Minn.

EIGEN, JACK
Meet Me At The Copa
WMGM, New York, N. Y.

Elders, Frank
WJPP, Herrin, Ill.

ELLIN, MARVIN
Afternoon Carousel
WCAO, Baltimore, Md.

ELLIOTT, FREDD
Ten O’Clock Club
WKRT, Cortland, N. Y.

ELLIOTT, ROBERT
Breakfast With The Stars
WHDB, Boston, Mass.

ELLIOTT, BILL
Bill Elliott Show, Lyrics For The Ladies
WAFY, Bakersfield, Calif.

ELLIOTT, BOB
Bob Elliott Show
WTOD, Toledo, O.

ELLIOTT, CHUCK
WMGY, Montgomery, Ala.

ELLIOTT, RAMSEY
Music Chamber
KRMJ, Fresno, Calif.

ELLIS, BILL
WBMD, Baltimore, Md.

ELLIS, KEN
WSBE, Rutland, Vt.

ELLIS, LEE
Breakfast With The Ellises
WSPR, Springfield, Mass.

ELLIS, LORRAINE
Breakfast With The Ellises
WSPR, Springfield, Mass.

ELLISON, PAUL
Music In The Nite
WHYN, Huntington, W. Va.

ELSNER, ROY
920 Special
KECK, Odessa, Tex.

EMBRY, DICK
Western Jamboree
KGGF, Coffeyville, Kans.

EMERAD, ROY
Gene Emerad Show
KRTN, Des Moines, Ia.

EMERY, MARIE
The Wishin' Well
KOPR, Butte, Mont.

EMMERICH, LEE
Date With A Disc
WKOX, Framingham, Mass.

ENDICOTT, AL
KENO, Los Angeles, Nev.

ENGEL, BILL
Midnight Merry-Go-Round
KMO, Tacoma, Wash.

ENSCHIEN, JIMMY
Top Tunes Across The Nation
KROP, Brawley, Calif.

EKERSON, HELEN
KWWO, Sheridan, Wyo.

ESSICK, LOU
1340 Club
WGNI, Wilmington, N. C.

EUBANKS, GEORGE
WEAT, Lake Worth, Fla.

EVANS, BILL
Good Morning Circle
WGAU, Athens, Ga.

EVANS, BILL
Record Reville
WGN, Chicago, Ill.

EVANS, BOB
Evans' Express
WJBC, Bloomington, Ill.

EVANS, DON
Don Evans Show
WCHU, Chapoton, W. Va.

EVANS, MARK
Sunrise Salute
WTOP, Washington, D. C.

EVANS, SHIRL
Kenny The Kirby Man
WXJW, Indianapolis, Ind.

EVERHART, JACK
An Hour To Spare
WKLO, Louisville, Ky.

FACEY, STAN
Anything For You
WFPG, Atlantic City, N. J.

FANT, JULIAN
Julian's Blackboard
WFOY, St. Augustine, Fla.

FARIS, GEORGE
Early Risers
WVDN, Vicksburg, Miss.

FARKAS, REMY
Record Rarities
WQXR, New York, N. Y.

FARMER, CHUCK
Chuck Wagon
KVVC, Ventura, Calif.

FARMER, JOHN
Early Worm, Hillbilly Hit Review
WAGA, Atlanta, Ga.

FARRAR, JACK
Kiloecyle Klamakbe
KTFI, Twin Falls, Ida.

FRENCH, CHARLES
WHEB, Portsmouth, N. H.

FAULKNER, BILL
WISH, Indianapolis, Ind.

FAUST, DOVE
Merry-Go-Round
KEEN, San Jose, Calif.

FEAGANS, LEW
Fearans' Follies
WDEF, Chattanooga, Tenn.
FEATHER, LEONARD
Jazz At Its Best
WMGM, New York, N. Y.

FEATHERSTONE, CHARLIE
WNDR, Syracuse, N. Y.

FERGUSON, BILL
Moments of Melody
WRUF, Gainesville, Fla.

FIELDING, JULES
Juke Box Revue
WMBM, Miami Beach, Fla.

FILIPIAK, STEVE
Matinee At Sun-Up
WHRV, Ann Arbor, Mich.

FIELDING, JULES
Coffee Club
WELI, New Haven, Conn.

FINGER, ART
Sun Dial
KXYZ, Houston, Tex.

FINLAYSON, JACK
Club 1310
KFKA, Greeley, Colo.

FINN, MICHAEL
Finn Fare
WEOA, Evansville, Ind.

FIORE, BILL
Morning Moods
WWCA, Gary, Ind.

FISCHER, BILL
1440 Club
WROK, Rockford, III.

FISHER, EARL
1450 Club
WFUN, Huntsville, Ala.

FISHER, JOE
KCHE, El Reno, Okla.

FITZGERALD, GORDON
Rendezvous With Melody
WBAP, Fort Worth, Tex.

FLANAGAN, PAUL
Tri-City Ballroom
WTRY, Troy, N. Y.

FLEMING, BRUCE
Guess-A-Tune
KSON, San Diego, Calif.

FLINT, WALTER
Platter Party
WGPC, Albany, Ga.

FLOOD, JOE
Upsie Daisy
KTLN, Denver, Colo.

FLYNN, NORMAN
WENE, Binghamton-Endicott, N. Y.

FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.

FORD, ART
Milkman's Matinee
WNEW, New York, N. Y.

FORD, DOUGLAS
Lunchtime Tunes
WHIS, Bluefield, W. Va.

FORD, JOHN
John Ford Show
WTCA, Minneapolis, Minn.

FORD, LLOYD
Western Frolic
KAYS, Hays, Kans.

FORSTER, BOB
WICA, Ashtabula, O.

FORSTER, ROGER
Forster's Follies
WEOA, Evansville, Ind.

FORT, ARNOLD B.
WOK, Silver Spring, Md.

FORTUNE, BILL
KROWN, Bartlesville, Okla.

FOSTER, JOHN
Requestfully Yours
WBAI, Wilkes-Barre, Pa.

FOSTER, JOSEPH
Request Party
WSSB, Durham, N. C.

FOSTER, SID
Sunrise Musical, Hillbilly Hit Parade
KSTB, Breckenridge, Tex.

FOWLER, BILL
Musical Clock
WGPC, Albany, Ga.

FOWLER, JIM
Record Shop
WGPC, Albany, Ga.

FOX, LEO
Music Box
WMWW, Meriden, Conn.

FRAIM, JOHN
1430 Club
WABE, Atlanta, Ga.

FRANKLIN, DON
Nightcap
WMAN, Mansfield, O.

FRANKLIN, JOE
B. Mar. 9, 1926, New York, N. Y.; Joe Franklin's Record Shop, WIZ; Antique Record Shop, WMGA; Echoes Of The Big Time, WMCA.

ART SCANLON
Humorist
WINS
New York
GENTILE, LARRY
Gentle House Party
WJMK, Detroit, Mich.

GERAGHTY, LARRY
KOH Roundup
KOH, Reno, Nev.

GEMMANN, BILL
Record hour, Panel
WHUX, Huntington, Pa.

GIBBONS, JAMES
WMAL, Washington, D. C.

GIBNEY, JOE
Old Joe's Quiz Klub
KLIX, Twin Falls, Idaho.

GILKISON, ALEC
Burnt Toast and Coffee
WVCG, Coral Gables, Fla.

GILDITZ, ALEC
Southwest Stampede
KTBC, Austin, Texas.

GILBERT, JACK
WLED, Erie, Pa.

GILDROU, RALPH
WDFR, Flint, Mich.

GILL, PAT
Time to Remember
WCSH, Portland, Me.

GIBOUX, LEE
Dollars Or Demons
KGO, San Francisco, Calif.

GIVEN, JOE
Band Parade
WVOE, New York, N. Y.

GLASS, LOUIS
Hoedown Harmonies
WTRC, Elkhart, Ind.

GLEASON, BOB
Request-Only Yours
Coffee Club

GLENN, ART
Club 1770

GLOSSEN, LONNIE
The Party Line
WKNR, Fort Smith, Ark.

GOLDEN, IAL
1240 Club
WJFN, Jamestown, N. Y.

GOODLETTE, RICHARD H.
1340 Club
WKIC, Hazard, Ky.

GOODREDGE, CELT
Your Dancing Date
WWVM, Vicksburg, Miss.

GORDON, BILL
WWMC, Mobile, Tenn.

GORDON, BILL
WNOX, Nashville, Tenn.

GORDON, BILL
Afternoon Swing Session
WWRL, Woodside, N. Y.

GORDON, ROBERT
Make Mine Music
KKXO, Aberdeen, Wash.

GORE, DEL
Dell Gore Show
KYA, San Francisco, Calif.

GOSLIN, JOHN
KBCB, Des Moines, Ia.

GOSS, GENE
Plater Parade

GRAB, JACK
Ramblin' Bob
KXOA, Sacramento, Calif.

GRADY, JOE
950 Club

GRAHAM, BILL
Pop Parade

GRANT, FELIX
Tune Inn

GRANT, HAI
Musical Clock

GRAY, HUGH
WMZ, Decatur, Ill.

GRAY, JACK
WHOS, Decatur, Ala.

GREG, ROB
Music for You
WEDO, Chattanooga, Tenn.

GREGORY, GREG
Crew Cut

GRESH, KECK
Odessa, Tex.

GREEN, ART
Make Believe Ballroom
WMIE, Miami, Fla.

GREENBERG, IAL
Revelle Roundup
WILS, Lansing, Mich.

GREENEL, RICHARD
Teetotums
KFAR, Fairbanks, Alaska

GREY, TED
Yours And Mine
KSGM, St. Genevieve, Mo.

GRIFFIN, JAN
WGET, Wilson, N. C.

GRIFFIN, HOWARD
What's Your Pleasure
KRCB, Enid, Okla.

GRIFFIN, WAYNE
Music From Rosslawn
KSVP, Artesia, N. Mex.

GRIFFITHS, BILL
KOL, Seattle, Wash.

GRIFFITHS, BILL
KQRT, Cortland, N. Y.

GRIM, CHARLES
Dreamtime
Kazo, El Centro, Calif.

GRISSOM, BILL
Tele-Quest Time
WTPS, Bloomington, Ind.

GRISWOLD, JACK
Studio A
WCSS, Amsterdam, N. Y.

GROFF, BILL
WJE, Hagerstown, Md.

GROMAN, JIMMY
Sleepy Time
WMID, Atlantic City, N. J.

GROSS, DON
Melody Matinee
WAYX, Waycross, Ga.

GUERIN, BILL
That Program, Little Folks
WMPD, Wilmington, N. C.

GUILD, HUGH
Top Spot

GUINN, BEN
Roll Jordan
WEAS, Atlanta, Ga.

GUS, EDDIE
DPR, Greenville, Miss.

GUTHRIE, BILL
Coffee Club

GWYNN, Z. V.
Easy Listening, Easy Does It
WIBC, Indianapolis, Ind.

HAASER, CHARLIE
To The Louie
WMAS, Springfield, Mass.
HAGAN, STAN  
Sugar And Spice  
WKNJ, Wichita, Kans.

HAGEMAN, JIM  
Musical Clock  
WCHS, Martinsville, Va.

HAGER, BILL  
Hager Jazz Time  
WKAT, Miami Beach, Fla.

HAGERTY, FRED  
Musical Greater  
WQFG, Atlantic City, N. J.

HALF, MAL  
Off The Record  
WKIP, Poughkeepsie, N. Y.

HALE, HENRY  
Million Dollar Parade  

HALE, PHIL  
Phil Hale Show  
WKIN, New Britain, Conn.

Haley, Thomas C.  
Off The Record  
WTBS, Cleveland, O.

HALL, CHARLIE  
Wax Works, Savoy Junction  
WCS, Charleston, S. C.

HALL, FRED  
Night Flight  
WMXIE, Miami, Fla.

HALL, JIM  
Your Favorite Hymns  
KWT, Seattle, Wash.

HALL, JOHN  
Wax Works, Indianapolis, Ind.

HALL, NORMAN  
Strictly Informal  
WOMI, Owensboro, Ky.

HALL, RUS  
Russ Hall Show  
WJR, Detroit, Mich.

HALLOCK, TED  
Rodney Rhythm  
KPOJ, Portland, Ore.

HAMBLEY, BOB  
Rhythm Ranch  
WNJR, Newark, N. J.

HAMILTON, JIM  
Record Shop  
WIND, Chicago, Ill.

HAMILTON, WARD  
WWNY, Watertown, N. Y.

HAMMONS, EMER R.  
Billboard Record Shop  
WGUY, Bangor, Me.

HAMRICK, TINY  
Time Time With Tiny  
WKWB, Buffalo, N. Y.

HANCOCK, JOHN  
Timekeeper Time  
WKTY, La Crosse, Wis.

HANSON, KEN  
Sunshine Hour  
WKLX, Butte, Mont.

HARDIN, GENE  
Hillbilly Ramble, WABB, Mobile, Ala.

HARDING, JIM  
Talk Of The Town  
WDAR, Columbus, Ga.

HARDY, JAMES  
Platter Party  
WIBC, Indianapolis, Ind.

HARMONSON, KEN  
Your Program  
WTW, Seattle, Wash.

HARNISH, BOB  
Melody Matinee  
WLAN, Lancaster, Pa.

HARPER, RONALD  
Timeteller  
WALT, Tampa, Fla.

HARRAL, HANK  
Western Roundup  
KSEL, Lubbock, Tex.

HARRILL, NELSON  
Wake Up Time  
WWJR, Ashboro, N. C.

HARRIS, BOB  
WNJ, Musical Matinee  
WJNO, Newark, N. J.

HARRIS, DAVID  
Juke Box Review  
WQXI, Atlanta, Ga.

HARRIS, JOHN  
Record Matinee, Get Up And Get Happy  
KSUX, Biscop, Ariz.

HARRISON, CHARLIE  
920 Club  
KRTL, Texas City, Tex.

HARRISON, CHUCK  
Juke Box Review  
WAML, Laurel, Miss.

HARRISON, MEL  
Amoh-Linea Jukebox Serenade  
KWHM, Fort Smith, Ark.

HARROVER, BEN  
Coffee Time  
KLF, Dallas, Tex.

HART, GEORGE  
New Sounds  
WCMC, Camden, N. J.

HART, JIM  
Saturday Night Musical  
KTWT, Tuson, Ariz.

HART, MAURICE  
Straight From The Heart  
KPWB, Hollywood, Calif.

HARTLEY, JIM  
Hillbilly Hit Parade  
1240 Club  
WWGA, Gainesville, Ga.

HARVEY, DICK  
Dick Harvey Show  
WSP, Portland - Norfolk, Va.

HARVEY, HENRY  
Carnival Of Music  
KPI, Wichita, Kans.

HARVEY, PAUL  
Music Album You Like It  
KHMO, Hannibal, Mo.

HARVEY, TOM  
Rhythm By Request  
WCHX, Chester, Pa.

HASSING, DOUG  
WMGT, Montgomery, Ala.

HATCHER, JACK  
Juke Box Review  
WLEA, Hornell, N. Y.

HAYWARD, TOM  
Rhythm By Request  
WCHX, Chester, Pa.

HAY, TOM  
Rockdale Reville  
WMOC, Covington, Ga.

HAYNES, JERRY  
Serenade That's New  
KLIX, Dallas, Tex.

HEADRICK, KENNETH  
KFGT, Fremont, Neb.

HEALY, NAUM  
Fields, Variety Show  
KAFY, Bakersfield, Calif.

HEAVILAN, BOB  
WGQ, Brunswick, Ga.

HECKMAN, FRED  
WFTP, Wilmington, Del.

HEDGEFORTH, WILLIAM  
Uncle Zelba  
WCS, Charleston, S. C.

HEGARD, KEN  
WFOX, Milwaukee, Wis.

HELMSON, BOB  
1230 Club  
KISD, Sioux Falls, S. Dak.

HILL, BOB  
KTA, Excelsior, Tex.

HELLER, ART  
Ranch House Roundup  
WMIL, Milwaukee, Wis.

HENDRICKS, RICK  
Tie Toe Times  
KAAT, Dousbas, Ariz.

HENNESY, THOMAS  
WJBF, Augusta, Ga.

HENRIKSON, LES  
The Les Henrikson Show  
WCON, Atlanta, Ga.

HENRY, GIL  
Spinning Bandstand  
KUMV, Murray, Utah.

HENRY, OLLIE  
After Hours  
WJBC, Bloomington, Ill.

HENDERSON, SI  
Sierra Serenade  
KXXR, San Jose, Calif.

HERNANDO, JERRY  
Highway Of Melody  
WFOS, Augusta, Fla.

HERRICK, GRIFFITH  
Musical Clock  
WCCP, Savannah, Ga.

HERSON, BILL  
The Timekeeper  
WRC, Washington, D. C.

HESSE, BILL  
Bill The Bell Boy  
WKRQ, Mobile, Ala.

HESSE, JIM  
Cowboy Jubilee  
WKNX, Knoxville, Tenn.

HESTER, JESS  
WVIM, Houseparty  
WVIM, Vicksburg, Miss.

HEWES, DONALD  
WSEY, Dover, Del.

HICKMAN, RUSS  
Melody Lane  
WEPF, Martinsburg, W. Va.

HICKOK, BILL  
Alarm Clock Club, Open House  
WXKW, Albany, N. Y.

HICKS, JOHN  
Rick's Rodeo  
KEPO, El Paso, Tex.

HIGGINBOTHAM, JERRY  
Midnight Serenade  
KMA, Fremont, Calif.

HIGGINS, CLYDE  
Nite Club Of The Air  
WSTV, Steubenville, O.

HILLYER, JOE  
KGY, Olympia, Wash.

HILL, EDWARD  
Eddie Hill Show  
WMPS, Memphis, Tenn.

HILL, F. R., JR.  
Hit The Deck  
WTSV, Claremont, N. H.

HINCHLIFE, ROY  
Melody Ranch  
KUTA, Salt Lake City, Utah
HISSON, GLEN
Swingtime
WJAG, Norfolk, Nebr.
HUFF, HOLLIS
Huntington Harmonies
KJNY, Fargo, N. Dak.
HOGAN, ED
Dogan's Alley
KCFR, Ft. Worth, Tex.
HOGAN, MARTY
Merry Go Round, Music Mart
Where's Hocus
WCFL, Chicago, Ill.
HOGAN, MARTY
Stars Of Paracade
WJJD, Chicago, Ill.
HOGGATT, JACK
Wake Up Yakima
KIT, Yakima, Wash.
HOLLAND, CLIFFORD D.
WOOK, Silver Spring, Md.
HOLLINGSWORTH, DENNIS
14th Street
WNNN, Beckley, W. Va.
HOLM, CLAYT
Out West Special
KOVE, Lander, Wyo.
HOLMAN, KNOX
Holman's Hoedown
WWSA, Montgomery, Ala.
HOLMES, R. RICHARD
WAMS, Wilmington, Del.
HOLTZ, THOMSON
Pot Luck
WOW, Omaha, Neb.
HOOD, JOHN
1450 Club
WGN, Murfreesboro, Tenn.
HOOKS, RALPH
Alum Club Club
KWSL, Lake Charles, La.
HOOVER, CHUCK
Star Spotlight
WHRK, Akron, O.
HOPE, WINKIE
Midnight Ballroom
WTAR, Norfolk, Va.
HOPKINS, BILL
Hillbilly Hoedown
WNSA, Charleston, W. Va.
HOPKINS, WES
920 Club, Lucas Bandstand
WTMT, Trenton, N. J.
HORN, BOB
1460 Club
KIMA, Yakima, Wash.
HOGLUM, ROBERT
Studio Party
KASH, Eugene, Ore.
HOWARD, "TOBE"
WGBC, Louisville, Ky.
HOWRIGAN, CAL
Coffee Concert
WTVS, Marianna, Fla.
HUBBELL, HARRY
Yawn Patrol
WILM, Wilmington, Del.
HUBIMAC, JOHN
WFKY, Frankfort, Ky.
Hudson, BOB
1240 Club
KVY, Cour D'Alene, Idaho.
Hudson, GEORGE
Downbeat Club
WCAP, Asbury Park, N. J.
Hudson, HARVEY L.
1450 Club
WLEE, Richmond, Va.
HUGHES, RUSH
WCFL, Chicago, Ill.
HUGHES, TOM
Mailbag
WSLS, Roanoke, Va.
HUBERT, MAURICE
Tan Town Juba Lee, Sepia
Swing Club
WHMA, Memphis, Tenn.
HULL, DICK
One-Two-Three Club
WFTH, Savannah, Ga.
HULL, HARWOOD, JR.
Caribbean Maturity
WAPA, San Juan, P. R.
HULL, HOLLY C.
Sleep Walkers' Serenade
KVOO, Tulsa, Okla.
HUNTER, DICK
KEX, Portland, Ore.
HUNTER, DAN
HURST, ED
Ed Hurst Show
HURST, WILSON
Music In The Night
KTHS, Hot Springs, Ark.
HUSING, TED
Bandstand
WWMG, St. Nick
Boxing Club
WBBY, Chicago, Ill.
HUSTEN, HARVEY
PM Platter Party
WABY, Albany, N. Y.
HUSTUS, CLAUDE
WTUX, Wilmington, Del.
HUTCHISON, HARDY
Melody Quiz
KHBC, Hilo, T. H.
HUTCHISON, JIMMIE
Rockie Man
WHSY, Hattiesburg, Miss.
HUTCHISON, JOHN
1310 Platter Party
WGAU, Athens, Ga.
IDE, CARL
Carl Ide Calling
WNJR, Newark, N. J.
HEILENFIELD, WARREN
Take It Easy Time
WISR, Butler, Pa.
INGRAM, BILL
Matinee At Melody Lane
KSTL, Alexandria, La.
IRVING, BOB
WLP, Lexington, Ky.
IRVING, PAUL
Midnight Flyers
WEDC, Chicago, Ill.
ISON, STEVE
Magie Valley Jamboree
WTP, Charleston, W. Va.
JACKSON, LEE
All Nite Club
WAPO, Chattanooga, Tenn.
JACKSON, SANDY
Rhythm Inn
KBON, Omaha, Nebr.
JACKSON, TOM
Time N' Tunes
WKAB, Mobile, Ala.
JACOBS, DICK
1230 Club
KXO, El Centro, Calif.
JAMERSON, PETER
1230 Club
JAMES, BOB
Hi School Hop
WCGM, Mansfield, O.
JAMOND, WALTER
Serve Yourself Jamboree
KROW, Oakland, Calif.
JARVIS, AL
Make Believe Ballroom
KLC, Hollywood, Calif.
JENKINS, BILL
WEAM, Atlanta, Va.
JENKINS, WAYNE
Variety Hour
WHOW, Terre Haute, Ind.
JENNINGS, AL
The Al Show
WCCF, Savannah, Ga.
JENSEN, PAUL
Paul Platter Party
KQNL, Lincoln, Nebr.
JENSEN, RAN
'Ya Variety Varieties
WEJ, Newport, Ia.
JENSEN, SAM
The Sam Jones Show
KECR, Jacksonville, Fla.
JEWELL, TONY
Variety Capers
KFLA, Garden City, Kans.
JOHNNY, HAPPY
WBM, Baltimore, Md.
JOHNS, BROOKE
Morning In Maryland
WFTC, Bethesda, Md.
JOHNSON, CARL
Nightcap Revue
KOIX, Dickinson, N. Dak.
JOHNSON, DEAN
Club 970
KLER, Rochester, Minn.
JOHNSON, DOTTIE
Dottie's Daily
KSON, San Diego, Calif.
JOHNSON, IRWIN
Early Warm
WBNX, Columbus, O.
JOHNSON, ROBERT
Alarm Clock Club, Musical Clock
KFOR, Lincoln, Nebr.
JOHNSON, TED
Pajama Party
WHVR, Ann Arbor, Mich.
JOHNSTON, JIMMY
Cow Club
WNDX, Daytona Beach, Fla.
JOHNSTON, WAYNE
KMQ, Amarillo, Tex.
JONES, ARMAND
K-Bar Round Up
KVET, Austin, Tex.
JONES, BILL
KZL, Denver, Colo.
JONES, BOB
Time For A Song
KFAB, Omaha, Neb.
JONES, BOB
Groans By Jones
WBIG, Greensboro, N. C.
JONES, ROD
1240 Club
WJNC, Jacksonville, N. C.
JONES, ROY
Request Granted
WMOC, Covington, Ga.
JONES, TAD
Alarm Clock Club
KAVR, Havre, Mont.
JONES, TOM
Dizzy Fingers
WFRE, Alexander City, Ala.
JOSEPH, EDDY
The Edie Show
WHLD, Niaazu Falls, N. Y.
K
KAISER, RON
Musical Revelle
KWOC, Peoria Bluff, Mo.
KALMUS, LEE
Stairway to the Stars, WWMG
KALASHNIKOV, PAUL
Dance Time
WGGG, Gainesville, Fla.
KANE, DAVE
KLAB, Laurel, Miss.
Disc Jockeys—Radio-Television

KAUFFMAN, ARNOLD C.
Bandstand
WBM, Miami Beach, Fla.

KAY, BOB
Clown-Up Party
WAVE, Louisville, Ky.

KEITEL, JAMES
Western Mainliner
KMUT, Muskogee, Okla.

KEITH, BOB
Bob Keith Show
WOP, Orlando, Fla.

KELLER, NORM
As You Like It
WQUN, Quincy, Fla.

KELLER, O. J., JR.
Juke Box Serenade
WATA, Springfield, Ill.

KELLODY
Hillbilly Hoedown
KSUN, Bisbee, Ariz.

KELLY, TOM
Swing Session
WARM, Scranton, Pa.

KENNEDY, BOB
WEBS, Kansas City, Mo.

KENNEDY, LOU
Studio Party
WORJ, Orlando, Fla.

KENNER, TED
WEAB, Allentown, Pa.

KENT, PATSY
Night Shift
WMIE, Miami, Fla.

KEY, JIMMY
Jimmy's Program
KANS, Wichita, Kans.

KEYSER, WARREN
Musical Nightcap
WILM, Wilmington, Del.

KILEY, TIM
Tim And Ed
WNMP, Evanston, Ill.

KILPATRICK, FRANK
Club 1300
KXRK, San Jose, Calif.

KING, BOB
Wax Works
KSOO, Sioux Falls, S. Dak.

KING, CHARLES
Platter Shop
WKAL, Rome, N. Y.

KING, EARL
Lem Hawkins Shows
KFGO, Farzo, N. Dak.

KING, JIM
Night Work, At Your Request
KDMO, Carthage, Mo.

KING, JOHN E.
Musical Clock
WXV, West Point, Miss.

KING, MERCER
WVOP, Vidalia, Ga.

KING, NELSON
Daily Hit Parade, Jamboree
WCKY, Cincinnati, O.

KING, PEE WEE
(See Radio-TV Artists)

KING, VERN
Platter Parade
WIL, St. Louis, Mo.

KING, WALLY
Fun And Frolics
WATR, Waterbury, Conn.

KIRBY, BILL
Music In The Afternoon
WHCU, Ithaca, N. Y.

KIRBY, JERRY
Two-Thirty Session
WKBB, Dubuque, Ia.

KIRBY, JIMMY
Alabama Hayloft Jamboree
WAPI, Birmingham, Ala.

KISER, JIMMY
Luncheon With Music
WSOC, Charlotte, N. C.

KISTLER, JACK
Call And Collect
WFPB, Middletown, O.

KITTLETON, CURT
Scandinavian Melodey Time
KXLF, Butte, Mont.

KLAVEN, GENE
WBMW, Baltimore, Md.

KLEIN, ED
Cousin Ed Show
WWXLY, Peoria, Ill.

KLEY, HERBERT
P舆情, Platter Parade
WFLP, Kenosha, Wis.

KLINKMANN, DALE
Midnight Frolley
KMAC, San Antonio, Tex.

KLYCE, KENNETH M.
WTPR, Paris, Tenn.

KNIGHT, DICK
Dick Knight Show
KYNQ, Fresno, Calif.

KNIGHT, FRED
Knight Club
WIBG, Philadelphia, Pa.

KNIGHT, KEN
Musical Clock
WTCO, Campbellsville, Ky.

KNIGHT, LARRY
Tempos At Ten, N. C.

KNIGHT, TED
WFNS, Burlington, N. C.

KNUTSON, HIL
Reniter's Klub
KENI, Anchorage, Alaska

KNUTSON, KEN
Night Time Tune-Time
KLPM, Minot, N. Dak.

KOCH, ORV
KFNE, Shenoa, Ia.

KOHL, JAMES
Early Risers Party
WBOW, Terre Haute, Ind.

KOLB, HAROLD
Musical Showcase
WARC, Rochester, N. Y.

KOONS, BOB
Jazz Show
KMO, Tacoma, Wash.

KOVACIC, FRANK
Juke Box Jamboree, The Wax Museum
KMVI, Wallula, Man, T. H.

KOVACZ, ERNE
Coffee With Kovacs
WTSM, Trenton, N. J.

KRAFFT, BOB
Disc Derby
KXXU, Carlsbad, N. Mex.

KRIEGEL, GIL
Laff With Lunch
WITH, Baltimore, Md.

Kripp, LARRY
Anything Goes
WJW, Cleveland, O.

KRUSEG, ROY J.
WRLD, West Point, Ga.

LABRD, JERE
Music in the Night
KHBC, Hilo, T. H.

LAMAR, JACK
Housewives Serenade, Club 18
WCAM, Camden, N. J.

LAMB, BILL
Jim For Breakfast
WWBC, Flint, Mich.

LAMB, JAY II
WRLD, West Point, Ga.

LAMÈRE, ROLLIN
Your Bad Roy
WPHR, Wisconsin Rapids, Wis.

LANDPEAR, DEAN
Off The Record
WMT, Cedar Rapids, Ia.

LANE, ALICE
WOOK, Silver Spring, Md.

LANSON, SNOKKY
Snokky's Song Shop
WSM, Nashville, Tenn.

LAPAN, DON
Don Lapan Show
KTRB, Mott, Calif.

LARKIN, DON
Night Time Frolic
WAST, Terre Haute, N. J.

LARSON, PAUL
Timekeeper

LARSON, RAY
Tune Shop
KXLF, Butte, Mont.

LASSITER, CHAD
Chad Lassiter Show
WDXI, Jackson, Tenn.

LATTING, BOB
Surprise Party
KOY, Oklahoma City, Okla.

LAUX, ED
Requestfully Yours
WINZ, Hollywood, Fla.

LAWRENCE, JERRY
Friendly Time
WIRL, Peoria, Ill.

LAWRENCE, LARRY
Request Time
WAGE, Syracuse, N. Y.

LAWRENCE, MARY
Larry Lawrence Show
WKWB, Buffalo, N. Y.

LAWRENCE, PAUL
Needles & Spins
WVCH, Chester, Pa.

LAWSON, JACK
Melody Ballroom
KXOA, Sacramento, Calif.

LEACH, BOB
Clockwatcher
WRUF, Gainesville, Fla.

LECLERCQ, GREGORY
KIFI, Idaho Falls, Ida.

LEE, BETTY
Woman's Magazine
WWJL, Niagara Falls, N. Y.

LEE, DAVE
Dave Lee Show
WKG, Fort Wayne, Ind.

LEE, DAVE
Hi Neighbor
WLOK, Lima, O.

LEHMANN, NINO
The Wax Shop
WATO, Oak Ridge, Tenn.

LEHNOFF, BILL
Moments With the Masters
KWT, Seattle, Wash.

LEIGHTON, JERRY
Mornings Madison
WKIC, Hazleton, Ky.

LEIGHTON, JACK
At Your Request
KTOP, Topinka, Kans.
LORENZ, GEORGE
Twin Cities Hour
WJFJ, Niagara Falls, N. Y.
LOTZ, VERN
Valley Roundup
KVRX, Farro, N. Dak.
Lounsbury, Jim
Night Watch
WIND, Chicago, Ill.
LOW, RABMIN
Rainbow Rider
WJUL, Niagara Falls, N. Y.
LOWE, JACK
1450 Club
KXDF, Washington, D. C.
LOWE, JIM
The Low Down
WIRC, Indianapolis, Ind.
LOWERY, BYRON
KXTW, Waco, Tex.
LOWRY, LEW
Melody Merchant
KOOL, Phoenix, Ariz.
LUCAI, BEN
Talk of the Town
WIRG, Rome, Ga.
LUCAI, WILLIAM
Time And Templos
KASE, Scranton, Pa.
LUND, GEORGE
Musical Clock
WSSV, Pittsburgh, Pa.
LUNDJORD, JtACK
KDZA, Pueblo, Colo.
LUPTON, JOHNNY
Rhythm By Request
WLAN, Lansing, Mich.
LYLES, JOHNNIE
Blues Bouncer And Bootieg
KALB, Alexandria, La.
LYNN, BOB
Bob Lynn Show
WIOD, Miami, Fla.
LYNN, FRED
Musical Clock
KGXR, Springfield, Mo.
LYNN, KEN
Saturday Party, Ken Lynn
Calling
WLD, Cincinnati, O.
McArdoo, Dick
Yawn Patrol
WGGB, Greensboro, N. C.
McCALL, JACK
McCall Comes Calling
KSYL, Alexandria, La.
McCAMB, RED
Platter Chatter
WHRG, Harrisburg, Pa.
McCARTNEY, DICK
Western Roundup
KMUS, Muskokere, Okla.
McCay, Ray
Ray Mc Coy Show
WQXI, Atlanta, Ga.
McCoy, BILL
McCoy's Mad House
KWWV, Wenatchee, Wash.
McCREARY, MACK
KEBE, Jacksonville, Tex.
McCLEON, DON
Prevues And Melody
KFAR, Fairbanks, Alaska
McDANIELS, ROBERT
Reverend Robert
KSYV, Artesia, N. Mex.
McDonald, Frank
Merry-Go-Round
WCPB, Boston, Mass.
McDonald, Jay
Record Club
WEW, St. Louis, Mo.
McDonald, Tex
Ripley Request Time, Mason, Fleming And Brown County
Matinews
WFTM, Maysville, Ky.
McDonald, Jim
Make Your Own Music
WHUC, Hudson, N. Y.
McDOWALL, Bob
Roddy McDowall Show
K7MC, Los Angeles, Calif.
McElroy, Mac
Top Of The Mornin
WKIK, Erie, Pa.
McKeaney, John
Hooper J. Soxter
WIZE, Springfield, O.
McEwen, Pete
Club AM
WMLA, Salem, Ore.
McFadden, Bob
Requestfull Yours
KSIM, Simi Valley, Calif.
McGarry, Mac
The Mac McGarry Show
WBEC, Pittsfield, Mass.
McGee, Bob
KROD, El Paso, Tex.
McGrath, Ned
Mailbag Matinee
WHDL, Olean, N. Y.
McHugh, Jack
Seven Thirty Club
WLWH, Nanticoke, Pa.
McKay, Ted
Hit Tune Party
WKEA, Charleston, W. Va.
McKee, Bob
KWEK, Hot Springs, Ark.
McKenna, Jack
Listen And Win
WWEB, Duluth, Minn.
McKenzie, Ed
Jack The Bellboy
WJBK, Detroit, Mich.
Mc Kinney, George
KAMQ, Amarillo, Tex.
McKinney, Mac
Mac's Merry Madhouse
KTP, Porterville, Calif.
McKinney, William C.
1430 Club
KXRI, Russellville, Ark.
McKinnon, Bob
1050 Club
WRFX, Alexander City, Ala.
McKnight, John
Music Hall
WVXJ, Newark, N. J.
McLaughlin, Bob
570 Club
KCLP, Hollywood, Calif.
McLaurin, Frank
Homemakers Harmonies
KFXM, San Bernardino, Calif.
Melean, Dan
Hillbilly, D. J.
KWFC, Fort Worth, Tex.
Melean, John
Music Tool Minute
WPDP, Jacksonville, Fla.
McMaster, John
Sports Matinee
WMEX, Boston, Mass.
McMillan, Ray
Mailbag
WJAG, Norfolk, Nebr.
MeNeil, Juda A.
KGFX, Pierre, S. Dak.
<table>
<thead>
<tr>
<th>Disc Jockeys—Radio-Television</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MILLER, LEO</strong>&lt;br&gt;Breakfast Club&lt;br&gt;WFLI, Philadelphia, Pa.</td>
</tr>
<tr>
<td><strong>MILLER, OTIS</strong>&lt;br&gt;Tea Time&lt;br&gt;KUNK, Hot Springs, N. Mex.</td>
</tr>
<tr>
<td><strong>MILLER, PAUL</strong>&lt;br&gt;Kitchen Kapers&lt;br&gt;WABJ, Brunswick, O.</td>
</tr>
<tr>
<td><strong>MILLER, ROSS</strong>&lt;br&gt;Julie Box Jingles, Your Box At the Opera&lt;br&gt;WTRC, Hartford, Conn.</td>
</tr>
<tr>
<td><strong>MILLER, TROY</strong>&lt;br&gt;Studio Party&lt;br&gt;WNAO, Raleigh, N. C.</td>
</tr>
<tr>
<td><strong>MILLS, JIM</strong>&lt;br&gt; Morning Express&lt;br&gt;KGEM, Bozeman, Tenn.</td>
</tr>
<tr>
<td><strong>Mills, James T.</strong>&lt;br&gt;WJJC, New Haven, Conn.</td>
</tr>
<tr>
<td><strong>MILNER, Art</strong>&lt;br&gt;The Record Shop&lt;br&gt;WHIM, Providence, R. I.</td>
</tr>
<tr>
<td><strong>MAYHILL, Joseph P.</strong>&lt;br&gt;1100 Club&lt;br&gt;WJAM, Cleveland, O.</td>
</tr>
<tr>
<td><strong>MIBS, Bill</strong>&lt;br&gt;The A Train&lt;br&gt;WCON, Atlanta, Ga.</td>
</tr>
<tr>
<td><strong>MITCHELL, Bill</strong>&lt;br&gt;Disc Jockey Jump&lt;br&gt;WMYB, Memphis, Tenn.</td>
</tr>
<tr>
<td><strong>MITCHELL, Boris</strong>&lt;br&gt;WOR, Orlando, Fla.</td>
</tr>
<tr>
<td><strong>MITCHELL, Fred</strong>&lt;br&gt;Hub Cap Parade&lt;br&gt;WJLB, Detroit, Mich.</td>
</tr>
<tr>
<td><strong>MITCHELL, Mark</strong>&lt;br&gt;Early Bird&lt;br&gt;WKRV, Richmond, Ind.</td>
</tr>
<tr>
<td><strong>MITCHELL, Paul</strong>&lt;br&gt;WJIT, Philadelphia, Pa.</td>
</tr>
<tr>
<td><strong>MITCHELL, Ray</strong>&lt;br&gt;Call A Tune&lt;br&gt;WKY, Oklahoma City, Okla.</td>
</tr>
<tr>
<td><strong>MIZNER, Chuck</strong>&lt;br&gt;KAMQ, Amarillo, Tex.</td>
</tr>
<tr>
<td><strong>MOFFATT, Ralph</strong>&lt;br&gt;Sage It With Music, Music's No Mystery&lt;br&gt;WCCO, Minneapolis, Minn.</td>
</tr>
<tr>
<td><strong>MOFFETT, Jerry</strong>&lt;br&gt;Sunrise Up&lt;br&gt;KTFK, Twin Falls, Idaho.</td>
</tr>
<tr>
<td><strong>MONKMAN, Robert</strong>&lt;br&gt;WREM, Racine, Wis.</td>
</tr>
<tr>
<td><strong>MONROE, Cal</strong>&lt;br&gt;Record Rendezvous&lt;br&gt;WPTP, Asbury Park, N. J.</td>
</tr>
<tr>
<td><strong>MONROE, Hank</strong>&lt;br&gt;Julie Box Serenade&lt;br&gt;WOLF, Syracuse, N. Y.</td>
</tr>
<tr>
<td><strong>MONROE, Joe</strong>&lt;br&gt;Camptown Radio, Tea And Trumpets, Monroe's Ayem Mayhem&lt;br&gt;KENT, Shreveport, La.</td>
</tr>
<tr>
<td><strong>MONSON, Paul</strong>&lt;br&gt;Melody Express&lt;br&gt;WWTAS, Springfield, Mass.</td>
</tr>
<tr>
<td><strong>MONTGOMERY, Doug</strong>&lt;br&gt;Delta Disc Derba&lt;br&gt;KUBC, Montrose, Colo.</td>
</tr>
<tr>
<td><strong>MONTGOMERY, John R.</strong>&lt;br&gt;Melody House&lt;br&gt;WICC, Bridgeport, Conn.</td>
</tr>
<tr>
<td><strong>MOONEY, Frank</strong>&lt;br&gt;Request, Please&lt;br&gt;WHUM, Reading, Pa.</td>
</tr>
<tr>
<td><strong>MOORE, Bernice</strong>&lt;br&gt;Becky And Ray Matinee, Request Matinee&lt;br&gt;WKNB, New Britain, Conn.</td>
</tr>
<tr>
<td><strong>MOORE, Bill</strong>&lt;br&gt;1340 Club&lt;br&gt;WFIG, Sumter, S. C.</td>
</tr>
<tr>
<td><strong>MOORE, Bob</strong>&lt;br&gt;Bob Moore Show&lt;br&gt;WLAW, Lawrence, Mass.</td>
</tr>
<tr>
<td><strong>MOORE, Jack</strong>&lt;br&gt;Hillybilly Highs&lt;br&gt;WKLC, Tulsa, Okla.</td>
</tr>
<tr>
<td><strong>MOORE, Rev., GATEMOUTH</strong>&lt;br&gt;Light Of The World&lt;br&gt;WDBA, Memphis, Tenn.</td>
</tr>
<tr>
<td><strong>MOORE, Robert</strong>&lt;br&gt;Top Ten Times Of The Week&lt;br&gt;KHRC, Hiler, T. H.</td>
</tr>
<tr>
<td><strong>MOORE, Virgil</strong>&lt;br&gt;Time For Jive&lt;br&gt;WGWC, Selma, Ala.</td>
</tr>
<tr>
<td><strong>MORAN, Jack</strong>&lt;br&gt;Pitchin' Kurves&lt;br&gt;KURV, Shreveport, La.</td>
</tr>
<tr>
<td><strong>MORAN, Jack</strong>&lt;br&gt;WMON, Montgomery, W. Va.</td>
</tr>
<tr>
<td><strong>MORE, Uncle Tom</strong>&lt;br&gt;Club 90, Jamboree&lt;br&gt;WXNO, Knoxville, Tenn.</td>
</tr>
<tr>
<td><strong>MORELAND, Harry A.</strong>&lt;br&gt;Cousin Harry's Hayloft&lt;br&gt;WROL, Knoxville, Tenn.</td>
</tr>
<tr>
<td><strong>Morgan, Hal</strong>&lt;br&gt;Big Uncle&lt;br&gt;WGAR, Cleveland, O.</td>
</tr>
<tr>
<td><strong>Morgan, Rick</strong>&lt;br&gt;Symphony Out Of The Night&lt;br&gt;KFX, Downtown, Los Angeles, Calif.</td>
</tr>
<tr>
<td><strong>MORGAN, Robert</strong>&lt;br&gt;WMBO, Auburn, N. Y.</td>
</tr>
<tr>
<td><strong>Morris, Charles</strong>&lt;br&gt;Breakfast On The Range&lt;br&gt;KMO, Tacoma, Wash.</td>
</tr>
<tr>
<td><strong>Morris, Jimmie</strong>&lt;br&gt;Matinee With Morris&lt;br&gt;WSAT, Salisbury, N. C.</td>
</tr>
<tr>
<td><strong>Morris, Johnny</strong>&lt;br&gt;Music With Morris&lt;br&gt;WROR, Torrington, Conn.</td>
</tr>
<tr>
<td><strong>MORROW, Jack</strong>&lt;br&gt;Hickory Shindig&lt;br&gt;WDIC, Indianapolis, Ind.</td>
</tr>
<tr>
<td><strong>Morton, Lew</strong>&lt;br&gt;Salty Morton, Morton's Matinee&lt;br&gt;WJNO, West Palm Beach, Fla.</td>
</tr>
<tr>
<td><strong>MOSLEY, E. A.</strong>&lt;br&gt;WREM, Spokane, Wash.</td>
</tr>
<tr>
<td><strong>MOUNTER, John</strong>&lt;br&gt;Mood Indigo&lt;br&gt;WPTR, Albany, N. Y.</td>
</tr>
<tr>
<td><strong>MOYES, Jack</strong>&lt;br&gt;Platter Patter&lt;br&gt;KPOJ, Portland, Ore.</td>
</tr>
<tr>
<td><strong>MUNRO, RED</strong>&lt;br&gt;Record Rack, Night Owl Club&lt;br&gt;WCOG, Greensboro, N. C.</td>
</tr>
<tr>
<td><strong>Munzez, Adrian</strong>&lt;br&gt;Showtime&lt;br&gt;WKTM, Charleston, S. C.</td>
</tr>
<tr>
<td><strong>MURPHY, BOB</strong>&lt;br&gt;Bob Murphy Show&lt;br&gt;WJJK, Detroit, Mich.</td>
</tr>
<tr>
<td><strong>MURPHY, BOB</strong>&lt;br&gt;Hill Neighbors&lt;br&gt;WJMR, New Orleans, La.</td>
</tr>
<tr>
<td><strong>MURPHY, William</strong>&lt;br&gt;Musical Clock&lt;br&gt;WLIZ, Bridgeport, Conn.</td>
</tr>
<tr>
<td><strong>MURRAY, Hal</strong>&lt;br&gt;Murray-Gro-Round&lt;br&gt;WMIE, Miami, Fla.</td>
</tr>
<tr>
<td><strong>MURRAY, Johnny</strong>&lt;br&gt;The Murray-Gro-Round&lt;br&gt;KLIF, Dallas, Tex.</td>
</tr>
<tr>
<td><strong>MURRAY, Philip</strong>&lt;br&gt;Musical Clock&lt;br&gt;WMTW, Portland, Me.</td>
</tr>
<tr>
<td><strong>MUSE, James</strong>&lt;br&gt;Lazy Rhythm Time&lt;br&gt;WIOU, Kokomo, Ind.</td>
</tr>
<tr>
<td><strong>M Use, John R.</strong>&lt;br&gt;Hot Jamboree&lt;br&gt;WMJ, Twin City Tapestry&lt;br&gt;WJBC, Bloomington, Ill.</td>
</tr>
<tr>
<td><strong>NARROWS, Chuck</strong>&lt;br&gt;Musical Spoof&lt;br&gt;WQBC, Vicksburg, Miss.</td>
</tr>
<tr>
<td><strong>NAPIER, Ed</strong>&lt;br&gt;Top O' The Morning, At Your Service&lt;br&gt;WHTT, Houston, Tex.</td>
</tr>
<tr>
<td><strong>NAPIER, Byron</strong>&lt;br&gt;Ballads And Byron&lt;br&gt;WBOY, Bridgeport, Conn.</td>
</tr>
<tr>
<td><strong>NAKZ, Jim</strong>&lt;br&gt;Yawn Patrol&lt;br&gt;WLQI, Louisville, Ky.</td>
</tr>
<tr>
<td><strong>NATIONAL BILL</strong>&lt;br&gt;Birthday Party&lt;br&gt;WINK, Fort Myers, Fla.</td>
</tr>
<tr>
<td><strong>NATHAN, Norman</strong>&lt;br&gt;Platter Chatter&lt;br&gt;WMEX, Boston, Mass.</td>
</tr>
<tr>
<td><strong>NATION, Herschel</strong>&lt;br&gt;Disco Ron&lt;br&gt;WAGS, Chattanooga, Tenn.</td>
</tr>
<tr>
<td><strong>NAUSBAUM, Mort</strong>&lt;br&gt;WHAM, Rochester, N. Y.</td>
</tr>
<tr>
<td><strong>NEAL, Bill</strong>&lt;br&gt;WMGM, Wilson, N. C.</td>
</tr>
<tr>
<td><strong>NEAL, Bob</strong>&lt;br&gt;Bob Neal Show&lt;br&gt;WMPG, Memphis, Tenn.</td>
</tr>
<tr>
<td><strong>NEAL, Jim</strong>&lt;br&gt;RFD 9b&lt;br&gt;WSLS, Jackson, Miss.</td>
</tr>
<tr>
<td><strong>NEAL, Tom</strong>&lt;br&gt;Ticker Sons&lt;br&gt;WCOM, Parkersburg, W. Va.</td>
</tr>
<tr>
<td><strong>NEDIN, Richard</strong>&lt;br&gt;Song Shop&lt;br&gt;WKNY, Kingston, N. Y.</td>
</tr>
<tr>
<td><strong>NEDVSKY, Chester</strong>&lt;br&gt;KYI, Shelby, Mont.</td>
</tr>
<tr>
<td><strong>NEELY, Jack</strong>&lt;br&gt;Mailbox Roundup&lt;br&gt;WRTM, Mayfield, Ky.</td>
</tr>
<tr>
<td><strong>NEGRO, Sargie</strong>&lt;br&gt;Club 1370&lt;br&gt;WPAB, Ponce, P. R.</td>
</tr>
<tr>
<td><strong>NEIGIO, Jack</strong>&lt;br&gt;WFOA, Amarillo, Tex.</td>
</tr>
<tr>
<td><strong>NEILAN, Ray</strong>&lt;br&gt;Bernie And Ray Matinee, Request Matinee&lt;br&gt;WKNB, New Britain, Conn.</td>
</tr>
<tr>
<td><strong>NELIN, Cecil</strong>&lt;br&gt;KNEI, Bridge, Tex.</td>
</tr>
<tr>
<td><strong>NELLES, Marvin</strong>&lt;br&gt;1490 Club&lt;br&gt;KORN, Mitchell, S. Dak.</td>
</tr>
<tr>
<td><strong>NELSON, Bob</strong>&lt;br&gt;Swing Clinic&lt;br&gt;WEBQ, Augusta, Ga.</td>
</tr>
<tr>
<td><strong>NELSON, Bob</strong>&lt;br&gt;Music For You&lt;br&gt;WBBZ, Ponce City, Okla.</td>
</tr>
<tr>
<td><strong>NELSON, Bob</strong>&lt;br&gt;Musically Yours&lt;br&gt;WSUN, Charleston, S. C.</td>
</tr>
<tr>
<td><strong>NELSON, Carl</strong>&lt;br&gt;Masters Of Rhythm&lt;br&gt;WTMJ, Milwaukee, Wis.</td>
</tr>
<tr>
<td><strong>NELSON, Charles</strong>&lt;br&gt;Platter Parade&lt;br&gt;KOLE, Port Arthur, Tex.</td>
</tr>
<tr>
<td><strong>NELSON, Dave</strong>&lt;br&gt;Dave Nelson Show&lt;br&gt;WSAP, Portsmouth-Norfolk, Va.</td>
</tr>
<tr>
<td><strong>NELSON, Frank</strong>&lt;br&gt;1340 Club&lt;br&gt;WLKY, Ladysmith, Wis.</td>
</tr>
</tbody>
</table>
Nelson, George
1450 Club
WHIT, New Bern, N. C.

Nelson, Gordon
Aruba Clock Club
KOVE, Lander, Wyo.

Nelson, Stan
Radio Almanac
KVTE, San Antonio, Tex.

Nelson, Walt
Barnyard Jamboree
WUSN, Charleston, S. C.

Nero, Jim
980 Club
KFOD, Roshenberg, Tex.

Newberg, Dick
KNGS, Hanford, Calif.

Newman, Jack
KOME, Tulsa, Okla.

Newsome, Gil
Bandstand Review, First Five
KWK, St. Louis, Mo.

Nickel, Betty
Nickelodeon
WHK, Cleveland, O.

Nicholson, Nick
The Farm Roundup
KROW, Oakland, Calif.

Nicholson, Nick
900 Club, Musical Showcase
WARC, Rochester, N. Y.

Nigocia, Harry
Midday Serenade
KBWJ, New Orleans, La.

Nixon, Joe
Night Watchman
WKGN, Knoxville, Tenn.

 Nobell, Al
Juke Box
EQV, Pittsburgh, Pa.

Noble, Roger
Music For Today
WSLI, Jackson, Miss.

Noel, Jack
Spin The Platter
WTTS, Bloomington, Ind.

Nolan, George
KPDA, Amarillo, Tex.

Noll, Ray
Cousin Ray
KALL, Salt Lake City, Utah

Norman, Don
Music Room
WLOS, Asheville, N. C.

Norman, Jay
Your Serenade
WLTR, Torrington, Conn.

Northington, Jimmy
1450 Swing Club
WHKP, Hendersonville, N. C.

Norval, Bud
Rhythm Time
WFOR, Rattlesburg, Miss.

O'Brien, Jerry
Gerry O'Brien
KTCU, Tucson, Ariz.

O'Brien, Pat
KUUP, Durango, Colo.

O'Connor, Tom
1400 Club
WBIZ, Eau Claire, Wis.

O'Dom, Raymond
KRGB, Abilene, Tex.

Odom, Jim
Hillbilly Time
WHKP, Hendersonville, N. C.

Offhaus, Russell
WPIT, Pittsburgh, Pa.

O'Halloran, Hal
Dawn Patrol
CKLW, Detroit, Mich.

Old Chuck
Chickawagon Jamboree
WBBM, Miami Beach, Fla.

O'Leary, James H.
Echoes And Euphones
KFXM, San Bernardino, Calif.

Oliva, Gray
Toast And Coffee
WWOD, Lynchburg, Va.

Olsen, Howard
Club Coeur D'Alene
KEVT, Coeur D'Alene, Id.

Olsen, D. B.
Juke Box Serenade
WGIL, Gainesville, Ill.

Olsen, Dale
Radio Rhythm Ranch, Hill-billy Hit Parade
KDKX, Dickinson, N. Dak.

Olsen, Herb
KXIC, Iowa City, Ia.

O'Neill, Chuck
The Chuck O'Neill Show
WFPA, Manchester, N. H.

O'Neill, Jim
600 Club
KOWH, Omaha, Neb.

O'Neill, Tom
Be Bop Time
WNAO, Raleigh, N. C.

Oppel, Jerry
Today's Top Tunes
KOLE, Port Arthur, Tex.

Ora vec, Frank
WGBF, Evansville, Ind.

Orum, Bill
Platter Time
KQFG, St. Joseph, Mo.

Osborn, Gene
KWKL, Waterloo, Ia.

Osborne, Harry
Haphazard Harry's 1450 Club
KWMV, Twin Falls, Ida.

Osborne, Jimmy
J. O. Jamboree
WL EX, Lexington, Ky.

Osborne, Ozzie
WISH, Indianapolis, Ind.

Osborne, Tim
Tim Time
KTHI, Houston, Tex.

Oshins, Milt
Dance Time
WGCG, Gainesville, Fla.

Ostroff, Peter
It's Up To Date
KSUB, Cedar City, Utah

Otis, Don
Let's Play Records
KLAC, Hollywood, Calif.

Owen, Al
Marine Ballroom
WPFG, Atlantic City, N. J.

Owens, Don
Melody Roundup
KADA, Ada, Okla.

Oxford, George
Sepia, Serenade
KWBR, Oakland, Calif.

Ozmint, Howard
Record Session
WTMA, Charleston, S. C.

Page, Dave
Make Way For Music
KIRO, Seattle, Wash.

Page, Eliot
Turntable Terrace
WCAX, Burlington, Vt.

Page, Sal
Requestfully Yours, Juke Box Revue
Anytime Goes
WWBF, Binghamton, N. Y.

Page, Jim
Juke Box
WLOW, Norfolk, Va.

Pallan, Art
Hit Hits
WWSW, Pittsburgh, Pa.

Parker, Gene
TNT
WWCO, Waterbury, Conn.

Parkers, Paul
Paul Parker Show
WGN, Wilmingon, N. C.

Parish, John
Triple R Program
WLFX, Lexington, K.

Parsley, Bill
Record Shop
KSEL, Lubbock, Tex.

Parsons, John
Midnight Dancing Party
WRBL, Columbus, Ga.

Pascoe, Ken
Pascoe's Platters
KDB, Santa Barbara, Calif.

Patterson, C. P.
WBCX, Little Creek, Mich.

Paul, Vernon
Breakfast Monday
WJPS, Evansville, Ind.

Payne, "Painless"
Hayride
WDXR, Chattanooga, Tenn.

Pearson, Johnny
Ranch House Party
KWKL, Waterloo, Ia.

Peck, Albert
Juke Box
KROS, Clinton, Ia.

Perry, Craig
Curew Capers
WJRD, Tuscalsoosa, Ala.

Penny, Hank
Penny Serenade
KGIL, San Fernando, Calif.

Perata, Pete
Jump Time
KDON, Santa Cruz, Calif.

Perazzo, Don
Sunrise Serenade
KBON, Omaha, Nebr.

Perea, Tina
Latin American Serenade
KVER, Albuquerque, N. Mex.

Perkins, Ray
The Ray Perkins Show
KFGL, Denver, Colo.

Perrin, Pat
Koffee Kup Kapers
KRGH, Fayetteville, Ark.

Perry, Nick
WPIT, Pittsburgh, Pa.

Perry, Tony
Juke Box Matinee
WFIR, Freeport, Ill.

Peters, John
Swing Session
WPDX, Clarksburg, W. Va.

Peterson, Carlton
Easy Listening
KGFW, Reese, Nebr.

Peterson, Kenneth
KIFI, Idaho Falls, Ida.

Petty, Fran
Musical Mall, Hour of Entertain-ment
WJR, Detroit, Mich.
Disc Jockeys—Radio-Television

PHILLIPS, BILL
Coffee Club, You Name It—We Play It
WBHY, Albany, N. Y.

PHILLIPS, C. W.
Juke Box Revue
WBIR, Burlington, N. C.

PHILLIPS, RALPH
Time Shop
WBPT, Baltimore, Md.

PICKETT, CHARLES
Innovations Record Shop
WBIR, Knoxville, Tenn.

PICKERING, TOM
1150 Club
WMDA, Lima, O.

PICKETT, ROY
Sonora Matinee
KIYL, Tulsa, Okla.

PIERCE, BILL
Bill Pierce Show
WSCR, Scranton, Pa.

PINKLEY, CARSON
Sundialers Club, Party Line
KSM, Santa Maria, Calif.

PIPETT, PAUL
Requestfully Yours
KYS, Mason City, Ia.

PITTS, JIM
Saturday Shindig
WBIR, Knoxville, Tenn.

PLATTS, GEORGE
Platts Platter Party
KLIX, Twin Falls, Ida.

PLAYER, JAMES C.
Top 'O the Morning
WFBC, Greenville, S. C.

PLUMMER, BILL
The Wishing Well
KOPR, Butte, Mont.

POBISIO, JOSEPH
Bar-O-Ranch
KDAC, Fort Bragg, Calif.

POINTEL, CHARLES H.
Corn Lover's Hour
WRDW, Augusta, Ga.

POOLE, ROBERT B.
Turn Table Roundup
WMBC, Greenville, S. C.

POOLE, ROBERT
B. April 10, 1916, Stonewille, N. C.; Poole's Paradise, MBS, WWL; Poole's Parlor, WOR.

PORTA, PAT
Rural Route 050
KPSA, Fort Smith, Ark.

PORTER, DON
Swing Solace
KGNU, Eugene, Ore.

PORTER, EVERETT
Trox on Wax
WRGA, Rome, Ga.

PORWANIECKI, LEO
Sunny Side Of The Street
WLJP, Kenosha, Wis.

POTTER, BOB
Putters Platter Party
WEBG, Duluth, Minn.

POTTER, GEORGE
KIYI, Shelby, Mont.

POTTER, PETER
Peter Potter's Platter Parade
KFWB, Hollywood, Calif.

POTTER, SAM
WFKY, Frankfort, Ky.

POWELL, CHARLES
Week-End Revue, Favorite Recordings
WKJG, Fort Wayne, Ind.

POWELL, JACK
Club Matinee
WTOD, Toledo, O.

POWELL, KENNETH C.
1400 Club
WELM, Elmina, N. Y.

POWELL, NEVILLE
Harlemana
KRIC, Beaumont, Tex.

POWERS, JACK
Club 1150
WJBO, Baton Rouge, La.

PRATER, FRANK
No Name Show
WBNS, Columbus, O.

PRATER, GEORGE
Harlem Express
KGBC, Galveston, Tex.

PRATT, BUD
1250 Club
KRES, St. Joseph, Mo.

PRENTICE, JOE
WMRF, Lewiston, Pa.

PRESCOTT, ALLEN
ABC, WJZ, New York, N. Y.

PRICE, GORDON
Parade, Taps, Bands, WNEX, Endstand
WNEX, Macon, Ga.

PRICE, WILLY
Keg 'O the Morning
WTWY, East St. Louis, Ill.

PRITCHARD, BOSY
You Asked For It
WDAS, Philadelphia, Pa.

PRO, BOB
KDLK, Del Rio, Tex.

PRYOR, CACTUS
Hoedown
KTBC, Austin, Tex.

PURSER, JIM
Wake Up Tri-State
WCMC, Ashland, Ky.

PYLE, JACK
Open House
Club 700
WLW, Cincinnati, O.

QUADE, BILL
The Wishing Well
KOPR, Butte, Mont.

QUALE, WILEY
Mail Order Music
WTRF, Tyler, Ala.

QUEEN, HAM
Hayloft Jamboree, Coffee With Queen
WHKY, Hickory, N. C.

QUEEN, ROY
Roy Queen Hillbilly Hit Parade
KXJW, St. Louis, Mo.

QUEILLEN, TED
Tangle
KELP, El Paso, Tex.

RABEL, ALAN
Two For Three Show
WKAP, Allentown, Pa.

RADECK, JACK
Parade Your Foot
WORD, Spartanburg, S. C.

RAMOS, HECTOR
Su Cancion Favorita
WIEQ, San Juan, P. R.

RAMPY, C. W.
1600 Club
KMAE, McKinney, Tex.

RAMSAY, WILLIAM T.
Club 630
WIRG, Hickory, N. C.

RAMSEY, RAYMOND
Spin A Platter
WHIR, Danville, Ky.

RATHE, BOB
1200 Club
WMRO, Aurora, Ill.

RAY, CURT
Curt Ray Show
KMOX, St. Louis, Mo.

RAY, DEL
KVMX, Magnolia, Ark.

RAYBURN & FINCH
Anything Goes
WNEV, New York, N. Y.

RAYMOND, OLLIE
Request Granted
KEPO, El Paso, Tex.

RAYMOND, ART
Rhumba Rendevous
WVXJ, Portland, N. J.

REARDON, RUSSELL
WHEL, Portsmouth, N. H.

REAVLEY, JACK
Club 600
KTBB, Tyler, Tex.

REID, JIM
Show Tune Time
KYNJ, Logan, Utah

REECE, SANDY
Sandman's Serenade
WSBT, South Bend, Ind.

REED, LYNNE
Gloombusters
KOLN, Lincoln, Nebr.

REEVES, CARL
RKN, Pacoima, Calif.

REEVES, GEORGE
The G B R Show
WINN, Louisville, Ky.

REID, CLAIRE
The Record Shop

REILLY, PAUL
Club Request
WKFL, Clinton, Ala.

REILING, ROBERT
WPUS, Paski, Va.

REILLY, ED
Request Parade
WGD, Gadsden, Ala.

REINHART, TED
Merry-Go-Round
WHUN, Huntington, Pa.

REITMAN, BILL
Music On The Q.T., Sante Fe Trail
KVSF, Sante Fe, N. Mex.

RENCH, KENNY
WPTW, Piqua, O.

REUTER, JERRY
Record Shop
KLA, Little Rock, Ark.

REYNOLDS, JIMMY
Blue 'n Boogie, 730 Club
WPAL, Charleston, S. C.

REYNOLDS, ART
Wake Up Mississippi
WHSW, Hattiesburg, Miss.

REYNOLDS, BILL
WSTC, Stamford, Conn.

REYNOLDS, FRED
Swinging At The Sugar Bowl
WGN, Chicago, Ill.

REYNOLDS, JIM
1440 Club
KMLB, Monroe, La.

REYNOLDS, RALPH
Dance Club
KGBX, Springfield, Mo.

REZNO, JOHN
Johnny's Matinee
WPPB, Middletown, O.

RHODES, BOB
Solid Senders Club, Rhodes
Record Room
WHOQ, Orlando, Fla.

RHODES, ROY K.
Country Clambake
KWSL, Lake Charles, La.

RICH, AL
WLOH, Princeton, W. V.
Disc Jockeys—Radio-Television

RICH, MIKE
WROW, Albany, N. Y.

RICHARD, MALCOLM
Malcolm Richard Show
WCPO, Cincinnati, O.

RICHARDS, BILL
Dancing Party
WGVK, Charleston, W. Va.

RICHARDSON, TED
Turntable Turnover
WMOH, Hamilton, O.

RICO, JOE
Supper Club
WVO, Buffalo, N. Y.

RIDER, MAURY
Maury’s Turntable
KHQ, Seattle, Wash.

RIDGE, JACK
Sports Derby
WEAM, Atlanta, Va.

RIQUEZ, BASH
Alegrias
KTLW, Texas City, Tex.

ROBERTS, ROBB,
Platter Party
KAST, Astoria, Ore.

RITCHIEY, BUCK
Harmony Roadshow, Sazebrush Serenade, Chuckwagon Jamboree
KXOL, Seattle, Wash.

RIVERS, ROBERT
Hillbilly Jamboree
WALD, WaIterboro, S. C.

ROACH, WALLACE
WFKY, Franklin, Ky.

ROBB, BILL
Robb and the Records
WKX1, Columbus, S. C.

ROBBINS, FRED
1280 Club
WXW, New York, N. Y.

ROBERTS, BOB
Rug Cutters Special
WSBC, Chicago, Ill.

ROBERTS, DONALD
WKNE, Keene, N. H.

ROBERTS, HERB
Melody Express
WHAR, Clarksburg, W. Va.

ROBERTS, HI
Hillbilly Coffee Club, Break O’Day
WEAS, Atlanta, Ga.

ROBERTSON, LARRY
CTOS, Tulsa, Okla.

ROBERTSON, TRAFON
Sunrise Serenade
WTAR, Norfolk, Va.

ROBINSON, GENE
Dancing Party
WUCS, Charleston, W. Va.

ROBINSON, GENE
WDAN, Danville, Ill.

ROCHELLE, LONNIE
Be-Hive
KNUZ, Houston, Tex.

ROCHELLE, TOMMY
Harlem at Eight
WKEI, Baytown, Tex.

ROCK, ALAN
WOTW, Nashua, N. H.

ROCKE, LOUIS
Rishi With Rocke
WCAX, Burlington, Vt.

ROCKWELL, AL
Al Rockwell Show
KPTK, Des Moines, Ia.

ROBBY, JOE
Coffee Time
KTBC, Austin, Tex.

RODEO, BILL
Rodeo Bill and His Western Hayride
KFWK, Pasadena, Calif.

RODGERS, CLIFF
Melody Roundup
WKHR, Akron, O.

RODGERS, TONI
KVW, Philadelphia, Pa.

RODRIGUEZ, PETRA
Boda Del Relucir
WAEL, Mayaguez, P. R.

ROGERS, ROB
Tawn Patrol
WJEC, America, Ga.

ROMANO, TOM
WNYC, New Haven, Conn.

ROVER, Piers
Wake Up and Live
WMAN, Mansfield, O.

ROPOLLO, JOE
The 9:30 Express
KFPW, Fort Smith, Ark.

ROSE, GEORGE
Hos. Decatur, Ala.

ROSENFIELD, BIG JOE
Happiness Exchange
WOR, New York, N. Y.

ROSS, AL
WBAL, Baltimore, Md.

ROSS, NORMAN
Music That Sings, Here’s Norman Ross
WMAC, Chicago, Ill.

ROTHE, PAUL
Platter Parade Paul
WJNC, Jacksonville, N. C.

ROTHENMEIER, LEE
Jockey’s Choice
WWXL, Porirua, Ill.

RUCKLE, ROBERT E.
Cow Bell Club
WIRDW, Augusta, Ga.

RUDOLPH, HOWARD
Melody Market
WECX, Baltimore, Md.

RUMMORE, JOE
Roundup Time, Afternoon Jamboree
WYOK, Birmingham, Ala.

RUSHL, AL
Sunrisers Club
KXO, El Centro, Calif.

RUSSELL, RICHARD
WASL, Annapolis, Md.

RUSSELL, ROGER A.
KWOA, Worthington, Minn.

RUSSELL, WEBB
WHBC, Canton, O.

RYAN, BILL
Two For Three Show
WAKP, Allentown, Pa.

RYAN, JACK
Request, Please
WHUM, Reading, Pa.

RYE, JACK
Rye’s Record Room
KTSJ, El Paso, Tex.

SABIA, JOE
Rise ‘n Smile
WLHN, Laconia, N. H.

SADLER, JACk
Jack and Polly Show
KEPO, El Paso, Tex.

SADLER, ROY
Club 1490
KSPA, Santa Paula, Calif.

SAINT, TERRY
RFJ, Jamboree
WHIB, Bain, Ga.

ST. JOHN, CHARLIE
Sun Dial, Cowboy Charlie
KCCC, Fort Worth, Tex.

SALEMNO, SAM
1230 Club
KDAC, Fort Bragg, Calif.

SALVO, PAUL
Melody Memos
KCKK, Tulare, Calif.

SAMPLE, K. C.
The 14 Club
KFPW, Fort Smith, Ark.

SAMPSON, BILL
Bill Sampson Show
KWWK, Pasadena, Calif.

SANCHEZ, PACO
Mexican Hour
KTLN, Denver, Colo.

SANDERS, GEORGE
Spade Cooley Time
KPOP, Cleveland, Calif.

SANTIAGO, FELIX
Pidal Usted
WAPA, Jamaica, P. R.

SARGENT, KENNY
Platter Chatter
WHEM, Memphis, Tenn.

SAUNDERS, AL
Alarm Clock Club
WCHA, Chambersburg, Pa.

SAUNDERS, BRUCE
Record Shop
WSBT, South Bend, Ind.

SAUNDERS, CHUCK
Telephone Ritual
WTYS, Marianna, Fla.

SAUNDERS, WILLIAM P.
Bigfoot Pete’s Jamboree
PKWO, Albany, N. Y.

SAWYER, TOM
WHOO, Orlando, Fla.

SAXON, JAMES

SAXON, JIM
Club 880
KTRM, Beaumont, Tex.

SCANLON, ART
WINS.

SCANLON, JACK
Coffee Time
WICC, Bridgeport, Conn.

SCHADER, CONRAD
Variety Review
KSPF, Trinidad, Colo.

SCHENCK, BUD
1290 Club
WTRF, Bellairs, O.

SCHENCK, W. LEROY

SCHILLING, FRED
1520 Club
WFOY, St. Augustine, Fla.

SCHIFFER, KEN
Ken’s Variety Jamboree
WBYS, Canton, Ill.

SCHILTZ, ROB
Scholz Business
WBEL, Beloit, Wis.

SCHOT, JIM
Fan-Fare
KBSM, St. Genevieve, Mo.

SCHWAR, ROB
North Georgia Jamboree
WGGA, Gainesville, Ga.

SCHWARTZ, AL
Swing High In the Morning
KVEC, San Luis Obispo, Calif.

SCOTT, ERROL
Buckeye Frolics
WRFD, Worthington, O.

SCOTT, DAVE
Quiz
KQY, Pittsburgh, Pa.
<table>
<thead>
<tr>
<th>Disc Jockeys — Radio-Television</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SEARLES, NEIL</strong></td>
</tr>
<tr>
<td><strong>SEARS, ZENAS</strong></td>
</tr>
<tr>
<td><strong>SEAVY, CHEIL</strong></td>
</tr>
<tr>
<td><strong>SEFF, BOB</strong></td>
</tr>
<tr>
<td><strong>SELAM, BILL</strong></td>
</tr>
<tr>
<td><strong>SCHLATTER, BILL</strong></td>
</tr>
<tr>
<td><strong>SCHLTER, FV</strong></td>
</tr>
<tr>
<td><strong>SEVCIK, HUGO A.</strong></td>
</tr>
<tr>
<td><strong>SEVERSON, JACK</strong></td>
</tr>
<tr>
<td><strong>SELAND, AUD</strong></td>
</tr>
<tr>
<td><strong>SEYMOUR, BOB</strong></td>
</tr>
<tr>
<td><strong>SHALLENBERGER, DAVE</strong></td>
</tr>
<tr>
<td><strong>SHANAHAN, TOM</strong></td>
</tr>
<tr>
<td><strong>SHANNON, PAUL</strong></td>
</tr>
<tr>
<td><strong>SHARLAND, EARL</strong></td>
</tr>
<tr>
<td><strong>SHARPE, BILL</strong></td>
</tr>
<tr>
<td><strong>SHARPE, ED</strong></td>
</tr>
<tr>
<td><strong>SHARPE, WILLIAM</strong></td>
</tr>
<tr>
<td><strong>SHAW, CHARLES</strong></td>
</tr>
<tr>
<td><strong>SHAY, DICK</strong></td>
</tr>
<tr>
<td><strong>SHEIDER, MARK</strong></td>
</tr>
<tr>
<td><strong>SHEELEN, MAC</strong></td>
</tr>
<tr>
<td><strong>SHELDON, HERB</strong></td>
</tr>
<tr>
<td><strong>SHELLEY, BOB</strong></td>
</tr>
<tr>
<td><strong>SHERMAN, RAY</strong></td>
</tr>
<tr>
<td><strong>SHIPPERD, DON</strong></td>
</tr>
<tr>
<td><strong>SHERRELL, DAVE</strong></td>
</tr>
<tr>
<td><strong>SHIELDS, LARRY</strong></td>
</tr>
<tr>
<td><strong>SHIREK, JIM</strong></td>
</tr>
<tr>
<td><strong>SHIRK, REGGIE</strong></td>
</tr>
<tr>
<td><strong>SHIEL, JOE</strong></td>
</tr>
<tr>
<td><strong>SIEMER, JOHN</strong></td>
</tr>
<tr>
<td><strong>SILVER, JULIAN</strong></td>
</tr>
<tr>
<td><strong>SILVER, WERNER</strong></td>
</tr>
<tr>
<td><strong>SILVIRA, ED</strong></td>
</tr>
<tr>
<td><strong>SIMMONDS, JIM</strong></td>
</tr>
<tr>
<td><strong>SIMON, ERNE</strong></td>
</tr>
<tr>
<td><strong>SIMONET, BOB</strong></td>
</tr>
<tr>
<td><strong>SIMPSON, PAUL</strong></td>
</tr>
<tr>
<td><strong>SIMS, FRANK</strong></td>
</tr>
<tr>
<td><strong>SIMS, SAM</strong></td>
</tr>
<tr>
<td><strong>SINN, FRANK</strong></td>
</tr>
<tr>
<td><strong>SKILTON, DAVE</strong></td>
</tr>
<tr>
<td><strong>SMALL, MARSHALL</strong></td>
</tr>
<tr>
<td><strong>SMALL, STEVE</strong></td>
</tr>
<tr>
<td><strong>SMILEY, BOB</strong></td>
</tr>
<tr>
<td><strong>SMITH, BILLY</strong></td>
</tr>
<tr>
<td><strong>SMITH, BOB</strong></td>
</tr>
<tr>
<td><strong>SMITH, BOB</strong></td>
</tr>
<tr>
<td><strong>SMITH, BOB</strong></td>
</tr>
<tr>
<td><strong>SMITH, C. C.</strong></td>
</tr>
<tr>
<td><strong>SMITH, CHESTER</strong></td>
</tr>
<tr>
<td><strong>SMITH, CRAIG N.</strong></td>
</tr>
<tr>
<td><strong>SMITH, CY</strong></td>
</tr>
<tr>
<td><strong>SMITH, FLETCHER</strong></td>
</tr>
<tr>
<td><strong>SMITH, FRED</strong></td>
</tr>
<tr>
<td><strong>SMITH, MAL</strong></td>
</tr>
<tr>
<td><strong>SMITH, HAMP</strong></td>
</tr>
<tr>
<td><strong>SMITH, MERRILL</strong></td>
</tr>
<tr>
<td><strong>SMITH, ROBERT E.</strong></td>
</tr>
<tr>
<td><strong>SMITH, ROLLIN</strong></td>
</tr>
<tr>
<td><strong>SMITH, VIC</strong></td>
</tr>
<tr>
<td><strong>SMITH, WARREN</strong></td>
</tr>
<tr>
<td><strong>SMITH, WILLIAM</strong></td>
</tr>
<tr>
<td><strong>SMITH, WILLIAM L.</strong></td>
</tr>
<tr>
<td><strong>SMITHERMAN, GARY</strong></td>
</tr>
<tr>
<td><strong>SMITHERMAN, ROSE</strong></td>
</tr>
<tr>
<td><strong>SMITHGALL, CHARLES</strong></td>
</tr>
<tr>
<td><strong>SNELDGROVE, TOMMY</strong></td>
</tr>
<tr>
<td><strong>SNYDER, BOB</strong></td>
</tr>
<tr>
<td><strong>SOBOL, JOHNNY</strong></td>
</tr>
<tr>
<td><strong>SOESEN, PHIL</strong></td>
</tr>
<tr>
<td><strong>SPANN, OWEN</strong></td>
</tr>
<tr>
<td><strong>SPENCER, JACK</strong></td>
</tr>
<tr>
<td><strong>SPENCER, MILTON</strong></td>
</tr>
<tr>
<td><strong>SPIKER, BILL</strong></td>
</tr>
<tr>
<td><strong>STACK, BEVERLY JEAN</strong></td>
</tr>
<tr>
<td><strong>STADLER, RICHARD</strong></td>
</tr>
<tr>
<td><strong>STANLEY, BILL</strong></td>
</tr>
<tr>
<td><strong>STARKE, CHARLES</strong></td>
</tr>
<tr>
<td><strong>STARK, RAY</strong></td>
</tr>
<tr>
<td><strong>STARWYCK, STEVE</strong></td>
</tr>
<tr>
<td><strong>STERLING, ROGER</strong></td>
</tr>
<tr>
<td><strong>STEBBINS, RICHARD</strong></td>
</tr>
<tr>
<td><strong>STEES, BOB</strong></td>
</tr>
<tr>
<td><strong>STEEL, DOUG</strong></td>
</tr>
<tr>
<td><strong>STEEL, TED</strong></td>
</tr>
<tr>
<td><strong>STEER, PHIL</strong></td>
</tr>
<tr>
<td><strong>STEYE, REN</strong></td>
</tr>
<tr>
<td><strong>STEFFENS, GENE</strong></td>
</tr>
</tbody>
</table>
VINSON, JIMMY
Sunrise Serenade
WRML, Macon, Ga.

VOGT, KEN
Fritz the Plumber
WMIL, Milwaukee, Wis.

VOWELL, DAVID
WOOD, Aniston, Ala.

WADE, JESS
Sunrise Serenade
KTTS, Springfield, Mo.

WAGGELAND, BOB
1440 Club
KEOJ, Pointe-Verte, La.

WAGNER, JACK
Variety Time
KMJ, Fresno, Calif.

WAJN, NORMAN
Wake Up With Wain
WASA, Harve de Grace, Md.

WALKER, FLETCHER
WHMA, Aniston, Ala.

WALKER, GEORGE
Midnight Matinee
WENDU, Buffalo, N. Y.

WALL, WOODSON, J.
The Ole Hop Cat
WEBC, Jackson, Miss.

WALLACE, CAL
Harlem Echoes
WZJP, Covington, Ky.

WALLACE, NEAL
Morning Roundup
KFBC, Cheenne, Wyo.

WALLER, ARTHUR B.
Hillbilly Hit Parade
WLOS, Asheville, N. C.

WALSH, PATSY
Party Party
WMAZ, Macon, Ga.

WALSHAK, DAVID
Western Jamboree
KCTI, Gonzales, Tex.

WALTERS, CLEM
Polka Time
WCHR, Nanticoke, Pa.

WALTERS, STAN
Sunrise Review
WAML, Laurel, Miss.

WALTON, ELDON
Old Smoothies
KNAK, Salt Lake City, Utah

WALTON, JIM
Waton's Wax Works
WHAS, Louisville, Ky.

WALZ, RUSSELL A.
KCHS, Hot Springs, N. Mex.

WARD, JIM
Breakfast Parade
WHAX, Wilkes-Barre, Pa.

WARD, KEITH
330 Roundup
KCRS, Midland, Tex.

WARE, JACK
Platter Party
KCRG, Cedar Rapids, Ia.

WARNER, J. R.
Pony's Platter Parade
KVC, Richfield, Utah

WARNER, HARRY
Wake Up Roundup
KUTA, Salt Lake City, Utah

WARREN, MATTHEW
Cactus Matt
WEAM, Airlinton, Va.

WASHBURN, TERRY
Terry Washburn Show
WKMH, Dearborn, Mich.

WASSELL, TOM
Music Before Midnight
WBRE, Wilkes-Barre, Pa.

WATSON, CAL
Coffee Time
KSPT, Trinidad, Colo.

WATTS, BARRY
Musical Nightmare
KRES, St. Joseph, Mo.

WATTS, SAM
Musical Showcase
KWHK, Oakland, Calif.

WAY, BOB
The Early Bird
WHIB, Macon, Ga.

WAYNE, ROSEMARY
8, Dec. 1; Rosemary Wayne
Spins, WJJD; Tonight In Chicago
with Waite, WDST; Charm Cues, WFLC;
Full House, WJJO; Midnight Rambles, WCFL; Down Memory Lane, WJJD.

WAYNE, SHERIFF
Early Worn Club
KRLU, Corvallis, Ore.

WAYNE, STU
KFW, Philadelphia, Pa.

WEAVER, BOB
Weavers Wax Works
KYVC, Ventura, Calif.

WEATHER JOE
Club Matinee
WTGD, Toledo, O.

WEATHERFORD, R.
KROD, El Paso, Tex.

WEAVER, ROBYN
1630 Club
WIRL, Pooja, Ill.

WEBB, BILL
Sunrise Serenade
KARC, Toledo, Ohio.

WEBB, CHUCK
Music By Request
KVOA, Tucson, Ariz.

WEBBE, RICK
Western Serenade
WHL, Hammond, La.

WEBER, C. J.
Mid Morning Melodies
WFWE, Sylacauga, Ala.

WEBSTER, JAMES "Doc"
WCCM, Cumberland, Md.

WEBSTER, KURT
Midnight Dancing Party
WBT, Charlotte, N. C.

WEBGMA, VERN
PolkaLand Party
WTWJ, Stevens Point, Wis.

WELCH, ED
Tell the Truth
KURY, Edinburg, Tex.

WELKER, STERLING
Kolache Klub
KOWH, Omaha, Neb.

WELLS, BOB
970 Show
WEBR, Buffalo, N. Y.

WELLS, EARL
WEB, Kansas City, Mo.

WELLS, HERB
Breakfast Club
WLAG, LaGrange, Ga.

WELSH, CHARLES E.
1450 Club, Saturday Night Dancing Party
WLAY, Muscle Shoals, Ala.

WENDELL, RUD
Wendell's Waxworks
WJMO, Cleveland, O.

WERNER, HUBERT
Album Of Stars
KGA, Spokane, Wash.

WEST, FRED
1230 Club
KCMC, Texarkana, Tex.

WEST, HERB
Sleepy Time Serenade
WLOK, Lima, O.

WESTFIELD, JERRY
Rhythm Room
WBVS, Canton, Ill.

WILLARD, GEORGE
The Bon Bon Show

TUCKER, AL
Hillbilly Roundup
KLRP, Dallas, Tex.

TUCKER, GRANT
Meet the Stars
WASM, Nashville, Tenn.

TUCKER, HOWARD
Hillbilly Jamboree
WGST, Atlanta, Ga.

TUCKER, JIM
Platter Parade
WOMI, Bristol, Tenn.

TUCKER, K.
Housewives League
WAPM, Portmouth, Norfolk, Va.

TAXON, DAVID
Wake Up
WCBE, Pittsburgh, Pa.

ULBRICH, RAY
Musical Jamboree
WDMJ, Marionette, Mich.

ULRICH, DON
Shoppers Special
WLDR, DeKalb, Ill.

ULRICH, BOB
Atomic Boogie
WLJD, Bessemer, Ala.

UNGER, JOSEPH
800 Club
KWPC, Muscatine, la.

USLAN, STEVE
All Request Record Roundup
KTNM, Tucumcari, N. Mex.

VACCA, JOHN
Memory Melodies
KJSS, Odessa, Tex.

VALLANDIGHAM, GORDON
Dancing Party
KEEN, San Jose, Calif.

VALLON, GENE
The Little Show
WLOR, Torrington, Conn.

VANDERHOOF, BRUCE
Alarm Klub Klub
KNAK, Salt Lake City, Utah

VAN KLEEK, BOB
Sandman Serenade
WTAR, Norfolk, Va.

VARE, AL
Recorded Yours
WAOY, Vincennes, Ind.

VASEN, WARREN
Wake Up With Music
WOC, Davenport, la.

VAUGHN, MARYBELLE
Chuck Wagon Serenade
WTAR, Norfolk, Va.

VENNER, FRANK
Midnight Express
KSFQ, Brookfield, O.

VESTRO, AL
WATR, Waterbury, Conn.

VICK, HERB
Eve Victor Show
WGN, Chicago, Ill.

VINCENT, LLOYD
Reverend Bandstand
KOGT, Orange, Tex.
WILLIAMS, BILL
1200 Club; WOV; Bill Williams’ Welcome Mat, WABD.

WILLIAMS, BILL
Miniterate Mosaic
WMFD, Wilmington, N. C.

WILLIAMS, CHUG
1400 Club
WXDB, Chattanooga, Tenn.

WILLIAMS, DICK
Platter Parade
KKQC, Beaumont, Tex.

WILLIAMS, EARL
Doughnuts And Music
KWDT, Stamford, Tex.

WILLIAMS, GENE
On the Record
WSPD, Toledo, O.

WILLIAMS, JACK
Top Five
WXYR, Miami, Fla.

WILLIAMS, JERRY
Musical Clock
WAML, Laurel, Miss.

WILLIAMS, MARC
Night Special
WTOM, Bloomington, Ind.

WILLIAMS, NAT DEE
Tean Town Coffee Club, Tau
Town Jamboree

WILLIAMS, OMAAR
Merry-Go-Round
WBOW, Terre Haute, Ind.

WILLIS, CLIFF
D.O.C.
WIMA, Lima, O.

WILLIS, JOHN
Breakfast With BW
KTS, Santa Barbara, Calif.

WILSON, AMOS
Good Morning Melodies
KGIW, Alamosa, Col.

WILSON, DAVE
Ladies Day, Open House
WIRL, Peoria, Ill.

WILSON, DON
The Ed Wilson Show
WKW, St. Louis, Mo.

WILSON, KEAN
Keen, Kalamazoo, Mich.

WILSON, THOMAS
What Chan’ Do’in
WSAR, Fall River, Mass.

WINKLER, RAY
Ray Winkler Show
KXLR, Little Rock, Ark.

WITT, AL
What’s Wat Wilt Wilt
KEIO, Pocatello, Idaho.

WOELL, MELVIN
Barnyard Frolics
KROX, Crookston, Minn.

WOLF, LOL
Wolf On Request
KKNW, Wenatchee, Wash.

WOLF, JACK
Coffee Time
WBYS, Canton, Ill.

WOLOSON, MIKE
Musical Bazaar
WSCR, Scranton, Pa.

WOOD, BILL
Sunrise Serenade
KODY, North Platte, Neb.

WOOD, BILL
Music By Request, Musical
Clock
WEGO, Concord, N. C.

WOOD, BILL
Flying “H” Tunes
KRAI, Craig, Col.

WOOD, DALE
Lucky Song
KTNM, Tucumcari, N. Mex.

WOOD, FRED
Woodchopper’s Ball
WWBZ, Vineland, N. J.

WOODS, RICHARD
Time To Dance
KJAC, Madison, Ore.

WOOLF, CARL
Bing Crosby Sings
WAGV, Muncie, Ind.

WOOTEN, JOHN
Western Roundup
WRK, West Palm Beach, Fla.

WORLD, PETER
Chuck Wagon
WMDN, Midland, Mich.

WRIGHT, DICK
Request Session
WDEA, Providence, R. I.

WRIGHT, JOHNNY
Rhythm Roundup
WFBC, Greenville, S. C.

WRIGHT, RAY
Kam, KBUN, Bemidji, Minn.

Y —

YELLAND, E. STARR
Time And Temper
ROA, Denver, Colo.

YESSEN, DICK
MCK, Mckeesport, Pa.

YOUNG, AL
Swing Session
WCMA, Corinth, Miss.

YOUNG, BOBBY
Chuckwagon Jamboree
WGNH, Gadsden, Ala.

YOUNG, JIMMY
Young Ladies
WHIM, Memphis, Tenn.

YOUNG, JOE
Destination Midnite
KIT, Yakima, Wash.

YOUNG, O. A.
Rise And Shine
WHIS, Silver Spring, Md.

YOUNT, CHUCK
1400 Club
WKBV, Richmond, Ind.

YOUR, BILL
Requestfully Yours
KGLC, Miami, Okla.

Z —

ZACHARY, HUGH
Records At Revellie
WDUK, Durham, N. C.

ZACHARY, HUGH
Records At Revellie
WDUK, Durham, N. C.

ZANE, JOHN
Timekeeper
WMMW, Meriden, Conn.

ZARNOW, RALPH
Ralph Zarnow Show
KIOA, Des Moines, Ia.

ZEGARSKA, ED
Club 1400
WHUB, Cookeville, Tenn.

ZENT, M. D.
Record Shop
KSW, Roswell, N. Mex.

ZIMMERMAN, HARRY
Record Rodeo
KEYI, Minneapolis, Minn.

ZIPPIE, AL
Best By Request
KVOW, Littlefield, Tex.

ZUCCARO, BERNARD
Record Room
WIBB, Baton Rouge, La.
"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 1949

--- A ---

ACKLEY, WAYNE

ADKINS, JOHN

ADAM, BASIL

AGNEW, JOHN K.

ALEXANDER, JEFF

ALLEN, JAMES

ALLEN, JAMES E.

ALLEN, JOHN

ALLEN, LLOYD

ALMONS, MERVYN

ANDERSON, CHARLOTTE

ANDERSON, JAMES W.

ANDREWS, EARL

ANDREWS, JAMES L.

ANTONINI, ALFREDO

ARENDALL, RONNIE

ARLO

ARGY, ROY

ARYMES, MITCHELL

AYRES, NORMAN

BABB, PEP

BACAL, DAVE

BAKER, DEAN

BALLIS, MERA

BANCROFT, P. F.

BANKS, MARGARET

BARBER, JUNE

BARCH, ED

BARBOUR, RICHARD

BERGOVITZ, ABE

BERNARD, RICHARD

BERNARD, RICHARD

BERTCHER, DAVE

BETHELL, JOSE

--- B ---

AYLES, BARBEE

AYLES, CONSTANCE

AUGUSTINE, JOHNNY

AUMAN, DON

AVEN, CONSTANCE

AYRES, MITCHELL

AYRES, NORMAN

BABLER, PEP

BACAL, DAVE

BAKER, DEAN

BALLIS, MERA

BANCROFT, P. F.

BANKS, MARGARET

BARBER, JUNE

BARCH, ED

BARBOUR, RICHARD

BERGOVITZ, ABE

BERNARD, RICHARD

BERNARD, RICHARD

BERTCHER, DAVE

BETHELL, JOSE

BASS, ROY II

BAUGH, GENE

BAUMGART, RUTH

BAXTER, LEO J.

BAXTER, RAYMOND

BEAN, GLADYS

BEERS, WILLIAM

BEER, FRANK

BENNICK, RICHARD

BERQUIST, WHITEY

BERQUIST, WHITEY

BERQUEST, WHITEY

BETCHER, DAVE

BETHELL, JOSE

BEIRK, PEG

BEITZ, JOSE	

BIGGS, DOUG

BIGLEY, DAVID E.

BLACK, FRANK

BLACKTON, JAY

BLEYER, ARCHIE

949
Swing and Sway with

SAMMY KAYE
and his orchestra

"Sunday Serenade"
"Disc Jockey Discoveries"
— for radio

"So You Want To Lead A Band"
— for TV

David Krengel, Personal Manager
607 Fifth Avenue, New York  Plaza 3-2636

ARCHIE BLEYER
BOELTER, E. W.          KJAM, Vernal, Utah
BOISVERT, LOUIS        WRBY, Waterbury, Conn.
BOLEN, JIM             WCHL, Carbondale, Ill.
BONANO, SHARKEY        Sharkey's Dixieland
BONASSO, RUSSELL       WBLK, Clarksburg, W. Va.
BOOKSPAN, MARTIN       WDBS, Boston, Mass.
BORTELL, CLAude        WEBL, Syracuse, N. Y.
BOULEWARE, MARIJANE    (MISS)
BOWMAN, ANN            WRBO, Tampa, Fla.
BOWMAN, BURL           KVNI, Coeur D'Alene, Ida.
BOYUM, JERRY           KROC, Rochester, Minn.
BRADLEY, HAROLD        WHLD, Ninigret Falls, N. Y.
BRADLEY, OWEN           Especially for You: The Owen Bradley Show, NBC.
BRADY, WILLIAM P.      WEVD, Chicago, Ill.
BRAND, BOB             WWWD, Washington, D. C.
BRANDWYNNE, NAT        Saturday Dance Date, NBC.
BRELAND, ED            WAML, Laurel, Miss.
BREITZ, BOB            WXYZ, Detroit, Mich.
BRIDGES, DON           WBSC, Bennettsville, S. C.
BRIER, JOE             WSCR, Scranton, Pa.
BROCK, RAY             WHBY, Appleton, Wis.
BROWN, DONALD          KVFN, Ventura, Calif.
BROWN, LES             The Bob Hope Show, NBC.
BROWN, WILBURG         Do You Remember; Clevelandaires, NBC.
BROWNE, JIM            WKDK, Newberry, S. C.
BROWNING, BILL         KKLO, Lewiston, Mont.
BRUCE, DWIGHT J.       WTAC, Savannah, Ga.
BRYAN, DONALD          Cavalcade of America, NBC.
BRYANT, SLIM           Slim Bryant and His Wildcats, NBC.
BUFFINGTON, JOEL       KYOS, Merced, Calif.
BURLOCK, L. JANE       WDUC, Durham, N. C.
BURKETTE, BILL         KDSX, Demison, Tex.
BURWELL, BILL          WCIC, Greenville, N. C.
BUSH, ROBERT           KXIC, Iowa City, Iowa.
BUTLER, GWINETHY       KBUN, Benjiij, Minn.
BUTTON, DAVE           KSPV, Artesia, N. Mex.
BYRD, VIRGINIA         WISH, Indianapolis, Ind.

— C —

CAFFY, CURTIS          WGRM, Greenwood, Miss.
CALABRESE, RAY J.      WLTK, Bloomburg, Pa.
Caldwell, June         WMJT, Cedar Rapids, Ia.
Caldwell, Lamar        WISC, Hartsville, S. C.

CARLE, FRANKIE         NBC, CBS, Columbia Records.
CARLSON, MAUDE         WIBW, Topeka, Kans.
CARPENTER, ETHEL       WKBB, Dubuque, Ia.
Carpenter, James       KFBL, Wichita, Kans.
CARSON, M.             WOAP, Owosso, Mich.
CARTER, LOUISE         WETM, Mayesville, Ky.

CARDMELL, BETTIE       KOCY, Oklahoma City, Okla.
CASHION, JOHN T.       WKBC, North Wilkesboro, N. C.

CHAMPLIN, GLENN        WJWI, LaCrosse, Wis.
CHASE, BRUCE           WENR-TV, Chicago, Ill.
CHASES, ABRAM          WQXR, New York, N. Y.

CHEESMAN, ADA          WGBB, Freeport, N. Y.

CHESKIN, DAVID         WGR, Buffalo, N. Y.

FRANK DeVOL

CONDUCTOR ARRANGER COMPOSER COMEDIAN
2ND YEAR ON THE OXYDOL SHOW OVER CBS FIVE TIMES WEEKLY

MUSICAL DIRECTOR OF CAPITOL TRANSCRIPTIONS

CAPITOL RECORDINGS

REGULAR MEMBER "PANTOMIME QUIZ" VIDEO PROGRAM

AGENCY CENTURY ARTISTS, LTD.

PUBLICITY BOB WEISS

951
AL RICKEY
CONDUCTOR-COMPOSER
Orchestra Leaders—Conductors—Organists—Radio-TV

DEMIS, FRANCES
KRHD, Duncan, Okla.

DENNIS, GENE
WYOM, Brookline, Mass.

DENNIS, HERB
WCET, Roanoke Rapids, N. C.

DENNY, FRANCES
WAIR, Winston-Salem, N. C.

DevOL, FRANK
Second Year on Oxydol Show, CBS: Musical Director of Capitol Transcriptions; Pantomine Quiz, Video Program.

DICK, MRS. HELEN
WMIN, St. Paul, Minn.

DICKLER, DID
WHOD, Homestead, Pa.

DICKOFF, CHARLES
WISC, Madison, Wis.

DICKSON, LAHOMA
KDWT, Stamford, Tex.

DORN, BILL
WHAS, Charleston, S. C.

DORR, HAROLD
WABI, Bangor, Me.

DRAGON, CARMEN
Fanny Byrne—Baby Snooks Show: The Railroad Hour, NBC.

DUFFELL, REBECCA
WSTP, Salisbury, N. C.

DUFFY, JOHN
The Lasso Show: Me and Janie starring George O. Hanlon, NBC.

DUNCAN, MARY JEAN
KGBC, Galveston, Tex.

BUNN, BILL
WKBN, Youngstown, O.

DUNNAGAN, ROBERT (BOB)
WSSB, Durham, N. C.

DUNNAVANT, ROBERT V.
WJMW, Athens, Ala.

ELLISON, HELEN
WHIN, Harlan, Ky.

EDWARDS, LLEW
WPPA, Potsdam, Pa.

Egolf, Grace Campbell
WBBC, Bethesda, Md.

Eiland, Ted
WSAZ, Huntington, W. Va.

Elders, Frank E.
WPJF, Herrin, Ill.

ElliotT, BarON
WCAE, Pittsburgh, Pa.

Emmel, John
KFJU, Portland, Ore.

EDWARDS, LLEW
WPPA, Potsdam, Pa.

Egold, Grace Campbell
WBBC, Bethesda, Md.

Eiland, Ted
WSAZ, Huntington, W. Va.

Elders, Frank E.
WPJF, Herrin, Ill.

ElliotT, BarON
WCAE, Pittsburgh, Pa.

Ellison, Helen
WHIN, Harlan, Ky.

Emmel, John
KFJU, Portland, Ore.

Enos, Corinne
Kpac, Port Arthur, Tex.

Eppel, Raymond V.
KMOR, Mitchell, S. D.

Euchner, Wayne
KFJU, Wichita, Kans.

Evans, Steve
KRUL, Corvallis, Ore.

EukER, ROBERT
WOR-Mutual.

Elder, ROBERT
WJPP, Portland, Ore.

Ellison, Helen
WHIN, Harlan, Ky.

Emmel, John
KFJU, Portland, Ore.

Enos, Corinne
Kpac, Port Arthur, Tex.

Eppel, Raymond V.
KMOR, Mitchell, S. D.

Euchner, Wayne
KFJU, Wichita, Kans.

Evans, Steve
KRUL, Corvallis, Ore.

--- F ---

Fairchild, Edgar (Cookie)
Take It or Leave It, NBC.

Faller, Ben
WHOI, Teppe Haute, Ind.

Farber, Agnes
KPLC, Lake Charles, La.

Farber, Curt
Curtain Time, NBC.

Fascinato, Jack
Kukla, Fran & Ollie NBC-TV

Faulkner, Charles
WVWW, Falmouth, W. Va.
JOHN GART

TOPS!

as an RCA VICTOR recording artist
1. "Miami Beach Rhumba" 26-9012
2. "The Wedding Song" 26-9035
3. "St. Louis Blues" 20-3369
4. "Scalawag" 20-3493
5. "Mexican Hotfoot" 20-3529
6. "Send Ten Pretty Flowers to My Gal in Tennessee" 20-3577 (45) 47-3075
7. "Puppets Holiday" 20-3628
8. "The Wedding Samba" 20-3628

The Fabulous Fingers of Irving Fields

TOPS!

as a composer
1. Managua Nicaragua
2. Miami Beach Rhumba
3. Chillicothe, Ohio
4. Walter Thornton Rhumba
5. Morocco
6. Puppets Holiday
7. Kitty

IRVING FIELDS TRIO
Currently at PARK SHERATON HOTEL New York City BROADCASTING OVER NBC & MUTUAL NETWORKS Just concluded successful concert at CARNEGIE HALL New York
Orchestra Leaders—Conductors—Organists—Radio-TV

FAYE, ALTA
WRR, Dallas, Tex.

FEARY, JACK
KVOS, Bellingham, Wash.

FEINBERG, RICHARD
WSBC, Chicago, Ill.

FERRO, SAMMY
The Game Room, TV Sports Special
WPTG, Washington, D. C.

FESSLER, JEAN
WTAD, Quincy, Ill.

FICKEN, NEIL
WALT, Tampa, Fla.

FIELDER, ARTHUR
Music America Loves Best—Robert Merrill with the Boston Pops Orchestra and Arthur Fielder, NBC.

FIELDING, JERRY
Life of Riley, NBC.

FIELDS, IRVING
(See Radio-TV Artists)

FINGER, ART
KXYZ, Houston, Tex.

FIATI, P. HANS
KFRM, KMBC, Kansas City, Mo.

FLEISCHMAN, MARGARET
WSPK, Sarasota, Fla.

FLINT, WALTER H.
WGPC, Albany, Ga.

FOLLOWILL, MURRAY
WLBK, Del Kalb, Ill.

FORD, CHARLIE
Garwayne at Larze
NBC-TV

FORD, LLOYD
KAYS, Hays, Kans.

FORMAN, BILL
Father Knows Best; The Phil Harris-Alice Faye Show, NBC.

FOSTER, ORVILLE
WHOT, South Bend, Ind.

FOX, LES
WMMW, Meriden, Conn.

FRANCIS, JACK
WGAC, Augusta, Ga.

FRANK, HARRY J.
WHAI, Greenfield, Mass.

FRAUL, CLAUDE
WINN, Louisville, Ky.

FREED, ALAN
WAKR, Akron, O.

FREEMAN, HARRY
WLYN, Lynn, Mass.

FREEMAN, TONY
KNBC, San Francisco, Calif.

FRIAR, CHARLIE
WWNF, Fayetteville, N. C.

FRIEND, GEORGE
WLAK, Lakeland, Fla.

FROST, JACK
KLER, Rochester, Minn.

FRY, BETTY
WGPA, Bethlehem, Pa.

FRYETT, MARY
KRUX, Phoenix, Ariz.

FULMER, ROBERT
WBKA, Brockton, Mass.

FULTON, DAVID K.
WALB, Albany, Ga.

GADY, MIKE
WOFI, Bristol, Tenn.

GALLAGHER, JOSEPH
Dave Garwayne Show; America's Song; Design for Listening, NBC.

GANZ, GEORGE
KDSH, Boise, Idaho

GARLINGER, GEORGE
WPPR, Middletown, O.

GARR, BILL
KWKW, Pasadena, Calif.

GART, JOHN
B. June 6, 1905, Poland; Gabriél Heatter's A Brighter Tomorrow, WOR; Carrington Playhouse, WOR; A House In The Country, WOR; Big Town, NBC; MGM Columbia, RKO picture spots.

GATRELLE, DON
KKJB, Marshalltown, Iowa

GEVER, BILLY
WFDP, Flint, Mich.

GIBSON, GERALD
WJOY, Burlington, Vt.

GIBSON, LARRY
WRUF, Gainesville, Fla.

GIZZ, JEAN
KRLD, Colorado Springs, Colo.

GIVENS, HELEN
WLBJ, Bowling Green, Ky.

GLADDEN, FRANCES
WDAR, Columbus, Ga.

GLEASON, BOB
WMSL, Decatur, Ala.

GLUSKIN, LUD
E. New York, N. Y.; CBS West Coast Music Director; Suspense; My Friend Irma; Hollywood Music Hall; Philip Morris Playhouse; Sam Spade.

GLYNN, JACK
KUBC, Montrose, Colo.

--- G ---

HARRY SALTER

"STOP THE MUSIC"—ABC
DON
VOORHEES

1949

“Bell Telephone Hour”

“Cavalcade of America”

HARMON, J. BERTRAM
WGRC, Louisville, Ky.
HARRILL, MARY
WBBO, Forest City, N. C.
HARRILL, NELSON J.
WGBH, Ashfield, N. C.
HARRIS, DR. ALBERT
NBC University Theatre; NBC
Theater, N. C.
HARRIS, BEA
FMBF, Janesville, Wis.

HARRIS, PHIL
(See Radio-TV Artists)
HARRIS, THOMAS W.
WHHR, Cookeville, Tenn.
HARRISON, HERBERT
KFBK, Sacramento, Calif.
HARTIGAN, DICK
WROW, Albany, N. Y.
HARTLEY, JAMES
WGGA, Gainesville, Ga.
HARTLINE, MARY
WEXR-TV, Chicago, Ill.
HARVEY, MARY
WGEM, Quincy, Ill.
HARVEY, RICHARD
WSAP, Portsmouth, Va.
HATCH, WILBUR
Camel Screen Guild Theatre, NBC
HAWLEY, SHIRLEY
KIUP, Durango, Col.
HAYDEN, ELAINE
WMMO, Aurora, Ill.
HAYS, REX
WNAV, Yakton, S. Dak.
HEDY, GENE
KTOP, Topeka, Kans.
HEEB, WALTER
WJHL, Johnson City, Tenn.
ORCHESTRA LEADERS—CONDUCTORS—ORGANISTS—Radio-TV

HEJL, FRANK
WDM, Wilmington, Del.
HOLLEY, ROBERT
KISD, Sioux Falls, S. Dak.
HENDERSON, MAX
WTAC, Flint, Mich.
HENDRICK, HARRIET
KTW, Seattle, Wash.
HENNESY, THOMAS
WJBF, Augusta, Ga.
HENRY, RURAL
WHBT, Harriman, Tenn.
HENTON, ETHEL
WNB, Binghamton, N. Y.
HEGELSON, ROBERT
ROBERT
Sioux Falls, S. Dak.
HENDERSON, MAX
WTAC, Flint, Mich.
HENDRICK, HARRIET
KTW, Seattle, Wash.
HENNESY, THOMAS
WJBF, Augusta, Ga.
HENDRICK, MAX
WTAC, Flint, Mich.
HENTON, ETHEL
WNB, Binghamton, N. Y.
HEGELSON, ROBERT
ROBERT
Sioux Falls, S. Dak.
HENDERSON, MAX
WTAC, Flint, Mich.
HENDRICK, HARRIET
KTW, Seattle, Wash.
HENNESY, THOMAS
WJBF, Augusta, Ga.

HOFER, HAROLD
KEMO, Hannibal, Mo.
HOLT, CONNIE
WHXY, Dayton, Ohio
HOOKS, RALPH
KWSL, Lake Charles, La.
HOBBS, WILLIAM
KVEC, San Luis Obispo, Calif.
HOBBS, WILLIAM
WSBT, South Bend, Ind.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOLLAND, WARREN
WISR, Butler, Pa.
HIRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGULIO, JOSEPH
WRF, Baltimore, Md.
IVREY, GEORGE S.
WCMA, Cornith, Md.
LYN
MURRAY

Composing
and
Conducting

Hallmark Playhouse
Joan Davis Show

Wm. Morris Agency

CHARLES PAUL
Conductor - Composer
"Mr. & Mrs. North"
CBS
Martin Kane Private Eye
NBT

EARL SHELDON
Arranger — Conductor

M U Z A K
ASSOCIATED TRANSCRIPTIONS
LONDON RECORDS

Now Scoring:
PET MILK SHOW . . . NBC
JOHNSON, ARLENE  
WKNA, Charleston, W. Va.  
JOHNSON, BENNY  
KDLK, Del Rio, Tex.  
JOHNSON, RICHARD H.  
WSVA, Harrisonburg, Va.  
JOHNSON, W. R., JR.  
WEIR, Knoxville, Tenn.  
JONES, DON  
KWEI, Weiser, Idaho.  
JONES, IMO  
WCOH, Newark, Ga.  
JONES, R. S.  
KCMO, Kansas City, Mo.  
JONES, ROSEMARY  
WQXI, Atlanta, Ga.  
JONES, ROY  
WMOC, Covington, Ga.  
JONES, RUTH LEE  
WMIE, Miami, Fla.  
JORDAN, JERRY  
WNHC-TV, New Haven, Conn.  
JORDAN, MIKE  
WLAT, Conway, S. C.  
JUNELL, PRUHNA  
WBYS, Canton, Ohio.  
KALER, RANDALL  
WFAS, White Plains, N. Y.  
KATMIS, MILTON  
The Ethel Merman Show: Music for Today; Music for Tonight; NBC Symphony; Henry Morgan Show; Eternal Light, NBC.  
KATZ, BERNARD  
KAUFMAN, GEORGE  
KBMW, Breckenridge, Minn.  
KAWAKAMI, DANIEL  
KULA, Honolulu, Hawaii  
KAYE, DON  
KOTV, Tulsa, Okla.  
KAYE, SAMMY  
8 March 1910, Cleveland, Ohio; Sunday Serenade, CBS; So You Want To Lead A Band; Disc Jockey Discoveries.  
KELLER, EARLE  
WAVE, Louisville, Ky.  
KELLY, JACK  
WCFI, Chicago, Ill.  
KELTON, LEE  
WJAS, Pittsburgh, Pa.  
KENT, EDITH  
KFAC, Los Angeles, Calif.  
KILEY, JOHN  
WMEX, Boston, Mass.  
KING, JOHN  
KAWT, Douglas, Ariz.  
KING, PEE WEE  
(See Radio-TV Artists)  
KING, REX  
KFIO, Spokane, Wash.  
KIPIN, MAURICE  
WTMJ, Milwaukee, Wis.  
KIRBY, GEORGE  
KLCN, Petersburg, Ark.  
KIRBY, RICHARD  
WCHA, Chambersburg, Pa.  
KIRWAN, DENNY  
KOD-TV, Albuquerque, N. Mex.  
KLUE, KENNETH M.  
WTIP, Paris, Tenn.  
KNIGHT, LARRY  
WRIC, Ahsokia, N. C.  
KNOTT, ALBERT  
WKRM, Columbia, Tenn.  
KNUTZON, ULAMAE  
WDLB, Marshallfield, Wis.  
KOSLOFF, LOU  
Life of Riley: Blondie, NBC.  
KOTTLE, MISCHA  
WWJ, Detroit, Mich.  
KOURY, REX  
ABC, ABC-TV  
KOUSSEYITSKY, SERGE  
Boston Symphony—Dress Rehearsal, NBC.  
KREBS, ELMER  
WISN, Milwaukee, Wis.  
KREBS, ELMER  
WISN, Milwaukee, Wis.  
LAMBERT, NORMAN  
WLZB, Hangar, Me.  
LAMBERTON, W. M.  
KDAH, Graville, Calif.  
LANE, LORNA  
WBOB, Rockford, Ill.  
LANGE, HENRY  
WHIO, Dayton, O.  
LAPLAN, DON  
KTRB, Modesto, Calif.  
LASZLOW, ALEXANDER  
This Is Your Life, NBC.  
LARKIN, BILL  
WBE, Jacksonville, Tex.  
LAVALE, PAUL  
Cities Service Band of America, NBC, NBC-TV  

---  

JIMMY LYTELL  
and his  
"Delta Eight" Orchestra  
featured on  
"OLD NEW ORLEANS"  
RCA Recorded Programs  

PAUL TAUBMAN  
ORGANIST  
Pianist  
CONDUCTOR  
RCA-Victor Recording Artist
LAVERTY, DON
WJJD, Chicago, III.
LaVoIE, PAUL
WJR, Detroit, Mich.
LAWRENCE, NORMAN
WMHS, Natchez, Miss.
LEAGUE, EDWIN
WTMY, East St. Louis, Ill.
LEE, BOB
KDKK, Talare, Calif.
LEE, DUSTY
WREL, Beloit, Wis.
LEE, HARRY
WFRF, Lock Haven, Pa.
LEE, JIMMY
WZUP, Covington, Ky.
LEE, MEL
KFTK, Rolla, Mo.
LEHNHOFF, HENRY
KWED, Septuini, Tex.
LEIBERT, DICK
Dick Leibert, NBC.
LEIEN, MATT
KOFO, Tucson, Ariz.
LENZ, PHILLIS
WLIO, East Liverpool, O.
LEUGRIG, HARRISON
WLPO, La Salle, Ill.
LEYETT, LULU MAE
WVOP, Vidalia, Ga.
LEYVY, HAROLD
The Theatre Guild on the Air, NBC.
LEVYN, SYLVAN
WOR, New York, N. Y., Opera Concert, Arthur Lesuer Show
WOR-TV, New York, N. Y.
LEVINE, HENRY
Solitair Time, NBC.

LE WINTER, DAVID
Ambassador Hotel Orchestra, NBC.
LEWY, HENRY
KSON, San Diego, Calif.
LINDEY, ROBERT
KFBT, Bix Spring, Tex.
LIPMAN, PAUL
Lights Out
NFC-TV.

LITTLEPAGE, EVELYN K.
WMPT, Florence, Ala.
LIVELY, LEE
WLOW, Norfolk, Va.
LOCKHART, HARRY
KTHS, Hot Springs, Ark.
LOCKWOOD, LEE
WHBF, Benton Harbor, Mich.
LOFTINESS, RAY
KSOO, Sioux Falls, S. Dak.
LOKEY, FRANK
WJORD, Spartanburg, S. C.

LOMBARDO, GUY
Saturday Dance Date; Roosevelt Hotel Orchestra; The Guy Lombardo Show, NBC.
LONGFELLOW, WANNIE
KHOZ, Harrison, Ark.
LOPEZ, VINCENT
Luncheon with Lopez, NBC.
LOUISFELL, MARION PAYNE
WCOU, Lewiston, Me.
LURIN, HARRY
Maxwell House Coffee Time starring George Burns & Gracie Allen, NBC.

LUDLOW, BEN
B, Ardmore, Pa.; Candelight Review, NBC-TV; Mr. Feathers, MBS; Call The Police, CBS;

Scattergood Baines, MBS; Theauras Transcriptions; Ezio Pinza—Mary Martin Records.

LUGAR, JOE
Morning Matinee
WJAW-T, Cincinnati, O.

McCARThy, RED
WHOD, Harrisburg, Pa.
McCUTCHEON, KEN
WKY, Evansville, Ind.
McCUNE, DOM
WFAH, Fairbanks, Alaska
McDERmott, CLARK
WKJU, Newport, R. I.
McGAUHEY, WARREN
WRCN, Scottsdale, Ariz.
McGrath, MARGARET F.
ROWH, Omaha, Neb.
McGrath, NED
WDH, Olean, N. Y.
McKinney, ALEX
KFAB, Omaha, Nebr.
McLEAN, DON
KFBY, Bismarck, N. Dak.
McMANUS, JOHNNY
The Lamb’s Bambolino; NBC-TV
MeNNELL, IDA A.
KFKI, Pierre, S. Dak.
MePHerson, HUGH
WOAT, Oak Hill, W. Va.

MALIK, N. L.
WWNH, Rochester, N. H.

CARMEN MASTREN
Conducting
"Songs By Morton Downey"

BEN LUDLOW
MUSIC

960
MANN, EARL
KFGO, Fargo, N. Dak.
MANSKY, MORRIS
A Tree Grows in Brooklyn, NBC.
MAPES, BILL
WHOS, Decatur, Ala.
MARCEAUX, VERNE
WMMP, Evanston, Ill.
MARCOTTE, DONALD A.
WMAQ, Chicago, Ill.
MARS, PETER A.
WKLA, Ludington, Mich.
MARSHALL, JIMMY
WTOB, Winston-Salem, N. C.
MARTIN, KIRIS
WACE, Chicopee, Mass.
MARTIN, NOEL D.
KOB, Albuquerque, N. Mex.
MASON, VIVIAN
KHUM, Eureka, Calif.

MASTREN, CARMEN
N.
B. Cahoes, N. Y.; Songs By Morton Downey, NBC, NBC-TV

MATTHEWS, SAM T.
KORD, Tyler, Tex.
MAUGANS, WILLIAM
KSOK, Arkansas City, Kansas
MAUPIN, REX
WEND, WEND-TV, Chicago, Ill.
MAY, BILLY
The Adventures of Ozzie & Harriet, NBC.

MAYO, BILLY
WFAA, Dallas, Tex.

MAYS, VERLIN
WFHG, Bristol, Va.

MEAKIN, JACK
The Great Gildersleeve, NBC.
MEINICK, KAY
WLOA, Braddock, Pa.
MENDELSON, FRED
WIBX, New York, N. Y.
MENDEHALL, MENDY
KASI, Ames, la.
MEL, VING
Enchanted Strings
MERY, MARY
KPOW, Powell, Wy.

MICHAIL, ROBERT
WIBA, Altoona, Pa.

MILLER, DOROTHY
WEAM, Arlington, Va.
MILLER, FRIEDA
WTOD, Toledo, 0.

MILLER, HARRISON A.
KIT, Yakima, Wash.
MILLER, JACK
The Aldrich Family, NBC.
MILLER, MAX
Club Canadiense, WBEN-TV, Buffalo, N. Y.

MILLS, BILLY
Fibber McGee and Molly, NBC.
MILLS, JACK
RSIB, Creston, la.

MILSO, JOSEPH
WCPA, Clearfield, Pa.
MILWEG, N. C. JR.
WHBS & WHBS-TV, Huntsville, Ala.

MINSARD, TOM
WCTA, Andalusia, Ala.

MISER, IVY
WMID, Atlantic City, N. J.

MITCHELL, BOB
KFL, Los Angeles, Calif.

MONROE, CAL
Wcap, Asbury Park, N. J.

MONROE, VAUGHN
8, Oct. 7, 1911, Akron, O.; Comal Show, CBS

MONTGOMERY, PAUL
WPRC, Reidsville, N. C.
MORR, A. RAYMOND
WHUM, Reading, Pa.

MOORE, FRED F.
WNSB, Daytona Beach, Fla.

MOOK, JACK
KURY, Edinburg, Tex.

MORGAN, JAMES
WNBC, WNBC-TV, New Haven, Conn.

MORGAN, TOMMY
KOD-TV, Albuquerque, N. Mex.

MORGAN, WAYNE
WMFR, High Point, N. C.
MORRIS, BILL
WROM, Rome, Ga.

MORRIS, FRANK
WXAX, Jacksonville, Fla.

MORRIS, JOHN J.
WTOR, Torrington, Conn.

MORRISSETTE, RICHARD
WCHY, Charlotteville, Va.

MOSKAI, PAUL
KFEQ, St. Joseph, Mo.

MUNCH, CHARLES
Boston Symphony—Dress Rehearsal, NBC.

HENRY
("Solitary Time")

HOT-LIPS
("Chamber Music Society of Lower Basin Street")

LEVINE

PEE WEE KING

ORCHESTRA WORLD MAGAZINE'S CHOICE AS
The Nation's No. 1 Western Band Leader
AND HIS RCA-VICTOR GOLDEN WEST COWBOYS
Welcomes You

To See and Hear Them
While In Louisville
11:00-11:30 A.M., Daily—
In Person at Bensingers-WAVE
5:15-5:45 P.M., Daily—
Jamboree at the Station-WAVE
7:00-7:30 P.M. each Wednesday,
Television-WAVE-TV

961
RICHARD DU PAGE
ASCAP

COMPOSER — ARRANGER — CONDUCTOR

COMPOSER OF—AFFAIRS OF PETER SALEM;
MURDER BY EXPERTS; ADVENTURES OF THE
FALCON

WOR—Mutual

6 Burns St., Forest Hills, N.Y.  Boulevarbd 3-0723

GEORGE WRIGHT

OGLETREE, BILLIE
KVOP, Pampa, Tex.
O'HARA, JANE
WQX, Scranton, Pa.
OLSON, WALLACE
WCO, Minneapolis, Minn.
O'NEILL, JOE
KVDD, Tulsa, Okla.
OPPEL, JERRY
KOLE, Fort Collins, Tex.
OSBORN, HAROLD
WCIO, Peoria, Ill.
O'WALT, BOTTIE
KTRA, Frederick, Okla.
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWEN, EMILY
Meet the Music, NBC.
OWEN, EMILY
KXEL, Waterloo, Iowa.
OVLER, HAROLD
WEBQ, Harrisburg, Ill.

PAGE, DOROTHY E.
WFAY, Portsmouth, O.
PAGE, RAYMOND
Skyway To Stars
CBS.
PALMER, BILL
WDXY, Chattanooga, Tenn.
PAQUETTE, ARTHUR
WFCL, Providence, R. I.
PARIS, NORMAN
A Girl About Town
NBC-TV
PARKER, MARY
KFFA, Helena, Ark.

MURRAY, Lyn
KMAC, Nashville, Tenn.
MURRAY, J. BRUCE
KWHK, Hutchinson, Kans.
MURRAY, JOYNA
KULP, Dallas, Tex.
PARKS, STURLE J.
PATTNER, ANDY
KMQJ, Fresno, Calif.

PAUL, CHARLES F.
E. New York, N. Y.; Mr. & Mrs. North, CBS; Martin Kane Private Eye, NBCTV; The Shadow, WOR; Lora Lawton, NBC; Young Dr. Malone, CBS; Nora Drake, CBS; Road of Life, NBC

PAUL, NORMAN
KSJO, San Jose, Calif.
PAPOLINO, MARY
WICA, Ashtabula, O.
PEACOCK, MELVIN
WSAV, Savannah, Ga.
PEEPLES, TRUDY
WWOL, Buffalo, N. Y.
PECK, ALBERT
KROS, Clinton, Ia.
PENTLAND, MARY ALICE
KVOY, Colorado Springs, Colo.
PERKINS, JAMES
WBBB, Burlington, N. C.
PETERSON, LAVERNE
WSAU, Wausau, Wis.
PFEFFERGER, GEORGE
WTJN, Jamestown, N. Y.
PHILLIPS, A. G.
WLTC, Gastonia, N. C.
PHILLIPS, GREGG
WJOL, Joliet, Ill.
PHILLIPS, ORELL
KDOS, Santa Cruz, Calif.
PICAZO, RACHEL
WMTO, Van-Ncheve, Ky.
PICHÉ, MAURICE
KYSM, Mankato, Minn.

PICKENS, CHAS.
WHBC, Canton, O.
PIETERZ, GLADYS
WRAQ, San Juan, P. R.
PILANDER, HENRY
WGAR, Cleveland, O.
PILAUPT, JIM
KPAN, Heford, Tex.
POINTEL, CHARLES H.
WRDW, Augusta, Ga.
POMEROY, JOHN C.
WILS, Lansing, Mich.
POTT, WILLARD
WHK, Cleveland, O.
POTTER, CLIFFORD
WOMJ, Owensboro, Ky.
POTTER, GEORGE
KSTI, Shelby, Mont.
POWER, BARBARA
WPJN, Alexandria, Va.
Pritchard, BOBBY
WCED, Rocky Mount, N. C.
PRUASKA, JEANNE
WTWT, Stevens Point, Wis.
PUTER, JACK
KFXJ, Grand Junction, Col.
PUTNAM, JIM
WOLS, Florence, S. C.

R

RAFFERTY, CARL L.
KJSK, Columbus, Neb.
RAHDERs, PAUL
KRJO, Miles City, Mont.
RAINHE, BRUCE
KSYL, Alexandria, La.
RAMIREZ, JOSE RAUL
WJAC, San Juan, P. R.
RAMIREZ, WALLACE
WAEL, Rayayne, P. R.

RANDALL, GORDIE
TV Showcase
WARB, Schenectady, N. Y.
RANDOIOP, ELIZABETH
Story Squad to Order, NBC.
RAS, MALCOLM
WCGS, Columbia, S. C.
RAVILOUS, HOWARD
WDWD, Dawson, Ga.
RAY, CARMEN
Sports Room
WAAM, Baltimore, Md.
REARDON, RUSS
WHFB, Portsmouth, N. H.
REBER, DON
KXNN, Logan, Utah
RECKINGER, KEN
WXLT, Ely, Minn.
REED, JAMES
WFFX, Montgomery, Ala.
REEDER, CHARLES
WING, Dayton, O.
REGAN, MATT
WPTA, Batavia, N. Y.
REGNER, MARLENE
WICC, Bridgeport, Conn.
REININGER, JOHNNY
New Orleans Showcase
WDSU-TV, New Orleans, La.
REITMANN, BILL
KVSE, Santa Fe, N. Mex.
REPINE, BERT T.
WRVA, Richmond, Va.
REYNOLDS, CLARENCE
KODA, Oklahoma City, Okla.
REYNOLDS, JAMES
WPAL, Charleston, S. C.
RIANHARD, CONRAD
WMBG, Richmond, Va.
RICE, EDWARD
Voices Down the Wind, NBC.

Art Van Damme Quintet

NBC-Chicago

"Reserved for Garroway"

CAPITOL RECORDING ARTISTS

Personal Management
Jack Russell

963
RICHARDS, HORACE
WPM, Potteville, Pa.

RICHARDS, MARIE
WKBZ, Urbana, Ill.

RICHARDS, DONALD W.
WFMP, Youngstown, Ohio

RICHARDSON, EDNA E.
WTMA, Charleston, S. C.

RICHARDSON, HELEN
WAGL, Chattanook, Tenn.

RICHARDSON, MARY HESTER
WBRM, Macon, Ga.

RILEY, RALPH
WFLZ, Zanerville, O.

RING, MARGARET
KRX, San Jose, Calif.

RIO, ROSA
My True Story, ABC; Ted Ma-
cone, ABC; Rose Rio Rhythms, ABC; Front Page Farrell, NBC;
Lorenzo Jones, NBC; Cartoon Tele
tettes, ABC-TV. Also com-
mercial films for RCA.

RISEK, BETTIE
WJRE, Hagerstown, Md.

ROBB, WILLIAM
WKIX, Columbus, S. C.

ROBERDO, DOROTHY
WDJF, Jonesville, Ind.

ROEGER, RUPERT
KGC, Mandan, N. Dak.

ROHR, JACK
WCMC, Baltimore, Md.

ROMANDY, DION
KFWB, Los Angeles, Calif.

ROGERS, PAUL
WVO, New York, N. Y.

ROONEY, VERNE
WLOL, Minneapolis, Minn.

ROONEY, DAVID
The Red Skelton Show, NBC.

ROSS, JOHN
WBJR, Dalton, Ga.

ROSS, KAL
WPW, Chester, Pa.

ROSS, MURRAY
Colgate Sports Newsreel of the
Air, NBC.

ROSS, ROY
WNED, New York, N. Y.

ROTH, ALAN
Texaco Star Theater
NBC.

ROUNTREE, RUSSELL
KCOL, Fort Collins, Col.

ROY, FL.
WMAR, Manhattan, Wis.

RUCKER, STAN
WOW-TV, Omaha, Nebr.

RUDWALD, WALLY
WDG, Minneapolis, Minn.

RUDOLPH, JOSEPH
WATT, Chicago, Ill.

RUSSELL, HENRY
Henry Russell Music: Holly-
wood Radio City Orchestra; Holly-
wood Calling; NBC Thea-
tre: Screen Directors Play-
house; The Dorothy Lamour
Show, NBC.

RUTLEDGE, JOHN
WJBO, Baton Rouge, La.

RYAN, JOE
WALL, Middletown, N. Y.

S——

SAAKTAMP, JACK
Family Time; Circle Arrow
Saw.

SAGES, J. SULLIVAN
WMBS, Uniontown, Pa.

SALENZO, SAM
KIDAC, Ft. Bragg, Calif.

SALSBURG, JOE
WARM, Scranton, Pa.

SALTER, HARRY
It Pays To Be Ignorant, CBS; The
Silvers Arrow Show, NBC-TV.

SANDERS, JELLY
RTH, Porterville, Calif.

SANFORD, CHARLES
Fireball Fun-For-All
NFC-TV.

SANTELLMAN, WILLIAM
U. S. Marine announc., NBC.

SARGENT, MICHAEL
WBWF, Bedford, Ind.

SASLOWSKY, NICHOLAS
WEVD, New York, N. Y.

SAVITT, LOUIS
WIRE, Wilkes-Barre, Pa.

SAWYER, TOM
WHO, Orlando, Fla.

SCHAFER, WALTER
The Phil Harris-Alice Faye
Show, NBC.

SCHMELLE, RICH
KRUB, Watsonville, Calif.

SCHUMANN, WALTER
Dragnet, NBC.

SCOTT, ADELE
A Life in Your Hands, NBC.

SCOTT, DUDE
KSVC, Yreka, Calif.

SCOTT, RAYMOND
Your Hit Parade: The Ray-
mond Scott Quartet, NBC.

SCOTT, WAYNE
WREL, Lexington, Va.

SEAMAN, GORDON
WKO, Albany, N. Y.

SELESKY, VLADIMIR
Big Story
NBC-TV
Electric Theatre
CBS.

SEWALL, GRANT
KCBQ, San Diego, Calif.

SHAFFNER, ISABEL
WJW, Winston-Salem, N. C.

SHANKLE, HUGH
WROB, West Point, Miss.

SHARPE, H. H. III
KJTY, Troy, N. Y.

SHAUNCE, GOLDA
WMBH, Joplin, Mo.

SHAW, JULIE
WGIG, Brunswick, Ga.

SHAWVER, WILLIS
WREY, Covington, Va.

SHENAN, KARL
WJAR, Providence, R. I.

SHELDON, EARL
B. Jan. 1, 1915, New York,
N. Y.; Dreme Shampoo Show,
NBC; Musical Bouquet; Pinaud's
Jack Smith Show, CBS; Pet Milk
Show, NBC; '48 Gulfspay; Ben-
dix Transcriptions, Capitol Rec-
ords, Muzak, Associated, London
Records.

SHELY, RAYMOND
KANS. Wichita, Kans.

SHOOF, DAVID
WHP, Harrisburg, Pa.

SHEIDEN, MILTON
Sketches in Melody, NBC.

SILVER, CARL
WAGE, Syracuse, N. Y.

SIMON, HARRY
Philo Television Playhouse
NBC-TV.

SIMPSON, JOHN
KOTA, Rapid City, S. Dak.

SLACK, PETER
KGER, Long Beach, Calif.

SLATER, M. R.
WCAX, Burlington, Vt.

SMITH, BEASLEY
WSM, Nashville, Tenn.

SMITH, WILL
KOL, Seattle, Wash.

SMITH, FRED
KALL, Pasadena, Calif.

SMITH, HELEN
KECK, Odessa, Tex.

SMITH HOWARD
Robert Q. Lewis Show
CBS.

SMITH, JOHN
KSPA, Santa Paula, Calif.

SMITH, LAVEL
WJBC, Bloomington, Ill.

SMITH, MERRILL
WIDE, Bayford, Me.

SONG, GEORGE
WOC, Davenport, la.

SORENSEN, HAL
KELO, Sioux Falls, S. Dak.

SOREY, VINCENT
Get-Together With Gambling
WOR-TV, New York, N. Y.

SOSNICK, HARRY
Philo Television Playhouse
NBC-TV.

SPARKMAN, BETTY
WTOM, Bloomington, Ind.

SPARR, JOHNNY
WAAM, Baltimore, Md.

SPARR, SAMMY
Front Row Center
WARD, New York, N. Y.

SPECTOR, GILBERT A.
WREX, Richmond, Va.

SPRAGGINS, CLOIS
KENT, Shreveport, La.

SPRINGER, HARRY
WEW, Erie, Pa.

STABLE, DICK
The Martin and Lewis Show,
NBC.

STADLER, RICHARD
WMRN, Marion, O.

STAHL, DICK
KMMJ, Grand Island, Neb.

STANLEY, JAY
WAAT, Newcastle, N. J.

STANLEY, LEONARD
Songs For Your Supper. Re-
hearsal Call
WXYX-TV, Detroit, Mich.

STARLICK, STEVE
KGRH, Fayetteville, Ark.

STANZIO, JOHN
WAZL, Hamilton, Pa.

STEIN, RALPH
WEW, St. Louis, Mo.

STEPHENS, DAVID
WCAU, Philadelphia, Pa.

STEPHENS, HAROLD
WDVA, Danville, Va.

STERLING, EARL
WFLN, Lancaster, Pa.

STOKER, ED
KUTA, Salt Lake City, Utah

STONE, ALBERT
WQMO, Cleveland, O.

STONE, C.
K XXL, Pasadena, Calif.

STORDAHL, AXEL
Your Hit Parade, NBC.

STORM, RAY
KNOX, Grand Forks, N. Dak.

STROHHER, KEN
Let's Relax With The Four
Quarters
WBEF-TV, Buffalo, N. Y.

STUART, PETER
WWJ-TV, Detroit, Mich.

SURIS, DOMINGO COLON
WPAB, Ponce, P. R.
VAGNONI, FRANK
V. Wyz, New York, N. Y.

VAN BRIEL, BOR
RGGM, Albuquerque, N. Mex.

VAN SICKLE, ANN
WPDX, Clarksburg, W. Va.

VAN STEELEN, PETER
Mr. District Attorney, NBC; Break The Bank, NBC.

VAN VELEZ, DON KEITH
KJU, Walla Walla, Wash.

VERGER, PRIM
WIBR, Baton Rouge, La.

VERNON, MAC
KVER, Albuquerque, N. Mex.

VILLAREAL, MANUEL
DYBU, Cebu, P. I.

VITZ, Katherine
KDDD, Dumas, Tex.

VOGTL, GERALD
WHEC, Rochester, N. Y.

VOLGER, THELMA
KWWC, Muscatine, Ia.

VOORHEES, DON
Telephone Hour, NBC; Cavalcade Of America, NBC.

YOSBURGH, RICHARD
WEUE, Binghamton-Endicott, N. Y.

WACKS, LOU
WMCU, New York, N. Y.

WALKER, EDWARD C.
WDAE, Tampa, Fla.

WALKER, FRANKYE
WFOY, St. Aug., Fla.

WALKER, MARY
KETR, Luftin, Tex.

WALLACE, NEAL
KFBQ, Cheyenne, Wyo

WALLING, MARGARET
WQQW, Payson, Ariz.

WALSH, GORDON
WWEC, Hampton, Va.

WARING, FRED
Fred Waring Show, WCB-S-TV, New York, N. Y.

WATKINS, RICHARD L., JR.
KSLM, Silskele, Mo

WATTS, SAM
KWBR, Oakland, Calif.

WAYNE, ROGER
WHIL, Hemstead, N. Y.

WAYNICK, HOWARD
Showcase

WEFF-TV, Greensboro, N. C.

WEBB, LOU
Another Song: Lou Webb, Organist Morning Serenade: "Words and Music," NBC.

WEBER, HENRY
U. S. Marine Band, NBC.

WEILADT, ALLO
WWEB, Altoona, Pa.

WEILER, ROBERT A.
KDKX, Dickinson, N. Dak.

WEINER, MILTON
WCLW, Cincinnati, O.

WELCH, ROBERY
KWWL, Oklahoma City, Okla.

WEST, HELEN
Helen Westbrook, Organizer: A Life in Your Hands, NBC.

WESTBY, HAROLD, JR.
KAUS, Austin, Minn.

WESTLEY, OSGOOD
WLS, Chicago, Ill.

WESTON, PAUL
KXRE, Chesterfield, Cooper Club, NBC.

WHIPPLE, DOC
Howdy Doody NBC-TV.

WHITE, BOYD
WENK, Union City, Tenn.

WHITE, KEITH
WICY, Malone, N. Y.

WHITE, LEON
Inner Sanctum, Grand Central Station, Rose of My Dreams, CBS; Portia Faces Life, NBC; RCA- Victor Records, Columbia Movie Shorts.

WHITE, ORSON
WRJN, Racine, Wis.

WHITNEY, GLORIA
WNAK, All readings, Utah.

WILBAR, R. D.
WINS, New York, N. Y.

WILCOX, ALFRED
WEAB, Allentown, Pa.

WILK, MARIE
WWSW, Pittsburgh, Pa.

WILLAMS, JOHN
WSPD, Toledo, O.

WILLS, R. WILLIAM
WDEM, Providence, R. I.

WILLSON, MEREDITH
Meredith Willson Show, NBC.

WILSON, KENNETH
WHID, Boston, Mass.

WILSON, WALTER
WHOP, Hopkinsville, Ky.

WOOLF, CARE
WMVY, Milford, Mass.

WOOD, ROGER
WIRA, Ft. Pierce, Fla.

WOODMAN, BOB
WWCO, Waterbury, Conn.

WOODS, RICHARD
KYJC, Medford, Ore.

WRIGHT, GEORGE
B. 1920, Oakland, Calif.; Jack Birch Show, ABC; Songs by Morton Donnell, MBS; Maytag, NBC; Your United Nations, NBC; The Tex & Jive Show, NBC; NBC Theatres, Organist, Paramount Theatre, N. Y.

WULLEN, NORMAN
WKEL, New York, N. Y.

WYLE, GEORGE
The Alan Young Show, NBC.

YAESZELL, PAUL
KTQT, Tucson, Ariz.

YATES, CHARLIE
WRRF, Washington, N. C.

YOHE, CHARLES R.
WBOC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Chicago, Ill.; Wrote Musical score for stage play "A L' Artiste"; musical dir. for Paramount Pictures.

ZACHER, EUGENE
WHAM, Rochester, N. Y.

ZIEGENBREIN, FLEDA
KFOR, Laramie, Wyo.

ZIMMERMANN, HARRY
KHJ, KTLS, Hollywood, Calif.

ZIMMERMANN, PAUL E.
WMYA, Martinsville, Va.
ROSOCOE KARNS — INSIDE DETECTIVE

THE OF MURDER

Created and written by

LAWRENCE MENKIN and CHARLES SPEER

RADIO and TV WRITERS

CARLTON E. MORSE

WRITER - PRODUCER

"ONE MAN'S FAMILY" ... NBC and NBC-TV

"I LOVE A MYSTERY" ... MBS
Radio-TV Writers
Advertising Agency—Network—Free Lance

--- A ---
ARNOLD, PAUL
(See Radio-TV Artists)
AYRES, KIRBY
Music You Know
CBS

--- B ---
BEASLEY, IRENE
(See Vocal Artists)
BENOFF, MAC
B, Sept. 21, 1915, New York, N. Y.; Life with Luigi, CBS.
BLAKE, PEGGY
David Harum
NBC
BLOOM, SI
Welcome Aboard, Buzz & Bill, KDKA, Pittsburgh, Pa.
BORDEN, RUTH
Helen Trent
CBS
BOYLE, BETTY
Lum and Abner
CBS
BRAINARD, ED
Lombardland, U.S.A.
MBS
BURNETT, MURRAY
True Detective Mysteries
MBS

--- C ---
CARRINGTON, ELAINE
Pepper Young's Family
NBC
COHN, BOBBY
Henry Morgan Show
NBC
COLE, ALONZO D.
Casey, Crime Photographer
CBS
CONNELL, HOWARD
Stop The Music
ABC
CRISTY, PATRICIA
Pick A Date, ABC

--- D ---
DERMAN, LOU
Life With Luigi
CBS

--- F ---
FAY, FAITH
Jack Berch Show
NBC
FIELDS, IRVING
(See Radio-TV Artists)
FINKE, JACK
F.B.I. In Peace And War
CBS
FRIEDMAN, MORTON
B, Nov. 3, 1920, New York, N. Y.; NBC University Theatre, NBC; The Mood Is Murder, Transcribed Series; Bourjois Powderbox Theatre, CBS; Counter-spy, ABC; Abie’s Irish Rose, NBC: U. S. Treasury Guest Star, Transcribed over 2,000 stations.

CARL BIXBY
Life Can Be Beautiful
Studio One
Theatre Time
Sturges Highway
Southport, Conn.

JERRY McGILL
writer
director
producer
Per. Mgt. Bernard L. Schubert
FURT, JULIAN
Young Doctor Malone
CBS

— G —

GINNIS, ABRAM S.
ABC

GLAZER, TOM
B. Sept. 3, 1914, Philadelphia, Pa.; Tom Glazer’s Ballad Box. We Care. Pick-A-Date. ABC; Tom, Tommie & Mac, WNBC.

GOODWIN, NANCY
ABC-TV

GREEN, JOHNNY
Blondie
ABC

GUINNESS, ABRAM
Family Closeup
ABC

— H —

HAUSER, DWIGHT
ABC

HIZAM, LOU
Lavine, 1949
NBC

HENLEY, ARTHUR
Honeymoon in New York, NBC; We, the People, (Gulf); Kay Kyser Show, (Ford); You and Humor, CBS; 13 by Henley (Syndicated); Welcome Wagon (Transcribed).

HEYWARD, LOUIS M.
Hamilb Cobb, ABC; Sing For Your Supper, MBS; Johnny Desmond Show, CBS-TV.

HOLLAND, HERALD
Mr. Peathers
MBS

HOLLOWAY, JEAN
Mr. President
ABC

HULL, HARWOOD, JR.
Caribbean Crossroads
MBS

HUMMERT, ANNE
Stella Dallas
NBC

— I —

HALO, SHIRLEY
Amos 'n' Andy
CBS

INGRAM, GAIL
Crime Photographer, Basil Rathbone Show, The Big Story, Inner Sanctum, Hit Parade, Highways In Melody

INGRAM, HARRY
Crime Photographer, Inner Sanctum, Two On A Clue

JABLOWS, MIKE
Pick A Date, ABC; Labor Speaks, MBS

JAEGER, ALBERT H.
Melvin Elliott's 7 A.M. NewsCast, WOK, New York, N. Y.

JAMPEL, CARL
Archie Andrews
W NBC

JOHNSTON, JAY
The Fred Waring Show
NBC

JOHNSTON, WILLIAM
ABC

JURIST, ED
The Aldrich Family
NBC

— K —

KAYE, NIKKI
Charm Clinic, MBS; Charm, Inc., CBS-TV; Window Shopping, WNBQ

KELLEY, WALBOURN
ABC

KELS, JACk
Just Plain Bill
NBC

KENT, MONA
Portia Faces Life
NBC

KLEE, LAWRENCE
Mr. Keen
CBS

— L —

LA FRANDE, JACK
Chicago Theatre of the Air
MBS

MORTON FRIEDMAN

Writer

OVER 100 TOP RADIO AND MOTION PICTURE CREDITS — DRAMA — MYSTERY — MUSIC — COMEDY Including

"Counterspy" — "Abie's Irish Rose"

"The Mood Is Murder"

"NBC University Theatre"

133 E. 61 St., N.Y.C. TE. 8-6659
<table>
<thead>
<tr>
<th>Name</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA KL AN, CAR LI</td>
<td>Martha Deane Program, WOR</td>
</tr>
<tr>
<td>L E S LIE, A L EEN</td>
<td>Date With Judy, ABC</td>
</tr>
<tr>
<td>L E V I N E, S AM</td>
<td>Treasury Varieties, MBS</td>
</tr>
<tr>
<td>L E V I T T, G E N E</td>
<td>The Adventures of Philip Marlowe, CBS</td>
</tr>
<tr>
<td>L E W I S, A L</td>
<td>Our Miss Brooks, CBS</td>
</tr>
<tr>
<td>L E W I S, J E R RY D</td>
<td>This Is Your F.B.I., ABC</td>
</tr>
<tr>
<td>L E W I S, M I L T ON</td>
<td>This Is Nora Drake, CBS</td>
</tr>
<tr>
<td>L L E W E L LY, J O H N</td>
<td>Johnny Desmond Show, MBS</td>
</tr>
<tr>
<td>M A C L A H Y, R I C H A R D</td>
<td>ABC</td>
</tr>
<tr>
<td>N I S S, S TA N L E Y</td>
<td>Gangbusters, CBS</td>
</tr>
<tr>
<td>P E L L ET IE R, L O U I S</td>
<td>F.B.I. In Peace And War, CBS</td>
</tr>
<tr>
<td>P H I L LI S, E R N A</td>
<td>The Guiding Light, CBS</td>
</tr>
<tr>
<td>P U G H, M A D E L Y N</td>
<td>My Favorite Husband, CBS</td>
</tr>
<tr>
<td>R A F A E L, W I L L I A M T</td>
<td>Kate Smith Calls, Old Gold Party Time, Let's Go to the Met, Thoughts In Passing, Sammy Kaye's Chrysler Showroom, ABC</td>
</tr>
<tr>
<td>R E D F O R D, W I L L I A M J</td>
<td>ABC</td>
</tr>
<tr>
<td>R O B E R T S O N, L A W R E N C E</td>
<td>ABC</td>
</tr>
<tr>
<td>R O E B R U T, J O H N</td>
<td>Inner Sanctum, CBS</td>
</tr>
<tr>
<td>R O S S, D O N</td>
<td>Auction-Aire, ABC-TV; What's the Word!, KNBC (TV); What D'You Know?, KGFJ; Hollywood Holiday, ABC.</td>
</tr>
<tr>
<td>S A N G S T E R, M A R G A R E T</td>
<td>ABC</td>
</tr>
<tr>
<td>S C H O E N, L I L L I A N</td>
<td>Modern Romances, Roger Dann Show, ABC</td>
</tr>
<tr>
<td>S H A W, R O B</td>
<td>Mr. District Attorney, NBC</td>
</tr>
<tr>
<td>S L O A N E, R O B E R T</td>
<td>Inner Sanctum, CBS</td>
</tr>
<tr>
<td>S O M M E R S, J A Y</td>
<td>Lynn and Alber, CBS</td>
</tr>
<tr>
<td>S P E E R, C H A R L E S C.</td>
<td>B. Aug. 9, 1903, St. Augustine, Fla.; Hands of Murder, Inside Detective, WABD; Backstage With Barry, Kobbs Korners, CBS-TV; War Documentary, NBC-TV; Radio Hall of Fame, ABC; Believe It Or Not, NBC.</td>
</tr>
<tr>
<td>S T A R K, S H E L D O N</td>
<td>Straight Arrow, MBS</td>
</tr>
<tr>
<td>S T E I N, J O E</td>
<td>Henry Morgan Show, NBC</td>
</tr>
<tr>
<td>S Y N O R, P A U L</td>
<td>Pick A Date, ABC</td>
</tr>
<tr>
<td>T A R L O F F, F R A N K</td>
<td>The Aldrich Family, NBC</td>
</tr>
<tr>
<td>T O D D, E L I Z A B E R T</td>
<td>Young Widdler Brown, NBC</td>
</tr>
<tr>
<td>T O K A R, N O R M A N</td>
<td>The Aldrich Family, NBC</td>
</tr>
<tr>
<td>T O L L, T E D</td>
<td>ABC</td>
</tr>
<tr>
<td>T O V E R O V, O R I N</td>
<td>Brighter Day, CBS</td>
</tr>
<tr>
<td>M A C LE I S H, R O D E R I C K</td>
<td>ABC-TV</td>
</tr>
<tr>
<td>M C G I L L, J E R R Y</td>
<td>Big Town, CBS; Mr. District Attorney, NBC; Appointment With Crime, ABC; One Way Street, ABC.</td>
</tr>
<tr>
<td>M A C K, N I L A</td>
<td>Let's Pretend, CBS</td>
</tr>
<tr>
<td>M A N S O N, K E N N E T H</td>
<td>ABC</td>
</tr>
<tr>
<td>M A R T I N I, R O L A N D</td>
<td>The Pet Milk Show, NBC</td>
</tr>
<tr>
<td>M A S O N, L U C I L E</td>
<td>ABC-TV</td>
</tr>
<tr>
<td>M E N K I N, L A W R E N C E</td>
<td>Hands of Murder (producer); Inside Detective, Program Playhouse (director); DuMont; Guy Lombardo, ET's: New World A'Coming (director); WMCA; Mole Mystery Theatre, NBC.</td>
</tr>
<tr>
<td>M I L L I G A N, H A R O L D</td>
<td>Metropolitan Opera, ABC</td>
</tr>
<tr>
<td>M I T C H E L L, R O B E R T</td>
<td>The Adventures of Philip Marlowe, CBS</td>
</tr>
<tr>
<td>M O R R I S, F R A N K</td>
<td>ABC</td>
</tr>
<tr>
<td>M O R S E, C A R L E T O N</td>
<td>I Love A Mystery, MBS</td>
</tr>
<tr>
<td>M O R K W O O D, W I L L I A M</td>
<td>The Road of Life, NBC</td>
</tr>
<tr>
<td>M O S S, H E R B E R T</td>
<td>Mother Knows Best, CBS</td>
</tr>
<tr>
<td>S T A R K, S H E L D O N</td>
<td>Straight Arrow, MBS</td>
</tr>
<tr>
<td>S T E I N, J O E</td>
<td>Henry Morgan Show, NBC</td>
</tr>
<tr>
<td>S Y N O R, P A U L</td>
<td>Pick A Date, ABC</td>
</tr>
<tr>
<td>T A R L O F F, F R A N K</td>
<td>The Aldrich Family, NBC</td>
</tr>
<tr>
<td>T O D D, E L I Z A B E R T</td>
<td>Young Widdler Brown, NBC</td>
</tr>
<tr>
<td>T O K A R, N O R M A N</td>
<td>The Aldrich Family, NBC</td>
</tr>
<tr>
<td>T O L L, T E D</td>
<td>ABC</td>
</tr>
<tr>
<td>T O V E R O V, O R I N</td>
<td>Brighter Day, CBS</td>
</tr>
<tr>
<td>W A L P O L E, H E L E N</td>
<td>B. Birmingham, Ala.; Stella Dallas; Katie's Daughter; Our Gal (2 years); Nora Lawton (2 years); Second Husband, NBC.</td>
</tr>
<tr>
<td>W A N G, G E N E</td>
<td>The Falcon, MBS</td>
</tr>
<tr>
<td>W E E D I N, H A R F I E L D</td>
<td>ABC</td>
</tr>
<tr>
<td>W E I D E N A A R, C L A I R</td>
<td>ABC</td>
</tr>
<tr>
<td>W I L L I A M S, D R E W</td>
<td>Mutu'l Newsreel, MBS</td>
</tr>
<tr>
<td>W I S H E N G R A D, M O R T O N</td>
<td>The Eternal Light, NBC</td>
</tr>
<tr>
<td>W I T T Y, D O N A L D L</td>
<td>Modern Romances, ABC</td>
</tr>
<tr>
<td>W O L F, W I N E R F E D</td>
<td>Marriage For Two, NBC</td>
</tr>
<tr>
<td>W O O L L E N, R I C H A R D</td>
<td>ABC</td>
</tr>
<tr>
<td>W O R M S E R, J A C K</td>
<td>ABC</td>
</tr>
<tr>
<td>Y O U N G, J O H N M.</td>
<td>Right to Happiness, The Road of Life, NBC</td>
</tr>
</tbody>
</table>
Geoff Davis
SPORTSCASTER-ANNOUNCER

4th successful year in N. Y.

My sincere thanks and appreciation to those who have made this possible

Radio Offer Company
Paramount Pictures
American Schools
N. Y. World-Telegram & The Sun
Loew’s Incorporated
Thom McAn
Station WINS
The Crosley Broadcasting Corporation
Announcers
(RADIO AND TELEVISION)
-their work during 1949

A

ABBOTT, BOB
KAUS, Austin, Minn.

ABELEN, SYMOUR
WBEN-TV, Buffalo, N.Y.

ABRAMS, SOL
WGAU, Athens, Ga.

ABDAMS, BERNIE
WGDR, Jacksonville, Fla.

ABDAMS, BILL
WHOJ, Philadelphia, Miss.

ABDAMS, JIM
WDAM, Biloxi, Miss.

ADCOCK, WILLIAM
WHNC, Henderson, N.C.

ADEMY, JOHN
WCAO, Baltimore, Md.

ADKINS, JOHN
WTCO, Campbellsville, Ky.

ADKIN, VIC
WGRC, Vicksburg, Miss.

AGNEW, JOHN
WHRC, Columbus, O.

ALHORN, JOHN
KJYJ, Medford, Ore.

ALBERTS, NICKY
WAZL, Hazleton, Pa.

ALLEN, THOMAS E.
KYCA, Prescott, Ariz.

ALBRECHT, KEN
WABC, Peoria, Ill.

ALDRICH, BILL
WREX, Cleveland, O.

ALDRIDGE, I. JAY
WHER, West Point, Miss.

ALEXANDER, CLARK
WHLI, Hemet, Calif.

ALEXANDER, JACK
KYTL, Tulsa, Okla.

ALLAN, FRANK
KECK, Odessa, Tex.

ALLBaug, BILL
KSAI, Ames, Ia.

ALEEN, BOB
KWEY, Scrubia, Tex.

ALEEN, WAYNE
KROY, Sacramento, Calif.

ALEEN, DAVE
KKLY, St. Louis, Mo.

ALEN, PATRICK
Curtain Times, NBC

ALLEN, REG
WTOP, Washington, D.C.

ALLISON, BON
WKYL, Greenville, Tex.

ALLING, BILL
WWCQ, Hampton, Ga.

ALLIN, HENRY
WLAP, Lexington, Ky.

ALLINGER, RALPH
WRUN, Utica, N.Y.

ALLISON, DAN
WICC, Bridgeport, Conn.

ALSPATCH, BILL
WEAL, Raleigh, N.C.

ALSUP, JOE
WDEF, Chattanooga, Tenn.

ALTMAN, LEN
WSAR, Fall River, Mass.

AMBROSE, ROY
WTUX, Wilmington, Del.

ANDERSON, BILL
WJOC, Jamestown, N.Y.

ANDERSON, CARL
WHRO, Northern, Miss.

ANDERSON, MILTON
WJAS, Pittsburgh, Pa.

ANDERSON, ORVAL
KDFJ, Boynton, Calif.

ANDERSON, PAUL
WST, St. Louis, Mo.

ANDERSON, SAMMY
WAFM, Allentown, Pa.

ANDRES, JOE
WMAM, Milwaukee, Wis.

ANDREWS, DON
WKNX, Saginaw, Mich.

ANNAND, FRANK
WCHS, Charleston, W.Va.

ANSBRO, GEORGE
Go For The House (ABC); Young Widder Brown (NBC); Talk Your Way Out Of It (ABC); Pick A Date With Buddy Rogers (ABC).

ANSON, BRUCE
KGFJ, Hollywood, Calif.

AVERY, ALLEN C.
Dr. I. Q. Dr. I. Q. Jr., NBC

ANTHONY, ROB
WIRL, Peoria, Ill.

ANTHONY, TED
WTJU, Miami, Fla.

ARDREY, BOB
WJMD, Atlantic City, N.J.

ARMSTEAD, JIM
WRNO, Orangeburg, S.C.

ARMSTRONG, TOM
W GAR, Cleveland, O.

ARNOLD, BILL
WHISY, Hattiesburg, Miss.

ARNOLD, GARY
WDUN, Gainesville, Ga.

ARNOLD, WALTER
WABC, ABC-TV

ARRASMITH, HERBERT
KERN, Bakersfield, Calif.

ARTER, MALCOLM
WKRK, Sunbury, Pa.

ARTHUR, JACK
Eddie Albert Show, NBC.

ARTHUR, JERRY
WLAJ, Danbury, Conn.

ARTIERS, BILL
WRFD, Worthington, O.

ARTMAN, PAUL
WRPG, Greeley, Miss.

ASHBURN, RON
WNOX, Knoxville, Tenn.

ASHER, JOE
WAL, Lexington, Ky.

ASHLEY, ART
WONS, Hartford, Conn.

ASHLEY, BARBEE
WJPR, Greenville, Miss.

ASHTON, WARREN
WIMS, Michigan City, Ind.

ATKIN, TOM
WKAB, Mobile, Ala.

ATKINSON, PAUL
KALI, Pasadena, Calif.

ATKINS, THEARON O.
WATO, Oak Ridge, Tenn.

ATWELL, HOWARD
WTVG, St. Petersburg, Pa.

AUSTIN, TIMOTHY
WBT, Charlotte, N.C.

AVBERACH, BERNARD J.
WBBN, Atlantic City, N.J.

AVBERACH, HY
B, 1920, Minn.; Bob Hope Show, NBC.

AVERY, CHARLES
WFG, Atlantic City, N.J.

B

BABCOCK, FRANK
KKZY, Monahans, Tex.

BABCOCK, WILLIAM
WJZ, Pittsburgh, Pa.

BACON, NORMAN
WOC, Davenport, la.

BAGDASARIAN, ALBERT
WNBZ, Saranac Lake, N.Y.

BAILEY, BILL
KTOK, Oklahoma City, Okla.

BAILEY, BILL
WTHS, Hot Springs, Ark.

BAILEY, BILL
WLS, Chicago, III.

BAILEY, BOB
WCAV, Norfolk, Va.

BAILEY, LES
WCOV, Montgomery, Ala.

BAKER, ART
B. January 7, 1898, New York, N.Y.; Art Baker's Notebook, ABC; Triple Feature Theatre, ABC-TV.

BAKER, BYRON
KALB, Alexandria, La.

BAKER, DEAN
KTVI, Kansas City, Mo.

BAKER, FRANK
WWAL, Mobile, Ala.

BAKER, PAUL
WLAD, Danbury, Conn.

BAKER, ROLAND
KKZY, Houston, Tex.

BAKER, TOBY
WELL, New Haven, Conn.

BALL, GEORGE
WHLI, Hemet, Calif.

BALL, JACK
WSAN, San Francisco, Calif.

BALL, NOEL
KSWM, Joplin, Mo.

BALL, ROGER
WALT, Tampa, Fla.

BALLANCE, WILLIS B.
KOA, Denver, Colo.
Announcers—Radio-Television

BALLINGER, ART
This Is Your Life, NBC.

BANKS, HAL
WQOW, Washington, D. C.

BARNETT, DEREK
WGN-TV, Chicago, Ill.

BARBER, DON
WGIR, Scranton, Pa.

BARBER, JULIAN
WANT, Charlotte, N. C.

BARBER, ROBERT
WCCO, Milwaukee, Wis.

BARBER, ROBERT
WCUM, Cumberland, Md.

BARKER, JIM
WJNC, Jacksonville, N. C.

BARKER, MARK V., JR.
WDBK, Durham, N. C.

BARKLEY, ALAN
WAMS, Wilmington, Del.

BARNETT, GRIGG
The Phil Harris-Alice Faye Show, NBC.

BARKETT, G. ELLIS
WPTR, Albany, N. Y.

BARRON, BILL
WOWO, Fort Wayne, Ind.

BARRY, JACK
WJOY, Burlington, Vt.

BARRY, NORM
WBNQ, Chicago, Ill.

BARRY, NORMAN
WMAQ, Chicago, Ill.

BARTELL, PAUL
WFOX, Milwaukee, Wis.

BARTHEL, BURR
KOL, Seattle, Wash.

BARTLETT, RAY
KWKH, Shreveport, La.

BARTON, FRANK
KNBH, Hollywood, Calif.

BARUCH, ANDRE
Your Hit Parade; Light Up Time, NBC.

BARKER, JACK L.
WGVM, Greenville, Miss.

BATCHelder, JOHN
WRC, Washington, D. C.

BATCHeller, DICK
WDIB, Orlando, Fla.

BAYE, RICHARD
WXDB, Daytona Beach, Fla.

BATSON, GAY
WDSF, New Orleans, La.

BAUER, GEORGE
WGN-TV, Chicago, Ill.

BAUMAN, BILL
KYXJ, Faro, N. Dak.

BAXTER, ROY
WINX, New York, N. Y.

BEATTY, ROSS
WELM, Elura, N. Y.

BEATTY, WILLIAM
WFLA, Tampa, Fla.

BEAUMONT, PERRY
WCOK, Limo. O.

BECKER, SANDY
Young Dr. Malone

BENDER, BIRD
WEAV, Plattsburg, N. Y.

BEDFORD, PAUL
WCMU, Youngstown, O.

BEECHAM, WALLY
WKRM, Columbia, Tenn.

BEGHOLD, JAMES
WGbL, Scranton, Pa.

BEKAS, TONY
WHGB, Harrisburg, Pa.

BELL, BILL
WCOI, Columbus, O.

BELL, "GABBY"
WBCN-TV, Birmingham, Ala.

BELLAMY, HAMILTON
WDBJ, Savannah, Ga.

BELLARS, MAL
WCF, Chicago, Ill.

BELLER, BOB
KIND, Independence, Kan.

BENGTSON, CHARLES
WATB, Waterbury, Conn.

BENNETT, BERN
Sing It Again, This Is Show Business (TV), Abe Burrows (TV)

BENNETT, BING
WSKY, Asheville, N. C.

BENNETT, KAY
KGA, Spokane, Wash.

BENNICK, DICK
WGIV, Charlotte, N. C.

BENSON, ROBERT
KRAM, St. Cloud, Minn.

BENSON, JERRY
WGAT, Utica, N. Y.

BENSON, ROBERT
KRAM, St. Cloud, Minn.

BERANER, REX
WQXR, New York, N. Y.

BERG, LEE
KBON, Omaha, Nebr.

BERLIN, PAUL
WHKM, Memphis, Tenn.

BERNARD, CHUCK
WMJ, Fresno, Calif.

**CY HARRICE**
### Announcers—Radio-Television

<table>
<thead>
<tr>
<th>Name</th>
<th>Station/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>BERNIER, GUS</td>
<td>WMUR, Manchester, N. H.</td>
</tr>
<tr>
<td>BERN'S, BILL</td>
<td>WDBO, Orlando, Fla.</td>
</tr>
<tr>
<td>BETTERS, MITCHELL</td>
<td>WTTT, Hartford, Conn.</td>
</tr>
<tr>
<td>BETTINSON, WIN</td>
<td>WLYN, Lynn, Mass.</td>
</tr>
<tr>
<td>BERTELL, ROBERT L.</td>
<td>WKAT, Miami Beach, Fla.</td>
</tr>
<tr>
<td>BETTIS, DOUGLAS</td>
<td>WSPR, Springfield, Mass.</td>
</tr>
<tr>
<td>BIVENS, BILL</td>
<td>WCFS, Rochester, N. Y.</td>
</tr>
<tr>
<td>BIGLER, TOM</td>
<td>WLK, Wilkes-Barre, Pa.</td>
</tr>
<tr>
<td>BILL, CHARLES</td>
<td>WJJD, Chicago, Ill.</td>
</tr>
<tr>
<td>BILLINGSLEY, BILL</td>
<td>WTOP, Winston-Salem, N. C.</td>
</tr>
<tr>
<td>BIRDS, GEORGE</td>
<td>WLNA, Fort Worth, Tex.</td>
</tr>
<tr>
<td>BIRLINGHAM, JOHN</td>
<td>WNID, Saranac Lake, N. Y.</td>
</tr>
<tr>
<td>BISH, DON</td>
<td>KGEM, Boise, Idaho</td>
</tr>
<tr>
<td>BITTERMAN, JACK</td>
<td>WABB, Mobile, Ala.</td>
</tr>
<tr>
<td>BLACK, ALAN</td>
<td>WJIT, Pittsburgh, Pa.</td>
</tr>
<tr>
<td>BLACK, BERNIE</td>
<td>WGFA, Bethlehem, Pa.</td>
</tr>
<tr>
<td>BLACK, BUDDY</td>
<td>KCNN, Kansas City, Mo.</td>
</tr>
<tr>
<td>BLACK, CHARLES A.</td>
<td>WSU, Indianapolis, Ind.</td>
</tr>
<tr>
<td>BLACK, HOWARD</td>
<td>KOFY, Phoenix, Ariz.</td>
</tr>
<tr>
<td>BLACK, JOE</td>
<td>WKIP, Cleveland, O.</td>
</tr>
<tr>
<td>BLACKLEY, CLINT</td>
<td>WAFM-TV, Birmingham, Ala.</td>
</tr>
<tr>
<td>BLACKLEY, CLINT</td>
<td>WAFM, Birmingham, Ala.</td>
</tr>
<tr>
<td>BLAND, CEcil</td>
<td>RTBS, Shreveport, La.</td>
</tr>
<tr>
<td>BLECKLEY, W. JOHN</td>
<td>WJZT, New Orleans, La.</td>
</tr>
<tr>
<td>BLENHEIM, LARRY</td>
<td>WMGM, New York, N. Y.</td>
</tr>
<tr>
<td>BLISS, HOMER</td>
<td>WHAM-TV, Rochester, N. Y.</td>
</tr>
<tr>
<td>BLOCK, MARTIN</td>
<td>Chesterfield Supper Club, NBC, NBC-TV.</td>
</tr>
<tr>
<td>BLOUNT, DAVE</td>
<td>WGGG, Gainesville, Fla.</td>
</tr>
<tr>
<td>BLUEBAUGH, PAUL V.</td>
<td>KTEN, Denver, Colo.</td>
</tr>
<tr>
<td>BOBB, CHARLES J.</td>
<td>KVOB, Alexandria, La.</td>
</tr>
<tr>
<td>BOCOCK, BUDDY</td>
<td>WEAS, Atlanta, Ga.</td>
</tr>
<tr>
<td>BODIE, ARMAND</td>
<td>WSOE, Charlotte, N. C.</td>
</tr>
<tr>
<td>BODIN, LARRY</td>
<td>WTAL, Tallahassee, Fla.</td>
</tr>
<tr>
<td>BODEN, HILARY</td>
<td>WJAS, Pittsburgh, Pa.</td>
</tr>
<tr>
<td>BOHLEN, WILLIAM</td>
<td>WPAT, Paterson, N. J.</td>
</tr>
<tr>
<td>BOIVIN, JAY</td>
<td>WFEA, Manchester, N. H.</td>
</tr>
<tr>
<td>BOLLINGER, GENE</td>
<td>WEGO, Concord, N. C.</td>
</tr>
<tr>
<td>BOLLWINKEL, CALVIN</td>
<td>WHUG, Hudson, N. Y.</td>
</tr>
<tr>
<td>BOLTON, JOE</td>
<td>WPIX, New York, N. Y.</td>
</tr>
<tr>
<td>BOLTON, LESLIE K.</td>
<td>KARK, Little Rock, Ark.</td>
</tr>
<tr>
<td>BOND, FORD</td>
<td>W/live Service Band of America; Manhattan Merry-Go-Round, American Album of Familiar Music, NBC.</td>
</tr>
<tr>
<td>BONDRIN, AVRUM</td>
<td>KFBO, Lincoln, Neb.</td>
</tr>
<tr>
<td>BOOTH, VIRGIL</td>
<td>WKBW, Buffalo, N. Y.</td>
</tr>
<tr>
<td>BOLLEN, ARTHUR</td>
<td>CKLW, Detroit, Mich.</td>
</tr>
<tr>
<td>BOULTON, MILO</td>
<td>The Phil Silvers Arrow Show, NBC-TV.</td>
</tr>
<tr>
<td>BOYARD, ROBERT</td>
<td>WBR, Oakland, Calif.</td>
</tr>
<tr>
<td>BOWERS, BILL</td>
<td>WPTV, Tulsa, Okla.</td>
</tr>
<tr>
<td>BOWER, ROB</td>
<td>WTIP, Charleston, W. Va.</td>
</tr>
<tr>
<td>BOWMAN, GUY</td>
<td>WJBK-TV, Detroit, Mich.</td>
</tr>
<tr>
<td>BOYD, HARVEY</td>
<td>KKGO, Ft. Worth, Tex.</td>
</tr>
<tr>
<td>BOYETTE, PAT</td>
<td>KTSA, San Antonio, Tex.</td>
</tr>
<tr>
<td>BOYLES, CHARLES</td>
<td>KOCY, Oklahoma City, Okla.</td>
</tr>
<tr>
<td>BOYSE, JAMES</td>
<td>WTEN, Minneapolis, Minn.</td>
</tr>
<tr>
<td>BRADFORD, JOHN</td>
<td>WINS, New York, N. Y.</td>
</tr>
<tr>
<td>BRADLEY, BILL</td>
<td>WJTN, Jamestown, N. Y.</td>
</tr>
<tr>
<td>Announcers—Radio-Television</td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Station/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRADLEY, ROBERT</td>
<td>WML, Milwaukee, Wis.</td>
</tr>
<tr>
<td>BRAND, LUTHER</td>
<td>WFBM, Indianapolis, Ind.</td>
</tr>
<tr>
<td>BRENNAN, BILL</td>
<td>WJQY, Burlington, Vt.</td>
</tr>
<tr>
<td>BRENNAN, DAN</td>
<td>WVOX, Birmingham, Ala.</td>
</tr>
<tr>
<td>BRENNER, PAUL</td>
<td>Requestfully Yours, WAAT; Miss Television of '49, March of Talent, WATV.</td>
</tr>
<tr>
<td>BREVIK, ERNIE</td>
<td>WDAY, Farco, N. Dak.</td>
</tr>
<tr>
<td>BREWER, BOB</td>
<td>KOTV, Tulsa, Okla.</td>
</tr>
<tr>
<td>BROKAW, JAMES</td>
<td>WCOP, Boston, Mass.</td>
</tr>
<tr>
<td>BROOK PHIL</td>
<td>WNDB, Daytona Beach, Fla.</td>
</tr>
<tr>
<td>BROOKS, MIKE</td>
<td>WBIG, Greensboro, N. C.</td>
</tr>
<tr>
<td>BROPHY, WILLIAM</td>
<td>WHTT, Hartford, Conn.</td>
</tr>
<tr>
<td>BROWN, BERNARD</td>
<td>WAGA, Atlanta, Ga.</td>
</tr>
<tr>
<td>BROWN, BILL</td>
<td>WLW, Cincinnati, O.</td>
</tr>
<tr>
<td>BROWN, BLAIR</td>
<td>WWDC, Washington, D. C.</td>
</tr>
<tr>
<td>BROWN, DANIEL W.</td>
<td>KTIN, Denver, Colo.</td>
</tr>
<tr>
<td>BROWN, E. FRANK</td>
<td>KXLY, St. Louis, Mo.</td>
</tr>
<tr>
<td>BROWN, GERALD</td>
<td>WGRC, Louisville, Ky.</td>
</tr>
<tr>
<td>BROWN, HOWARD</td>
<td>WBHL, Philadelphia, Pa.</td>
</tr>
<tr>
<td>BROWN, LARRY</td>
<td>WGBB, Freeport, N. Y.</td>
</tr>
<tr>
<td>BROWN, LEONARD</td>
<td>WMBR Joplin, Mo.</td>
</tr>
<tr>
<td>BROWN, LEONARD</td>
<td>KTW, Seattle, Wash.</td>
</tr>
<tr>
<td>BROWN, MARVIN</td>
<td>WMUF, Berlin, N. H.</td>
</tr>
<tr>
<td>BROWN, NELSON</td>
<td>WXLC, New London, Conn.</td>
</tr>
<tr>
<td>BROWN, PERRY</td>
<td>WHEN, Syracuse, N. Y.</td>
</tr>
<tr>
<td>BROWN, R. FRED, JR.</td>
<td>WLNS, Asheville, N. C.</td>
</tr>
<tr>
<td>BROWNE, TOM</td>
<td>WKRC, X. Wilkesboro, N. C.</td>
</tr>
<tr>
<td>BROWNING, DOUGLAS</td>
<td>THOMAS Champion Spark Plug, Harry Wismer, ABC</td>
</tr>
<tr>
<td>BROWNING, KEED</td>
<td>ABC, ABC-TV</td>
</tr>
<tr>
<td>BRICKELL, ROY V.</td>
<td>KXL, Dallas, Tex.</td>
</tr>
<tr>
<td><strong>BRICKHOUSE, JACK</strong></td>
<td>(See Sports Commentators).</td>
</tr>
<tr>
<td>BRIGHT, ROBIN</td>
<td>WKLO, Louisville, Ky.</td>
</tr>
<tr>
<td>BRINKLY, JACK</td>
<td>WLS, Chicago, Ill.</td>
</tr>
<tr>
<td>BRINKLEY, JACK</td>
<td>B. Nov. 30, 1906, Oxford, N. C.; Judy &amp; Jane, Transcription Net of 25 stations; Children's Hour, (WLS); WLS Evening Hour (WLS); Little Brown Church of the Air, (WLS); Reading the Funny (WLS); Musical Turnabout (WLS).</td>
</tr>
<tr>
<td>BRISCOE, ROY</td>
<td>WSTV, Steubenville, O.</td>
</tr>
<tr>
<td>BRISENDING, ROBERT</td>
<td>WEID, Atlanta, Ga.</td>
</tr>
<tr>
<td>BRUMM, LEO A.</td>
<td>WTOP, Savannah, Ga.</td>
</tr>
<tr>
<td>BRUNER, ROB</td>
<td>WXLE, Indianapolis, Ind.</td>
</tr>
<tr>
<td>BRUNNER, LARRY</td>
<td>WQY, Cincinnati, O.</td>
</tr>
<tr>
<td>BRYAN, DON</td>
<td>WFNC, Fayetteville, N. C.</td>
</tr>
<tr>
<td>BRYAN, GEORGE</td>
<td>Talent Scouts, Lucky Pup (TV), WCHS News</td>
</tr>
<tr>
<td>BRYANT, ED</td>
<td>WFLR, Syracuse, N. Y.</td>
</tr>
<tr>
<td>BRYANT, TED</td>
<td>KWWR, Walla Walla, Wash.</td>
</tr>
<tr>
<td>BRYSON, JOHN</td>
<td>WEXR-TV, Chicago, III.</td>
</tr>
<tr>
<td>BRYSON, JOHN</td>
<td>WEXR, Chicago, III.</td>
</tr>
<tr>
<td>BUCHANAN, BRUCE</td>
<td>WMFD, Wilmington, N. C.</td>
</tr>
<tr>
<td>BUCHANAN, PAUL</td>
<td>WTOM, Bloomington, Ind.</td>
</tr>
<tr>
<td>BUCHMAN, GENE</td>
<td>WIL, St. Louis, Mo.</td>
</tr>
<tr>
<td>BUCK, LOUIS</td>
<td>Grand Ole Opry, NBC</td>
</tr>
<tr>
<td>BUD, MILTON</td>
<td>WM3D, Pocera, Ill.</td>
</tr>
<tr>
<td>BUNN, JAMES W.</td>
<td>Chaudh, Kate Smith, Family Closeup, ABC: Stop the Music, ABC-TV</td>
</tr>
<tr>
<td>BURGESS, RALPH</td>
<td>WGBA, Columbus, Ga.</td>
</tr>
<tr>
<td>BURK, TED</td>
<td>WLBC, Muncie, Ind.</td>
</tr>
</tbody>
</table>

**Ralph Paul**

**V ANNOUNCER**
"TRUE DETECTIVE MYSTERIES"—MBS
"GUY LOMBARDO SHOW"—WNEC
"MOTHER KNOWS BEST"—CBS

**V M.C.**
"SECOND HONEYMOON" (Daily)—WOR

**V NEWSCASTER**
"NEWSWEEK PERISCOPE"—WOR
Announcers—Radio-Television

BURNETT, JIM
WFAL, Youngstown, O.

BURNS, AL
WLIN, Lynn, Mass.

BURNS, EDWARD J.
WGNY, Newburgh, N. Y.

BURNS, ROD
WBEI, Beverly, Wis.

BUSH, DON
WOWO, Fort Wayne, Ind.

Bussard, Adaline
KWWB, Walla Walla, Wash.

Butler, Harry W.
KWWB, Walla Walla, Wash.

Byassee, Robert
WEW, St. Louis, Mo.

Cable, Lowell D.
KOAA, Tucson, Ariz.

Cadwell, Clyde
WPFD, Los Angeles, Calif.

Calvert, William
WCCC, Hartford, Conn.

Campbell, Bud
WAPI, Birmingham, Ala.

Campbell, Dave
WAPI, Birmingham, Ala.

Campbell, George
WILD, Niagara Falls, N.Y.

Campbell, Jack
KANS, Wichita, Kans.

Campbell, Malcolm
WCUM, Cumberland, Md.

Campbell, Rex
KLX, Salt Lake City, Utah

Canfield, Gil
WEWS, Cleveland, O.

Century, Russell
WBNS, Columbus, O.

Capili, Sal
WGBB, Harrisburg, Pa.

Carfraal, Ed
WCON, Atlanta, Ga.

Cardell, George
WSOY, Decatur, Ill.

Cardin, Bill
KOMA, Oklahoma City, Okla.

Cariker, Ken
KRCB, Abilene, Tex.

Carley, James F.
WHBO, Tampa, Fla.

Carlson, Ade
WEBC, Duluth, Minn.

Carlson, Howard
WISH, Indianapolis, Ind.

Carlson, Rufus
KFW, Seattle, Wash.

Carlton, John
WJIL, Niagara Falls, N. Y.

Carlton, Robert
WMED, Peoria, Ill.

Carpenter, Ken
Kraft Music Hall, NBC

Carpenter, Robert
WKBE, Dubuque, Ia.

Carpenter, Uncle Ben
WMAP, Monroe, N. C.

Carroll, Vince
WBAX, Wilkes-Barre, Pa.

Cartell, Al
WPAT, Paterson, N. J.

Carter, Jerry
WKIP, Pourhouse, N. Y.

Carter, Robert
KDB, Santa Barbara, Calif.

Carver, Wally
WGPA, Bethlehem, Pa.

Cary, Tom
KFEQ, St. Joseph, Mo.

Case, Ken
KTBS, Shreveport, La.

Cashion, John T.
WRBC, N. Wilkesboro, N. C.

Casper, Carl
WDAL, Duluth, Minn.

Cassell, Barry
WAAM, Baltimore, Md.

Cassell, Clarence
KCBS, San Jose, Calif.

Cassidy, Tom
KPAC, Los Angeles, Calif.

Castle, Charles
WLBF, Los Angeles, Calif.

Caton, Earl
WHSC, Hartsville, S. C.

Cauble, Roy
WAUD, Auburn, Ala.

Caudill, Carl B., Jr.
WPTC, Kinston, N. C.

Caughman, Clare
KFOX, Merced, Calif.

Cavanagh, Lee
KWK, St. Louis, Mo.

Cay, Don
WNN, Newton, N. C.

Cecil, Herman
KCMC, Texarkana, Tex.

Cerula, Paul
WWPO, Stroudsburg, Pa.

Chamberlain
WNC, Newton, N. C.
DAVID ROSS
Radio—Television—Films

KEN ROBERTS
SCh. 4-5700
CONCE, BOB
KDSH, Boise, Ida.

CONNELLY, JOHN H.
B, Sept. 12, 1917, Mt. Pulaski, Ill.; John J. Anthony Hour, WMGM; Five Clues To The Crime, WMGM.

CONNOR, TED
WFMJ, Youngstown, O.

CONNOR, CHARLES
WJBO, Bartlesville, Okla.

CONNOR, HUGH
The Swift Show, NBC-TV.

CONNER, TED
WFMJ, Youngstown, O.

CONNER, CHARLES
KKW, Bartlesville, Okla.

CONOVER, HUGH
The Swift Show, NBC-TV.

CONRAD, GENE
WHIO-TV, Dayton, O.

CONRAD, STEVE
KWBZ, Muskegon, Mich.

CONSTANT, A. H.
KRON-TV, San Francisco, Calif.

COOK, CARLOS
KTMS, Santa Barbara, Calif.

COOK, JAY
KRDO, Colorado Springs, Colo.

COOK, LOU
ABC, ABC-TV

COOK, RICHARD
WLWD, Dayton, O.

COOLEY, FRANK
KION, Portland, Ore.

COOPER, DALE
KAST, Assiota, Ore.

COOPER, MEL
KCRT, Trinidad, Colo.

CORBIN, JOHN
WBEN-TV, Buffalo, N. Y.

CORMAN, BILL
WHO, Batavia, N. Y.

CORLEY, BILL
WBN, Columbus, O.

CORLEY, BOB
WQXI, Atlanta, Ga.

CORLEY, GORDON
KFKA, Greeley, Colo.

CORNEAL, GEORGE
KZDA, Pueblo, Colo.

CORNELL, BOB
KRF, Los Angeles, Calif.

COSTELLO, JOHN
B. Souk Center, Minn.; Music America Loves Best; RCA Victor; Kraft Music Hall; Hildegarde; Raleigh Room; Story of Music; Vacation With Music; Catholic Hour; First Piano Quartet, NBC; Eleventh Hour News, WNBC.

COX, BILL
WWDC, Washington, D. C.

CORY, JOHN H.
WHO-AM, Dayton, O.

COSLETT, FRANKLIN D.
WRE, Wilkes-Barre, Pa.

COSTLEY, JAN
WINK, Binghamton, N. Y.

COSTON, J. MONROE
KCLW, Hamilton, Tex.

COWAN, COLEY
WSYNN, Henderson, Ky.

COWLING, TERRY
WCO, Boston, Mass.

Cox, Forrest

GLENN RIGGS
free-lance Announcer
Emcee Narrator
LEx. 2-1100

MARVIN MILLER
Announcer
RAILROAD HOUR — ABC
THE BEULAH SHOW — CBS
LOUELLA PARSONS SHOW — ABC

977
CROSBY, LOU
Double or Nothing, NBC.

CROSS, MILTON
Piano Playhouse, Metropolitan Opera, Milton Cross' Opera Album, ABC.

CUDARAC, BILL
KWKH, Shreveport, La.

CULLINGS, BOB
WINR, Binghamton, N. Y.

CUMMINGS, ROBERT
ABC, 4AM.

CUNNING, GERRY
WROX, Clarkdale, Miss.

CUNNINGHAM, BOB
Welcome Travelers, NBC.

CUNNINGHAM, BILL
WFAT, Paterson, N. J.

CUNNINGHAM, DONALD
WLXW, Carlisle, Pa.

CURTON, DAVE
KTKT, Tucson, Ariz.

CURRIE, BOB
WFMY-TV, Greensboro, N. C.

CURTIN, DAVID
WBNY, Rochester, N. Y.

CUTTER, TOMMY
KXYZ, Houston, Tex.

CUTTER, JOE
W4R5M, Columbia, Tenn.

CUTTING, BOB
KFRD, Rosenberg, Tex.

-- D --

DAGGETT, ROBERT
WISC, Madison, Wis.

DAILEY, DON
KWTO, Springfield, Mo.

DAILEY, BOB
WFBS, Cleveland, O.

DAILEY, JOHN
WNDB, New York, N. Y.

DAVEN, JOE
KOB, Phoenix, Ariz.

DAY, LES
WSW, Toledio, O.

DAVID, HUBERT
KFAM, St. Cloud, Minn.

DAVIES, RAY
KASJ, Ames, Ia.

DAVIES, ED
WDIA, Memphis, Tenn.

DAVIES, PAUL
WWSN, Rochester, N. Y.

DAVIS, MEL
WAGE, Syracuse, N. Y.

DAVISO, ROBERT
WSCH, Portland, Me.

DAVFEN, FRANK
KSFJ, San Jose, Calif.

DAUGHERTY, LEO
KWFT, Wichita Falls, Tex.

DAUGHERTY, PAUL
WGST, Atlanta, Ga.

DAVIDSON, BOB
WFAS, White Plains, N. Y.

DAVIDSON, TOM
WCAO, Pensacola, Fla.

DAVIDSON, WILLIAM
ABC, ABC-TV.

DAVIES, JOHN DAVID
CKLW, Detroit, Mich.

DAVIS, BOB
KLC, Denver, Colo.

DAVIS, BOB
WMNC, Morgantown, W. Va.

DAVIS, BOB
WTYS, Marianna, Fla.

DAVIS, BRITT
ROWI, Lancaster, Wyo.

DAVIS, ERNIE
WCSS, Amsterdam, N. Y.

DAVIS, FRED
KLP, Moscow, Idaho.

DAVIS, GEORGE
WKML, Columbus, Ga.

DAVIS, JACK
WWXL, Pocatello, Ida.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAVIS, JOHN LEE
WKEY, Covington, Va.

DAVIS, LARRY
KMP, Des Moines, Ia.

DAVIS, NORMAN
WFRE, Gainesville, Fla.

DAVIS, RICHARD
WCOU, Lewiston, Me.

DAVIS, RUSSELL
WJKR, Chicago, III.

DAWES, BILL
WCPO-TV, Cincinnati, O.

DAWSON, BOB
RCBC, Des Moines, Ia.

DAWSON, JAMES
WHBI, Newark, N. J.

DAWSON, WILLIAM H.
WJAY, Portsmouth, O.

DANE, JACK
WBPR, Baltimore, Md.

DEAL, JOHN H.
WHIC, Hilburn, N. Y.

DEAL, WILLIAM
WCAM, Camden, N. J.

DEMYLE, HUBERT
WHAN, Charleston, S. C.

DEGRAG, MURIEL
WEOK, Poughkeepsie, N. Y.

GENE HAMILTON
-- everything from
"LOWER BASIN STREET"

to
"CARNEGIE HALL"

ABC

GENE HAMILTON

TONY MARVIN
C.B.S.
Announcers—Radio-Television

DELANEY, CHUCK
WCBI, Columbus, Miss.
DeLANEY, ROBERT
WDBO, Boston, Mass.
DELFINO, FRANK
WSTC, Stamford, Conn.
DeMASURE, WILLARD
WRNY, Rochester, N. Y.
DEMERS, ROBERT J.
WFL, Lewiston, Me.
DeMUNN, JAMES
WBNY, Buffalo, N. Y.
DENFELDER, WARREN
WCPQ, Cincinnati, O.
DENTON, JIMMY
WPEL, Denver, Colo.
DENVER, DEE D., JR.
WFEQ, St. Joseph, Mo.
DeSIMONE, GENE
WRJ, Rochester, Pa.
DeVON, DOVEL
KREM, Spokane, Wash.
DEWART, JAMES
WCBO, Erie, Pa.
DeWITT, BILL
WFEM-TV, Indianapolis, Ind.
DeWILDE, FREDERICK
Believe It Or Not, NBC-TV.
DE WITT, BILL
DeYOUNG, JOHN
WZAP, Fort Wayne, Ind.
DICKSON, JON
KMA, Shenandoah, IA.
DIFFIE, WILLIAM
WFNS, Burlington, N. C.
DILLINGHAM, FRANK
WHJJ, Dayton, Ga.
DILWORTH, SCOTT
WQL, Joliet, Ill.
DINGMAN, BOB
WCBS, Amsterdam, N. Y.
DIX, RICHARD
WEIDC, Chicago, Ill.
DIXON, PAUL
WCPO-TV, Cincinnati, O.
DIXON, ROBERT
See Radio-TV Artists.

WIN ELLIOT

Emcee "County Fair"
Borden Company—CBS

Emcee "Betty Crocker"
General Mills—ABC

Emcee "Quick As A Flash"
Helbros Watches—MBS

Narrator-Announcer
"Willie Piper"
General Electric—ABC
Emcee ET's for
United States Treasury

Television
N. Y. Ranger Hockey Games
WPIX-TV

Ford Motors—CBS-TV
Maxwell House Coffee
Knox Hats

RADCLIFFE HALL
NBC NBT
Richard Stark

JOHN TILLMAN
Chief Announcer Night Program Supervisor
WPIX
Announcers—Radio-Television

ELLIOTT, CHUCK
WMGY, Montgomery, Ala.
ELLIOTT, JAY
WSPD, Toledo, O.
ELLIOTT, OWEN
WSBT, South Bend, Ind.
ELLIS, BILL
WMD, Baltimore, Md.
ELLIS, BLAKE
WFOR, Portland, Me.
ELLIS, LEWIS LEE
WSPE, Springfield, Mass.
ELLIS, PHIL
WPTF, Raleigh, N. C.
ELLSWORTH, BOB
WXXW, Albany, N. Y.
ENGLAND, JOHN
WTOD, Miami, Fl.
ENGLAND, BOB
WCLQ, Leavenworth, Kans.
ENO, JACK
WEBY, Buffalo, N. Y.
ERAL, GLEN
KPEX, Beaumont, Tex.
ERICKSON, CARL
WEBN, Buffalo, N. Y.
ERICKSON, ERIC
WIOU, Kokomo, Ind.
ERWIN, GEORGE
KFJZ, Fort Worth, Tex.
ESSICK, LOU
WGGI, Wilmington, N. C.
ESTES, JAMES
WAIM, Anderson, S. C.
EVANS, BILL
WGAU, Athens, Ga.
EVANS, BOB
WJBC, Bloomington, Ill.
EVANS, CLAUDE R.
KSWM, Joplin, Mo.
EVANS, EDWARD
WHBQ, Memphis, Tenn.
EVANS, JACK
WMON, Montgomery, W. Va.
EVANS, JOHN
WCOS, Columbia, S. C.
EVANS, NORMAN
WAAM, Baltimore, Md.
EVANS, ROBERT E.
WSSB, Durham, N. C.
EVENSEN, PETER
KYNJ, Fargo, N. Dak.
EVERBACH, JACK
WKLO, Louisville, Ky.
EWING, BILL
KMPG, Los Angeles, Calif.

F

FABEN, LOUIS
WABC, Rochester, N. Y.
FAIR, JIM
WCPO-TV, Cincinnati, O.
FAIRBURN, T. J.
WLDJ, Jacksonville, Ill.
FAIRMAN, FRANK
WSNY, Schenectady, N. Y.
FALLON, FRANK
KITE, San Antonio, Tex.
FANT, JULIAN
WFOY, St. Augustine, Fla.
FARIS, GEORGE
WVIM, Vicksburg, Miss.
FARRAR, JACK
KTFL, Twin Falls, Ida.
FARRELL, JOHN
WHEB, Portsmouth, N. H.
FARREN, JACK
The Affairs of Peter Salem; Under Arrest, MBC.
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FARRON, ED
WKJ, Louisville, Ky.
FEHRBER, TED
WRB, Providence, R. I.
FELDER, DAVE
WLYN, Lynn, Mass.
FENNELL, DICK
WKIX, Columbia, S. C.
FENNO, RALPH
WXXL, Concord, N. H.
FERRIS, ROBERT
KITE, San Antonio, Tex.
FICKEN, NEIL
WALT, Tampa, Fla.
FIELD, THOMAS
WTAM, Cleveland, O.
FIELDING, JULES
WMBM, Miami Beach, Fla.
FIELDS, BOB
WREL, Lexington, Va.
FILE, ALBERT
WJLS, Beckley, W. Va.
FILE, AUGUST
WMPT, Florence, Ala.
FINCH, BUD
WELL New Haven, Conn.
FINCH, JOE
KVOD, Denver, Colo.
FINLAY, FRED
KAVE, Carlsbad, N. Mex.
FINLAYSON, JACK
KFKA, Greeley, Colo.
FINN, MICHAEL
WEOA, Evansville, Ind.
FISCHER, DON
WQAM, Miami, Fla.

TOM HUDSON
announcer
emcee
narrator
PLaza 7-0700

DON RUSSELL
DuMont Staff
Announcer—M. C.
FITZMAURICE, MICHAEL
(See Radio-TV artists).
FITZPATRICK, LES
KQ, Spokane, Wash.
FLEISCHMAN, DEAN
WSBP, Sarasota, Fla.
FLETCHER, THOMAS
WIRK, Cleveland, O.
FLETCHER, WARREN
KUTA, Salt Lake City, Utah
FLINT, WALTER
WGPC, Albany, Ga.
FLOUNNOY, BOB
WHAS, Louisville, Ky.
FLYNN, CHARLES
WJSW, Altoona, Pa.
FLYNN, HOWARD
WLPC, Los Angeles, Calif.
FOLEY, JOHN
WEWS, Cleveland, O.
FOLLOWILL, MURRAY
WEHR, DeKalb, Ill.
FONTAIN, HERB
WOCU, Lewiston, Me.
FORD, CHARLES
WCCO, Savannah, Ga.
FORD, MILTON G.
WTPT, Washington, D. C.
FORDVCE, GERALD
WGRC, Louisville, Ky.
FISHER, RICHARD E.
WSAI, Cincinnati, O.
FISHER, HOWEY
WFKL, Freeport, Ill.
FISHER, JAMES
KGLC, Miami, Okla.
FISHER, LOU
WINS, New York, N. Y.
FITZ, STEVE
WSNY, Schenectady, N. Y.
FITZMAURICE, MICHAEL
WJZ—ABC

FORSTER, ROGER
B. June 12, 1915, New York, N. Y., Gang Busters (CBS); Horace Heidt Show (NBC-CBS); Linda's First Love, Transcribed 27 Stations; Crusade in Europe (ABC-TV).

FORSTER, ROGER
WEOA, Evansville, Ind.

FOSTER, JOHN
WBRX, Wilkes-Barre, Pa.

Foster, TERRY
WHBL, Sheboygan, Wis.

FOX, ALEN
WHLD, Niagara Falls, N. Y.

FOX, MICKEY
WBMJ, Baltimore, Md.

FOX, SYLVAN
KSYL, Alexandria, La.

FRAND, JOHN
WTHI, Terre Haute, Ind.

FRANCE, BOB
WMMW, Meriden, Conn.

FRANCIS, JOE
WNHC-TV, New Haven, Conn.

FREDERICKS, BILL
WEBC-TV, Cincinnati, O.

FRANK, DON
KSWI, Council Bluffs, 1a.

FRENCH, DICK
WELM, Elmhurst, N. Y.

FRENCH, DON
KSKW, Council Bluffs, Ia.

FRENCH, JAMES
KNOX, Grand Forks, N. Dak.

FRENCH, JAMES
WPJS, Evansville, Ind.

FRENKEL, MILT
KTLY, Texarkana City, Tex.

FREY, WILLIAM
KATL, Houston, Tex.

GEORGE ANSBRO

COSTELLO is STILL the one with the moustache!
Announcers—Radio-Television

BILL ROGERS

"BILL HENRY & THE NEWS"

Johns-Manville — Mutual

"THE BRIGHTER DAY"

Ivory Flakes — CBS

"JOHN B. KENNEDY SHOW"

Chamberlain Lotion — Mutual

ET’S — Television — Film Narration

CARL KING

M.C.—ANNOUNCER—NARRATOR

RADIO: 10 years announcing networks and WNEW. Dramatic experience.

TELEVISION: 5 years experience.

Films: Two short subjects. Motion Picture commercials for TV.

REgent 7-8191

FRIEBLEY, J. W., JR.

WDSU, New Orleans, La.

FRIELING, JIM

WXRA, Kenmore, N. Y.

FRISCH, BOB

WMIAW, Milwaukee, Wis.

FRITTON, TOM

WJIL, Niagara Falls, N. Y.

FRONT, DALE

WLS, Lansing, Mich.

FROST, DON

WIBB, Macon, Ga.

FROST, JACK

KLER, Rochester, Minn.

FRYER, J. ALLEN

KKKI, Alice, Tex.

FYERS, DON

WWTR, Troy, N. Y.

FULLER, ROY

WGIN, Glenn Falls, N. Y.

FULTON, BOB

KXLR, Little Rock, Ark.

FURNO, PETER

KIDO, Boise, Id.

FUSCO, DAN

WKAL, Rome, N. Y.

GABRIELSON, DOUG

WLOX, Biloxi-Gulfport, Miss.

GAHR, RAY

WRRW, Utica, N. Y.

GALVIN, BILL

WBMS, Boston, Mass.

GALLOP, FRANK

Stella Dallas, NBC; Believe-it-or-Not, NBC-TV; Milton Berle, NBC.

GAMBLE, ROBERT

KFOR, Lincoln, Nebr.
GLADDEN, BILL
WAVE, Louisville, Ky.

GLEASON, BOB
KMB, Decatur, Ala.

GLENN, WARD
WXLY, Indianapolis, Ind.

GLOVER, JOHN
KAVE, Carlsbad, N. Mex.

GOERNER, ROBERT
KCOS, San Jose, Calif.

GOLDEN, HAL
WJTN, Jamestown, N. Y.

GOMEZ, HAROLD
WJHW, New Orleans, La.

GOODIN, DEL
KXOE, Stockton, Calif.

GOODMAN, JOHN W.
KNZU, Houston, Tex.

GOODKNAU, CECIL
WWV, Vicksburg, Miss.

GOODWIN, ARTHUR J.
WKP, Binghamton, N. Y.

GOODWIN, HAL
KTBQ, Austin, Tex.

GORDON, BILL
WNEW, New York, N. Y.

GORDON, KEITH
WTMA, Charleston, S. C.

GORDON, RAY
KTRM, Beaumont, Tex.

GORMAN, ED
WGAC, Asbury Park, N. J.

GOSS, RALF
National Sports Parade
WMAR-TV, Baltimore, Md.

GOSS, FRANK
B. Nov. 20, 1910, Washington;
Hallmark Playhouse; Prudential

Family: Stars Over Hollywood,
KNX-CBS.

GOSS, GENE
KLIA, Little Rock, Ark.

GOTTILIER, DICK
KLEE-TV, Houston, Tex.

GOULDING, PHIL
WMGM, New York, N. Y.

GOULDING, RAY
WHDH, Boston, Mass.

GRAF, DOUG
Confidential Closeups, NBC

GRAF, RUD
WWOD, Lynchburg, Va.

GRAY, CHARLES
WIMA, Lima, O.

GRAY, JACK
KXOA, Sacramento, Calif.

GRAHAM, BILL
KDSH, Boise, Idaho.

GRAHAM, GEORGE
KFO, Phoenix, Ariz.

GRANT, BRUCE
WHB, Kansas City, Mo.

GRANT, HAL
WDBJ, Roanoke, Va.

GRANT, JOSEPH
WMEX, Boston, Mass.

GRANT, KEN
KNZU, Houston, Tex.

GRANT, WAYNE
KFGO, Fargo, N. Dak.

GRAUER, BEN
B. June 16, 1908, New York,
N. Y.; Narrator, Toscanini-NBC
Symphony, NBC; Narrator, Liv-
ing-1949, NBC; Henry Morgan
Show, NBC; M. C., Americana
Quiz, NBC-TV; Kay Kyser's Kol-
lege, NBC-TV; Special Events,
Radio and TV, NBC.

GRAVES, GENE

GRAY, HUGH
WIZ, Decatur, Ill.

GRAY, JACK
WMPR, Syracuse, N. Y.

GRAY, JACK
WLOS, Decatur, Ala.

GRAY, JACK
WKG, Fort Wayne, Ind.

GRAY, JIM
WABC, Chicago, Ill.

GRAY, JOHN
WDOQ, Chattanooga, Tenn.

GREEN, FRED

GREEN, AL
WEBR, Buffalo, N. Y.

GREENBERG, HAL
WIES, Lansing, Mich.

GREENHOW, TOMMY
KGO, San Francisco, Calif.

GREENWOOD, KENNETH
KFOR, Lincoln, Nebr.

GREGG, TOM
KTOP, Topoka, Kans.

GREIGREY, GREG
KECK, Odessa, Tex.

GRIFFIN, BILL
WAPQ, Chattanooga, Tenn.

GRIFTH, ESTER L.
This Changing World, ABC

GRIFFIN, JACK
WESS, Amsterdam, N. Y.

GROOM, JOHN
KSMR, Santa Maria, Calif.

GROOVER, HAL
WRUN, Utica, N. Y.

Dick Strout

LONNY STARR

ANNOUNCER — EMCEE
SPORTS COLOR
NARRATOR

STAFF
WNEW
PLaza 7-0700
GROSS, CLAIR
KPNF, Shenandoah, Ia.

GROVER, DAVE
KDBX, Muskogee, Okla.

GRUBBS, J. M.
WCRR, Waltham, Mass.

GRUNEWALD, ART
WNVA, Norton, Va.

GUERIN, BILL
WMFD, Wilmington, N. C.

GRUBBS, J. M.
WCRB, Waltham, Mass.

GRUNEWALD, ART
WNVA, Norton, Va.

GUEST, JOHN
WGL, Fort Wayne, Ind.

GUIDICE, VIC
WTIG, Washington, D. C.

GUINAN, JACK
WSCR, Scranton, Pa.

GUNN, GEORGE
WVIT, Washington, D. C.

GWINN, BILL
KTSL, Hollywood, Calif.

GWYN, BOB
KVET, Austin, Tex.

GYNAN, EARL
WLAG, Lawrence, Mass.

— H —

HAASER, CHARLIE
WMAS, Springfield, Mass.

HACK, GEORGE
WNOW, York, Pa.

HAGEMAN, DICK
WLEE, Richmond, Va.

HAGGART, IRVING
WFDF, Flint, Mich.

HAIN, BOB
KYOD, Denver, Colo.

HAIN, JERRY
KKNV, Fort Worth, Tex.

HALEY, PHIL
WKBV, Poughkeepsie, N. Y.

HARLEY, HERR
WHO, Dayton, O.

HALEY, TOM
WNDB, Cleveland, O.

HALL, THOMAS C.
WTAM, Cleveland, O.

HALL, CHARLIE
WCSR, Charleston, S. C.

HALL, JIM
KFW, Seattle, Wash.

HALL, NELSON
KALL, Salt Lake City, Utah

HALL, RADCLIFFE
NBC Television Newsreel, Camel Newsreel; Ivan Sanderson's Natural Treasures; Want Ad Ventures, WNET, NBC-TV; Public Affairs, NBC; Narrator for Numerous Commercial and Industrial Films, ET series for A&P.

HALLET, RICHARD PAUL
WLOF, Orlando, Fla.

HALLMAN, ROBERT
KGPT, Fremont, Neb.

HALLOCK, MEL
KME, Cedar Rapids, Ia.

HALMAN, RYAN
WAVE, Louisville, Ky.

HALLMAN, ROBERT
KGPT, Fremont, Neb.

HALLOCK, MEL
KME, Cedar Rapids, Ia.

HALLMAN, RYAN
WAVE, Louisville, Ky.

HALPIN, GREG
WCAM, Baltimore, Md.

HANS, BOB
KCBQ, San Diego, Calif.

HANNA, WALTER
WPAL, Charleston, S. C.

HANES, ART
Toast of the Town (TV), Sing It Again, Straight Facts For Veterans CBS

HANSEN, DONALD H.
KRCV, Seattle, Wash.

HANSEN, RALPH
WAVE-TV, Louisville, Ky.

HANSEN, VERN
WTOP, Washington, D. C.

HANSEN, KEN
KKLF, Butte, Mont.

HANSTROM, ARTHUR
WPRL, Freeport, Ill.

HARBAUGH, EARL
WARL, Arlington, Va.

HAMILTON, GENE
(See Radio-TV Artists).

HAMILTON, JIM
WIND, Chicago, Ill.

HAMMOND, CHARLES
WMBO, Auburn, N. Y.

HANCHEFT, TOM
WGIV, Charlotte, N. C.

HANCE, DON
B. Oct. 10, 1910, Linwood, Ind.; Harvest Of Stars, CBS; Life Can Be Beautiful, NBC; Jack Smith Show, CBS; CBS News, CBS-TV; Perry Mason, CBS; Famous Jury Trials, ABC; Vox Pop, CBS; Stop The Music, ABC; Lanny Ross Show, NBC-TV; Ted Mack's Amateur Hour, DuMont, NBC; Big Sister, CBS.

HANES, BOB
KCBQ, San Diego, Calif.

HANNA, WALTER
WPAL, Charleston, S. C.

HANES, ART
Toast of the Town (TV), Sing It Again, Straight Facts For Veterans CBS

HANSEN, DONALD H.
KRCV, Seattle, Wash.

HANSEN, RALPH
WAVE-TV, Louisville, Ky.

HANSEN, VERN
WTOP, Washington, D. C.

HANSEN, KEN
KKLF, Butte, Mont.

HANSTROM, ARTHUR
WPRL, Freeport, Ill.

HARBAUGH, EARL
WARL, Arlington, Va.

HAMILTON, GENE
(See Radio-TV Artists).

HAMILTON, JIM
WIND, Chicago, Ill.

HAMMOND, CHARLES
WMBO, Auburn, N. Y.

HANCHEFT, TOM
WGIV, Charlotte, N. C.

HANCE, DON
B. Oct. 10, 1910, Linwood, Ind.; Harvest Of Stars, CBS; Life Can Be Beautiful, NBC; Jack Smith Show, CBS; CBS News, CBS-TV; Perry Mason, CBS; Famous Jury Trials, ABC; Vox Pop, CBS; Stop The Music, ABC; Lanny Ross Show, NBC-TV; Ted Mack's Amateur Hour, DuMont, NBC; Big Sister, CBS.

HANES, BOB
KCBQ, San Diego, Calif.

HANNA, WALTER
WPAL, Charleston, S. C.

HANES, ART
Toast of the Town (TV), Sing It Again, Straight Facts For Veterans CBS

HANSEN, DONALD H.
KRCV, Seattle, Wash.

HANSEN, RALPH
WAVE-TV, Louisville, Ky.

HANSEN, VERN
WTOP, Washington, D. C.

HANSEN, KEN
KKLF, Butte, Mont.

HANSTROM, ARTHUR
WPRL, Freeport, Ill.

HARBAUGH, EARL
WARL, Arlington, Va.

HAMILTON, GENE
(See Radio-TV Artists).

HAMILTON, JIM
WIND, Chicago, Ill.

HAMMOND, CHARLES
WMBO, Auburn, N. Y.

HANCHEFT, TOM
WGIV, Charlotte, N. C.

HANCE, DON
B. Oct. 10, 1910, Linwood, Ind.; Harvest Of Stars, CBS; Life Can Be Beautiful, NBC; Jack Smith Show, CBS; CBS News, CBS-TV; Perry Mason, CBS; Famous Jury Trials, ABC; Vox Pop, CBS; Stop The Music, ABC; Lanny Ross Show, NBC-TV; Ted Mack's Amateur Hour, DuMont, NBC; Big Sister, CBS.

HANES, BOB
KCBQ, San Diego, Calif.

HANNA, WALTER
WPAL, Charleston, S. C.

HANES, ART
Toast of the Town (TV), Sing It Again, Straight Facts For Veterans CBS

HANSEN, DONALD H.
KRCV, Seattle, Wash.

HANSEN, RALPH
WAVE-TV, Louisville, Ky.

HANSEN, VERN
WTOP, Washington, D. C.

HANSEN, KEN
KKLF, Butte, Mont.

HANSTROM, ARTHUR
WPRL, Freeport, Ill.

HARBAUGH, EARL
WARL, Arlington, Va.

HAMILTON, GENE
(See Radio-TV Artists).

HAMILTON, JIM
WIND, Chicago, Ill.

HAMMOND, CHARLES
WMBO, Auburn, N. Y.

HANCHEFT, TOM
WGIV, Charlotte, N. C.

HANCE, DON
B. Oct. 10, 1910, Linwood, Ind.; Harvest Of Stars, CBS; Life Can Be Beautiful, NBC; Jack Smith Show, CBS; CBS News, CBS-TV; Perry Mason, CBS; Famous Jury Trials, ABC; Vox Pop, CBS; Stop The Music, ABC; Lanny Ross Show, NBC-TV; Ted Mack's Amateur Hour, DuMont, NBC; Big Sister, CBS.

HANES, BOB
KCBQ, San Diego, Calif.

HANNA, WALTER
WPAL, Charleston, S. C.

HANES, ART
Toast of the Town (TV), Sing It Again, Straight Facts For Veterans CBS

HANSEN, DONALD H.
KRCV, Seattle, Wash.

HANSEN, RALPH
WAVE-TV, Louisville, Ky.

HANSEN, VERN
WTOP, Washington, D. C.

HANSEN, KEN
KKLF, Butte, Mont.

HANSTROM, ARTHUR
WPRL, Freeport, Ill.

HARBAUGH, EARL
WARL, Arlington, Va.

HAMILTON, GENE
(See Radio-TV Artists).

HAMILTON, JIM
WIND, Chicago, Ill.

HAMMOND, CHARLES
WMBO, Auburn, N. Y.

HANCHEFT, TOM
WGIV, Charlotte, N. C.

HANCE, DON
B. Oct. 10, 1910, Linwood, Ind.; Harvest Of Stars, CBS; Life Can Be Beautiful, NBC; Jack Smith Show, CBS; CBS News, CBS-TV; Perry Mason, CBS; Famous Jury Trials, ABC; Vox Pop, CBS; Stop The Music, ABC; Lanny Ross Show, NBC-TV; Ted Mack's Amateur Hour, DuMont, NBC; Big Sister, CBS.

HANES, BOB
KCBQ, San Diego, Calif.

HANNA, WALTER
WPAL, Charleston, S. C.

HANES, ART
Toast of the Town (TV), Sing It Again, Straight Facts For Veterans CBS

HANSEN, DONALD H.
KRCV, Seattle, Wash.

HANSEN, RALPH
WAVE-TV, Louisville, Ky.

HANSEN, VERN
WTOP, Washington, D. C.

HANSEN, KEN
KKLF, Butte, Mont.

HANSTROM, ARTHUR
WPRL, Freeport, Ill.

HARBAUGH, EARL
WARL, Arlington, Va.

HAMILTON, GENE
(See Radio-TV Artists).

HAMILTON, JIM
WIND, Chicago, Ill.

HAMMOND, CHARLES
WMBO, Auburn, N. Y.

HANCHEFT, TOM
WGIV, Charlotte, N. C.

HANCE, DON
B. Oct. 10, 1910, Linwood, Ind.; Harvest Of Stars, CBS; Life Can Be Beautiful, NBC; Jack Smith Show, CBS; CBS News, CBS-TV; Perry Mason, CBS; Famous Jury Trials, ABC; Vox Pop, CBS; Stop The Music, ABC; Lanny Ross Show, NBC-TV; Ted Mack's Amateur Hour, DuMont, NBC; Big Sister, CBS.

HANES, BOB
KCBQ, San Diego, Calif.

HANNA, WALTER
WPAL, Charleston, S. C.
HARDEN, CHARLES
WCTQ, Campbellsville, Ky
HARDIN, GENE
WABH, Mobile, Ala.
HARDING, JIM
WDAM, Columbus, Ga.
HARDISON, DON
WFMY-TV, Greensboro, N. C.
HARLES, DANIEL
WSAV, Savannah, Ga.
HARMON, BILL
WCPM, Chicago, Ill.
HARMON, JAY
RGLC, Miam, Ohio.
HARMONSON, KENNETH
KTV, Seattle, Wash.
HARNER, LINK
WHED, Washington, D. C.
HARKISH, ROBERT C.
WLAX, Lancaster, Pa.
HARPE, RONALD
WALT, Tampa, Fla.
HARPER, JERRY
WISC, Madison, Wis.
HARPER, JOHN
WWHL, Woodside, N. Y.
HARPER, JOHN
Guy Lombardo Show, NBC.
HARRY, NELSON J.
WGMF, Ashbrooke, N. C.
HARRICE, CY
The Big Story, NBC.
HARRIS, BOB
KFRE, Fresno, Calif.
HARRIS, DAVID
WXHC, New Haven, Conn.
HARRIS, DEAN
WAGE, Syracuse, N. Y.
HARRIS, GERALD
WSSB, Durham, N. C.
HARRIS, HERR
WXI, Atlanta, Ga.
HARRIS, JOHN
KSUN, Bisbee, Ariz.
HARRIS, WALTER
KPRC, San Francisco, Calif.
HARRISON, CHARLES
KTLW, Texas City, Tex.
HARRISON, CHUCK
WAML, Lomel, Miss.
HARROVER, BEN
KDF, Dallas, Texas.
HART, JIM
KRTK, Tucson, Ariz.
HART, JOHN
WLLH, Lowell-Lawrence, Mass.
HART, JOSEPH
KPOJ, Portland, Ore.
HARTIG, JOHNNY
KREL, Baytown, Tex.
HARTLEY, JIM
WGGA, Gainesville, Ga.
HARTSFIELD, LAWRENCE
WMBR, Jacksonville, Fla.
HARVEY, PAUL
KIMO, Hamilton, Mo.
HARVEY, TOM
WVCH, Chester, Pa.
HARVILLE, CHARLES
WFMY-TV, Greensboro, N. C.
HARRING, CRIS
WMJ, Philadelphia, Pa.
HASSING, DOUG
WMGY, Montgomery, Ala.
HATTON, DICK
WJW, Cleveland, O.
HAUTE, JIM
KLPN, Minot, N. Dak.

HAYKILL, ALOIS
WXJR, Newark, N. J.
HAYNE, KIRK
KYSF, Santa Fe, N. Mex.
HAVES, EAS
WJHR, Detroit, Mich.
HAYES, GEORGE
MATTHEW, JR.
Hour of Faith, Esso News, Leigh Weather, ABC.
HAYES, DICK
KLAC/TV, Hollywood, Calif.
HAYWARD, BILL
KPIX, San Francisco, Calif.
HAYWARD, BRUCE
KWK, St. Louis, Mo.
HAYWORTH, HERB
WWO, Fort Wayne, Ind.
HEAD, BRYON
KOIL, Omaha, Neb.
HEAD, WAYNE
KTOP, Topeka, Kans.
HEATH, DON
WREN, Topeka, Kans.
HEATHERINGTON, KEITH
KTLA, Los Angeles, Calif.
HEAVILY, ROB
WGIG, Brunswick, Ga.
HECKMAN, FRED
WTCD, Wilmington, Del.
HEFFNER, JOHN
WMBO, Auburn, N. Y.
HEGARD, KEN
WFOX, Milwaukee, Wis.
HERBERT, AL
KSON, San Diego, Calif.
HEISS, BOB
WTMJ-TV, Milwaukee, Wis.

ROGER FORSTER
Announcer • Narrator
PL 7-0700

BILL EDMONDS
Announcer—emcee—narrator
WMGM
"King’s Court"—WATV
Westwood 5-2837
Announcers—Radio-Television

HEIJL, FRANK
WILM, Wilmington, Del.

HELGESEN, RAY
KSUN, Bisbee, Ariz.

HELLER, ARTHUR
WMIL, Milwauk ee, Wis.

HENDERSON, BOB
KOL, Portland, Ore.

HENDERSON, HENRY
KREL, Baytown, Tex.

HENDERSON, MAX
WTGN, Minneapolis, Minn.

HENINGTON, DAYLE
KTEM, Temple, Tex.

HENLEY, HAROLD
WOP, Bristol, Tenn.

HENRY, BILL
WBAK, Columbus, Ga.

HENRY, DICK
WOOD, Grand Rapids, Mich.

HENRY, OLLIE
WJRC, Bloomington, Ill.

HENSON, DOUG

HERBERT, WALTER
WNAF, Fredericksburg, Tex.

HERLIHY, ED
B. Aug. 14, 1911, Boston, Mass.; NBC, Radio City Music Hall, NBC; Children’s Hour, NBC, NBC-TV; One O’Clock Sunday News with Ed Herlihy, NBC; Honeymoon Inn, NBC; Kraft Television Theater, NBC-TV; The Hartmans, NBC-TV; Act It Out, NBC-TV; Here’s Herlihy, WNBC; Commentator - Universal News- reels.

HERLIHY, WALTER F.
ABCTV

HERMAN, CHARLES
WATL-TV, Grand Rapids, Mich.

HERMAN, DON
WPAG, Ann Arbor, Mich.

HILL, BILL
WGAR, Cleveland, Ohio.

HILL, ED
WBWN, New York, N. Y.

HILL, ERNIE
KVER, Albuquerque, N. Mex.

HILL, F. RICHARD, JR.
WTSY, Claremont, N. H.

HILL, FRED, JR.
WMAY, Macon, Ga.

HILL, HOLLIS
KYCA, Prescott, Ariz.

HILL, JOHN
WBLK, Clarksburg, W. Va.

HINDMAN, BILL
WCCL, Columbus, Ohio.

HITCHCOCK, BOB
WTOR, Torrington, Conn.

HITE, BOB
News

HIGHAM, LEON
KID, Idaho Falls, Idaho.

HICKOK, BILL
WWXX, Albany, N. Y.

HICKS, JOHN
KEPO, El Paso, Tex.

HICKS, ROBERT
KANS, Wichita, Kan.

HIGDON, MAURICE A.
WOIC, Washington, D. C.

HIGGINS, MARLO
KID, Idaho Falls, Idaho.

HILDEGARD, NBC;
Hildegarde, NBC; Romberg, NBC; Cavallaro, NBC; Kraft Music Hall, NBC; Children’s Hour, NBC, NBC-TV; One O’Clock Sunday News with Ed Herlihy, NBC; Honeymoon Inn, NBC; Kraft Television Theater, NBC-TV; The Hartmans, NBC-TV; Act It Out, NBC-TV; Here’s Herlihy, WNBC; Commentator - Universal News-reels.

HERMAN, F. RICHARD
WJBC, Madison, Wis.

HENRY, BILL
KOL, Portland, Ore.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HENRY, MAX
WIL, Minneapolis, Minn.

HERLIHY, ED
B. Aug. 14, 1911, Boston, Mass.; NBC, Radio City Music Hall, NBC; Children’s Hour, NBC, NBC-TV; One O’Clock Sunday News with Ed Herlihy, NBC; Honeymoon Inn, NBC; Kraft Television Theater, NBC-TV; The Hartmans, NBC-TV; Act It Out, NBC-TV; Here’s Herlihy, WNBC; Commentator - Universal News-reels.

HERLIHY, WALTER F.
ABCTV

HERMAN, CHARLES
WATL-TV, Grand Rapids, Mich.

HERMAN, DON
WPAG, Ann Arbor, Mich.

HILL, BILL
WGAR, Cleveland, Ohio.

HILL, ED
WBWN, New York, N. Y.

HILL, ERNIE
KVER, Albuquerque, N. Mex.

HILL, F. RICHARD, JR.
WTSY, Claremont, N. H.

HILL, FRED, JR.
WMAY, Macon, Ga.

HILL, HOLLIS
KYCA, Prescott, Ariz.

HILL, JOHN
WBLK, Clarksburg, W. Va.

HINDMAN, BILL
WCCL, Columbus, Ohio.

HITCHCOCK, BOB
WTOR, Torrington, Conn.

HITE, BOB
News

HIXSON, GLEN
WJAG, Norfolk, Neb.

HOBBS, NELSON
KRON, Seattle, Wash.

HOGGATT, JACK
KITY, Yakima, Wash.
<table>
<thead>
<tr>
<th>Announcers—Radio-Television</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HUNTER, RUBY</strong></td>
</tr>
<tr>
<td>KPIX, San Francisco, Calif.</td>
</tr>
<tr>
<td><strong>HUOT, ED</strong></td>
</tr>
<tr>
<td>KGIL, Fort Madison, Ia.</td>
</tr>
<tr>
<td><strong>HURLEY, BILL</strong></td>
</tr>
<tr>
<td>KLIF, Dallas, Tex.</td>
</tr>
<tr>
<td><strong>HURST, MIKE</strong></td>
</tr>
<tr>
<td>WTBO, Cumberland, Md.</td>
</tr>
<tr>
<td><strong>HURST, RUSS</strong></td>
</tr>
<tr>
<td>KXOL, Ft. Worth, Tex.</td>
</tr>
<tr>
<td><strong>HURST, WILSON</strong></td>
</tr>
<tr>
<td>KTIS, Hot Springs, Ark.</td>
</tr>
<tr>
<td><strong>HUSEBO, WENDELL</strong></td>
</tr>
<tr>
<td>KEYD, Minneapolis, Minn.</td>
</tr>
<tr>
<td><strong>HUTCHINS, BAILEY</strong></td>
</tr>
<tr>
<td>WQBC, Vicksburg, Miss.</td>
</tr>
<tr>
<td><strong>HUTCHINSON, JIMMIE</strong></td>
</tr>
<tr>
<td>WHSY, Hattiesburg, Miss.</td>
</tr>
<tr>
<td><strong>HUTCHINSON, JOHN</strong></td>
</tr>
<tr>
<td>WGAU, Athens, Ga.</td>
</tr>
<tr>
<td><strong>HYDEN, BILL</strong></td>
</tr>
<tr>
<td>KOCY, Oklahoma City, Okla.</td>
</tr>
<tr>
<td><strong>IHLENFELD, WARREN</strong></td>
</tr>
<tr>
<td>WISE, Butler, Pa.</td>
</tr>
<tr>
<td>KARNET, MITCHELL</td>
</tr>
<tr>
<td>KCLW, Hamilton, Tex.</td>
</tr>
<tr>
<td>INGBRIGTSEN, LEN</td>
</tr>
<tr>
<td>KGNY, Minneapolis, Minn.</td>
</tr>
<tr>
<td>INNIS, BEN</td>
</tr>
<tr>
<td>KSEI, Pocatello, Ida.</td>
</tr>
<tr>
<td>INGRAM, BILL</td>
</tr>
<tr>
<td>KPAC, Port Arthur, Tex.</td>
</tr>
<tr>
<td>INGWERSEN, RICHARD</td>
</tr>
<tr>
<td>KOLT, Scottsbluff, Nebr.</td>
</tr>
<tr>
<td>IRY, TOM</td>
</tr>
<tr>
<td>KGW, Portland, Ore.</td>
</tr>
<tr>
<td>IRVING, CHARLES</td>
</tr>
<tr>
<td>ABC</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

**HY AVERBACH**

THE BOB HOPE SHOW

**BERT WAYNE**

announcer-m.c.-narrator
<table>
<thead>
<tr>
<th>Announcers—Radio-Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOHNSON, KIMBERLEY</td>
</tr>
<tr>
<td>WLNA, Peekskill, N. Y.</td>
</tr>
<tr>
<td>JOHNSON, TED</td>
</tr>
<tr>
<td>WRTA Altoona, Pa.</td>
</tr>
<tr>
<td>JOHNSTON, WAYNE</td>
</tr>
<tr>
<td>KAMO, Amarillo, Tex.</td>
</tr>
<tr>
<td>JOHNSTON, W. R.</td>
</tr>
<tr>
<td>WHRB, Knoxville, Tenn.</td>
</tr>
<tr>
<td>JOHNSTONE, FRANK</td>
</tr>
<tr>
<td>KPIC, San Francisco, Calif.</td>
</tr>
<tr>
<td>JONES, GORDON</td>
</tr>
<tr>
<td>WUMH, Lebanon, Pa.</td>
</tr>
<tr>
<td>JONES, MEL.</td>
</tr>
<tr>
<td>WTHO, Cumberland, Md.</td>
</tr>
<tr>
<td>JONES, PAUL</td>
</tr>
<tr>
<td>WFLA, Tampa, Fla.</td>
</tr>
<tr>
<td>JONES, PAUL</td>
</tr>
<tr>
<td>WLW, Cincinnati, O.</td>
</tr>
<tr>
<td>JORGENSEN, TOM</td>
</tr>
<tr>
<td>KSON, San Diego, Calif.</td>
</tr>
<tr>
<td>JOY, DICK</td>
</tr>
<tr>
<td>The Adventures of Sam Spade</td>
</tr>
<tr>
<td>JOYCE, VINCE</td>
</tr>
<tr>
<td>WWSW, Pittsburgh, Pa.</td>
</tr>
</tbody>
</table>

— K —

| KABER, RUSSELL            |
| KVox, Moorhead, Minn.     |
| KADEL, CARLTON            |
| The Second Street Variety|
|    Theatre                |
|    Starring Dorothy      |
|    Lamour,                |
|    NBC                    |
| KASPER, FRED              |
| WEXI, Chicago, Ill.       |
| KAUFMAN, ARNOLD C.        |
| WMCM, Miami Beach, Fla.   |
| KAY, BOB                  |
| WAVE-TV, Louisville, Ky.  |
| KAV, WALTER               |
| WJW, Cleveland, O.        |
| KAYE, DEAN                |
| WTON, Atlanta, Ga.        |
| KEELER, KELVIN            |
| Breakfast on the Plaza, ABC|
| KEEP, BARNEY              |
| KEX, Portland, Ore.       |
| KELLEHER, PHIL            |
| WQAM, Miami, Fl.          |
| KELLY, ED                 |
| WINS-TV, Columbus, O.     |
| KELLY, TOM                |
| WARM, Scranton, Pa.       |
| KEMP, LOU                 |
| WHR, Kansas City, Mo.     |
| KENNEDY, TERRY            |
| WBCK, Battle Creek, Mich. |
| KENT, HAROLD P.           |
| WENE, Inghamton-Endicott, |
|    N. Y.                 |
| KERCHE, CECEL              |
| WQGA, Rome, Ga.            |
| KERN, BRUCE               |
| WTIC, Hartford, Conn.     |
| KERSH, DICK               |
| WMNW, Meriden, Conn.      |
| KEY, JIMMY                |
| KANS, Wichita, Kans.      |
| KEYSEY, WAREEN             |
| WILM, Wilmington, Del.    |
| KILMER, BILL              |
| WHO, Des Moines, Ia.      |
| KIMBALL, HERLE            |
| KVI, Seattle, Wash.       |
| KING, A. C.               |
| WEI, Boston, Mass.        |
| KING, DEL                 |
| The Mary Lee Taylor Show, |
|    NBC                    |

| KING, JOSEPH M.          |
| 8th Sept. 20, 1915, Birmingham, Ala.; Songs by Morton Downey; Clouds: The Pause that Refreshes; Mr. & Mrs. North. |
| KING, WALLY              |
| KSPO, San Francisco, Calif. |
| KING, WALLY              |
| WATH, Waterbury, Conn.    |
| KING, WALTER WOLFE        |
| KNHJ, Hollywood, Calif.   |
| KIRBY, BILL              |
| Coffee Club, WAAT; Dialing|
|    With Music, Matinee Melody|
|    Club                    |
| KIRBY, GENE              |
| WJZ, New York, N. Y.      |
| KIRBY, JIM               |
| WAFM-TV, Birmingham, Ala.|
| KIRBY, JIMMY             |
| WAPI, Birmingham, Ala.    |
| KLINE, ROD               |
| KHQ, Spokane, Wash.       |
| KNAPP, JOHN              |
| KTHT, Houston, Tex.       |
| KNIGHT, FRED             |
| WIBG, Philadelphia, Pa.   |
| KNIGHT, KIRK             |
| WWJ-TV, Detroit, Mich.    |
| KNIGHT, BOB              |
| WIBG, Philadelphia, Pa.   |
| KOLLAR, DICK             |
| WOR-TV, New York, N. Y.   |
| KOTHE, DICK              |
| WTOC-TV, Minneapolis, Minn.|
| KOYANIS, ERNEST          |
| WFTM, Trenton, N. J.     |
| KRAMER, HARRY            |
| CBS                      |

12th YEAR Anniversary

The Don Martin School of Radio Arts

Over 300 radio stations are now employing our graduates as announcers, script writers, newscasters, sports announcers, and combination men (1st class technicians).

For further information write the Don Martin
School of Radio Arts
ROBERTS, KEN
Big Sister, CBS; Grand Central Station, NBC; Conrid Comco, NBC; Chance of A Life Time, ABC; Crime Photographer, CBS; Lift, Shotso; WMGM Disc Jockey.

ROBERTS, MORGAN
KSWO, Lawton, Okla.

ROBERTS, PAUL
VP-FM-TV, Indianapolis, Ind.

ROBERTS, SAM
KBBU, Anderson, Ind.

ROBERTS, WAYNE
KGW, Portland, Ore.

ROBERTSON, JIM
WMCK, McKeensport, Pa.

ROBERTSON, STEVE
KJMJ, Fresno, Calif.

ROBERTS, BOB
WIST, Hattiesburg, Miss.

ROBINSON, CARL
WBCC, Bronx, N. Y.

ROBINSON, DON
KXLL, Dublin, Tex.

ROBINSON, GENE
WCBS, Charleston, W. Va.

ROBINSON, MORTON B.
KCMJ, Palm Springs, Calif.

ROCKE, LOUIS
WCAX, Burlington, Vt.

RODDA, WALTER
WKRAT, Miami Beach, Fla.

RODDER, PHIL
WKRAT, Miami Beach, Fla.

RODDY, JOE
KTCB, Austin, Tex.

RODGERS, CLIFF
WKVI, Altoona, O.

ROEBUCK, JOHN
WISR, Butler, Pa.

ROGERS, BILL
8, Nov. 17, 1916, Thompsonville, Mich.; Bill Henry & The News, MBS; The Brighter Day, CBS; John B. Kennedy, MBS; Lowell Thomas, CBS.

ROGERS, DON
WRIR, Providence, R. I.

ROGERS, JAY
WDBX, Chattanooga, Tenn.

ROLLISON, FRED R.
WGFR, Evansville, Ind.

ROMANO, TOM
WNNH-TV, New Haven, Conn.

ROMINES, ART
KWHN, Fort Smith, Ark.

ROODHOFF, TED
WDOS, Ononta, N. Y.

ROPER, DICK
WTG, Washington, D. C.

ROPPOLO, MIKE
Skeeverport, La.

ROSE, CARL
WDAR, Savannah, Ga.

ROSE, GEORGE
WHOS, Decatur, Ala.

ROSE, HUGH
WILE, Cambridge, O.

ROSEHILL, DAVE
WDEM, Providence, R. I.

ROSS, AL
WBAL, Baltimore, Md.

ROSS, BILL
KOWI, Laramie, Wyo.

ROSS, BILL
WIOD, Miami, Fla.

ROSS, DAVID
Morton Downey Show, MBS, NBC; The Big Break, Guy Lombardo Show David Ross Show, NBC, MBS, ABC, WPIX.

ROSS, JACK
WHAM, Rochester, N. Y.

ROSS, KAL
WPWA, Chester, Pa.

ROSS, MARY
WOKI, Albany, N. Y.

ROSS, RONNIE
KLO, Ogden, Utah

ROSS, WALT
KSBV, Ontario, Ore.

ROSSSELL, DEAC
WBDW, New Albany, N. Y.

ROSSET, DICK
WADC, Akron, O.

ROTH, PAUL
WHJN, Jacksonville, N. C.

ROTHMAN, LEE
WWXL, Peoria, Ill.

ROUND, BILL
WBSR, Pensacola, Fla.

ROURKE, JACK
Philip Morris • Night With Horace Hendt, NBC.

ROWE, KEN
KKRY, Sherman-Denison, Tex.

ROWLAN, BOB
KELP, El Paso, Tex.

ROWZIE, JACK
WYNX, Washington, D. C.

ROYALL, PAUL
KSL, Salt Lake City, Utah.

ROYE, CARL
WIBO, Tampa, Fla.

RUCKLE, ROBERT E.
WRDW, Augusta, Ga.

RUEHL, PAUL
WALT, Chicago, Ill.

RULE, RONALD
KORN, Portland, Ore.

RUMORE, JOE
WVOK, Birmingham, Ala.

RUNE, FRED
WAGU, Augusta, Ga.

RUPPEL, LARRY
WJBJ-TV, Detroit, Mich.

RUSH, JIM
WBOC, Flint, Mich.

RUSK, CLAY
WHO, Des Moines, Ia.

RUSSELL, DON
B. March 10, 1921, Conn.; Cavalcade of Stars, Cavalcade of Bands, Macy's, &指标洲 Show, Easy Aces, Johnson Olsen's Rumpus Room, Okay Mother, Dumont.

RUSSELL, DON
WLBG, Muncie, Ind.

RUSSELL, GORDON
KENT, Anchorage, Alaska

RUSSELL, LAVERNE
KJJ, Walla Walla, Wash.

RUSSELL, RUSSELL
WRSN, Northville, Mich.

RUSSELL, ROGER A.
KWOA, Worthington, Minn.

RUSSO, DOM
WPIC, Sharon, Pa.

RUST, BILL
EGLY, Greenville, Tex.
Backstage
people in network radio-TV production—1949

—A—

ALLEN, GEORGE W.
B. May 10, 1899, Spokane, Wash.; The Whistler, Your Stand-in, Meet the Missus, Free for All, CBS.

ALLEY, PAUL
B. 1905, Hampton, Va.

—B—

BAGSELL, KEN
KLEE-TV, Houston, Tex.

BAKER, RUSS
WOW-TV, Omaha, Nebr.

BARKER, JOHN
WNBK, Cleveland, O.

BEASLEY, IRENE
(See Vocal Artists)

BEAUMONT, AL
WMJ-TV, Milwaukee, Wis.

BERNS, LARRY
CBS

BERNS, SEYMOUR
WAVY-TV

BLACKWELL, BURT
WAVE-TV, Louisville, Ky.

BLAIR, JAMES
WOR, Washington, D. C.

BLUM, ROBERT
WNJY, Washington, D. C.

BURGER, ROGER
WOR-TV, New York, N. Y.

BOYD, MAL
ABC

BRESLIN, JAMES
WEWS, Cleveland, O.

BROWN, MENDE
WOR-TV, New York, N. Y.

—C—

CAHAN, GEORGE M.

CAPSTAFF, ALBERT
Bob Hope, NBC.

CARNEY, JACK
ABC-TV, CBS

CHRISTENSEN, CHARLES
WNBC, Washington, D. C.

CHYKA, GEORGE
KOTV, Tulsa, Okla.

CLARK, JOHN L.
Famous Jury Trials, DuMont

CLEMMER, RICHARD W.
NBC-TV

CONSTANT, A. H.
KRON-TV, San Francisco, Calif.

COOK, DONALD
WGN-TV, Chicago, Ill.

COOPER, FRANK
ABC

COPE, BETTY
WEWS, Cleveland, O.

CORRELL, SYDNEY D.
WKRC-TV, Cincinnati, O.

CRAFTON, PATRICK
KRON-TV, San Francisco, Calif.

CRANDALL, BRAD
WSB-TV, Atlanta, Ga.

CROSBY, JOHN
WHAM-TV, Rochester, N. Y.

CURRIE, ROBERT
WFMY-TV, Greensboro, N. C.

—D—

DAHLN, LOUIS J.
B. April 2, 1917, New York, N. Y.; City at Midnight, WNBC-TV, True Holiday, WNBQ-TV, Telefonds of '49, WCBS-TV; Nick Kenny Show, WJZ-TV; Birthday Party, DuMont-TV; Doorway to Fame, DuMont-TV.

DANIEL, OLIVER
N. Y. Philharmonic Symphony, CBS

DAVIDOV, MARVIN
WFIL-TV, Philadelphia, Pa.

DAVIES, ASHLEY
WEBS-TV, Columbus, O.

DECKER, LEO
WEBS-TV, Columbus, O.

DEE, JOHN
CBS

DORRITY, ED
WDSU-TV, New Orleans, La.

DOUGLAS, MILTON
Cavalcade Of Stars, DuMont

DOYLE, ROBERT C.
ABC-TV

—E—

ELLS, ELMO
WSB-TV, Atlanta, Ga.

ENION, A. B.
WHEN, Syracuse, N. Y.

FAIR, JIM
WCPO-TV, Cincinnati, O.

GARAGHAN, JAY E.
WGN-TV, Chicago, Ill.

FARRAR, ANTHONY
WAAM, Baltimore, Md.

FASSETT, JAMES
CBS

FELTON, NORMAN
WNBC, Chicago, Ill.

FERGUSON, JAMES
WNBT, Cincinnati, O.

FISHER, MAGGY
ABC

FLOWER, JOHN
WMCT, Memphis, Tenn.

FORD, THOMAS L.
Ushie Jake's House

FOSTER, CAROL
WEWS, Cleveland, O.

FOX, D. L.
WHEN, Syracuse, N. Y.

FREEBORN, CARLYLE W.
WNBK, Cleveland, O.

FULMER, SAM
Jack Carson, CBS

—G—

GANZ, WILLIAM J.
B. 1894.

GARRISON, GREG
WENR-TV, Chicago, Ill.

GOSSINI, RICHARD
ABC-TV

GOODWIN, SID
ABC

GORDON, WILLIAM
KTSL, Hollywood, Calif.

GOSCH, MARTIN
WCBS, New York, N. Y.

GOTTLIEB, LESTER
GRAFF, E. JONNY
WBKB, Chicago, Ill.

GRAMMAR, BOB
WRAP-TV, Fort Worth, Tex.

GREENAYE, ED
WMCT, Memphis, Tenn.

—H—

HALL, JOHN
WEWS-TV, Columbus, O.

HALL, LEE
WNBQ-TV, New Haven, Conn.

HALLACK, VANCE
WNBC, Washington, D. C.

HANDLEY, ALAN
WNBT, New York, N. Y.

HAUSER, DWIGHT
ABC

HEADLEY, SHERMAN
WTCN-TV, Minneapolis, Minn.

HENLEY, ARTHUR
(See Writers)

HILL, JAMES
WLW-T, Cincinnati, O.

HINE, DONALD M.
RTS, Hollywood, Calif.

HOLOWCHAK, EUGENE
WDJ-TV, Detroit, Mich.

HORTON, HERB
WFIL-TV, Philadelphia, Pa.

HOWARD, CY
B. 1916, Wis., My Friend Irma; Life With Luigi, KNX-CBS.

—J—

JACKSON, DICK
WAVE-TV, Louisville, Ky.

JACOBER, WARREN
WENR-TV, Buffalo, N. Y.

JENKINS, ROBERT C.
ABC

JOHNSON, BILLY
WLW-T, Dayton, O.

JOHNSON, WILLIAM
ABC

—K—

KANE, DENNIS
WAAM, Baltimore, Md.

KELLER, FRED
WENR-TV, Buffalo, N. Y.

KENT, RIKEL
WLW-T, Cincinnati, O.

KEVER, BONNIE
KRON-TV, San Francisco, Calif.

KIBBREY, HUGH L.
WFEM-TV, Indianapolis, Ind.

KOSTE, WILLIAM
WWJ-TV, Detroit, Mich.
LANDIS, JOE
KLAC-TV, Hollywood, Calif.

LEHMAN, ROBERT A.
B. Dec. 30, 1918, Tacoma, Wash.; Commercial Performance (prod.-dir.), AFRT; Make Believe Town (W), CBS; Whistler (W), CBS; Tell It Again (W), CBS; KTSU.

LEVY, RALPH
(See Directors)
LEWIS, COLBY
WITI, Milwaukee, Wis.
LIGHTMAN, HERB
KOTY, Tulsa, Okla.

LOWE, JOE
KLAC-TV, Hollywood, Calif.

LUKAS, ERNEST
WGN-TV, Chicago, Ill.

LUPIPO, NICHOLAS
WICU, Erie, Pa.

LURIE, AL
WBAP-TV, Fort Worth, Tex.

Mc
MacDONNELL, NORMAN
Supervisor, CBS.
MacleAREN, IVOR
WICT-TV, Minneapolis, Minn.
MCKEE, BURT, JR.
WITM-TW Birmingham, Ala.

McLEOD, VICTOR
Aug. 8, 1906, Nampa, Idaho; Admiral Welcome Aboard, NBC; Believe It Or Not, Ripley, NBC; Chevrolet Teletheater, NBC-TV; Saturday Night Jamboree, NBC-TV; NBC Summer Playhouse, NBC-TV; Ballet Theater, NBC-TV.

McMURRY, JAMES S.
WOIC, Washington, D. C.

M
MACK, NILA
Let's Pretend, CBS.
MANSFIELD, IRVING
This Is Show Business, CBS.
MANSON, KENNETH
ABC.
MARR, GEORGE
WTMJ-TV, Milwaukee, Wis.
MASON, EARL
ABC; KBTY, Dallas, Tex.
MEERS, DON
WCPD-TV, Cincinnati, O.
MICHEL, WERNER
Documentary Unit, CBS.
MINER, WORTHINGTON
WCRB-TV, New York, N. Y.
MORRIS, FRANK
ABC.
MULCAHY, RICHARD
ABC.

MUNROE, PAUL C.
B. April 24, 1910, Portland, Me.; 54th St. Revue, Dr. I. Magination, Actors Studio, Winner Take All, Paul Arnold, Sugar Hill Times, CBS-TV.

MURRAY, KEN A.
B. July 14, 1903, New York, N. Y.; The Ken Murray Show for Anheuser-Busch, CBS.

O
NOTTINGHAM, GUY
WBAL-TV, Baltimore, Md.

O'CALLAHAN, BILL
WOW-TV, Omaha, Nebr.

OXFORD, RONALD C.
KATV, Tulsa, Okla.

PALMER, GEORGE
WKRC-TV, Cincinnati, O.

PAYTON, PHIL.
WENY-TV, San Antonio, Ill.

PETERSON, ARTHUR
NBC-TV.

PIRO, MILO
WOW-TV, Omaha, Nebr.

PIKE, LANNY
WJKR-TV, Detroit, Mich.

POTTASCH, ALAN
KTIV, Dallas, Tex.

QUINN, MEL
WHAL-TV, Baltimore, Md.

RANALLO, CHARLES
WNBK, Cleveland, O.

REICH, ED
KMTV, Omaha, Nebr.

RECQUEL, WALTER
WFRM-TV, Indianapolis, Ind.

RICH, RAY
WDSU-TV, New Orleans, La.

RITTER, ROBERT
WWJ-TV, Detroit, Mich.

ROBB, WILLIAM
REYLV, San Antonio, Tex.

ROBERTS, PAUL
WFPM-TV, Indianapolis, Ind.

ROBERTSON, LAWRENCE
ABC.

ROBSON, WILLIAM N.
Escape, CBS.

ROLAND, WILLI
Arthur Godfrey Show, CBS.

ROSS, BERNARD
WBEN-TV, Buffalo, N. Y.

ROSS, DON
ABC; ABC-TV.

ROUNTREE, MARTHA
Meet The Press, NBC-TV.

ROWLAND, FRANK
WLD-W, Dayton, O.

RUCK, MELVILLE H.
ABC.

RYAN, BERNARD
WHAM-TV, Rochester, N. Y.

RYDSTROM, JANE
WAAM, Baltimore, Md.

S
SCHWARTZ, ARTHUR
WCBS, New York, N. Y.

SCOTT, ED
WTCN-TV, Minneapolis, Minn.

SCOTT, JAY
WMCT, Memphis, Tenn.

SHIMP, BERT
WSAZ-TV, Huntington, W. Va.

SKETCH, ED
WENR-TV, Chicago, Ill.

SLADE, J. M.
WION, Syracuse, N. Y.

SMITH, DOLORE B.
KOD-TV, Albuquerque, N. Mex.

STONE, EZRA
NBC-TV.

STONE, MARTIN
ABC.

SWOPE, HERBERT B., JR.
Band of America, Broadway Spotlight, Block Robe, NBC.

THOMPSON, HARLAN
B. Sept. 24, 1899, Hanibelle, Mo.; The Ed Wynn Show, CBS-TV.

THOMPSON, JOSEPH A.

TOLL, TED
ABC.

TRAYNER, JAMES
WHAM-TV, Rochester, N. Y.

ULRICH, JOHN
WFIL-TV, Philadelphia, Pa.

V
VANDIVER, JAMES
ABC-TV.

VAN HAAFTEN, C.
KOD-TV, Albuquerque.

VAN HARTESVET, FRANCIS
B. July 2, 1911, Grand Rapids, Mich.; Great Gildersleeve, NBC; Junior Miss, CBS; King's Men Show, NBC; How Wrong Can You See, TV.

VAUGHN, CHARLES
WLW-D, Dayton, O.

VINCENT, CHICK
See Directors.

W
WALKER, ELBERT
KTSL, Hollywood, Calif.

WALTON, MORT
WJBK-TV, Detroit, Mich.

WAYNE, DON
WHO-TV, Dayton, O.

WEEDIN, HARFIELD
ABC.

WEIDENAAAR, CLAIR
ABC.

WERRENKATH, REINARD
WNJQ, Chicago, Ill.

WHITING, JUDSON L.
WOIC, Washington, D. C.

WILLIAMS, KEITH
WAFM-TV, Birmingham, Ala.

WINCKLER, CARLTON E.
B. Jan. 20, 1908, Jersey City, N. J.

WITHEBEE, WALTER K.
WAVE-TV, Louisville, Ky.

WOLFE, ED
The O'Neils, DuMont.

WOOD, BARRY
B. Feb. 12, 1910, Conn.; 54th St. Revue, Esso Xmas Revue, Hotpoint Holiday Hour, Carmen (assoc. prod.), Kirby Stone Show, Paul Arnold, Ted Steele, Jean Bargety, CBS-TV.

WOODS, DICK
WCPO-TV, Cincinnati, O.

WOOLLEN, RICHARD
ABC.

WORMSER, JACK
ABC.

WYATT, JERRY
WBAL-TV, Baltimore, Md.

Z
ZIRATO, BRUNO, JR.
Sing It Again, CBS.
Radio-TV Directors
—and their work during 1949

--- A ---

ADAMS, WENDELL
Vaughn Monroe Show
CBS

ALLEN, CRAIG
Leave It To The Girls
NBC-TV

ALLEN, HOYT
Portia Faces Life
NBC

AMES, LOUIS
Song Parade
WPIX

ANDREWS, CARL
Famous Jury Trials: The Fat Man; Casebook of Gregory Hood, ABC

ANDREWS, CLARK
Starring Boris Karloff, The Fat Man, ABC

ANDREWS, MARTIN
My True Story, The Casebook of Gregory Hood, ABC

ARKUS, AL
Here's Heidi, MBS

ASHLEY, IRA
Grand Central Station
CBS

--- B ---

BABB, JOHN
Author Meets the Critics, The Herb Sheldon Show, Roger Daum Show, Melody Corner, ABC

BECKER, DON
Life Can Be Beautiful
NBC

BENNETT, TOM
The Fred Waring Show
NBC

BERNS, LARRY
Our Miss Brooks, Lum And Abner, CBS

BERNS, SEYMOUR
ABC-TV

BISHOP, CHARLES
Singing Lady, Irecne Wicker, Actor's Studio, ABC-TV

BLAIR, LEONARD
Auction-Aire, Celebrity Time, Author Meets The Critics, ABC-TV

BOYD, MAL
Hollywood In Three Dimensions, CBS; Pick A Date, ABC

BROEMAN, STUART
Breakfast on the Plaza, Southernaire, Piano Playhouse, Betty Crocker (Magazine of The Air), ABC

BROWN, HIMAN
Inner Sanctum
CBS
Richard Defew
Starring Boris Karloff, ABC-TV

Jerry Devine
This Is Your P.B.I., ABC

Henry Dick
Kiernan's Korner, Victor Lindahl, The Money Saving Club, One Man's Opinion, Gems for Thought, ABC

John Dietz
Crime Photographer, You Are There, CBS

George M. Cahan
(See Producers)

Jack Carney
Talent Scouts, Give and Take, CBS

Oliver Carr
Actor's Studio, Blind Date, Celebrity Time, ABC-TV

Alan Cartoun
Symphonette, CBS

Joe Cavalier
Supper Club, NBC-TV

Bruce Chapman
Tell Your Neighbor, MBS

Philip N. Clarke
(See Radio-TV Artists)

John Cole
The Shadow, MBS

William Cooper
Quiet Please, ABC; Volume One, ABC-TV; Escape, CBS, CBS-TV

Don Cope
Light of the World

William Corrigan
Aug. 27, 1913, Grand Forks, N. D.; The Clock, NBC-TV

Alex COOKE
Voice of the People, WPIX

Harry Doyle
New York Yankee Baseball Games; Boxing From Uzbekistan Arena; Boxing From Sunnyvale Arena; Roblee Fanfare, DuMont

Oliver Daniel
New York Philharmonic Symphony, CBS

Stan Davis
Invitation to Learning, Report From Overseas, CBS

Jaime Del Valle
Count of Monte Cristo, MBS

Richard Defew
Starring Boris Karloff, ABC-TV

Jerry Devine
This Is Your P.B.I., ABC

Henry Dick
Kiernan's Korner, Victor Lindahl, The Money Saving Club, One Man's Opinion, Gems for Thought, ABC

John Dietz
Crime Photographer, You Are There, CBS

George M. Cahan
(See Producers)

Jack Carney
Talent Scouts, Give and Take, CBS

Oliver Carr
Actor's Studio, Blind Date, Celebrity Time, ABC-TV

Alan Cartoun
Symphonette, CBS

Joe Cavalier
Supper Club, NBC-TV

Bruce Chapman
Tell Your Neighbor, MBS

Philip N. Clarke
(See Radio-TV Artists)

John Cole
The Shadow, MBS

William Cooper
Quiet Please, ABC; Volume One, ABC-TV; Escape, CBS, CBS-TV

Don Cope
Light of the World

William Corrigan
Aug. 27, 1913, Grand Forks, N. D.; The Clock, NBC-TV

Alex COOKE
Voice of the People, WPIX

Harry Doyle
New York Yankee Baseball Games; Boxing From Uzbekistan Arena; Boxing From Sunnyvale Arena; Roblee Fanfare, DuMont

Oliver Daniel
New York Philharmonic Symphony, CBS

Stan Davis
Invitation to Learning, Report From Overseas, CBS

Jaime Del Valle
Count of Monte Cristo, MBS

AXEL GRUENBERG

DIRECTING

"THIS IS YOUR LIFE"
"TODAY'S CHILDREN"
EHRENREICH, DAN
The Joe DiMaggio Show
CBS

EMERY, BOB
Rainbow House, MBS; DuMont TV

EMERY, KAY
Small Fry Club
WABD

EPSTEIN, ROBERT HARLAN
The Croupier, At Home With Music, Betty Clark Sings, Tune Time, ABC

GIERLACH, CHER
We Love And Learn
NBC

GILLIS, DON
NBC Symphony
NBC

GOGGIN, RICHARD
ABC-TV

GOODSON, MARK
Stop The Music
ABC

GOODWIN, SID
ABC

GORALL, LESLIE
Celebrity Time, ABC-TV

GORMAN, LESLIE
The Road of Life
NBC

GOSCH, MARTIN
Tonight On Broadway
CBS-TV

GOTTIER, LESTER
Sing It Again, Robert Q. Lewis, CBS

GRAHAM, JOE
B. Sept. 15, 1916, Ohio; Modern Romances, ABC, Mr. President (N. Y.), ABC

GRAYSON, MITCHELL
Big Sister
CBS

GREEN, IVAN
This Woman's Secret, NBC; It Seems Like Yesterday, KFI-TV

GREINER, ROBERT
Sunday Morning Concert Hall, People and Things, Fantasy in Melody, Pauline Frederick, ABC

GRUENBERG, AXEL
B. Aug. 17, 1907, Riga, Russia; This Is Your Life, NBC; Today's Children, NBC

HAFNER, LES
Motion Pictures Stages, Inc.

HAMILTON, WILLIAM
Kate Smith Calls, We Care, ABC

HANCOCK, ORRIE
News of America
CBS

HANNA, ARTHUR
Our Gal Sunday
CBS

HARGIS, TOM
The Roy Rogers Show
MBS

HARRELL, CHARLES
B. Nov. 28, 1913, Lincoln, Nebr.; Famous Jury Trials, DuMont-TV; Chance of A Lifetime, ABC; Think Fast, ABC, ABC-TV.

HAUPT, JAMES
Band of America
NBC

--- II ---

CHARLES T. HARRELL
RADIO—TV
PRODUCER-DIRECTOR

DICK SANDWICK
Television Director
<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
</tr>
</thead>
<tbody>
<tr>
<td>HAUSER, DWIGHT</td>
<td>INGRAM, HARRY</td>
</tr>
<tr>
<td>HAYLEY, MARK</td>
<td>JONAS, PAUL</td>
</tr>
<tr>
<td>HAYDEN, JEFF</td>
<td>JONES, CLARK</td>
</tr>
<tr>
<td>HAYES, JAMES</td>
<td>KING, ED</td>
</tr>
<tr>
<td>HEDGER, TED</td>
<td>KNIGHT, PAUL</td>
</tr>
<tr>
<td>HEISCH, GLEN</td>
<td>LEWIS, AL</td>
</tr>
<tr>
<td>HEILOR, FRANKLIN</td>
<td>LEWIS, DAVE</td>
</tr>
<tr>
<td>HENRY, BABETTE</td>
<td>LEWIS, RICHARD</td>
</tr>
<tr>
<td>HILLMAN, JOHN</td>
<td></td>
</tr>
<tr>
<td>HOWARD, CV</td>
<td></td>
</tr>
<tr>
<td>HOWARD, HENRY</td>
<td></td>
</tr>
</tbody>
</table>

---

**I**

- **INGRAM, HARRY**  
  *Real Kitchen Show, The Story, Kate Smith Show, Louis *  
  *Solv Show, Two On A Clue.*

- **IRVING, CHARLES**  
  *This Is Nora Drake, CBS*

---

**J**

- **JOHNSON, WILLIAM**  
  *ABC*

- **JONAS, PAUL**  
  *Sports Parade, MBS*

- **JONES, CLARK**  
  *Mohawk Showroom, Voice of Firestone, NBC-TV*

---

**K**

- **KEITH, HAL**  
  *Lights Out, Colgate Theatre, Chevrolet Tele-Theatre, NBC-TV*

- **KING, ED**  
  *David Harum, NBC*

- **KNIGHT, PAUL**  
  *The U.N. Is My Beat, NBC*

---

**L**

- **LEONARD, PICK**  
  *Mr. Chameleon, Mr. Keen, CBS*

- **LEFTWICH, ALEXANDER**  
  *This Is Show Business; Toast of the Town; The Show Goes On; Winner Take All; Morey Amsterdam Show; Adventures in Jazz, CBS-TV*

- **LEVY, RALPH**  
  *Ed Wynn Show, CBS-TV; Alan Young Show, CBS-TV*

- **LEWIS, AL**  
  *Our Miss Brooks, CBS*

- **LEWIS, DAVE**  
  *Morey Amsterdam Show, DuMont*

- **LEWIS, RICHARD**  
  *Quick As A Flash, MBS*

---

**WILLIAM MARCEAU**  
*Writer-Director of TV*

---

**JOE GRAHAM**  
*Writer-Director*
LIVERIGHT, HERMAN
PhotoCrime, ABS-TV

LINDSAY, MAX
Radio-Television Director

LOEWI, BOB
And Everything Nice, DuMont

LOMBARD, PRISCILLA
TV Telephone Game, On Trial, A Couple Of Joes, ABC-TV

LOVETON, JOHN
Mr. and Mrs. North

LOWE, DAVID
The O'Neils, DuMont

MacCALLUM, WILLIAM
Frank & Ernest, Old Fashioned Revival Hour, Sunday Morning Music Time, Big & Little Club, Pauline Frederick, ABC

MacDONNELL, NORMAN
Suspense, CBS

MACGREGOR, JOCK
Nick Carter, Master Detective

MCKEE, WES
The Goldbergs

MACK, NILA
Let's Pretend, CBS

MANSFIELD, IRVING
This Is Show Business, CBS

MANSON, KENNETH
ABC

MARCEAU, WILLIAM T.

MARSHALL, WILLIAM
Modern Romances, It's Your Business, ABC

MARTINI, ROLAND
The Pet Milk Show

MICHEL, WERNER
Documentary Unit, CBS

MIDDLETON, GLENN
Amos 'n' Andy

MOORE, KINGMAN T.
Lights Out, NBC-TV; Ballet Theater, NBC-TV; Candid Camera, NBC-TV

MORGAN, JAMES
Queen For A Day

MORRIS, FRANK
ABC

MOSS, HERBERT
Mother Knows Best

MULCAHY, RICHARD
ABC

N

NATHANSON, EDWARD
Blind Date, Roller Derby, ABC-TV

NELSON, RALPH
Mama

NICKELL, PAUL
Man Against Crime, Studio One

NOYAK, BOB
B Bar B Ranch

NUGENT, EDWARD
Auction-Aire, ABC-TV

O

OPPENHEIMER, JESS
My Favorite Husband

P

PAFF, FRANK
The Eternal Light

PAUL, BYRON
Mr. I. Magination

PEMBERTON, MURDOCK
Pick A Date, Amateur Hour

George W. Allen
Producer - Director

"THE WHISTLER"

MAC BENOFF
Director - Writer

"LIFE WITH LUIGI"

C.B.S.
Georgia

Alford, Kitty ............................................. WRGA, Rome
Browning, Mrs. Eileen ................................... WYOP, Vidalia
Clayton, Reba ............................................ WVQI, Atlanta
Day, Violet ............................................... WYSH, Atlanta
Dishields, Billie ......................................... WEAS, Atlanta
Farmer, Helen ............................................. WMAZ, Macon
Fields, Geraldine (Mrs.) ................................. WAYX, Waycross
Jarrell, Betty .............................................. WBBB, Macon
Kent, Scoop ................................................ WGLS, Decatur
McKay, Dorothy .......................................... WDLR, Rome
Martin, Kitty .............................................. WAYX, Waycross
Mce, Peggy ................................................ WFOB, Marietta
Miller, Ann ................................................ WSAV, Savannah
Morrison, Louisa ......................................... WDAR, Columbus
Parker, Anne .............................................. WJBP, Augusta
Roberson, Gloria .......................................... WFOQ, Marietta
Smith, Jayne ............................................... WXQI, Atlanta
Trell, Susan ............................................... WGBC, Columbus
Turner, Wilma Olive ...................................... WMOC, Covington
Ward, Del .................................................. WNGM, Rome
Wassid, Alice C ............................................ WTOC, Savannah
Watts, Mickey ............................................. WBBQ, Augusta
Westbrook, Wyone ........................................ WEAS, Atlanta

Idaho

Adamson, Norma .......................................... KEIO, Pocatello
Cornell, Barbara ......................................... KIDO, Boise
Lane, Lucile ............................................... KVIN, Coeur d'Alene
McAllister, Ruth ........................................ KLPL, Moscow
Schultz, Florence ........................................ KTPF, Twin Falls
Searle, Melva .............................................. KID, Idaho Falls
Waite, Shirley ............................................ KSEE, Pocatello
Yates, Marcelle .......................................... KSEE, Pocatello

Illinois

Banks, Pat .................................................. WBBR, Chicago
Blair, Mrs. K. Q ......................................... WIRL, Peoria
Carlstrom, Dee ............................................ WJJD, Chicago
Clark, Virginia .......................................... WGN, Chicago
Colwell, Virginia ....................................... WLDS, Jacksonville
Conway, Ellen ............................................ WLPQ, La Salle
Crane, Martha ............................................. WLS, Chicago
Czurawava, Nina ......................................... WEDC, Chicago
Donal, Bonnie ............................................ WLBK, De Kalb
Edel, Elizabeth .......................................... WVAQ, Quincy
Havlen, Elaine .......................................... WMR6, Aurora
Jeffery, Sylvia ............................................ WKAN, Kankakee
Johannes, Olive ........................................... WJRK, Rockford
Joyce, Helen .............................................. WLS, Chicago
Karney, Beulah .......................................... WENR, WENR-TV, Chicago
Knutz, Phyllis ............................................ WJRJ, Mattoon
Layne, Jean ............................................... WCNT, Centralia
McLaughlin, Miss Mary ................................ WMBD, Peoria
Meiser, Joan .............................................. WSOY, Decatur
Montgomery, Hattie .................................... WLRK, De Kalb
Moore, Barbara .......................................... WMBR, Peoria
Pettig, E. J. ............................................... WNNP, Evanston
Pressey, Phyllis .......................................... WKBN, East St. Louis
Ronan, Honor E ........................................... WDNV, Danville
Rush, Betty ............................................... WKAI, Macomb
Sawyer, Elizabeth ....................................... WDYS, Canton

Indiana

Black, Virginia .......................................... WJPS, Evansville
Black, Mrs. M. ............................................ WJPS, Evansville
Brewer, Maryl ............................................ WTCJ, Tell City
Call, Dorothy ............................................ WTCJ, Tell City
Crook, Caroline .......................................... WAKG, Evansville
Daniels, Catherine ..................................... WISH, Indianapolis
DeBarr, Mary ............................................ WANE, Fort Wayne
Fall, Bill .................................................. WEWA, Evansville
Farrell, Mrs. Rose Lee .................................. WFMH, Indianapolis
Jackson, Sally .......................................... WTTS, Bloomington
Jones, Mary Elizabeth ................................ WAOY, Vincennes
Leedle, Barbara .......................................... WKKK, Bedford
Lewis, Phyllis ............................................ WCNH, Connersville
McDonald, Mary ........................................ WGL, Fort Wayne
Minkle, Mr. Francis .................................... WBRD, Besford
Reynolds, Ruth .......................................... WIRE, Indianapolis
Riley, Sue ................................................. WHOT, South Bend
Ryan, Helen .............................................. WTHL, Terre Haute
Sampson, Elva .......................................... WJPF, Evansville
Trigg, Ethel ............................................... WTRC, Elkhart
Tucker, Sue ............................................... WKLY, Richmond
Weston, Jack ............................................. WOWO, Fort Wayne

Iowa

Adams, Kay ................................................ WMT, Cedar Rapids
Bruce, Kay ............................................... KASI, Ames
DeMont, Virginia ...................................... KXEL, Waterloo
Fitzgerald, Jacqueline ................................ KDKD, Dubuque
Garhammer, Pamela ................................... KCRG, Cedar Rapids
Gonzalez, Genevieve .................................. KTKL, Sioux City
Johnson, Eileen ......................................... KIST, Fort Dodge
Kyle, Betty ............................................... WKOA, Des Moines
McCracken, Mary Louise ................................ WOC, Davenport
McPherson, Flora ........................................ WMCN, Monona
Murphy, Doris ........................................... KMA, Shenandoah
Peck, Phyllis .............................................. KROS, Clinton
Rankin, Mary ............................................. KVPD, Fort Dodge
Sheeemaker, Adella .................................... KMA, Shenandoah
Shorten, Martha ......................................... KDKD, Dubuque
Smith, Raymond A. (Mrs.) ............................. KSWL, Council Bluffs
Sports Album ............................................ KXELS, Waterloo
St. Clair, Sister Mary ................................ WKBK, Dubuque
Vaughn, Libbie .......................................... WKKL, Waterloo
Volker, Thelma ........................................... WKNX, Waterloo
Walters, Ann ............................................. KASI, Ames
Wells, Betty ................................................ KXNT, Des Moines
Westre, Norma ........................................... KOXK, Keokuk
Young, Jessie ............................................ KXPF, Shenandoah

Kansas

Brooks, Julie .............................................. WREN, Topeka
Huff, Joan ................................................ KANS, Wichita
King, Mrs. E. J. ........................................ KFII, Wichita
McKinley, Verona ...................................... KSIB, Liberal
MacDonald, Marie ..................................... WOPX, Wichita
Newkirk, Grace Lee .................................... KXXV, Colby
Powell, Dorothy ......................................... KLKC, Parsons
Nydor, Helen .............................................. KClo, Leavenworth

Kentucky

Brooks, Sunny ............................................ WNOP, Newport
Burke, Aznes ............................................. WGRC, Louisville
Daly, Lida ................................................ WLOU, Louisville
Dooley, Virginia ........................................ WLOU, Louisville
Ellis, Marian ............................................ WHAS, Louisville
Haan, Ruth ................................................ WMTN, Falls Church
Hubert, Anne ............................................. WHFL, Louisville
Martin, Rosemarie ................................... WAVE, Louisville
Maxwell, Bette ......................................... WLAP, Lexington
May, Irene ............................................... WJVS, Owensboro
Miller, Mrs. K. .......................................... WJKN, Louisville
Johnson, Person ......................................... WJTN, Louisville
Price, Amy ............................................... WLEX, Lexington
Sear, R. .................................................... WFTX, Louisville
Stahl, Evelyn Carroll ................................ WAPD, Paducah
Wellie, Louise ........................................... WINN, Louisville
Word, Elizabeth ......................................... WLBV, Bowling Green
Woman Commentators—Home Economists—Radio TV

Wallace, Wilma...
Weston, Alice...
Wilcox, Marian...
Winslow, Louise...
Wiswe, Madeline...
Wood, Grace...
Zanes, Edwina A...

**Oklahoma**

Bannister, Joy...
Blythe, Grace...
Burns, Laelene...
Causey, Barbara...
Clark, Mildred R...
Croft, Vera...
Dennis, Frances...
Edelen, Iva...
Enos, Mrs. Mildred...
Johnson, Sybil...
Stokes, Eva...
Terry, Mary...
Wheeler, Mary...
Wright, LaRita...

Arnold, Gene...
Baker, Grace...
Copenhaver, Carley...
Forisman, Doris...
Frederickson, Roxie...
Lanouette, Roberta...
Lee, Vivian...
Marchant, Elva C...
Nidever, Laura B...
West, Kay...
Wilkinson, Patricia...

**Oregon**

Anderson, Blanche...
Andersen, Mary E...
Baker, Sally...
Ball, Jane Ellen...
Barlow, Betty...

**Pennsylvania**

Barnes, Grace...
Barnet, Betty...

For Women WFIL-TV, Philadelphia
Baseshore, Jane...
Beardslee, M. M...
Belbrow, Mrs. A. C...
Blake, Betty...
Blekke, Lynn...
Borne, Gladys...
Carter, Francis...
Carter, Kay...
Chilton, Ruth...
Clark, Joan...
Cramer, Alma...
Cris, Verna...
Culkow, Elma...
Duffy, Mrs. James...
Fairchild, Laura...
Forisman, Edna...
Foster, Eleanor R...
Fry, Betty...
Gardiner, Ethel...
Gibson, Jane...
Good, Pam...
Grantham, Patricia...
Griffith, Mary...
Hale, Violet...

Model Spokes, Window Shopping
WFIL-TV, Philadelphia
Harper, Zella Drake...
Heagy, Betty...
Hertog, Helen E...
Hill, Ann...
Huje, Lois...
Jones, Charlotte...
Jones, Elsie...
Jones, Mary...
Kerr, Shirley...
Kirkman, Joan...
Kohl, Mrs. June...
Lindeman, Jeanne N...
Lloyd, Rachel...
McCoey, Rita...

Meet Frances McGuire WFIL-TV, Philadelphia
Markley, Peggy...
Michaels, Millie...
Montgomery, Adele...
Morgain,not...
Mulrooney, Margaret...
Ray, Ruth...
Rickless, Sally...
Ross, Janet...
Rothman, Harriet...
Sandor, Florence...
Schild, Patricia...
Scott, Leon...
Slotta, Helen...
Vernon, Lolly...
Warner, Eleanor...
Way, Dorothy...
Welch, Ruth...

**Rhode Island**

Bornstein, Anita...
Clement, Ceci...
Gunning, Betty...
Wallace, Carolyn...

**South Carolina**

Baum, Pearl...
Bethey, Betty (Mrs. J. Henderson)... WRNO, Orangeburg

Burt, Jean...
Craig, Mary Brown...
Eaton, L. Margaret...
Glover, Beverly...
Lydon, Sandra...
Rhet, Alice...
Smith, Veil...
Tyner, Frances Bass...
Welburn, Alice...
Wentworth, Alice...
Wynne, Mary...

**South Dakota**

Baxter, Be...
Daye, Doris...
Horten, Marie...
Lynn, Bill...
Moore, Lois...
Speece, Wynn...
Weidman, Olive Ann...

**Tennessee**

Barnard, George...
Brown, Eli...
Cooney, Marjorie...
Priberg, Alice...
Graves, Helen...
Gufllickson, Flo...
Jamieson, Ruth G...
Kendall, Dell Wh...
Ledford, Peggy...
Level, Evelyn...
Love, Nancy...
McCullough, Mary...
Monroe, Willa...
Mulherin, Mary Jo...
Parker, Mrs. H. D...
Russell, Ann...
Smith, Buc...
Smith, Ruth...
Smith, Patty...
Smith, Johnson...
Smith, J. Katherine...
Van Roy, Shirley...
Walker, Mary...
Watson, Judy...

Jones, Mary...
Kerr, Shirley...
Kirkman, Joan...
Kohl, Mrs. June...
Lindeman, Jeanne N...
Lloyd, Rachel...
McCoey, Rita...

Meet Frances McGuire WFIL-TV, Philadelphia
Markley, Peggy...
Michaels, Millie...
Montgomery, Adele...
Morgain,not...
Mulrooney, Margaret...
Ray, Ruth...
Rickless, Sally...
Ross, Janet...
Rothman, Harriet...
Sandor, Florence...
Schild, Patricia...
Scott, Leon...
Slotta, Helen...
Vernon, Lolly...
Warner, Eleanor...
Way, Dorothy...
Welch, Ruth...

**Rhode Island**

Bornstein, Anita...
Clement, Ceci...
Gunning, Betty...
Wallace, Carolyn...
WEAN, Providence

**South Carolina**

Baum, Pearl...
Bethey, Betty (Mrs. J. Henderson)... WRNO, Orangeburg

Burt, Jean...
Craig, Mary Brown...
Eaton, L. Margaret...
Glover, Beverly...
Lydon, Sandra...
Rhet, Alice...
Smith, Veil...
Tyner, Frances Bass...
Welburn, Alice...
Wentworth, Alice...
Wynne, Mary...

**South Dakota**

Baxter, Be...
Daye, Doris...
Horten, Marie...
Lynn, Bill...
Moore, Lois...
Speece, Wynn...
Weidman, Olive Ann...

**Tennessee**

Barnard, George...
Brown, Eli...
Cooney, Marjorie...
Priberg, Alice...
Graves, Helen...
Gufllickson, Flo...
Jamieson, Ruth G...
Kendall, Dell Wh...
Ledford, Peggy...
Level, Evelyn...
Love, Nancy...
McCullough, Mary...
Monroe, Willa...
Mulherin, Mary Jo...
Parker, Mrs. H. D...
Russell, Ann...
Smith, Buc...
Smith, Ruth...
Smith, Patty...
Smith, Johnson...
Smith, J. Katherine...
Van Roy, Shirley...
Walker, Mary...
Watson, Judy...

Jones, Mary...
Managers and Agents
Address Numbers of Talent Representatives
in New York, Los Angeles and Chicago

NEW YORK

Alexander, Willard, Inc.
30 Rockefeller Plaza

Appell, James S.
100 Madison Ave.

Ashley, Ted
545 Fifth Ave.

Becker, V. E. Advertising Service
502 Fifth Ave.

Bestry, Harry
1776 Broadway

Briscoe & Goldsmith, Inc.
122 Fifth Ave.

Brooks, Ted
134 East 57th St.

Century Artists, Ltd.
38 East 57th St.

Chase, Cleveland B. Co., Inc.
124 Madison Ave.

Coe, Roberts Associates
366 Madison Ave.

Collins, Ted
1810 Broadway

Columbia Artists Management, Inc.
113 West 57th St.

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza

Cooper, Frank Associates
521 Fifth Ave.

Dedicote, Roy Consultants, Inc.
551 Fifth Ave.

Downey, Wallace, Inc.
1819 Broadway

Ehbins Hill
1270 Sixth Ave.

Evans & Weinhold
113 West 57th St.

Fadiman Associates, Ltd.
1501 Broadway

Famous Artists Corp. of N. Y.
610 Fifth Ave.

Fanchon & Marco, Inc.
1501 Broadway

Fenton, Mildred
40 East 49th St.

Frederick Bros. Agency, Inc.
67 W. 44th St.

Gale, Inc.
48 West 48th St.

General Artists Corp.
1270 Sixth Ave.

Getts, Clark H.
430 Park Ave.

Gibbs, John E. & Co.
30 Rockefeller Plaza

Glaser, Joe, Inc.
745 Fifth Ave.

Goodman, Martin
Warwick Hotel

Greshler, Abner J.
1270 Sixth Ave.

Grossman, Al
1270 Sixth Ave.

Haensel & Jones
113 West 57th St.

Hahlo, Sylvia
711 Fifth Ave.

Hanna, Mark
651 Madison Ave.

Hayward, Leland, Ltd.
250 W. 57th St.

Hesse & McCaffrey
501 Madison Ave.

Hurok Attractions, Inc.
711 Fifth Ave.

International Artists Corp.
129 Madison Ave.

Karn, Estella H.
49 West 45th St.

Kerr, Bob
1270 Sixth Ave.

Leddy, Mark J.
48 West 48th St.

Leigel, Madison Co. Literary Associates
37 West 44th St.

Lipset, Benjamin B.
1350 Broadway

Leipzig, Syd
730 Fifth Ave.

Lyons, A. & S., Inc.
513 Madison Ave.

Management Corp. of America
598 Madison Ave.

Metro Artist Bureau
730 Fifth Ave.

Michaud, Arthur T.
1479 Broadway

Muddling, Louis A.
113 West 57th St.

Morris, William Agency, Inc.
1270 Sixth Ave.

Moses, John H.
730 Fifth Ave.

Music Corp. of America
308 Madison Ave.

National Concert & Artists Corp.
711 Fifth Ave.

National Radio & Theatrical Bureau
1630 Broadway

North, Meyer B.
1591 Broadway

O'Connor, John
1697 Broadway

Okum, Lillian
2 West 67th St.

Patt, Ben
322 East 50th St.

Richard, Max
1776 Broadway

Roberts, Bob Levitt
806 Seventh Ave.

Roberts, Kay
420 Madison Ave.

Shurr, Louis
1501 Broadway

Simon, Arthur
420 Madison Ave.

Small, Franklin H.
149 West 51st St.

Sovaine, Henry, Inc.
30 Rockefeller Plaza

Special Attractions, Inc.
48 West 48th St.

Stanley, Aileen
1619 Broadway

Stark, Wilbur
551 Fifth Ave.

Storer, Douglas F.
1270 Sixth Ave.

Vallon, Mike
1270 Sixth Ave.

Waible, Fred
400-A E. 56th St.
Los Angeles

Allen Larry, Inc.
6351 Hollywood Blvd. (28)...Heimpstead 0421
Artists Agency Corp.
9131 Sunset Blvd. (46)...Crestview 6-1071
Bergerman, Stanley & Co.
9239 Brighton Way (B.H.)...Crestview 6-3196
Berie, Herman
208 S. Beverly Dr. (B.H.)...Crestview 5-0117
Bloom, Phil, Akey.
3956 Sunset Blvd. ...Crestview 4-6064
Business Administration Co.
360 N. Camden Dr. (B.H.)...Crestview 6-7071
Century Artists, Ltd.
3531 Hollywood Blvd. (28)...Hudson 2-1288
Crosby, Everard N., Ltd.
9028 Sunset Blvd. (46)...Bradshaw 2-2771
Dolan, Ken, & Co.
1550 N. Wilcox Ave. (28)....Hollywood 9-3558
Famous Artists Corp.
3441 Wilshire Blvd. (B.H.)...Crestview 1-5222
Federal Artists Corp.
8734 Sunset Blvd. (46)...Crestview 5-5251
Ferry & Pickman
448 S. Canon Dr. (B.H.)...Crestview 5-4588
Frederick Bros. Akey, Inc.
214 N. Canon Dr. (B.H.)...Crestview 1-6244
General Artists Corp.
9028 Sunset Blvd. (46)...Crestview 1-8101
Gertz, Mitchell Akey, Inc.
240-242 S. Beverly Dr. (B.H.)...Crestview 4-5491
Goldstone-Willner Akey.
9121 Sunset Blvd. (46)...Crestview 6-1071
Hamilburg, Mitchell, Jr.
5776 Sunset Blvd. (46)...Crestview 5-4171
Hartford Akey, The
244 N. Canon Dr. (B.H.)...Crestview 5-5416
Irvin, Lou, Inc.
9154 Sunset Blvd. (46)...Crestview 1-7131
Jaffe, Sam, Akey.
8553 Sunset Blvd. (46)...Crestview 6-6121
Kohn, Paul, Inc.
9159 Sunset Blvd. (46)...Crestview 1-5165
Kramer, Earl Akey.
204 S. Beverly Drive (B.H.)...Crestview 6-2338
Kurzwe, Jack, Akey.
214 N. Canon Dr. (B.H.)...Crestview 4-5493
Levee-Stark, Inc.
8782 Sunset Blvd. (46)...Crestview 1-5781
Lyons, A. & S., Inc.
277 S. Beverly Drive (B.H.)...Crestview 1-6131
MCA, Ltd.
9370 Santa Monica Blvd. (B.H.)...Crestview 6-2001
McConkey Artists Corp.
Hollywood Roosevelt Hotel (28)
Hemstead 7141
Morris, Wm., Aency, Inc.
202 N. Canon Drive (B.H.)...Crestview 1-6161
National Concert & Artists Corp.
427 W. 5th St. (13)....Madison 9-1241
Osaiti Akey, The
300 S. Beverly Dr. (B.H.)...Crestview 6-6241
6533 Hollywood Blvd. (28)...Hudson 2-7245
Premeisen, Inge, Akey.
204 S. Beverly Dr. (B.H.)...Crestview 6-8775
Radio Artists Corp.
416 N. Bedford Ave. (B.H.)...Crestview 1-7111
Radio Registry
1519 Cross Rds. of the World...Hillside 8321
Roez, Rynn
8584 Sunset Blvd. (46)...Crestview 4-5431
Rosenberg, George, Aey, Inc.
211 S. Beverly Dr. (B.H.)...Crestview 1-8121
Rut Berk, Art, Inc.
6577 Selma Ave. (28)...Hillside 5161
Saphier, James L., Aey, Inc.
9535 Brighton Way (B.H.)...Crestview 1-7231
Salkow, Aey, Ted.
9119 Sunset Blvd. (46)...Crestview 1-9134
Sharpe, Don W.
8743 Sunset Blvd. (46)...Crestview 6-2044
Schwarz Aey.
8749 Sunset (46)...Crestview 4-6301
Shauer, Melville A., Aey.
9120 Sunset Blvd. (46)...Crestview 1-1103
Sherman, Edward, Aey.
8580 Sunset Blvd. (46)...Crestview 5-0186
The Small Co.
8722 Sunset Blvd. (46)...Hollywood 9-2722
Shurr, Louis Aey.
327 North Rodeo Dr. (B.H.)...Crestview 1-1116
Somlo, E. T., Aey.
242 N. Canon Dr. (B.H.)...Crestview 6-3041
Stempel-Olelink Aey.
7127 La Cenga Blvd. (46)...Crestview 1-7141
Wendling, Charles
9156 Sunset Blvd. (46)...Crestview 6-2348
Winkler, Daniel M.
9470 Santa Monica Blvd. (B.H.)...Crestview 1-7244
Winkler, Frank
1107 N. Western Ave. (27)...Hollywood 9-8351

Chicago

Norman Alexandof Artists' Bureau
410 S. Michigan Ave. ...Wabash 2-6761
Benn Theatrical Agency
64 West Randolph St. ...Dearborn 2-6850
Consolidated radio Artists of Ill.
32 W. Randolph St. ...Franklin 2-8300
Elsworth, W. M.
75 E. Wacker Drive ...Central 6-6942
General Artists Corp.
360 N. Michigan Ave. ...State 2-6258
Gumbiner Management Co.
120 S. LaSalle St. ...State 2-9248
Jack & Jill Players Radio Artists Co.
189 E. Delaware St. ...DeLavere 7-7334
Lear Productions Corp., Lex
139 No. Clark St. ...Franklin 2-2100; 2-7840
Lovin, W. Biggie
612 N. Michigan Ave. ...Superior 7-0606
Lutz, Estelle, Artists Bureau
25 E. Jackson ...Harriorn 7-3453
Morris, William, Agency
203 N. Wabash Ave. ...State 2-3632
Morse, Sidney P.
208 N. Wabash Ave. ...Central 6-3363
Music Corporation of America
420 N. Michigan Ave. ...Dearborn 7-1100
National Concert & Artists Corp.
105 W. Adams St. ...Dearborn 2-5813
Parks, James & Co.
333 N. Michigan Ave. ...Central 6-7080
Schuster, Milton
127 North Dearborn St. ...Dearborn 2-3033
WLS Artists Bureau
120 W. Washington Blvd. ...Monroe 6-9700
PROGRAMS

Commercially Sponsored

Title

Advertiser and Product

Network

Advertising Agency

NINETEEN FIFTY
Complete Listing of Major Networks
Commercial Programs of 1949

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1949. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>ADVERTISER AND PRODUCT</th>
<th>NETWORK</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Date With Judy</td>
<td>Lewis-Howe Co.</td>
<td>NBC</td>
<td>Roche, Williams &amp; Cleary, Inc.</td>
</tr>
<tr>
<td></td>
<td>Tums</td>
<td></td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>A Day in the Life of Dennis Day</td>
<td>Colgate-Palmolive Peet Co.</td>
<td>NBC</td>
<td>Ted Bates, Inc.</td>
</tr>
<tr>
<td></td>
<td>Colgate Dental Cream, Palmolive Soap, Lustre-Creme</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Life In Your Hands</td>
<td>Brown &amp; Williamson Tobacco Co.</td>
<td>NBC</td>
<td>Russel M. Seeds Co., Inc.</td>
</tr>
<tr>
<td></td>
<td>Raleigh Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address by Mr. Earl Bunting</td>
<td>Nat'l. Assn. of Manufacturers</td>
<td>ABC</td>
<td>Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td></td>
<td>Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventures of Ozzie &amp; Harriet</td>
<td>H. J. Heinz Co</td>
<td>ABC</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td></td>
<td>57 Varieties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventures of Ozzie &amp; Harriet</td>
<td>International Silver Co.</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>Silver</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventures of Ozzie &amp; Harriet</td>
<td>International Silver Co.</td>
<td>NBC</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>Silver</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventures of Sam Spade</td>
<td>Wildroot Co., Inc.</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td></td>
<td>Wildroot Cream Oil, Hair Tonic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventures of Sam Spade</td>
<td>Wildroot Co., Inc.</td>
<td>CBS</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td></td>
<td>Cream Oil, Shampoo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventures of Sherlock Holmes</td>
<td>Petri Wine Co.</td>
<td>ABC</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>Petri Wine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventures of the Thin Man</td>
<td>Kaiser-Frazer Corp.</td>
<td>MBS</td>
<td>William H. Weintraub Co.</td>
</tr>
<tr>
<td>--------------------------</td>
<td>---------------------</td>
<td>-----</td>
<td>-------------------------</td>
</tr>
<tr>
<td></td>
<td>Automobiles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afternoon Final</td>
<td>Fisher Flouring Mills Co.</td>
<td>ABC-PC</td>
<td>Pacific National Advertising Agency</td>
</tr>
<tr>
<td></td>
<td>Fisher's Cereal and Flour Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Against the Storm</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>MBS</td>
<td>Cecil &amp; Presbrey</td>
</tr>
<tr>
<td></td>
<td>Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aldrich Family</td>
<td>General Foods Corp.</td>
<td>MBS</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>Jello, Jello Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All American Soap Box Derby</td>
<td>General Motors Corp., Chevrolet Div.</td>
<td>MBS</td>
<td>Campbell-Ewald Co., Inc.</td>
</tr>
<tr>
<td>All Star Baseball Games</td>
<td>Gillette Safety Razor Corp.</td>
<td>MBS</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td></td>
<td>Gillette Safety Blades and Razors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Fred Allen Show</td>
<td>Ford Motor Co.</td>
<td>MBS</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td></td>
<td>Motor Cars and Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Album of Familiar Music</td>
<td>Sterling Drug Co</td>
<td>MBS</td>
<td>Dancer, Fitzgerald, Sample, Inc.</td>
</tr>
<tr>
<td></td>
<td>Bayer Aspirin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Radio Warblers</td>
<td>American Bird Products, Inc.</td>
<td>MBS</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td></td>
<td>Bird Foods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amos 'n' Andy</td>
<td>Lever Brothers Co.</td>
<td>MBS</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
</tr>
<tr>
<td></td>
<td>Rinso</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anacin Hollywood Star Theatre</td>
<td>Whitehall Pharamc Co.</td>
<td>NBC</td>
<td>Brooke, Smith, French &amp; Dorrance</td>
</tr>
<tr>
<td></td>
<td>Kolynos, Anacin</td>
<td></td>
<td>Detroit</td>
</tr>
<tr>
<td>Anniversary</td>
<td>Hudson Motor Co.</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td></td>
<td>Automobiles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Armstrong Theater of Today</td>
<td>Armstrong Cork Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Armstrong Quaker Rugs, Linoleum Products, Floor Coverings</td>
<td>CBS</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aunt Jenny</td>
<td>Lever Bros. Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aunt Mary</td>
<td>Albers Milling Co.</td>
<td>NBC-PC</td>
<td>Erwin, Wasey &amp; Co., Ltd.</td>
</tr>
<tr>
<td></td>
<td>Albers Quick Oats</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gene Autry Show</td>
<td>Wm. Wrigley Jr., Co.</td>
<td>CBS</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td></td>
<td>Chewing Gum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Break the Bank</td>
<td>Bristol-Myers Company</td>
<td>ABC</td>
<td>Doherty, Clifford &amp; Shenfield, Inc.</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------</td>
<td>--------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Break the Bank</td>
<td>Bristol-Myers Co.</td>
<td>NBC</td>
<td>Doherty, Clifford &amp; Shenfield, Inc.</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>Swift &amp; Co.</td>
<td>ABC</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>Philco Corp.</td>
<td>ABC</td>
<td>Hutchins Advertising Co., Inc.</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>General Mills, Inc.</td>
<td>ABC</td>
<td>Tatham-Laird, Inc.</td>
</tr>
<tr>
<td>Fanny Brice-Baby Snooks</td>
<td>Lewis-Howe Co.</td>
<td>NBC</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Bride and Groom</td>
<td>Sterling Drug, Inc.</td>
<td>ABC</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Brighter Day</td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS</td>
<td>Compton Advertising, Inc.</td>
</tr>
<tr>
<td>The Brighter Day</td>
<td>Procter &amp; Gamble Co.</td>
<td>NBC</td>
<td>Dancer, Fitzgerald, Sample, Inc.</td>
</tr>
<tr>
<td>Burns &amp; Allen Show</td>
<td>Block Drug Co., Inc.</td>
<td>CBS</td>
<td>Cecil &amp; Presbrey, Inc.</td>
</tr>
<tr>
<td>Burns &amp; Allen</td>
<td>General Foods Corp.</td>
<td>NBC</td>
<td>Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td>California Caravan</td>
<td>California Medical Assn.,Physician's Service</td>
<td>ABC-PC</td>
<td>Lockwood, Shackelford Advertising</td>
</tr>
<tr>
<td>Call The Police</td>
<td>Lever Bros. Co.</td>
<td>CBS</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>Camel Screen Guild Theatre</td>
<td>R. J. Reynolds Co.</td>
<td>NBC</td>
<td>William Esty &amp; Co., Inc.</td>
</tr>
<tr>
<td>Judy Canova Show</td>
<td>Colgate-Palmolive Peet Co.,Palmolive Shave Cream and Soap</td>
<td>NBC</td>
<td>Ted Bates &amp; Co.</td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>---------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>The Eddie Cantor Show</td>
<td>Pabst Sales Co.</td>
<td>NBC</td>
<td>Warwick &amp; Legler, Inc.</td>
</tr>
<tr>
<td>Captain Midnight</td>
<td>The Wander Co.</td>
<td>MBS</td>
<td>Hill Blackett Co.</td>
</tr>
<tr>
<td>Carnation Contended Hour</td>
<td>Carnation Co.</td>
<td>NBC</td>
<td>Erwin, Wasey &amp; Co., Ltd.</td>
</tr>
<tr>
<td>Carnation Family Party</td>
<td>Carnation Co.</td>
<td>CBS-PC</td>
<td>Erwin, Wasey &amp; Co., Ltd.</td>
</tr>
<tr>
<td>Carnegie Hall</td>
<td>American Oil Co.</td>
<td>ABC</td>
<td>Joseph Katz Co.</td>
</tr>
<tr>
<td>Jack Carson Show</td>
<td>General Foods Corp.</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Cavalcade of America</td>
<td>E. I. duPont de Nemours &amp; Co., Inc.</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc</td>
</tr>
<tr>
<td>Cerdan-LeMotta Fight</td>
<td>P. Ballantine &amp; Sons</td>
<td>MBS</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>Challenge of the Yukon</td>
<td>Quaker Oats Co.</td>
<td>ABC</td>
<td>Sherman &amp; Marquette, Inc.</td>
</tr>
<tr>
<td>Champion Roll Call</td>
<td>Champion Spark Plug</td>
<td>ABC</td>
<td>MacManus, John &amp; Adams, Inc.</td>
</tr>
<tr>
<td>Chance of a Lifetime</td>
<td>Brunner-Ritter, Inc.</td>
<td>ABC</td>
<td>Raymond Spector Co., Inc.</td>
</tr>
<tr>
<td>Chandu, the Magician</td>
<td>White King Products Co.</td>
<td>MBS</td>
<td>Raymond R. Morgan</td>
</tr>
<tr>
<td>Ezzard Charles-Gus Lesnevich Heavyweight Championship Fight</td>
<td>Gillette Safety Razor Co.</td>
<td>CBS</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td>Charlie McCarthy Program</td>
<td>Coca-Cola Co.</td>
<td>NBC</td>
<td>D'Arcy Advertising Co., Inc.</td>
</tr>
<tr>
<td>Chesterfield Supper Club</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>ABC</td>
<td>Newell-Emmett Co.</td>
</tr>
<tr>
<td>Choral Festival</td>
<td>Stanley Home Products</td>
<td>CBS</td>
<td>Direct</td>
</tr>
<tr>
<td>Choraliers with Eugene Lowell</td>
<td>Longines-Wittnauer Watch Co., Inc.</td>
<td>CBS</td>
<td>Victor A. Bennett Co., Inc.</td>
</tr>
<tr>
<td>Circle Arrow Show</td>
<td>Western Auto Supply Co.</td>
<td>NBC</td>
<td>Bruce B. Brewer &amp; Co.</td>
</tr>
<tr>
<td>Event/Program</td>
<td>Sponsors</td>
<td>Network</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>Cities Service Band of America</td>
<td>Cities Service Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Betty Clark Sings</td>
<td>P. J. Ritter Co.</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Club 15 with Bob Crosby, Andrew Sisters, Margaret Whiting, The Modernaires</td>
<td>Campbell Soup Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Club Time</td>
<td>Club Aluminum Products</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Confidential Closeups</td>
<td>Animal Foundation, Inc.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Contented Hour</td>
<td>Carnation Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Corliss Archer</td>
<td>Electric Companies Advertising Program</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Cotton Bowl Football</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td>Counter Spy</td>
<td>Pepsi-Cola Co.</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>County Fair</td>
<td>The Borden Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Crime Photographer</td>
<td>The Toni Co., Div. of Gillette Safety Razor Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Crime Photographer</td>
<td>Philip Morris &amp; Co., Ltd., Inc.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Betty Crocker Magazine of the Air</td>
<td>General Mills</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Bing Crosby Program</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Bing Crosby Wheaties Baseball</td>
<td>General Mills, Inc.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>The Bob Crosby Show</td>
<td>Pet Milk Corp.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Curtain Time</td>
<td>Mars, Inc</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------------------------------------------</td>
<td>---------</td>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>The D &amp; H Miners</td>
<td>Hudson Coal Co.</td>
<td>NBC</td>
<td>The Clements Co., Inc.</td>
</tr>
<tr>
<td>Date With Judy</td>
<td>Revere Camera Co.</td>
<td>ABC</td>
<td>Roche, Williams &amp; Cleary, Inc.</td>
</tr>
<tr>
<td>David Harum</td>
<td>B. T. Babbitt, Inc.</td>
<td>CBS</td>
<td>Duane Jones Co., Inc.</td>
</tr>
<tr>
<td>Joe DiMaggio Show</td>
<td>Ronson Lighters</td>
<td>CBS</td>
<td>Lynn Baker, Inc.</td>
</tr>
<tr>
<td>Dorothy Dix at Home</td>
<td>M &amp; M Limited</td>
<td>NBC</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
</tr>
<tr>
<td>Dr. Christian with Jean Hersholt</td>
<td>Chesebrough Mfg. Co., Consolidated</td>
<td>CBS</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>Dr. I. Q.</td>
<td>Mars, Inc.</td>
<td>NBC</td>
<td>Grant Advertising Inc.</td>
</tr>
<tr>
<td>Dr. I. Q., Jr.</td>
<td>Mars, Inc</td>
<td>NBC</td>
<td>Grant Advertising Inc.</td>
</tr>
<tr>
<td>Double or Nothing</td>
<td>Campbell Soup Co.</td>
<td>NBC</td>
<td>Ward Wheelock Co.</td>
</tr>
<tr>
<td>Dragnet</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>NBC</td>
<td>Newell-Emmett Co.</td>
</tr>
<tr>
<td>Galen Drake</td>
<td>Pillsbury Mills, Inc.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Alex Dreier</td>
<td>Skelly Oil</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Duffy's Tavern</td>
<td>Bristol-Myers Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Duffy's Tavern</td>
<td>Blatz Brewing Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Jimmy Durante Show, The</td>
<td>R. J. Reynolds Co.</td>
<td>NBC</td>
<td></td>
</tr>
</tbody>
</table>

1024
<table>
<thead>
<tr>
<th>Evans Show Case</th>
<th>Evans Case Co.</th>
<th>CBS</th>
<th>Don Horter &amp; Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compacts, Cigarette Lighters, Handbags</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percy Faith's Orchestra &amp; Jane Froman</td>
<td>Coca-Cola Co.</td>
<td>CBS</td>
<td>D'Arcy Advertising Co., Inc.</td>
</tr>
<tr>
<td>Fat Man</td>
<td>Norwich Pharmacal Co.</td>
<td>ABC</td>
<td>Lawrence C. Gumbinner</td>
</tr>
<tr>
<td>Father Knows Best</td>
<td>General Foods Corp.</td>
<td>NBC</td>
<td>Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td>Faultless Starch Time</td>
<td>Faultless Starch Co.</td>
<td>NBC</td>
<td>Bruce B. Brewer &amp; Co.</td>
</tr>
<tr>
<td>F. B. I. in Peace And War</td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS</td>
<td>Biow Co., Inc.</td>
</tr>
<tr>
<td>Festival of Music</td>
<td>Longines-Wittnauer Watch Co., Inc.</td>
<td>CBS</td>
<td>Victor A. Bennett, Co., Inc.</td>
</tr>
<tr>
<td>Festival of Song</td>
<td>Longines-Wittnauer Watch Co., Inc.</td>
<td>CBS</td>
<td>Victor A. Bennett, Co., Inc.</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>S. C. Johnson &amp; Son, Inc.</td>
<td>NBC</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
</tr>
<tr>
<td>Jimmy Fidler</td>
<td>Carter Products, Inc.</td>
<td>MBS</td>
<td>Sullivan, Stauffer Colwell &amp; Bayles, Inc.</td>
</tr>
<tr>
<td>Jimmie Fidler</td>
<td>Carter Products</td>
<td>ABC</td>
<td>Sullivan, Stauffer Colwell &amp; Bayles, Inc.</td>
</tr>
<tr>
<td>First Nighter</td>
<td>Campana Sales Co.</td>
<td>CBS</td>
<td>Wallace-Ferry Hanly Co.</td>
</tr>
<tr>
<td></td>
<td>Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fishing &amp; Hunting Club of the Air</td>
<td>Mail Pouch Tobacco Co.</td>
<td>MBS</td>
<td>Walker &amp; Downing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>Football Games</td>
<td>Assoc'd. Oil Co., Div. of Tidewater Associated Oil Co.</td>
<td>CBS</td>
<td>Buchanan &amp; Co., Inc.</td>
</tr>
<tr>
<td>Ford Theater</td>
<td>Ford Motor Co.</td>
<td>CBS</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>----------------------------------------------------------------</td>
<td>---------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Frank and Ernest</td>
<td>Dawn Bible Students Ass'n.</td>
<td>ABC</td>
<td>W. L. Gleason &amp; Co.</td>
</tr>
<tr>
<td>Free For All</td>
<td>Lewis Food Co.</td>
<td>CBS-PC</td>
<td>Rockett-Lauritzen</td>
</tr>
<tr>
<td>From Where We Came</td>
<td>Textile Workers Union of America</td>
<td>ABC</td>
<td>Furman, Feiner &amp; Co., Inc.</td>
</tr>
<tr>
<td>Front Page Farrell</td>
<td>Whitehall Pharmacal Co.</td>
<td>NBC</td>
<td>Dancer, Fitzgerald, Sample, Inc.;</td>
</tr>
<tr>
<td>Front Page Features with Knox Manning</td>
<td>Manhattan Soap Co., Inc.</td>
<td>CBS</td>
<td>John F. Murray Advertising Agency</td>
</tr>
<tr>
<td></td>
<td>All Products</td>
<td></td>
<td>Duane Jones Co., Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Recruiting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gangbusters</td>
<td>General Foods Corp.</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>Grape Nuts</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garden Gate with Tom Williams</td>
<td>Ferry-Morse Seed Co.</td>
<td>CBS</td>
<td>MacManus, John &amp; Adams, Inc.</td>
</tr>
<tr>
<td></td>
<td>Seeds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bob Garred, News</td>
<td>Mennen Co.</td>
<td>CBS-PC</td>
<td>Duane Jones, Co., Inc.</td>
</tr>
<tr>
<td></td>
<td>All Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bob Garred, News</td>
<td>Peter Paul, Inc.</td>
<td>CBS-PC</td>
<td>Brisacher, Wheeler &amp; Staff, Inc.</td>
</tr>
<tr>
<td></td>
<td>Candy Bars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bob Garred, News</td>
<td>Dennison Food Co.</td>
<td>CBS-PC</td>
<td>Brisacher, Wheeler &amp; Staff, Inc.</td>
</tr>
<tr>
<td></td>
<td>All Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hair Oil and Others</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Electric Houseparty</td>
<td>General Electric Co. (Appliance &amp; Merchandise Dept.)</td>
<td>ABC</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>General Electric Appliances</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Books</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gillette Fights</td>
<td>Gillette Safety Razor Co.</td>
<td>ABC</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td></td>
<td>Probak, Valet Auto Strop, Safety Razors and Blades</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program / Event</td>
<td>Sponsor</td>
<td>Network</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>Give &amp; Take</td>
<td>The Toni Co., Div. of Gillette Safety Razor Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tonio Home Permanent Wave, Creme Shampoo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>The Toni Co., Div. of Gillette Safety Razor Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tonio Home Permanent Wave, Creme Rinse</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>Wildroot Co., Inc.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Liquid Cream Shampoo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>National Biscuit Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>All Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>Liggett &amp; Myers Tobacco Co., Inc.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chesterfield Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>Lee Pharmacal Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spray-A-Wave</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>Gold Seal Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gold Seal Wax Cleaning Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lipton's Tea, Soup Mixes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Goldbergs</td>
<td>General Foods Corp.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sanka, Instant Sanka</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Central Station</td>
<td>Pillsbury Mills, Inc.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>All Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Ole Opry</td>
<td>R. J. Reynolds Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prince Albert Tobacco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Slam with Irene Beasley</td>
<td>Continental Baking Co., Inc.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wonder Bread, Hostess Cakes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Gildersleeve</td>
<td>Kraft Foods Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Parkay, Kraft Dinner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Scenes from Great Plays</td>
<td>Nat'l. Council of Protestant Episcopal Churches</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Religion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Greatest Story Ever Told</td>
<td>Goodyear Tire &amp; Rubber Co.</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guilding Light</td>
<td>Procter &amp; Gamble</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Duz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hallmark Playhouse</td>
<td>Hall Bros., Inc.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hallmark Greeting Cards</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**H**

Foote, Cone & Belding Co.
<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>ADVERTISER AND PRODUCT</th>
<th>NETWORK</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handy Man</td>
<td>Wm. H. Wise &amp; Co.</td>
<td>CBS</td>
<td>Thwing &amp; Altman, Inc.</td>
</tr>
<tr>
<td>Harkness of Washington</td>
<td>Pure Oil Co.</td>
<td>NBC</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
<tr>
<td>Radio Harris</td>
<td>Bowey's, Inc.</td>
<td>MBS</td>
<td>Sorensen &amp; Co.</td>
</tr>
<tr>
<td>Phil Harris-Alice Faye Show, The</td>
<td>Rexall Drug Co.</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td>Harvest of Stars</td>
<td>International Harvester Co.</td>
<td>NBC</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>Harvest of Stars with James Melton</td>
<td>International Harvester Co.</td>
<td>CBS</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>Sam Hayes</td>
<td>General Mills, Inc.</td>
<td>NBC-PC</td>
<td>Knox- Reeves, Inc.</td>
</tr>
<tr>
<td>Sam Hayes</td>
<td>Studebaker Corp.</td>
<td>NBC-PC</td>
<td>Roche, Williams &amp; Cleary, Inc.</td>
</tr>
<tr>
<td>Sam Hayes, Night Reporter</td>
<td>General Mills, Inc.</td>
<td>NBC-PC</td>
<td>Knox- Reeves, Inc.</td>
</tr>
<tr>
<td>Healing Ministry of Christian Science</td>
<td>First Church of Christ Scientist</td>
<td>MBS</td>
<td>H. B. Humphrey Co.</td>
</tr>
<tr>
<td>Gabriel Heatter</td>
<td>Noxzema Chemical Co.</td>
<td>MBS</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles</td>
</tr>
<tr>
<td>Gabriel Heatter</td>
<td>Serutan Co.</td>
<td>MBS</td>
<td>Roy S. Durstine Co.</td>
</tr>
<tr>
<td>Gabriel Heatter</td>
<td>R. B. Semler, Inc.</td>
<td>MBS</td>
<td>Erwin Wasey &amp; Co.</td>
</tr>
<tr>
<td>Horace Heidt Show</td>
<td>Philip Morris &amp; Co., Ltd., Inc.</td>
<td>CBS</td>
<td>The Biow Co., Inc.</td>
</tr>
<tr>
<td>Bill Henry &amp; The News</td>
<td>Johns-Manville Corp.</td>
<td>MBS</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>Hilltop House</td>
<td>Miles Laboratories, Inc.</td>
<td>CBS</td>
<td>Wade Advertising Agency</td>
</tr>
<tr>
<td>Hint Hunt</td>
<td>Armour &amp; Co.</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Title</td>
<td>Sponsor (Company)</td>
<td>Network</td>
<td></td>
</tr>
<tr>
<td>------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>Hit The Jackpot</td>
<td>De Soto-Plymouth Dealers Div. of Chrysler Corp. De Soto-Plymouth Cars</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Hogan's Daughter</td>
<td>Philip Morris Co., Ltd. Cigarettes</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Hollywood Calling</td>
<td>Gruen Watch Co. Watches</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Hollywood Quiz</td>
<td>Hallicrafters, Inc. Radio Equipment, etc.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td>Bob Hope</td>
<td>Lever Bros. Co. Swan Soap</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Hormel Girls Corps</td>
<td>George A. Hormel &amp; Co. Spam and other Canned Meats</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td>Hormel Girls Corps</td>
<td>George A. Hormel &amp; Co. Meat, Dairy Products</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>House of Mystery</td>
<td>General Foods Sales Corp. Post Bran Toasts, Raisin Bran, Gaines Dog Food</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td>Houseparty</td>
<td>Pillsbury Mills, Inc. Family Flour, Cake Flour, Wheat Bran, Corn Meal</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Human Side of the News</td>
<td>Kelvinator Div. of Nash-Kelvinator Corp. Kelvinator Refrigerators, Electric Ranges</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Chet Huntley, News</td>
<td>Packard Bell Co. Packard Bell Radios, Television</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td>Chet Huntley, News</td>
<td>Sealy Mattress Co. All Products</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td>Chet Huntley, News</td>
<td>Household Finance Co.</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td>Ice Follies of 1950</td>
<td>Shipstad &amp; Johnson Ice Follies</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td>Indianapolis Speedway Race</td>
<td>Perfect Circle Co. Piston Rings</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td>Inner Sanctum</td>
<td>Emerson Drug Co. Bromo-Seltzer</td>
<td>CBS</td>
<td></td>
</tr>
</tbody>
</table>

I

<table>
<thead>
<tr>
<th>Title</th>
<th>Sponsor (Company)</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Henri, Hurst &amp; MacDonald Chicago</td>
<td>Henri, Hurst &amp; MacDonald</td>
<td>MBS</td>
</tr>
<tr>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
<td></td>
<td>CBS</td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Jack Armstrong</td>
<td>General Mills</td>
<td>ABC</td>
</tr>
<tr>
<td>Allan Jackson &amp; The News</td>
<td>Seeman Brothers, Inc.</td>
<td>CBS</td>
</tr>
<tr>
<td>Allan Jackson &amp; The News</td>
<td>Animal Foundation Inc.</td>
<td>CBS</td>
</tr>
<tr>
<td>Jersey Stakes Race</td>
<td>Gillette Safety Razor Co.</td>
<td>ABC</td>
</tr>
<tr>
<td>Spike Jones Show</td>
<td>Coca-Cola Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>Junior Miss</td>
<td>Lever Bros., Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>Just Plain Bill</td>
<td>Whitehall Pharmacal Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>Juvenile Jury</td>
<td>General Foods Sales Corp.</td>
<td>MBS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>ADVERTISER AND PRODUCT</th>
<th>NETWORK</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaltenborn Edits the News</td>
<td>Pure Oil Co.</td>
<td>NBC</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
<tr>
<td>John B. Kennedy</td>
<td>Murine Co.</td>
<td>MBS</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td>John B. Kennedy</td>
<td>Doubleday &amp; Co.</td>
<td>MBS</td>
<td>Chicago</td>
</tr>
<tr>
<td>Kentucky Derby</td>
<td>Gillette Safety Razor Co.</td>
<td>CBS</td>
<td>Huber Hoge &amp; Sons</td>
</tr>
<tr>
<td>The King's Men</td>
<td>S. C. Johnson &amp; Son, Inc.</td>
<td>NBC</td>
<td>New York</td>
</tr>
<tr>
<td>Kraft Music Hall</td>
<td>Kraft Foods Co.</td>
<td>NBC</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Company/Show</td>
<td>Sponsor/Advertiser</td>
<td>Network</td>
<td>Agency</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>--------------------------------------------------------</td>
<td>---------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>Kay Kyser's College of Fun &amp; Knowledge</td>
<td>Pillsbury Mills, Inc.</td>
<td>ABC</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
<tr>
<td></td>
<td>Family Flour, Cake Flour, Wheat Bran, Corn Meal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ladies Be Seated</td>
<td>Toni, Inc.</td>
<td>ABC</td>
<td>Foote, Cone &amp; Belding, Inc.</td>
</tr>
<tr>
<td></td>
<td>Toni Home Permanent Wave, Toni Shampoo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ladies Be Seated</td>
<td>Quaker Oats Co. for Aunt Jemima Pancake Flour</td>
<td>ABC</td>
<td>C. J. LaRoche &amp; Co.</td>
</tr>
<tr>
<td></td>
<td>Muffets, Bakery Goods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ladies Be Seated</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>ABC</td>
<td>Cecil &amp; Presbrey, Inc.</td>
</tr>
<tr>
<td></td>
<td>Philip Morris Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William Lang</td>
<td>Radio Offers Co.</td>
<td>ABC</td>
<td>Huber Hoge &amp; Sons</td>
</tr>
<tr>
<td></td>
<td>Plastic Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lassie</td>
<td>John Morrell &amp; Co.</td>
<td>NBC</td>
<td>Henri, Hurst &amp; McDonald, Inc.</td>
</tr>
<tr>
<td></td>
<td>Red Heart Dog Food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leave It To Joan</td>
<td>American Tobacco Co.</td>
<td>CBS</td>
<td>Lawrence C. Gumbinner Advertising</td>
</tr>
<tr>
<td></td>
<td>Roi-Tan Cigars</td>
<td></td>
<td>Agency</td>
</tr>
<tr>
<td>Ernie Lee's Omega Show</td>
<td>H. C. Cole Milling Co.</td>
<td>MBS</td>
<td>Gardner Advertising</td>
</tr>
<tr>
<td></td>
<td>Omega Flour</td>
<td></td>
<td>Chicago</td>
</tr>
<tr>
<td>Let's Pretend</td>
<td>Cream of Wheat Corp.</td>
<td>CBS</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc</td>
</tr>
<tr>
<td></td>
<td>Cream of Wheat Cereal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robert Q. Lewis Show</td>
<td>Lee Pharmacal Co.</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td></td>
<td>Spray-a-Wave</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chesterfield Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robert Q. Lewis Show</td>
<td>National Biscuit Co.</td>
<td>CBS</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td></td>
<td>All Products</td>
<td></td>
<td>Campbell-Mithun, Inc.</td>
</tr>
<tr>
<td>Robert Q. Lewis Show</td>
<td>Gold Seal Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gold Seal Wax Cleaning Products</td>
<td></td>
<td>Biow Co., Inc.</td>
</tr>
<tr>
<td>Life Can Be Beautiful</td>
<td>Procter &amp; Gamble Co.</td>
<td>NBC</td>
<td>Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td></td>
<td>Tide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Life of Riley</td>
<td>Procter &amp; Gamble Co.</td>
<td>NBC</td>
<td>Warwick &amp; Legler, Inc.</td>
</tr>
<tr>
<td></td>
<td>Prell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Life of Riley</td>
<td>Pabst Sales Co.</td>
<td>NBC</td>
<td>Tracy-Locke Co.</td>
</tr>
<tr>
<td></td>
<td>Pabst Blue Ribbon Beer</td>
<td></td>
<td>Dallas</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>Burris Mill &amp; Elevator Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Light Crust Flour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>----------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>---------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>Light of the World</td>
<td>General Mills, Inc.</td>
<td>NBC</td>
<td>Knox- Reeves, Inc.</td>
</tr>
<tr>
<td></td>
<td>Pyequick, Gold Medal Flour, Soup</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light Up Time</td>
<td>American Tobacco Co.</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td></td>
<td>Lucky Strike Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Victor H. Lindlahr</td>
<td>Serutan Co.</td>
<td>MBS</td>
<td>Roy S. Durstine Co.</td>
</tr>
<tr>
<td></td>
<td>Serutan, Nuxton, R-D-X</td>
<td></td>
<td>New York</td>
</tr>
<tr>
<td></td>
<td>Serutan, Nuxton, R-D-X, Lemel and Hi-V</td>
<td>ABC</td>
<td>Roy S. Durstine, Inc.</td>
</tr>
<tr>
<td></td>
<td>Chosebrough Mfg. Co.</td>
<td>ABC</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td></td>
<td>Vaseline, Petroleum Jelly</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Little Herman</td>
<td>First National Stores, Inc.</td>
<td>ABC</td>
<td>John C. Dowd, Inc.</td>
</tr>
<tr>
<td></td>
<td>Food Products and Institutional Advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guy Lombardo Show</td>
<td>Rexall Drug Co.</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td></td>
<td>Rexall Drugs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>General Mills</td>
<td>ABC</td>
<td>Dancer- Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td></td>
<td>Cheerios, Kix, Pyequick</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>American Bakeries Co.</td>
<td>ABC</td>
<td>Tucker Wayne &amp; Co.</td>
</tr>
<tr>
<td></td>
<td>Mersta Bread and Cake</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lora Lawton</td>
<td>B. T. Babbitt</td>
<td>NBC</td>
<td>Duane Jones Co., Inc.</td>
</tr>
<tr>
<td></td>
<td>Bab-o Cleaner, Glim</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lorenzo Jones</td>
<td>Sterling Drug Co.</td>
<td>NBC</td>
<td>Dancer, Fitzgerald, Sample, Inc.</td>
</tr>
<tr>
<td></td>
<td>Phillips Creams, Energine, Cleaning Fluid, Mulsified Coconut Oil, Bayer Aspirin</td>
<td></td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Lum 'n' Abner</td>
<td>General Motors Corp., Frigidaire Div.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Frigidaires</td>
<td></td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Lutheran Hour</td>
<td>Lutheran Laymen's League</td>
<td>MBS</td>
<td>Gotham Advertising Co.</td>
</tr>
<tr>
<td></td>
<td>Religion</td>
<td></td>
<td>New York</td>
</tr>
<tr>
<td>The Lutheran Hour</td>
<td>Lutheran Laymen's League</td>
<td>ABC</td>
<td>Gotham Advertising</td>
</tr>
<tr>
<td></td>
<td>Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lux Toilet Soap, Lux Flakes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS</td>
<td>Dancer- Fitzgerald-Sample, Inc.:</td>
</tr>
<tr>
<td></td>
<td>Oxydol, Spic &amp; Span</td>
<td></td>
<td>The Biow Co., Inc.</td>
</tr>
<tr>
<td>Program</td>
<td>Sponsor</td>
<td>Network</td>
<td></td>
</tr>
<tr>
<td>---------------------------------</td>
<td>----------------------------------</td>
<td>-----------------</td>
<td></td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>Procter &amp; Gamble Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Ted Malone</td>
<td>Oxydol</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>The Man Next Door</td>
<td>Westinghouse Electric Corp.</td>
<td>MBS (South Only)</td>
<td></td>
</tr>
<tr>
<td>Man on the Farm</td>
<td>Ranger Laundermats, Refrigerators, Irons</td>
<td>McCann-Erickson, Inc.</td>
<td></td>
</tr>
<tr>
<td>The Man Who Came To Dinner with Jack Benny</td>
<td>U. S. Tobacco Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td>Manhattan Merry-Go-Round</td>
<td>Tabaccos</td>
<td>Sherman &amp; Mrquette</td>
<td></td>
</tr>
<tr>
<td>Knox Manning, News</td>
<td>Quaker Oats Co</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Marriage for Two</td>
<td>Quaker Oats, Full-O-Pep Feed</td>
<td>Maxon, Inc.</td>
<td></td>
</tr>
<tr>
<td>Martin Kane, Private Eye</td>
<td>Hot Point, Inc</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Groucho Marx</td>
<td>Sterling Drug Co.</td>
<td>J. Walter Thompson Co.</td>
<td></td>
</tr>
<tr>
<td>Curt Massey Time with Martha Tilton &amp; Orchestra</td>
<td>S.O.S. Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td>Mayor of the Town</td>
<td>Aluminum Cleanser</td>
<td>Kudner Agency</td>
<td></td>
</tr>
<tr>
<td>Me Anr Janie starring George O' Hanlon</td>
<td>Kraft Foods Co.</td>
<td>Weiss &amp; Geller, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Miracle Whip Salad Dressing, Dairy Products</td>
<td>Wade Advertising Agency</td>
<td></td>
</tr>
<tr>
<td></td>
<td>U. S. Tobacco Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tobaccos</td>
<td>Ruthrauff &amp; Ryan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Elgin American Div. of the Illinois Watch Case Co.</td>
<td>Chicago</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Comacts, Cigarette Cases, Dresser Sets, etc.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Miles Laboratories, Inc.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alka-Seltzer, One-a-Day Vitamin Tablets</td>
<td>J. Walter Thompson Co.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mutual Benefit Health &amp; Accident Assn. of Omaha</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Insurance</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lewis-Howe Co</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tums</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td>Meet the Boss</td>
<td>Kaiser-Frazer Corp.</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td>Meet the Meeks</td>
<td>Automobiles</td>
<td>W. Earl Bothwell, Inc.</td>
<td></td>
</tr>
<tr>
<td>Meet the Missus</td>
<td>Swift &amp; Co.</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Allsweet Margarine</td>
<td>Morse International, Inc.</td>
<td></td>
</tr>
<tr>
<td>Meet the Missus</td>
<td>Gold Seal Co.</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gold Seal Wax</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
<td></td>
</tr>
<tr>
<td>Meet the Missus</td>
<td>Modglin Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Perma Brooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet the Missus</td>
<td>Vick Chemical Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet the Missus</td>
<td>Wildroot Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cream Oil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>--------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>---------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Meet the Missus</td>
<td>Alberts Products Co.</td>
<td>CBS-PC</td>
<td>H. C. Morris &amp; Co., Inc.</td>
</tr>
<tr>
<td>Meet the Stars</td>
<td>Beauty Facteurs, Inc.</td>
<td>ABC-PC</td>
<td>Mackenzie Advertising</td>
</tr>
<tr>
<td>Metropolitan Opera</td>
<td>Texas Co.</td>
<td>ABC</td>
<td>Buchanan &amp; Co., Inc.</td>
</tr>
<tr>
<td>Metropolitan Opera Auditions of the Air</td>
<td>Farnsworth Television &amp; Radio Corp.</td>
<td>ABC</td>
<td>Warwick &amp; Legler, Inc.</td>
</tr>
<tr>
<td>Mrs. Fix-It</td>
<td>Greystone Press</td>
<td>ABC</td>
<td>H. B. Humphrey Co.</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. North</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>CBS</td>
<td>Sherman &amp; Marquette</td>
</tr>
<tr>
<td>Mr. Chameleon</td>
<td>Sterling Drug Inc.</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>Bristol-Myers Co.</td>
<td>MBS</td>
<td>Doherty, Clifford &amp; Shenfield Co., Young &amp; Rubicam</td>
</tr>
<tr>
<td>Mr. Fix-It</td>
<td>Greystone Press</td>
<td>NBC</td>
<td>H. B. Humphrey Co.</td>
</tr>
<tr>
<td>Mr. Fixit</td>
<td>Greystone Press</td>
<td>CBS-PC</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>Mr. Information</td>
<td>S.O.S. Co.</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample, Inc.; John F. Murray Advertising Agency, Inc</td>
</tr>
<tr>
<td>Mr. Keen, Tracer of Lost Persons</td>
<td>Whitehall Pharmacal Co., Div of American Home Products Corp.</td>
<td>MBS</td>
<td>Gardner Advertising Co.</td>
</tr>
<tr>
<td>Tom Mix &amp; His Ralston Straight Shooters</td>
<td>Ralston-Shredded</td>
<td>MBS</td>
<td>St. Louis</td>
</tr>
<tr>
<td>Monday Morning Headlines</td>
<td>Seeman Brothers, Inc.</td>
<td>ABC</td>
<td>William H. Weintraub &amp; Co., Inc.</td>
</tr>
<tr>
<td>Robert Montgomery Speaking</td>
<td>Frank H. Lee</td>
<td>ABC</td>
<td>Grey Advertising</td>
</tr>
<tr>
<td>Henry Morgan Show</td>
<td>Bristol-Myers Co.</td>
<td>NBC</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Program</td>
<td>Sponsor</td>
<td>Network</td>
<td></td>
</tr>
<tr>
<td>---------------------------------</td>
<td>--------------------------------</td>
<td>------------------</td>
<td></td>
</tr>
<tr>
<td>Mother Knows Best</td>
<td>Kellogg Co. All Products</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td>Edward R. Murrow</td>
<td>Campbell Soup Co. Campbell Soups, Franco-American Products</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Music America Loves Best</td>
<td>Radio Corp. of America</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Music From the Heart of America</td>
<td>Falstaff Brewing Corp. Beer</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Musical Variety</td>
<td>Longines-Wittnauer Watch Co., Inc. Watches</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>My Favorite Husband</td>
<td>General Foods Corp. Jell-O, Jell-O puddings</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>Lever Bros. Co. Pepsodent Toothpaste</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>My True Story</td>
<td>Sterling Drug, Inc. Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Mulsified Shampoo</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>My True Story</td>
<td>Libby McNeill &amp; Libby Canned and Frozen Juices, Meats, Fish, Fruit, Baby Foods</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>Mystery Theater</td>
<td>Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia and Tablets</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>Name the Movie</td>
<td>Revere Camera Co. Movie Cameras, Projectors, Accessories</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>Phillips Petroleum Co. Phillips 66 Gasoline and Motor Oil</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>The NBC Summer Symphony</td>
<td>U. S. Steel Corp. Institutional</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>The National Farm &amp; Home Hour</td>
<td>Allis-Chalmers Mfg. Co. Farm Equipment</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>New York Philharmonic Symphony</td>
<td>Standard Oil Co. (New Jersey) Institutional</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>News of the World</td>
<td>Miles Laboratories, Inc. Alka-Seltzer and Vitamins</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Roche, Williams &amp; Cleary, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lambert &amp; Feasley, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bert S. Gittins Advertising</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marschalk &amp; Pratt Co.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wade Advertising Agency</td>
<td></td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>------------------------------------------------------------</td>
<td>---------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Newsweek Looks Ahead</td>
<td>Butler Packing Co.</td>
<td>ABC-PC</td>
<td>Brisacher, Wheeler &amp; Staff, Inc.</td>
</tr>
<tr>
<td></td>
<td>Donnison's Food Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nick Carter</td>
<td>Cudahy Packing Co.</td>
<td>MBS</td>
<td>Grant Advertising</td>
</tr>
<tr>
<td></td>
<td>Old Dutch Cleanser</td>
<td></td>
<td>Chicago</td>
</tr>
<tr>
<td>Night Editor</td>
<td>Roman Meal Co.</td>
<td>CBS-PC</td>
<td>Guild, Bascom &amp; Bonfigli</td>
</tr>
<tr>
<td></td>
<td>Breakfast Food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noah Webster Says</td>
<td>Southern Cotton Oil Co.</td>
<td>NBC-PC</td>
<td>Fitzgerald Advertising Agency</td>
</tr>
<tr>
<td></td>
<td>Pontiac Cars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Old Fashioned Revival Hour</td>
<td>Gospel Broadcasting Assn.</td>
<td>ABC</td>
<td>R. F. Aber Co.</td>
</tr>
<tr>
<td></td>
<td>Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Man's Family</td>
<td>Standard Brands, Inc.</td>
<td>NBC</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td></td>
<td>Chase &amp; Sanborn Coffee, Instant Chase &amp; Sanborn Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Man's Opinion</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>ABC</td>
<td>Cecil &amp; Presbrey, Inc.</td>
</tr>
<tr>
<td></td>
<td>Philip Morris Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange Bowl Game</td>
<td>Gillette Safety Razor Co.</td>
<td>CBS</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td></td>
<td>Gillette Safety Razors, Shaving Cream, Blades</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Original Amateur Hour</td>
<td>P. Lorillard Co.</td>
<td>ABC</td>
<td>Lennen &amp; Mitchell, Inc.</td>
</tr>
<tr>
<td></td>
<td>Old Gold Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anacin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Our Miss Brooks</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>CBS</td>
<td>Sherman &amp; Marquette</td>
</tr>
<tr>
<td></td>
<td>Colgate Dental Cream, Lustre Creme Shampoo, Palmolive Soap</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ozzie &amp; Harriet</td>
<td>International Silver Co.</td>
<td>NBC</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>Sterling Silver and Silver Plate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Party Time</td>
<td>P. Lorillard Co.</td>
<td>ABC-PC</td>
<td>Lennen &amp; Mitchell, Inc.</td>
</tr>
<tr>
<td></td>
<td>Old Gold Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Show</td>
<td>Sponsor</td>
<td>Radio Station</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>----------------------------------------------</td>
<td>-----------------</td>
<td></td>
</tr>
<tr>
<td>Pass the Buck</td>
<td>Roman Meal Co.</td>
<td>CBS-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Breakfast Food</td>
<td>Guild, Basom &amp; Bonfigli</td>
<td></td>
</tr>
<tr>
<td>Drew Pearson</td>
<td>Frank H. Lee</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Men's Hats</td>
<td>William H. Weintraub &amp; Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Drew Pearson</td>
<td>Adam Hat Stores, Inc.</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adam Hats</td>
<td>William H. Weintraub &amp; Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>People Are Funny</td>
<td>Brown &amp; Williamson Tobacco Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Raleigh Cigarettes</td>
<td>Russel M. Seeds Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Pepper Young's Family</td>
<td>Procter &amp; Gamble Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Camay Soap</td>
<td>Pedlar &amp; Ryan, Inc.</td>
<td></td>
</tr>
<tr>
<td>Perry Mason</td>
<td>Procter &amp; Gamble</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Crisco, Ivory Soap, Tide</td>
<td>Compton Advertising Inc.; Benon &amp; Bowles, Inc.</td>
<td></td>
</tr>
<tr>
<td>The Pet Milk Show with Kay Armen</td>
<td>Pet Milk Sales Corp.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evaporated Milk</td>
<td>Gardner Advertising Co.</td>
<td></td>
</tr>
<tr>
<td>The Pet Milk Show with Vic Damone</td>
<td>Pet Milk Sales Corp.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evaporated Milk</td>
<td>Gardner Advertising Co.</td>
<td></td>
</tr>
<tr>
<td>Emer Peterson</td>
<td>Albers Milling Co.</td>
<td>NBC-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Friskies Dog Food</td>
<td>Erwin, Wasey &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Emer Peterson</td>
<td>Planters Nuts &amp; Chocolate Co.</td>
<td>NBC-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Planters Peanuts and Peanut Oil</td>
<td>Raymond R. Morgan Co.</td>
<td></td>
</tr>
<tr>
<td>Emer Peterson</td>
<td>White King Soap Co.</td>
<td>NBC-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Soap Products</td>
<td>Raymond R. Morgan Co.</td>
<td></td>
</tr>
<tr>
<td>Philip Morris Night with Horace Heidt</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cigarettes and Tobacco</td>
<td>Bow Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Philip Morris Playhouse</td>
<td>Philip Morris &amp; Co., Ltd., Inc.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Philip Morris Cigarettes</td>
<td>The Biow Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Preakness Stakes</td>
<td>Gillette Safety Razor Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gillette Shaving Cream, Safety Razors, Blades</td>
<td>Maxon, Inc.</td>
<td></td>
</tr>
<tr>
<td>Prudential Family Hour of Stars</td>
<td>Prudential Insur. Co. of America</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Insurance Services</td>
<td>Benton &amp; Bowles, Inc.</td>
<td></td>
</tr>
<tr>
<td>Portia Faces Life</td>
<td>General Foods Corp.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Post 40% Bran Flakes, Instant Postum</td>
<td>Benton &amp; Bowles, Inc.</td>
<td></td>
</tr>
<tr>
<td>Queen For A Day</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cigarettes</td>
<td>Cecil &amp; Presbrey</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>New York</td>
<td></td>
</tr>
<tr>
<td>Show</td>
<td>Sponsor</td>
<td>Network</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td>Romance of Helen Trent</td>
<td>Whitehall Pharmacal Co., Div. of American Home Products Corp.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Aero Wax, Kolynos, Ant Spray</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Romance of the Highways</td>
<td>Pacific Greyhound Lines</td>
<td>ABC-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bus Transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>James Roosevelt Speaks</td>
<td>Budget Finance Plan, Inc.</td>
<td>ABC-PC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personal Loans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roy Rogers Show</td>
<td>Quaker Oats Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Quaker Oats, Full-O-Pep Feed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rose Bowl Football Game</td>
<td>Gillette Safety Razor Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gillette Shaving Cream, Safety Razors, Blades</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rosemary</td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ivory Snow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Screen Director's Playhouse starring</td>
<td>Pabst Sales Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Dorothy Lamour</td>
<td>Pabst Blue Ribbon Beer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Screen Guild Players</td>
<td>R. J. Reynolds Co.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Camel Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sealtest Variety Theatre starring</td>
<td>Sealtest, Inc.</td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>Dorothy Lamour</td>
<td>Milk and Ice Cream</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second Mrs. Burton</td>
<td>General Foods Corp.</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bakers Coconut, Certo, Instant Swans Down, Jell-O, Jell-O Puddings,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Minute Rice, Regular Swans Down</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eric Sevareid, News</td>
<td>Metropolitan Life Insur. Co. Institutional</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>The Shadow</td>
<td>Grove Laboratories, Inc.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fitch Shampoo, Fitch Hair Tonic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Shadow</td>
<td>Delawre, Lackawanna &amp; Western Coal Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Blue Coal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Sheriff</td>
<td>Pacific Coast Borax Co.</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Twenty Mule Team Borax, Boraxo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sherlock Holmes</td>
<td>Trimount Clothing Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Clipper Craft Clothes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William L. Shirer</td>
<td>Piedmont Shirt Co.</td>
<td>MBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wings Shirts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sing It Again</td>
<td>Luden's Inc. All Products</td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

S

<table>
<thead>
<tr>
<th>Show</th>
<th>Sponsor</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warwick &amp; Legler, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William Esty &amp; Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N. W. Ayer &amp; Son, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young &amp; Rubicam, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young &amp; Rubicam, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harry B. Cohen Advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
<tr>
<td>McCann-Erickson, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William H. Wentraub &amp; Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William H. Wentraub &amp; Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. M. Mathes, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Sing It Again</td>
<td>Carter Products, Inc.</td>
<td>CBS</td>
</tr>
<tr>
<td>Red Skelton Show</td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>Red Skelton Show</td>
<td>Procter &amp; Gamble Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>Skippy Hollywood Theater</td>
<td>Rosefield Packing Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>Sky King</td>
<td>Derby Foods</td>
<td>ABC</td>
</tr>
<tr>
<td>Smilin' Ed McConnell</td>
<td>Brown Shoe Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>Jack Smith Show</td>
<td>Procter &amp; Gamble</td>
<td>CBS</td>
</tr>
<tr>
<td>Kate Smith Sings</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>MBS</td>
</tr>
<tr>
<td>Solitair Time</td>
<td>Campana Sales Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>Songs by Great Singers</td>
<td>Ace Markets, Inc.</td>
<td>MBS</td>
</tr>
<tr>
<td>Songs by Morton Downey</td>
<td>Coca-Cola Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>Special Breakfast Club Program</td>
<td>Swift &amp; Co.</td>
<td>ABC</td>
</tr>
<tr>
<td>Sports Magazine Annual Awards</td>
<td>Brown Shoe Co.</td>
<td>MBS</td>
</tr>
<tr>
<td>Sports Newsreel of the Air</td>
<td>Colgate-Palmolive Peet Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>Sports Thrill of the Week</td>
<td>Fram Corp.</td>
<td>MBS</td>
</tr>
<tr>
<td>Jo Stafford Show</td>
<td>Revere Camera Co.</td>
<td>ABC</td>
</tr>
<tr>
<td>The Standard Hour</td>
<td>Standard Oil Co. of Calif.</td>
<td>NBC-PC</td>
</tr>
<tr>
<td>Standard School Broadcast</td>
<td>Standard Oil Co. of Calif. Petroleum Products</td>
<td>NBC-PC</td>
</tr>
<tr>
<td>--------------------------</td>
<td>--------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Star Time with Dorothy Kilgallen</td>
<td>Drackett Co. Drano, Windex</td>
<td>ABC</td>
</tr>
<tr>
<td>Stars Over Hollywood</td>
<td>Armour &amp; Co. Armour's Canned Meats, Lard, Dial Soap, Dash Dog Food, Wisconsin Cheese, Chiffon Soap Flakes</td>
<td>CBS</td>
</tr>
<tr>
<td>Stella Dallas</td>
<td>Sterling Drug Co. Philips Milk of Magnesia and Tablets, Ironized Yeast, Bayer Aspirin</td>
<td>NBC</td>
</tr>
<tr>
<td>Stop the Music</td>
<td>Smith Bros. Cough Drops, Cough Syrup</td>
<td>ABC</td>
</tr>
<tr>
<td>Stop the Music</td>
<td>Speidel Co. Wristwatch Bands, Children’s Jewelry</td>
<td>ABC</td>
</tr>
<tr>
<td>Stop the Music</td>
<td>P. Lorillard Co. Old Gold Cigarettes</td>
<td>ABC</td>
</tr>
<tr>
<td>Stop the Music</td>
<td>Eversharp, Inc. Razors, Razor Blades, Pens, Pencils</td>
<td>ABC</td>
</tr>
<tr>
<td>Straight Arrow</td>
<td>National Biscuit Co. Shredded Nabisco</td>
<td>MBS</td>
</tr>
<tr>
<td>Sugar Bowl Game</td>
<td>Gillette Safety Razor Co. Probak, Valen Auto Stop Safety Razors and Blades</td>
<td>ABC</td>
</tr>
<tr>
<td>Sunoco Three Star Extra</td>
<td>Sun Oil Co. Gas and Oil, Fuel Oil</td>
<td>NBC</td>
</tr>
<tr>
<td>Surprise Package</td>
<td>Mode O’ Day Corp. Mode O’Day Wash Dresses</td>
<td>ABC-PC</td>
</tr>
<tr>
<td>Surprise Package</td>
<td>Globe Mills (Div. of Pillsbury Mills) Flour Products</td>
<td>ABC-PC</td>
</tr>
<tr>
<td>Warren Sweeney-News</td>
<td>Curtiss Candy Co. Candy</td>
<td>CBS</td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Take A Number</td>
<td>U. S. Tobacco Co.</td>
<td>MBS</td>
</tr>
<tr>
<td></td>
<td>Tobacco</td>
<td></td>
</tr>
<tr>
<td>Take It or Leave It</td>
<td>Eversharp Inc.</td>
<td>NBC</td>
</tr>
<tr>
<td>Tales of Fatima with Basil Rathbone</td>
<td>Liggett &amp; Myers Tobacco Co., Inc.</td>
<td>CBS</td>
</tr>
<tr>
<td>Talk Your Way Out Of It</td>
<td>The Quaker Oats Co.</td>
<td>ABC</td>
</tr>
<tr>
<td>Henry J. Taylor</td>
<td>General Motors Corp.</td>
<td>ABC</td>
</tr>
<tr>
<td>Mary Lee Taylor</td>
<td>Pet Milk Sales Corp.</td>
<td>NBC</td>
</tr>
<tr>
<td>The Telephone Hour</td>
<td>Bell Telephone System</td>
<td>NBC</td>
</tr>
<tr>
<td>Theatre Guild on the Air</td>
<td>U. S. Steel Corp.</td>
<td>ABC</td>
</tr>
<tr>
<td>Theatre Guild on the Air</td>
<td>U. S. Steel Corp.</td>
<td>NBC</td>
</tr>
<tr>
<td>This Changing World</td>
<td>Fruehauf Trailer Co.</td>
<td>ABC</td>
</tr>
<tr>
<td>This Is Nora Drake</td>
<td>The Toni Co. Div of Gillette Safety Razor Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>This Is Nora Drake</td>
<td>The Toni Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>This Is Your FBI</td>
<td>Equitable Life Assurance Society of the U. S.</td>
<td>ABC</td>
</tr>
<tr>
<td>This Thing Called Life</td>
<td>Institute of Religious Science</td>
<td>ABC-PC</td>
</tr>
<tr>
<td>This Is Your Life</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>NBC</td>
</tr>
<tr>
<td>This Woman's Secret</td>
<td>General Mills, Inc.</td>
<td>NBC-PC</td>
</tr>
<tr>
<td>Program</td>
<td>Sponsor/Advertiser</td>
<td>Network</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Lowell Thomas Program</td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>Today's Children</td>
<td>General Mills, Inc.</td>
<td>NBC</td>
</tr>
<tr>
<td>Tomorrow's Headlines</td>
<td>Seeman Brothers, Inc.</td>
<td>ABC</td>
</tr>
<tr>
<td>Bob Trout &amp; the News</td>
<td>Pillsbury Mills, Inc.</td>
<td>NBC</td>
</tr>
<tr>
<td>True Detective Mysteries</td>
<td>Williamson Candy Co.</td>
<td>MBS</td>
</tr>
<tr>
<td>True or False</td>
<td>Shotwell Mfg. Co.</td>
<td>MBS</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>Procter &amp; Gamble Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>Twenty Questions</td>
<td>Ronson Art Metal Works</td>
<td>MBS</td>
</tr>
<tr>
<td></td>
<td>Ronson Lighters</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dave Vaile, News</td>
<td>Metropolitan Life Insur. Co.</td>
<td>CBS-PC</td>
</tr>
<tr>
<td>Voice of Firestone</td>
<td>Firestone Tire &amp; Rubber Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>Voice of Prophecy</td>
<td>Voice of Prophecy, Inc.</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td>Religion</td>
<td></td>
</tr>
<tr>
<td>Voice of Prophecy</td>
<td>Voice of Prophecy, Inc.</td>
<td>MBS</td>
</tr>
<tr>
<td></td>
<td>Religion</td>
<td></td>
</tr>
<tr>
<td>Walcott-Charles Heavyweight</td>
<td>Gillette Safety Razor Co.</td>
<td>ABC</td>
</tr>
<tr>
<td>Championship Fight</td>
<td>Probak, Valet Auto Strop Safety Razors and Blades</td>
<td></td>
</tr>
<tr>
<td>Fred Waring</td>
<td>General Electric Co</td>
<td>NBC</td>
</tr>
<tr>
<td>Fred Waring</td>
<td>American Meat Institute</td>
<td>NBC</td>
</tr>
<tr>
<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Fred Waring</td>
<td>Minnesota Valley Canning Co.</td>
<td>NBC</td>
</tr>
<tr>
<td></td>
<td>Canned Vegetables</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maxwell House Coffee, Instant Maxwell House Coffee</td>
<td></td>
</tr>
<tr>
<td>We Love and Learn</td>
<td>Manhattan Soap Co.</td>
<td>NBC</td>
</tr>
<tr>
<td></td>
<td>Sweetheart Soap</td>
<td></td>
</tr>
<tr>
<td>We The People</td>
<td>Gulf Oil Corp.</td>
<td>NBC</td>
</tr>
<tr>
<td></td>
<td>Gulf Oil Products</td>
<td></td>
</tr>
<tr>
<td>We The People</td>
<td>Gulf Oil Corp.</td>
<td>CBS</td>
</tr>
<tr>
<td></td>
<td>Gas, Oil, Lubricants, Insecticides</td>
<td></td>
</tr>
<tr>
<td>Welcome Travelers</td>
<td>Procter &amp; Gamble Co.</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td>Crisco, Tide, Soaps and Cleaners</td>
<td></td>
</tr>
<tr>
<td>Welcome Travelers</td>
<td>Procter &amp; Gamble Co.</td>
<td>NBC</td>
</tr>
<tr>
<td></td>
<td>Dreft, Spic &amp; Span, Drene</td>
<td></td>
</tr>
<tr>
<td>Lawrence Welk Show</td>
<td>Miller Brewing Co.</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td>Miller High Life Beer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ivory Flakes</td>
<td></td>
</tr>
<tr>
<td>What's My Name</td>
<td>Servel, Inc.</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td>Servel Gas Refrigerators</td>
<td></td>
</tr>
<tr>
<td>When A Girl Marries</td>
<td>General Foods Corp.</td>
<td>NBC</td>
</tr>
<tr>
<td></td>
<td>Calumet, Swans Down, Diamond Crystal Salt</td>
<td></td>
</tr>
<tr>
<td>The Whistler</td>
<td>Signal Oil Co.</td>
<td>CBS-PC</td>
</tr>
<tr>
<td></td>
<td>Gas, Oil</td>
<td></td>
</tr>
<tr>
<td>Meredith Willson</td>
<td>General Foods Corp.</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td>Jell-O</td>
<td></td>
</tr>
<tr>
<td>Meredith Willson</td>
<td>General Foods Corp.</td>
<td>NBC</td>
</tr>
<tr>
<td></td>
<td>Jell-O, Jell-O Puddings</td>
<td></td>
</tr>
<tr>
<td>Walter Winchell</td>
<td>Kaiser-Frazer Sales Corp.</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td>Automobiles, Parts, Servicing</td>
<td></td>
</tr>
<tr>
<td>Winner Take All</td>
<td>Lever Bros. Co.</td>
<td>CBS</td>
</tr>
<tr>
<td></td>
<td>Rayve Home Permanent Wave</td>
<td></td>
</tr>
<tr>
<td>XYZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>World Series of 1949</strong></td>
<td>Gillette Safety Razor Corp.</td>
<td>MBS</td>
</tr>
<tr>
<td><strong>You Bet Your Life—Groucho Marx</strong></td>
<td>Elgin-American, Div. of Ill. Watch Case Co.</td>
<td>CBS</td>
</tr>
<tr>
<td><strong>Alan Young Show</strong></td>
<td>Lewis-Howe Co.</td>
<td>NBC</td>
</tr>
<tr>
<td><strong>Young Dr. Malone</strong></td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS</td>
</tr>
<tr>
<td><strong>Young Widder Brown</strong></td>
<td>Sterling Drug Co.</td>
<td>NBC</td>
</tr>
<tr>
<td><strong>Your Hit Parade</strong></td>
<td>American Tobacco Co.</td>
<td>NBC</td>
</tr>
<tr>
<td><strong>Your Hit Parade on Parade</strong></td>
<td>American Tobacco Co.</td>
<td>CBS</td>
</tr>
<tr>
<td><strong>Your Home Beautiful</strong></td>
<td>Benjamin Moore &amp; Co.</td>
<td>MBS</td>
</tr>
<tr>
<td><strong>Your Kaiser Traveler</strong></td>
<td>Kaiser-Frazer Sales Corp.</td>
<td>ABC</td>
</tr>
<tr>
<td><strong>Your Lucky Strike</strong></td>
<td>American Tobacco Co.</td>
<td>CBS</td>
</tr>
<tr>
<td><strong>Your Stand In</strong></td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>CBS-PC</td>
</tr>
<tr>
<td><strong>Yours For A Song</strong></td>
<td>Conti Products Co., Inc.</td>
<td>MBS</td>
</tr>
<tr>
<td><strong>Zeke Manners</strong></td>
<td>Whitehall Pharmacal Co.</td>
<td>ABC-PC</td>
</tr>
<tr>
<td><strong>Zeke Manners</strong></td>
<td>Safeway Stores, Inc.</td>
<td>ABC-PC</td>
</tr>
<tr>
<td><strong>Zeke Manners</strong></td>
<td>Langendorf United Bakeries</td>
<td>ABC-PC</td>
</tr>
</tbody>
</table>
Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!

Copyright 1950, Allen B. DuMont Laboratories, Inc.
P R E S E N T S

T H E 1 9 5 0
TELEVISION
YEAR BOOK

Edited by
J A C K A L I C O A T E

Copyright, 1950, by Radio Daily Corp.
1501 Broadway, New York 18, N. Y. Wisconsin 7-6336
**Productive for these result-minded sponsors!**

<table>
<thead>
<tr>
<th>Coca-Cola</th>
<th>Chicago Tribune</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ruppert's Beer</td>
<td>H. G. Hill Stores</td>
</tr>
<tr>
<td>Phillips Soups</td>
<td>Cincinnati Enquirer</td>
</tr>
<tr>
<td>Interstate Bakeries</td>
<td>Dodge Dealers</td>
</tr>
<tr>
<td>Abbott Dairies</td>
<td>Esslinger Beer</td>
</tr>
<tr>
<td>Omaha Power District</td>
<td>Kansas City Power &amp; Light Co.</td>
</tr>
<tr>
<td>Los Angeles Times</td>
<td>Standard &amp; Humpty-Dumpty Super Markets</td>
</tr>
</tbody>
</table>

---

Get the facts on these result-producing ZIV-TV shows:

**SPORTS ALBUM**........... 5-minute series on: Baseball, Football, Wrestling, Boxing, etc.

**YESTERDAY'S NEWSREEL**..... 15-minute shows, highlighting headline events of yesteryear.

**CISCO KID** ............. 1½-hour Western (O. Henry's famous Robin Hood of the range!)

**EASY ACES** ............. 15-minute hilarious comedy of domestic life.

**CARTOONS** ............. 39 films featuring Woody Woodpecker, Andy Panda, etc.

**FEATURES** ............. 1-hour, full-length movies.

**WESTERNS** ............. 1-hour, full-length movies.

*Write, wire or phone today!*
Television

Television marches forward with quickened step as the pages of the 1950 TELEVISION YEAR BOOK dramatically unfold a progress report of a booming new industry and its promise for the future.

This year's edition, replete with many new editorial features and up-to-the-minute statistical information is edited to highlight the contributions of stations, agencies, producers and networks in the expansion of the sight and sound medium.

This volume is the work of many. It mirrors the accomplishments of broadcasters, networks and producers who invested heavily on tomorrow's TV returns. It pays tribute to agencies and sponsors for utilizing the sight and sound medium in their quest for entertainment and sales approval. In short it is a harbinger of a golden era that lies ahead.

TELEVISION YEAR BOOK is grateful to everyone who contributed to the success of this comprehensive volume. The succeeding pages represent the composite efforts of men and women whose creative talents document an imposing record of achievement.

Jack Alicoate,
Editor

NINETEEN FIFTY
A doff of the hat — a shake of the hand — a pat on the back — and a deep bow ... for all the fine actors and actresses who have made the

PHILCO TELEVISION PLAYHOUSE

The No. 1 Dramatic Show on millions of television screens throughout the nation

N.B.C. NETWORK and affiliated stations from coast to coast

SUNDAY NIGHTS  *  9 to 10 P.M. E.S.T.
TV INDUSTRY ADVANCES IN 1949

by
WILL BAL Tin
Secretary-Treasurer
Television Broadcasters' Association, Inc.

HEREWITH is a factual summation of the amazing progress registered by the television industry during 1949, indicating in unmistakable terms the powerful force which the new media promises to be:

As of March 1, 1950 there were 101 television stations operating in 59 U. S. cities, compared with 51 stations serving 30 cities at the close of 1948. Thirteen additional stations were under construction, seven of which were situated in cities not yet serviced. Furthermore, 351 applications for new stations were “frozen” in the F. C. C.'s pending files.

Total investment in operating stations was estimated at $38,000,000,000, with an average estimated operating cost of $400,000. Employment in station operations was reportedly in excess of 5,400 persons.

At the year's end 26 cities had been interconnected for network operations through facilities of the American Telephone & Telegraph Company. Further extensions as far west of the eastern seaboard as Omaha were in prospect for 1950. An interconnection between Los Angeles and San Francisco is set for early this year.

Television receiver production soared to over 80,000 sets per week as the year drew to a close. In excess of 2,500,000 TV sets were produced during all of 1949—compared with 975,000 in 1948. Value of TV receivers at the factory level was reported to be $440,000,000.

Television receivers were being purchased almost as quickly as they were being manufactured in the latter months of 1949, with public investment in receiving equipment exceeding a billion dollars since the start of post-war TV production in late 1946. It was estimated that well over 50,000 persons were engaged in the production, distribution and sale of television sets at the year's end.

Viewer interest in television programs advanced accordingly. Surveys indicated an average of 3.6 persons per receiver, with the percentage of total U. S. families owning TV receivers exceeding 7.5 per cent. If all families living within a 40-mile radius of presently operating TV stations obtained receivers, 60 per cent of the total population of the U. S. could be reached.

The theory that television images are limited to line of sight distances has been dispelled in actual practice. Viewers 100 miles or more from transmitters have reported continuously reliable reception.

Advertisers were flocking to television in increasing numbers as the size of the TV audience mounted. At the close of 1949, 1,890 sponsors had availed themselves of the new media, compared with 680 advertisers in 1948.

A breakdown of the channels in which advertisers funneled their dollars revealed 1,415 sponsors at the local-retail level; 400 utilizing spot announcements and 75 offering network shows. Total advertising dollars spent for TV time amounted to $25,000,000.

Total 1949 expenditures for time, talent and production of network programs was estimated at $20,000,000—an amazing fact, considering that television has only passed its second year of post-war commercial maturity.
ED HERLIHY

Horn & Hardart Children's Hour... WNBT

Kraft Television Theatre... NBT

It's In the Bag
Don Lee Station Observes 18th TV Anniversary

by

Willet H. Brown

President of Don Lee Broadcasting System

Over 18 years ago (Dec. 23, 1931) the Don Lee organization demonstrated its interest and belief in television by establishing and continuously operating on an announced program schedule what has earned the distinction of being the nation's first television broadcasting station, as such stations are known today. We deeply appreciate the opportunity to reaffirm that steadfast belief in the so-called "new" medium, while also reasserting our equally strong faith in the future of standard radio broadcasting, which contributed so much in the development and support of its newer sister industry.

But lest we be misunderstood, television is not "old hat" to Don Lee Television-Channel Two. Television is not merely a matter of looking at the record; to us television remains a challenging future. We look ahead to new advances, to constant improvement, to renewed effort and unstinting increased investment, all toward the day we fervently hope is no longer the distant future when our pioneer work and pioneer believing shall be rewarded in the realization of television's fullest potential and attendant benefits to all. We enjoy the satisfactions of an already successful operation, according to today's standards and yardstick, but now we are gauging and getting geared for the tomorrows.

Neither, however, is the day of the pioneer past. Don Lee continues to set a pace by projecting its combined effort into the future of television. The time is past when, as until 1939, we were obliged to manufacture all of our equipment, including receivers, to carry on. Difficult, too, was the weathering of a serious depression. However, we managed to continue leading the way, albeit scarcely more than a "baby" ourselves in a then truly "baby industry." Now, during television's similarly trying introduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come. Don Lee humbly hopes to be among those in the honored vanguard.

The list of Don Lee's technical and program contributions and "firsts" is historically significant and impressive—and has continued since the inauguration of other stations. But, typically, Don Lee is not resting on past achievements nor previous laurels. We are oblivious to the past, except for the knowledge and experience gained and we look forward only. To this end were created the country's first combined television and radio studios, our Hollywood home, built expressly for simultaneous operations in both mediums. For the same reasons Don Lee also brought to television the first out-and-out motion picture executives, vice president in charge Charles L. Gleit, and as executive producer, (introducing this title to TV) Cecil Barker to inject needed motion picture thinking into television. Similarly, Don Lee is alone in having its own—and so titled—Director of Television Research in charge of color, Harry R. Lubcke. Recently Don Lee also participated in the development of the new "Electra-Zoom" lens for TV cameras now in exclusive use at Don Lee.

Soon, with the approval of the Federal Communications Commission we hope to be broadcasting from Mt. Wilson. Our transmitter and staff housing buildings are already completed there. Then, after installing the latest and finest equipment available, we believe we will have the best television station, as well as the first, continuing as always second to none and buttressed with our 18 years of operating know how that has helped set the pattern for all. For this reason we like to feel that our mistakes are now behind us.
Compare Facts!

When you plan to buy television broadcast equipment — Visit Du Mont first, Study Du Mont equipment thoroughly, Compare Du Mont design and efficiency.

then

You, too, will follow the increasing trend to —

DU MONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION
1000 MAIN AVE., CLIFTON, N. J.

Visit the Du Mont New Equipment Display at 1000 Main Ave., Clifton, N. J.
PROBLEMS OF TV OPERATIONS VIEWED BY BROADCASTER

by

J. LEONARD REINSCH
Managing Director of Cox Stations

WHEN Frank Burke asked me to write an article on television station management I was hesitant. For today each city presents a different problem—one station, four network cable lines; two stations and three lines; three stations and one line; two stations and no line, etc.

Certain fundamentals, however, are threaded through this confusing pattern.

First there is the American cycle of broadcasting: Better programs make listeners, listeners are circulation, circulation makes for effective advertising, effective advertising means increased revenue, and increased revenue makes possible better programs. One factor is added in television: Better programs and longer schedules sell sets—and sets are vital circulation.

Late starting stations, particularly in cities new to television, must invest heavily in programming to build circulation rapidly. Advertisers are constantly increasing their minimum set requirements. Therefore, new stations must plan longer schedules of good sustaining programs. This means the fullest use of network sustainers even if the programs are on a contract purchase basis. Only then do affiliates have the right to expect complete network program co-operation. Let your network know about local reaction to network shows.

Delay network shows and film programs will provide a more attractive program fare and better ratings if they are handled properly. Shader and audio men may often improve the program sufficiently to justify the added payroll cost.

There is still a lot to learn in television programming so be open minded about new ideas. Disc jockey shows that seem almost unprofessional in their format have turned in surprisingly high ratings. Cooking school participation shows and shopper shows that just got by in radio may surprise with their sales return. Even island shows may have sufficient drawing power to justify their expense. All programs, of course, should be presented on a professional basis.

Since the switch, on the part of the viewer, from station to station in television requires more effort than in radio, thorough promotion of all programs is imperative. Borrow movie techniques and add your own touches. Capitalize on big names and cover local events. Include a news program with local flavor. Use not only interviews, but still pictures of local people. If the occasion is particularly newsworthy, shoot some movie film emphasizing good close-up shots. This local movie film does not need to be sound on film to attract favorable local attention.

Your program promotion will cut two ways: Build a viewing audience of present owners and help sell new sets. In this latter connection find out why non-set owners don’t buy. If possible, answer their questions with your own promotion. Don’t depend on set dealers to develop your circulation. A newspaper owned station will find it worthwhile to run a series of full page ads about what people miss if they don’t own a television set. These ads will increase the effectiveness of television set lineage and almost automatically increase set sales.

It is the commercial part of the picture that should be clear to a radio station operator entering television. It should not be necessary to go through years of changing rate cards for a standard television rate card is now available. Use it from the start and make buying as easy as possible.

Obviously coverage maps, both mv/m and mail, should be prepared as quickly as possible. Market information with set circulation should be kept up to date.
Your No. 1 Salesman
in the World's Fastest Growing Market

46.3% of the Los Angeles TV audience* is tuned to KTLA all evening, every evening. KTLA's average share-of-evening TV audience nearly equals the total average audience of all six other Los Angeles TV stations combined...is more than three times the following of its nearest competitor!

*September-October Hooper Measurement of the Broadcast Audience Served by 7 TV Stations.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • Hollywood 9-6363
New York Sales Offices • 1501 Broadway • Bryant 9-8700

KEY STATION OF THE PARAMOUNT TV network
PROBLEMS OF TV PRODUCTION
REPORTED MANY AND VARIED

by
ALEXANDER STRONACH
Eastern Television Program Manager
American Broadcasting Company

LOOKING at a television studio from the control room, the observer sees the cameras ranging along the fringes of the more brightly lit areas. Beyond them, lie the set, the domain of the scenic designers and the physical production managers. Here, whether it be a ten-by-ten square foot area or the whole of a studio many times that size, is one of the most important testing grounds in the development of what will soon be known as “the television technique.”

Let’s take a look at straight drama as a yardstick of television as an entertainment form. Hollywood designs and builds sets for realism. Space is of no concern and, until the recent economy wave, money only a little more so. The theatre, within the constant limitation of the proscenium arch, builds for the best staging of each play. Optimistically, it counts on the repeated usage made possible by a successful run.

Today, television has neither space as Hollywood knows it, repeated use as the theatre knows it, nor money as either knows it. Each production, complete to the minutest detail, is assembled for a one-time presentation. Yet it must show itself in a way that will bear critical appraisal and comparison with the older entertainment forms.

Much has been written about the limitation of the television camera and the small screen which is the viewers’ contact with its product. Little or nothing has been said about the fact that the camera and the screen are in pretty much the right ratio to the studio space available for sets. Movie makers, who think in terms of large screen projection, theatre thinking in equally large terms, have had to drastically change their approach in television. Tight sets, uncrowded scenes, proper perspective and lighting are of the greatest importance if the talent, the cameramen, and the director are going to put their contributions across.

As to the sets themselves, “the budget” is King. It is not unusual to see the back drop of a minute-and-thirty-second commercial, which, with its appropriate props and appurtenances, cost $500. In the same studio, a sustaining show will have a three-set unit, put together from the stockpile of old scenery at a cost of $200. This is the playing area of the entire half hour and of correspondingly more importance in its effect on the viewer. Camera masks, trick mirror effects, intricate lighting cues may take hours of rehearsal and hundreds of dollars, then flash across the viewers’ screen in terms of seconds. Never in show business has there been more of an opportunity for creative ingenuity than in the production end of television.

As an art form, television today is still in swaddling clothes. I venture to say there is more to be learned than has been learned. Take the basic element of color for example. Most designers today avoid the use of pastel colors in scenery. To the painter’s eye, pastel green and a pastel blue have contrast, but to the camera’s eye these both come out in the same shade of very light gray.

As a corollary to the color problem, there is that of the electronic tubes themselves. Up until recently, all television cameras were equipped with tubes which had a high red response. Hot, incandescent light brought out the sharpest degrees of contrast. Shades of red showed up as truest greys to pure black. Today, the newest tubes have a high blue response. Fluorescent lights, fewer candle foot per area, different degrees of color values are the result. Next month a better tube may be produced with a response half way between. Certainly, on no score can we as yet get “sot in our ways.”
In TV, the one mass selling medium which combines sight with sound, 60 seconds is just as long as it is visually entertaining.

The selling power of a TV commercial is achieved through experienced film making.

TRANSFILM, a pioneer in developing TV techniques, knows how to reach and win audiences.

Proof: — the well-known CAMEL spots and hundreds of other TRANSFILM-produced commercials now stimulating sales for leading advertisers on all channels.

TRANSFILM
INCORPORATED
36 WEST 45TH STREET, NEW YORK 19, N.Y.
The Year Book of Television herewith presents a "Who's Who" of top TV Agency Executives and a listing of their 1949 television accounts.

EVEARD W. MEADE
Young & Rubicam, Inc.

Meade began his agency career as a writer with Benton & Bowles. In 1935 he joined Young & Rubicam and served that agency as a writer-producer until 1938. With them he worked on such shows as Jack Benny, Charlie Butterworth, the Packard program with Fred Astaire and Burns & Allen. Departing Young & Rubicam he joined Ruthrauff & Ryan to produce many of their top flight shows. During the war he served as a naval air combat intelligence officer. In 1948 he returned to Y & R where he is now v.p. & dir. of their radio dep't. The agency's list of TV shows includes: We The People (Gulf Oil), The Goldbergs (General Foods, Sanka Coffee), Arthur Godfrey's Talent Scouts (Thomas J. Lipton), Fred Waring Show (G. E. Co.), Paul Whiteman Show (Goodyear Tire & Rubber Co.), Aldrich Family (Jell-O), Silver Theatre (International Silver), and Hollywood Screen Test (Duffy-Mott).

ROGER PRYOR
Foote, Cone & Belding

He enjoys a wide background in the entertainment field. He started in show business at the age of 18, playing in summer stock. From there he moved to leading parts on Broadway and in Hollywood. Finally came radio, first as an orchestra leader, then as M. C. on the Gulf Screen Guild Program. Other shows on which he appeared were: Theater Guild, for the United States Steel Theater Guild of the Air, The Hildegarde Show, The Pause That Refreshes, and Reader's Digest. Since 1947 Pryor has been director of TV for the New York office of Foote, Cone & Belding. Among Foote, Cone & Belding clients who have been represented in TV are Union Oil, Sunkist, Pepsodent (Lever Brothers), Kleenex (International Cellulocotton Products Company), Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central. The agency will handle Bob Hope's first television show, sponsored by Frigidaire, scheduled to start sometime in 1950.
DONALD N. McCLURE
N. W. Ayer & Son, Inc.

Started in show business as a child actor and liked it so much he decided to make a career of it by matriculating in the Drama Department at Carnegie Tech. Hollywood and the "talkies" offered a chance to be a triple threat man: acting, writing and directing for Universal Pictures. First National and R. K. O. gave him an overall background in movie making. His first radio assignment came when he joined the Bob Ripley "Believe It Or Not" staff as director of the show's remote pick-ups. During the war, McClure served as a civilian test engineer for the U. S. Navy. In Oct., 1944, he joined N. W. Ayer & Son as dir. of TV production. In that capacity, he supervises spots for Lucky Strike, Illinois and Michigan Bell, Personal Products, The Atlantic Refining Co., Sheffield Farms and United Air Lines. Network shows: The Singing Lady for Kellogg Corn Soya and Kukla, Fran & Ollie a week for National Dairy, Sealtest.

HERBERT B. WEST
Batten, Barton, Durstine & Osborn, Inc.

Head of the TV Department at BBDO. Formerly account executive, radio account executive, and copywriter. With agency 13 years. Author of trade articles on advertising. Lecturer at Columbia University. Agency at present has 33 clients active in TV, probably a record. Presents on TV Brooklyn Dodgers, Chicago White Sox, Chicago Cubs, B. F. Goodrich Celebrity Time on ABC Sunday nights 10-10:30 Eastern Standard Time. Telepix Newssteel twice a night, Tex Antoine Weatherman every night on WNBT, boxing and wrestling from Chicago and Pittsburgh, plus spot schedules for 26 other accounts. TV production head, Hugh Rogers; TV film section, Thomas A. Wright; Account service section, John Thomas; TV commercials, Robert Foreman; TV programming, Wick Crider; TV time-buying, Tucker Scott; TV research, Mrs. T. Anderson; TV publicity and merchandising, James McGarry.

WALTER CRAIG
Benton & Bowles, Inc.

Started life as a vaudeville actor. Later played in musical comedies and entered radio as program director of World Broadcasting System. Left this organization to establish his own independent production firm which he abandoned after eight years on doctor's orders. Then followed a two year stint as radio director of Street & Finney, and a like period as program director of Ed Noble's WMCA, which immediately preceded his joining Benton & Bowles in 1942. He is currently vice president in charge of radio and television. Benton & Bowles currently has the following network commercial TV programs: "Who Said That," sponsored by Crosley; "This Is Show Business," sponsored by Crosley; "Hollywood Screen Test," sponsored by Best Foods, Inc.; "Mama," sponsored by Maxwell House Coffee.
WINSLow H. CASE
Campbell-Ewald Co.

An acknowledged leader in agency TV operations, V.P. Case entered advertising in 1927. He has worked with Stinson Aircraft, La Driere Art Service, Chesterfield Cigarettes; and was also on the advertising faculty of Columbia Univ. With Campbell-Ewald, Case has supervised overall campaigns for several of the company's major accounts. He is currently in charge of radio and TV for all of the agency's clients, and supervises all Eastern operations. Campbell-Ewald currently handles two major network programs for Chevrolet: the Tele-Theatre drama series via NBC-TV and the musical revue, Inside U. S. A., on CBS-TV. Last fall, the agency also supervised DuMont coverage of the Notre Dame games, sponsored by the Chevrolet Dealers. The local Chevrolet Dealers Ass'n. ranks as the country's top local advertiser in TV. Its five weekly shows and heavy spot schedule are also handled by Campbell-Ewald.

ADRIAN SAMISH
Dancer-Fitzgerald-Sample, Inc.

Vice president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., he has run the gamut of radio broadcasting and show business in his career. Starting at 17, his background includes actor, director and stage manager in Broadway and summer stock productions and director of motion pictures in Hollywood. He has produced, directed and written for radio since 1935, having been with Arthur Kudner, Young & Rubicam and, before assuming his position at DFS, was v.p. in charge of programs and TV for the American Broadcasting Company. Among those TV shows handled by Dancer-Fitzgerald-Sample are The Lone Ranger for General Mills, Inc. and Okay Mother for Sterling Drug, Inc. Other TV shows under preparation are the Beulah Show, which will be done in Hollywood on film and the Betty Crocker Magazine of TV, which will be telecast live from New York.

TEVIS HUHN
Warwick & Legler, Inc.

Born in Philadelphia, Pa., he graduated from the Haverford School, Haverford, Pa. Following his discharge from the U. S. Army in 1918, he matriculated at Princeton University, Class of 1922, and subsequently attended University College, Oxford, England. Entering the U. S. Career Foreign Service, he was commissioned Vice Consul and Diplomatic Secretary, serving in Paris, Washington, D. C., Buenos Aires, and Montevideo. Following his resignation from the Foreign Service, Huhn joined the Columbia Broadcasting System, where he remained until his affiliation with Warwick & Legler, Inc. He has been director of radio and TV there since 1939. During the year 1949 Warwick & Legler, Inc. has televised The Life of Riley over NBT and the affiliated NBC TV network. This program is sponsored by the Pabst Sales Co., brewers and distributors of Pabst Blue Ribbon Beer. The agency has also placed various participation spots on WOR-TV for The George W. Luft Co.
That was nine years ago... the first television commercial... a Bulova time signal on NBC.

In those days, television was an advertising luxury, even for its few hardy pioneers... its biggest reward the prestige of a historic role in developing a radically new medium.

Today, only a decade later, it's as plain as TV's myriad roof-top antennas that television has changed from an advertising adventure to an advertising necessity.

This is the year NBC Television will blanket areas containing 60% of America's families... 144 of the nation's 200 leading counties... the richest sales markets from coast to coast. And the products sold by NBC Television sponsors will range all the way from mass consumer items to deluxe motor cars.

Amid these gargantuan strides, only one key fact in television remains unchanged. In 1950, just as in '47 and '48 and '49, NBC Television plays to far more viewers... with more popular programs... for more advertisers... than any other network.

NBC  America's No. 1 Television Network
That was nine years ago... the first television commercial... a Bulova time signal on NBC.

In those days, television was an advertising luxury, even for its few hardy pioneers... its biggest reward the prestige of a historic role in developing a radically new medium.

Today, only a decade later, it's as plain as TV's myriad roof-top antennas that television has changed from an advertising adventure to an advertising necessity.

This is the year NBC Television will blanket areas containing 60% of America's families... 144 of the nation's 200 leading counties... the richest sales markets from coast to coast. And the products sold by NBC Television sponsors will range all the way from mass consumer items to deluxe motor cars.

Amid these gargantuan strides, only one key fact in television remains unchanged. In 1950, just as in '47 and '48 and '49, NBC Television plays to far more viewers... with more popular programs... for more advertisers... than any other network.
AGENCY TV PERSONALITIES

A. CARL RIGROD
Donahue & Co., Inc.

His activities in the fields of radio, TV and journalism have been varied and intense. In 1943 he wrote and directed the first studio TV program sponsored by a motion picture company (RKO) on WABD, then called W2XWV. He served as publicity agent with Universal Pictures and later handled radio campaigns for many of the leading movie companies. A journalism graduate of the U. of Mo., he has worked for several Eastern newspapers. Prior to joining Donahue and Co., he was dir. of radio for RKO pictures. At present Rigrod, dir. of the motion picture, radio and TV dept., is producing and directing all radio advertising activities for M-G-M and producing TV programs for Sunset Appliance Stores, Inc. on WPIX and Gold Medal Candy Corp., on WNBT. He does TV spots for Scripto Pencils, Lee Pipes, Aborn’s Coffee, and various National movie accounts, as well as radio advertising for Loew’s theatres.

MAURICE J. CONDON
Roy S. Durstine, Inc.

He was born in Fall River, Mass. on Nov. 19, 1912. After matriculating at Western Reserve University in Cleveland, O., he entered the field of radio in 1931 by joining the staff of station WGAR, Cleveland, as a continuity editor. Condon remained with WGAR until World War II broke out. During 1943-44 he was on duty with the Army Air Force. When the fighting ceased he returned to Ohio and there took his first job in the agency field. He became affiliated with the Cincinnati office of Roy S. Durstine, Inc. as radio director. In 1945 Condon was transferred to the New York office of the agency where he took up the mantle as associate radio director. He has remained at that office until the present time. Since 1948 he has held the position of radio-TV director, and is currently producing the DuMont Cavalcade of Bands for Serutan plus general spots for the Super Set div. of American Cyanamid Co.

WILLIAM L. WEDDELL
Leo Burnett Co., Inc.

Shortly after his graduation from the University of Chicago in 1929 Weddell landed a job with the Western office of NBC. He’s been in radio ever since. Weddell served as sales promotion manager of NBC in Chicago; as radio director of Erwin Wasey & Co.; and later, as assistant sales manager of NBC. In 1946 he joined the Leo Burnett Co. as vice-president and radio director. Current network programs sponsored by Burnett clients are: The Fred Waring Show, Grand Central Station, Club Time, Art Linkletter’s House Party, Smilin’ Ed McConnell, H. V. Kaltenborn and Richard Harkness, Cedric Adams, Fun To Be Young (Jay Stewart) and Arthur Godfrey (starting April 10, 1950). Burnett accounts using local and spot TV are: Minnesota Valley Canning Co., Brown Shoe Co., Hortlicks Malted Milk, Pillsbury Mills, Inc., Santa Fe R. R., The Hoover Co., The Pure Oil Co., Carling’s Red Cap Ale and Dean Milk Co.
NICOLAS E. KEESELY
Lennen & Mitchell, Inc.

Born in Philadelphia in 1910, his first radio advertising job was with N. W. Ayer & Sons back in 1928. During 15 successful years with them he held the positions of time buyer, casting director, producer, talent head and radio account executive. In 1943 Keesely became program sales manager of CBS, later holding the same position with MBS. He has many radio "firsts" to his credit including Can You Top This?, The Sealtest Hour, Give & Take, The Al Pierce Show and Fred Waring Cigarette Time. Keesely was instrumental in the development of many of the name personalities of today. Since Keesely joined Lennen & Mitchell where he is V.P. in charge of radio-TV, early in 1948, the agency has been represented on the air by two TV shows: The Original Amateur Hour and Stop the Music, both sponsored by Old Gold. Accounts represented by TV film spots include: Lustre-Creme Hair Shampoo and Lysol.

FRANCIS C. BARTON, JR.
Federal Advertising Agency, Inc.

Twenty-three years in advertising—nineteen of it in radio, a touch of dramatics in college, and a dash of commercial movies along the way, provide the background from which Frank Barton has been learning video these past several years. N. W. Ayer & Son., Inc., The Columbia Broadcasting System, the Biow Co., Benton & Bowles, all contributed to his first 20 years in the agency field. Barton is now director of radio and television at Federal Adv. Agency, Inc. His first television effort was a commercial spot on film in 1947 for A. S. R. Lighter and then a wrestling program with filmed commercials in 1948-49 for Trommer's Beer. He then did filmed spots for McCall's, a participation in Cavalcade of Stars for both Gem Razors and Blades and A. S. R. Lighter and the Jack Eigen show for Doeskin Products. Barton's most recent television presentation is Eloise Salutes the Stars for Doeskin Products, Inc.

STEVENS P. JACKSON
William Warren, Jackson & Delaney

A graduate of Duke University, his background includes service with the Benton & Bowles agency. He also was an account exec. for radio stations WHN and WMCA and advertising manager of the 7th Regiment Field Gazette. His army service lasted five years during which time he was a Capt. CAC (India, Burma). Jackson has been account executive and director of TV at William Warren agency since 1947. This agency specializes in radio and TV advertising for large N. Y. C. retailers. Its first TV show was Play the Game, a half hour charade program, sponsored by Alexander's Department Store. Since then the agency has had the following clients on video: Lord & Taylor, Spear Furniture Stores, Cardinal Tie Shops, Flag Dog Food, Strauss Auto Supply Stores, Ritz Thrift Shop, Ivel Fifth Avenue, Lucele Limited, Sachs Quality Stores, Bonded Auto Sales, Warren Connolly Distributors, and Stevens Appliances.
ROBERT W. KELLY
J. D. Tarcher & Co., Inc.

New England born and bred, Bob Kelly prepped for a career via business administration at Providence College; soon landed with a major oil company. There he stayed for many years, another well organized oil executive. Wearying finally of the comparatively dull routine, Kelly looked about for wider horizons . . . advertising and radio. He joined J. D. Tarcher & Co., Inc., promptly acquired solid agency experiences in accounting, research and ultimately radio and television. Kelly now reigns successfully as director of radio and TV, a superbly trained executive with a sound business background. Adhering to the principle that if you want to swim you've got to get into the water, Tarcher & Co. early had its client, Benrus Watch Co., test the selling power of TV. Since that original trial, other clients, such as Seeman Bros. and McKesson & Robbins have been added. The agency is now concentrating on TV spots.

EDWARD E. SIMMONS
Cecil & Presbrey, Inc.

A decade of radio work began for him when he joined WJAK, Marion, Ind. in 1929. He shifted to WAAF Chicago in 1931 remaining there as program director until 1937. He then became a staff producer-director for WGN, Chicago. In 1938 he joined the Wade Advertising Agency as producer-director on such shows as the Alka-Seltzer National Barn Dance, Uncle Ezra, Alec Templeton Time, Quiz Kids and Roy Rogers. After his discharge from the army, where he had served for some time with the short-wave section of the Armed Forces Radio Service, he joined Cecil & Presbrey, Inc. as West Coast Representative. He came to the New York office in Feb. 1949 where he is now radio-TV director. Cecil & Presbrey's TV accounts have included, the Ed Wynn Show, sponsored by Speidel Corp. on CBS; TV spots for Lamont-Corliss and video spots for Ronson.

ALLAN BLACK
Cayton, Inc.

Graduated with a B.A. from NYU in 1938. During the next few years he served as announcer-writer-producer for several independent New York stations. In 1945, he quit WQXR to free-lance. During this period he was script writer for several network radio shows, including Grand Central Station, Armstrong Theater of Today, Grand Marquee and the Lone Ranger, and was also engaged by the Radio Division of the Office of War Information. In 1947, he joined Cayton, Inc., as head of its TV department. His first assignment was to direct a country-wide TV spot campaign for the Polaroid TV Filter, which proved an outstanding success. He is the creator and producer of the highly successful Greatest Fights of the Century film series, telecast Friday nights over the entire NBC-TV interconnected network. The show is sponsored by Chesebrough Mfg. Co., for its Vaseline Cream Hair Tonic. He also produces Sports Highlights of the Week, sponsored by Bond Clothes.
AGENCY TV PERSONALITIES

WILLIAM ALEXANDER CHALMERS
Kenyon & Eckhardt, Inc.


LEWIS H. TITTERTON
Compton Advertising, Inc.

He received his education at two of the world’s more stellar institutions of learning, Cambridge University and Harvard. Titterton became assistant editor of the Atlantic Monthly in 1925. Remaining with that magazine for a year, he next moved over to the Macmillan Company where he assumed the post of assistant to the general sales manager. In 1928 he became an associate editor at Macmillan. He entered the field of radio in 1932 when the National Broadcasting Company beckoned him as script editor. He was affiliated with NBC for a period of 12 years (1932-44), then joined the Compton Advertising Agency as director of radio. His present title with Compton is vice-president, director of radio & TV. The Compton Agency is currently producing the Procter & Gamble Fireside Theater, over NBC's Eastern and Midwestern TV network.

HOWARD G. BARNES
Dorland, Inc.

He came to Dorland with 15 years experience in all phases of broadcasting, theater and films. As a senior producer for 8 years at CBS, New York, Barnes was a creative force behind the Columbia Workshop, the N. Y. Philharmonic Broadcasts, Duffy’s Tavern and other outstanding shows. He served four years in the Navy as a Lieutenant and producer-writer of training and propaganda films. After the war he returned for a year as a CBS producer and later was an independent producer of radio, motion picture features for syndication to TV stations. Prior to CBS, Barnes, as executive producer of the Music Corp. of America, was a guiding force in the development of Kay Kyser’s Kollege of Musical Knowledge. As v.p. of radio and TV, he has helped to build Dorland into a small but growing and aggressive contender in both media. Dorland’s national TV accounts include A. S. Beck Shoe Corp., Helbros Watch Co., Ameritex Fabrics.
Lee Cooley  
McCann-Erickson, Inc.


Marlo Lewis  
Blaine-Thompson Co., Inc.

Music was the main element of his early youth in Chicago. At the age of seven he conducted the Chicago Symphony Orchestra. He later was Concert Master of Senn High School Orchestra and conducted the University of Chicago Symphony Orchestra. In addition he played the violin and clarinet. The business world beckoned him in 1932 when he became a reporter for the City News Bureau in Chicago. After that he moved to New York where he became assistant to the production manager and space department manager at the Biow Co. Lewis also was an account executive with the Hirshon Garfield Agency. During this time in New York he helped create the local sales department and programs for CBS. Presently he is executive vice-president of Blaine-Thompson and package producer of Lunchcon at Sardi’s and Ed Sullivan’s Toast of the Town.

Preston H. Pumphrey  
Maxon, Inc.

A graduate of Ohio Wesleyan U., he entered the radio field in 1929. He has served on the radio production staffs of NBC and Benton & Bowles and as radio director for two advertising agencies, Fuller, Smith, Ross, Inc. and Warwick & Legler, Inc. The Fred Allen Show, Palmolive Beauty Box, Warden Lawes, Metropolitan Opera Auditions, Minute Mysteries and Maxwell House Show Boat are some of the more important programs that Pumphrey has produced and directed for radio. In 1947 he turned his talents toward the field of television. Today he is director of television for Maxon, Inc. an agency which is handling such sports highspots as the World Series, racing’s Triple Crown, and Friday night Boxing for the Gillette Safety Razor Co. Other Maxon video clients include: Griesedieck Western Brewery Company, Magnavox Inc., and Hotpoint, Inc.
He started in show business in 1929 as a singer and actor, appearing in Broadway plays and movies. He was under contract to Warner Bros. for a year, but came back East when musicals fell off and sang in various hotels and night clubs. Douglas finally wound up as entertainment director for a chain of hotels. He was with this chain for eight years, then went to DuMont as a director. After producing a new variety show, Front Row Center, for the Stanton B. Fisher Agency, Douglas left DuMont and joined Fisher as head of the TV and radio department. The agency expanded the show into a one-hour program, calling it Cavalcade of Stars and many big drug chains decided to come in, namely: Whelan, Walgreens, Liggett, Dow Cunningham, Gallagher, Gray, Harvey & Carey, Hook, Lane, People's, Read, Snyder, Sun, Sun Ray, Taylor and Thrifty Drug Stores.

Daly entered radio in 1929 as a producer for the National Broadcasting Company in the New York studios. Over an eight-year period, he produced the Firestone Hour, the Goldbergs, Major Bowes Amateu Hour and numerous other programs in all classifications. Later, he produced the Pontiac Varsity Show, the Telephone Hour, the Cresta Blanca Carnival, and in California during a five-year period, such programs as the Rudy Vallee Drene program, the Corliss Archer program and others. Currently Daly is the radio-television director for the Peck Advertising Agency, Inc. in New York. At the present moment, Peck's television activities are composed entirely of spot announcements and program considerations for Howard Clothes, Old Dutch Coffee, Charles of the Ritz, Premier Foods (Sauce Arthur). The agency is also currently presenting the Johnny Olsen Rumpus Room on WABD. New York, DuMont's key station.

Vice president and executive director of radio and TV of Kudner Agency Inc., Kirk is a native West Virginian whose early business training was in association with his father in banking, brokerage and theaters. From program and sales activities with WTAM, Cleveland, Kirk organized his own advertising agency, Lang, Fisher and Kirk. In 1933 he resigned from the partnership to accept a vice presidency with Ruthrauff and Ryan Inc. From 1938 to 1941 he was in Hollywood as a vice president of United Artists. He joined Kudner in 1941 as director of radio. Kudner TV programs under Kirk's supervision are: Texaco Star Theater, NBC-TV, (The Texas Co.); Martin Kane, Private Eye, NBC-TV (United States Tobacco Co.); Lights Out, NBC-TV, (The Admiral Corp.); Stop the Music, (Shared with The Admiral Corp. and Old Gold), ABC-TV; Admiral Broadway Revue (The Admiral Corp.); Fireball Fun for All (Buick Motor Division) and Metropolitan Opera Opening (The Texas Co.).
FREDERICK A. "TED" LONG
Geyer, Newell & Ganger, Inc.

Long was appointed director of radio and TV at Geyer, Newell & Ganger, Inc., in August 1949. He joined the agency in 1946 as radio production manager and later became assistant director of the department. He was previously radio account executive and head of the motion picture and TV department at Batten, Barton, Durstine & Osborn. During the war, Long was director of U. S. radio activities and administrative officer for the Coordinator of Inter-American Affairs in New York. Starting in radio in 1927, Long produced and directed programs on all national radio networks, was Washington program manager of CBS, director of broadcasting for the New York World's Fair, and head of radio for Lord & Thomas in Chicago. Current commercial video programs and sponsors are Kelvinator's Homemaker's Exchange, participation, on CBS-TV network of fifteen stations; and Kruger's Boxing with Dennis James.

H. PIERSON MAPES
Hutchins Advertising Co., Inc.

He has enjoyed a long career in the advertising and distribution field. He first joined the May Radio and Television Corp., a Philco distributor, in 1930. By 1933 he had risen to the position of sales promotion and merchandising manager. Mapes became connected with the Hutchins Advertising Co. in 1945. He is now in charge of the radio-TV department and commercial motion picture department. During the past five years Mapes has been responsible for many fine radio programs, including the Radio Hall of Fame, the Bing Crosby show, the Burl Ives show and the Breakfast Club (Philco Portion). The Hutchins agency's programs now on the air are: Philco Television Playhouse, NBC network, and the Breakfast Club (Philco Portion), ABC. In addition the agency also handles some important radio and television sport advertising.

WILSON M. TUTTLE
Ruthrauff & Ryan, Inc.

His career has run the gamut from actor to writer to director. During the years 1932-35 he acted on stages in California, New York and Chicago. In between he did some writing and directing for stations WIND and WCFL, Chicago. He joined radio station WOR, New York, in 1956 as staff director, announcer and nighttime station manager, and remained there until 1959 when he came to Ruthrauff & Ryan as program director and supervisor. Tuttle is now vice-president, director of radio and television at R&R. Current among the agency's video accounts are: American Kitchens; Chrysler Corp., Dodge Div., Dodge Dealers of Los Angeles; Dodge Dealers of St. Louis; Edwards Coffee; Galveston-Houston Breweries; Griesedieck Bros. Brewery Co.; Gunther Brewing Co.; Lever Bros. (Spry); Morris B. Sachs; Pittsburgh Dodge Dealers Ass'n.; Reddi-Wip; Safeway Stores; Seattle Dodge Dealers; Western Reddi-Wip Co.; Sterling Salt Co.; Allied Florists (Chicago), Heet.
MIRIAM TRAEGER
Abbott Kimball Co., Inc.

She has long been associated with the radio field. Her early training began with WMCA as secretary to the president. From WMCA Miss Traeger moved, in 1941, to WINS. 1944 found her Time Buyer at Abbott Kimball Co., Inc. supervising broadcast campaigns for clients such as, Joe Lowe Corp., Koret of Calif., Mark Cross, Renoir Perfumes, Marcella Pearls, Bonne Bell Cosmetics, Black Starr and Gorham, Colonial Dames Cosmetics, Union Pharmaceutical Co., Peggy Sage, Artra Cosmetics, Inc., Norcross, Inc., Family Laundry Owners Assn., Lipstae, and Northam Warren Corp. She signed the first agreement with a TV station for Norcross, Inc. It was a modest beginning, but as the scope widened with the rapid expansion of TV stations other clients entered the medium on a selective market basis. Some of these accounts are Rogers Peet, Artra Cosmetics, Inc., Lampl Fashions, and Jackson Furniture Co.

HUGH HOLE
Brooke, Smith, French & Dorrance, Inc.

Graduated with a B.A. degree in Dramatic Art, University of N. C. in 1942. During four years there he worked in local radio stations and participated in many theatrical productions produced by the N. C. Players Assn. In June, 1942, he entered the radio department of Benton & Bowles, New York City. During four years there he acted as producer, director and administrative assistant. In 1946 he formed his own independent production company, Television Radio Enterprises. Later he joined Dancer-Fitzgerald-Sample as supervisor of all commercial production. He joined Brooke, Smith French & Dorrance, Inc., in Aug. 1948 as director of radio and TV, handling these shows: Detroit Tigers home baseball games and Detroit Lions home football games for the Goebel Brewing Co.; Inside Football, WWJ-TV, Detroit for the Goebel Brewing Co.; 4-Star Final News, WJBK-TV for the Hudson Motor Car Co.

JOHN S. DAVIDSON
Fletcher D. Richards, Inc.

Born in New York City, he attended Lawrenceville School and Yale University (Sheffield Scientific Schools). Davidson entered the radio business in sales and programming at NBC in 1927. Formerly he had been with Judge Weekly and the Selznick Moving Picture Co. His years in radio have seen him serve as radio director for Ruthrauff and Ryan, Young and Rubicam, J. M. Mathes, and as radio-television director at Federal Advertising Agency. In 1947 he joined the Fletcher D. Richards agency, where he is now radio and television director. Among Richards’ TV programs and accounts are: Special animated film shorts for U. S. Rubber Co. (tire division); “Lucky Pup” for U. S. Rubber Co. (footwear division); Animated film shorts for Durham-Enders Razor Corp.; Boxing Matches for Berghoff Brewing Corp.; “Market Melodies” for Foremost Dairies, Inc. and a news program for Eastern Air Lines.
it is now tomorrow...

Look closely at your new horizon.
These are not the shapes of things to come, but of things already here.

For today, television in its full proportions is clearly visible ...creating new patterns in the basic habits of Americans.
It is changing the way they work and play; the way they think and talk, and buy and sell.

In this pattern, the habit of tuning to CBS Television is firmly fixed —held fast by powerful programming like The Goldbergs...Studio One...
Arthur Godfrey...Ed Wynn...Mama ...
...Suspense...Inside U.S.A....

For in television as in radio when you tune to CBS, you know you're tuning in the kind of entertainment that satisfies the largest audiences in the world.

CBS television
first in audiences
Look closely at your new horizon.

These are not the shapes of things to come, but of things already here.

For today, television in its full proportions is clearly visible...creating new patterns in the basic habits of Americans.

It is changing the way they work and play; the way they think and talk, and buy and sell.

In this pattern, the habit of tuning to CBS Television is firmly fixed—held fast by powerful programming like The Goldbergs...Studio One...Arthur Godfrey...Ed Wynn...Mama...Suspense...Inside U.S.A....

For in television as in radio when you tune to CBS, you know you're tuning in the kind of entertainment that satisfies the largest audiences in the world.

**CBS television**

*first in audiences*
A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER
President

Robert E. Kintner, president of the American Broadcasting Company, is, at 40, the youngest president of a national network. He is also the most recently elected major radio network chief executive, having been named to his new office by the ABC board of directors on December 30, 1949. At the same meeting the ABC board elected Mark Woods, president, to be vice-chairman of the company. Kintner who prior to his election as ABC chief, was executive vice-president, joined the company in 1944 following his discharge from the Army as Lieutenant Colonel. Before his service in the Army, for which he was awarded the Legion of Merit, he had a distinguished career as a reporter, Washington correspondent and co-author with Joseph Alsop of a nationally syndicated Washington newspaper column.

CHARLES C. BARRY
Vice-President in Charge Radio-TV Programming

One of the radio industry's best liked personalities. Charles C. (Bud) Barry, vice-pres. in charge of radio and television programming, has been one of the top program officers of the ABC network since its organization. During the period from 1942 to 1945 he was the network's national program director and two years later, in 1947, was elected a vice-president and placed in charge of radio and television programming. Barry, a former presidential announcer, has to his credit a large number of radio innovations which are today in wide use in the broadcasting industry. He was instrumental in the development of high fidelity transcription recording and played a prominent role in promoting the sale of time for presentation of opposing viewpoints on controversial questions. He also has been the guiding light in the development of such top radio and TV programs as "Stop The Music" and "The Paul Whiteman TV Revue."

ALEXANDER STRONACH, JR.
Manager of Television Programs

With a solid advertising agency background behind him, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept. 1948. His agency experience started in 1938 when, from Hollywood, he joined Young & Rubicam, Inc. as a writer on the "We, The People" radio show. Subsequently he produced and directed this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, talent and program manager for Young & Rubicam. In 1947, he joined the William Morris Agency as a radio-television executive. During his year and a half at ABC, the network has realized upon the full potentialities of television with the commercial "Paul Whiteman Revue," and has successfully translated "Stop The Music" from radio to video.
Joining CBS in 1935 as research director, Frank Stanton, president of the network, rapidly advanced to a vice presidency in 1942 and was named general manager and elected to the board of directors in 1945. He has been president since 1946. Stanton has a couple of firsts in radio research to his credit. He was the first to develop and use a mechanical device for recording radio set operation and he is a co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Almost as well known in the field of psychology as radio, Stanton is the author of many books and articles on the former subject. Prior to CBS he had been with the Psychology Department at Ohio State University. During the war he served as a consultant to the Office of Facts and Figures. He was born in Muskegon, Mich., on March 20, 1908, and has degrees from Ohio Wesleyan and Ohio State Universities.

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 1946 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.

A member of the CBS family for 18 years, J. L. Van Volkenburg, has risen through a number of executive posts with the network to his present position as network sales vice-president. He joined CBS in 1932 as general manager of 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.
President of Allen B. Du Mont Laboratories, Inc., the only company in the United States whose energies are devoted exclusively to all phases of television, Dr. Allen B. Du Mont is best known for his work on the commercial development of the cathode-ray tube. This tube provides today's set owners with clear, bright, reliable pictures. A graduate of Renssalaer Polytechnic Institute, Du Mont and his organization have piled up an imposing number of TV "firsts." He founded the first television network which today comprises more than 50 stations throughout the country. The company produced the first commercially available video receiver in 1939 and was the first to make regular recordings of television programs. Its New York station, WABD, was the first to present a regular daytime program schedule.

MORTIMER W. LOEWI
Director

The growth of the Dumont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy

Chris J. Witting
General Manager

Bringing to television a sound background in industry and the entertainment world, Chris J. Witting joined DuMont in June, 1947, and devoted his first two years in video to financial and organizational problems. In Feb. 1950, he was appointed general manager of the network. Witting attended the Schools of Business and Finance of NYU and Columbia, as well as Fordham Law School. Thereafter he joined the firm of Price, Waterhouse & Co. As a result of experience gained here he became a CPA. In 1940 he was elected comptroller of the USO-Camp Shows. As an executive officer he played an important part in the USO entertainment program during the war. After a year with the Maritime Service with the rank of commander, he returned to USO Camp Shows to set up the administrative supervision of more than 5,000 entertainers in the ETO.
DuMONT TELEVISION NETWORK

DR. ALLEN B. DuMONT
President

President of Allen B. Du Mont Laboratories, Inc., the only company in the United States whose energies are devoted exclusively to all phases of television, Dr. Allen B. Du Mont is best known for his work on the commercial development of the cathode-ray tube. This tube provides today's set owners with clear, bright, reliable pictures. A graduate of Remsraer Polytechnic Institute, Du Mont and his organization have piled up an imposing number of TV "firsts." He founded the first television network which today comprises more than 50 stations throughout the country. The company produced the first commercially available video receiver in 1939 and was the first to make regular recordings of television programs. Its New York station, WABD, was the first to present a regular daytime program schedule.

MORTIMER W. LOEWI
Director

The growth of the DuMont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy for the last 14 years and is widely known in New York banking and investment circles. Commander Loewi was born in Urbana, Ohio, but while he was still quite young his family moved to Piqua, Ohio, where he graduated grade and high school. His later education centered mainly on art. He studied at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy. Loewi is an art connoisseur as well as an accomplished artist.

CHRIS J. WITTING
General Manager

Bringing to television a sound background in industry and the entertainment world, Chris J. Witting joined DuMont in June, 1947, and devoted his first two years in video to financial and organizational problems. In Feb. 1950, he was appointed general manager of the network. Witting attended the Schools of Business and Finance of NYU and Columbia, as well as Fordham Law School. Thereafter he joined the firm of Price, Waterhouse & Co. As a result of experience gained here he became a CPA. In 1940 he was elected comptroller of the USO-Camp Shows. As an executive officer he played an important part in the USO entertainment program during the war. After a year with the Maritime Service with the rank of commander, he returned to USO Camp Shows to set up the administrative supervision of more than 5,000 entertainers in the ETO.
M. B. S. TELEVISION NETWORK

THEODORE C. STREIBERT
Chairman of the Board

Theodore C. Streibert, chairman of the Board of the Mutual Broadcasting System, formerly held an important position in the field of education as assistant dean of the Harvard Business School. He has been president of WOR since 1945 and prior to that was connected with the motion picture industry as a film company executive. Streibert joined WOR in 1933 as assistant to Alfred J. McCosker, who was then the station’s president. He was elected to the station’s board of directors in 1935 and a year later was named executive vice-president and general manager. Streibert was an instrumental figure in the founding and development of the Mutual Broadcasting System of which WOR is the N. Y. key station. As WOR president he supervises the station’s AM and FM activities and is also in charge of WOR-TV and WOIC, Washington, D. C.

A. A. SCHECHTER
Vice-President

One of the most energetic executives in the business, A. A. Schechter, Mutual network vice-president in charge of news, special events and press, entered radio in 1931 as head of the copy desk at NBC. In the eleven years that followed, he molded a radio news organization with reporters being heard regularly from the far corners of the world. In 1938, Schechter directed the first combined radio and TV special event, when the King and Queen of England visited New York’s World Fair. Today he is probably the best known news and special events man in radio. As a Lieutenant Colonel during World War II, he served as chief of radio at General MacArthur’s headquarters in charge of press transmission and broadcasting in the Southwest Pacific. Schechter is active in supervising the TV activities of the Mutual network, working closely with MBS local stations which are in video operation.

EARL M. JOHNSON
Vice-President in Charge of Engineering

Joining the Mutual Broadcasting System in 1945 as chief plans and allocation engineer, Earl M. “Pete” Johnson was named director of engineering on January 1, 1947. In that capacity, he developed Mutual’s “listenability,” a new engineering measurement, designed to guide network expansion. Johnson was elected vice-president in charge of engineering and station relations for Mutual in February, 1949. He is in daily contact with Mutual affiliates on AM, FM and TV matters. Johnson has been a member of the executive engineering committee of the NAB for four years. A graduate of the University of Cincinnati, he became an engineer on the staff of WLW, in 1940. He served on the Operation Research Staff of the War Department during the last war. He takes part in the TV activities of MBS and has handled special management assignments.
NILES TRAMMELL
Chairman of the Board

One of those career man in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, Niles Trammell, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network. Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

JOSEPH H. McCONNELL
President

Donald Richberg, in Washington, D. C. McConnell served as director of one of the agency’s three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

CHARLES R. DENNY
Executive Vice-President

Charles R. Denny, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to chief of the Appellate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.
The SHOW Window
Philadelphia Shops By

Whether she's eyeing an item from the dime store* . . . or a mink coat** . . . WFIL-TV's main talent is catching Mrs. Philadelphia in the act of making up her mind. And remember, YOU are in the act, when YOU're on WFIL-TV.

From the experiences of *F. W. Woolworth Co., and **Corlies Furs, Inc., both of which bought WFIL-TV once, and then again, and again.)

ABC and
DU MONT

WFIL-TV

Represented by
THE KATZ AGENCY

The Philadelphia Inquirer Station

1084
TELEVISION STATIONS

Alphabetically Listed
by States, Cities and Call Letters

Personnel

Facilities

Other Detailed Information

NINETEEN FIFTY
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBTV</td>
<td>Dallas, Tex.</td>
<td>1108</td>
</tr>
<tr>
<td>KDYL-TV</td>
<td>Salt Lake City, Utah</td>
<td>1109</td>
</tr>
<tr>
<td>KEEA-TV</td>
<td>Hollywood, Calif.</td>
<td>1087</td>
</tr>
<tr>
<td>KEYL</td>
<td>San Antonio, Tex.</td>
<td>1109</td>
</tr>
<tr>
<td>KFJ-TV</td>
<td>Los Angeles, Calif.</td>
<td>1090</td>
</tr>
<tr>
<td>KFMB-TV</td>
<td>San Diego, Calif.</td>
<td>1090</td>
</tr>
<tr>
<td>KGO-TV</td>
<td>San Francisco, Calif.</td>
<td>1090</td>
</tr>
<tr>
<td>KING-TV</td>
<td>Seattle, Wash.</td>
<td>1110</td>
</tr>
<tr>
<td>KLAC-TV</td>
<td>Hollywood, Calif.</td>
<td>1088</td>
</tr>
<tr>
<td>KLEE-TV</td>
<td>Houston, Tex.</td>
<td>1109</td>
</tr>
<tr>
<td>KMTV</td>
<td>Omaha, Neb.</td>
<td>1100</td>
</tr>
<tr>
<td>KNBH</td>
<td>Hollywood, Calif.</td>
<td>1088</td>
</tr>
<tr>
<td>KOB-TV</td>
<td>Albuquerque, N. Mex.</td>
<td>1100</td>
</tr>
<tr>
<td>KOTV</td>
<td>Tulsa, Okla.</td>
<td>1087</td>
</tr>
<tr>
<td>KPHO-TV</td>
<td>Phoenix, Ariz.</td>
<td>1087</td>
</tr>
<tr>
<td>KPIX</td>
<td>San Francisco, Calif.</td>
<td>1090</td>
</tr>
<tr>
<td>KRLD-TV</td>
<td>Dallas, Tex.</td>
<td>1109</td>
</tr>
<tr>
<td>KRONT-TV</td>
<td>San Francisco, Calif.</td>
<td>1091</td>
</tr>
<tr>
<td>KSD-TV</td>
<td>St. Louis, Mo.</td>
<td>1100</td>
</tr>
<tr>
<td>KSL-TV</td>
<td>Salt Lake City, Utah</td>
<td>1110</td>
</tr>
<tr>
<td>KSTP-TV</td>
<td>St. Paul-Minneapolis, Minn.</td>
<td>1099</td>
</tr>
<tr>
<td>KTLA</td>
<td>Los Angeles, Calif.</td>
<td>1090</td>
</tr>
<tr>
<td>KTSL</td>
<td>Hollywood, Calif.</td>
<td>1088</td>
</tr>
<tr>
<td>KTTV</td>
<td>Hollywood, Calif.</td>
<td>1090</td>
</tr>
<tr>
<td>WAAM-TV</td>
<td>Baltimore, Md.</td>
<td>1097</td>
</tr>
<tr>
<td>WABD</td>
<td>New York, N. Y.</td>
<td>1101</td>
</tr>
<tr>
<td>WAFTM-TV</td>
<td>Birmingham, Ala.</td>
<td>1087</td>
</tr>
<tr>
<td>WAGA-TV</td>
<td>Atlanta, Ga.</td>
<td>1103</td>
</tr>
<tr>
<td>WATV</td>
<td>Newark, N. J.</td>
<td>1100</td>
</tr>
<tr>
<td>WAVE-TV</td>
<td>Louisville, Ky.</td>
<td>1096</td>
</tr>
<tr>
<td>WBAL-TV</td>
<td>Baltimore, Md.</td>
<td>1097</td>
</tr>
<tr>
<td>WBAP-TV</td>
<td>Fort Worth, Tex.</td>
<td>1109</td>
</tr>
<tr>
<td>WBEN-TV</td>
<td>Buffalo, N. Y.</td>
<td>1101</td>
</tr>
<tr>
<td>WKBK</td>
<td>Chicago, Ill.</td>
<td>1095</td>
</tr>
<tr>
<td>WBNS-TV</td>
<td>Columbus, O.</td>
<td>1104</td>
</tr>
<tr>
<td>WBRC-TV</td>
<td>Birmingham, Ala.</td>
<td>1087</td>
</tr>
<tr>
<td>WBTV</td>
<td>Charlotte, N. C.</td>
<td>1103</td>
</tr>
<tr>
<td>WBZ-TV</td>
<td>Boston, Mass.</td>
<td>1098</td>
</tr>
<tr>
<td>WCAU-TV</td>
<td>Philadelphia, Pa.</td>
<td>1107</td>
</tr>
<tr>
<td>WCBS-TV</td>
<td>New York, N. Y.</td>
<td>1101</td>
</tr>
<tr>
<td>WCP-O-TV</td>
<td>Cincinnati, O.</td>
<td>1103</td>
</tr>
<tr>
<td>WDAD-TV</td>
<td>Kansas City, Mo.</td>
<td>1099</td>
</tr>
<tr>
<td>WDEL-TV</td>
<td>Wilmington, Del.</td>
<td>1092</td>
</tr>
<tr>
<td>WDSU-TV</td>
<td>New Orleans, La.</td>
<td>1097</td>
</tr>
<tr>
<td>WDTV</td>
<td>Pittsburgh, Pa.</td>
<td>1103</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>Chicago, Ill.</td>
<td>1085</td>
</tr>
<tr>
<td>WEWS</td>
<td>Cleveland, O.</td>
<td>1104</td>
</tr>
<tr>
<td>WFBD-TM</td>
<td>Indianapolis, Ind.</td>
<td>1096</td>
</tr>
<tr>
<td>WFL-TM</td>
<td>Philadelphia, Pa.</td>
<td>1108</td>
</tr>
<tr>
<td>WFMY-TM</td>
<td>Greensboro, N. C.</td>
<td>1103</td>
</tr>
<tr>
<td>WGBAL-TV</td>
<td>Lancaster, Pa.</td>
<td>1107</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City—State</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN-TV</td>
<td>Chicago, Ill.</td>
<td>1095</td>
</tr>
<tr>
<td>WHAM-TV</td>
<td>Rochester, N. Y.</td>
<td>1102</td>
</tr>
<tr>
<td>WHEN</td>
<td>Syracuse, N. Y.</td>
<td>1102</td>
</tr>
<tr>
<td>WHOI-TV</td>
<td>Dayton, O.</td>
<td>1105</td>
</tr>
<tr>
<td>WICU</td>
<td>Erie, Pa.</td>
<td>1107</td>
</tr>
<tr>
<td>WJAC-TV</td>
<td>Johnstown, Pa.</td>
<td>1107</td>
</tr>
<tr>
<td>WJAR-TV</td>
<td>Providence, R. I.</td>
<td>1108</td>
</tr>
<tr>
<td>WJRK-TV</td>
<td>Detroit, Mich.</td>
<td>1098</td>
</tr>
<tr>
<td>WNYTV</td>
<td>New York, N. Y.</td>
<td>1101</td>
</tr>
<tr>
<td>WUPK</td>
<td>Utica, N. Y.</td>
<td>1103</td>
</tr>
<tr>
<td>WYKY-TV</td>
<td>Oklahoma City, Okla.</td>
<td>1105</td>
</tr>
<tr>
<td>WZKC-TV</td>
<td>Cincinnati, O.</td>
<td>1103</td>
</tr>
<tr>
<td>WLA-TV</td>
<td>Grand Rapids, Mich.</td>
<td>1099</td>
</tr>
<tr>
<td>WLCW</td>
<td>Columbus, O.</td>
<td>1105</td>
</tr>
<tr>
<td>WLD-D</td>
<td>Dayton, O.</td>
<td>1105</td>
</tr>
<tr>
<td>WLWT</td>
<td>Cincinnati, O.</td>
<td>1104</td>
</tr>
<tr>
<td>WMAL-TV</td>
<td>Washington, D. C.</td>
<td>1092</td>
</tr>
<tr>
<td>WMAR-TV</td>
<td>Baltimore, Md.</td>
<td>1098</td>
</tr>
<tr>
<td>WMFR-TV</td>
<td>Jacksonville, Fla.</td>
<td>1093</td>
</tr>
<tr>
<td>WMCT</td>
<td>Memphis, Tenn.</td>
<td>1108</td>
</tr>
<tr>
<td>WNAC-TV</td>
<td>Boston, Mass.</td>
<td>1098</td>
</tr>
<tr>
<td>WNBFTV</td>
<td>Binghamton, N. Y.</td>
<td>1100</td>
</tr>
<tr>
<td>WNBK</td>
<td>Cleveland, O.</td>
<td>1104</td>
</tr>
<tr>
<td>WNBQ</td>
<td>Chicago, Ill.</td>
<td>1095</td>
</tr>
<tr>
<td>WNBT</td>
<td>New York, N. Y.</td>
<td>1101</td>
</tr>
<tr>
<td>WNBW</td>
<td>Washington, D. C.</td>
<td>1092</td>
</tr>
<tr>
<td>WNHC-TV</td>
<td>New Haven, Conn.</td>
<td>1091</td>
</tr>
<tr>
<td>WOAI-TV</td>
<td>San Antonio, Tex.</td>
<td>1109</td>
</tr>
<tr>
<td>WOMC-TV</td>
<td>Davenport, Ia.</td>
<td>1096</td>
</tr>
<tr>
<td>WOJ-TV</td>
<td>Ames, Ia.</td>
<td>1096</td>
</tr>
<tr>
<td>WOIC</td>
<td>Washington, D. C.</td>
<td>1093</td>
</tr>
<tr>
<td>WOR-TV</td>
<td>New York, N. Y.</td>
<td>1102</td>
</tr>
<tr>
<td>WOW-TV</td>
<td>Omaha, Neb.</td>
<td>1100</td>
</tr>
<tr>
<td>WPDX</td>
<td>New York, N. Y.</td>
<td>1102</td>
</tr>
<tr>
<td>WPTZ</td>
<td>Philadelphia, Pa.</td>
<td>1107</td>
</tr>
<tr>
<td>WRGB</td>
<td>Schenectady, N. Y.</td>
<td>1102</td>
</tr>
<tr>
<td>WSAZ-TV</td>
<td>Huntington, W. Va.</td>
<td>1110</td>
</tr>
<tr>
<td>WSB-TV</td>
<td>Atlanta, Ga.</td>
<td>1095</td>
</tr>
<tr>
<td>WSPD-TV</td>
<td>Toledo, O.</td>
<td>1105</td>
</tr>
<tr>
<td>WSYT-TV</td>
<td>Syracuse, N. Y.</td>
<td>1103</td>
</tr>
<tr>
<td>WTCA-TV</td>
<td>Minneapolis, Minn.</td>
<td>1099</td>
</tr>
<tr>
<td>WTMJ-TV</td>
<td>Milwaukee, Wis.</td>
<td>1110</td>
</tr>
<tr>
<td>WTTG</td>
<td>Washington, D. C.</td>
<td>1093</td>
</tr>
<tr>
<td>WTVB</td>
<td>Bloomington, Ind.</td>
<td>1096</td>
</tr>
<tr>
<td>WTVJ</td>
<td>Miami, Fla.</td>
<td>1093</td>
</tr>
<tr>
<td>WTVN</td>
<td>Columbus, O.</td>
<td>1105</td>
</tr>
<tr>
<td>WTVR</td>
<td>Richmond, Va.</td>
<td>1110</td>
</tr>
<tr>
<td>WWJ-TV</td>
<td>Detroit, Mich.</td>
<td>1098</td>
</tr>
<tr>
<td>WXEL</td>
<td>Cleveland, O.</td>
<td>1104</td>
</tr>
<tr>
<td>WXYZ-TV</td>
<td>Detroit, Mich.</td>
<td>1099</td>
</tr>
</tbody>
</table>
STATION EXPANSION 1949-1950

The following list of Television Stations indicates the rapid growth of the medium over the same period last year, when there were 57 stations operating in 30 cities. *This list contains a total of 101 TV stations in operation in 59 cities where a total of 4,822,400 television sets were installed as of March 1, 1950.

*Figures from NBC-TV Sales Planning & Research.

ALABAMA

WA FM - TV
BIRMINGHAM—1949—ABC-CBS PARAMOUNT
Channel: 13 ........ AP, VP: 13.5 Kw, VP: 26 Kw.
Business-Studio Address ... Protective Life Bldg.
Phone Number ............ 3-8116
Transmitter Location ... Radio Park-Red Mt.
Air Time .................. 35 hours weekly
News Service ............... UP
Representative .......... Radio Sales
Membership ............... NAB
Pres., Gen. Mgr. .......... Thad Holt
Sta. Mgr., Pgm. Dir. ...... Lionel F. Baxter
Commercial Manager ... C. P. Persons, Jr.
Production Manager ... Burtt McKee, Jr.
Film Director ............. LeRoy Holt
Chief Engineers .......... Jimmy Evans, N. H. Hurley
Manager of Operations ... E. H. Mitchell

WBRC - TV
BIRMINGHAM—1949—NBC-DuM
Business-Studio Address ... WBRC Bldg.
Phone Number ............ 4-7741
Transmitter Location ... Red Mountain
Air Time .................. 42 hrs. weekly
News Service ............... AP, INS
Representative .......... Blair
Membership ............... NAB
President .................. Eloise Smith Hanna
General Manager .......... G. P. Hamann
Commercial Manager ... Don D. Campbell
Program Director .......... M. D. Smith
Promotion Director ......... John Orr
Dir, of News & Special Events ... Davenport Smith
Production Manager ...... M. D. Smith
Publicity Director ........ John Orr
Dir, of Remotes ............. Millard Almon
Chief Engineer ............. G. P. Hamann

ARIZONA

KPHO - TV
PHOENIX—1949—ABC-CBS-NBC DU MONT
Channel: 5 ........ AP: 8.7 Kw, VP: 175 Kw.
Owned-Oper. By .......... Phoenix Television Inc.
Studio Address ............ KPHO Bldg.
Phone Number ............ 4-7367
Transmitter Location ... Westward Ho Hotel
President ................. Rex Schepp
Commercial Manager ... Richard Heath
Program Manager .......... Scott Schepp
Director Operations ...... W. J. Stiles

CALIFORNIA

KECA - TV
HOLLYWOOD—1949—ABC
Channel: 7 ........ AP: 14.7 Kw, VP: 28.4 Kw.
Business-Studio Address ... ABC TV Center
Phone Number ............ Normandy 3-3311
Air Time .................. 28½ hours weekly
News Service ............... AP, INS, UP
Representative .......... ABC Spot Sales
Director Operations ...... Mark Woods (ABC)

Richard Moore
Station Manager .......... Clyde P. Scott
Commercial Manager ... Robert Laws
Program Director .......... Phillip Booth
Dir, of News and Special Events ... F. LaTourette
Production Manager ...... Carlton E. Winckler
Publicity Director ........ Ned Hullinger
Film Editor ............... George Boggs
Director of Remotes ... James T. Vandiver
Chief Engineer .......... P. G. Caldwell
KLAC-TV
HOLLYWOOD—1948
Channel: 13...AP: 16.2 Kw...VP: 30.8 Kw.
Owned-Oper. By: KMTR Radio Corp.
Bus.-Studio Address: 1000 N. Cahuenga Blvd.
Phone Number: HUDSON 2-7311
Transmitter Location: Mt. Wilson
Air Time: 25 hours weekly
News Service: INS, AP
Representative: Katz Agency Inc.
Membership: NAB
President: Dorothy Schiff
Gen. Station Mgr.: Don Fedderson
Commercial Manager: Dave Lundy
Program Director: Fred Henry
Promotion Director: Jack Miller
Dir. of News & Special Events: J. McNamara
Production Manager: Don Forbes
Publicity Director: Red Doff
Director of Remotes: Fred Henry
Chief Engineer: Carl Olson

Phone Number: Hollywood 9-6161
Transmitter Location: Mt. Wilson
Air Time: 28 hours weekly
News Service: AP, INS, UP
Representative: NBC Spot Sales
Membersh'p: NAB
VP Chg. West. Div.: Sidney N. Strotz
General Manager: Harold J. Bock
Commercial Manager: Frank A. Berend
Program Director: Robert V. Brown
Promotion Director: Helen M. Hall
Dir. of News & Spec. Events: Roger Sprague
Production Manager: Edward H. Sobol
Publicity Director: Leslie Raddatz
Film Director: Robert Guggenheim
Director of Remotes: A. V. Cole
Chief Engineer: Robert W. Clark

KTSU
HOLLYWOOD—1931—DuM DON LEE
Channel: 2. AP: 2.5 Kw. VP: 15 Kw.
Owned-Oper.: Thomas S. Lee Enterprises, Inc.
Business-Studio Address: 1313 N. Vine St.
Phone Number: HUDSON 2-2133
Transmitter Location: 3800 Mt. Lee Drive
Air Time: 20 hours weekly
News Service: AP, INS
Representative: Blair-TV, Inc.
KTTV announces the removal of all facilities and offices to Nassour Studios, 5746 Sunset Boulevard. Hollywood's newest, most compact motion picture lot now producing motion pictures as well as top-flight television.

KTTV
Los Angeles Times-CBS Television
KTTV
HOLLYWOOD—1948—CBS
Channel: 11. AP: 16.6 Kw. VP: 31.5 Kw.
Owned-Oper. By: KTTV, Inc.
Phone Number: HUDSON 2-1301
Transmitter Location: Mt. Wilson
Air Time: 35 hours weekly
News Service: AP
Representative: Radio Sales
Membership: NAB
President: Norman Chandler
Acting Station Mgr.: Harrison M. Dunham
Commercial Manager: Frank G. King
Program Director: Robert M. Purcell
Promotion, Publicity Dir.: John R. Vrba
Production Manager: Seymour Klate
Film Director: John D. Rovick
Director of Remotes: Robert Breckner
Chief Engineer: R. A. Monfort

KFI-TV
LOS ANGELES—1948
Channel: 9. AP: 18 Kw. VP: 34 Kw.
Owned-Oper. By: Earle C. Anthony, Inc.
Business-Studio Address: 1411 N. Vermont Ave.
Phone Number: Dunkirk 2-2121
Transmitter Location: Mt. Wilson
Air Time: 15 hours weekly
News Service: AP, UP
Membership: TBA, NAB
President: Earle C. Anthony
Gen. Mgr.: W. B. Ryan
Station Manager: H. J. Tyler
Program Director: Kenneth Higgins
Sales Prom. Mgr.: K. B. Sweeney
Director News & Special Events: Pat Bishop
Film Director: James Love
Technical Director: Seymour Johnston

KGTV
SAN DIEGO—1949—ABC-CBS-NBC
Business Address: 1375 Pacific Blvd.
Phone Number: Main 2114
Studio Address: San Diego Hotel
Transmitter Location: Mt. Soledad
Air Time: 49 hours weekly
Representative: Branham
Membership: NAB
President, General Manager: Jack O. Gross
Commercial Manager: William Edholm
Prom. Dir., Dir. of Remotes: Alvin Flanagan
Prom., Pub. Dir.: Neil Morgan
Prod. Mgr., Film Dir.: Bill Fox
Chief Engineer: Thornton Chew

KPIX
SAN FRANCISCO—1948—CBS
DUMONT-PARAMOUNT
Channel: 5. AP: 15.4 Kw. VP: 29.9 Kw.
Owned-Oper. By: Associated Bcsters, Inc.
Bus. Studio Address: Mark Hopkins Hotel
Phone Number: EXbrook 2-4567
Trans. Location: Roof, Mark Hopkins Hotel
Air Time: 14-28 hours weekly
News Service: INS, UP
Representative: Bolling
Membership: TBA, NAB
President: Wesley I. Dumm
V.P., Gen. Mgr.: Philip G. Lasky
U. S. TELEVISION STATIONS

Commercial Manager.............. Lou Simon
Program Director.............. Sanford Spillman
Promotion Dir................... Kay Mulvihill
Dir. News & Spec. Events ... Forrester Mashbir
Film Director.................. Arlene Healy
Technical Director............. A. E. Towne

KRON-TV
SAN FRANCISCO—1949—NBC
Channel: 4 ........ AP: 7.7 Kw. ....... VP: 14.5 Kw.
Business Studio Address ...... 901 Mission St.
Phone Number ................ GARfield 1-1100
Transmitter Location .. TV Peak, San Bruno Mt.
Air Time ...................... 23 hours weekly
News Service ............... Free and Peters
Representative ............. AP
Membership ................. NAB
Manager ....................... Charles Thieriot
Director of Television ...... Harold P. See
Sales Director .......... Norman Louvau
Program Director ......... Patric Crafton
Promotion Director ........ Don Knight
Publicity Director ........... Jack Wallace
Chief Engineer .............. R. A. Isberg

CONNETICUT

WNHC-TV
NEW HAVEN—1948
ABC-CBS-MBS-NBC-DuM
Channel: 6 .......... AP: .957 Kw. ....... VP: 1.82 Kw.
Owned-Oper. By ........ The Elm City Bcslg. Corp.
Business-Studio Address ...... 1110 Chapel St.
Phone Number ................. 8-0196
Transmitter Location .. Gaylord Mt.
Air Time ...................... 52 hours weekly
News Service ............... AP
Representative ............. Katz
Membership ................. NAB
President .................. Patrick J. Goode
Sec.-Treas. .................. Aldo De Dominics
Station Manager ........ James T. Milne
Commercial Manager ...... Vincent J. Callanan
Acting Program Director ... Jean O'Brien
Prom. Dir., Prod. Mgr........ Lee Hall
Dir. of Sports .............. Lawrence McNamara
Dir of Rem., Chf. Engr.... Vincent DeLaurentis

KFMB is all-embracing in SAN DIEGO!

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

Wire or write for availabilities

KFMB (AM-FM-TV)
1375 Pacific Blvd., San Diego, Calif.

Owned and managed by Jack Gross
Represented by The Branham Co.
_U. S. TV STATIONS_

**DELAWARE**

**WDEL-TV**
WILMINGTON—1949—NBC
Channel: 7  AP: 5 Kw.  VP: 1 Kw.
Owned-Oper. By:  WDEL, Inc.
Business-Studio Address  10th & King Sts.
Phone Number  7268
Transmitter Location  New Castle County
Air Time  58 hours weekly
News Service  UP
Representative  Meeker
Membership  NAB
Station Executive  Clair R. McCollough
Station Manager  J. Gorman Walsh
General Sales Manager  J. Robert Gulick
Program Director  James Adshead
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
Studio Address  Commonwealth Bldg.
Transmitter  Campus American Univ.
Air Time  54 hours weekly
Representative  ABC Spot Sales
Membership  NAB
President  S. H. Kauffmann
V.P. & Gen. Mgr.  K. H. Berkeley
Commercial Manager  Ben B. Baylor, Jr.
Program Director  Charles Kelly
Promotion Director  Howard Bell
Director of News & Spec. Events  Bryson Rash
Publicity Director  Mary Pauline Perry
Chief Engineer  Frank Harvey

**WBW**
WASHINGTON—1947—NBC
Channel: 4  AP: 10.5 Kw.  VP: 20.5 Kw.
Business-Studio Address  724 14th St., N.W.
Phone Number  Republic 4000
Transmitter Location  Wardman Park Hotel
Air Time  45 hours weekly
News Service  AP, INS, UP
Representative  NBC Spot Sales
**U. S. TELEVISION STATIONS**

**WOIC**

WASHINGTON—1949—CBS-MBS

Channel: 9...AP: 14.4 Kw....VP: 27.3 Kw.

Owned-Oper...Bamberger Bestg. Service, Inc.

Business Address...433 Barr Bldg.

Phone Number...Orldway 7600

Studio-Transmitter Location...40th & Brandywine Sts., N.W.

Air Time...39½ hours weekly

News Service...WOR Sales Representative

Membership...TBA, NAB President...Theodore C. Streibert

General Manager...Eugene S. Thomas

Commercial Manager...William D. Murdock

Program Director...James S. McNurry

Prom. Dir., Dir. of Spec. Events...John F. Hardesty

Production Manager...James Blair

Film Director...Monterey Alden

Director of Remotes...Lawrence A. Wilkinson

Chief Engineer...Robert D. Compton

**WMBR-TV**

JACKSONVILLE—1949

ABC-CBS-NBC-DuM

Channel: 4...AP: 7.4 Kw....VP: 14.8 Kw.

Owned-Operated By...Florida Bestg. Co.

Business Address...625 So. Main St.

Phone Number...98-1525, 9-4477

Studio-Trans. Location...Southampton & Vine

Air Time...42 hrs. wkly.

News Service...UP Representative

President...Avery Knodell

Gen., Sta. Mgr...Glenn Marshall, Jr.

Program Director...Paul Acosta

Prod. Mgr., Film Dir...Bernie Adams

Chief Engineer...Ernest Vordermark

**WTVJ**

MIAMI—1948—ABC-CBS-NBC-DuM

Channel: 4...AP: 1.1 Kw....VP: 2.2 Kw.

Owned-Oper. By...Southern Radio & TV Equip. Co.

Business-Studio Address...17 N. 3rd St.

Phone Number...82-6671

Transmitter Location...Everglades Hotel

Air Time...30 hrs. wkly.

Representative...Free & Peters

President...Mitchell Wolfson

Gen., Sta. Mgr...Lee Ruwich

Commercial Manager...Harold W. Batchelder

Pgm. Dir., Dir. of News & Spec. Events...Clyde H. Lucas

Promotion Director...Sonny Shepherd

Production Manager...Lyn Lucas

Publicity Director...Bert M. Toppan

Film Director...Labe B. Moll

Director of Remotes...John A. Shary

Chief Engineer...Earl W. Lewis

**WTTG**

WASHINGTON—1945—DuM

Channel: 5...AP: 10.5 Kw....VP: 17.5 Kw.

Owned-Oper. By...Allen B. DuMont Labs., Inc.

Business-Studio Address...12th & E Sts., N.W.

Phone Number...Sterling 5300

Transmitter...5217 19th Rd., N.; Arlington

Air Time...40-45 hours weekly

News Service...Transradio Representative

DuMont Spot Sales Membership...TBA

President...Dr. Allen B. DuMont

General Manager...Walter Compton

Commercial Manager...Harold E. Sheffers

Program Director...Roger Coelos

Prom., Pub. Dir...Clarke Thornton

Dir of Spec. Events & Remotes...Donald G. Roper

Film Director...Jules Huber

Chief Engineer...Malcolm M. Burleson

**WAGA-TV**

ATLANTA—1947—CBS-DuM

Channel: 5...AP: 9.5 Kw....VP: 18 Kw.

Owned-Operated By...Fort Industry Co.

Bus.-Studio Address...1032 W. Peachtree, N.W.

Phone Number...Emerson 2541

Trans. Location...1018 W. Peachtree, N.W.

Air Time...33 hours weekly

News Service...AP Representative

Katz
WGN-TV
IS TOPS IN CHICAGO

... IN TECHNICAL EQUIPMENT
WGN-TV leads all other Chicago stations in Technical Equipment with more mobile units (2), more studios devoted exclusively to television (4), more cameras (14) and associated equipment, plus a complete projection room to handle both 35 mm and 16 mm films and slides, and the most modern transmitter in the area—all for your service when you advertise on WGN-TV.

... IN LOCAL PROGRAMMING
WGN-TV originates more local programming than any other Chicago station... has more local time sold... and also originates many programs each week—studio and remote—for the Dumont network. WGN-TV is the only Chicago station with its own newsreel department for full news-in-action coverage.

... IN SPORTS COVERAGE
Channel 9 in Chicago is the station to turn to for sports—no need to hunt... because WGN-TV telecasts more special and regular events and has more sponsored sport shows than any other station.

FOR THE TOP VALUE for your Chicago television dollar, contact Chicago's TOP television station.
Membership                          NAB
President                          George B. Storer
General Manager                   James E. Bailey
Sta. Mgr., Dir. of Remotes         Geo. B. Storer, Jr.
Commercial Manager                Claude H. Frazin
Promotion Director                 Lidie Lee
Production Manager                 Joyce Miller
Chief Engineer                    Paul B. Cram

WSB-TV
ATLANTA—1948—ABC-NBC
Channel: 8 . . . . AP: 12:5 Kw . . . . VP: 23.8 Kw.
Owned-Operated By                   The Atlanta Journal Co.
Address                              W. Peachtree
Phone Number                        Atwood 3827
Air Time                              60 hours weekly
News Service                          UP
Representative                        NAB
Membership                          NAB
Managing Director                   J. Leonard Reinsch
General Manager                     John M. Outler, Jr.
Commercial Manager                  Frank Gaither
Program Director                    Marcus Bartlett
Promotion Director                   Vincent Piano
Dir. of News & Spec. Events          James Bridges
Production Manager                   Mark Toalson
Publicity Director                   Wayne Anderson
Film Director                        Jean Hendrix
Chief Engineer                      C. F. Daugherty

I L L I N O I S

WGBK
CHICAGO—1941—CBS
Channel: 4 . . . . AP: 7.5 Kw . . . . VP: 11 Kw.
Owned-Operated By                   Balaban & Katz Corp.
Bus.-Studio Address                 190 North State St.
Phone Number                       Randolp 6-8210
Transmitter Location               33 North LaSalle St.
Air Time                           70 hours weekly
News Service                        UP
Representative                      Weed
Membership                          TBA
General Manager                     John H. Mitchell
Program Director                   E. Jonny Graff
Prom. Pub. Dir.                     S. C. Quinlan
Dir. of News & Spec. Events         Ulmer Turner
Production Manager                  William Ryan
Dir. of Remotes                     William Balaban
Chief Engineer                      William P. Kusack
Comptroller                        M. E. Vieracker
Office Manager                     Milton D. Friedland

WENR-TV
CHICAGO—1948—ABC
Channel: 7 . . . . AP: 15 Kw . . . . VP: 25 Kw.
Owned-Operated By                   American Bestg. Co.
Business-Studio Address              20 N. Wacker Dr.
Phone Number                        Andover 3-7800
Transmitter Location               Atop Opera Bldg.
Air Time                            42 hours weekly
News Service                        ABC, INS, UP
Representative                      ABC Spot Sales
Membership                          NAB
President                          Mark Woods (ABC)
General Manager                    James Stirton
Sta., Comm. Mgr.                    Roy McLaughlin
Dir. of TV Programming             Fred Killian
Promotion Director                  Karl Sutphin
Dir. of News & Spec. Events        Cornelius O'Dea
Production Supervisor              Monte Fassnacht
Publicity Director                  Elliott Henry
Film Director                      John Berg
Director of Remotes                Joseph Byrne
Chief Engineer                     Edward C. Horstman
Executive Producer                  G. Phillip Patton

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
Studio Address                     400 W. Madison St.
Transmitter Location               Tribune Tower
Air Time                           50 hours weekly
News Service                        UP
President                          Col. Robert R. McCormick
General Manager                    Frank P. Schreiber
Director of Operations             Vernon R. Brooks
Commercial Manager                 William A. McGuiness
TV Sales Manager                    George S. Harvey
Program Director                   Jay E. Faraghan
Director of Newsroom               Spencer Allen
Facilities Manager                  George F. Peterson
Publicity Director                  James Hanlon
Film Director                      Elizabeth Bain
Director of Remotes                Donald Cook
Chief Engineer                     Carl J. Meyers

WNBQ
CHICAGO—1949—NBC
Channel: 5 . . . . AP: 11.8 Kw . . . . CP: 21.8 Kw.
Owned-Operated By                   National Bestg. Co.
Business-Studio Address             Merchandise Mart
Phone Number                       Superior 7-8300
Transmitter Location               Civic Opera Bldg.
Air Time                           52 hours weekly
News Service                        AP, INS, UP
Representative                      NBC Spot Sales
Membership                          TBA, NAB
President of NBC                    Joseph McConnell
V.P. & Gen. Mgr.                    I. E. Showerman
Station Manager                    Jules Herbuveaux
Commercial Manager                 Oliver Morton
Program Director                   Edwin S. Mills
Promotion Director                  Harold A. Smith
Remotes
AP:
Sarkes
VP:
Kibbey
AP:
D. Walter
2500 Lincoln
L. J. Friley
Free
Glenn
Nathan
Hugh
William
John
VP:
s
Kw
Service
VP:
Katz
s
Iowa
Morton
o
334 WAVE, 1002
Harry
George
L.
VP:
535 i
12 Palmer
Col.
WFBM,
Ernest
Gilbert
William
James
Edward
Wabash
Spec.
Mildred
Jack
Central
Weigel
Robert
o
Richard
William
Holland
1
Robert
4
L.
AP:
805 Hull
s.
L.
3-3661
Lyle
NAB
Ames
Pleasa
TBA,
AP,
Kw.
Kw.
Howard
Ralph
AP:
Robert
Free
Kiley
Reinald
Wilbur
Television
Robert
Charles
Pcrul
Frank
Wilherbee
Maurice
Barnard
Kw
28
Norman
AP
i
Palmer
Lewis
hours
Isabel
AP,
rdy
i:
Walnut
VP:
24 Richard
hours
Harold
s
2-3366
BLOOMINGTON—1949
Channel: 10....AP: .5 Kw....VP: 1 Kw.
Owned-Oper. By: Sarkes and Mary Tarzian
Address: 535 S. Walnut St.
Phone Number: 2-3366
Air Time: 12 hours weekly
News Service: AP
Representative: L. L. Barnard
General Manager: Glenn Van Horn
Sales & Prom. Mgr.: Robert Lemon
Program Assistant: Robert Petranoff
Promotion Assistant: Lyle Warrick
Dir. of & Spec. Events Pub. Dir.: Lyle Warrick
Chief Engineer: Morton L. Weigel

WFJM - TV
INDIANAPOLIS—1949
ABC-CBS-NBC-DuM
Channel: 6....AP: 18.1 Kw....VP: 28.2 Kw.
Owned-Operated By: WFBM, Inc.
Business-Studio Address: 48 Monument Circle
Phone Number: Lincoln 8508
Transmitter Location: Merchants Bank Bldg.
A’r Time: 24 hours weekly
News Service: AP, INS
Representative: Katz
Membership: TBA, NAB
Program Director: Frank O. Sharp
Promotion Director: Norman Travis
Dir. of News & Spec. Events: Gilbert Forbes
Prod. Mgr., Film Dir.: Hugh L Kibbey
Director of Remotes: Walter Reuleaux
Chief Engineer: Harold S. Holland

WOI - TV
AMES—1950
Channel: 4....AP: 10.4 Kw....VP: 13 Kw.
Owned-Operated By: Iowa State A & M
Bus-Studio Address: Service Bldg., Iowa State College
Phone Number: 2500 Extension 281
Transmitter Location: Ames
Membership: NAB
President: Charles E. Friley
General Manager: Richard B. Hull
Station Manager: Robert Mulhall
Program Director: Chris Donaldson
Production Manager: Edward Wegener
Film Director: Maurice Brunsvold
Chief Engineer: L. L. Lewis

WOC - TV
DAVENPORT—1949—NBC
Channel: 5....AP: 12.5 Kw....VP: 22.9 Kw.
Owned-Operated By: Central Bstg. Co.
Business Address: 1002 Brady St.
Phone Number: 3-3861
Studio Address: 805 Brady St.
Transmitter Location: Pleasant Valley
Representative: Free & Peters
President: Col. B. J. Palmer
V.P., Treas.: D. D. Palmer
Resident Manager: Ernest Sanders
Chief Engineer: Paul Arvidson

KENTUCKY

WAVE - TV
LOUISVILLE—1948—ABC-NBC-DuM
Channel: 5....AP: 4 Kw....VP: 7 Kw.
Owned-Operated By: WAVE, Inc.
Address: 334 East Broadway
Phone Number: Wabash 2201
Air Time: 28 hours weekly
News Service: AP, INS
Representative: Free & Peters
President: George W. Norton, Jr.
General Manager: Nathan Lord
Director of Television: John Boyle
Commercial Manager: Ralph Jackson
Program Director: George Patterson
Prom., Pub. Dir.: Robert Elverman
Dir. of Spec. Events: Richard Jackson
Production Manager: Burt Blackwell
Film Director: Mildred Lesniak
Dir. of Remotes: Walter K. Witherbee
Chief Engineer: Wilbur Hudson
News Director: James Caldwell
Continuity Editor: William Hodapp
U. S. TV STATIONS

LOUISIANA

WDSU-TV
NEW ORLEANS—1948
ABC—CBS—NEC—DuM

Channel: 6...AP: 15.4 Kw...VP: 30.8 Kw.
Owned-Operated By...WDSU Ecstg. Services
Business-Studio Address...520 Royal St.
Phone Number...Tulane 4371
Transmitter Location...Hibernia Bank Bldg.
Air Time...56 hours weekly
News Service...AP, UP
Representative...Bla'r
Membership...TBA, NAB
Partners...Edgar B. Stern, Edgar B. Stern, Jr.
Gen., Sta. Mgr...Robert D. Swezey
Commercial Manager...A. Louis Read
Program Director...Stanley Holiday
Prom., Pub. Dir...Ray Liuzza
Dir. of News & Spec. Events...Mel Leavitt
Prod. Mgr., Dir. of Remotes...Ray Rich
Film Director...John Mulle
Chief Engineer...Lindsey Riddle

MARYLAND

WAAM-TV
BALTIMORE—1948—ABC-DuM

Channel: 13...AP: 14 Kw...VP: 26 Kw.
Owned-Oper. By...Radio Television of Balti-
more, Inc.
Address...3725 Malden Ave.
Phone Number...Mohawk 7603
Air Time...60 hours weekly
News Service...Transradio, UP
Representative...Harrington, Rigler & Parsons
President...Ben Cohen
General Manager...Norman C. Kaz
Executive Vice-Pres...Samuel Carlin
Administrative Director...Helen Powers
Commercial Manager...Armand Grant
Director of Events...Paul Kane
Production Manager...Anthony Farrar
Publicity Director...Harriett George
Pgm. Mgr., Film Dir...Herbert Cohen
Chief Engineer...Glenn Lahman

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

IN NEW ORLEANS
WDSU-TV

First and Only
Television Station
in the South's
Largest City!

IN NEW ORLEANS
WDSU-TV

Your Best Buy
to reach the
Ever-Increasing
TV Audience
in this Rich Market!

IN NEW ORLEANS
WDSU-TV

1097
Transmitter Location: Violet and Cottage Ave.
Air Time: 80 hours weekly
News Service: INS, UP
Representative: Edward Petry
Membership: TBA
President: Charles B. McCabe
Manager: Harold C. Burke
Business Manager: D. L. Provost
Commercial Manager: Leslie Peard
Program Director: Willie K. Freiert
Production Director: Victor Campbell
Prom., Pub. Dir.: Tom White
Dir. of News & Spec. Events: Galen Fromme
Film Director: Mel Quinn
Chief Engineer: John Wilner

WMAR-TV
Baltimore—1947—CBS

Channel: 2...AP: 10 Kw. VP: 17.1 Kw.
Owned-Operated By: The A. S. Abell Co.
Business-Studio Address: Sun Bldg.
Phone Number: LExington 7700
Transmitter Location: Mathieson Bldg.
Air Time: 85 hours weekly
News Service: AP, Transradio
Representative: Katz
Membership: TBA, NAB
President: Paul Patterson
V.P., Dir. of Radio: Ewell K. Jett
Commercial Manager: Ernest A. Lang
Program Director: Robert B. Cochrane
Production Manager: Edvin B. Mick
Publicity Director: Suzanne Gebhart
Film Director: David V. R. Stickle
Chief Engineer: Carlton G. Nopper

WBZ-TV
Boston—1949—NBC

Channel: 4...AP: 7.13 Kw. VP: 14.3 Kw.
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Address: 1170 Soldiers Field Rd.
Phone Number: ALgonquin 4-5670
Air Time: 40-45 hours weekly
News Service: AP, UP
Representative: NBC Spot Sales
President: Walter Evans
Vice-President: Walter E. Benoit
General Manager: J. B. Conley
Station Manager: W. C. Swartley
Sales Manager: C. Herbert Masse
Program Manager: W. Gordon Swan
Publicity Manager: W. A. Davis
Promotion Manager: John Still
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 & Rubber Co.
Business-Studio Address: 21 Brookline Ave.
Phone Number: Commonwealth 6-0800
Transmitter Location: Medford
Air Time: Varies
News Service: UP
Representative: Edward Petry
Membership: NAB
President: William O'Neil
Exec. V.P. & Gen. Mgr.: Linus Travers
V.P. in chg. TV: George Stefy
Vice President: Thomas O'Neil
Promotion Director: Charles Curtin
Dir. of News & Spec. Events: Leland Bickford
Publicity Director: Phyllis Doherty
Film Director: James Pike
Director of Remotes: Clarence Stone
Chief Engineer: Harry Whitemore
Technical Director: Irving Robinson

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 Lynden
Air Time: 63 hours weekly
News Service: INS
Representative: Katz
President: George B. Storer
Gen., Comm. Mgr.: Richard E. Jones
Supvr., Prod. Mgr.: Lanny Pike
Film Director: Howard Shippen
Director of Remotes: Mort Walton
Chief Engineer: Paul Frincke

WWJ-TV
Detroit—1947—NBC

Channel: 4...AP: 8.75 Kw. VP: 17.5 Kw.
Owned-Operated By: Evening News Assoc.
Business-Studio Address: 622 W. Lafayette
Phone Number: Woodward 2-2000
Transmitter Location: Penobscot Bldg.
News Service: UP
Representative: Hollingsby
Membership: TBA
President: W. E. Scripps
U. S. TELEVISION STATIONS

WXYZ-TV
DETOUR-1948-ABC
Channel: 7...AP: 16.7 Kw...VP: 32.1 Kw. Owned-Operated By...WXYZ Inc.
Business Address...1700 Stroh Bldg.
Phone Number...WOODward 3-8321 Studio-Transmitter Location...Maccabees Bldg.
Air Time...46 hours weekly News Service...AP, INS, UP Representative...ABC Spot Sales Membership...NAB President (ABC)...Mark Woods
Gen., Sta. Mgr...James G. Riddell Commercial Manager...Len Kamins Program Director...John Pival Prom., Pub. Dir...Dean Linger Production Manager...Ed Sanchez Dir. of Spec. Events & Remotes...Don Hallman Film Director...Aune Batson Chief Engineer...Charles Kocher

WLAV-TV
GRAND RAPIDS-1949
ABC-CBS-DuM
Channel: 7...AP: 10 Kw...VP: 20 Kw. Owned-Operated By...Leonard A. Versluis Business Address...6 Fountain St. N.E.
Phone Number...Glendale 6-5461 Transmitter Location...E. 92nd St.
Air Time...47 hours weekly News Service...UP Representative...John E. Pearson Membership...BMB Owner...Leonard A. Versluis Gen., Comm. Mgr...Hy M. Stoed Program Director...Hal Kaufman Director News & Spec. Events...Charles Herman Chief Engineer...Lee G. Stevens

MINNESOTA

KSTP-TV
ST. PAUL-MINNEAPOLIS-1948
NBC
Channel: 5...AP: 17.3 Kw...VP: 24.7 Kw. Owned-Operated By...KSTP, Inc.
Address...3415 University Ave., St. Paul Phone Number...Prior 2717, St. Paul Air Time...56 hours weekly News Service...AP Representative...Edward Petry Membership...NAB Pres., Gen. Mgr...Stanley E. Hubbard Vice-Pres., Treas...K. M. Hance V.P., in Chg. Sales...Miller C. Robertson Program Director...Del Franklin Prom., Pub. Dir...Joseph C. Cook
News Director...Walter Raschick TV Film Director...Richard Kepler Technical Supervisor...John McMahon

WTCN-TV
MINNEAPOLIS-1949
ABC-CBS-DuM
Channel: 4...AP: 9.2 Kw...VP: 17.9 Kw. Bus.Studio Address...Radio City-50 S. 9th St.
Phone Number...Lincoln 0552; NESTor 8661 Owned-Oper. By...Minnesota Bsttg. Corp.
Transmitter Location...Foshay Tower Air Time...40 hours weekly News Service...AP, UP Representative...Free & Peters Membership...NAB President...W. J. McNelly Gen., Sta. Mgr...F. Van Konyenburg Commercial Manager...Robert N. Ekstrom 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
Channel: 4...AP: 11 Kw...VP: 22 Kw. Owned-Oper. By...Kansas City Star Co.
Business Address...1728 Grand Ave.
Phone Number...Harrison 1200 Studio-Trans. Location...31st & Summit Sts.
Representative...Eberle President...Roy A. Roberts General Manager...Dean Fitzger Commercial Manager...E. M. Russo Program Director...Bill Bates Chief Engineer...Joseph Flaherty
KSD-TV
ST. LOUIS—1947
ABC-CBS-MBS-NBC-DuM
Channel: 5  AP: 8.4 Kw.  VP: 16.1 Kw.
Owned-Oper. By  The Pulitzer Publishing Co.
Address:  1111 Olive St.
Phone Number:  MAt 1111
Air Time:  44 hours weekly!
News Service:  AP, INS
Representative:  Free & Peters
Membership:  TBA, NAB
President:  Joseph Pulitzer
Gen., Sta. Mgr.:  George M. Burbach
Program Director:  Harold Grams
Chief Engineer:  J. R. Risk
Sales Manager:  Guy E. Yeldell

KMTV
OMAHA—1949—ABC-CBS-DuM
Channel:  3  AP: 8.4 Kw.  VP: 16.7 Kw.
Owned-Operated By:  May B. Sichko, Co.
Address:  2615 Farnam St.
Phone Number:  HArney 9233
Air Time:  30 hours weekly
News Service:  UP
Representative:  Avery-Knodel
President:  Edward W. May
Gen., Sta. Mgr.:  Owen Saddler
Commercial Manager:  Howard O. Peterson
Pgm., Promotion Dir.:  Glenn Croy
Dir. of News & Spec. Events:  Ralph Childs
Production Manager:  Ed Reich
Film Director:  Al McGill
Dir. of Remotes, Chief Engr.:  R. J. Schroeder

WOW-TV
OMAHA—1949—NBC
Channel:  6  AP: 8.5 Kw.  VP: 16.2 Kw.
Owned-Oper. By:  Radio Station WOW, Inc.
Business Address:  280 Insurance Bldg.
Phone Number:  WEst 3400
Studio-Transmitter Location:  3508 Farnam St.
Air Time:  46 hours weekly
News Service:  AP, INS, AP
Representative:  Blair TV
Membership:  NAB
President, General Manager:  John J. Gillin Jr.
Station Manager:  Joseph Herold
Program Director:  Lyle DeMoss
Promotion, Publicity Director:  Bill Wiseman
Dir. of News & Spec. Events & Remotes:  Soren Munkhof
Production Manager:  Russ Baker
Film Director:  Harold Storm
Technical Supervisor:  Joseph Herold
Chief Engineer:  Wm. J. Kotera

NEW JERSEY

WATV
NEWARK—1948
ABC-CBS-MBS-NBC-DuM
Channel:  13  AP: 25 Kw.  VP: 50 Kw.
Owned-Oper. By:  Bremer Bestgirl Corp.
Business-Studio Address:  Television Center
Phone Number:  N. Y., BArclay 7-8216
Transmission Location:  First Mt., West Orange
Air Time:  50 hours weekly
News Service:  AP
Representative:  Weed
Pres., Gen. Mgr.:  Irving R. Rosenhaus
Vice-President:  Edmund S. Lennon
Program Director:  George Green
Promotion Director:  James Sondheim
Pub. Relations Director:  Roland Trenchard
Film Director:  Robert Paskow
Director of Remotes:  Herbert Green
Vice-Pres., Engineering:  Frank V. Bremer

NEW MEXICO

KOB-TV
ALBUQUERQUE—1948
ABC-CBS-MBS-NBC-DuM
Channel:  4  AP: 5 Kw.  VP: 2.5 Kw.
Owned-Oper. By:  Albuquerque Bestgirl Co.
Bus.-Studio Address:  Box 1319 or 234 So. 5th
Phone Number:  4411
Transmitter:  905 So. Buena Vista Blvd.
Air Time:  14 hours weekly
News Service:  AP
Pres., Gen. Mgr.:  T. M. Pepperday
Sta. Mgr.:  Chief Engineer:  George S. Johnson
Program Director:  Dorothy S. Smith

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
Studio Address:  Arlington Hotel
Transmitter Location:  Ingraham Hill
U. S. TELEVISION STATIONS

WCBS-TV
NEW YORK—1941—CBS
Channel: 2...AP: 10 Kw....VP: 13.7 Kw.
Owned-Oper. By...Columbia Bstg. System
Business Address...485 Madison Ave.
Phone Number...Plaza 5-2000
Studio Address...Grand Central Terminal
Building
Transmitter Location...Chrysler Tower
Air Time...60 hours weekly
News Service...AP, INS, UP
Station Representative...CBS Radio Sales
Membership...TBA
President (CBS)...Frank Stanton
V.P., Dir. of TV Operations...J. L. Van Volkenburg
Sales Director...David Sutton
Program Director...Charles Underhill
Promotion Director...Arthur Duram
Director of News...Edmund Chester
Dir. of Special Events...Robert Bendick
Production Manager...Stanton Ogood
Publicity Director...George Crandall
Film Director...Grae Theis
Chief Engineer...Paul Wittig

WJZ-TV
NEW YORK—1948—ABC
Channel: 7...AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By...American Broadcasting Co.
Business Address...30 Rockefeller Plaza
Phone Number...CI 7-5700
Studio Address...7 W. 66th St.
Transmitter Location...Hotel Pierre
Air Time...48 hours weekly
News Service...AP, INS, UP
Representative...ABC
Membership...TBA
President (ABC)...Mark Woods
Gen. Station Mgr...Murray Grabhorn
Commercial Manager...Slocum Chapin
Program Director...Alexander Stranoch
Promotion Director...Ted Oberfielder
Dir. of News & Spec. Events & Remotes...Tom Velotta
Production Manager...Burke Cotly
Publicity Director...Earl Mullin
Film Director...Nat Fowler
Chief Engineer...Frank Marx

WNBT
NEW YORK—1939—NBC
Channel: 4...AP: 7 Kw....VP: 7 Kw.
Owner-Oper. By...National Broadcasting Co.
Business Address...30 Rockefeller Plaza
Phone Number...Circle 7-8300
Studio Addresses...30 Rockefeller Plaza.
100th St. & Park Ave.
Transmitter Location...Empire State Bldg.
Air Time: .40 hrs. wkly. without special events
News Service ............... AP, INS, UP
Station Representative ...... NBC Spot Sales
Membership ................ TBA
President (NBC) ........... Joseph H. McConnell
Station Manager ............ Thomas B. McFadden
Assistant Manager ........... Donald A. Norman
Sales Manager ............... John C. Warren
Program Director ............ John H. Reber
Advertising & Promotion Dir. ... Murry Harris
Dir. of News & Spec. Events ... Fred S. Heywood
Publicity Director .......... Schuyler G. Chapin
Film Director ............... Stanley Parlan
Chief Engineer .............. O. B. Hanson

WOR-TV
NEW YORK—1945—MBS
Channel: 9 .. AP: 2.5 Kw...... VP: 5 Kw.
Business Address ......... 1440 Broadway
Phone Number .......... Longacre 4-8000
Studio Address .......... New Amsterdam Roof
Theater, WOR-TV Studios
Transmitter Location ..... Bergenline Ave. & 72nd St.; N. Bergen, N. J.
Air Time .................. 43 hours weekly
News Service ............. UP
Station Representative ... Carter-Kettell, Keenan & Eickelberg
Membership ............... TBA, NAB
Pres., Gen. Station Mgr., Theodore C. Streibert
V-P, Chg. of Sales ......... R. C. Maddux
Program Director .......... Julius F. Seebach, Jr.
Promotion Director ....... Joseph Creamer
Dir. of News & Special Events ... Dave Driscoll
Production Manager ....... Jeff Smith
Publicity Director ......... Robert Blake
Chief Engineer ............. J. R. Poppele

WPIX
NEW YORK—1948
Channel: 11 .... AP: 9.25 Kw...... VP: 18.5 Kw.
Owned-Oper. By .......... WPIX, Inc.
Address .................. 220 E. 42nd St.
Phone Number .......... MU 2-1234
Air Time.................. 50 hours weekly
News Service ............ AP
Station Representative ... Free & Peters
Membership ............... TBA
President .................. F. M. l'Ynn
V-P, Gen. Mgr. .......... G. Bennett Larson
Sales Manager ............ Walter Duncan
Program Manager ......... Warren Wade
Public Relations Manager ... Frank Young
Chief Engineer ............. Tom Howard

WHAM-TV
ROCHESTER—1949
ABC-CBS-NBC-DuM
Channel: 6 ........ AP: 8.6 Kw...... VP: 16.7 Kw.
Business-Studio Address . Rochester Radio City
Phone Number .......... Culver 7240
Transmitter Location .... Pinnacle Hill, Brighton
News Service ............. UP
Representative .......... Hollingbery
Membership ............... NAB
Vice-Pres., Gen. Mgr. .... William Fay
Commercial Manager ...... John W. Kennedy, Jr.
Program Director ......... Carles W. Siverson
Promotion Pub. Director ... Armin N. Bender
Director of News .......... David E. Kessler
Production Manager ...... John Crosby
Film Director ............. David Manning
Chief Engineer ............. Kenneth Gardner

WRGB
SCHENECTADY—1939
ABC-CBS-NBC-DuM
Channel: 4 ........ AP: 8.16 Kw...... VP: 16.32 Kw.
Business-Studio Address . 60 Washington Ave.
Phone Number .......... Schenectady 4-2211, Ext. 4926
Transmitter Location .... New Scotland
Air Time .................. 51 hours weekly
News Service ............. AP, UP
Representative .......... NBC Spot Sales
Membership ............... TBA, NAB
V-P, Mgr. of Bestg. ....... R. S. Peare
Asst. Mgr. of Bestg. ...... B. J. Rowan
Studio Manager .......... R. B. Hanna, Jr.
Supervisor of Sales ...... Eugene P. Weil
Program Director ......... Albert G. Zink
Asst. Stations Manager .. R. W. Welpott
Dir. of News & Spec. Events ... William T. Meenam
Production Managers: Duff Browne, Ted Beebe
Supervisor of Music ...... A. O. Coggeshall
Chief Engineer ............. Willard J. Purcell

WHEN
SYRACUSE—1948—ABC-CBS-DuM
Channel: 8 ........ AP: 7.5 Kw...... VP: 15 Kw.
Owned-Oper. By .......... Meredith Syracuse TV Corp.
Address .................. 101 Court St.
Phone Number .......... 3-1126
Air Time .................. 72 hours weekly
News Service ............. UP
Representative .......... Katz
Membership ............... TBA
President ................. E. T. Meredith, Jr.
Gen., Sta. Mgr. .......... Paul Adanti
Comm. Mgr., Prom. Dir. ... W. H. Bell
WSYR-TV
SYRACUSE—1950—NBC
Channel: 5... AP: 12.5 Kw... VP: 23.5 Kw.
Owned-Operated By... Central N. Y. Cstg.
Business-Studio Address... 224 Harrison St.
Phone Number... 3-7111
Transmitter Location... Sentinel Heights
Air Time... 50 hours weekly
News Service... UP
Representative... Headley-Reed
Membership... NAB
President... Col. H. C. Wilder
Commercial Manager... W. R. Allford, Jr.
Program Director... W. D. Rothrum
Promotion, Publicity Dir... John Hurlbut
Production Manager... Bert Gold
Film Director... A. G. Belle Isle
Chief Engineer... H. E. Crow

WFMY-TV
GREENSBORO—1949
ABC-CBS-NBC-DuM
Channel: 2... AP: .84 Kw... VP: 1.97 Kw.
Owned-Operated By... Greensboro News Co.
Address... 212 N. Davie St.
Phone Number... 3-8611
News Service... UP
Representative... Harrington, Righter & Parsons
Membership... TBA, NAB
Station Manager... Gaines Kelley
Program Director... T. W. Austin
Promotion Director... Norman Gittleson
Production Manager... Robert C. Currie, Jr.
Film Director... Emil W. Young, Jr.
Chief Engineer... James F. Winecoll

WKBV-TV
UTICA—1949
Channel: 13... AP: 11.3 Kw... VP: 13 Kw.
Owned-Oper. By... Copper City Bstg. Co.
Business Address... Capitol Theater Bldg., Rome
Phone Number... Utica 2-5221
Studio-Transmitter Location... Smith Hill Rd.
Representative... Cooke
President... M. J. Kallet
General Manager... M. C. Fusco
Chief Engineer... D. T. Layton, Jr.

NORTH CAROLINA

WBTV
CHARLOTTE—1949
ABC-CBS-NBC-DuM
Channel: 3... AP: 8.2 Kw... VP: 16.3 Kw.
Owned-Oper, By... Jefferson Standard Bstg. Co.
Business-Studio Address... Wilder Bldg.
Phone Number... 3-8833
Transmitter Location... Spencer Mt., Gastonia
Air Time... 49 hours weekly
News Service... INS, UP
Representative... Radio Sales
Membership... TBA, NAB
President... Joseph M. Bryan
General Manager... Charles H. Crutchfield
Sta. Mgr., Pgm. Dir... Larry Walker
Commercial Manager... Keith S. Byerly
Promotion Director... J. R. Covington
Dir. of News & Spec. Events... Jack Knell
Production Manager... Charles E. Bell
Publicity Director... Jean Carson Brown
Film Director... Miss Jerry Patterson
Business Manager... C. K. Spicer
Traffic Manager... Betty Jean Mulligan
Chief Engineer... M. J. Minor

WCPO-TV
CINCINNATI—1949—ABC-DuM
Channel: 7... AP: 10 Kw... VP: 21 Kw.
Owned-Oper. By... Scripps-Howard Radio, Inc.
Business Address... 3903-5 Carew Tower
Phone Number... 588-0777
Studio-Transmitter Location... 2345 Symmes St.
Air Time... 39 hours weekly
News Service... UP
Representative... The Branham Co., Inc.
President... Jack H. Howard
V.P., Gen. Mgr... W. C. Watters
TV Director... Harry LeBrun
Comm., Asst. Gen. Mgr... J. P. Smith
Pgm., Prod. Dir... Ed Weston
Prom., Pub. Dir... Fred Gesell
Dir. of News & Spec. Events... Bob Otto
Film Director... Elizabeth Conaty
Director of Remotes... M. Bowden
Chief Engineer... Grant Makinson

WKRC-TV
CINCINNATI—1949—CBS
Channel: 11... AP: 12.5 Kw... VP: 24.5 Kw.
Owned-Operated By... Radio Cincinnati, Inc.
Business-Studio Address... Times-Star Bldg.
Phone Number... 2-5221
Transmitter... Highland & Dorchester Aves.

1103
WLW-T
CINCINNATI—1948—NBC
Channel: 4...AP: 19.5 Kw....VP: 23.5 Kw.
Owned-Operated By: Crosley Bcstg. Corp.
Address...2222 Chickasaw St.
Telephone Number...OUnbar 1380
Air Time...87 hours weekly
News Service...INS, UP
Membership...TBA, NAB
President...James D. Shouse
V.P. & Gen. Mgr...R. E. Dunville
Dir. of TV Oper. & Gen. Mgr...John T. Murphy
Commercial Manager...William J. McCluskey
Program Director...Ruth Lyons
Program Coordinator...Bernie Barth
Dir. Sales Prom...David P. Partridge
News Editor...Gene Martin
Mgr. Sales Service...James Hill
Dir. Pub. Rel. & Pub...James J. Cassidy
Dir. of Film Procurement...Russell Landers
Chief Engineer...Calvin Bopp

WEWS
CLEVELAND—1947—ABC-CBS-DuM
Channel: 5...AP: 8.15 Kw....VP: 16.3 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address...1816 E. 13th St.
Telephone Number...Tower 1-5454
Transmitter...7080 State Rd., Parma, O.
Air Time...80 hours weekly
News Service...UP
Representative...Ralph R. Hanrahan
President...Jack R. Howard
Vice-Pres., Gen. Mgr...James C. Hanrahan
Station Director...J. Harrison Hartley
Program Director...Donald E. Pierce
Promotion Director...F. E. Weidman
Dir. of News & Spec. Events, Pub. Dir...F. E. Weidman
Dir. of Remotes...Ernest Sindelar
Technical Director...Joseph B. Epperson

WNBK
CLEVELAND—1948—NBC
Channel: 4...AP: 20.26 Kw....VP: 39.22 Kw.
Owned-Oper By...National Bcstg. Co.
Business-Studio Address...815 Superior Ave.
Phone Number...Cherry 0942
Transmitter Location...Brecksville, O.
Air Time...4 hours weekly
News Service...AP, UP
Representative...NBC Spot Sales
Membership...NAB
President (NBC)...Joseph H. McConnell
General Manager...John McConnell
Station Manager...Joseph A. Jenkins
Commercial Manager...Harold L. Gallagher
Production Manager...Philip L. Worcester
Promotion Director...Howard A. Barton
Dir. of News & Spec. Events...Edward R. Wallace
Publicity Director...Albert M. Henderson
Film Director...Albert L. Odeal
Director of Remotes...Charles A. Ranallo
Engineer-in-Charge...S. E. Leonard
Operations Supervisor...Andrew L. Hammerschmidt

WXEL
CLEVELAND—1949—ABC-DuM
Channel 9...AP: 13.5 Kw....VP: 21 Kw.
Owned-Oper. By...Empire Coil Co., Inc., New Rochelle, N. Y.
Address...Pleasant Valley & State Rds., Parma
Phone Number...Victory 3-8400
Air Time...70 hours weekly
News Service...UP
Representative...Katz
President, Gen. Mgr...Herbert Mayer
Station, Comm. Mgr...Franklin C. Snyder
Program Director...Russell Speirs
Promotion Director...Barbara Snyder
Asst. to Comm. Mgr...R. C. Wright
Co-ordinator...William Barth
Film Director...Edwin Abbott
Chief Engineer...Thomas Friedman

WBNS-TV
COLUMBUS—1949—CBS
Channel 10...AP: 14 Kw....VP: 24 Kw.
Owned-Oper. By...The Columbus Dispatch Printing Co.
Business Address...33 N. High St.
Phone Number...Addams 9285
Studio-Transmitter Location...495 Olentangy Blvd.
Air Time...48 hours weekly
News Service...AP
Representative...Blair-TV
General Manager...Richard A. Borel
Commercial Manager...Robert D. Thomas
Program Director...Edward Bronson
Promotion Director...Jerome R. Reeves
Production Manager...Ashley Dawes
Film Director...Randall E. Larson
Chief Engineer...Lester H. Nafzger
1104
**W L W - C**

**COLUMBUS—1949**

Channel: 3  AP: 12.8 Kw.  VP: 15.2 Kw.
Owned-Oper. By: Crosley Bestg. Co.
Address: 3165 Olentangy River Rd.
Phone Number: Jefferson 5441
Representative: WLW Sales
General Manager: James Leonard
Program Director: Tom Gleba
Production Manager: Walter Jacobs
Promotion Director: Juanita Wilcox
Sales Manager: George Henderson
Chief Engineer: Charles Sloan
Phone Number: Walnut 2101
Transmitter: W. Carrollton & Frytown Rd.
Air Time: 80 hours weekly
News Service: UP
Representative: WLW Offices, New York, Chicago, Hollywood
Membership: NAB
Dir. (Crosley TV): John T. Murphy
Asst. Mgr. Pgm.: A. Donovan Faust
Prom. Pub. Dir.: Jane O. Flaherty
Dir. of News & Special Events: Neal VanElls
Prod. Mgr., Film Dir.: Charles Vaughan
Chief Engineer: Howard Lepple

**W T V N**

**COLUMBUS—1949—ABC-DuM**

Channel: 6  AP: 14.2 Kw.  CP: 16.8 Kw.
Owned-Oper. By: Picture Waves, Inc.
Address: 3720 LeVeque, Lincoln Tower
Phone Number: Fletcher 1529
Air Time: 60 hours weekly
News Service: AP
Representative: Headley-Reed
President: Edward Lamb
Gen., Station Manager: John Rossiter
Asst Comm. Mgr.: Herbert Stewart
Program Director: Colin Male
Promotion Director: Roger J. LaRue
Production Manager: Nick Luppino
Publicity Director: Barbara Slocum
Film Director: John Cook
Chief Engineer: James M. Burke

**W H I O - T V**

**DAYTON—1949—ABC-CBS-DuM**

Channel: 13  AP: 12.6 Kw.  VP: 24 Kw.
Owned-Oper. By: Miami Valley Bestg. Corp.
Business Address: 45 S. Ludlow St.
Phone Number: Adams 2261
Studio-Transmitter Location: 1414 Wilmington Ave.
Air Time: 12 hours weekly
News Service: UP
Representative: Katz
Membership: NAB
President: James M. Cox, Jr.
General Manager: Robert H. Moody
Commercial Manager: Harvey R. Young, Jr.
Program Director: Lester G. Spencer
Dir. of News & Spec. Events: J. Fred Brophy
Production Manager: Don R. Lyons
Chief Engineer: Ernest L. Adams

**W S P D - T V**

**TOLEDO—1948**

ABC-CBS-MBS-NBC-DuM

Channel: 13  AP: 14.4 Kw.  VP: 27.4 Kw.
Owned-Oper. By: The Fort Industry Co.
Business-Studio Address: 136 Huron St.
Phone Number: Adams 3175
Transmitter Location: 26 Superior St.
Air Time: 40 hours weekly
News Service: INS, UP
Representative: Katz
President: George B. Storer
New Centre Bldg., Detroit, Mich.
General Manager: Ely Flanigan
Program Director: Steu Jackson
Promotion-Publicity Dir.: Dick Gowley
Dir. of Special Events: Bob Evans
Film Director: Elaine Phillips
Director of Remotes: Cliff Montrose
Chief Engineer: William Stringfellow

**O K L A H O M A**

**W K Y - T V**

**OKLAHOMA CITY—1949**

ABC-CBS-NBC-DuM

Channel: 4  AP: 6.2 Kw.  VP: 12.1 Kw.
Owned-Oper. By: WXY Radiophone Co.
Business Address: Skirvin Tower
Phone Number: 34306
Studio Address: Little Theater, Municipal Auditorium
Transmitter Location: 6 mi. north of city, E. of Britton
News Service: AP, UP
Representative: Katz
Pres., Gen. Mgr.: E. K. Gaylord
Station Manager: P. A. Sugg
Commercial Manager: Robert Chapman
Administrative Assistant: Hoyt Andres
Promotion Director: Eugene B. Dodson
Film Director: Kieth Mathers
Chief Engineer: H. J. Lovell
FIRST IN TELEVISION IN
PHILADELPHIA

PHILCO
TELEVISION BROADCASTING
CORPORATION

1800 Architects Building
Philadelphia 3, Pennsylvania
**KOTV**
TULSA—1949
ABC-CBS-NBC-DuM-PARAMOUNT

Channel: 6. AP: 8.5 Kw. VP: 16.5 Kw.
Owned-Oper. By: George E. Cameron, Jr.
Business-Studio Address: 302 S. Frankfort
Phone Number: 29233
Air Time: 35 hours weekly
News Service: INS, UP
Representative: Adam Young Television
Membership: NAB
Gen. Sta. Mgr.: Maria Helen Alvarez
Commercial Manager: John B. Hill
Program Director: Ronald C. Oxford
Promotion Director: Robert Korte
Pub. Dir. & Dir. of News & Spec. Events: Robert Freeland
Prod. Mgr., Dir. of Remotes: Herb Lightman
Film Director: Don Thompson
Chief Engineer: George Jacobs

**WGAL-TV**
LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 4. AP: 1 Kw. VP: 1 Kw.
Owned-Oper. By: WGAL, Inc.
Business-Transmitter Address: 8 King St.
Phone Number: 2521
Studio Address: 24 S. Queen St.
Air Time: 62 hours weekly
News Service: UP
Representative: Helen Mooser
Membership: NAB
President: Clair R. McCollough
Station Manager: Harold E. Miller
Gen. Sales Mgr.: J. Robert Gulick
Program Director: Paul Rodenauer
Technical Director: J. E. Mathiot

**WCAU-TV**
PHILADELPHIA—1947—CBS

Channel: 10. AP: 14 Kw. VP: 25 Kw.
Owned-Oper. By: WCAU, Inc.
Business-Studio Address: 1622 Chestnut St.
Phone Number: LOCust 7-7700
Transmitter Location: 12 S. 12th St.
Air Time: Unlimited
News Service: AP, UP
Representative: Radio Sales
Pres., Gen. Mgr.: Donald W. Thornburgh
V.P., Asst. Gen. Mgr.: Joseph L. Tinney
Television Director: Charles Vanda
Program Director: John McClay
Prom. & Pub. Dir.: Robert N. Pryor
Director of News: Alfred T. Ringler
Film Director: Helen Buck
Technical Director: John G. Leitch

**WPTZ**
PHILADELPHIA—1941—NBC

Channel: 3. AP: 8.1 Kw. VP: 16.2 Kw.
Business Address: 1800 Architects Bldg.
Phone Number: LOCust 4-2244
Studio Address: Philco-Westinghouse Radio & TV Center
Transmitter Location: 1300 E. Mermaid Lane, Wyndmoor
Air Time: 45 hours weekly
News Service: INS
Station Representative: NBC Spot Sales
Membership: TBA
Vice-Pres., Gen. Mgr.: Ernest B. Loveman
Asst. Gen. Mgr.: Rolland V. Tooko
Manager-Problem Operations: Preston Stover
Film Director: Albert J. Mann
Chief Engineer: Raymond J. Bowley

1107
WFIL-TV
PHILADELPHIA—1947—ABC-DuM

WDTV
PITTSBURGH—1949
ABC-CBS-NBC-DuM

WFIL-TV
PHILADELPHIA—1947—ABC-DuM

WDTV
PITTSBURGH—1949
ABC-CBS-NBC-DuM
KRLD-TV
DALLAS—1949

Channel: 4......AP: 7.5 Kw......VP: 15.1 Kw.
Owned-Operated By: KRLD Radio Corp.
Business-Studio Address: Herald Square
Phone Number: Central 6811
Transmitter Location: Camp Griffin Sta.
Representative: Branham
President: J. W. Runyon
Managing Director: C. W. Rembert
Commercial Manager: W. A. Roberts
Program Director: Roy George
Technical Supervisor: R. M. Flynn

WBAP-TV
FORT WORTH—1948—ABC-NBC

Channel: 5......AP: 16.4 Kw......VP: 8.2 Kw.
Owned-Operated By: Carter Publications, Inc.
Address: 3900 Barnett St., Ft. Worth 3, Tex.
Phone Number: Fort Worth: Lockwood 1981.
(dallas: Tremont 7-9757
Air Time........50 hours weekly
News Service........AP
Representative: Free & Peters
Membership........NAB
President: Amon Carter
Director: Harold Hough
Station Manager: George Cranston
Commercial Manager: Roy Bacus
Program Director: Bob Gould
Publicity Director: Jack Rogers
Dir. of News & Spec. Events: James A. Byron
Production Manager: Tommy Thompson
Film Director: Lynn Trammell
Director of Remotes: Sid Smith
Chief Engineer: R. C. Stinson

KLEE-TV
HOUSTON—1949
ABC-CBS-DuM

Channel: 2......AP: 8.5 Kw......VP: 16 Kw.
Owned-Oper. By: W. Albert Lee
Business Address: Milby Hotel
Phone Number: PR 1161, MA 9279
Studio-Transmitter Location: Post Oak Rd.
Air Time..........35-40 hours weekly
News Service........UP
Representative........Adam J. Young Television
Membership........NAB
President: W. Albert Lee
Gen., Sta., Comm. Mgr.: Sid Balkin
Program Director: Ken Bagwell
Prom. Dir., Dir. of News & Spec. Events: Gene Lewis
Film Director: Bud Johnson
Director of Remotes: Gene Osborne
Chief Engineer: Paul Huhndoff

KEYL
SAN ANTONIO—1950
DuM-PARAMOUNT

Channel: 5......AP: 9 Kw......VP: 17.9 Kw.
Owned-Oper. By: San Antonio Television Co.
Address: Transit Tower Bldg.
Phone Number: Garfield 8511
Air Time........64 hours weekly
News Service........UP
Representative: Adam Young Television
General Manager: W. B. Miller
Commercial Manager: Sherrill E. Edwards
Program Director: Mort Dank
Dir. of News & Spec. Events: Charles Hale
Production Manager: William Robb
Chief Engineer: W. R. Sloat

WOAI-TV
SAN ANTONIO—1949

Channel: 4......AP: 10.8 Kw......VP: 21.6 Kw.
Owned-Oper. By: Southland Industries, Inc.
Address: 1031 Navarro St.
Phone Number: Garfield 4221
News Service........AP, INS
Representative: Petry
Pres., Gen. Mgr.: Hugh A. L. Half
Asst. Gen. Mgr., Sales: Jack Keasler
Sales Exec.: Fred Vance
Sales Prom. Mgr.: Dallas Wyant
Program Director: J. R. Duncan
Production Manager: Dick Perry
Film Manager: Hull Youngblood
Director of Engineering: C. L. Jeffers

UTAH

KDYL-TV
SALT LAKE CITY—1948—NBC

Channel: 4......AP: 4 Kw......VP: 2 Kw.
Owned-Oper. By: Intermountain Ecstg. & TV Corp.
Business Address: 143 S. Main
Phone Number: 5-2991
Studio Address: TV Playhouse, 68 Regent St.
Transmission Location: Walker Bank Bldg.
Air Time.............30 hours weekly
Station Representative........Blair-TV
Membership........NAB
President, General Manager: S. S. Fox
Director of TV: John Baldwin
Commercial Manager: George A. Provot
Program Director: Dan Rainger
Promotion Director: Del Leeson
Dir. of News & Spec. Events: Emerson Smith
Film Director: Lee Auslander
Director of Remotes: Wal Lambourne
Chief Engineer: Allan Gunderson

1109
KSL-TV
SALT LAKE CITY—1949—CBS
Channel: 5 . AP: 9.2 Kw. . VP: 18.4 Kw.
Owned-Oper. By. . Radio Service Corp. of Utah
Address ......................................... 10 S. Main St.
Phone Number .................................. 5-4641
News Service .................................... AP, UP
Representative ................................. CBS Radio Sales
Executive Vice-President ............... Ivor Sharp
General Manager ............................. C. R. Evans
Director of Operations .................... Lennox Murdoch
Sales Manager .............................. F. B. Latchy
Program Director ......................... Wayne Richards
Director of Film Service ..................... Scott Clawson
Publicity, Promotion Director .......... Sherrill Taylor
Chief Engineer ............................... Vincent Clayton

VIRGINIA

WTVR
RICHMOND—1947—NBC
Owned-Oper. By ................................. Havens & Martin, Inc.
Business-Studio Address .............. 3301 W. Broad St., P. O. Box 5229
Phone Number ................................. 5-8611
Transmitter Location ..................... Staples Mill Rd., off Broad St.
Air Time ....................................... 50 hours weekly
News Service ................................. Transradio
Station Representative ..................... Blair TV
Membership ..................................... TBA
Pres., Gen., Sta. Mgr. ....................... Wilbur M. Havens
Program Director ......................... Conrad Rianhard, Jr.
Dir. of News & Spec. Events ............. Allan J. Phaup
Production Manager ......................... J. V. Shand
Film Director ................................. J. V. Shand
Dir. of Remotes, Chief Engineer ...... J. Kyle

WASHINGTON

KING-TV
SEATTLE—1948
ABC-CBS-NBC-DuM
Channel: 5 . AP: 10 Kw. . VP: 19 Kw.
Owned-Oper. By ................................. King Bestg. Co.
Business Address ........................... Smith Tower
Phone Number .................................. 2-5450
Studio-Transmitter Location ........... 301 Galer
Air Time ........................................ 25 hours weekly
News Service .................................. AP, UP
Representative ................................. Blair-TV
President ................................. Henry B. Owen
General Manager ............................. Hugh Felits
Station Manager ......................... Robert E. Priebe
Commercial Manager .................... Al Hunter
Program, Publicity Director .......... Lee Schulman
Director of Remotes ...................... Clare Hanawalt
Chief Engineer ............................... George A. Freeman

WEST VIRGINIA

WSAZ-TV
HUNTINGTON—1949
ABC-CBS-NBC-DuM
Channel: 5 . . AP: 8 Kw. . VP: 12 Kw.
Owned-Oper. By ................................. WSAZ, Inc.
Business Address ............................. P. O. Box 2115
Phone Number .................................. 38-401
Studio Address ................................. W. Va. Bidg.
Transmitter Location ..................... Eighth Street Rd.
Air Time ........................................ 36 hours weekly
News Service .................................. AP
Representative ................................. Katz
President ....................................... Col. J. H. Long
General Manager ............................. Marshall Rosene
Station Manager ............................. L. H. Rogers, II
Commercial Manager ..................... L. H. Rogers
Prog. Dir., Dir. of News & Spec. Events ... William Packard
Prom., Pub. Dir. ............................... William Tracey
Film Director ................................. N. Tweel
Director of Remotes ....................... J. Jirauka
Chief Engineer ................................. Leroy Kilpatrick

WISCONSIN

WTMJ-TV
MILWAUKEE—1947
ABC-CBS-NBC-DuM
Channel: 3 . AP: 10.2 Kw . VP: 16.1 Kw.
Owned-Oper. By ................................. The Journal Co.
Business Address ............................. 333 W. State St.
Phone Number ................................. MARquette 8-6000
Studio-Transmitter Address. Radio City, 720 E. Capitol Dr.
Air Time ........................................ 55 hours weekly
News Service .................................. AP
Representative ................................. Harrington, Righter & Parsons
Membership ..................................... TBA
Asst, General Manager .................... L. W. Herzog
Sta., Comm. Mgr. ............................. R. G. Winnie
Local Sales Manager ....................... Neile V. Bakke
Program Director ............................ Jim Robertson
Prom., Pub. Dir. .............................. Bruce Wallace
Director of News ......................... Jack Krueger
Production Manager ..................... Charles Zochkler
Director of Remotes ........................ George Marr
Chief Engineer ................................. Phil Laeser
THE FUTURE OF TV RESEARCH
—NEED OF AUDIENCE CENSUS

by
BARRY T. RUMPLE
Manager, Research Department
National Broadcasting Company, Inc.

THOSE who engage in television research in the future or use its findings may be eternally grateful for the heritage of nearly twenty years of radio research. For despite the shortcomings of present day radio research—and there are many—much has been learned and accomplished which has provided a head start to research in the field of television. No such fortunate situation marked the early days in radio when methods had to be contrived and developed with no precedents and few resources. Fortunately for television its research can, if it will, profit by the experience of radio research in its quest for a more useful product.

Networks were four years old when the first regular rating service was established; eight years old when coincidental ratings were available. Network radio had reached the ripe age of sixteen years when the mechanical recorder was first put to commercial use. Qualitative research in radio was virtually unknown in those early days; indeed, it is still a relative youngster in the research family but it is making friends and influencing decisions in a very healthy manner.

Radio has unquestionably been subjected to more measurement and, in fact, knows more about itself than any other medium. There is every reason to believe that we can profit by that experience by improving present methods and developing even better techniques to meet the special problems imposed by television. For television is surely destined to become even more heavily researched than radio and happily that research has dated from the very infancy of the new medium.

Television research should be planned to provide four major types of information which will be usable for advertisers, agencies and sales, program and management personnel of video stations and networks.

First, we need a TV “census” on a regular basis. NBC’s estimates currently available to the industry by areas provide general barometers of television’s growth but they have limited value to market research. Lacking a count of the very units which we seek to measure, including control data for sampling the set-owning population, is a serious handicap to market research in the new medium. There is currently some indication that an industry group may be successful in formulating a continuing procedure for the assembly of TV home data on a county and city basis. Certainly for this type of information we cannot depend only on the U. S. Census whose April 1950 TV count will not be available until sometime in 1951. Some provision must therefore be made by a recognized industry group to provide such data—preferably at this stage of development on a monthly basis but certainly no less frequently than once each quarter. This is fundamental to all other future TV research.

Secondly, we must devise a means of determining the performance areas of TV stations. There is a tendency to consider that all television stations serve the same area equally well but this is not necessarily so from the advertiser’s viewpoint and research must develop methods in this field just as in radio. The mail ballot type of survey and diary technique, where properly used, can provide evidence that stations are actually delivering satisfactory service to TV families in each area. This data, like the “census,” is basic to other forms of research.

Third, and like death and taxes, we will have program ratings. Here we might be well advised to avoid much of the needless and confusing duplication in services which developed in radio. As we have found in radio, no single service is able to supply all the answers, but through judicious use of several techniques the researcher can now obtain some measurement of all

(Continued on Page 1152)
IMPORTANCE OF TV FILMS STRESSED IN SERVICING ADVERTISERS

by

JOHN L. SINC

President, Ziv Television Programs, Inc.

LONG after all contemporary pioneers in television have gone, their successors in every branch of the industry will continue to discover and develop new and better ways to do the job. That's the spirit of progress that has marked the growth of all our great industries; the same mark of distinction which also characterizes the greatness of our country.

In retrospect, as we glance back through the years of 1948 and 1949, we see a handful of stations, producers and sponsors, groping through a seemingly endless maze of hazards and pitfalls, toiling patiently, diligently and at great cost, to reduce mistakes, to improve techniques, to make this new miraculous form of home entertainment grow steadily in stature toward its maturing and eventual gigantic role in the realm of advertising media.

Each month's newest television progress report is scanned avidly and with great care. Every new shred of information is studied. Programs and their costs, commercial techniques and their results, pyramiding set installations, ratings, new stations on the air, trends of TV stocks, RMA reports, trade gossip, etc., etc., all come in for their share of observations and analysis.

In the midst of all this, a clearer appraisal of some important factors has become possible while they were being framed in increasingly true perspective. There is first, the greatest importance of the local advertiser which is asserting itself day by day with its usual quota of attendant problems. And also, the more and more prominent position which programs on film are carving permanently for themselves in air time schedules among national as well as regional and local advertisers. And of equal significance and noteworthiness is the gradual improvement in commercial applications of the medium to an ever increasing list of businesses. Let's look over each subject briefly.

If the so-called main street merchant; namely the department store, the shoe man, the specialty shop, the butcher, the grocer and the baker ever should master the technique of making television produce maximum store traffic and create for themselves the powerful buying impact of which the medium is proving itself capable, there could be, indeed, some startling future changes in many of the practices and conditions surrounding television in these early days. Probably few, if any national advertisers could match budgets, dollar for dollar, with department stores alone, at the local level, in each television area. Up until now, those local advertisers who have gotten into television are not, generally speaking, the big advertising dollar spenders of their respective cities and communities. And yet, the increase in local advertisers is outweighing markedly each month that of regional or national TV spenders.

There are many, many advantages in the use of programs on film, produced expressly for television. Most of them are obvious, but at least a few are deserving of constant consideration. Program-wise, near perfection is possible. The flaws and fluffs that are inherent in live camera television or kinescope recordings can be eliminated through retakes when a program is on permanent film. And, visually, the motion picture technique employed to produce film tricks such as flipovers and wipes, and other optical illusions can be combined to produce better transitional, more pleasing and faster moving programs, carrying either filmed or integrated live commercials. And perhaps of greatest importance, the professional television program producer on film, provides the advertiser and his agency a maximum opportunity to develop suitable commercial techniques and overall merchandising application, to make each advertising dollar produce its expected return.
TELEVISION FILM PRODUCERS

Personnel

Phone Numbers

Addresses

Contacts of 35 & 16 mm. Film Producers

NINETEEN FIFTY
The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.

The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photocell 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

Adventure Films, Inc.
165 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-2320
President ..................William Alexander
Secy-Treasurier ..............Hall Shelton
Services Offered — Devil's Island - Martinique, Java-Bali Report, Kukan, Pledge To Bataan, Here Is Ireland—all these subjects are in all natural color, on 16mm. Kodachrome. Fighting Sea Monsters, The Silent Enemy—on black & white.

A. F. Films, Inc.
1600 Broadway, New York 19, N. Y.
Phone: Circle 7-2850
President ..................Nicolas Bongard
Services Offered — Distribution of short educational films internationally produced including U. S. productions for TV.

All-Scope Pictures, Inc.
Phone: Hollywood 9-6386
President ..................Gordon S. Mitchell
Vice-Pres. & Treas. ..........E. Z. Walters
Secretary ....................E. Maples
Chairman of Bd. .............G. L. Carrington
Services Offered — Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second sport commercials for TV. Have very fine animation department.

Allen & Allen Productions
3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314
Directing Mgr ..............George E. Allen
Dir. of Production ..........William H. Allen
Chief, Editorial Div. ......Benjamin L. Haab
Asst, Prod.-Mgr. ..........H. A. Bold
Services Offered — Producers of adventure, educational, novelty, and documentary films, of one, two, and three reels—featurettes, for TV, educational, theaters, and other distribution outlets. Are releasing a series of Wild Life films, at present, to the video market, also to sponsors, theaters, and schools. The above Wild Life Series, are of documentary & entertainment values.

American Film Co.
1329 Vine St., Philadelphia 7, Pa.
Phone: Walnut 2-1800
Mgr. ..................Ben Harris
Gen. Sales Mgr. .............Jack H. Harris
Services Offered — We serve 35 and 16mm. film to TV stations. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.

Animated Video Films Inc.
1001 N. Vermont Ave., Los Angeles 27, Calif.
Phone: NOrmandy 33884
Production ..................Ace Gamer
Direction & Story .............Dick Huemer
Chg. of Animation ..........Pete Burness
Chg. of Layouts & Backgrds. Bob Gribbock
Chp. of Camera dept. ......Jack Buehre
Chg. of Ink & Paint dept. ....Betty Brenon
Services Offered — Animated and live action TV films, industrial films, educational films.

Animation House, Inc.
535 Main St., New Rochelle, N. Y.
Phone: New Rochelle 2-3184
Pres., Producer, Dir. ......Edwin Rehberg
V-P., Personnel ..........William Fox
Services Offered — TV commercials, 20 sec. to 1 min. spots, live, stop-motion and animation or in combination; industrial and visual educational films, color and b. and w.; 35 and 16mm.; write script, make up story board. Equipped to make a complete job to order.

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
Asst. to Pres. ..............Don Radler
Services Offered — Producers of TV commercials, animation, documentary, medical, and institutional films for TV application. Sound and color, film clips, slides, editing and recording.

Archer Productions, Inc.
35 W. 53rd St., New York 19, N. Y.
Phone: JUdson 6-2690
President ..................Lars E. Calonius
Chg. of Production ......Thomas Craven
Assoc. Producer ..........David Ahlers
Office Manager ..........Carl Hitchie
Animation Director ......Carl Fallberg
Art Director ..........John Ployardt
Sales Manager ..........Hampton W. Howard
Services Offered — TV commercial films and entertainment films to order. Animated TV
FOR every television requirement — feature, short subject, support for “live” action, commercials, program records — there's an Eastman Film particularly adapted to the purpose — 35mm. or 16mm. — both picture and sound.

Eastman Motion Picture Films

Distributed by

J. E. BRULATOUR, INC.

Fort Lee, N. J.           Chicago 16, Ill.
LOngacre 5-7270          HArrison 7-5738

Hollywood 38, Calif.
Hillside 6131
commercials and entertainment films to order. Distribution of films to TV stations. Film packagers for TV.

**Art Reels Co.**
510 Cathedral Parkway, 5E New York, N. Y.
*Phone:* MOnument 6-2271
Producer-Director ..................Stephen L. Sharff
Editor .............................Lucille Pelham
*Services Offered*—TV films and live programs, TV commercials, puppets and stop motion animation.

**Atlas Film Corp.**
1111 S. Blvd., Oak Park, Ill.
*Phone:* ELclid 6-3100
President .........................K. W. Lineberry
Vice-Pres. & Prod. Mgr. ..........Tom R. Curtis
Secy.-Controller ..................L. P. Nominee
Advertising Mgr. ..................H. C. Maloney
*Services Offered*—Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Complete and modern facilities for all laboratory processing. Mobile sound track, studio rental facilities. Film vaporating. TV commercial productions.

**Audio Productions, Inc.**
630 Ninth Avenue, New York 19, N. Y.
*Phone:* COLUMbus 5-6771
President .........................Frank K. Speidell
Sales Mgr. .........................Phillips Brooks Nichols
Gen. Mgr. ..........................Herman Roessle
Production Mgr. ..................P. J. Mooney
*Services Offered*—Producers of TV commercials and business and educational films—black-and-white and color.

**Bailey Films, Inc.**
2044 N. Berendo, Hollywood 27, Calif.
*Phone:* Olympia 7209
President ..........................Albert R. Bailey
Vice-President .....................Delmar F. Hancock
Secretary-Treasurer ..............Virginia B. Ryder
*Services Offered*—Have a number of 10-20 minute shorts on animals, children's stories, cartoons, and puppet pictures, documentary films.

**Basch Radio & Television Productions**
(See Program Producers.)

**Bell International Pictures, Inc.**
633 No. La Cienega, Hollywood 46, Calif.
*Phone:* CR 1-6181
Pres. & Exec. Pro..................Jack Gilson
*Services Offered*—Television film productions.

**Bell Pictures Corp.**
630 Ninth Avenue, New York 19, N. Y.
*Phone:* Circle 6-1383
President ..........................Bert Kulick
Vice-Pres. ........................Lawrence Kulick
Secy.-Treas. .......................Frances Frank
*Services Offered*—Distributors of TV films.

**Bengal Pictures**
15108 Plummer, San Fernando, Calif.
*Phone:* EMpire 2-1984
Dir. of Photograpy.Phil. E. Cantonwine, S.S.C.
Research .........................Cheri Le Blanc
Director ..........................Robert Delano
Narration and Story ............Larry Chandler
Narrators .......................Perry King, William Udel
*Services Offered*—TV pictures made to order, TV subjects for sponsors, rent and outright sale.

**The Bray Studios Inc.**
729 Seventh Ave., New York 19, N. Y.
*Phones:* Circle 5-4382-3
President ..........................J. R. Bray
Vice-Pres. & Secy ...............Paul A. Bray
Vice-Pres. & Sales Mgr. ........E. F. Stevenson
Treasurer .........................M. Bray
Director ..........................L. G. Lambert
Asst. Production Mgr. ..........R. N. Chindblom
*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

**British Information Services**
30 Rockefeller Plaza, New York 20, N. Y.
*Phone:* Circle 6-5100
Dir., Film & Pub. Div..........Thomas Hodge
Asst. Pub. Div. ..................Dorothy Danish
*Services Offered*—Rental of educational and documentary sound films.

**Irving Browning Productions**
70 W. 45 St., New York 19, N. Y.
*Phone:* MUrray Hill 2-7490
Producer-Director ...............Irving Browning
Exec.Secy. .......................Hester V. Browning
Film Council-Story Ed. .........Marie McCall
Asst. Producer ...................Jerry Meistrich
Business Council ...............Paul Meistrich

**Al Buffington Productions**
6711 Sunset Blvd., Hollywood 28, Calif.
*Phone:* Gladstone 0876
Sales & Program Mgr. ...........Albert B. Buffington
Production Mgr. ..................James Wilmas
For the Very Finest in Motion Picture Programming

Use Commonwealth

Major Company Features

Westerns

Cartoons

Serials

Comedies

Commonwealth Film and Television, Inc.

723 Seventh Avenue New York 19, N.Y. Circle 5-6456
Gen. Mgr. Eastern Office... Maurice F. S. Penn
Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

C & G Film Effects Co.
723 Seventh Ave., New York 19, N. Y.
Phone: Plaza 7-4558
Partners....................Hugo A. Casalaro, Milton M. Gottlieb
Services Offered—Titling, spot commercials, animation, optical & trick effects, slide films, black & white or color, 35mm or 16mm.

Campus Film Productions
161 Remsen St., Brooklyn 2, N. Y.
Phone: TR 5-6296-7-8
Exec. Pro....................N. Campus Administrative Assts........William King, Lee Bobker
Services Offered—Producers of quality motion pictures specializing in sound color films tailored to meet every need and budget. Fully equipped to do synchronized “off-the-air” recordings onto film or disk.

Capitol Records, Inc.
Broadcast Division
Sunset and Vine, Hollywood 28, Calif.
Phone: Hollywood 9-8171
Sales Manager...............Cliff Ogden
TV Program Director........Elmo Williams
Transcription Program Dir.....Ken Nelson
Production Manager........L. A. Robbins
New York Representative.....Gene Milner
Chicago Representative.....Robert Howell
Dallas Representative.....William Stubblefield
Services Offered—Producers and Distributors TV Film Programs, Distributors Kinescope TV Programs, Producers and Distributors Transcribed Music Library for TV.

Caravel Films, Inc.
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 7-6111
President ..................David I. Piene
Services Offered—Industrial and TV films to order.

Catholic Movies
1409-79th St., North Bergen, N. J.
Phone: Un 5-7998
Services Offered—A 16mm film library serving Catholic schools, churches, clubs, etc. Religious, educational and entertainment films, also French and Polish films.

Chicago Film Laboratory, Inc.
18 W. Walton Pl., Chicago 10, III.
Phone: WH 4-6971
President....................A. G. Dunlap
Vice-Post...................Inez Ridgway
Services Offered—Complete production facilities—both 16mm and 35mm—color and black & white. Excellent script, art, animation and our own processing laboratory—Large sound stages—RCA film recording—Music library.

China Film Enterprises of America, Inc.
132 W. 43 St., New York 18, N. Y.
Phone: Wisconsin 7-6872
President....................Hsing-Ching Weng
Vice-Post...................W. M. Cheou Seto
Services Offered—Rent and produce 16mm short films for TV purposes.

Choreographers’ Workshop
471 Park Ave., New York 22, N. Y.
Phone: Plaza 9-6239
Director....................Trudy Goth
Co-Director..................Patricia Newman
Publicity....................Ruth Kaufman
Services Offered—Live dance programs (all styles) built to order. Children’s programs—Educational, etc.

Christian Films
Phone: York 1783
Prod. Dir........Rev. H. K. Rasbach, B.D., A.B.
Dir. of Photography........Grant H. Stone
Musical Dir................Eddison Von Ottenfeld
Script Advisor........Frank Tashlin
Services Offered—Complete radio, TV productions (live or film), third-dimensional animated subjects, recordings and transcriptions; 16mm, 35mm and transcribed recordings of St. Olaf, Hollywood Cathedral Choir, Wartburg Choir, and the Chapel Choir of Capital University.

Cineffects, Inc.
115 W. 45 St., New York 19, N. Y.
Phone: Circle 6-0951
President....................Nathan Sobel
Secretary-Treasurer..........Isaac Hecht
Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

Cinema Service Corp.
106 West End Ave., New York 23, N. Y.
Phone: TR 3-1411
Director....................Joseph Seiden
Sound Eng. (Chief)........M. Dichter
Tailors to the Trade

Drama . . . . ACTORS' STUDIO
Adventure . . FRONT PAGE
Quiz . . . . CELEBRITY TIME

Audience Participation A COUPLE OF JOES

Come in to

WORLD VIDEO, INC.
15 East 47th Street, New York 17, N. Y.
PLaza 9-3870

for an immediate fitting
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
<th>Manager/Owner</th>
<th>Services Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinecraft Productions, Inc.</td>
<td>215 Franklin Ave., Cleveland 13, Ohio</td>
<td>Circle 6-0951</td>
<td>Nathan Sobel</td>
<td>16mm motion pictures produced in any length for TV use.</td>
</tr>
<tr>
<td>Cinema Studios, Inc.</td>
<td>106 West End Ave., New York 23, N.Y.</td>
<td>Trafalgar 3-1411</td>
<td>Joseph Seiden</td>
<td>TV film production.</td>
</tr>
<tr>
<td>Cinemat, Inc.</td>
<td>(See Program Producers.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cinetel Corp.</td>
<td>119 W. 57th St., New York 19, N.Y.</td>
<td>2-4813</td>
<td>Ed Woodruff</td>
<td>TV films.</td>
</tr>
<tr>
<td>Cineque Laboratories, Inc.</td>
<td>424 E. 89th St., New York 28, N.Y.</td>
<td>Sacramento 2-4994</td>
<td>Sam Marcus, Oscar Fagin</td>
<td>24 hr. processing 16 and 35 mm. b. &amp; w. color film; special 2 to 4 hr. service.</td>
</tr>
<tr>
<td>Cinescope Films</td>
<td>42-45 160th St., Flushing, N.Y.</td>
<td>Flushing 3-1935</td>
<td>George L. George</td>
<td>Industrial, documentary, theatrical and TV films to order.</td>
</tr>
<tr>
<td>Geo. W. Colburn Laboratory Inc.</td>
<td>164 No. Wacker Dr., Chicago 6, Ill.</td>
<td>St. 2-7316</td>
<td>George W. Colburn</td>
<td>16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.</td>
</tr>
<tr>
<td>Colonial Films</td>
<td>2118 Massachusetts Ave., N.W.</td>
<td>Adams 8101</td>
<td>Harold L. Lassiter</td>
<td>TV films, newsreels.</td>
</tr>
<tr>
<td>Commonwealth Film &amp; Television, Inc.</td>
<td>723 Seventh Ave., New York 18, N.Y.</td>
<td>Circle 5-6456</td>
<td>Samuel Goldstein</td>
<td>Packages of features, westerns, serials and short subjects.</td>
</tr>
<tr>
<td>Courneya Productions</td>
<td>1566 No. Gordon St., Hollywood 28, Calif.</td>
<td>Granite 5920</td>
<td>Jerry Courneya</td>
<td>Novelty shorts, commercials. We are in contract with the “World Jungle Compound” and specialize in wild animal films of all kinds. Several program series are under way. We make “sponsor tailored” pictures.</td>
</tr>
<tr>
<td>Crafton Brothers, Inc.</td>
<td>3303 W. Lawrence Ave., Chicago, Ill.</td>
<td>Juniper 8-0396</td>
<td>David M. Crafton</td>
<td>TV stills, shorts and commercials.</td>
</tr>
<tr>
<td>Crystal Pictures, Inc.</td>
<td>1564 Broadway, New York 18, N.Y.</td>
<td>Plaza 7-1530</td>
<td></td>
<td>TV films, rentals.</td>
</tr>
</tbody>
</table>
There Is No Substitute For Know-How

With the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

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.

LION TELEVISION PICTURES CORPORATION

1501 BROADWAY, NEW YORK 18, N. Y. • PE. 6-1780
TV Film Producers

**D. P. M. Productions, Inc.**
55 W. 45 St., New York 19, N. Y.
Phone: LXenxburg 2-4354

President: Dorothy P. Maulsby
Secretary-Treas.: Helen Rosenfeld
Production Mgr.: Maurice T. Groen
Cameraman: Earl B. Brink
Narrator: Peter Allen

Services Offered—Producers of 16mm., sound films, black and white or color, chiefly for foreign governments showing their countries, people, etc. Originators and producers of “SCENICALS” (trade mark), 3 and 4 minutes short fillers for TV use.

**De Frenes Co.**
1909 Buttonwood St., Philadelphia 30, Pa.
Phone: Rittenhouse 6-1886

President: Joseph De Frenes

Services Offered—Production of 16mm. & 35mm. films, black and white, color. Full studio facilities & sound stage. RCA Licensees cartoons, animation.

**Delbridge & Gorrell**
301 Fox Theatre Bldg., Detroit 26, Mich.
Phone: Woodward 3-6990

Manager: Bill O’Halloran

Services Offered—TV films.

**Joseph Dephoure Studios**
1018 Commonwealth Ave., Boston 15, Mass.
Phone: LO 6-1499

Owner: Joseph Dephoure

Services Offered—Producers of TV Films, Spot Commercials, Animation, Printing 16 mm) and Processing.

**Depicto Films, Inc.**
254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7621

President: John Hans
Vice-President: Ladson Butler
Associate Producer: Murray Knowlton
Asst. to Pres., Chg of Prod.: Jack Lane

Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

**Sherman H. Dryer Productions**
57 W. 58th St., New York 19, N. Y.
Phone: PLaza 5-5998

Owner: Sherman H. Dryer

Services Offered—TV films.

**Jean Du Bois Motion Pictures**
927 21st St., Denver 2, Col.
Phone: East 8122

Owner: Jean M. F. DuBois

Services Offered—TV film production.

**Dudley Pictures Corp.**
9908 Santa Monica, Beverly Hills, Calif.
Phone: CR 1-7258

501 Madison Ave., New York, N. Y.
Phone: EL 5-1076

President: Carl Dudley
Secy-Treas.: Gene Barnes
Prod. Dept.: Leo Pepin
Writer-Producer: Herman Boxer
Camera Dept.: Edward Hutton,
Edwin Olsen, Keith Covey, Ed Drews
Editing Dept.: Wm. Faris,
Norman Saffern, Ernest Flook
Printing Dept.: Joe Rave,
Manuel Chaidez

Services Offered—Producers of commercial, theatrical and TV films — Releasing “This Land of Ours” and “This World of Ours” series through NBC-TV.

**Eastern Studios**
3460 32nd St., Astoria, N. Y.
Phone: RAVenswood 6-4787

Manager: R. V. Pollock

Services Offered—TV film productions.

**Emerson Film Corp.**
C/o Republic Studios
4024 Radford Ave., N. Hollywood, Calif.
Phone: Sunset 2-1121

Producer-Director: Walter Colmes
Assoc-Producer, Film Editor: Jason Bernie
General Sales Manager: William Norins
Writer: Louis Alan
Cameraman: Walter Strange

Services Offered—Complete production for TV, Educational, and Feature Films. Primarily concerned with more elaborate type of production in each category, currently producing films for Encyclopaedia Britannica Films.

**Endorsements, TV**
299 Madison Ave., New York 17, N. Y.
Phone: MU 2-1431-23

President: Hazel F. McCabe
Vice-President: Jules Alberti
Secretary-Treasurer: Dr. Harold S. Wadro

Services Offered—Endorsements and testimonials lie and film for TV.

**Excelsior Pictures Corp.**
723 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6157

President: Walter Bibo

Services Offered—Rent various features and shorts.

**Fair Deal Motion Picture Ser.**
2040 Chatterton Ave., New York 61, N. Y.
Phone: TAlmadge 9-6728

Owner & President: Louis D. Colson
Secy-Treas.: Conceta Colson

1123
The Tee Vee Co.

A UNIQUE FILM
PRODUCTION ORGANIZATION

BEVERLY HILLS, CALIF.
170 SO. BEVERLY DRIVE
CRESTVIEW 5-1076

Sales Offices:
211 SO. BEVERLY DRIVE

New York Offices:
150 EAST 52ND STREET
PLAZA 3-1030
Services Offered—We offer package film shows—short subjects & specialize in religious films for TV use.

Jerry Fairbanks, Inc.
6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 21101
Pres. & Exec. Prod. ............ Jerry Fairbanks
Chm., Bd. of Dir. ............ Frank E. Mullen
V.P. Chg. Sales & Dist. ........ Russ Johnston
Midwestern Sales Dir. ......... B. N. Darling
Pacific Coast Sales Dir. ....... Nat Winecoff
U. Y. Office Mgr. ............ Robert Lawrence
Production Mgr. ............. Glenn Miller
Dir., Scenario Dept. .......... Lou Lilly
Dir., Music Dept. ............. Edward Paul
Dir., Casting Dept. .......... Ken Dyson
Dir., Publicity Dept. ......... Reavis Winckler
Dir., Animation Dept. ......... Manny Gould

Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; NBC tele film programs; package programs for networks, agencies, and for stations for local sponsors.

Federated Television Productions, Inc.
41 E. 41 St., New York 17, N. Y.
Phone: Murray Hill 2-7125
President ...................... Hubert V. Chain
Vice-Presidents ............... Box Dixon, William Haussler
Secretary ..................... Robert Bell
Treasurer ..................... John Nickerson III

Services Offered—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

Paul J. Fennell Co.
1159 N. Highland Ave., Hollywood 38, Calif.
Phone: Gladstone 1657
40 E. 40 St., New York 16, N. Y.
Phone: Murray Hill 9-1269
President-Dir. ............... Paul J. Fennell
Technical Dir. ............... John E. Burks
Eastern Rep. ................. Milton R. (Mickey) Dubin

Services Offered—Specialty—Films for TV with emphasis on Animation.

Filmeffects of Hollywood
1153 No. Highland Ave., Hollywood 38, Calif.
Phone: HO 9-3808
General Manager ............ Gilbert R. Scott

Services Offered—16 and 35mm. color and b. & w. optical printing services, lap dissolves, fades, montages, wipes and other special photographic effects; blow-ups, reductions, TV film production services.

Film Equities Corp.
1501 Broadway, New York 8, N. Y.
Phone: 10.0gacree 4-6224
President ..................... Irvin Shapiro
Secretary ..................... A. Exelberth
Treasurer ..................... Martin Mermelstein
TV Director .................. C. Lazar

Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities.

Film Makers, Inc.
1600 Broadway, New York 19, N. Y.
Phone: Regent 7-5149
President ..................... J. H. Lenauer

Services Offered—TV film production.

Films For Industry, Inc.
135 W. 52 St., New York 19, N. Y.
Phone: Plaza 3-2800
Vice-Pres. in Chg. Prod. ... Brewster Righter

Services Offered—TV packaging, commercials, sound studios, animation, stop motion.

Films of the Nations, Inc.
55 W. 45 St., New York 19, N. Y.
Phone: Luxemburg 2-4355
Pres. & Exec. Dir. .......... Maurice T. Green
Vice-Presidents ............. Henry M. Moolman, Birger Nodrholm
Treasurer ..................... Joseph P. Bourdrez
Secretary ..................... William Rosenfeld

Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

Larry Finley Productions Inc.
8983 Sunset Blvd., Hollywood 46, Calif.
Phone: BR 2-3841
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
Exc. Producer ............. Harry Wayne McMahan
Production Dir. ............ Chet Glassley
Technical Dir. ............... Taylor Byars
Animation Dir. ............. Howard Swift
Casting ..................... Judy McMahan
Props ....................... Frank Tompkins
Secretary-Treas. ........ Bernice C. McQuown

Services Offered—In business ten years, Five Star Productions work in the five audio-
visual fields: Radio Production ("Sons of the Pioneers," "Barnyard Jamboree" transcribed); motion pictures—short, subject and institutional commercials; TV film spots (40 per cent of all local and regional advertisers); slide films and animated films.

**Flory Films, Inc.**
303 E. 71 St., New York 21, N. Y.
*Phone: Regent 4-0862*
President & Secy. ......... John Flory
Vice-Pres. & Treas. .......... Elizabeth H. Flory
Film Editor .............. Matilda P. McComas
Distribution Mgr. .......... Janet Thorpe
Production Mgr. .......... Morris Cooper
Camera Dept. .......... Jack Holmes
Set Designer .............. Mordi Gassner
Scenario Dept. .......... Katherine Coldwell

*Services Offered—Producer & distributor of motion pictures, slides, films, and slides for use in advertising, education, training, public relations, and television. Recording, package programs, TV live and film programs. Studio rental facilities.*

**Hardie Frieberg Television Enterprises, Inc.**
270 Park Ave., New York 17, N. Y.
*Phone: Murray Hill 8-0230*
President ................. Hardie Frieberg

*Services Offered—Program production, talent, live and film TV programs.*

**F. W. Gabourie & Associates**
RCA Bldg., Suite 309, 1558 N. Vine St., Hollywood 28, Calif.
*Phone: Hudson 2-7321*
President .................. F. W. Gabourie, Jr.
Vice-President ............. Tom Meier
General Manager .......... John Ward
Bus. Rep. .................. Vance Van Dine

*Services Offered—Producers and consultants for TV film and live productions. Special effects engineers.*

**Gainsborough Associates**
(See Program Producers)

**Gallagher Films**
113 S. Washington St., Green Bay, Wis.
*Phone: Adams 2554*
President .................. J. C. Gallagher

*Services Offered—TV film production, recording.*

**William J. Ganz Co.**
40 E. 49th St., New York 17, N. Y.
*Phone: El Dorado 5-1443*
President .................. William J. Ganz
TV Consultant & Producer ...... Paul Alley
Chg. of Production ........ E. J. Spiro
Chg. of Distribution .......... Herbert Dietz
Officr Manager .............. Jean Pomerance

*Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.*

**General Business Films, Inc.**
565 Fifth Ave., New York 19, N. Y.
*Phone: Plaza 5-4346*
President ................. William Van Praag
Vice-President ............. Otto H. Satter
Secretary .................. Philip De Munn
Head of Story Dept. ........ Bert Lawrence
Sales Mgr. ................ Arthur Otto
Package Dept. ............. W. Robert Woodburn

*Services Offered—Industrial films, slide films, TV commercials.*

**General Film Production Corp.**
25 W. 45th St., New York 19, N. Y.
*Phone: LUXemburg 2-1700*
Manager .................. Elbert S. Kapit

*Services Offered—TV films, rentals.*

**General Television Corp.**
1501 Broadway, New York 18, N. Y.
*Phone: Longacre 4-8324*
V.P. & Treasurer .......... Robert H. Wormhaudt

*Services Offered—Educational shorts, nature study shorts.*

**Gibraltar Pictures, Inc.**
1041 N. Formosa Ave., Hollywood 46, Calif.
*Phone: Granite 5111*
Manager .................. Albert Rogell

*Services Offered—TV films.*

**Ogden Goelct**
9421 Wilshire Blvd., Beverly Hills, Calif.
*Phone: Hollywood 9-5111*
Owner ..................... Ogden Goelct

*Services Offered—TV films.*

**Jack Goetz**
1790 Broadway, New York, N. Y.
*Phone: CO 5-1776*
Owner ..................... Jack Goetz

*Services Offered—Lab. service for all TV requirements. Produce program shorts and trailers.*

**Grant-Realm Productions**
8822 W. Washington Blvd., Culver City, Calif.
*Phone: Texas 0-2761*
Manager .................. Norman Elzer

*Services Offered—TV film production.*
**Guerin Enterprises, Inc.**
427 N. Euclid Ave., St. Louis 8, Mo.
Phone: Rosedale 5592

President .................. Fort B. Guerin, Jr.
Secy.-Treas. ................ W. M. Morris

*Services Offered*—16mm, motion pictures, sound and silent, slide and strip films, transcriptions recordings.

**Hack Productions**
535 N. Laurel Ave., Los Angeles 48, Calif.
Phone: WAlnut 2068

Owner .................... Herman Hack

*Services Offered*—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

**Les Hafner & Co.**
3 E. 57th St., New York 22, N. Y.
Phone: Plaiza 3-4840


*Services Offered*—Producing unit of Motion Picture Stages, Inc.; films for TV and theatrical release.

**The Jam Handy Organization**
2281 E. Grand Blvd., Detroit, Mich.
Phone: Madison 2450

Contact .................... William Murray

*Services Offered*—Producers of commercial films and spots; industrial films, slide films, sales training programs.

**Hannum Television Productions**
567 Seventh Ave., New York 18, N. Y.
Phones: CH 4-3447, LA 4-4652

President .................. Bob Hannum
Script Editor .................. Georgette Carneal
Production Mgr. ............. Ralph Porter
Casting Dir. .................. Shaque Hampar
Fashion Coordinator .......... Lillian Ross

*Services Offered*—TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

**Hathen Productions**
Phone: Locust 7-0126

Manager .................... Stanley P. Hathen

*Services Offered*—TV films production, rentals.

**Hawley-Lord, Inc.**
61 W. 56 St., New York 19, N. Y.
Phone: Circle 7-2444

President .................. Andre Lord
Secretary-Treas. ............. Gordon Shadwick

*Services Offered*—One reel sports and nature study short subjects available for TV rental.

**Hayes-Parnell Productions, Inc.**
60000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-4584

Pres. & Gen. Mgr. ............ Sam Hayes
Vice-President .............. Parnell S. Billings
Secretary-Treas. ............ Hazel Thornton

*Services Offered*—Producers of 15-minute short subjects for television on 16mm. film. Currently marketing "A Family Quiz."

**Leslie Helhena**
932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174

Owner-Producer ................ Leslie Helhena

*Services Offered*—Complete production facilities for filming spot announcements, open end commercial and entertainment films.

**Hile-Damroth, Inc.**
320 Broadway, New York 7, N. Y.
Phone: WO 4-2478

Executive .................. Nancy Hyatt

*Services Offered*—One-minute video commercials utilizing "Black Magic Board" or semi-animation.

**Hollywood Film Enterprises, Inc.**
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 2181

President .................. Thomas H. Emmett
Vice-President .............. Michel Haber
General Manager ............. Mickey Kaplan

TV Film Rentals, Laboratory Prod. & Film Printing Problems .. T. H. Emmett

*Services Offered*—Dependable, efficient laboratory service for over 40 years. Sparkling quality developing and printing. Speedy service large or small orders, 100 feet or 1,000,000 feet. Hundreds of ready made subjects that will entertain any TV audience.

**Hollywood 35 mm Film Co.**
1626 No. Wilcox Ave., Hollywood 28, Calif.
Phone: Hillside 7191

Partners, Ben Teitelbaum, Harry Teitelbaum

*Services Offered*—Suppliers of reels, cans, shipping cases and motion picture supplies and equipment.

**Paul Hoesfler Productions**
612½ So. Ridgeley Dr., Los Angeles 36, Calif.
Phone: WHitney 9045

Producer .................. Paul L. Hoesfler
Business Manager .......... E. M. Bennett
Secretary ................... H. Sterling
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent.

West Hooker Telefeatures, Inc.
2 W. 46 St., New York 19, N. Y.
Phone: Hildon 2-3026
President ...................... West Hooker
Executive Vice-Pres........ E. T. Kenner, Jr.
Administrative Vice-Pres. &
Sales Mgr...................... Wayne T. Wirth
Vice-Pres. & Account Exec., James H. Elkins
Production & Casting Dir., Viola Rubber
Prod. Mgr...................... Keith Thomas
Account Executive........... Richard Brill

Services Offered — Complete Package Shows, Live and Film Kinescope. Also open-end films.

Harry O. Hoyt Productions
2543 Kelton Ave., Los Angeles 64, Calif.
Phone: Brighton 0-457
President ...................... Harry O. Hoyt

Services Offered—TV film production, package programs, script, program production.

Ted Hudes Radio & Video Productions
(See Program Producers)

Lucille Hudiburg Productions
131 E. 51 St., New York 22, N. Y.
Phone: EL 5-8508
Producer ...................... Lucille Hudiburg
General Manager .............. Walter Keane
Free-Lance Comm., Artist .... George Keegan

Services Offered—Complete packages including: "Variety," "Drama," "Participation," "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows. Our puppet show "Peggy And Mr. Sniffin," is currently on WJZ-TV each Saturday 2:35 P.M.

Imagineering Assoc., Inc.
1030 N. McCadden Pl., Hollywood 38, Calif.
Phone: Hollywood 9-8777
Manager ...................... Ronald F. Kennard

Services Offered—TV commercial films.

Impact TV Films
1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5808

Mr. Producer
If It's Sound in the East
It's Reeves...

That's the opinion of hundreds of producers using Reeves facilities.

REEVES SOUND STUDIOS, INC.
304 EAST 44TH STREET • NEW YORK 17, N. Y. • OREGON 9-3550
The Largest Sound Service Organization in the World.

RCA Licensee
Western Electric Licensee
Manager .................. Albert W. Hellenenthal
Services Offered—TV film production.

**Impipro Inc.**
Hal Roach Studios, Culver City, Calif.
Phone: Te 0-4525
President ............... Herbert L. Strock
Vice-President ............. Kenneth Herts
Secretary-Treas. ............. Stanley Nass
Services Offered—Packagers of both live and film TV programs from one minute commercials to one hour shows. Producers of "The Eddie Drake" half-hour TV shows for CBS.

**IMPS, Inc. International Movie Producers' Service**
515 Madison Ave., New York 22, N. Y.
Phone: Eldorado 5-6620
President, Producer, Dir. .......... Ben Gradius
Supervising Editor ............. Jean Oser
Production Supervisor .......... Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. We also maintain complete writing, editing, and production staff which can be used by sponsor who in turn acts as producer.

**International Film Foundation, Inc.**
1600 Broadway, New York 19, N. Y.
Phone: CI 6-9438
Executive Dir. .......... Julien H. Bryan
Associate Dir. .......... R. E. Blackwell
Services Offered—(1) Production of documentary films; (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

**International Geographic Pictures**
1776 Broadway, New York 19, N. Y.
Executive-Pres. .......... J. Allen Julier
Services Offered—Producers of educational motion pictures.

**International News Service**
235 E. 45 St., New York, N. Y.
Phone: MU 7-3800
Mgr. INS-INS TV Dept. ...... Robert H. Reid
Services Offered—Daily and weekly newsreels.

**International 16mm. Corp.**
(See Program Producers)

---

**Your Assurance of QUALITY**

Because of the sound foundation on which the name of HEDWIG has been built, the trade may be assured of integrity and dependability.

W. K. HEDWIG  
G. W. HEDWIG

**FILMS FOR TELEVISION**

SOUND AND SILENT FILMS IN 35MM AND 16MM

Telecast's selection includes dramas, sports, musicals, travel, cartoons, comedies, religious, short and feature subjects and educational studies.

**INFORMATION AND PRICES ON REQUEST**

**TFI-TV**  
112 W. 48th Street  
New York 19, N. Y.  
Judson 6-5480
International Tele-Film Productions, Inc.
331 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 7-7306
President ..................Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

Jason Comic Art
1860 Broadway, New York 23, N. Y.
Phone: JUdson 6-4280
Director ..................Leon Jason
Services Offered—TV film, production, talent.

Junior Programs, Inc.
22 Lawrence St., Newark 5, N. J.
Phone: Market 3-0770
Pres. & Exec. Dir.......Dorothy L. McFadden
Asst. Director ............Cecile Sherman
Services Offered—Package shows for family and children's audiences, also scripts, and consultant service for TV.

Bernard E. Karlen Productions
475 Fifth Ave., New York 17, N. Y.
Phone: MU 4-6303
Producer..................Bernard E. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

Victor Kayfetz Productions
130 E. 56 St., New York 22, N. Y.
Phone: Murray Hill 8-1707
Executive Prod...........Victor F. Kayfetz
Staff Director...........Col. Ira Tolstoy
Sales Manager...........John D. Flamagan
Prod. Consultant...........Rudy Vallee
Story Dept. Dir...........Elliott Curtis
Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel.

Herbert Kerkow, Inc.
430 Lexington Ave., New York 17, N. Y.
Phone: Eldorado 5-5635
President..................Herbert Kerkow
Services Offered—TV films.

Killingsworth TV Productions, Inc.
(See Program Producers)

---

Paul Alley
Writer, Editor, Commentator
[20 years with Paramount; MGM-]
[News of the Day; NBC Television]

MOTION PICTURES

TELEVISION COMMERCIALS

William J. Ganz Co. 40 EAST 49TH ST.
NEW YORK, N. Y.
Walter E. Kline & Associates
8445 Melrose Ave., Hollywood 46, Calif.
Phone: Webster 6156
Head of Firm ......... Walter E. Kline
Executives .......... Gordon C. Maclean, Fred W. Kline
Services Offered — Advertising, publicity public-relations.

Kling Studios, Inc.
601 N. Fairbanks Court, Chicago 11, Ill.
Phone: Delaware 7-0400
President ............ Robert Eirinberg
Vice-President .. . . . . . . Lee Blevins
Executive Producer .. . . . Jack H. Lieb
TV Director ............ Fred Niles
Services Offered — Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation. Also, complete production of industrial and educational motion pictures, including creative writing.

Knickerbocker Productions, Inc.
1600 Broadway, New York 19, N. Y.
Phone: Cb 6-9850
President ............ Howard A. Lesser

Albert Lang Productions Inc.
6652 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7610
President & Gen. Mgr .... Albert E. Lang
Secretary & Treasurer ... Olga Haney
Production-Director ....... R. Garde Ballou
Production-Research ....... John Frank

Larsen Television Picture Corp.
Studios: 3177 N. Broadway, Chicago 14, Ill.
Phone: GReaceland 7-2673
Pres., in Chg. of Prod. . Wm. Burton Larsen
Secretary ............ L. Z. Larsen
Treasurer ............ F. Wallace
West Coast Producer ... Seth B. Larsen
Services Offered — We create and produced

Foremost Television Spot Commercials

ANIMATION HOUSE, Inc.
535 MAIN STREET
NEW ROCHELLE, N. Y.
New Rochelle 2-8184

Live Action
Animation
Stop-motion
Industrial

Story-boards
Scripts
Layouts
Educational

Black & White
Color
35mm. or 16mm.
Theatrical

Eddie Rehberg, Executive Director
20 second and one minute TV commercials, 15 minute interview shows, films of complete shows, syndicate TV film spots and sales promotion industrial films in color.

**Julian Lesser Programs**
9336 W. Washington Blvd., Culver City, Calif.  
*Phone:* Texas 0-2931
Manager ........................... Julian Lesser
*Services Offered*—TV films.

**Gene Lester Productions**
1487 N. Vine St., Hollywood 28, Calif.  
*Phone:* Hillside 7287
Producer-Director  ............... Gene Lester  
Chg. of Tech., Personnel.......... John S. Nash  
Comptroller Office Mgr. ......... Charles O. Cross
*Services Offered*—Production of all types of commercials. Program packaging. Also offer technical services to other producers.

**Libra Film Distributors & Producers**
6525 Sunset Blvd., Hollywood 28, Calif.  
*Phone:* GL 7960, HE 1161
Vice-Pres., In Chg. Prod. ....... Charles M. McCoy  
Secretary-Treas. .................. Miss Loy Lester  
President .......................... Donald A. Peter-  
Exec., Director ................. William Martin  
Exec., Producers ............... William G. Troiano,  
Charles P. Mandell. Ben Wetzler
*Services Offered*—Extensive TV film distribution, complete professional production facilities including all phases of technical, advertising, education, public relations technique. We have available several live show series also.

**Lieb-Brotman Studio**
14 W. 58th St., New York 19, N. Y.  
*Phone:* Plaza 3-9355
Manager ........................... Leo Lieb
*Services Offered*—TV films.

**Lion Television Pictures Corp.**
1501 Broadway, New York 18, N. Y.  
*Phone:* 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.

---

**PRODUCERS OF BETTER FILMS**

...at Video Varieties—from script to finished print—responsibility is never divided

Many elements are required to make films good enough for growing television audiences. Each of them requires responsibility of the producer. Video Varieties emphasizes responsibility with adequate experience, enough trained manpower, sufficient capital, and modern facilities. That's why we have directors, script writers, set designers and constructors, cameramen, sound and studio technicians, and editors on our own payroll.

WE own and operate 18-year-old WEST COAST SOUND STUDIOS with its experienced manpower and complete facilities. We solicit your inquiry on the production of any film. Phone, write, wire, or call in person.

**VIDEO VARIETIES CORPORATION**
41 EAST 50th STREET, NEW YORK 22, N. Y.  
Murray Hill 8-1162  
Studio—510 West 57th St., New York

TELEVISION PROGRAM FILMS  •  TELEVISION COMMERCIALS  
BUSINESS MOVIES  •  SLIDE FILMS
**TV Film Producers**

**Bob Loewi Productions, Inc.**  
(See Program Producers)

**Loucks-Norling Studios**  
245 W. 55 St., New York 19, N. Y.  
Phone: CO 5-6974  
Partners: A. H. Loucks, J. A. Norling  
Services Offered — Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

**Mannon Sound Stages**  
112 W. 89 St., New York, N. Y.  
Phone: TR 3-1800  
General Studio Mgr.—George Orth  
Chief Elec.—Joe McGuire  
Sound Eng.—Bories Sarratoris  
Services Offered—Sound studios for rental for TV pictures.

**Master Motion Pictures Co.**  
50 Piedmont St., Boston, Mass.  
Phone: HA 6-3592  
President—Maurice Master  
Studio Mgr.—Wilbert Hanson  
Production Mgr.—Irving Ross  
Services Offered—Industrial film producer, TV film commercials, film processing 16mm. and 35mm. film.

**McCollum Picture Productions**  
4557 Produce Plaza, Los Angeles 11, Calif.  
Phone: Jefferson 8255  
Producer—J. L. McCollum  
Services Offered—TV film production, talent, scripts, recording.

**Mercury International Pictures, Inc.**  
1415 Coast Blvd., Corona del Mar, Calif.  
Phones: Harbor 1212; Zenith 6009, L.A.  
President—V. E. Ellsworth  
Vice-President—David L. Monahan  
Secretary—G. C. Cable  
Treasurer—Beatrice A. T. Medes  
Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

**Michael-Alan Productions**  
3724 Muirfield Rd., Los Angeles 16, Calif.  
Phone: AXminster 16154

---

**Most Modern, Up-to-Date Studios, Completely Equipped**

**LIP-SYNC SHOOTING**

- 1750 sq. ft. stage area, lighting equipment, stock sets, flats and props, dressing rooms.
- Control Room, 16mm Maurer Recording Channels & Re-Recording Facilities, Fairchild sync-disc recorders & playbacks.
- COMPLETE PRODUCTION CREW • MAURER CAMERA EQUIPMENT • ALL SHOOTING ACCESSORIES

Serving: Colgate-Palmolive-Peet, Viceroy Cigarettes, Barbasol

**MANNON SOUND STAGES**

GEORGE ORTH  
Gen. Mgr.

112 WEST 89th STREET, NEW YORK, N. Y.  
TRafalgar 3-1800

---

1133
Michigan Film Library
Owner: Alban J. Norris Sr.
Services Offered—Rental of religious subjects suitable for TV particularly a complete feature length version in complete sound and music of the life and crucifixion of Christ. TITLE—GOLGOTHA. Complete international copyright owned by Albany J. Norris Sr., and all rights for reproduction or use prohibited. Some subject also available under title ECCE HOMO (Behold the Man). Same also held under exclusive copyright and all TV and others rights reserved under international copyright.

Victoria Mix, Inc.
356 S. Roxbury Dr., Beverly Hills, Calif.
Manager: Victoria Mix
Services Offered—TV films.

Carlton E. Morse Productions
1500 N. Vine St., Hollywood 23, Calif.
Manager: Carlton E. Morse
Services Offered—TV film programs, production.

Motion Picture Productions Inc.
(See Program Producers)

Motion Picture Stages, Inc.
3 E. 57th St., New York 22, N. Y.
Manager: Martin L. Scott
Services Offered—Studio subsidiary of Hafner-Vetter.

Movie Advertising Bureau
70 E. 45th St., New York 17, N. Y.
Manager: J. F. Barry
Services Offered—TV films.

THE PRODUCERS' AID

Cineffects INCORPORATED
115 WEST 45th STREET NEW YORK (19), N. Y.
PHONE: Circle 6-0951-2-3-4

A COMPLETE SERVICE
TECHNICAL AND CARTOON ANIMATION
BLACK and WHITE or COLOR — 16 or 35 mm
FOR
TELEVISUAL, THEATRICAL AND NON-THEATRICAL PRODUCTIONS
SPECIAL EFFECTS
MAPS . . . INSERTS . . . ART TITLES
SLIDE FILMS . . . 35 mm KODACHROME DUPLICATIONS
Murphy-Lillis Productions, Inc.
59 Park Ave., New York 16, N. Y.
Phone: Murray Hill 6-2142
President ................. Owen Murphy
Vice-Pres. & Treas. ....... James M. Lillis
Production Chief ........... Joseph V. Nobel
Sales Director ............. Morton McConnachie
Film Editor ............... Joseph Josephson
Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography, art and animation facilities; Special package entertainment shows, live and film.

Nassour Studios
5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-7381
Vice-President ............ Edward Nassour
Services Offered—TV film programs.

Nation Wide Television Corp.
1501 Broadway, New York 18, N. Y.
Phone: Longacre 4-8234
President .................. Irvin Shapiro
Secretary .................. A. Exelberth
Treasurer .................. M. Mermelstein
TV Director ................ Robert H. Wormhaudt
Services Offered—Feature films, streamliners.

Nelson Productions, Inc.
(See Program Producers)

Ted Nemeth Studios
729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5147
Director .................... Ted Nemeth
Services Offered—TV films.

Nestor Productions Inc.
7904 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: HE 0582
President .................. Hal Chasnoff
Secretary-Treas. .......... Milton Katz
Services Offered—TV commercials, live or animated. Industrial and educational films to order. Complete service, script to finished print.

Olio Video Television Productions
131 W. 52nd St., New York 19, N. Y.
Phone: Judson 6-0874
Director .................... Harvey Cort
Services Offered—TV live and film production, film library.

BOB EMERY
DUMONT TELEVISION NETWORK
Oulman Television Productions, Inc.
19 Rector St., New York, N. Y.
Phone: WWhitehall 4-1327
Manager R. J. Oulman
Services Offered—TV entertainment films.

Parmelee—Patin Studio
4201 Sunset Blvd., Hollywood 27, Calif.
Phone: NOrmandie 29931
Art Director Ted Parmelee
Story & Animation Dir. Ray Patin
Services Offered—Producers of animated films for TV. Specializing in commercial spots. A complete service; preparation of scripts to order. Available to TV stations: camera, cutting.

Paul Parry Productions
7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774
Producer-Director Paul Parry
Associate Producer Marshall Schellhardt
Writer Ed Martin
Cameraman-Editor Sam Martin
Sound F. Gallagher
Services Offered—Production of Commercials any specified length, production of scripts to order. Available to TV stations: One 27-minute Treasure Expedition Film, one 27-minute “human interest” film.

Pictorial Productions, Inc.
1357 N. Gordon St., Hollywood 28, Calif.
Phone: HI 3108
President G. J. Altphilisch
Vice-President Max Fink
Secretary-Treas. Thelma Woody
Services Offered—Production of special-purpose and TV films. Rental of complete motion picture production facilities including sound stage 50’ x 100’ with 30’ ceiling.

Pioneer Telefilms, Inc.
(Telespots, Inc.)
18 E. 48th St., New York 17, N. Y.
Phone: MUrray Hill 8-0700
President Ralph Cohn
Services Offered—Producers and distributors of TV live and film programs.

Polaris Pictures, Inc.
5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEBster 3-4608
President Juan C. Hutchison
Vice-President Perry King

MURPHY-LILLYS PRODUCTIONS, INC.
59 PARK AVENUE
NEW YORK 16, NEW YORK
Specialists In The Production Of Television Film Commercials
Serving Chesterfield Fatima Philco Firestone and Other National Accounts
MUrray Hill 6-2142
Services Offered—Complete production of films for advertising, TV, public relations, education and employee training.

Post Pictures Corp.
115 W. 45 St., New York 19, N. Y.
Phone: LU 2-4870
President..........................Harry A. Post
Treasurer...........................Eli W. Post
General Manager....................David B. Dash
Advertising & Sales Promotion Mgr.
Alan I. Post

Services Offered—Distributors of 16mm. sound films; features, shorts. Catalogue available upon request.

Princeton Film Center
Princeton, N. J.
Phone: Princeton 3550
Exec. Director.......................Gordon Knox

Services Offered—TV film production.

Producers Representatives, Inc.
1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2
President...........................Irving M. Lesser
Secy-Treas. .......................Seymour Poe
TV Manager .......................Camilla Nelson

Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

Progressive Pictures
6351 Thornhill Dr., Oakland, Calif.
Phone: Olympic 2-0560
Manager .......................Ray Bainbridge

Services Offered—TV films.

Radio Features of America
(See Program Producers)

Radiovision Corp.
1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: Crestview 5-1723
President.......................Walter J. Nelson

Services Offered—Sport pictures and cartoons for rental to TV. Also for sale to camera shops and individuals: Class In Archery, starring Howard Hill; It's Done With Arrows, starring Howard Hill; Silver Springs, Travelogue of Silver Springs Florida; Rough But Hopeful, Golf featuring movie stars as players; Hugh Harman Cartoons.

BRAY STUDIOS, INC.
Inventors of Animated Cartoons & Technical Animation Processes
Originators & First to introduce Film Slide Type: Projector & Film
Pioneer in Educational and Industrial Film Production 35 years' experience
Expert technicians and full facilities available for all Educational, Industrial, Television film production.

BRAY STUDIOS, INC.
729 Seventh Avenue
NEW YORK 19, N. Y.

COMPLETE SERVICE
On TV Film Shorts, Transcriptions and Records
At 232 E. Erie St., Chicago, Ill.

For Motion Pictures AVEC PRODUCTIONS
TV and Commercial Movies and Slide Films.
Art Work, Titles, Scripts.
"From Idea to Screen"

For Sound BRINKLEY RECORDING CO.
Records, Transcriptions, Tape, Filmtrack.
"Big Studio Quality at Small Studio Prices"
Since 1942
Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
President: Reid H. Ray
Services Offered: TV film production.

RD-DR Corp.
(Reader's Digest—deRochemont)

35 W. 45 St., New York 19, N. Y.
Phones LU 2-1140
Chairman of Board: Louis de Rochemont
President: Borden Mace
Vice-President: Louis de Rochemont
Secretary: Marie J. Kenney
Treasurer: Martin J. Maloney

Services Offered—Feature, commercial and educational film producers. Lost Boundaries, feature release in 1949, was a drama of real life from the Reader's Digest. The Earth and Its People is the first integrated series of educational films produced on world geography.

Roland Reed Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: Crestview 6-1101
President: Roland Reed
Services Offered—TV film programs.

Regal Television Pictures Corp.

151 W. 46 St., New York 19, N. Y.
Phone: LU 2-1877
Treasurer: Leo Seligman
President: Moe Kerman
Vice-President: Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.

11 E. 49 St., New York 17, N. Y.
Phone: Plaza 9-3680
President: Joseph Schaeffer
Producer: William P. Riethof
Director of Sales: Edward A. Bendell
Cameraman: Dwight Godwin
Services Offered—Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV (U. S. Tobacco Com-

Producing Sales on Film

Satisfying America's Leading Advertisers

Telephone Features, Inc.

Subject Picture

Plaza 5-5714

A division of Larry Gordon Studios

Cineque Colorfilm, Inc. Laboratories

424-426 East 89th Street New York City, N. Y.

1138
pany; House Beautiful Curtains, etc.). Film package shows for TV ("The Happy Hills," with Juanaita Hall, Henry L. Scott, etc.). Series of films for TV (on Art, on Dance). Any film assignment.

**John Reinhardt Productions, Inc.**

2070 No. Vine St., Hollywood 28, Calif.

Phone: HU 21806

President ....................... John Reinhardt
Vice-President ................. Mischa Terr
Cameraman ...................... William Clothier
Film Editor ..................... Victor Lewis
Secy. ............................ Marjorie Alford

Services Offered—Production of dramatic and commercial shorts on 16 and 35mm film. Just completed: Six 15 min. dramatic shorts for General Television Enterprises, Inc. sponsored by Procter & Gamble and Hal Roach Studios.

**Religious Television, Inc.**

1067 N. Fairfac, Hollywood 46, Calif.

Phone: Hillside 0381

President ...................... Rev. Dorland P. Dryer

Services Offered—Produce and distribute religious and character education materials for TV. Musical program under the direction of Arthur Leslie Jacobs associated with the Los Angeles Federation of Churches.

**RKO Pathe, Inc.**

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

Phone: PL 9-3600

Vice-Chairman of Bd. .............. Ned E. Depinet
President .......................... Harry Michelson
Vice-Pres. & Gen. Mgr. ......... Jay Bonafield
Treasurer ........................ James H. Herries
Secretary ......................... J. Miller Walker
Comptroller .................... Garrett VanWagner
Production Mgr. ............... J. Douglas Travers
Mgr. Commercial Film & TV Dept.

M. Clay Adams

Editorial Supervisor ............ Phil Reisman, Jr.

Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

**Hal Roach Studios, Inc.**

8822 W. Washington Blvd., Culver City, Calif.

Phone: Vermont 82185

President ...................... Hal E. Roach
Vice-President .................... Hal Roach, Jr.
Vice-Pres. & Prod. Mgr. ....... S. S. Van Keuren
Vice-Pres. & Treas. ............. Hugh Huber
Vice-Pres. & Sales Mgr. ........ Alfred Schindler

---

**Where the Best are in Production**

**MOTION PICTURE STAGES INC.**

**LES HAFNER & CO.**

the **HAFNER-VETTER** subsidiaries

3 EAST 57th STREET    PLaza 3-4840
NEW YORK, N. Y.
**An Invitation**

Radio-Television Institute extends the facilities of its Placement Bureau to employers who are seeking well-trained technicians for Television. This service is FREE to employer and employee.

Radio-Television Institute trains technicians of calibre to serve the Television Industry. Our graduates are equipped with a thorough Theoretical and Practical knowledge of all technical phases of Television (Broadcasting, Installation, Maintenance, Servicing).

For well-qualified Television Technicians and Engineering aids, we invite you to visit, write, or telephone

Placement Bureau

**RADIO-TELEVISION INSTITUTE**

Pioneers in Television Training since 1938

480 LEXINGTON AVE., NEW YORK 17, N. Y.

PLAZA 9-5665

---

**TV Film Producers**

**Services Offered** — Complete motion picture production facilities for the production of TV commercials and programs.

**Roberts Radio, Television, Stage and Screen Studios**

300 Seventh Ave., New York 19, N. Y.

President .................. Bob Levitt

Services Offered — Radio and TV live or film Package Productions. Personal Management, Jack Lacy, top M.G. and Disk Jockey, WINS, N. Y. For TV — Thelma Carpenter, plus other top name talent. Direct line broadcasting equipment. Theatrical and radio training. Rehearsal studios.

**Rockett Pictures, Inc.**

6063 Sunset Blvd., Hollywood 28, Calif.

Phone: GR 7131


Vice-Pres. Chg. Sales........... J. Harry Ebbert

Secy.-Treas. .................. Harlow Wilcox

Exec. Secretary ............... Kay Shaffer

Services Offered — Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials. Also dealers in projection equipment.

**Rollow-Clark & Co.**

108 Oak St., Denton, Tex.

Phone: 1523

Co-owner .................. Bill Rollow

Services Offered — TV film production.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.

Phone: Yo 2494

President .................. Danny Rouzer

Services Offered — Complete 16mm production service, including cinematography, editing, titles, inserts, sound recording, special effects, projection, sound-stage, lights, cameras silent and sound, single and/or double system, with experienced operating personnel.

**Ruby Film Company**

729 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-5640

Production Mgr. .............. Edward Ruby

Asst. Production Mgr. ........ Sidney Nannes

Office Manager ................ Marie A. Kraemer

Services Offered — Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, in business since 1910, own Ruby Editorial Service.

**Ryder 16 mm Services, Inc.**

6526 Sunset Blvd., Hollywood 28, Calif.

Phone: GRanite 3651

President .................. Loren L. Ryder

Vice-President ............... H. R. O'Neil, Jr.

General Manager ............... Barry Eddy

Services Offered — Western Electric sound recording services for producers of 16mm films. industrial, entertainment and TV. The original production is all on magnetic film, then transferred to optical film for release. In addition to the above Ryder Services has stage facilities for production, scoring and dubbing.

**Sack Television Enterprises**

Film Exchange Bldg., 308 S. Harwood

Dallas 1, Tex.

Phone: Riverside 6474

General Manager ............... Alfred N. Sack

Sales Manager ............... Julius M. Sack

Program Advisor ............... Beverly Littlejohn

Services Offered — Rental of open end films, amusement shorts, educational shorts, 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. 42 St., New York 17, N. Y.
Phone: Murray Hill 2-6770-2671

Co-Producers: Sidney Sanft, Don Costa
Services Offered — Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs.

Sarra, Inc.
200 E. 56th St., New York 22, N. Y.
Phone: Murray Hill 8-0083

Manager: Jack Henderson
Services Offered — TV film production.

Kermit Schafer Radio & Television Productions
112 E. 37 St., New York 16, N. Y.
Phone: Murray Hill 9-4628

President: Kermit Schafer
Executive Asst.: Michael Louis Office Manager: Mary Roop
Services Offered — Radio and TV live and film package productions. Promotion services offered to agency clients and networks. Also prize-securing services.

The Script Library
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 8-1602

Pres., Gen. Mgr.: Julienn Dupuy
Services Offered — Script library giving script services to radio stations. A division of Radio Events, Inc.

Seaboard Studios, Inc.
157 E. 69th St., New York 21, N. Y.
Phone: Regent 7-9290

President: Sanford R. Johnson
Services Offered — TV film commercials.

Seidel Films
853 Seventh Ave., New York 19, N. Y.
Phone: Circle 7-6575

Manager: Tom Seidel
Services Offered — TV film production.

Sentinel Productions
(div. of Sentinel Enterprises, Inc.)
(See Program Producers)

Skibo Productions, Inc.
165 W. 46 St., New York 19, N. Y.
Phone: Plaza 7-2265

President-Treas.: Patrick E. Shanahan
Secretary: George Blake

Bd. of Directors: Patrick E. Shanahan, George Blake, F. R. Normandin
Services Offered — 16mm. and 35mm. sound films for TV rental. Educational, comedies, novels, musicals, features and short subjects.

Sonochrome Productions
112 W. 89 St., New York 24, N. Y.
Phone: Schuyler 4-3654

Partner: Nathan Zucker
Services Offered — Producers and distributors of programs on film.

Special Purpose Films, Inc.
44 W. 56th St., New York 19, N. Y.
Phone: JUdson 6-0020

President: John Fox
Vice-President: William F. Crouch
Secretary: Douglas H. Miller
Sales Mgr.: John S. K. Hammann

Standard Television Corp.
1501 Broadway, New York 18, N. Y.
Phone: Longacre 4-8324

President: Irwin Shapiro
Secretary: A. Exelberth
Treasurer: Martin Mermelstein
Vice-President: Robert H. Wormhaudt
Services Offered — Major feature films and shorts.

Sterling Films, Inc.
316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President: Saul J. Turell
Secy.-Treasurer: Robert E. Rhoades
Director of TV: Carl King
Manager of TV Dept.: Bernice S. Coe
Services Offered — Sterling Films, Inc. serves as producer and distributor of 16mm. sound subjects for release to all TV stations. Volume bookings for sustaining plays—as well as many series available for commercial sponsorship.

Steven Televised Presentations, Inc.
153 Fifth Ave., New York, N. Y.
Phone: GR 3-5228

President: Jewel Steven
Services Offered — Live shows, packages, commercial TV films.
<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
<th>Services Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strickland Film Co.</td>
<td>220 Pharr Road, Atlanta, Ga.</td>
<td>Phone: La 7991</td>
<td>Complete 16mm, and 35mm, production and processing facilities including studio.</td>
</tr>
<tr>
<td>Irvin Paul Sulds, Inc.</td>
<td>654 Madison Ave., New York 21, N. Y.</td>
<td>Phone: TEMpleton 6-7025</td>
<td>Complete one minute commercials and five minute shorts. Longer features also available.</td>
</tr>
<tr>
<td>Swank Films, Inc.</td>
<td>19 W. Fourth St., Dayton 2, O.</td>
<td>Phone: HEmlock 2379</td>
<td>Color or black and white: Slides, 3½ x 4—2 x 2; Slide films, complete production services; Commercial photography and laboratory services.</td>
</tr>
<tr>
<td>The TeeVee Film Company</td>
<td>170 S. Beverly Dr., Beverly Hills, Calif.</td>
<td>Phone: CRestview 5-1076</td>
<td>Film programs, spot commercials, animation.</td>
</tr>
<tr>
<td>Tele-America Inc.</td>
<td>170 S. Beverly Dr., Beverly Hills, Calif.</td>
<td>Phone: CR 5-1270</td>
<td>Offers animated productions of live and film TV productions. Also all kinds of commercials.</td>
</tr>
<tr>
<td>Telecast Films, Inc.</td>
<td>112 W. 46th St., New York 19, N. Y.</td>
<td>Phone: JUdson 6-5450</td>
<td>Offers rentals 16mm sound and silent films for TV programming; all types—features, westerns, shorts, comedies, travel, etc.</td>
</tr>
<tr>
<td>Telecomics, Inc.</td>
<td>247 Park Ave., New York 17, N. Y.</td>
<td>Phone: ELDorado 5-2544</td>
<td>Offers—TV films based on the following properties: King of the Royal Mounted, Winnie-the-Pooh, Red Ryder, Little Beaver, Ozark Ike.</td>
</tr>
<tr>
<td>Teleimated Cartoons</td>
<td>70 E. 45th St., New York 17, N. Y.</td>
<td>Phone: MURray Hill 6-8933</td>
<td>Offers—TV film production.</td>
</tr>
<tr>
<td>Telepak Inc.</td>
<td>201 N. Carmelina Ave., Los Angeles 24, Calif.</td>
<td>Phone: AR 3-6076</td>
<td>Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.</td>
</tr>
<tr>
<td>Television Arts Productions, Inc.</td>
<td>2733 Stuart St., Berkeley, Calif.</td>
<td>Phone: Berkeley 75301</td>
<td>Offers—Producers of animated cartoons and commercials for TV,</td>
</tr>
</tbody>
</table>
Television Cartoons, Inc.
361 W. Broadway, New York 13, N. Y.
Phone: BE 3-7176
Pres. chg. of Prod., Robert N. Brotherton
Vice-Pres. chg. of Prod., Arthur L. Goldman
Sales & Adv. Mgr. J. Arthur West
Story & Planning. Tony Delmar
Sales Rep. Frank Rogers
Services Offered—Producers of commercial films for TV—10 seconds to one minute or longer. Services include live photography, animation, stop-motion or special effects to order.

Television Features, Inc.
(A Division of Larry Gordon Studios)
480 Lexington Ave., New York 17, N. Y.
Phones: Plaza 5-5714; 5-4852
President Larry Gordon, V.P., Chg. Prod., William Van Praag
V.P., Chg. Sales, Otto H. Sutter
Head of Story Dept., Robert Scott
Head of Pkg. Dept., Eleanor Kendrick
Services Offered—Production unit for films, commercial, industrial and TV; Package live shows.

Television Motion Pictures Co.
1650 Broadway, New York 19, N. Y.
Phone: CI 6-0691
President & Producer Jack Goldberg
Assoc. Producer & Scripter Ted Wilde
Director & Editor, Jack Kemp
Animation Dept., Harold Walker
Publicity & Exploitation, Ed Hurley
Vice-Pres. Chg. Sales, Bert Goldberg
Services Offered—Contract producer of 35mm. and 16mm subjects; complete 16mm. live and animation equipment and facilities; origionator of 35mm and 16mm subjects; TV film consultant; distributor of variegated shorts.

Television Screen Productions
(See Program Producers)

Marshal Templeton, Inc.
Phone: WO 1-6368
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.
Phone: HU 27038
President Mischa Terr
V.P. Chg. of Prod., John Reinhardt
Film Editor Victor Lewis
Services Offered—Production of dramatic TV shorts on 35mm film; production of commercial short on 16 and 35mm film.

Trans-Continental Television, Inc.
(See Program Producers)

Transfilm Inc.
35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400
PresidentWilliam Miesegaes
Vice-President Walter Lowendahl
Vice-President Pud Lane
Secretary-Treasurer Peter A. Schlenker
Services Offered—Complete facilities for production of motion pictures, animation, and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

Transvideo Corp. of America
2 W. 46 St., New York 29, N. Y.
Phone: LU 2-1281
President Theodore A. Parisi
Secretary George Luttinger
Treasurer Marie R. Passannante
Services Offered—The production and distribution of short film subjects. We are presently in production to add to existing material which is playing the major TV networks. Enthusiastic about any 15 minute live show with a new twist and economical production set up.

Tri-Video Productions, Inc.
15 Central Park West, New York 23, N. Y.
Phone: COLumbus 5-0060
President Jack Goldstein
General Manager J. Jay Gould
Services Offered—TV films, old time films (40 years old), excerpts, mainly motion pictures of all categories, suitable for TV.

Triangle Films
1697 Broadway, New York 19, N. Y.
Phone: COLumbus 5-1403
Partners Wilbur J. Streeter, Gordon T. L. McEvoy
Services Offered—Production of all types of motion pictures including animation, live action, stop motion, and special effects. Specialists in commercials and package shows for TV.
**TV Ads Inc.**
3839 Wilshire Blvd., Los Angeles 5, Calif.
*Phone: 14Unkirk 8-1232*
President:...........Doria Balli
*Services Offered—Production of one minute sound films for TV.*

**TV/films, Inc.**
11 E. 48 St., New York, N.Y.
*Phone: PL 9-5888*
President:....................R. V. Pollock
Chief Cameraman:............M. Evdokimoff
*Services Offered—TV/films produces commercial TV films and commercial industrial films. It is a complete production unit with its own storyboard, sound and music departments, camera crew, shooting studio, cutting, editing and viewing room.*

**TV-Programs, Inc.**
350 Fifth Ave., New York 1, N. Y.
*Phone: CHickering 4-1374*
President:............Edward Roberts, Jr.
Treasurer:............William Mills, III
Dir. of Sales:............Donald Ross
Dir. of Adv. & Prom.:.......John Newman
*Services Offered—Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.*

**United Film Service, Inc.**
2449 Charlotte St., Kansas City 8, Mo.
*Phone: HArrison 5840*
President & General Mgr.: W. Hardy Hendren
Vice-Presidents:............C. J. Mabry, E. S. Washburn
Treasurer:....................A. F. Bradley
Secretary:....................Wm. B. Cozad
Sales Manager:...............W. Dwight Zieger
Adv. Sales Prom. Mgr. TV:..L. P. Hillyer
Prod. & Service Mgr.:.......W. J. Serogin
*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: RHinelander 4-7570*
Pres. & Exec. Producer:...Stephen Bosustow

Vice-Pres in chg. N. Y. Office
Edward L. Gershman
Vice-Pres. & Supr. Dir.:.....John Hubley
Vice. Pres. & Prod. Mgr.:...A. D. Wooldrey
Secretary:....................Leo L. Rosen
Asst. Sec. & Treas.:........Maxine Davis
*Services Offered—Producers of TV film programs and commercials—specializing in animation, also animation production services.*

**Video Drama Productions**
505 Fifth Ave., New York 17, N. Y.
*Phone: MU 24326*
Exec. Officer & Prod.:....Heuri E. Marcuse
Director & Partner:.......Harvey Janovic
Script Supervisor:........Charles Cinnamon
Art Supervisor:............Charles Persichetti
Sales Manager:............Fred Brunswick
*Services Offered—Live & possible film services for TV package shows. Our shows, live: Here Comes Teena, Bella's Boarding House, situation comedies; Concentrate on You, educational drama; Moods in Tempo, musical drama; Musical-Camera, ballet-drama-pantomime; Ballet Story Time, ballet-drama for children.*

**Video Varieties Corp.**
41 E. 50 St., New York, N. Y.
*Phone: MU 8-1162*
President:....................George W. Goman
Vice-Pres. chg. of Prod.:...Martin Henry
Treasurer:....................A. W. Manchee
Vice-Pres. & Film Editor:...Leonard Anderson
Sales Manager:............Otis P. Williams
*Services Offered—Motion picture producers, TV program films and commercials.*

**Visual Arts Productions, Inc.**
2 W. 46 St., New York 19, N. Y.
*Phone: LU 24047-8*
President:....................Max Rosenbaum
Vice-President:...............Sid Rosenbaum
*Services Offered—Motion picture production (feature length and short subjects) live TV production, motion pictures for video. Now on WOR-TV "The Road to Success."*

**Vitaphone Film Productions**
5331 Via San Delarco, Los Angeles 22, Cal.
*Phone: AN 13877*
President:....................Jack Helstowski
Vice-President:...............Chester Maye
Secy.-Treas.:...............Ruth Helstowski
General Sales Mgr.:........Ned Costa
Director:....................Ben Norman
Cameramen:.................John Pearson, Chet Brickett
Film Editor:..............A. G. Case
Services Offered—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound.

Wade-Farnham Productions
15 E. 46 St., New York 19, N. Y.
Phone: Circle 7-6797

Services Offered—Facilities and services include motion pictures, TV commercials, animation, slide films, color slides. We are equipped to write, direct, and produce any film from TV short to full-length feature.

Louis Weiss & Co.
4336 Sunset Blvd., Los Angeles 27, Calif.
Phone: NO 1-6883

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

Services Offered—Full 16 mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording; Division of Video Varieties Corp.

Wild Life Films
6003 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-3794

Services Offered—Shooting, and editing animal subjects, hunting, fishing, and outdoor films of all kinds. Also Conservation pictures for game commissions.

Wilding Picture Productions, Inc.
1345 Argyle St., Chicago 40, Ill.
Phone: LOngebeach 1-8410

Services Offered—Producer of industrial, commercial, and TV films; slide films; film laboratory.

Willard Pictures, Inc.
45 W. 43 St., New York 19, N. Y.
Phone: LU 2-0430

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

Services Offered—Talent representatives, casting, production, and packaging of films.

Raphael G. Wolff Studios
1714 N. Wilton Place, Hollywood 28, Calif.
Phone: GRafton 6126

Services Offered—Producers of 16mm. sound and color motion pictures, TV films and spot commercials.

World Video, Inc.
(See Program Producers)

Young America Films, Inc.
18 E. 41 St., New York 17, N. Y.
Phone: LE 2-4111

Services Offered—Producers and distributors of 16mm sound educational films.

Harold Young Productions, Inc.
119 W. 57 St., New York 19, N. Y.
Phone: Circle 5-8459

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.
ALTHOUGH of comparatively recent existence, the Paramount TV Network was planned more than a decade ago when Paramount's exploring of television's potentialities led to the staffing of a TV engineering laboratory in New York for the development of an off-the-tube film-recording system. It was foreseen at the time that low-cost programming must necessarily play a key role in television's expansion...that low programming costs would be possible only through prolonging the fleeting life of televised events and shows for subsequent use, thereby amortizing their costs over the largest possible circulation of looker-listeners.

The Paramount TV network is transcontinental in scope, numbering its affiliates from Philadelphia to San Diego, from Chicago to Houston. This transcontinental web is possible—without benefit of coaxial cable or relay towers—because the Paramount TV Network is a film network. Its affiliates are supplied regularly with film-recordings (Paramount Video Transcriptions) of high-Hooperated Hollywood-produced TV shows, and supplied them at a fraction of their initial cost on Paramount's Station KTLA.

Arrangements in progress are adding the transcribed product of other TV production centers and of package show producers to the offerings of the Paramount TV Network. In addition, most Paramount affiliates utilize the service of Paramount's TV-film-booking office, a special department set up in New York more than two years ago to supply Paramount's own TV stations in Los Angeles and Chicago with the best feature films, shorts, cartoons and travel films available to the new medium.

Radio vs TV Economics: From a station viewpoint, the chief benefit of a network affiliation is a constant source of top-quality shows. But against this must be weighed the distressing fact that an affiliate's share of the network sales revenue, after all deductions, usually is 30 per cent or less of the rate card rate.

A station may have a break-even point of, say, $300 per hour. To realize this amount from network programs, the station must boost its network rate to $1000 per hour; higher if it is to turn a profit. The affiliate, in most instances, must pay for a sustaining show which cannot be sold locally. While this is a programming aid, it adds nothing to income.

Network operations demands that an affiliate set aside certain daytime and evening hours, known as network operation time. As practically all good time falls in this category, virtually no "good buys" remain for local sale save station breaks and announcements preceding and following network shows. Few local sponsors, naturally, can be interested in time segments over which a threat of recapture hangs, most likely to be exercised just when a show has begun to catch on.

Transcriptions Stretch Advertising Dollar: From the advertisers' viewpoint, use of video transcriptions means that the advertising dollar can be stretched much further. Transcriptions make it possible to buy time in the markets needed and no more; to buy the best time available in each market; to coordinate sales pressure with the sales needs of individual markets; to forget time zone differentials and lack of cable or relay interconnections.

The Paramount answer to runaway programming costs is not offered as an industry panacea. But for the average station and the average advertiser seeking good TV shows at bargain prices, the Paramount TV Network is likely to prove exactly what Dr. Economics has been prescribing.
Television Organizations

... personnel—functions

Television Broadcasters Assn., Inc.
500 FIFTH AVE., NEW YORK 18, N. Y.
Lackawanna 4-4788

OFFICERS
President ............. Jack R. Poppele
Vice-President ....... Ernest B. Loveman
Secretary-Treasurer .... Will Baltin
Asst. Sec.-Treasurer .... Paul Raibourn

DIRECTORS

FUNCTIONS
Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

Academy of Television Arts and Sciences
5746 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Hempstead 8942

OFFICERS
President ............. Harry R. Lubcke
1st Vice-Presidnt. ... Don McNamara
2nd Vice-President ... Russell L. Furse
Treasurer ............. Lenore Kingston
Corres. Sec. ........ Robert E. Packham, Jr.
Secretay ............. James Vandiveer
Recording Secretary .... Betty Mears
Secretary to Treas. ... Catharine Sibley

DIRECTORS
Edward Nassour, Jack Strauss, R. A. Monfort.

FUNCTIONS
To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To make Hollywood the television capital of the world.
"CAN TV RESEARCH PROFIT FROM AM MISTAKES?"

by

JOHN K. CHURCHILL

Radio-TV Research Consultant

The orderly growth of television as both an entertainment and as an advertising medium demands better and more pertinent data than we ever had for radio. From some of the earlier radio records it is almost impossible to determine facilities used, hours of operation, network hook-ups and affiliations, client lists, rates, expenditures, program offerings, station coverages, audience ratings, set usage or dozens of similar facts which are so helpful in showing trends in the development of the medium.

The same charges may well be true of television for these first few years unless we profit from the lesson of our early radio research and record keeping deficiencies. The industry should decide on a set of simple and well defined standards for this industry accounting job and then see to it that they are adhered to faithfully.

Radio's lack of uniform standards is most frequently and most dramatically illustrated by Ratings. Dozens of researchers have come out with all sorts of figures on all sorts of programs. They range from measurement of a local time spot to world-wide estimates of the cumulative effects of a series of broadcasts in dozens of languages. These ratings may be instantaneous totals flashed while the program is still in progress or ponderous academic treatises long after the programs have become history. They may be in per cents, numbers, scores or grades. It is even possible that they are all correct but their universal application and their interchangeability is certainly subject to challenge. We have willfully or otherwise failed to disclose the conditions under which these measurements are made.

The technical difficulties of measuring a television audience are more complex while the audience is still so scattered and costly to locate. The glamor of television to the performer, producer and viewer tends to perpetuate ratings and to cloud the fact that too frequently we aren't sure what we want to measure, much less how to measure and report it accurately.

Because ratings are the result of studying a sample of the total audience we have become too accustomed to talking in terms of per cents with too little attention to what constitutes our 100 per cent base. If we want numbers we too frequently multiply by some convenient figure which will impress the reader and not be challenged too successfully. If ratings were always projectible this would be a service instead of the crime it now is.

If there is criticism for today's confused rating picture the agencies performing the services should bear only a small part of the blame. It is the buyer of the service that is really responsible, for without him the services would soon go out of business. The buyer gets what he demands.

We do not have to wait for the day of the one perfect service because that day will never come. Everyone responsible for the development and presentation of television audience data can sit down together and create standards and terminology and performance criteria which will eliminate almost all of the present confusion.

And while they are at this task standards can be set for all those other troublesome practices inherited from immature radio research. Some of the work may have to be industry wide, others may be available cheaper and better from local commercial sources but until we specify what we need, what we want and what we mean we have only ourselves to blame for continued confusion. Television can profit from radio's mistakes.
American Television Society, Inc.
17 EAST 45th STREET, NEW YORK 17, N. Y.
MUrray Hill 7-9250

OFFICERS
President ........ David Hale Halpern  Secretary ........ Reynold R. Kraft
Vice-Pres........ Donald E. Hyndman  Treasurer .... Archibald U. Braunfeld

DIRECTORS
Charles J. Durban, Maurice E. Strieby, Jerry Danzig, E. P. H. James, Halsey Barrett, George T. Shupert, Ralph B. Austrian.

FUNCTIONS
American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

National Society of Television Producers
234 WEST 44th STREET, NEW YORK 18, N. Y.
CHickering 4-0626

OFFICERS
President ........ Martin A. Gosch  Secretary ........ Nathan M. Rudich
Vice-President .... Henry White  Treasurer ........ Irvin P. Sulds

DIRECTORS
Walter Armitage, Charles Basch, Judy Dupuy, Arthur Erlich, Oliver Nicoll.

COUNSEL
James L. Fly

FUNCTIONS
The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in NSTP is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.
TV BRINGS SHOWROOM TO PROSPECT
POTENT FORCE IN VISUAL SALES

by
KENNETH W. STOWMAN
TV Sales Manager, WFIL-TV, Philadelphia

TELEVISION is the greatest advertising medium yet developed and its early shadow forecasts a tremendous effect upon American marketing and distribution, even within the coming decade. In the past year alone, TV's versatility and effectiveness have been profitably demonstrated. The measure of the medium's national impact awaits only the construction and operation of stations throughout the country.

The surveyed, estimated and reported state of television in 1949 is an optimistic and exciting record. There were, at year's end, 98 operating stations, with an additional 20 holding construction permits. The sales of TV-Radio-Phonograph combinations topped all other merchandise in sales gains during October, according to the survey of the Federal Reserve Bank of New York. There were estimated to be some 3,900,000 TV sets in use and the estimate for the end of 1950 was placed conservatively at 9,000,000.

Television's growing market in 1949 was exceeded in interest only by the commercial activity within the market. In one year, from October '48 to '49, the number of advertisers utilizing television was increased 232 per cent. And a breakdown in sponsor category revealed the clients to be, in numbers, 76 national network (programs), 399 national and regional spot and 1416 local retail.

As a sales medium, TV knows no restrictions but the limits of good taste and, for this reason, virtually all products may be acceptably presented. In fact, the diversity of the products which have been sold successfully via television to date is the medium's strongest bid to power. The roster of sponsors on WFIL-TV in 1949, for example, ranged from F. W. Woolworth Co. to Corlies Furs, Inc. For the latter client, the sale of a $3200 mink coat was directly traceable to one specific participating spot. And, so impressed with its Philadelphia video debut was Woolworth, that television is said to be written into the company's plans in other cities.

Television provides for the advertiser a family-group audience matched by no other medium. And a sales message on TV does more than describe the product: it permits immediate demonstration. The effect of this technique is nowhere more dramatic than on higher priced merchandise. Sales, which in the past, were completed only after individual and sometimes repeat demonstrations, can now be made practically on sight. The new design, construction and added features of the late model automobile are familiar to the TV viewer—prospect long before his first visit to the showroom. The same situation applies to the major home appliance field, and even touches the limitless lines of household effects and decorating aids.

Television's unique powers of demonstration can be applied to almost any product marketable. From hints on how to prepare the family dinner—with brand name canned goods—to repairing the homestead roof—with store bought shingles—television shows the buyer how to use the merchandise and thereby stimulates the buying.

We have seen so far only partial evidence of television's selling potency but we can predict with fair accuracy its potentialities when FCC restrictions are lifted and there is a TV station operating in every market. We could multiply today's black and white results by any given factor and see a clear picture of future accomplishment. The advent of color television, however, lifts the future out of the bounds of imagination and makes pioneering and experimenting a lively project for years to come. Percentagewise, color-TV might well dwarf what now seems, and is, the towering effectiveness of sight and sound selling as we know it now.
Television Producers Association

7063 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Granite 6930

OFFICERS

President ................. Mal Boyd
Vice-President ........... Michael Stokey
Exec. Vice-President ...... Bernie Ebert
Secretary .................. Gladys Rubens
Treasurer ................. Maleese Black

BOARD OF DIRECTORS
Mal Boyd, Michael Stokey, George Fogle, Gladys Rubens, Maleese Black, Syd Cassyd, Jon Slott, Mort Singer, Robert Coleson, Bernie Ebert.
Legal Counsel ............. Max Gilford

FUNCTIONS

A non-profit organization to cultivate harmony and unity among its members and between them and firms, corporations or individuals within or without the telecast industry; to improve the working conditions of its members and their protection against unjust practices or impositions upon their fair rights, by those with whom they have business relations.

Television Film Producers Association

8822 W. WASHINGTON BLVD., CULVER CITY, CALIF.
Texas 0-4525

OFFICERS

President ................. Hal Roach, Jr.
Vice-President ............ Carl Dudley
Secretary .................. Glenn Miller
Treasurer ................. Roland Reed

BOARD MEMBERS
Herbert Strock, Wallace Worsley, Al Herman, Perry King, Bernard J. Carr.

FUNCTIONS
Non-profit organization for furtherance of television film, standards, practices, etc.
THE FUTURE OF TV RESEARCH — NEED OF AUDIENCE CENSUS

by
BARRY T. RUMPLE

(Continued from Page 1111)

the dimensions of sound radio. This will continue to be true in television.

As television develops in the next five years there will surely be a need to provide local station managers and program producers with fast ratings based on one week each month in major markets as a guide to program popularity and the effects of competition. For this purpose the telephone and instantaneous recorder techniques seem well adapted. Research at the local level can be supplemented profitably by the use of diaries to cover the outlying areas and provide data on the habits of all socio-economic groups, non-telephone homes, etc. Preferably, this type of research should reflect television viewing during weeks not regularly measured by telephone or recorder techniques. From the standpoint of expense and flexibility the diary method, at this stage of development, appears to have great potentialities as a rating tool.

For network purposes the fast ratings obtained in major markets may be combined to yield useful indices of program trends on a national basis. More detailed data cutting across socio-economic lines is less frequently required and can undoubtedly be provided by recorder devices particularly for such items as cumulative audience, flow, minute by minute data, etc.

By recognizing and utilizing the special attributes of each of the numerous techniques now available the researcher may be assured of adequate and usable program measurements in television.

Fourth, and of supreme importance, there should be a real impetus given to qualitative forms of research—measurements of the depth and breadth of television. Alert advertisers in radio have already discovered that ratings alone are not enough—that it is more important to know whether he is reaching the right kind of audience for his product and what effect his program has in moving people to purchase the product. With investments in TV programming so much higher than in radio it is going to be incumbent on research to demonstrate that the added dimensions of sight and motion really pay off at the cash register. Studies conducted thus far, although not numerous, clearly indicate that television exerts a tremendous influence on consumer purchases. Evidence of this kind, including intensive attitude data concerning program and commercial viewing habits must come as a result of personal interviewing among carefully controlled samples. Closely linked to this type of research are methods now in use to uncover ways of improving various elements in programs and determining the degree of audience acceptance before a program goes on the air. This is an unbeatable combination which is destined to play a leading role in television research of the future. Television’s impact is not disputed but it must be adequately utilized by program producers and advertisers. Qualitative research is a prime tool to assist in making TV pay off in terms of audience appeal and sales results.

There is every reason to expect that research in television will progress with the expansion and development of the new medium. It can draw upon the knowledge and experience learned in radio and it has the qualified technicians to direct its efforts. To its credit are the higher standards of research practice and the greater acceptance of research findings at management levels. With imaginative planning, capable execution, and effective interpretations television research in the future can make a truly worthwhile contribution to the development of this powerful new medium.
TELEVISION TALK
A Modern Glossary

(Courtesy "Tele Tech" & Radio Corp. of America)

The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.
AMPLITUDE MODULATION—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture transmission.
ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).
ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.
AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles per second.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.
BANDWIDTH—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.
BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.
BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.
BLOCKING OSCILLATOR—A type of oscillator which generates pulses which can be shaped to saw-tooth signals used for scanning in a cathode ray tube.
BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.
BOOSTER ANODE—An auxiliary conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.
BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.
CARRIER—The term applied to the transmitted high frequency radio wave which is modulated by the audio and video signals.
CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.
CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.
CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.
CLIPPER—A circuit or device which transfers only that part of a signal that exceeds a critical amplitude. In television these circuits are used to separate the synchronizing pulses from the video signal.
COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

1153
CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL.—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

CONTROL ROOM.—Studio facilities room in which television cameras, lighting, shading and mixing control is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency—that is, direct current.

DEFINITION—Refers to the degree of picture detail accomplished by the receiver circuits.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in some cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

DIPole ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television camera tube developed by Philo T. Farnsworth.

DISTORTION—Any nonlinear change in the original frequency, amplitude or phase of a radio signal caused by equipment incapabilities.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE BAND—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency. Double side band systems utilize both of these bands.

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such as a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON—The smallest electric charge having a negative polarity.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, and formed into a beam.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.
TELEVISION TALK

ELECTRON MULTIPLIER—An evacuated amplifier tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and/or direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLICKER—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound transmission.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

HAIATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen caused by reflections of glass surfaces.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or
“mirror” for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for vertical synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

ION—An electrified particle formed when an atom of gas loses or gains electrons.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KILOCYCLE—One thousand cycles.

KINESCOPE—A name applied to the cathode ray tubes used in television receivers built by RCA.

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—“On-the-spot” televising of events and people in contrast to transmission of film material.

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.
TELEVISION TALK

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIPATH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

NEGATIVE GHOST—Image in which black areas are white and white areas black.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

ORTHICON—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PERSISTENCE OF VISION—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REACTANCE—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

RECTIFIER—A device which changes alternating current to direct current.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—An oscillator whose frequency is readily controlled by the application of a synchronizing signal. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth wave.
outline. This is the basic wage shape used to sweep the spot over the cathode ray tube screen.

**SCANNING**—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

**SCANNING LINE**—One line from left to right of a picture being transmitted.

**SCHMIDT OPTICAL SYSTEM**—An optical train utilizing a high intensity kinescope, a spherical mirror and correcting lens to project an enlarged television image onto a viewing screen.

**SENSITIVITY**—A measure of the ability of a receiver or other device to produce a given output for a given input.

**SERVICE AREA**—The extent of terrain over which the signals from a television transmitter can be successfully received.

**SHADING**—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

**SIDE BANDS**—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

**SIGNAL**—The electrical impulses which represent the sound or picture elements being transmitted.

**SIGNAL-TO-NOISE RATIO**—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

**SPECTRUM**—A band or range of frequencies.

**SPOT**—The light produced by the slender beam of electrons on the fluorescent screen.

**Sweep**—The uniform motion of the electron beam across the face of the cathode ray tube.

**SYNC HRONIZATION**—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

**TELEVISION**—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

**TELEVISION CAMERA TUBE**—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

**TELEVISION PICTURE TUBE**—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

**TEST PATTERN**—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

**TRAP**—A circuit used to reject unwanted signals.

**TRIMMER**—A device which permits a resonant circuit to be tuned over a limited frequency range.

**VESTIGIAL SIDE BAND TRANSMISSION**—A method of suppressing part of one side band to limit bandwith requirements.

**VERTICAL CENTERING**—The control which regulates the position of the picture vertically on the screen.

**VERTICAL HOLD**—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

**VIDEO**—(I see.) The portion of the television signal which contains the picture information.

**VIEWING MIRROR**—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

**WAVEGUIDE**—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

**YOKE**—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.


GUIDE TO TELEVISION ADVERTISING. N. Y. Printers' Ink. 1949.


PROCEEDINGS OF TBA TELEVISION CLINIC. N. Y. Television Broadcasters Assoc. 1949.


RESULTS OF STRATOVISION B-29 FLIGHT TESTS ON FREQUENCIES OF TV CHANNEL 6, 250 M.C., 750 M.C., AND 3500 M.C., by Westinghouse Electric Corp. and Glenn L. Martin Co. Baltimore, Md. Westinghouse. 1949.


$ TELEVISION SOME BILLION DOLLAR QUESTIONS ABOUT TELEVISION. N. Y. Faught Co. 1949.


THE train from New York would arrive in Cincinnati's Union Terminal in 30 minutes. The agency account executive, idling over his coffee, flipped to the radio page of the Columbus paper which happened to be lying on the table. He noted the WLW ad next to the program log and reflected, "They go a long way from the home lot with their promotion."

Then he remembered that Columbus is no further than shortstop on WLW's particular lot.

At the Cincinnati terminal he got another sample. Marching past a long line of cabs to snag a vacant one, he saw the colorful tire—cover ads with which WLW embellishes Cincinnati's largest taxi chain and the consciousness of several million people every week.

"Not bad," he reflected. That was at 8:30 a.m.

"But by 5:30 that afternoon," he later told Bob Dunville, Crosley Broadcasting president, "I had found out something I never suspected about your organization. I knew you did a good job at drumming up an audience through these ads and so on, to make people want to tune in. What I didn't fully realize is what your organization does to make people buy what they've heard about—after they tune in.

What the account executive might have added to his remarks about WLW merchandising is that the whole benevolent iceberg is there to smash sales resistance. Which brings up a point of first importance in the WLW philosophy—if the men behind the counter aren't behind your advertising campaign, your advertising dollar can't do its best work.

For 11 years now (and initially to the accompaniment of raised eyebrows in the trade) WLW's Merchandising Department has been making hundreds of thousands of dealer, jobber and wholesaler contacts, wearing out an uncomputed tonnage of shoe leather in the process, to guarantee that the almost $5,000,000 currently spent by advertisers on the station each year are dollars that way their way. The process is now being extended to Crosley Broadcasting Corporation's three television stations, WLW-T, Cincinnati; WLW-D, Dayton, and WLW-C, Columbus.

WLW's merchandising efforts are handled in three divisions: grocery, drug, and special. Within a normal six-month period, in excess of 150,000 merchandising contacts are usually made.

For testing products in relation to advertising claims, and for determining consumer attitudes toward products, packages, prices and so on, WLW maintains a Consumer's Foundation, a panel of 1,000 housewives, selected on a strict basis of stratification. The Foundation has been useful in such diverse tasks as helping a coffee manufacturer decide which of two new blends of coffee would sell better, discovering for an Eastern fish canner who wanted to enter the midwest territory that there wasn't enough market to justify the move, and finding the reaction to a new type of adhesive for false teeth.

To this is added the People's Advisory Council, a panel of 2,930 representative homes to get opinions on WLW, its competitors, sponsors, contests and associated matters; and finally, the WLW Test Stores, numbering 50 in the drug and 75 in the grocery field, which have been responsible for such interesting WLW-area discoveries as the fact that one soup manufacturer ought to change his label (dirt adhered to it), and that a wax manufacturer in Chicago would make more money if he revised his selling plan.

Thus constituted, the WLW merchandising plan is helping move scores of millions of dollars of goods off shelves every year—a robustly satisfactory state of affairs for all concerned.
TELEVISION PROGRAMS

Commercially Sponsored

Network

Local

NINETEEN FIFTY
COMMERCIAL TELEVISION PROGRAMS — 1949
(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1949. The programs listed are for the 12-month period ending Dec. 31, 1949. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acme Weather Fotocast</td>
<td>Alliance Tenna-Rotor</td>
<td>WEPS</td>
<td>Foster &amp; Davies</td>
</tr>
<tr>
<td>Action Autographs</td>
<td>Bell &amp; Howell</td>
<td>ABC</td>
<td>Henri, Hurst &amp; McDonald, Inc.</td>
</tr>
<tr>
<td>Admiral Broadway Review</td>
<td>Admiral Corp.</td>
<td>NBC-TV</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>Admiral Girls Baseball</td>
<td>Peter Fox Brewing Co.</td>
<td>WBKB</td>
<td>Carroll Dean Murphy</td>
</tr>
<tr>
<td>Admiral Girls Baseball</td>
<td>Admiral Corp.</td>
<td>WBKB</td>
<td>Scholts</td>
</tr>
<tr>
<td>Adventure Album</td>
<td>No-Trishus Foods</td>
<td>KTLA</td>
<td>Direct</td>
</tr>
<tr>
<td>Adventure Time</td>
<td>Wometco Theatres</td>
<td>WTVJ</td>
<td></td>
</tr>
<tr>
<td>Adventures of Cyclone Malone</td>
<td>Good Humor Co.</td>
<td>KNBH</td>
<td>J. G. Stevens, Inc.</td>
</tr>
<tr>
<td>The Aldrich Family</td>
<td>General Foods Corp.</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>All Star Baseball Game at Ebbets Field</td>
<td>Gillette Safety Razor Co.</td>
<td>CBS-TV</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td>All Star Bowling Matches</td>
<td>Brunswick, Balke, Collender</td>
<td>Du Mont</td>
<td>Al Paul Lefton Co.</td>
</tr>
<tr>
<td>Event/Company</td>
<td>Sponsor/Advertiser</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>---------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Star Laker's Basketball</td>
<td>Minneapolis Brewing Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Star Laker's Basketball</td>
<td>General Mills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amanda</td>
<td>Illinois Meat Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Broadcast Brand Corned Beef Hash</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amazing Doctor Polgar</td>
<td>Trimount Clothing Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Clipper Craft 'Clothes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Minstrels 1949</td>
<td>Flagstaff Foods</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Food Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Minstrels 1949</td>
<td>Nedick's Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Americana</td>
<td>Firestone Tire &amp; Rubber Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tires and Tubes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>America's Town Meeting</td>
<td>Modern Industrial Bank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morey Amsterdam Show</td>
<td>DuMont Receiver Sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DuMont TV Sets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andy's Barn</td>
<td>Chappell's Department Store</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>G. E. Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcements</td>
<td>Unicorn Press</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Encyclopedia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Report—</td>
<td>Union Oil Co. of Calif.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lubricants</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anacin, Kolyvos</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Around The Town</td>
<td>Bates Fabrics Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fabrics and Sheets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Arrow Show</td>
<td>Cluette Peabody &amp; Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Neckwear, Sportswear, Men's Shirts, Collars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At Home With Mildred Carlson, The</td>
<td>Boston Post</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At The Mat</td>
<td>Troup Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At The Mat</td>
<td>Polaroid Filter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auction-Aire</td>
<td>Libby McNeill &amp; Libby</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Libby Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auction Night</td>
<td>General Electric Supply Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Author Meets the Critics</td>
<td>General Foods Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jello Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WTCN-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WTCN-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WABD</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BBD&amp;O</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Knox Reeves</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Arthur Meyerhoff &amp; Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wm. H. Weintraub Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Weiss &amp; Geller</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sweeney &amp; James Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WJZ-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Metropolitan Advertising Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Buchanan &amp; Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WHEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leonard Advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Foote, Cone &amp; Belding</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Benton &amp; Bowles, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>James P. Sawyer, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Young &amp; Rubicam, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WBZ-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chambers &amp; Wiswell</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paul Jones</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cayton</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ABC</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>J. Walter Thompson</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WXYZ-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Young &amp; Rubicam, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>--------------------------------------------------</td>
<td>----------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Background for Living</td>
<td>Barker Bros.</td>
<td>KTLA</td>
<td>Mays &amp; Co.</td>
</tr>
<tr>
<td>Backstage With Barry</td>
<td>Household Finance Corp.</td>
<td>CBS-TV</td>
<td>LeVally, Inc.</td>
</tr>
<tr>
<td>Baltimore Orioles</td>
<td>Gunther Brewing Co.</td>
<td>WMAR-TV</td>
<td>Ruthrauff &amp; Ryan</td>
</tr>
<tr>
<td>Band of America</td>
<td>Cities Service</td>
<td>NBC-TV</td>
<td>Ellington &amp; Co., Inc.</td>
</tr>
<tr>
<td>Bandstand Review</td>
<td>Central Chev.</td>
<td>KTLA</td>
<td>Hunter</td>
</tr>
<tr>
<td>Barbershop Quartet</td>
<td>Frankenmuth Brewing Co.</td>
<td>WXYZ-TV</td>
<td>Wm. B. Randall Co.</td>
</tr>
<tr>
<td>Barn Dance</td>
<td>Troup Engineering</td>
<td>KTLA</td>
<td>Paul Jones</td>
</tr>
<tr>
<td>Baseball</td>
<td>R. J. Reynolds</td>
<td>WGN-TV</td>
<td>William Esty</td>
</tr>
<tr>
<td>Baseball</td>
<td>Peter B. Hand</td>
<td>WGN-TV</td>
<td>BBDGO</td>
</tr>
<tr>
<td>Baseball</td>
<td>P. Ballantine</td>
<td>WABD</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>Baseball</td>
<td>Holiday Motors</td>
<td>WATV</td>
<td>Dale Advertising Agency</td>
</tr>
<tr>
<td>Baseball</td>
<td>Philco Distributors</td>
<td>WBKB</td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td>Baseball</td>
<td>Schaeffer Beer</td>
<td>WATV</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
<tr>
<td>Baseball</td>
<td>Brown Shoe Co.</td>
<td>WABD</td>
<td>McBride Advertising</td>
</tr>
<tr>
<td>Baseball</td>
<td>West Texas Appliance Co.</td>
<td>WBAP-TV</td>
<td>McBride Advertising</td>
</tr>
<tr>
<td>Baseball</td>
<td>Pabst Blue Ribbon Beer</td>
<td>KLAC-TV</td>
<td>McBride Advertising</td>
</tr>
<tr>
<td>Baseball</td>
<td>Nicolson-Jones Motor Co.</td>
<td>WBAP-TV</td>
<td>McBride Advertising</td>
</tr>
<tr>
<td>Baseball</td>
<td>Lincoln-Mercury Dealer</td>
<td>WBAP-TV</td>
<td>McBride Advertising</td>
</tr>
<tr>
<td>Baseball</td>
<td>Southwestern Co.</td>
<td>WBZ-TV</td>
<td>Chambers &amp; Wiswell</td>
</tr>
<tr>
<td>Baseball</td>
<td>Philco Distributors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baseball</td>
<td>Chevrolet Dealers Ass'n.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baseball</td>
<td>Chevrolet Cars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event</td>
<td>Sponsor</td>
<td>Station</td>
<td>Company/Contact</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>----------------------------------</td>
<td>----------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Baseball Games</td>
<td>Narragansett Brewing Co. Beer &amp; Ale</td>
<td>WBZ-TV</td>
<td>Standish, Inc.</td>
</tr>
<tr>
<td>Baseball Games</td>
<td>Various</td>
<td>WPTZ</td>
<td>Various</td>
</tr>
<tr>
<td>Baseball Giants</td>
<td>Liggett &amp; Meyers Chesterfield Cigarettes</td>
<td>WPIX</td>
<td>Newell-Emmett</td>
</tr>
<tr>
<td>Baseball Interviews</td>
<td>Nicolson-Jones Motor Co. Lincoln-Mercury Dealer</td>
<td>WBAAP-TV</td>
<td>McBride Advertising</td>
</tr>
<tr>
<td>Baseball Scoreboard</td>
<td>Ford Dealers Ford Cars</td>
<td>WXYZ-TV</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Baseball Scoreboard</td>
<td>Kupper's Tavern</td>
<td>WICU</td>
<td>Local</td>
</tr>
<tr>
<td>Basketball Games</td>
<td>Nash-Kelvinator</td>
<td>KLAC-TV</td>
<td>Wendt</td>
</tr>
<tr>
<td>Basketball—High School and College</td>
<td>Athletic Supply &amp; Motorola Sporting Goods, Radio-TV</td>
<td>WSPD-TV</td>
<td>Flint Advertising</td>
</tr>
<tr>
<td>Basketball Roundup</td>
<td>Theatre Equipment</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td>Basketball—St. Francis and Seton Hall</td>
<td>Little Ferry Auto Assoc. Used Cars</td>
<td>NBC-TV</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
</tr>
<tr>
<td>Beat The Band</td>
<td>Egan &amp; Bisbing Philco Appliances</td>
<td>WXYZ-TV</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>The Big Story</td>
<td>American Cigarette &amp; Cigar Co. Pall Mall Cigarettes</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Big 10 Highlights</td>
<td>Ford Dealers Ford Cars</td>
<td>WICU</td>
<td>Local</td>
</tr>
<tr>
<td>The Bigelow Show</td>
<td>Bigelow-Sanford Carpet Co. Carpets</td>
<td>NBC-TV</td>
<td>S. R. Leon &amp; Co., Inc.</td>
</tr>
<tr>
<td>Birthday Party</td>
<td>Tot's 'N Teens, Trasks Dept. Store Children's Shoes</td>
<td>WBZ-TV</td>
<td>Chambers &amp; Wiswell</td>
</tr>
<tr>
<td>Bonny Maid Versatile Varieties</td>
<td>Bonafide Mills, Inc. Linoleum</td>
<td>WABD</td>
<td>Franklin Bruck Advertising Agency</td>
</tr>
<tr>
<td>Boston Bruins Hockey Games</td>
<td>Chevrolet Dealers Assn. Chevrolet Cars</td>
<td>KTLA</td>
<td>Weinberg</td>
</tr>
<tr>
<td>Boxing</td>
<td>Croton Watch Co. Watches</td>
<td>WDTV</td>
<td>Smith, Taylor &amp; Jenkins</td>
</tr>
<tr>
<td>Boxing</td>
<td>Century Distributing</td>
<td>WGN-TV</td>
<td>BBD&amp;GO</td>
</tr>
<tr>
<td>Boxing</td>
<td>Pittsburgh Brewing Co.</td>
<td>WGN-TV</td>
<td>Direct</td>
</tr>
<tr>
<td>Boxing</td>
<td>Peter B. Hand Beer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boxing</td>
<td>Czerwiec Lumber Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>------------------------------------------------------</td>
<td>---------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td><strong>Boxing</strong></td>
<td>The Odell Co.</td>
<td>WABD</td>
<td>L. C. Gumbinner Agency</td>
</tr>
<tr>
<td><strong>Boxing</strong></td>
<td>Krueger Beer</td>
<td>WABD</td>
<td>Geyer, Newell &amp; Ganger</td>
</tr>
<tr>
<td><strong>Boston &amp; Maine Show, Featuring “Dahl”</strong></td>
<td>Boston &amp; Maine R.R. Transportation</td>
<td>WBZ-TV</td>
<td>Harold Cabot Agency</td>
</tr>
<tr>
<td><strong>Boxing Bouts</strong></td>
<td>Gillette Safety Razor Co.</td>
<td>NBC-TV</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td><strong>Boxing From Broadway Arena</strong></td>
<td>Bedford Appliances</td>
<td>WOR-TV</td>
<td>N. C. Greenfield</td>
</tr>
<tr>
<td><strong>Boxing From Eastern Parkway</strong></td>
<td>R &amp; H Brewing Co.</td>
<td>WPIX</td>
<td>Paris &amp; Peart</td>
</tr>
<tr>
<td><strong>Boxing From Ridgewood Grove</strong></td>
<td>Krueger Brewing Co.</td>
<td>WPIX</td>
<td>Geyer, Newell &amp; Ganger</td>
</tr>
<tr>
<td><strong>Boxing From Turner's Arena</strong></td>
<td>Globe Brewing Co.</td>
<td>WAAM-TV</td>
<td>Joseph Katz Co.</td>
</tr>
<tr>
<td><strong>Boxing From Westchester</strong></td>
<td>Piel's Beer</td>
<td>WOR-TV</td>
<td>William Esty Co.</td>
</tr>
<tr>
<td><strong>Boxing—Golden Gloves</strong></td>
<td>Chevrolet Dealers Assoc.</td>
<td>WPIX</td>
<td>Campbell-Ewald</td>
</tr>
<tr>
<td><strong>Break the Bank</strong></td>
<td>Bristol-Myers Co.</td>
<td>ABC</td>
<td>Doherty, Clifford &amp; Shenfield, Inc.</td>
</tr>
<tr>
<td><strong>Break the Bank</strong></td>
<td>Bristol Myers Co.</td>
<td>NBC-TV</td>
<td>Doherty, Clifford &amp; Shenfield, Inc.</td>
</tr>
<tr>
<td><strong>Broadway Revue</strong></td>
<td>Admiral Corp.</td>
<td>Du Mont</td>
<td>Kudner Agency</td>
</tr>
<tr>
<td><strong>Art Brown’s Talent Parade</strong></td>
<td>Phillip's Radio &amp; Appliance Co.</td>
<td>WOIC</td>
<td>Kal, Ehrlich &amp; Merrick</td>
</tr>
<tr>
<td><strong>Browns' Football Games</strong></td>
<td>Leisy Brewing Co.</td>
<td>WNBK</td>
<td>McCann-Erickson</td>
</tr>
<tr>
<td><strong>Bill Brundige—Sports</strong></td>
<td>Sports Center</td>
<td>WOIC</td>
<td>Kal, Ehrlich &amp; Merrick</td>
</tr>
<tr>
<td><strong>Camel Caravan of Sports</strong></td>
<td>R. J. Reynolds</td>
<td>DuMont</td>
<td>William Esty</td>
</tr>
<tr>
<td>Advertisement</td>
<td>Company Name</td>
<td>Product/Service</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------------------------------------------</td>
<td>-----------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Camel News Caravan</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>Camel Cigarettes</td>
<td></td>
</tr>
<tr>
<td>Candid Camera</td>
<td>Philip Morris &amp; Co., Ltd., Inc.</td>
<td>Philip Morris Cigarettes</td>
<td></td>
</tr>
<tr>
<td>Candlelight Revue</td>
<td>A. S. Beck Co.</td>
<td>Shoes</td>
<td></td>
</tr>
<tr>
<td>Cardinal Football Quarter Back Club</td>
<td>Peter Fox Brewing Co.</td>
<td>Beer</td>
<td></td>
</tr>
<tr>
<td>Card's Newsreel</td>
<td>Stephens Buick</td>
<td>Buick Dealers</td>
<td></td>
</tr>
<tr>
<td>Cartoon Parade</td>
<td>Lee Motors</td>
<td>Automotive</td>
<td></td>
</tr>
<tr>
<td>Cartoon Parade</td>
<td>Kuehmann's Co.</td>
<td>Potato Chips</td>
<td></td>
</tr>
<tr>
<td>Cartoon Theater</td>
<td>12th St. Market</td>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>Cavalcade of Stars</td>
<td>Drug Store TV Prod.</td>
<td>Oldsmobile Div. of General Motors Corp. Oldsmobile Cars</td>
<td></td>
</tr>
<tr>
<td>CBS News with Douglas Edwards</td>
<td>The B. F. Goodrich Co.</td>
<td>Tires, Tubes, Rubber Products</td>
<td></td>
</tr>
<tr>
<td>Celebrity Time</td>
<td>Participation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charm Kitchen</td>
<td>Participation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charm Time</td>
<td>Liggett &amp; Myers</td>
<td>Chesterfield Cigarettes</td>
<td></td>
</tr>
<tr>
<td>Chesterfield Supper Club</td>
<td>Bresee Chevrolet</td>
<td>New Cars</td>
<td></td>
</tr>
<tr>
<td>Chevrolet Telenews Weekly</td>
<td>Chevrolet Dealers</td>
<td>Chevrolet Cars</td>
<td></td>
</tr>
<tr>
<td>Chevrolet Tele-Theatre</td>
<td>Participation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago Cooks with Barbara Barkley</td>
<td>Chicago Tribune</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicagoland Mystery Players</td>
<td>Sanitary Diaper Service</td>
<td>Diaper Service</td>
<td></td>
</tr>
<tr>
<td>Child Care</td>
<td>Horn &amp; Hardart Co.</td>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>Children's Hour</td>
<td>Lowrys Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle The Globe</td>
<td>Uniform Fireman's Assoc.</td>
<td>Club Group</td>
<td></td>
</tr>
<tr>
<td>City Hall</td>
<td>NBC-TV</td>
<td>William Esty Co., Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>The Biow Co., Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WNBTV</td>
<td>Dorland, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WBKB</td>
<td>Carroll Dean Murphy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WTCN-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WSPD-TV</td>
<td>Wendt</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WSPD-TV</td>
<td>Wendt</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WICU</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Du Mont</td>
<td>Stanton B. Fisher, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>D. P. Brother, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ABC</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WXZY-TV</td>
<td>Various</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WXZY-TV</td>
<td>Various</td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WHEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>Campbell-Ewald Co., Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WGN-TV</td>
<td>Various</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WGN-TV</td>
<td>Direct</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WPIX</td>
<td>Miller Advertising Agency</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WNBTV</td>
<td>Clements Co.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td>California Advertising</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WPIX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>----------------------------</td>
<td>------------------------------------------------------</td>
<td>---------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>Clock, The</td>
<td>Lever Bros.</td>
<td>NBC-TV</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td></td>
<td>Lux, Rinso</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Closeups</td>
<td>First Nat'l Bank of Boston</td>
<td>WBZ-TV</td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td></td>
<td>Banking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Club Ha-Ha</td>
<td>Hamtramck Auto Dealers Assoc.</td>
<td>WXYZ-TV</td>
<td>Rex Advertising Agency</td>
</tr>
<tr>
<td>Club Time</td>
<td>Shopping Bag Food Stores</td>
<td>KLAC-TV</td>
<td></td>
</tr>
<tr>
<td>The Colgate Theater</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>NBC-TV</td>
<td>William Esty Co.</td>
</tr>
<tr>
<td></td>
<td>Vel, Lustre Creme</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Football Games</td>
<td>American Tobacco Co.</td>
<td>NBC-TV</td>
<td>N. W. Ayer &amp; Sons, Inc.</td>
</tr>
<tr>
<td></td>
<td>Lucky Strike Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collegiate Talent Tussle</td>
<td>Baltimore News Post &amp; Sunday American Newspaper</td>
<td>WAAM-TV</td>
<td></td>
</tr>
<tr>
<td>Collier's All-American Football</td>
<td>Local Chevrolet Dealers Assoc.</td>
<td>WABD</td>
<td>Campbell-Ewald Co. Inc.</td>
</tr>
<tr>
<td>Columbia Football Games</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>CBS-TV</td>
<td>Newell-Emmett Co.</td>
</tr>
<tr>
<td></td>
<td>Chesterfield Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comic Capers</td>
<td>Sun-Times Newspaper</td>
<td>WBKB</td>
<td>American National Video Product, Inc.</td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Command Performance</td>
<td>Clark Music Co.</td>
<td>WHEN</td>
<td>Ingalls-Minister</td>
</tr>
<tr>
<td></td>
<td>Musical Instruments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connie Comes Calling</td>
<td>D'Arrigo Bros. Co.</td>
<td>WBZ-T</td>
<td>Brisacher, Wheeler Staff</td>
</tr>
<tr>
<td>Country Store</td>
<td>Budget Pack</td>
<td>KNBH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Food Packages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cowboy Thrills</td>
<td>Various</td>
<td>KTLA</td>
<td>Various</td>
</tr>
<tr>
<td></td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crusade In Europe</td>
<td>Time, Inc.</td>
<td>ABC</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>Time Magazine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Curbstone Cut Up</td>
<td>RCA Victor Distributors</td>
<td>WBKB</td>
<td>Al Paul Lefton Co.</td>
</tr>
<tr>
<td></td>
<td>RCA Victor Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enid Day Presents</td>
<td>Davison-Paxon Department Store</td>
<td>WAGA-TV</td>
<td></td>
</tr>
<tr>
<td>The Day's News</td>
<td>Bieber-Isaacs</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Men's Clothing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Democratization of Germany
Kitty Dierken Shops For You
Digest of Sports
Dinner Date With Dottie
Dinner Platter
Distaff
Do You Know Baltimore
Dog Show at Madison Square Garden
Dogs On Parade
Don Winslow of The Coast Guard
Doodle With Galligan
Dream Kitchen Time
Dress And Guess
Dude Ranch Party
Dugout Dope
Dugout Interviews
Ralph Dumke
Dunninger & Winchell
Duquesne Scoreboard
American Jewish Congress
Participating
Gaugh
Fort Worth Battery Co., Porter Burgess Co.
Motorola Distributors
Various
Various
Various
Public Utility
National Biscuit Co.
Milk Bone Dog Biscuits
Heeman Mfg½ Co.
Wooster Dog Ration
Prince Macaroni
Macaroni Products
Chevrolet Dealers Assn.
Chevrolet Cars
Graybar Electric Co.
Hotpoint Distributors
Van Heusen Shirts
Shirts
W. T. Grant Co
Department Store
Dayton Bread Co.
Miami Maid Bread
General Electric Supply Co.
Teldisco, Inc.
TV Sets, Radios and Appliances
Bigelow Sanford Co.
Rugs and Carpets
Duquesne Brewing Company
ABC
WAAM-TV
KTLA
WBAP-TV
WEWS
Various
WEWS
Various
WMAR-TV
CBS-TV
McCann-Erickson, Inc.
WICU
Local
WBZ-TV
H. C. Rossi Agency
WBZ-TV
Chambers & Wiswell
WBAP-TV
WEWS
Grey Advertising
WICU
Local
WLW-D
Hutzler Advertising Agency
WEWS
WABD
Batten, Barton, Durstine & Osborn
CBS-TV
Young & Rubicam, Inc.
WDTV
Walker & Downing
<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy Aces</td>
<td>Phillips Packing Co.</td>
<td>Du Mont</td>
<td>Aitkin-Kynett Co. Inc.</td>
</tr>
<tr>
<td>Easy Aces</td>
<td>Hudson Dealers of the Metropolitan Area</td>
<td>WABD</td>
<td>Klores &amp; Carter, Inc.</td>
</tr>
<tr>
<td>Jack Eigen</td>
<td>Doeskin Products</td>
<td>WABD</td>
<td>Federal Advertising</td>
</tr>
<tr>
<td>Electric Kitchen</td>
<td>Philadelphia Electric Co.</td>
<td>WPTZ</td>
<td>Al Paul Leighton Co., Inc.</td>
</tr>
<tr>
<td>Florence Bourke Ellis</td>
<td>Participation</td>
<td>WGN-TV</td>
<td>Various</td>
</tr>
<tr>
<td>Eloise Salutes the Stars</td>
<td>Doeskin Products</td>
<td>WABD</td>
<td>Federal Advertising</td>
</tr>
<tr>
<td>Exercise For Health</td>
<td>Exercycle</td>
<td>WXYZ-TV</td>
<td>Schwimmer &amp; Scott</td>
</tr>
<tr>
<td>Extra Inning</td>
<td>Walgreen Drug</td>
<td>WGN-TV</td>
<td></td>
</tr>
<tr>
<td>Fair Fashion Show</td>
<td>The Fair</td>
<td>WBAP-TV</td>
<td></td>
</tr>
<tr>
<td>Fashion On Parade</td>
<td>Retail Department Store</td>
<td>WJZ-TV</td>
<td>William Warren Agency</td>
</tr>
<tr>
<td>Fashion Reflections</td>
<td>Lord &amp; Taylor</td>
<td>WBAP-TV</td>
<td></td>
</tr>
<tr>
<td>Fashions</td>
<td>Store Products</td>
<td>WMAR-TV</td>
<td></td>
</tr>
<tr>
<td>Fashions In Rhythm</td>
<td>Koslow's of Fort Worth</td>
<td>WXYZ-TV</td>
<td>Rex Advertising Agency</td>
</tr>
<tr>
<td>Fast Ball</td>
<td>Retail Furrier</td>
<td>WXYZ-TV</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>Feature Film</td>
<td>Virginia Driskill</td>
<td>KLTA</td>
<td>Various</td>
</tr>
<tr>
<td>Fireball Fun-For-All</td>
<td>Various</td>
<td>NBC-TV</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>Fireside Theatre</td>
<td>Buick Motor Division of General Motors</td>
<td>NBC-TV</td>
<td>Compton Advertising Inc.</td>
</tr>
<tr>
<td>Fish, Fur 'n Feathers</td>
<td>Procter &amp; Gamble Co.</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td>Jack Fisher Show</td>
<td>Buff's Trading Post</td>
<td>WXYZ-TV</td>
<td>Castle-Werner Agency</td>
</tr>
<tr>
<td>The Fishing &amp; Hunting Club of the Air</td>
<td>V.F.W. &amp; Thomas Built Homes</td>
<td>DuMont</td>
<td>Walker &amp; Downing</td>
</tr>
<tr>
<td></td>
<td>Mail Pouch Tobacco Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kentucky Club Tobacco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-Minute Film</td>
<td>Hamilton Watch Co. Watches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>---------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-Minute Film</td>
<td>Ironrite Ironer Co. Ironers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-Minute Film</td>
<td>Doubleday &amp; Co. Books</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-Minute Film</td>
<td>T. H. Clack &amp; Bemorad Co. Rugs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-Minute Film</td>
<td>Funk &amp; Wagnall Co. Encyclopedia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-Minute Film</td>
<td>Jacob Ruppert Brewery Beer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-Minute Film</td>
<td>Liebmann Breweries Inc. Beer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-Minute Film</td>
<td>West Texas Appliance Co. Philco Distributor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flying X Ranchboys</td>
<td>B. R. Baker Men's Clothing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Extra</td>
<td>Washer Bros. Retail Department Store</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Extras</td>
<td>Shea's Auto Supply Auto Parts, TV, Toys, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Forecast</td>
<td>Dads Root Beer Root Beer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Greats</td>
<td>Ford Dealers Automotive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Highlights</td>
<td>A. Duchi Building Materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Preview</td>
<td>Kupper's Tavern</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Scoreboard</td>
<td>Hamburg Brothers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Scoreboard</td>
<td>Plymouth Dealers Plymouth Cars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Scoreboard</td>
<td>Plymouth Dealers Plymouth Cars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Time</td>
<td>Rawlson &amp; Co. Interior Decorator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For Your Home</td>
<td>Various Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Art Ford Show</td>
<td>WJZ-TV Batten, Barton, Durstine &amp; Osborn</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WABD Brooke, Smith, French &amp; Dorrance, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WABD Huber Hoge &amp; Sons</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WABD Wilson, Haight &amp; Walsh, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WABD Victor A. Bennett Co. Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WABD The Biow Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WABD Foote, Cone &amp; Belding</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WBAP-TV McBride Advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WSPD-TV Wendt</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WBAP-TV Glenn Advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WICU Local</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA Murray, Dymock &amp; Carson</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WSPD-TV Katz New York</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WICU Local</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WICU Local</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WDTV Ketchum, MacLeod &amp; Grove</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WXYZ-TV Powell-Grant Agency</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WXYZ-TV Powell-Grant Agency</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WTVJ Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WPIX Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>----------------------------------------------------</td>
<td>---------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>Ford News And Weather</td>
<td>Ford Dealers Assn' of So. California</td>
<td>KNBH</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Ford Theater</td>
<td>Ford Motor Co.</td>
<td>CBS-TV</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
</tr>
<tr>
<td>Fort Pitt News</td>
<td>Fort Pitt Beer</td>
<td>WICU</td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td>Front Row Center</td>
<td>Whelan Drug Stores</td>
<td>DuMont</td>
<td>Stanton B. Fisher</td>
</tr>
<tr>
<td>Fun for the Money</td>
<td>International Cellucotton Products Co. Kleenex</td>
<td>ABC</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Girl About Town</td>
<td>Bates Fabrics Inc.</td>
<td>NBC-TV</td>
<td>James P. Sawyer, Inc.</td>
</tr>
<tr>
<td>Arthur Godfrey and His Friends</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>CBS-TV</td>
<td>Newell-Emmett, Co.</td>
</tr>
<tr>
<td>Going Places</td>
<td>Heine Motors</td>
<td>WPTZ</td>
<td>Solis S. Cantor</td>
</tr>
<tr>
<td>The Goldbergs</td>
<td>General Foods Corp.</td>
<td>CBS-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Golf Tips</td>
<td>Goodall</td>
<td>KLAC-TV</td>
<td>Fletcher D Richards</td>
</tr>
<tr>
<td>Grab Your Phone</td>
<td>American Floor Covering Co.</td>
<td>KLAC-TV</td>
<td>Guenther-Bradford &amp; Co.</td>
</tr>
<tr>
<td>Grace Church Christmas Eve Services</td>
<td>U. S. Rubber Co.</td>
<td>WABD</td>
<td>Cayton, Inc.</td>
</tr>
<tr>
<td>Grandstand Give Away</td>
<td>Martin's Restaurants</td>
<td>WBKB</td>
<td>Cayton, Inc.</td>
</tr>
<tr>
<td>Great Fights of The Century</td>
<td>Walco Lens</td>
<td>KTLA</td>
<td>Cayton, Inc.</td>
</tr>
<tr>
<td>Greatest Fights of the Century</td>
<td>E. L. Cournum Co.</td>
<td>NBC-TV</td>
<td>Cayton, Inc.</td>
</tr>
<tr>
<td>Greatest Fights of the Century</td>
<td>Chesebrough Mfg. Co.</td>
<td>NBC-TV</td>
<td>Cayton, Inc.</td>
</tr>
<tr>
<td>Guess Who?</td>
<td>Foreman &amp; Clark</td>
<td>KNBH</td>
<td>Dan B. Miner Co.</td>
</tr>
</tbody>
</table>
Gulf Road Show with Bob Smith
Andy Gustafson Sportscast

Gulf Oil Corp.
Gasoline, Oil and Lubricants
Olin's, Inc.
Used Cars

NBC-TV
Young & Rubicam, Inc.
WTVJ
Direct

Hail The Champ
Handy Hints
Handy Man
Bump Hadley Pitching
Bump Hadley Pitching
Bump Hadley's Country Store
Haynes At The Auction
Hello Again

Bishop & Co.
Candy
Various
Various
Gimbel Bros.
Phillips-Jones Corp.
Van Heusen Shirts
Warmuth's Restaurant
Restaurant
Sonneborn L. Sons, Inc.
Amalie Oils and Lubricants
Auction City
Knudsen Creamery Co.
Dairy Products
Brown Distributing Co.
(Philco Distributor-Area)
West Texas Appliance Co.
Philco Distributor
The Frito Co.
Food Product
Duquesne Brewing Company
Fort Pitt Brewing Company
American Telephone & Telegraph Co.
Chevrolet Dealers Ass'n.
Chevrolet Cars
Baltimore Contractors Inc.
Metropolitan, Potter, Enoch
Athletic Supply
Sporting Goods

KLAV-TV
KTLA
Various
WPTZ
WBZ-TV
Grey Advertising Agency
WBZ-TV
Jerome O'Leary Advertising
WBZ-TV
Hicks & Creist, Inc.
KLAC-TV
KNBH
Heintz & Co.
WAGA-TV
WBAP-TV
McBride Advertising
WBAP-TV
McBride Advertising
WDOTV
Walker & Downing
WDTV
Batten, Barton, Durstine & Osborn
WABD
N. W. Ayer & Son, Inc.
WBZ-TV
Chambers & Wiswell
WMAR-TV
Joseph Katz Co.
KTLA
Arc Agency
WSPD-TV
Wendt
<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hockey</td>
<td>Pilsener Brewing Co. of Cleveland</td>
<td>WENS</td>
<td>Gregory &amp; House</td>
</tr>
<tr>
<td>Hockey—Rangers</td>
<td>F. M. Schaefer Brewing Co.</td>
<td>WPIX</td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td>Hockey—Rovers</td>
<td>Sunset Appliance Stores</td>
<td>WPIX</td>
<td></td>
</tr>
<tr>
<td>Hockey Games</td>
<td>Falstaff-Beer</td>
<td>WOW-TV</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Hockey Games</td>
<td>Nash Dealers</td>
<td>WBKB</td>
<td></td>
</tr>
<tr>
<td>Hoffman Hayloft</td>
<td>Hoffman Television Co.</td>
<td>WBAP-TV</td>
<td>Free &amp; Peters</td>
</tr>
<tr>
<td>Hoffman Hayride</td>
<td>Hoffman TV</td>
<td>KTLA</td>
<td>Smith, Bull McCreery</td>
</tr>
<tr>
<td>Holiday House</td>
<td>Participation</td>
<td>WTVJ</td>
<td>Direct</td>
</tr>
<tr>
<td>Hollywood For Strings</td>
<td>Gerlinger Equipment</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Hollywood Opportunity</td>
<td>Olympic TV</td>
<td>KTLA</td>
<td>Hunter</td>
</tr>
<tr>
<td>Home Games of The Dayton Indians Baseball Club</td>
<td>Wooden Shoe Brewing Co.</td>
<td>WLW-D</td>
<td>Don Kemper Co.</td>
</tr>
<tr>
<td>Home is Happiness</td>
<td>Packages Programs, Inc.</td>
<td>WDTV</td>
<td>Ortele Company</td>
</tr>
<tr>
<td>Homemakers Exchange</td>
<td>Nash Kelvinator Corp.</td>
<td>CBS-TV</td>
<td>Geyer, Newell &amp; Ganger, Inc.</td>
</tr>
<tr>
<td>Homemakers Roundup</td>
<td>Cons. Gas, Electric &amp; Power Co.</td>
<td>WMAR-TV</td>
<td></td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>Frost TV Center</td>
<td>WTVJ</td>
<td>Direct</td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>Chestnut Farms Dairy</td>
<td>WNBW</td>
<td>Harry J. Kaufman</td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>Beatrice Foods Co.</td>
<td>WNBQ</td>
<td>Foote, Cone &amp; Belding, Inc.</td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>Interstate Bakeries</td>
<td>WOW-TV</td>
<td>R. J. Potts-Calkins &amp; Holden</td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>Barbara Ann</td>
<td>KTLA</td>
<td>Schlots</td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>----------------------------</td>
<td>------------------------------------------------------</td>
<td>---------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Identify</td>
<td>A. Stein &amp; Co.</td>
<td>ABC</td>
<td>Louis A. Smith</td>
</tr>
<tr>
<td>Individually Yours</td>
<td>Blair Corset Co.</td>
<td>WGN-TV</td>
<td>Jones-Frankel</td>
</tr>
<tr>
<td>Inside Interviews In Baseball</td>
<td>B. R. Baker</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Inside U. S. A.</td>
<td>Chevrolet Dealers Div. of General Motors Corp.</td>
<td>CBS-TV</td>
<td>Campbell-Ewald Co.</td>
</tr>
<tr>
<td>Inter-High School Football Games</td>
<td>Norge Dealers (Washington Wholesalers)</td>
<td>WOIC</td>
<td>Campbell-Ewald Agency</td>
</tr>
<tr>
<td>International Boxing Club</td>
<td>P. Ballantine &amp; Sons</td>
<td>CBS-TV</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Interview At Stears</td>
<td>Stears Cafe</td>
<td>KTLA</td>
<td>California Advertising</td>
</tr>
<tr>
<td>Iron City Sports Album</td>
<td>Pittsburgh Brewing Company</td>
<td>WDTV</td>
<td>Smith, Taylor &amp; Jenkins</td>
</tr>
<tr>
<td>It Happened Today</td>
<td>Central National Bank</td>
<td>WNBK</td>
<td>Fuller &amp; Smith &amp; Ross</td>
</tr>
<tr>
<td>It's The Style</td>
<td>Alpert's Yardstick Stores</td>
<td>KNBH</td>
<td>Hunter Advertising</td>
</tr>
<tr>
<td>Jack of All Sports</td>
<td>Associated Stores</td>
<td>WTVJ</td>
<td>Direct</td>
</tr>
<tr>
<td>Brando James Luncheon</td>
<td>Brando James Foundation, nc.</td>
<td>WABD</td>
<td>Direct</td>
</tr>
<tr>
<td>Dennis James' Okay Mother</td>
<td>Sterling Products</td>
<td>WABD</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Jersey Stakes</td>
<td>Gillette Safety Razor Co.</td>
<td>ABC</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td>Junior Capers</td>
<td>Coop. Inst.</td>
<td>KTLA</td>
<td>Weiss &amp; Geller</td>
</tr>
<tr>
<td>Junior Frolics</td>
<td>Nedicks</td>
<td>WATV</td>
<td></td>
</tr>
<tr>
<td>Just Watch And See</td>
<td>Crane-Ferry</td>
<td>KNBH</td>
<td>Angeles Agency</td>
</tr>
</tbody>
</table>
Kaufmann's Teletnews  
Kiernan's Kaleidoscope  
John Reed King Show  
Wayne King Program  
Kings Court  
Kirby Derby  
Gene Klasan Show  
Knickerbocker Basketball Games  
Knickerbocker Basketball Games  
Kraft Television Theatre  
Kukla, Fran & Ollie  
Kukla, Fran & Ollie  
Kay Kyser's College of Musical Knowledge  

definition: Kaufmann’s  
Camden Trust Co.  
Flagstaff Foods  
Canned Foods  
Standard Oil Co.  
Oil, Gasoline  
Kings Super Markets  
Scott & Fetzer Co.  
Kirby Home Sanitation Systems  
Participating  
Brown-Williamson Tobacco Co.  
Kool Cigarettes  
Skin Tested Drug Products  
Dental Cream  
Kraft Foods Co.  
Mayonnaise  
National Dairy Products Corp.  
Sealtest Ice Cream  
RCA Victor Distributors  
RCA Victor Products  
Ford Dealers of America  
Automobiles, Trucks  

L

Lady of Charm  
Lambs Gambol  
La Primadora Sports Show  
Leave It to the Girls  
Let's Play Pyramid  

Participation  
General Foods Corp.  
Maxwell House Coffee  
La Primadora  
Cigars  
General Foods Corp.  
Maxwell House Coffee  
Baystate Paint & Wallpaper Co.  
Wallpaper, Paint  

WDTV  
Sykes Agency  
WPTZ  
Albert Frank-Guenther Law Inc.  
WOR-TV  
Weiss & Geller  
NBC-TV  
McCann-Erickson, Inc.  
WATV  
WEWS  
General Publicity Service  
WAAM-TV  
Various  
WJZ-TV  
Ted Bates Co.  
WJZ-TV  
Jasper, Lynch & Field  
NBC-TV  
J. Walter Thompson Co.  
NBC-TV  
N. W. Ayer & Son, Inc.  
NBC-TV  
J. Walter Thompson Co.  
WTVJ  
Direct  
WXYZ-TV  
Various  
NBC-TV  
Benton & Bowles, Inc.  
WOR-TV  
Pedlar & Ryan  
NBC-TV  
Benton & Bowles, Inc.  

Various
<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let's Pop The Question</td>
<td>Participating</td>
<td>WAAM-TV</td>
<td>Various</td>
</tr>
<tr>
<td>Robert Q. Lewis Show</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>CBS-TV</td>
<td>Newell-Emmett Co.</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>Pabst Sales Co.</td>
<td>NBC-TV</td>
<td>Warwick &amp; Legler, Inc.</td>
</tr>
<tr>
<td>Life Of The Party</td>
<td>Phila. Dairy Products</td>
<td>WPTZ</td>
<td>Adrian Bauer</td>
</tr>
<tr>
<td>Lights, Camera, Action</td>
<td>Victory Packing Co.</td>
<td>KBNH</td>
<td>McNeill &amp; McCleery</td>
</tr>
<tr>
<td>Lights Out</td>
<td>Admiral Corp.</td>
<td>NBC-TV</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>Little Old New York</td>
<td>Various</td>
<td>WPX</td>
<td>Various</td>
</tr>
<tr>
<td>Living Wonders</td>
<td>First Nat'l Bank of Boston</td>
<td>WBZ-TV</td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>General Mills</td>
<td>WBZ-TV</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>General Mills</td>
<td>ABC</td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
</tr>
<tr>
<td>Looking at Football</td>
<td>Hamburg Brothers</td>
<td>WDTV</td>
<td>Ketchum, MacLeod &amp; Grove</td>
</tr>
<tr>
<td>Vincent Lopez</td>
<td>Teldisco, Inc.</td>
<td>WABD</td>
<td>Green-Brodie</td>
</tr>
<tr>
<td>Loyola Basketball Games</td>
<td>Globe Brewing Co.</td>
<td>WAA-TV</td>
<td>Joseph Katz Co.</td>
</tr>
<tr>
<td>Lucky Pup</td>
<td>Bristol-Myers Co.</td>
<td>CBS-TV</td>
<td>Doherty, Clifford &amp; Schenfield, Inc.</td>
</tr>
<tr>
<td>Lucky Pup</td>
<td>Joe Lowe Corp.</td>
<td>CBS-TV</td>
<td>Blaine-Thompson Co., Inc.</td>
</tr>
<tr>
<td>Lucky Pup</td>
<td>Phillips Packing Co.</td>
<td>CBS-TV</td>
<td>Aitkin-Kynett Co.</td>
</tr>
<tr>
<td>Lucky Pup</td>
<td>U. S. Rubber Co.</td>
<td>CBS-TV</td>
<td>Fletcher D. Richards, Inc.</td>
</tr>
<tr>
<td>Lucky Pup</td>
<td>Wine Advisory Board</td>
<td>CBS-TV</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Dione Lucas</td>
<td>Scott Towel Co.</td>
<td>CBS-TV</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Movie/Program</td>
<td>Sponsors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mag. of The Week</td>
<td>Lowell Bradfield</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magic Clown</td>
<td>Gold Medal Candy Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make It And Take It</td>
<td>Bonomo's Turkish Taffy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make Mine Movies</td>
<td>Floyd Rice—Ford Dealers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mama</td>
<td>Wometco Theatres</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man Against Crime</td>
<td>General Foods Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man From Scotland Yard</td>
<td>Maxwell House Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man's Best Friend</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man's World</td>
<td>Camel Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martha's Kitchen</td>
<td>See's Candy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martin Kane, Private Eye</td>
<td>Candy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mary, Kay &amp; Johnnie</td>
<td>Dr. Ross Dog Food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Masland at Home Party</td>
<td>J. L. Hudson Dept. Store</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melody Menu</td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men At Work</td>
<td>United States Tobacco Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet Me In Hollywood</td>
<td>Model, Old Briar, Dill's Best, Tweed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midget Boxing</td>
<td>Kolynos, Anacin</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. H. Masland &amp; Sons</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rugs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Baltimore Construction Institute</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trade School</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kaye-Halbert Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Foods Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maxwell House Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reed Candy Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reed's Paloops</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ross, Gardiner &amp; White</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Donohue &amp; Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WXYZ-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Powell-Grant Agency</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WTVJ</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Benton &amp; Bowles, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wm. Esty &amp; Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ross, Gardiner &amp; White</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rockett-Lauritzen</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WXYZ-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wolf-Jickling-Conkey</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WOW-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kudner Agency, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anderson, Davis &amp; Platte, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WMAR-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Macauley</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Benton &amp; Bowles</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WBKB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hill Blackett Agency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>--------------------------</td>
<td>------------------------------------------------------</td>
<td>---------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Midget Auto Racing</td>
<td>Amalie Div. of L. Sonneborn Sons, Inc. Motor Oil</td>
<td>WPIX</td>
<td>Hicks &amp; Greist</td>
</tr>
<tr>
<td>Midget Racing</td>
<td>Herb &amp; Chuck &amp; Lyle Coleman</td>
<td>KTLA</td>
<td>Roche</td>
</tr>
<tr>
<td>Midget Racing</td>
<td>Murphy Motors</td>
<td>KTLA</td>
<td>Stahl</td>
</tr>
<tr>
<td>Midwestern Hayride</td>
<td>Bavarian Brewing Co. Bavarian Beer</td>
<td>WLW-D</td>
<td>Ralph H. Jones</td>
</tr>
<tr>
<td>Miss Rheingold Contest</td>
<td>Liebman Breweries Beer</td>
<td>WJZ-TV</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Mr. Magic</td>
<td>Mason, Au &amp; Magenheimer Mason Candles</td>
<td>WPIX</td>
<td>Moore &amp; Hamm, Inc.</td>
</tr>
<tr>
<td>Al Morgan Show</td>
<td>Drake Baking Company</td>
<td>WDTV</td>
<td>Public Relations Research Service, Inc.</td>
</tr>
<tr>
<td>The Motor Mart</td>
<td>Paul T. Henson Lincoln-Mercury, Used Cars</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td>Music Album</td>
<td>Sherman Clay Co. Musical Appliance Store</td>
<td>KPIX</td>
<td>Goldthwaite-Smith Advertising</td>
</tr>
<tr>
<td>Musical Adventure</td>
<td>Phaestron TV</td>
<td>KTLA</td>
<td>Geisinger</td>
</tr>
<tr>
<td>Musical Scrapbook</td>
<td>Real-Tang</td>
<td>KTLA</td>
<td>Russell Seeds</td>
</tr>
<tr>
<td>Name The Star</td>
<td>Van de Kamp's Baked Goods</td>
<td>KNBH</td>
<td>California Advertising</td>
</tr>
<tr>
<td>Name The Star</td>
<td>Van de Kamps</td>
<td>KTLA</td>
<td>California Advertising</td>
</tr>
<tr>
<td>National Amateur Parade</td>
<td>National Brewing Co. Beer</td>
<td>WMAR-TV</td>
<td>Owen &amp; Chappell</td>
</tr>
<tr>
<td>National League Football Games</td>
<td>Sun Oil Co. Oil, Gas Accessories</td>
<td>ABC</td>
<td>Hewitt, Ogilvy, Benson &amp; Mather, Inc.</td>
</tr>
<tr>
<td>National Pro Football Hiliters</td>
<td>Christian Heurich Brewing Co. Beer</td>
<td>WNBW</td>
<td>Harry J. Kaufman</td>
</tr>
<tr>
<td>National Sports Parade</td>
<td>National Brewing Co. Beer</td>
<td>WMAR-TV</td>
<td>Owen &amp; Chappell</td>
</tr>
<tr>
<td>Nature of Things</td>
<td>Motorola, Inc. Television and Radio Sets</td>
<td>NBC-TV</td>
<td>Gourfain-Coib Advertising Agency</td>
</tr>
</tbody>
</table>
Nature Trails
NBC News Review of the Week
NBC Newsreel
NBC Newsreel
NBC Newsreel
Needle Shop
Needle Shop
Needle Shop
News
News' Final
News In Review
Newsreel
Newsreel
Newsreel Review
Night of Champions
Nipper Song Shop
Northcool Pimlico Races
The Notre Dame Football Games
Notre Dame-Navy Football Game
Now I'll Tell One

Home Packing Co.
Food Packing
Disney, Inc.
Hats
Oldsmobile Div. General Motors Corp.
Cars
MacMillan Petroleum Corp.
Freeman & Freeman
Hudson Dealers
Rival Mfg. Co.
Steamomatic Iron
Martin Fabrics Co.
Velvet: Cloth
American-Mitchell Fashion Publishers
Mode-Royal Patterns
Andrea Radio Corp.
Radio and Television Equipment
Linz Jewelists
Retail Jewelry
The Barbasol Co.
Shaving Cream
Rancho Soups
Chrysler Sales
Dr. Beauchamp
Gross Distributing, Inc.
Stromberg-Carlson Radio and TV Sets
RCA Victor
Radios, Records, etc.
A. Sagner's & Son Inc.
Northcool Suits and Englishtown Men's Clothing
Chevrolet Dealers
Chevrolet: Automobiles
American Oil Co.
Lubricants
Turner Bros.
Men's Clothes

WSPD-TV
Home Packing Co.
Food Packing
Disney, Inc.
Hats
Oldsmobile Div. General Motors Corp.
Cars
MacMillan Petroleum Corp.
Freeman & Freeman
Hudson Dealers
Rival Mfg. Co.
Steamomatic Iron
Martin Fabrics Co.
Velvet: Cloth
American-Mitchell Fashion Publishers
Mode-Royal Patterns
Andrea Radio Corp.
Radio and Television Equipment
Linz Jewelists
Retail Jewelry
The Barbasol Co.
Shaving Cream
Rancho Soups
Chrysler Sales
Dr. Beauchamp
Gross Distributing, Inc.
Stromberg-Carlson Radio and TV Sets
RCA Victor
Radios, Records, etc.
A. Sagner's & Son Inc.
Northcool Suits and Englishtown Men's Clothing
Chevrolet Dealers
Chevrolet: Automobiles
American Oil Co.
Lubricants
Turner Bros.
Men's Clothes

WSPD-TV
Grey Advertising Agency, Inc.

WABD

WABD

WABD

WABD

WABD

WABD

WABD

WABD

WABD
<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Okay Mother</td>
<td>Sterling Drug Co., Inc.</td>
<td>Du Mont</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td></td>
<td>Bayer Aspirin, Phillips Milk of Magnesia</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dr. Lyons Toothpaste</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ole Rasmussen</td>
<td>Auction City</td>
<td>KLAC-TV</td>
<td></td>
</tr>
<tr>
<td>Johnny Olsen’s Rumpus Room</td>
<td>Teldisco, Inc.</td>
<td>WABD</td>
<td>Elliott Nonan Advertising</td>
</tr>
<tr>
<td></td>
<td>TV Sets, Radios and Appliances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On The Sports Page</td>
<td>Rupperts Brewery</td>
<td>WJZ-TV</td>
<td>The Biow Co.</td>
</tr>
<tr>
<td></td>
<td>Beer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The O'Neills</td>
<td>Allen B. Du Mont Laboratories, Inc.</td>
<td>Du Mont</td>
<td>Direct</td>
</tr>
<tr>
<td></td>
<td>Du Mont TV Sets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open House</td>
<td>Conway &amp; Culligan</td>
<td>KPIX</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Home Contractors and Builders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open House</td>
<td>Corn Exchange Nat’l Bank</td>
<td>WPTZ</td>
<td>John Falkner Arndt</td>
</tr>
<tr>
<td>Opening of New York-Chicago</td>
<td>American Telephone &amp; Telegraph Co.</td>
<td>WJZ-TV</td>
<td>N. W. Ayers</td>
</tr>
<tr>
<td>Cable</td>
<td></td>
<td>NBC-TV</td>
<td>Lennen &amp; Mitchell, Inc.</td>
</tr>
<tr>
<td>The Original Amateur Hour</td>
<td>P. Lorillard Co.</td>
<td>DuMont</td>
<td>Lennen &amp; Mitchell</td>
</tr>
<tr>
<td></td>
<td>Old Gold Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Original Amateur Hour</td>
<td>P. Lorillard Co.</td>
<td>KLAC-TV</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Old Gold Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don Otis Show</td>
<td>Boyd Gibbons</td>
<td>WICU</td>
<td>Local</td>
</tr>
<tr>
<td></td>
<td>Ford Dealer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Outdoorsmen</td>
<td>Neidererit Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Appliances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pal Headliners</td>
<td>Pal Blade Co., Inc.</td>
<td>ABC</td>
<td>Al Paul Lefton Co.</td>
</tr>
<tr>
<td></td>
<td>Pal Razor Blades</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paradise Island</td>
<td>General Electric Dealers Ass’n.</td>
<td>WBZ-TV</td>
<td>Harry M. Frost Co.</td>
</tr>
<tr>
<td></td>
<td>General Electric Electrical Appliances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paradise Island</td>
<td>United Wallpaper</td>
<td>WPTZ</td>
<td>MacFarland-Aveyard</td>
</tr>
<tr>
<td>Advertisement</td>
<td>Company/Brand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>--------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paradise Island</td>
<td>United Wallpaper Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>People's Platform</td>
<td>United Wallpaper, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Evanger Kennel Foods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Dog Foods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Household Finance Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Finance Loans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Brighton Appliances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Ironrite Ironers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Ironrite Ironer Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Ironrite Ironers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>David Wilkins</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Iron Rite Ironer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petticoat Parade</td>
<td>Ironrite Ironer Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia's Outstanding Women</td>
<td>Wm. Weisberg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philco Television Playhouse</td>
<td>Furs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Molly Picon's</td>
<td>Philco Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Molly Picon's</td>
<td>Radio and Television Sets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Picture Album</td>
<td>Horowitz-Margareten</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pioneer Polaroid Magic Show</td>
<td>Grocery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>I. Bokeach &amp; Sons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>Grocery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>General Electric</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>Pioneer Scientific Corp.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>Polaroid Filters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>Austin Givens</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>Donahoe's</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>Packaged Programs, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt Parade</td>
<td>Drake Baking Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pittsburgh Steelers Football</td>
<td>Mail Pouch Tobacco Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Players Entrance</td>
<td>Vic Hendler</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Electric Appliances</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WNBT</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MacFarland Aveyard &amp; Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WNBK</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MacFarland Aveyard &amp; Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WNBQ</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LeVally, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WHEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>French &amp; Dorrance</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WJZ-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coleman Jones</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brooke, Smith, French &amp; Dorrance</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WOIC</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brooke, Smith, French &amp; Dorrance, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WDTV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brooke, Smith, French &amp; Dorrance, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KNBH</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Philip Klein</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WPTZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hutchins Advertising, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertisers Broadcasting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WJZ-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertisers Broadcasting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KLAC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cayton, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WDTV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>F. A. Ensign Advertising Agency</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WDTV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>F. A. Ensign Advertising Agency</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WDTV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ortale Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WDTV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Public Relations Research Service, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WDTV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Walker &amp; Downing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WPTZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Weightman Agency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>----------------------------</td>
<td>------------------------------------------------------</td>
<td>---------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Players Entrance</td>
<td>Lummis Co.</td>
<td>WPTZ</td>
<td>Weightman Agency</td>
</tr>
<tr>
<td></td>
<td>Peanut Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playtime</td>
<td>Graham-Brown Show Co.</td>
<td>WBAP-TV</td>
<td>McMain’s Advertising</td>
</tr>
<tr>
<td></td>
<td>Children's Shoes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pontiac Star Time</td>
<td>Pontiac Dealers of Greater Boston</td>
<td>WBZ-TV</td>
<td>Wm. J. Small Advertising Agency</td>
</tr>
<tr>
<td></td>
<td>Pontiac Cars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power Tool Demonstration</td>
<td>Skarie, Inc.</td>
<td>WMAR-TV</td>
<td>Francis D. Cronin</td>
</tr>
<tr>
<td></td>
<td>Power Tools</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Philip Morris &amp; Co., Ltd. Inc.</td>
<td></td>
<td>The Biow Co., Inc.</td>
</tr>
<tr>
<td></td>
<td>Philip Morris Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality Playhouse</td>
<td>Pledged Quality Laundries</td>
<td>WOIC</td>
<td>Henry J. Kaufman Agency</td>
</tr>
<tr>
<td></td>
<td>Household Appliances</td>
<td>WTVJ</td>
<td>Direct</td>
</tr>
<tr>
<td></td>
<td>Philco Appliances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quick On The Draw</td>
<td>Thornton-Fuller</td>
<td>WPTZ</td>
<td>Aldrich, Associates</td>
</tr>
<tr>
<td></td>
<td>Autos</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quiz Kids</td>
<td>Miles Laboratories, Inc.</td>
<td>NBC-TV</td>
<td>Wade Advertising Agency</td>
</tr>
<tr>
<td></td>
<td>Vitamins, Alka-Seltzer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quizdom Class</td>
<td>Alexander's Department Store</td>
<td>WJZ-TV</td>
<td>William Warren Agency</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Race Results</td>
<td>Blatz Brewing Co.</td>
<td>WTVJ</td>
<td>Charles Anthony Gross Agency</td>
</tr>
<tr>
<td></td>
<td>Blatz Beer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Racing News</td>
<td>Carrell Speedway</td>
<td>KLAC-TV</td>
<td></td>
</tr>
<tr>
<td>Read's Fashions</td>
<td>Read Dress Studio</td>
<td>WICU</td>
<td>Local</td>
</tr>
<tr>
<td></td>
<td>Women's Clothes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rehearsal Time</td>
<td>Sealy Mattress Co.</td>
<td>KNBH</td>
<td>Alvin Wilder</td>
</tr>
<tr>
<td>Reserved for Garroway</td>
<td>Duffy-Mott Co.</td>
<td>WNBQ</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td></td>
<td>Apple Sauce, Apple Juice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhythm And Romance</td>
<td>Sleep-Ezy Mattress Co. Sleep Ezy Mattresses</td>
<td>WBAP-TV McBride Advertising</td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>--------------------------------------------</td>
<td>------------------------------</td>
<td></td>
</tr>
<tr>
<td>Riddle Me This</td>
<td>General Electric Co. Lamp Division</td>
<td>CBS-TV Batten, Barton, Durstine &amp; Osborn, Inc.</td>
<td></td>
</tr>
<tr>
<td>Rising Stars</td>
<td>Marshall Drug Co.</td>
<td>WEWS Gregory &amp; House</td>
<td></td>
</tr>
<tr>
<td>Roar Of The Rails</td>
<td>A. C. Gilbert Co. Electric Trains, Toys, etc.</td>
<td>CBS-TV Chas. W. Hoyt Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Roblee Fanfare</td>
<td>The Brown Shoe Co. Roblee Brown Shoes</td>
<td>WABD Leo Brunett Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Rodeo Ranch</td>
<td>Weber's Bread</td>
<td>KLAC-TV Campbell-Ewald Co.</td>
<td></td>
</tr>
<tr>
<td>Roller Derby</td>
<td>Chevrolet Dealers Motor Cars, Trucks</td>
<td>ABC Campbell-Ewald Co.</td>
<td></td>
</tr>
<tr>
<td>Roller Derby</td>
<td>Chevrolet Dealers Assoc. Autos</td>
<td>WJZ-TV McCann-Erickson, Inc.</td>
<td></td>
</tr>
<tr>
<td>Roller Derby</td>
<td>Blatz Brewing Co. Blatz Beer</td>
<td>WOW-TV</td>
<td></td>
</tr>
<tr>
<td>Rosella</td>
<td>J. P. Byrne Jewelry</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td>Round The Town</td>
<td>Syracuse Trust Co. Banking</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Roving Camera</td>
<td>Riteway Burner Co. Heating Units</td>
<td>WNBT Marketers, Inc.</td>
<td></td>
</tr>
<tr>
<td>Roving Camera</td>
<td>MacMillan Petroleum Corp.</td>
<td>KTLA Marketers, Inc.</td>
<td></td>
</tr>
<tr>
<td>Roving Camera</td>
<td>McMillan</td>
<td>NBC-TV S. R. Leon &amp; Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Benny Rubin’s Theatrical Agency</td>
<td>Bonafide Mills, Inc. Linoleum</td>
<td>CBS-TV The Biow Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Ruthie On The Telephone</td>
<td>Philip Morris &amp; Co., Ltd., Inc. Philip Morris Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sagenkahn Furniture Galleries</td>
<td>Sagenkahn Furniture Galleries Furniture</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td>Sandy Dreams</td>
<td>Pennik &amp; Ford</td>
<td>KTLA Batten, Barton, Durstine &amp; Osborn</td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>---------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>---------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Say It With Acting</td>
<td>J. B. Williams Co. Shaving Products</td>
<td>WNB</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>School House</td>
<td>Allen B. Du Mont Laboratories, Inc. Du Mont TV Sets</td>
<td>Du Mont</td>
<td>Direct</td>
</tr>
<tr>
<td>Senate Get Together</td>
<td>Christian Heurich Brewing Co. Beer</td>
<td>WNBW</td>
<td>Harry J. Kaufman</td>
</tr>
<tr>
<td>Sewing &amp; Styling</td>
<td>Various</td>
<td>WEWS</td>
<td>Gregory &amp; House</td>
</tr>
<tr>
<td>Sewing Club</td>
<td>Singer Sewing Machine Co.</td>
<td>WBAP-TV</td>
<td>Joseph Katz Co.</td>
</tr>
<tr>
<td>Shadow Stumpers</td>
<td>Motor Sales Co. DeSoto Dealers</td>
<td>WAAM-TV</td>
<td></td>
</tr>
<tr>
<td>Share-a-Charade</td>
<td>Don Gilmore Chev. Co. Automobiles</td>
<td>KPIX</td>
<td></td>
</tr>
<tr>
<td>Stan Shaw</td>
<td>Teldisco, Inc. TV Sets, Radios and Appliances</td>
<td>WABD</td>
<td>Green-Brodie</td>
</tr>
<tr>
<td>Shawmut Nightly Newsteller</td>
<td>Shawmut Bank of Boston Banking</td>
<td>WBZ-TV</td>
<td>Doremus &amp; Co.</td>
</tr>
<tr>
<td>Linn Sheldon Show</td>
<td>Shaw Rogers Jewelry Co.</td>
<td>WEWS</td>
<td>Clifford &amp; Thomas</td>
</tr>
<tr>
<td>Shop, Look &amp; Listen</td>
<td>Bonne Music Co., Kamera Kraft Musical Instruments, Photographic Equipment</td>
<td>WHEN</td>
<td>Osborn-Propst</td>
</tr>
<tr>
<td>Shoppers' Guide</td>
<td>Participation</td>
<td>WTVJ</td>
<td>Direct</td>
</tr>
<tr>
<td>Shoppers' Guide</td>
<td>Various</td>
<td>WEWS</td>
<td>Various</td>
</tr>
<tr>
<td>Show Off Club</td>
<td>Northside Motors</td>
<td>WTCN-TV</td>
<td></td>
</tr>
<tr>
<td>Herb Shriner Show</td>
<td>Philip Morris &amp; Co., Ltd., Inc. Philip Morris Cigarettes</td>
<td>CBS-TV</td>
<td>The Biow Co., Inc.</td>
</tr>
<tr>
<td>Sidewalk Parade</td>
<td>Plymouth Dealers Plymouth Cars</td>
<td>WXYZ-TV</td>
<td>Powell-Grant Agency</td>
</tr>
<tr>
<td>Silver Theater</td>
<td>International Silver Co. Sterling, 1847 Rogers Bros.</td>
<td>CBS-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Silvers Playhouse</td>
<td>Silver Motors Oldsmobile</td>
<td>KLAC-TV</td>
<td></td>
</tr>
<tr>
<td>Hildy Simmonds Show</td>
<td>Buckley &amp; Scott Oil Burner Service</td>
<td>WBZ-TV</td>
<td>John C. Dowd, Inc.</td>
</tr>
<tr>
<td>Sing My Name</td>
<td>Phila. Distributors Electric Appliances</td>
<td>WPTZ</td>
<td>Cox &amp; Tanz</td>
</tr>
<tr>
<td>Company Name</td>
<td>Product/Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Six Gun Playhouse</td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Fry Club</td>
<td>Whitehall Pharmacal Co. (Kolynos Tooth Paste)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Fry Club</td>
<td>General Foods (Post Toasties)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Fry Club</td>
<td>General Foods (Post Cereals)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Fry Club</td>
<td>Whitehall Pharmacal Co. (Kolynos)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>So This Is Hollywood</td>
<td>Admiral Radio &amp; TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soapine Starmakers</td>
<td>Kendall Manufacturing Co. (Soapine)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southwest Conference Football</td>
<td>Humble Oil Co. (Oil Products)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spare Room</td>
<td>Tifford Furniture &amp; Appliances (Furniture and Appliances)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spare Room</td>
<td>Bedford Radio &amp; Appliances Co. (TV Sets, Radio and Household)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sparkling Time</td>
<td>Pepsi-Cola</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spell With Isbell</td>
<td>Participation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spiegel's Quiz</td>
<td>Spiegel's Mail Order Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports of Call Sports Roundup</td>
<td>Sunset Appliance Stores (TV and Home Appliances)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Program</td>
<td>General Mills, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Album</td>
<td>Nebraska Clothing (Men's Clothing)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Album</td>
<td>Madera Wines (Wine)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Album</td>
<td>Wolverine Potato Chip Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Events From Madison Square Garden</td>
<td>R. J. Reynolds Tobacco Co. (Camel Cigarettes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Highlights of the Week</td>
<td>Bond Clothes, Inc. (Clothes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Parade</td>
<td>J. L. Hudson Dept. Store</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPIX</td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dumont</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WABD</td>
<td>Benton &amp; Bowles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WABD</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KTLA</td>
<td>Atkins &amp; Gilbert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WBZ-TV</td>
<td>Bennett, Walther &amp; Menadier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WBAP-TV</td>
<td>Frank-Wilkinson-Schweitz-Tips</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WABD</td>
<td>H. C. Morris &amp; Co. Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WABD</td>
<td>Green-Brodie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGN-TV</td>
<td>Presba, Fellers &amp; Presba</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGN-TV</td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGN-TV</td>
<td>Schwimmer &amp; Scott</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPIX</td>
<td>Various</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WJZ-TV</td>
<td>Knox, Reeves Advertising Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOW-TV</td>
<td>Bozell &amp; Jacobs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAAM-TV</td>
<td>Joseph Katz Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WXYZ-TV</td>
<td>Luckoff-Wayburn-Frankel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS-TV</td>
<td>Wm. Esty &amp; Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC-TV</td>
<td>Cayton, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WXYZ-TV</td>
<td>Wold-Jickling-Conkey</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>------------------------------------------------------</td>
<td>-----------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Sports Previews</td>
<td>Skillern's Drug Stores</td>
<td>WBAP-TV</td>
<td>Grant Advertising</td>
</tr>
<tr>
<td>Sports Quiz</td>
<td>Cripps Clothing Store</td>
<td>WXYZ-TV</td>
<td>Bill Silbert Agency</td>
</tr>
<tr>
<td>Sports Roundup</td>
<td>Jacob Ruppert</td>
<td>WPIX</td>
<td>The Biw Co.</td>
</tr>
<tr>
<td>Sports Scrapbook</td>
<td>Wm. Gretz Brewing Co.</td>
<td>WPTZ</td>
<td>Seberhagen, Inc.</td>
</tr>
<tr>
<td>Sports Telequiz</td>
<td>International Radio Sales</td>
<td>WXYZ-TV</td>
<td></td>
</tr>
<tr>
<td>Sports Views</td>
<td>Athletic Supply</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Sportman's Corner</td>
<td>Ford Motor Co.</td>
<td>WGN-TV</td>
<td></td>
</tr>
<tr>
<td>Sportsman's Quiz</td>
<td>Larus Bros. Co., Inc.</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Sportsman's Quiz</td>
<td>Edgeworth Tobacco</td>
<td>KLAC-TV</td>
<td></td>
</tr>
<tr>
<td>Sportsman's Show</td>
<td>PDQ Gasoline</td>
<td>WPTZ</td>
<td>Gray &amp; Rogers</td>
</tr>
<tr>
<td>Sportsmanship</td>
<td>Barby's Inc.</td>
<td>WNBW</td>
<td>Harwood Martin, Advertising</td>
</tr>
<tr>
<td>Spotlight On Roper</td>
<td>Roper Gas Ranges</td>
<td>KLAC-TV</td>
<td></td>
</tr>
<tr>
<td>Starlets</td>
<td>W. Wilderrotter &amp; Sons</td>
<td>WATV</td>
<td>Wm. Sheer</td>
</tr>
<tr>
<td>Starlit Stairway</td>
<td>Stark Hickey Auto Dealers</td>
<td>WXYZ-TV</td>
<td>Rex Advertising Agency</td>
</tr>
<tr>
<td>Ted Steele</td>
<td>General Mills</td>
<td>WABD</td>
<td>Knox, Reeves Advertising, Inc.</td>
</tr>
<tr>
<td>Ted Steele</td>
<td>Wheaties, Betty Crocker Soups, Ginger Mix</td>
<td>Du Mont</td>
<td>Direct</td>
</tr>
<tr>
<td>Ted Steele</td>
<td>A. B. Du Mont Laboratories, Inc.</td>
<td>WABD</td>
<td>Green-Brodie</td>
</tr>
<tr>
<td>Ted Steele</td>
<td>Concourse Music Co.</td>
<td>WABD</td>
<td>Green-Brodie</td>
</tr>
<tr>
<td>Ted Steele</td>
<td>TV Sets, Radios and Household Appliances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ted Steele</td>
<td>Ideal Home Appliances</td>
<td>KLAC-TV</td>
<td></td>
</tr>
<tr>
<td>Ted Steele</td>
<td>TV Sets, Radios and Household Appliances</td>
<td>WGN-TV</td>
<td></td>
</tr>
<tr>
<td>Clifff Stone's Hometown Jamboree Stop</td>
<td>Gold Furniture And Appliances</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td>Clifff Stone's Hometown Jamboree Stop,</td>
<td>Participation</td>
<td>ABC</td>
<td>Kudner Agency</td>
</tr>
<tr>
<td>Look &amp; Learn</td>
<td>Bonafide Mills, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop Me If You've Heard This One Stop the Music</td>
<td>Bonafide Mills, Inc.</td>
<td>ABC</td>
<td>Lennen &amp; Mitchell, Inc.</td>
</tr>
<tr>
<td>Stop the Music</td>
<td>Admiral Corp</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop the Music</td>
<td>Radios, TV Sets, Refrigerators, Ranges</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop the Music</td>
<td>P. Lorillard Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop the Music</td>
<td>Old Gold Cigarettes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strange As It Seems</td>
<td>Chevrolet Dealers Ass'n.</td>
<td>WBZ-TV</td>
<td>Chambers &amp; Wiswell</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------------------------</td>
<td>--------</td>
<td>--------------------</td>
</tr>
<tr>
<td></td>
<td>Chevrolet Cars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strange Scenes</td>
<td>Gallant Lumber Supply</td>
<td>WSPD-TV</td>
<td>Wendt</td>
</tr>
<tr>
<td></td>
<td>Building Supplies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stranger Than Fiction</td>
<td>Riteway Burner Co.</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Heating Units</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Striders</td>
<td>Kendall Manufacturing Co.</td>
<td>WBZ-TV</td>
<td>Bennett, Walther &amp; Menadier</td>
</tr>
<tr>
<td></td>
<td>Soapine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studio One</td>
<td>Westinghouse Electric Corp.</td>
<td>CBS-TV</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td></td>
<td>Washing Machines, Driers, Water Heaters, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Circus</td>
<td>Canada Dry Ginger Ale</td>
<td>ABC</td>
<td>J. M. Mathes, Inc.</td>
</tr>
<tr>
<td></td>
<td>Ginger Ale, Sparkling Water</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Circus</td>
<td>Derby Foods, Inc.</td>
<td>ABC</td>
<td>Needham, Louis &amp; Brorby, Inc.</td>
</tr>
<tr>
<td></td>
<td>Peter Pan Peanut Butter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suspense</td>
<td>Electric Auto-Lite Co.</td>
<td>CBS-TV</td>
<td>Newell-Emmett Co.</td>
</tr>
<tr>
<td></td>
<td>Spark Plugs, Batteries, Auto Accessories</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swift Show</td>
<td>Swift and Co.</td>
<td>NBC-TV</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td></td>
<td>Swift Products</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<p>| Talent Jackpot           | Allen B. Du Mont Laboratories, Inc. | Du Mont | Direct |
|                         | Du Mont TV Sets               |        |        |
| Lou Tarr's Workshop     | Reeve Paint, Ebelings         | WHEN   |        |
|                         | Paint, Garden Supplies        |        |        |
| Tele Newsreel           | Chevrolet Motor Division      | KTLA   | Campbell-Ewald |
| Telecharades            | Erie Clothing Co.             | WBKB   | Gourfan-Cobb Co. |
|                         | Men's Clothes                 |        |        |
| Telefashions            | Retail Clothing Stores        | WBKB   |        |
| Telekids                | Weatherguard Corp.            | WPTZ   | Fien &amp; Schwerin |
|                         | Storm Windows                 |        |        |
| Telenews                | Regal Brewing Co.             | WTVJ   | Direct |
|                         | Regal Beer                    |        |        |
| Telenews Digest         | Lewis Food Co.                | KPIX   | Rockett-Lauritzen Advertising |
|                         | Dr. Ross Dog And Cat Food    |        |        |
|                         | Weissenberger Co.            | WSPD-TV|        |
|                         | Automotive                    |        |        |</p>
<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telemenews Digest</td>
<td>Kipf Motors</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Telemenews Digest</td>
<td>Lownsbury Chevrolet Co.</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Telemenews Newsreel</td>
<td>Stroh Brewing Co.; Meehan Motors Co.</td>
<td>WEWS</td>
<td>Zimmer-Keller; Leech Advertising</td>
</tr>
<tr>
<td>Telepix</td>
<td>Consolidated Edison</td>
<td>WPIX</td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td>Telescout Club</td>
<td>Pacific Citrus Products</td>
<td>KTLA</td>
<td>Atherton</td>
</tr>
<tr>
<td>Tele-Sports Newsreel</td>
<td>Radio And Appliance Center</td>
<td>WBAP-TV</td>
<td></td>
</tr>
<tr>
<td>Teletape News</td>
<td>Beverlywyck Breweries, Inc.</td>
<td>WBZ-TV</td>
<td>McCann &amp; Erickson</td>
</tr>
<tr>
<td>Televisers</td>
<td></td>
<td>KTLA</td>
<td></td>
</tr>
<tr>
<td>Television Closeups</td>
<td>Omaha Council Bluffs Street Railway</td>
<td>WOW-TV</td>
<td>Bozell &amp; Jacobs</td>
</tr>
<tr>
<td>Tell The Admiral</td>
<td>The McCormack Co.</td>
<td>KPIX</td>
<td></td>
</tr>
<tr>
<td>Temptones</td>
<td>Participation</td>
<td>WGN-TV</td>
<td>Various</td>
</tr>
<tr>
<td>Texaco Star Theatre Starring Milton Berle</td>
<td>The Texas Co.</td>
<td>NBC-TV</td>
<td>Kudner Agency, Inc.</td>
</tr>
<tr>
<td>Texas News</td>
<td>Texas Electric Service Co.</td>
<td>WBAP-TV</td>
<td></td>
</tr>
<tr>
<td>Texas News</td>
<td>Southwest Chevrolet Co.</td>
<td>WBAP-TV</td>
<td>Glenn Advertising</td>
</tr>
<tr>
<td>Tigers In Training</td>
<td>Michigan Mutual Liability Ins.</td>
<td>WXYZ-TV</td>
<td>Denman &amp; Betteridge</td>
</tr>
<tr>
<td>Time For Beany</td>
<td>Budget Pack</td>
<td>KTLA</td>
<td>Ted Factor</td>
</tr>
<tr>
<td>Thanksgiving Day Program</td>
<td>Longines-Wittnauer Watch Co., Inc.</td>
<td>CBS-TV</td>
<td>Victor &amp; Bennett Co., Inc.</td>
</tr>
<tr>
<td>This Is Showbusiness</td>
<td>Crosley Div. of AVCO Mfg. Corp.</td>
<td>CBS-TV</td>
<td>Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td>This Week In Sports</td>
<td>W. A. Sheaffer Pen Co.</td>
<td>CBS-TV</td>
<td>Russel M. Seeds Co., Inc.</td>
</tr>
<tr>
<td>This Week In Sports</td>
<td>Meehan Motors Co.</td>
<td>WEWS</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>-------------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>This Week In Sports</td>
<td>Buckeye Brewing</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Thrills On Wheels</td>
<td>Rollfast Bicycles</td>
<td>WNBK</td>
<td></td>
</tr>
<tr>
<td>Through The Crystal Ball</td>
<td>Ford Dealers Assn</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Through The Kitchen Window</td>
<td>Ford Cars</td>
<td>WNBK</td>
<td></td>
</tr>
<tr>
<td>Toast of The Town</td>
<td>Various</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Toast of The Town</td>
<td>Emerson Radio &amp; Phonograph Corp.</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Toast of The Town</td>
<td>Lincoln-Mercury Dealers</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
<td></td>
</tr>
<tr>
<td>Today's Ball Game</td>
<td>Ford Motor Co.</td>
<td>WGN-TV</td>
<td></td>
</tr>
<tr>
<td>Toledo News Report With Jim Jebelhart and J. White</td>
<td>Chevrolet Co.</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Tomorrow's Champions</td>
<td>Fort Pitt Brewing Company</td>
<td>WDTV</td>
<td></td>
</tr>
<tr>
<td>Tomorrow's Champions</td>
<td>Miller Brewing Co.</td>
<td>WJZ-TV</td>
<td></td>
</tr>
<tr>
<td>Tonight On Broadway</td>
<td>Esso Standard Oil Co.</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Tonight's Attractions</td>
<td>Lutz Bakery</td>
<td>Marschalk &amp; Pratt, Inc.</td>
<td></td>
</tr>
<tr>
<td>Top Views In Sports</td>
<td>Phillip's Radio &amp; Appliances Radios, TV Sets</td>
<td>WNBW</td>
<td></td>
</tr>
<tr>
<td>Top Views In Sports</td>
<td>Hudson Dealers of Pittsburgh</td>
<td>WDTV</td>
<td></td>
</tr>
<tr>
<td>Top Views In Sports</td>
<td>Pontiac Dealers Ass'n.</td>
<td>KNBH</td>
<td></td>
</tr>
<tr>
<td>Top Views In Sports</td>
<td>Alliance Manufacturing Co. Tenna-Rotor</td>
<td>WNBK</td>
<td></td>
</tr>
<tr>
<td>Top Views In Sports</td>
<td>Morrison and McCluan</td>
<td>WDTV</td>
<td></td>
</tr>
<tr>
<td>Top Views In Sports</td>
<td>Haberle Beer</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td>Touchdown</td>
<td>Chrysler Dealers</td>
<td>WXYZ-TV</td>
<td></td>
</tr>
<tr>
<td>Touchdown</td>
<td>Pilot Life Insurance Co. Life Insurance</td>
<td>WBTV</td>
<td></td>
</tr>
<tr>
<td>Touchdown</td>
<td>Ford Dealers</td>
<td>WDTV</td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>------------------------------</td>
<td>------------------------------------------------------</td>
<td>---------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Touchdown Tide</td>
<td>Stewart Office Supply Co.</td>
<td>WBAP-TV</td>
<td>Grant Advertising</td>
</tr>
<tr>
<td>Tournament of Champions</td>
<td>P. Ballantine &amp; Sons</td>
<td>CBS-TV</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Trailblazer Theater</td>
<td>Participation</td>
<td>WGN-TV</td>
<td>Various</td>
</tr>
<tr>
<td>Transportation Unlimited</td>
<td>General Motors Corp.</td>
<td>CBS-TV</td>
<td>Campbell-Ewald Co., Inc.</td>
</tr>
<tr>
<td>Treasure Hunt</td>
<td>Continental Clothiers</td>
<td>WGN-TV</td>
<td>Jones-Frankel</td>
</tr>
<tr>
<td>Tricks &amp; Treats</td>
<td>Various</td>
<td>KTLA</td>
<td>Various</td>
</tr>
<tr>
<td>Tropic Holiday</td>
<td>Winston Television Stores Stromberg-Carlson TV Sets</td>
<td>WNBT</td>
<td>Sternfield-Godley</td>
</tr>
<tr>
<td>The Truxex Family</td>
<td>Gimbels Department Store</td>
<td>WPIX</td>
<td>Various</td>
</tr>
<tr>
<td>Turf Spotlights</td>
<td>Chicago Dodge Dealers</td>
<td>WNBQ</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>Turf Spotlights</td>
<td>Keeley Brewing Co. Keeley Half &amp; Half</td>
<td>WNBQ</td>
<td>Schwimmer &amp; Scott</td>
</tr>
<tr>
<td>TV Matinee</td>
<td>Participation</td>
<td>WGN-TV</td>
<td>Various</td>
</tr>
<tr>
<td>TV Ranch</td>
<td>Jersey Bread Baked Goods</td>
<td>WSPD-TV</td>
<td>Various</td>
</tr>
<tr>
<td>TV Sports Special</td>
<td>Gunter Brewing Co. Beer, Ale</td>
<td>WAAM-TV</td>
<td>Ruthrauff &amp; Ryan</td>
</tr>
<tr>
<td>Twenty Questions</td>
<td>Ronson Art Metal Works Ronson Lighters</td>
<td>WOR-TV</td>
<td>Grey Advertising</td>
</tr>
<tr>
<td>U. of M. Workshop</td>
<td>Taylor Construction Co. Construction</td>
<td>WTVJ</td>
<td>Direct</td>
</tr>
<tr>
<td>Uncle Jake’s House</td>
<td>Various</td>
<td>WEMS</td>
<td>Various</td>
</tr>
<tr>
<td>United Nations From Lake Success</td>
<td>Ford Motor Co. Ford Cars</td>
<td>CGS-TV</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
</tr>
<tr>
<td>Up And Down The Avenue</td>
<td>Various</td>
<td>WEMS</td>
<td>Various</td>
</tr>
<tr>
<td>Program</td>
<td>Sponsor/Content</td>
<td>Station(s)</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------------------------------------</td>
<td>-------------------------</td>
<td></td>
</tr>
<tr>
<td>Vanity Fair</td>
<td>Seeman Bros., Inc.</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Vanity Fair</td>
<td>Maiden Form Brassiere Co.</td>
<td>Wm. H. Weinraub &amp; Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Variety Show</td>
<td>General Motors Corp.</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Velo-Solax</td>
<td>R. S. Evans Co.</td>
<td>WEWS</td>
<td></td>
</tr>
<tr>
<td>Viewpoint</td>
<td>Uhlman Optical Co.</td>
<td>WTVJ</td>
<td></td>
</tr>
<tr>
<td>Views Of The News</td>
<td>Woman's Automotive</td>
<td>WGN-TV</td>
<td></td>
</tr>
<tr>
<td>Views Of The News</td>
<td>World Radio &amp; Appliance Rados and Appliances</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Views Of The News</td>
<td>Toledo Tire Corp. and Imperial Furniture Co.</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Views Of The News</td>
<td>Various</td>
<td>WEWS</td>
<td></td>
</tr>
<tr>
<td>Viz Quiz</td>
<td>Morrison and McClan</td>
<td>Various</td>
<td></td>
</tr>
<tr>
<td>Voice of Firestone</td>
<td>Firestone Tire &amp; Rubber Co.</td>
<td>WDTV</td>
<td></td>
</tr>
<tr>
<td>Voice Of The People</td>
<td>The New York News</td>
<td>NBC-TV</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WPIX</td>
<td></td>
</tr>
<tr>
<td>WAAM Sportsroom</td>
<td>Participating</td>
<td>WAAM-TV</td>
<td></td>
</tr>
<tr>
<td>Walt's Workshop</td>
<td>Edward Hines Lumber Co. Lumber</td>
<td>WNBQ</td>
<td></td>
</tr>
<tr>
<td>Fred Waring Show</td>
<td>General Electric Co.</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Wax Wackies</td>
<td>Phillips Packing Co.</td>
<td>Young &amp; Rubicam, Inc.</td>
<td></td>
</tr>
<tr>
<td>We, The People</td>
<td>Gulf Oil Corp. Gulf Products</td>
<td>WXYZ-TV</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Young &amp; Rubicam, Inc.</td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-----------------------------------------------------------</td>
<td>---------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>We, The People</td>
<td>Gulf Oil Corp. Gasoline, Oil and Lubricants</td>
<td>NBC-TV</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>Weather Bird</td>
<td>Alliance Mfg. Co. Alliance Terra Rotor</td>
<td>WLW-D</td>
<td>Foster &amp; Davies, Inc.</td>
</tr>
<tr>
<td>Weather Or Not</td>
<td>First Nat'l Bank of Boston Banking</td>
<td>WBZ-TV</td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td>Weekly Sports Roundup</td>
<td>Duquesne Brewing Company</td>
<td>WDTX</td>
<td>Walker &amp; Downing</td>
</tr>
<tr>
<td>Western Film</td>
<td>National Shoes</td>
<td>WATV</td>
<td>Emil Mogul</td>
</tr>
<tr>
<td>Western Film</td>
<td>Fischer Baking</td>
<td>WATV</td>
<td>Scheck</td>
</tr>
<tr>
<td>Western Film</td>
<td>Prince Range Co. Blue Mirror</td>
<td>WATV</td>
<td>Wm. Sheer</td>
</tr>
<tr>
<td>Western Roundup</td>
<td>Chevrolet Dealers of Phila.</td>
<td>WPTZ</td>
<td>Gray &amp; Rogers</td>
</tr>
<tr>
<td>What D'Ya Wanta Be</td>
<td>City Sewing Machine Co. Sewing Machines</td>
<td>WBAP-TV</td>
<td>Grant Advertising</td>
</tr>
<tr>
<td>What's New, Ladies</td>
<td>Norge Appliance Co.</td>
<td>WBAP-TV</td>
<td>Rutledge Advertising</td>
</tr>
<tr>
<td>What's News, Ladies</td>
<td>Ireland Chili Co. Food Product</td>
<td>WBAP-TV</td>
<td>Grant Advertising</td>
</tr>
<tr>
<td>Irene Wicker—The Singing Lady</td>
<td>Kellogg Co. Shredded Wheat, Corn Soya</td>
<td>ABC</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
</tr>
<tr>
<td>Tex William's Western Caravan</td>
<td>A. E. Nugent Chevrolet Co. Chevrolet Dealers</td>
<td>KNBH</td>
<td>Charles N. Stahl Agency</td>
</tr>
<tr>
<td>Window on the World</td>
<td>Allen B. Du Mont Laboratories, Inc.</td>
<td>Du Mont</td>
<td>Direct</td>
</tr>
<tr>
<td>Woman's Magazine of the Air</td>
<td>Hyland Electric</td>
<td>WGN-TV</td>
<td>H. S. Laufman</td>
</tr>
<tr>
<td>Woods And Waters</td>
<td>Harvey Mack Pontiac Dealers</td>
<td>WXYZ-TV</td>
<td>Sales Counsellors</td>
</tr>
<tr>
<td>Woods And Waters</td>
<td>Wetlaufer Mfg. Co. Auto Design</td>
<td>WXYZ-TV</td>
<td>Marvin Hahn Agency</td>
</tr>
<tr>
<td>Word of Life</td>
<td>Word Of Fellowship, Inc.</td>
<td>WATV</td>
<td>Direct</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------</td>
<td>---------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>World Is Yours</td>
<td>Chicago Motor Club</td>
<td>WGN-TV</td>
<td>Charles Adams Agency</td>
</tr>
<tr>
<td>World Of Art</td>
<td>Chrysler Corporation</td>
<td>WXYZ-TV</td>
<td>Moss Associates</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Nat Paterson Motors, Jackson Motors, New York Tech.</td>
<td>WABD</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>R. C. A. Mainline Distributors Radio and TV Distributors</td>
<td>WSPD-TV</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Duquesne Brewing Company</td>
<td>WDTV</td>
<td>Wm. Warren Agency</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Tele-King</td>
<td>WATV</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>E. &amp; B. Brewing Co.</td>
<td>WXYZ-TV</td>
<td>W. B. Doner Agency</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Trad Television</td>
<td>WJZ-TV</td>
<td>Cayton, Inc.</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Tradiovision</td>
<td>WOW-TV</td>
<td>Dancer-Sample-Fitzgerald</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Falstaff Beer</td>
<td>WJZ-TV</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Stevens Radio &amp; Television Appliances</td>
<td>WBKB</td>
<td>Wm. N. Sheer Advertising</td>
</tr>
<tr>
<td>Wrestling</td>
<td>American Shop, Inc.</td>
<td>WJZ-TV</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Men's Clothing</td>
<td>WJZ-TV</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Walker Motor Co.</td>
<td>WBKB</td>
<td>Clark Rickerd</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Fohrman Motors Inc.</td>
<td>Malcolm-Howard Advertising</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Hudson Autos</td>
<td>Malcolm-Howard Advertising</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Hudson Dealers of Chicago</td>
<td>WDTV</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Fort Pitt Brewing Company</td>
<td>KTLA</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Dr. Ross Dog Food</td>
<td>KTLA</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Lincoln-Mercury Autos</td>
<td>WGN-TV</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Fohrman Motor</td>
<td>WMAR-TV</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>National Brewing Co.</td>
<td>Owen &amp; Chappell</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Beer</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td>Wrestling</td>
<td>Cigars</td>
<td>WNBK</td>
<td></td>
</tr>
<tr>
<td>Wrestling Bouts</td>
<td>Duquesne Brewing Co.</td>
<td>WPIX</td>
<td></td>
</tr>
<tr>
<td>Wrestling From Broadway Arena</td>
<td>Seidenberg Cigars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-----------------------------------------------------------</td>
<td>----------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Wrestling From Chicago</td>
<td>R. C. A. Mainline Distributors Radio and TV Distributors</td>
<td>WSFP-TV</td>
<td></td>
</tr>
<tr>
<td>Wrestling From Eastern Parkway</td>
<td>Sunset Appliance Stores TV and Home Appliances</td>
<td>WOR-TV</td>
<td>Getschel &amp; Richard</td>
</tr>
<tr>
<td>Wrestling From Jamaica Arena</td>
<td>Frost Stores Electric Appliances</td>
<td>WOR-TV</td>
<td>The Bobley Co.</td>
</tr>
<tr>
<td>Wrestling From Ridgewood Grove</td>
<td>Ripley Clothes Menswear</td>
<td>WPIX</td>
<td>Wilhelm, Laughlin, Wilson</td>
</tr>
<tr>
<td>Wrestling Matches</td>
<td>Grand Prize Beer</td>
<td>WBAP-TV</td>
<td>Cecil &amp; Presbrey, Inc.</td>
</tr>
<tr>
<td>Ed Wynn Show</td>
<td>Speidel Corp. Watchbands</td>
<td>CBS-TV</td>
<td></td>
</tr>
<tr>
<td>Yesterday's News</td>
<td>Omaha Public Power Institutional and Appliances</td>
<td>WOW-TV</td>
<td>Allen &amp; Reynolds</td>
</tr>
<tr>
<td>Yesterday's Newsreel</td>
<td>John M. Roberts and Sons</td>
<td>WDTV</td>
<td>W. Earl Bothwell, Inc.</td>
</tr>
<tr>
<td>You Are An Artist</td>
<td>Doubleday &amp; Co. Books</td>
<td>WABD</td>
<td>Huber Hoge &amp; Sons</td>
</tr>
<tr>
<td>Young America</td>
<td>Dancing Studio</td>
<td>KTLA</td>
<td></td>
</tr>
<tr>
<td>Young American's Club</td>
<td>Foremost Dairies Dairy Products</td>
<td>WABP-TV</td>
<td>Albert Evans Advertising</td>
</tr>
<tr>
<td>Your Football Analysis</td>
<td>Young Men's Shop Clothes</td>
<td>WOIC</td>
<td>Harwood Martin Agency</td>
</tr>
<tr>
<td>Your Junior Revue</td>
<td>RCA Victor and (Georges) Home Appliance Electrical Appliances</td>
<td>WOIC</td>
<td>Robert J. Enders Agency</td>
</tr>
<tr>
<td>Your Show Time</td>
<td>American Tobacco Co. Lucky Strike Cigarettes</td>
<td>NBC-TV</td>
<td>N. W. Ayer &amp; Sons, Inc.</td>
</tr>
<tr>
<td>Your Television Shopper</td>
<td>W. T. Grant Department Store</td>
<td>WHEN</td>
<td></td>
</tr>
<tr>
<td>Your TV Shopper</td>
<td>Saks 34th St. Department Store</td>
<td>WABD</td>
<td>H. B. Humphrey Co.</td>
</tr>
<tr>
<td>Your Weatherman</td>
<td>General Electric Supply Co. Electrical Appliances</td>
<td>WNBW</td>
<td>M. Belmont Ver Standig Advertising</td>
</tr>
</tbody>
</table>
TELEVISION HIGHLIGHTS — 1949
(From the Files of RADIO DAILY)

JANUARY

6—Westinghouse reports technical problems in use of Stratovision for relaying TV and FM signals have been solved, and the system is ready for commercial development.

7—FCC said construction permit holders must proceed with their construction plans or risk losing their permits, in replying to WSAZ, W. Va., who asked for a declaratory ruling on whether an application for extension of time will be granted if the delay is occasioned by the present TV freeze.

10—William S. Hedges, NBC vice-president, predicted today that by the end of 1952, 17,-000,000 families or 50 per cent of the U. S. total will have tele receivers in their homes.

11—Network TV reaches approximately 1/3 of the U. S. as AT&T’s coaxial cable link between Philadelphia and Cleveland officially opened tonight.

17—NAB reports the average operating expense per year for a metropolitan TV station is $356,000.

21—Record radio and television audiences were reported yesterday as the nation heard and viewed the Inaugural Day ceremonies of President Truman in Washington.

23—the CBS-TV Clinics got underway at the Waldorf-Astoria with FCC Chairman Wayne Coy speaking before 250 executives about the TV freeze.

FEBRUARY

2—DuMont, TBA, Western Union and Philco protested AT&T Television cable rule, and urged FCC for revision.

3—Program of expanded activity has been launched by the TBA to keep pace with the rapid growth of the industry during the past year.

7—TV-survey reports held inadequate; more definite information is sought by the agencies and web researchers.

8—Mortimer W. Loewi, executive assistant to Dr. Allen B. DuMont, took over directorship of the DuMont network following the resignation of Lawrence G. Phillips as general manager.

9—Volume of over a billion dollars for the television industry in 1949 was predicted yesterday by Joseph B. Elliot, vice-president in charge of RCA consumer products in an article written for the TV section of the 1949 Radio Annual.

23—the running jurisdictional battle between International Alliance of Theatrical Stage Employees, and the National Association of Broadcast Engineers and Technicians over various categories of TV production staffers broke out today when NABET president John R. McDonnell accused IA of holding up labor peace in the industry.

MARCH

4—Top executives representing all branches of the industry gathered in Chicago today for the opening of the First National TV Conference being held at the Palmer House today through Wednesday.

11—CBS-TV film department sent letters to all web affiliates offering them first run rights in their areas to four film packages totalling 82 features and shorts.

17—Paramount Pictures told FCC that the Commission has no right to jeopardize its television licenses, present and future, on the basis of Paramount’s past anti-trust law violations.

22—Two manufacturing companies served Zenith with a bill of complaint alleging combined damages resulting from Zenith’s advertisements which stated that the FCC was about to change TV wave lengths which change would render all present receivers and component parts thereof obsolete and junk.

23—NBC production of kinescope recording film now exceeds output of major movie studios, according to Carleton D. Smith, director of the web’s TV operations.

APRIL

7—DuMont completes ten years of telecasting.

14—Television held the spotlight during the closing session of the NAB convention and the panel of experts seemed to agree that television will exceed, not replace AM.

19—Video becomes school teacher as WBAL-TV and the Baltimore Public School System inaugurate TV on a regular basis for classroom instruction.

25—CBS installs a new transmitter in New York to be used for color experiments, using the new transmitter atop the Chrysler Tower and improved color cameras and receivers.

28—in a speech at ANPA Convention, Niles Trammell, NBC president, forecast the total television sales for 1949 will amount to $25,000,000.
29—Permanent facilities for TV coverage of the United Nations activities at Lake Success and Flushing Meadows, New York, were installed by NBC, CBS and UN officials, with equipment supplied by RCA Victor.

**MAY**

9—Hooper announces first TV web ratings which will cover viewing during this month in 29 of the 33 TV cities throughout the country.

10—Approximately 140,000 persons viewed the first telecast of the Kentucky Derby aired by WAVE-TV, Louisville.

16—Five major networks have accepted an Ascap offer to negotiate a TV contract apart from the NAB and the first meetings are scheduled to begin this week.

18—TBA and NAB are battling for supremacy as the No. 1 industry organization in the television field, and both are planning a drive to strengthen their positions.

25—NBC completes installation atop RCA Building of two radomes, large plastic dome-shaped structures to provide an all-weather microwave radio relay receiving point for picking up remote broadcasts from a radius of approximately 30 miles.

27—Predicting the lifting of the TV freeze in the near future, the FCC plans to open up the lower portion of UHF band at the same time, and to permit narrow-band color TV reception on present-type home receivers with relatively minor adjustments.

**JUNE**

2—Information reveals television production on a large scale in Western Europe is a project of the far distant future, mainly because of the considerable economic problems involved.

3—International Silver Co. has notified all silverware dealers throughout the country that it sees television as being the greatest of all media for advertising its product and that major campaigns will be launched in the fall in every city where a TV station exists.

9—Television Authority organization formed composed of all 13 of the four "A" unions to end jurisdictional squabbles between the unions for control of television talent.

17—DuMont television network to air all Notre Dame home games which will be the first full home schedule of football games ever televised on a national network.

21—At least $7,350,000 for equipment and construction of studios, offices and transmitting plants will be spent by the '49 holders of outstanding TV construction permits whose stations are expected to go on the air during the remainder of this year and the early part of '50.

22—"Theater Television" scored heavily as 4,500 people jammed Fabian's Brooklyn Fox Theater, and almost a full house at the Times Square Paramount Theater to witness the heavyweight championship boxing bout between Jersey Joe Walcott and Ezzard Charles.

**JULY**

1—FCC is issuing a revised nation-wide table of TV frequency allocations; Commission defers action on plea of TBA for lifting of freeze.

5—One out of every nine families in the average community near New York own a television set today, as against one out of 50 families a year ago, according to a study made public by Newell-Emmett Co., a N. Y. agency.

6—Lower priced television sets, numerous improvements, and lower costs feature the opening of the 25th anniversary of the American Furniture Mart show in Chicago with 20,000 buyers present from all parts of the country.

21—FCC asked all experimental television station operators to report on the results of their research and experimental programs prior to the August 29th hearings on UHF and color proposals.

26—The Columbia Broadcasting System today will begin experimental color television transmission using the standard RCA transmitter of WCBS-TV operating on Channel 2, the station's regularly assigned VHF band.

27—RCA sold its first theater tele installation to Fabian's Brooklyn Fox Theater, which marks the first permanent TV installation by an independent theater group.

**AUGUST**

2—RCA has developed an improved system of electronic color and plans to hold a demonstration coincident with the FCC hearings next month, but the firm will reiterate its position that commercial color still is several years away.

3—Board of directors of the Motion Picture Association of America (the Johnston Office) instructed membership to petition for an FCC hearing for the purpose of reserving and allocating high frequency channels for theater tele service.

4—Zenith asked the FCC to okay a three-month trial run of Phonevision in the Chicago area using the company's outlet W9XZV.

9—Receiver sales by major manufacturers during the second half of this year are expected
to exceed all previous records, according to initial dealer and consumer reactions to the new fall lines introduced during the past month.

26—DuMont offered the FCC an allocation plan to permit an assignment on all four VHF channels to all major population areas, thus ending the freeze.

30—NBC today announced a new video programming concept whereby the three top Saturday night program hours will be offered as a block for participation sponsorship by 12 non-competitive advertisers.

SEPTEMBER

6—CBS, at the request of the FCC, will begin a series of color TV test over WOIC, its Washington, D. C. video affiliate, on or about September 26th.

8—The Future of television in Mexico rests with the government and decision will probably be reached this month as to whether or not TV will be operated by the government or will be privately owned.

15—TV coverage of the 1949 World Series will be made available to every station, affiliated or independent, connected to the AT&T network or capable of receiving a feed from the web.

30—RCA yesterday asked immediate action by the FCC to lift the TV freeze and open the UHF, authorize color on both VHF and UHF bands with the requirement that compatibility be maintained and to set up a time schedule for the industry to recommend standards for colorcasting.

OCTOBER

6—More than 3,500 cheering baseball fans comfortably seated in Brooklyn Fabian Fox Theater saw the first game of the World Series on the silver screen of the 4,060-seat movie via television.

7—CBS demonstrated a sample color video network to the FCC yesterday, sending color pictures over a 750-mile circuit with little or no less in quality.

11—RCA has a new color tube in the works, Dr. Elmer W. Engstrom, Vice-President in charge of research for RCA Labs., disclosed to the FCC members and television experts attending an RCA color video demonstration in Washington.

18—After more than a year of negotiation, ABC, CBS, NBC and Ascap signed a five year contract covering TV use of ASCAP members’ music on a blanket basis with rates per cent higher than those for AM.

26—FCC Commissioner Robert F. Jones was accused of “pitching” for the CBS color-TV system by Philco’s veepee, David Smith, whose actions enlivened the color hearings in Washington.

31—The FCC virtually killed all hope for an early lifting of the freeze when it announced that it will hold additional color hearings and tests in February, postponing all action of allocations until completion of the color question.

NOVEMBER

1—A. D. Dunton, CBC board chairman, said TV in Canada is “wide open” for private broadcasters but there has been little interest shown.

4—Dr. Allan B. DuMont told the FCC that stories about color TV being just around the corner are “just fooling the public,” he added that color video is probably 15 years away.

15—Plans are being formulated for the construction atop the Empire State Building of a master transmitter antenna mast which would accommodate all stations in the New York area.

17—International board of the 4-A’s voted into existence Television Authority, an overall group to represent talent in the TV field, with the express understanding that TVA would mediate all matters that may be in dispute with the western unions.

DECEMBER

6—John W. Craig, Avco vice-president and general manager of its Crosley Division, urged an exchange of TV programs between Canada and the United States, and he predicted that television will become an element of prime importance in Canada’s economy as it is doing in the U. S.

14—CBC announced firsts television plans for construction of two stations in Montreal and one in Toronto.

20—Commercial development of television has been approved by the government of Mexico, and before the end of 1950 at least two privately owned TV stations will be in operation in the Mexico City area.

21—In its first official act, the board of the newly-organized TVA has invited SAG to join with it in a TV partnership, and asked SAG to hold up negotiations with film companies until the two groups can meet.

27—RCA Chairman David Sarnoff in his year-end statement, said that the year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year.
GET KWIK RESULTS...

KWIK

1490 K.C.
BURBANK
in the heart of
THE RICH SAN FERNANDO VALLEY
CALIFORNIA

NEW Sales
with the NEW
WXRT

Audience in
Chicago

Good music loving homes—with higher income families—are served exclusively by WXRT. Preference for WXRT programs is 438% greater than all other competitive stations combined and 70% of good music loving families listen to WXRT more than to all others combined. Most important—these families buy WXRT advertised goods and services. Join the many advertisers now profiting from this NEW Chicago Area Market.

WXRT

"The Good Music Station" at 101.9 on the FM dial

SHERATON HOTEL
505 N. MICHIGAN AVE.
CHICAGO 11, ILLINOIS
WHitehall 4-1711

* Send for the facts and figures and the advertisers' success stories in the WXRT SURVEY of this NEW Chicago Area Audience.
FM Stations In Operation

Stations Listed by
States — Cities

Chief Executive

NINETEEN FIFTY
### FM Broadcast Stations In Operation As of Jan. 1, 1950

#### ALABAMA

<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>Alexander City</td>
<td>WRFS-FM</td>
<td>Piedmont Service Corp.</td>
<td>106.1</td>
<td>James L. Coley, Pres.</td>
</tr>
<tr>
<td>Anniston</td>
<td>WHMA-FM</td>
<td>Harry M. Ayers</td>
<td>106.5</td>
<td>Harry M. Ayers, Pres.</td>
</tr>
<tr>
<td>Bessemer</td>
<td>WJLN</td>
<td>Johnstn Bestg. Co.</td>
<td>104.7</td>
<td>George Johnston, Jr., Pres.</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WAFM</td>
<td>Voice of Alfa, Inc.</td>
<td>99.5</td>
<td>Thad Holt, Pres.</td>
</tr>
<tr>
<td>Cullman</td>
<td>WFMH</td>
<td>The Voice of Cullman</td>
<td>100.9</td>
<td></td>
</tr>
<tr>
<td>Gadsden</td>
<td>WJBY-FM</td>
<td>Gadsden Bestg. Co.</td>
<td>103.7</td>
<td></td>
</tr>
<tr>
<td>Huntsville</td>
<td>WHBS-FM</td>
<td>The Huntsville Times Co.</td>
<td>95.1</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td>WABB-FM</td>
<td>Mobile Press Register, Inc.</td>
<td>102.1</td>
<td>R. B. Chandler, Pres.</td>
</tr>
<tr>
<td>Mobile</td>
<td>WKKR-FM</td>
<td>Giddens &amp; Roster</td>
<td>99.9</td>
<td></td>
</tr>
<tr>
<td>Montgomery</td>
<td>WCOV-FM</td>
<td>Estate of G. W. Covington, Jr.</td>
<td>94.5</td>
<td></td>
</tr>
</tbody>
</table>

#### ARKANSAS

<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>Blytheville</td>
<td>KLCN-FM</td>
<td>Harold L. Sudbury</td>
<td>96.1</td>
<td>Harold L. Sudburv, Pres.</td>
</tr>
<tr>
<td>Fort Smith</td>
<td>KFPW-FM</td>
<td>Southwestern Hotel Co.</td>
<td>94.9</td>
<td>J. A. England, Pres.</td>
</tr>
</tbody>
</table>

#### CALIFORNIA

<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>Bakersfield</td>
<td>KERN-FM</td>
<td>McClatchy Bestg. Co.</td>
<td>94.1</td>
<td>Eleanor McClatchy, Pres.</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>KMBR</td>
<td>Marmat Radio Co.</td>
<td>92.5</td>
<td>Hugh McClung, Sr., Pres.</td>
</tr>
<tr>
<td>Eureka</td>
<td>KRED</td>
<td>Redwood Bestg. Co.</td>
<td>96.3</td>
<td>Hattie Hame, Pres.</td>
</tr>
<tr>
<td>Fresno</td>
<td>KARM-FM</td>
<td>The George Harm Station</td>
<td>101.9</td>
<td>George McClatchy, Pres.</td>
</tr>
<tr>
<td>Fresno</td>
<td>KFPM</td>
<td>McClatchy Bestg. Co., Inc.</td>
<td>97.9</td>
<td>Paul R. Bartlett, Pres.</td>
</tr>
</tbody>
</table>

**Hollywood (28) KFMY 6540 Sunset Blvd.**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFMY</td>
<td>Union Bestg. Corp. of Calif.</td>
<td>94.7</td>
<td>Cliff T. Mayer, Pres.</td>
</tr>
<tr>
<td></td>
<td>Phone: Hillside 7406</td>
<td></td>
<td>Frederick Umhdy, Sec.</td>
</tr>
<tr>
<td></td>
<td>50,000 Watts; Channel 234</td>
<td></td>
<td>Cliff Gillett, Gen. Mgr.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ben Russell, Pgm. Dir.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Samuel J. Margolin, Chief Engr.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>William Kenneally, Dir. of News</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>and Sp. Events</td>
</tr>
</tbody>
</table>

<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>Hollywood</td>
<td>KMPC-FM</td>
<td>Station of Stars</td>
<td>100.3</td>
<td>G. A. Richards, Owner</td>
</tr>
<tr>
<td>Long Beach</td>
<td>KNOB</td>
<td>Cerritos Bestg. Co.</td>
<td>103.1</td>
<td>Jay E. Tapp, Gen. Mgr.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KFAC-FM</td>
<td>Los Angeles Bestg. Co., Inc.</td>
<td>104.3</td>
<td>Calvin J. Smith, Pres.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KFJ-FM</td>
<td>Earl C. Anthony, Inc.</td>
<td>105.9</td>
<td>Earle C. Anthony, Pres.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KLKA</td>
<td>Echo Pk. Evangelistic Assoc.</td>
<td>97.1</td>
<td>Dr. Rolf K. McPherson, Pres.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KGM</td>
<td>MGM Studios, Inc.</td>
<td>97.7</td>
<td>Bertram Lohmar, Jr., Dir.</td>
</tr>
<tr>
<td>Marysville</td>
<td>KMJ-FM</td>
<td>Marysville-Yuma Bests., Inc.</td>
<td>99.6</td>
<td>H. E. Thomas, Inc.</td>
</tr>
<tr>
<td>Merced</td>
<td>KVME</td>
<td>Merced Bestg. Co.</td>
<td>97.5</td>
<td>Hugh McClung, Pres.</td>
</tr>
<tr>
<td>Modesto</td>
<td>KBEE</td>
<td>McClatchy Bestg. Co.</td>
<td>103.3</td>
<td>Eleanor McClatchy, Pres.</td>
</tr>
<tr>
<td>Ontario</td>
<td>KEDO</td>
<td>The Daily Reporter</td>
<td>93.5</td>
<td>Jerene A. Hornish, Pres.</td>
</tr>
<tr>
<td>Pasadena</td>
<td>KARS</td>
<td>KAGH, Inc.</td>
<td>98.3</td>
<td>Andrew G. Haley, Pres.</td>
</tr>
<tr>
<td>Redding</td>
<td>KVERE</td>
<td>Golden Empire Bestg. Co.</td>
<td>103.9</td>
<td>Hugh McClung, Pres.</td>
</tr>
<tr>
<td>Riverside</td>
<td>KPOR</td>
<td>Bestg. Corp. of America</td>
<td>97.5</td>
<td>W. L. Glesson, Pres.</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KFREK-FM</td>
<td>Sacramento Bests., Inc.</td>
<td>107.9</td>
<td>Eleanor McClatchy, Pres.</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KNOA-FM</td>
<td>Sacramento Bests., Inc.</td>
<td>94.5</td>
<td>Lincoln Dollar, Pres.</td>
</tr>
<tr>
<td>Salinas</td>
<td>KSNI</td>
<td>Monterey Peninsula Bestg. Co.</td>
<td>94.5</td>
<td>Merritt C. Speidel, Pres.</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>KBMT</td>
<td>San Co. of San Bernardino</td>
<td>99.9</td>
<td>James A. Guthrie, Pres.</td>
</tr>
<tr>
<td>San Bruno</td>
<td>KSBR</td>
<td>Radio Diablo, Inc.</td>
<td>101.5</td>
<td>Orrin H. Brown, Pres.</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFSD-FM</td>
<td>Airfair Radio Corp., Ltd.</td>
<td>94.1</td>
<td>Thomas E. Sharp, Pres.</td>
</tr>
<tr>
<td>San Diego</td>
<td>KSDO</td>
<td>San Diego Bestg. Co.</td>
<td>96.5</td>
<td>C. A. Smith, Pres.</td>
</tr>
<tr>
<td>City</td>
<td>Call Letters</td>
<td>License</td>
<td>Frequency (mc)</td>
<td>Chief Executive</td>
</tr>
<tr>
<td>------------</td>
<td>--------------</td>
<td>------------------------</td>
<td>----------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KABC-FM</td>
<td>Columbia Bstg. Co., Inc.</td>
<td>103.7</td>
<td>Frank Stenton, Pres.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KSFO</td>
<td>American Bstg. Co.</td>
<td>103.7</td>
<td>Gayle V. Grubb, Gen. Mgr.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGS-FM</td>
<td>Warners Bros. (KWWB)</td>
<td>97.3</td>
<td>S. W. Warner, Gen. Mgr.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KJBS-FM</td>
<td>KJBS Bstgs.</td>
<td>98.9</td>
<td>E. P. Franklin, Gen. Mgr.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KSFO</td>
<td>Pacific Bstg. Co.</td>
<td>94.9</td>
<td>Charles A. Gibson, Pres.</td>
</tr>
<tr>
<td>San Jose</td>
<td>KRD-FM</td>
<td>FM Radio &amp; Tele Corp.</td>
<td>92.3</td>
<td>W. L. Gleeson, Pres.</td>
</tr>
<tr>
<td>San Jose</td>
<td>KJSL-FM</td>
<td>Santa Bstg. Co.</td>
<td>95.3</td>
<td>Patrick H. Peabody, Pres.</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>KVEC-FM</td>
<td>The Valley Electric Co.</td>
<td>99.9</td>
<td>Christine M. Jacobson, Pres.</td>
</tr>
<tr>
<td>Santa Ana</td>
<td>KVEO-FM</td>
<td>Voice of the Orange Empire</td>
<td>96.7</td>
<td>Ernest L. Spencer, Pres.</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>KSM-SM</td>
<td>John H. Poole.</td>
<td>103.1</td>
<td>John H. Poole, Pres.</td>
</tr>
<tr>
<td>Saugus</td>
<td>KDFC</td>
<td>Sundial Bstg. Corp.</td>
<td>102.1</td>
<td>William F. Crocker, Pres.</td>
</tr>
<tr>
<td>Stockton</td>
<td>KGDM-FM</td>
<td>E. F. Peffer</td>
<td>92.9</td>
<td>E. F. Peffer, Pres.</td>
</tr>
</tbody>
</table>

**COLORADO**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver</td>
<td>KLZ-FM</td>
<td>Aladdin Radio &amp; TV Co.</td>
<td>94.1</td>
<td>Hugh B. Terry, Mgr.</td>
</tr>
</tbody>
</table>

**CONNECTICUT**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenwich</td>
<td>WGCH</td>
<td>Greenwich Bstg. Corp.</td>
<td>95.9</td>
<td>Walter S. Lommon, Pres.</td>
</tr>
<tr>
<td>Hartford</td>
<td>WTC-M-FM</td>
<td>Travelers Bstg. Service Corp.</td>
<td>96.5</td>
<td>Jesse W. Randall, Pres.</td>
</tr>
<tr>
<td>Meriden</td>
<td>WMMW-FM</td>
<td>Silver City Crystal Co.</td>
<td>95.7</td>
<td>Carl A. Schultz, Pres.</td>
</tr>
<tr>
<td>New Britain</td>
<td>WFM-HA</td>
<td>New Britain Bstg. Co.</td>
<td>103.7</td>
<td>Juliana Gross, Pres.</td>
</tr>
<tr>
<td>New Haven</td>
<td>WBB</td>
<td>The Colony Bstg. Corp.</td>
<td>100.7</td>
<td>Samuel Botwinik, Pres.</td>
</tr>
</tbody>
</table>

**DELaware**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilmington</td>
<td>WAMS-FM</td>
<td>Wilmington Tri-State Bstg. Co.</td>
<td>96.1</td>
<td>Frank S. Carrow, Pres.</td>
</tr>
</tbody>
</table>

**DISTRICT OF COLUMBIA**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>WOL-FM</td>
<td>Cowles Bstg. Co.</td>
<td>98.7</td>
<td>Gardner Cowles, Pres.</td>
</tr>
<tr>
<td>Washington</td>
<td>WQWQ-FM</td>
<td>Paul B. WQQ, Inc.</td>
<td>103.7</td>
<td>Morris, Rodman, Pres.</td>
</tr>
<tr>
<td>Washington</td>
<td>WTOP-FM</td>
<td>WTOP, Inc.</td>
<td>96.3</td>
<td>Philip L. Groham, Pres.</td>
</tr>
</tbody>
</table>

**FLORIDA**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytona Beach</td>
<td>WNB-FM</td>
<td>News-Journal Corp.</td>
<td>94.5</td>
<td>Jerry Stone, Gen. Mgr.</td>
</tr>
<tr>
<td>Ft. Lauderdale</td>
<td>WCOR</td>
<td>Gore Pub. Co.</td>
<td>106.5</td>
<td>J. W. Dickey, Exec. V. P.</td>
</tr>
<tr>
<td>Gainesville</td>
<td>WRRU-FM</td>
<td>U. of Florida</td>
<td>164.1</td>
<td>Garland Powell, Dir.</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJHP-FM</td>
<td>The Metropolis Co.</td>
<td>96.9</td>
<td>John H. Perry, Pres.</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WMJJ-FM</td>
<td>Florida Bstg. Co.</td>
<td>96.1</td>
<td>Frank King, Pres.</td>
</tr>
<tr>
<td>Miami</td>
<td>WGBS-FM</td>
<td>Fort Industry Co.</td>
<td>96.3</td>
<td>George B. Storer, Pres.</td>
</tr>
<tr>
<td>Miami</td>
<td>WIOD-FM</td>
<td>Isle of Dreams Bstg. Corp.</td>
<td>97.3</td>
<td>Daniel J. Mahoney, Pres.</td>
</tr>
<tr>
<td>Miami</td>
<td>WQAM-FM</td>
<td>Miami Bstg. Co.</td>
<td>94.9</td>
<td>John S. Knight, Pres.</td>
</tr>
<tr>
<td>Miami</td>
<td>WPBPF-FM</td>
<td>Paul B.</td>
<td>101.3</td>
<td>Paul Brake, Owner</td>
</tr>
<tr>
<td>Miami Beach</td>
<td>WKAT-FM</td>
<td>WKAT, Inc.</td>
<td>93.1</td>
<td>Frank Katzentine, Pres.</td>
</tr>
<tr>
<td>Miami Beach</td>
<td>WLRD</td>
<td>Mercantile Bstg. Co.</td>
<td>93.9</td>
<td>Alan H. Rosenson, Pres.</td>
</tr>
<tr>
<td>Orlando</td>
<td>WIBO-FM</td>
<td>Orlando Bstg. Co., Inc.</td>
<td>92.3</td>
<td>George C. Johnson, Pres.</td>
</tr>
<tr>
<td>Orlando</td>
<td>WHOO-FM</td>
<td>Radio Station WHOO</td>
<td>96.5</td>
<td>Martin Anderson, Proe.</td>
</tr>
<tr>
<td>Palm Beach</td>
<td>WPGP-FM</td>
<td>Palm Beach Bstg. Corp.</td>
<td>97.9</td>
<td>Charles E. Davis, Pres.</td>
</tr>
<tr>
<td>Pensacola</td>
<td>WCGA-FM</td>
<td>Pensacola Bstg. Co.</td>
<td>98.9</td>
<td>John H. Perry, Pres.</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>WTSF-PM</td>
<td>Pinellas Bstg. Co.</td>
<td>102.5</td>
<td>N. B. Paynter, Pres.</td>
</tr>
<tr>
<td>Tallahassee</td>
<td>WTAL-FM</td>
<td>John H. Phipps</td>
<td>103.9</td>
<td>John H. Phipps, Pres.</td>
</tr>
<tr>
<td>Tampa</td>
<td>WDAE-FM</td>
<td>Tampa Times Co.</td>
<td>105.7</td>
<td>David E. Smiley, Pres.</td>
</tr>
<tr>
<td>Tampa</td>
<td>WFLA-FM</td>
<td>Tribune Co.</td>
<td>93.3</td>
<td>C. G. Baskerville, Gen. Mgr.</td>
</tr>
</tbody>
</table>

**GEORGIA**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>WAGA-FM</td>
<td>Fort Industry Co.</td>
<td>102.3</td>
<td>George B. Storer, Pres.</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WATL-FM</td>
<td>Atlanta Bstg. Co.</td>
<td>97.5</td>
<td>J. W. Wear, Sr. Pres.</td>
</tr>
<tr>
<td>City</td>
<td>Call Letters</td>
<td>License</td>
<td>Frequency (mc)</td>
<td>Chief Executive</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------</td>
<td>-----------------------</td>
<td>----------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WJON-FM</td>
<td>Atlanta Journal Co.</td>
<td>164.9</td>
<td>W. J. Taylor, Pres.</td>
</tr>
<tr>
<td>Columbus</td>
<td>WDAM-FM</td>
<td>Radio Columbus</td>
<td>107.9</td>
<td>H. M. Woodall, Pres.</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBCB-FM</td>
<td>Columbus Bestg. Corp.</td>
<td>106.1</td>
<td>John A. Schroeder, Pres.</td>
</tr>
<tr>
<td>Richmond</td>
<td>WIGA-FM</td>
<td>Rome Bestg. Co.</td>
<td>100.6</td>
<td>W. J. Taylor, Pres.</td>
</tr>
<tr>
<td>Savannah</td>
<td>WDAR-FM</td>
<td>WDAR, Inc.</td>
<td>96.5</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Savannah</td>
<td>WSAY-FM</td>
<td>WSAY, Inc.</td>
<td>100.3</td>
<td>Charles E. Davis, Pres.</td>
</tr>
<tr>
<td>Valdosta</td>
<td>WGOV-FM</td>
<td>E. D. Rivers</td>
<td>92.5</td>
<td>Charles E. Davis, Pres.</td>
</tr>
<tr>
<td>West Point</td>
<td>WRDL-FM</td>
<td>Valley Bestg. Co.</td>
<td>102.9</td>
<td>Charles E. Davis, Pres.</td>
</tr>
</tbody>
</table>

**IDAHO**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boise</td>
<td>KIDO-FM</td>
<td>KIDO, Inc.</td>
<td>106.1</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Pocatello</td>
<td>KSEI-FM</td>
<td>Radio Service Corp.</td>
<td>96.5</td>
<td>John L. Simms, Pres.</td>
</tr>
</tbody>
</table>

**ILLINOIS**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cicero</td>
<td>WCHS</td>
<td>WHFC, Inc.</td>
<td>101.5</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>East St. Louis</td>
<td>WTMV-FM</td>
<td>WTMV On the Air Inc.</td>
<td>102.5</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Herrin</td>
<td>WJPF-FM</td>
<td>Orville W. Lyster, Inc.</td>
<td>98.5</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WLDS-FM</td>
<td>Edge &amp; Korsmeyer, Inc.</td>
<td>100.5</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Kankakee</td>
<td>WKL</td>
<td>Kankakee Daily Journal Co.</td>
<td>100.7</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Oak Park</td>
<td>WNOI</td>
<td>c/o Wm. L. Klein</td>
<td>106.7</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Quincy</td>
<td>WQDI</td>
<td>Quincy Bestg. Co.</td>
<td>105.1</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Rockford</td>
<td>WROY-FM</td>
<td>Rockford Bests., Inc.</td>
<td>97.5</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Springfield</td>
<td>WCYS-FM</td>
<td>WCBS, Inc.</td>
<td>102.9</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Springfield</td>
<td>WTAX-FM</td>
<td>WTAX, Inc.</td>
<td>103.7</td>
<td>John L. Simms, Pres.</td>
</tr>
<tr>
<td>Urbana</td>
<td>WULC</td>
<td>University City Bestg. Co.</td>
<td>103.3</td>
<td>John L. Simms, Pres.</td>
</tr>
</tbody>
</table>

**INDIANA**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anderson</td>
<td>WCBC-FM</td>
<td>Civic Bestg. Corp.</td>
<td>106.3</td>
<td>Lloyd Bell, Pres.</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WSUA-FM</td>
<td>Radio Station WSUA, Inc.</td>
<td>103.7</td>
<td>Lloyd Bell, Pres.</td>
</tr>
</tbody>
</table>

1204
<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>Columbus</td>
<td>WCSI</td>
<td>Syndicate Theatres, Inc.</td>
<td>93.7</td>
<td>Joseph P. Finnigan, Pres.</td>
</tr>
<tr>
<td>Connorsville</td>
<td>WCNB-FM</td>
<td>News-Examining Co.</td>
<td>100.3</td>
<td>Emmett M. Jackson, Gen. Mgr.</td>
</tr>
<tr>
<td>Crawfordville</td>
<td>WFMU</td>
<td>Journal Review</td>
<td>102.9</td>
<td>Foster Fudge, Owner</td>
</tr>
<tr>
<td>Evansville</td>
<td>WIKY-FM</td>
<td>South Central Bstg. Corp.</td>
<td>104.1</td>
<td>John A. Engelbrecht, Pres.</td>
</tr>
<tr>
<td>Evansville</td>
<td>WMAL</td>
<td>On the Air, Inc.</td>
<td>94.5</td>
<td>Clarence Leich, Gen. Mgr.</td>
</tr>
<tr>
<td>Fort Wayne</td>
<td>WWOX-FM</td>
<td>Southeastern Illinois Radio Stations, Inc.</td>
<td>106.1</td>
<td>C. L. Schust, Pres.</td>
</tr>
<tr>
<td>Hammond</td>
<td>WIZF</td>
<td>Waveland Radio Stations, Inc.</td>
<td>92.3</td>
<td>Robert W. O'Brien, Pres.</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WXLW-FM</td>
<td>Radio Indianapolis</td>
<td>94.7</td>
<td>John C. Adair, Gen. Mgr.</td>
</tr>
<tr>
<td>Lafayette</td>
<td>WFAC</td>
<td>Waveland Radio</td>
<td>95.7</td>
<td>O. E. Richardson, Pres.</td>
</tr>
<tr>
<td>Michigan City</td>
<td>WIMS-FM</td>
<td>Northern Indiana Bsttrs., Inc.</td>
<td>93.5</td>
<td>W. A. Miller, Pres.</td>
</tr>
<tr>
<td>Muncie</td>
<td>WJIN</td>
<td>Tri-City Radio Corp.</td>
<td>104.1</td>
<td>Alvin Eades, Pres.</td>
</tr>
<tr>
<td>New Castle</td>
<td>WCCTV</td>
<td>Napier Bstg. Co.</td>
<td>92.5</td>
<td>Anton Hulman, Jr., Pres.</td>
</tr>
<tr>
<td>Shelbyville</td>
<td>WSRX</td>
<td>Shelbyville Radio, Inc.</td>
<td>101.3</td>
<td>Trueman T. Rembusch, Pres.</td>
</tr>
<tr>
<td>South Bend</td>
<td>WS8T-FM</td>
<td>South Bend Tribune</td>
<td>101.3</td>
<td>R. B. Williams, Pres.</td>
</tr>
<tr>
<td>Terre Haute</td>
<td>WBOB-FM</td>
<td>Banks of the Wabash, Inc.</td>
<td>101.1</td>
<td>Paul R. Baussm, Pres.</td>
</tr>
<tr>
<td>Terra Haute</td>
<td>WTHL-FM</td>
<td>Wabash Valley Bstg. Corp.</td>
<td>99.9</td>
<td></td>
</tr>
<tr>
<td>Washable</td>
<td>WWNI</td>
<td>Syndicate Theatres, Inc.</td>
<td>97.6</td>
<td></td>
</tr>
<tr>
<td>Washed</td>
<td>WRSW</td>
<td>Reub Williams &amp; Sons</td>
<td>107.3</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>WF ML</td>
<td>Washington Radio, Inc.</td>
<td>106.5</td>
<td></td>
</tr>
</tbody>
</table>

**IOWA**

<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>Boone</td>
<td>KFCO-FM</td>
<td>Boone Biblical College</td>
<td>95.5</td>
<td>C. B. McDermott, Pres.</td>
</tr>
<tr>
<td>Cedar Rapids</td>
<td>KCRR</td>
<td>The Gazette Co.</td>
<td>96.9</td>
<td>William S. Jacobsen, Pres.</td>
</tr>
<tr>
<td>Council Bluffs</td>
<td>KFMX</td>
<td>Council Bluffs Bstg. Corp.</td>
<td>103.7</td>
<td>Col. B. J. Palmer, Pres.</td>
</tr>
<tr>
<td>Davenport</td>
<td>WOC-FM</td>
<td>Tri-City Bstg. Corp.</td>
<td>103.7</td>
<td>Claire Grant, Mgr.</td>
</tr>
<tr>
<td>Des Moines</td>
<td>KCB-FM</td>
<td>Majestic Bstg. Co.</td>
<td>94.1</td>
<td>Gardner Cawley, Pres.</td>
</tr>
<tr>
<td>Des Moines</td>
<td>KRNT-FM</td>
<td>Courier-Times, Inc.</td>
<td>104.1</td>
<td>Kingsley H. Murphy, Pres.</td>
</tr>
<tr>
<td>Dubuque</td>
<td>KDTH-FM</td>
<td>Telegraph-Herald</td>
<td>100.5</td>
<td>James D. Carpenter, Pres.</td>
</tr>
<tr>
<td>Dubuque</td>
<td>WDDB</td>
<td>Dubuque Bstg. Co.</td>
<td>103.3</td>
<td>Edward Breen, Pres.</td>
</tr>
<tr>
<td>Fort Dodge</td>
<td>KFMY</td>
<td>Northwest Bstg. Corp.</td>
<td>102.7</td>
<td>H. W. Stadler, Pres.</td>
</tr>
<tr>
<td>Keokuk</td>
<td>KOKX-FM</td>
<td>Keokuk Bstg. Co.</td>
<td>102.7</td>
<td>Lee P. Logan, Pres.</td>
</tr>
<tr>
<td>Sioux City</td>
<td>KSCJ-FM</td>
<td>Perkins Bros. Co.</td>
<td>94.9</td>
<td>Oscar J. Grau, Pres.</td>
</tr>
<tr>
<td>Waterloo</td>
<td>KXEL-FM</td>
<td>Josh Higgins Bstg. Co.</td>
<td>105.7</td>
<td></td>
</tr>
</tbody>
</table>

**KANSAS**

<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>Hutchinson</td>
<td>KMVJ</td>
<td>Hutchinson Pub. Co.</td>
<td>94.5</td>
<td>John P. Harris, Pres.</td>
</tr>
<tr>
<td>Hutchinson</td>
<td>KWJW</td>
<td>Nation's Center Bstg. Co.</td>
<td>101.3</td>
<td>Evart Mills, Pres.</td>
</tr>
<tr>
<td>McPherson</td>
<td>KNEX-FM</td>
<td>McPherson Bstg. Co.</td>
<td>103.1</td>
<td>H. S. Blake, Pres.</td>
</tr>
<tr>
<td>Wichita</td>
<td>KFH-FM</td>
<td>Radio Station KFH Co.</td>
<td>100.3</td>
<td></td>
</tr>
</tbody>
</table>

**KENTUCKY**

<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>Ashland</td>
<td>WCMJ-FM</td>
<td>Ashland Bstg. Co.</td>
<td>93.7</td>
<td>Gilmore N. Nunn, Pres.</td>
</tr>
<tr>
<td>Hopkinsville</td>
<td>WHOP-FM</td>
<td>Hopkinsville Bstg. Co., Inc.</td>
<td>98.7</td>
<td>F. E. Lockey, Pres.</td>
</tr>
<tr>
<td>Louisville</td>
<td>WBOX</td>
<td>Northside Bstg. Corp.</td>
<td>100.7</td>
<td>J. Porter Smith, Pres.</td>
</tr>
<tr>
<td>Louisville</td>
<td>WHAS-FM</td>
<td>WHAS, Inc.</td>
<td>99.7</td>
<td>Barry Bingham, Pres.</td>
</tr>
<tr>
<td>Louisville</td>
<td>WRWX</td>
<td>WAVE, Inc.</td>
<td>95.1</td>
<td>George W. Norton, Jr., Pres.</td>
</tr>
<tr>
<td>Madisonville</td>
<td>WCFM-FM</td>
<td>Madisonville Bstg. Corp.</td>
<td>104.9</td>
<td>Pierce E. Lockey, Pres.</td>
</tr>
<tr>
<td>Madisonville</td>
<td>WFMF</td>
<td>Messenger Bstg. Co.</td>
<td>103.1</td>
<td>Edgar Arnold, Sr., Pres.</td>
</tr>
<tr>
<td>Owensboro</td>
<td>WOQL-FM</td>
<td>Owensboro Bstg. Co.</td>
<td>92.5</td>
<td>L. W. Hager, Pres.</td>
</tr>
<tr>
<td>Owensboro</td>
<td>WVJS-FM</td>
<td>Owensboro On the Air, Inc.</td>
<td>96.1</td>
<td>Vincent J. Steele, Pres.</td>
</tr>
<tr>
<td>Paducah</td>
<td>WKYC</td>
<td>Paducah Newspapers, Inc.</td>
<td>93.3</td>
<td>Edward J. Paxton, Jr., Pres.</td>
</tr>
<tr>
<td>Paducah</td>
<td>WPAD-FM</td>
<td>Paducah Bstg. Co.</td>
<td>96.9</td>
<td>Pierce E. Lockey, Pres.</td>
</tr>
</tbody>
</table>

**LOUISIANA**

<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>Baton Rouge</td>
<td>KVOL-FM</td>
<td>Evangeline Bstg. Co., Inc.</td>
<td>96.1</td>
<td>Morgan Murphy, Pres.</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>KFMF</td>
<td>Liner's Bstg. Station, Inc.</td>
<td>104.1</td>
<td>J. C. Liner, Pres.</td>
</tr>
</tbody>
</table>

1205
# MAINE

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lewiston</td>
<td>WCOU-FM</td>
<td>Twin City Bstg. Co., Inc</td>
<td>93.9</td>
<td>Faust Couture, Pres.</td>
</tr>
</tbody>
</table>

# MARYLAND

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>WCAO-FM</td>
<td>Monumental Radio Co.</td>
<td>102.7</td>
<td>Lewis H. Moomaw, Pres.</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WITL-FM</td>
<td>Maryland Bstg. Co.</td>
<td>103.1</td>
<td>Thomas G. Tinsley, Jr., Pres.</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WMAR-FM</td>
<td>97.9</td>
<td></td>
<td>Paul Patterson, Pres.</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WMCP</td>
<td></td>
<td>97.8</td>
<td>Thomas F. McNulty, Pres.</td>
</tr>
<tr>
<td>Braddock Heights</td>
<td>WBCG-FM</td>
<td>Chesapeake Bstg. Co.</td>
<td>103.1</td>
<td>Willard D. Egolf, Pres.</td>
</tr>
<tr>
<td>Braddock Heights</td>
<td>WBZU</td>
<td>Chesapeake Bstg. Co., Inc</td>
<td>96.7</td>
<td>Leslie L. Allman, Pres.</td>
</tr>
<tr>
<td>Cumberland</td>
<td>WCUF-FM</td>
<td>Karl F. Stehmann</td>
<td>102.9</td>
<td>Karl F. Stehmann, Owner</td>
</tr>
<tr>
<td>Cumberland</td>
<td>WTRB-FM</td>
<td></td>
<td>106.9</td>
<td>Mrs. Aurelia S. Becker, Owner</td>
</tr>
<tr>
<td>Hagerstown</td>
<td>WJGI-FM</td>
<td>Hagerstown Bstg. Co., Inc</td>
<td>101.1</td>
<td>John W. Downing, Pres.</td>
</tr>
<tr>
<td>Salisbury</td>
<td>WBOC-FM</td>
<td>Peninsula Bstg. Co.</td>
<td>97.5</td>
<td>John W. Kluge, Pres.</td>
</tr>
<tr>
<td>Silver Spring</td>
<td>WGAY-FM</td>
<td>Tri-Suburban Bstg. Corp</td>
<td>102.3</td>
<td></td>
</tr>
</tbody>
</table>

# MASSACHUSETTS

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>WBMS-FM</td>
<td>WBMS, Inc.</td>
<td>104.1</td>
<td>Jack N. Berkman, Pres.</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-FM</td>
<td>Westinghouse Radio Stations, Inc</td>
<td>92.9</td>
<td>Walter Evans, Pres.</td>
</tr>
<tr>
<td>Boston</td>
<td>WEEI-FM</td>
<td>Columbia Bstg. System</td>
<td>103.3</td>
<td>Frank Stanton, Pres.</td>
</tr>
<tr>
<td>Boston</td>
<td>WHMD-FM</td>
<td>Matheson Radio Co., Inc</td>
<td>94.8</td>
<td>Robert B. Chodut, Pres.</td>
</tr>
<tr>
<td>Boston</td>
<td>WNAC-FM</td>
<td>The Yankee Network, Inc</td>
<td>98.5</td>
<td>William O'Neil, Pres.</td>
</tr>
<tr>
<td>Brockton</td>
<td>WKB-FM</td>
<td>Cur-Nan Co.</td>
<td>97.1</td>
<td>Joseph S. Caruso, Pres.</td>
</tr>
<tr>
<td>Cambridge</td>
<td>WXHR</td>
<td>Middlex Bstg. Corp.</td>
<td>96.9</td>
<td>Frank Lyman, Jr., Pres.</td>
</tr>
<tr>
<td>Chicopee</td>
<td>WACE-FM</td>
<td>Regional Bstg. Co.</td>
<td>100.3</td>
<td>David Hayes, Pres.</td>
</tr>
<tr>
<td>Fitchburg</td>
<td>WEIM-FM</td>
<td>WEIM Fitchburg, Inc.</td>
<td>104.7</td>
<td>Henry G. Molina, Jr., Pres.</td>
</tr>
<tr>
<td>Haverhill</td>
<td>WHAV-FM</td>
<td>Haverhill Gazette Co.</td>
<td>92.5</td>
<td>Charles N. DeRose, Gen. Mgr.</td>
</tr>
<tr>
<td>Holyoke</td>
<td>WHYN-FM</td>
<td>Hampden-Hampshire Corp.</td>
<td>93.1</td>
<td>Irving E. Rogers, Pres.</td>
</tr>
<tr>
<td>Lynn</td>
<td>WLYN-FM</td>
<td>Bay State Bstg. Co.</td>
<td>97.5</td>
<td>Joseph P. Duchaine, Pres.</td>
</tr>
<tr>
<td>Pittsfield</td>
<td>WBEC-FM</td>
<td>Westinghouse Radio Stations, Inc</td>
<td>94.3</td>
<td>Walter Gotsch, Pres.</td>
</tr>
<tr>
<td>Springfield</td>
<td>WBIZ-FM</td>
<td>WMAS, Inc.</td>
<td>94.7</td>
<td>Gerald Harrison, Pres.</td>
</tr>
<tr>
<td>Springfield</td>
<td>WSFR-FM</td>
<td>WSFR, Inc.</td>
<td>97.9</td>
<td>Quincy A. Brackett, Pres.</td>
</tr>
</tbody>
</table>

# MICHIGAN

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay City</td>
<td>WBCM-FM</td>
<td>Bay Bstg. Co., Inc.</td>
<td>96.1</td>
<td>Harley D. Peet, Pres.</td>
</tr>
<tr>
<td>Dearborn</td>
<td>WKMH-FM</td>
<td>WKMH, Inc.</td>
<td>100.3</td>
<td>Fred A. Knoor, Pres.</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJJK-FM</td>
<td>Fort Industry Co.</td>
<td>93.1</td>
<td>George B. Storer, Pres.</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJLA-FM</td>
<td>Booth Radio &amp; TV Station Inc</td>
<td>93.1</td>
<td>Harry Wismor, Gen. Mgr.</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXZY-FM</td>
<td>Evening News Assn.</td>
<td>94.3</td>
<td>James C. Riddle, Gen. Mgr.</td>
</tr>
<tr>
<td>Flint</td>
<td>WJAL</td>
<td>WXZ, Inc.</td>
<td>101.1</td>
<td>Myron Weingarden, Pres.</td>
</tr>
<tr>
<td>Greater Rapids</td>
<td>WLAV-FM</td>
<td>Grand Rapids Bstg. Corp</td>
<td>92.5</td>
<td>Donald W. Volin, Owner</td>
</tr>
<tr>
<td>Jackson</td>
<td>WIBM-FM</td>
<td>Leonard A. Wilis, Inc.</td>
<td>92.3</td>
<td>Herman Radner, Pres.</td>
</tr>
<tr>
<td>Mt. Clemens</td>
<td>WMLN</td>
<td>WIBM, Inc.</td>
<td>92.3</td>
<td>Paul W. McKee, Pres.</td>
</tr>
<tr>
<td>Muskegon</td>
<td>WKBZ-FM</td>
<td>Macomb Pub. Co.</td>
<td>106.3</td>
<td>Grant F. Ashbacker, Pres.</td>
</tr>
<tr>
<td>Muskegon</td>
<td>WMUS-FM</td>
<td>Ashbacker Radio Corp.</td>
<td>106.5</td>
<td>F. M. Van Campen, Pres.</td>
</tr>
<tr>
<td>Owosso</td>
<td>WQAP-FM</td>
<td>Greater Muskegon Bstgars, Inc</td>
<td>100.5</td>
<td>M. H. Wirth, Gen. Mgr.</td>
</tr>
<tr>
<td>Pentwater</td>
<td>WCAR-FM</td>
<td>Argus Press Co.</td>
<td>103.1</td>
<td>H. Y. Levinson, Pres.</td>
</tr>
<tr>
<td>Port Huron</td>
<td>WTTM-FM</td>
<td>WCAR, Inc.</td>
<td>99.5</td>
<td>Louis A. Wel, Pres.</td>
</tr>
</tbody>
</table>

1206
<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>Royal Oak</td>
<td>WEXL-FM</td>
<td>Royal Oak Bestg. Co.</td>
<td>104.3</td>
<td>George B. Hartrick, Pres.</td>
</tr>
<tr>
<td>Saginaw</td>
<td>WSAM-FM</td>
<td>Saginaw Bestg. Co.</td>
<td>98.1</td>
<td>M. L. Greenbaum, Pres.</td>
</tr>
<tr>
<td>Wyandotte</td>
<td>WJWJ</td>
<td>The Wyandotte News Co.</td>
<td>103.1</td>
<td>Strauss Gantz, Pres.</td>
</tr>
<tr>
<td>Duluth</td>
<td>WECB-FM</td>
<td>Head of the Lakes Bestg. Co.</td>
<td>92.3</td>
<td>Morgan Murphy, Pres.</td>
</tr>
<tr>
<td>Mankato</td>
<td>KYSM-FM</td>
<td>F. B. Clements &amp; Co.</td>
<td>103.5</td>
<td>John F. Meagher, Gen. Mgr</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>KTIS-FM</td>
<td>Northwestern Schools</td>
<td>105.9</td>
<td>Dr. William Graham, Pres.</td>
</tr>
<tr>
<td>Northfield</td>
<td>WCAL-FM</td>
<td>St. Olaf College</td>
<td>95.7</td>
<td>Milford Jensen, Opra. Dir.</td>
</tr>
<tr>
<td>St. Paul</td>
<td>KSTP-FM</td>
<td>KSTP, Inc.</td>
<td>102.1</td>
<td>Stanley E. Hubbard, Pres.</td>
</tr>
<tr>
<td>Winona</td>
<td>KWN0-FM</td>
<td>Winona Radio Service</td>
<td>97.5</td>
<td>M. H. White, Pres.</td>
</tr>
<tr>
<td>Greenville</td>
<td>WJPR-FM</td>
<td>Radio Services Co.</td>
<td>101.9</td>
<td>Emmett H. McMurry, Jr., Gen. Mgr</td>
</tr>
<tr>
<td>Hattiesburg</td>
<td>WFOR-FM</td>
<td>Forrest Bestg. Co., Inc.</td>
<td>97.9</td>
<td>C. J. Wright, Sr., Pres.</td>
</tr>
<tr>
<td>Jackson</td>
<td>WJDX-FM</td>
<td>Lamar Life Insur. Co.</td>
<td>102.9</td>
<td>Wiley P. Harris, Gen. Mgr</td>
</tr>
<tr>
<td>Meridian</td>
<td>WMXQ-FM</td>
<td>Birney Imes, Jr.</td>
<td>98.5</td>
<td>Birney Imes, Jr., Pres.</td>
</tr>
<tr>
<td>Jefferson City</td>
<td>KREJ-FM</td>
<td>Cecil W. Roberts</td>
<td>100.1</td>
<td>Cecil W. Roberts, Owner</td>
</tr>
<tr>
<td>Joplin</td>
<td>KWOS-FM</td>
<td>Capital Bestg. Co.</td>
<td>98.5</td>
<td>R. C. Goshorn, Pres.</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KCMO-FM</td>
<td>KCNO Bestg. Co.</td>
<td>94.9</td>
<td>D. J. Paynor, Pres.</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KCKN-FM</td>
<td>KCKN Bestg. Co., Inc.</td>
<td>106.7</td>
<td>W. A. Bailey, Pres.</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WHB-FM</td>
<td>WHB Bestg. Co.</td>
<td>102.1</td>
<td>Donald Dwight Davis, Pres.</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KBOA-FM</td>
<td>Kennebec Bestg. Corp.</td>
<td>98.9</td>
<td>Paul C. Jones, Pres.</td>
</tr>
<tr>
<td>Poplar Bluff</td>
<td>KWOC-FM</td>
<td>Radio Station KWOC</td>
<td>94.5</td>
<td>A. L. McCarthy, Pres.</td>
</tr>
<tr>
<td>St. Joseph</td>
<td>KFQG-FM</td>
<td>KFQG, Inc.</td>
<td>92.3</td>
<td>Barton Pitts, Gen. Mgr.</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KFIQ-FM</td>
<td>The Lutheran Church Synod. Of Mo.</td>
<td>94.3</td>
<td>Rev. H. H. Hohenstein, Gen. Mgr</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KFKW-FM</td>
<td>Thomas Patrick, Inc.</td>
<td>98.1</td>
<td>Robert T. Convey, Pres.</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KXLW-FM</td>
<td>St. Louis County Bestg. Co.</td>
<td>101.1</td>
<td>Lee J. Sloan, Pres.</td>
</tr>
<tr>
<td>St. Louis</td>
<td>WEW-FM</td>
<td>The St. Louis University</td>
<td>95.1</td>
<td>Nicholas Pagliara, Gen. Mgr</td>
</tr>
<tr>
<td>Lincoln</td>
<td>KFOR-FM</td>
<td>Cornbelt Bestg. Corp.</td>
<td>102.9</td>
<td>James Stuart, Pres.</td>
</tr>
<tr>
<td>Omaha</td>
<td>KBON-FM</td>
<td>Inland Bestg. Corp.</td>
<td>98.7</td>
<td>Paul R. Fry, Vice-Pres.</td>
</tr>
<tr>
<td>Omaha</td>
<td>KOAD</td>
<td>Mid-Continent Bestg. Co.</td>
<td>92.9</td>
<td>Robert H. Storz, Pres.</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KENO-FM</td>
<td>Nev. Bestg. Co.</td>
<td>103.9</td>
<td>Maxwell Kelch, Owner</td>
</tr>
<tr>
<td>Reno</td>
<td>KWRN-FM</td>
<td>Reno Newspapers, Inc.</td>
<td>95.5</td>
<td>Merritt C. Speidel, Pres.</td>
</tr>
<tr>
<td>Manchester</td>
<td>WMUR-FM</td>
<td>The Radio Voice of N. H., Inc.</td>
<td>95.7</td>
<td>Hon. Francis P. Murphy, Pres.</td>
</tr>
<tr>
<td>Alpine</td>
<td>WFNN</td>
<td>Edwin H. Armstrong</td>
<td>93.1</td>
<td>Dr. Edwin H. Armstrong, Owner</td>
</tr>
<tr>
<td>Asbury Park</td>
<td>W2LX</td>
<td>Asbury Park Press, Inc.</td>
<td>94.3</td>
<td>Wayne D. McMurray, Pres.</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>WFPG-FM</td>
<td>Neptune Bestg. Co.</td>
<td>98.5</td>
<td>John H. Laux, Pres.</td>
</tr>
<tr>
<td>Elizabeth</td>
<td>WPOG</td>
<td>Radio Elizabeth, Inc.</td>
<td>94.9</td>
<td>Robert C. Crane, Pres.</td>
</tr>
<tr>
<td>Newark</td>
<td>WAAT-FM</td>
<td>Bremer Bestg. Corp.</td>
<td>94.7</td>
<td>Irving R. Rosenhaus, Pres.</td>
</tr>
<tr>
<td>Newark</td>
<td>WNFR-FM</td>
<td>North Jersey Radio, Inc.</td>
<td>102.7</td>
<td>Edward J. Scudder, Jr., Pres.</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>WCTC-FM</td>
<td>Chantecler Bestg. Co.</td>
<td>98.3</td>
<td>James L. Howe, Pres.</td>
</tr>
<tr>
<td>City</td>
<td>Licensee</td>
<td>Frequency (mc)</td>
<td>Ch'd Executive</td>
<td></td>
</tr>
<tr>
<td>-----------------</td>
<td>--------------------</td>
<td>----------------</td>
<td>----------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Raleigh</td>
<td>WPTF-FM</td>
<td>94.7</td>
<td>J. R. Weatherspoon, Pres.</td>
<td></td>
</tr>
<tr>
<td>Raleigh</td>
<td>WRAL-FM</td>
<td>101.5</td>
<td>A. J. Fletcher, Pres.</td>
<td></td>
</tr>
<tr>
<td>Roanoke Rapids</td>
<td>WCBT-FM</td>
<td>98.5</td>
<td>S. E. Gruen, Pres.</td>
<td></td>
</tr>
<tr>
<td>Rocky Mount</td>
<td>WFMJ-FM</td>
<td>100.7</td>
<td>John L. Horne, Pres.</td>
<td></td>
</tr>
<tr>
<td>Rocky Mount</td>
<td>WFMJ-FM</td>
<td>92.1</td>
<td>W. A. Wynne, Pres.</td>
<td></td>
</tr>
<tr>
<td>Salisbury</td>
<td>WPSP-FM</td>
<td>100.7</td>
<td>W. W. Bryan, Pres.</td>
<td></td>
</tr>
<tr>
<td>Shelby</td>
<td>WOHS-FM</td>
<td>96.1</td>
<td>Lee B. Weathers, Pres.</td>
<td></td>
</tr>
<tr>
<td>Statesville</td>
<td>WSC-FM</td>
<td>100.7</td>
<td>Dr. James W. Davis, Pres.</td>
<td></td>
</tr>
<tr>
<td>Tornado</td>
<td>WCFM-FM</td>
<td>100.7</td>
<td>P. E. Fountain, Pres.</td>
<td></td>
</tr>
<tr>
<td>Thomasville</td>
<td>WTCN-FM</td>
<td>98.3</td>
<td>G. W. Lyman, Pres.</td>
<td></td>
</tr>
<tr>
<td>Wilmington</td>
<td>WMDJ-FM</td>
<td>96.3</td>
<td>Richard Austin Dunleas, Gen. Mgr.</td>
<td></td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>WAFR-FM</td>
<td>93.1</td>
<td>John W. Garden, Gen. Mgr.</td>
<td></td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>WJS-FM</td>
<td>104.1</td>
<td>Gordon Gray, Pres.</td>
<td></td>
</tr>
</tbody>
</table>

**FM Stations in Operation**

**NORTH DAKOTA**

<table>
<thead>
<tr>
<th>City</th>
<th>Licensee</th>
<th>Frequency (mc)</th>
<th>Ch'd Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fargo</td>
<td>KVHJ-FM</td>
<td>92.3</td>
<td>John Nystul, Pres.</td>
</tr>
</tbody>
</table>

**OHIO**

<table>
<thead>
<tr>
<th>City</th>
<th>Licensee</th>
<th>Frequency (mc)</th>
<th>Ch'd Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron</td>
<td>WAKR-FM</td>
<td>97.5</td>
<td>S. Bernard Berk, Pres.</td>
</tr>
<tr>
<td>Alliance</td>
<td>WFAH</td>
<td>101.7</td>
<td>Mrs. Alice C. Horles, Pres.</td>
</tr>
<tr>
<td>Ashland</td>
<td>WATG</td>
<td>103.7</td>
<td>Robert M. Hummel, Gen. Mgr.</td>
</tr>
<tr>
<td>Ashington</td>
<td>WICA-FM</td>
<td>100.7</td>
<td>R. B. Bowley, Pres.</td>
</tr>
<tr>
<td>Belleville</td>
<td>WTRF-FM</td>
<td>100.7</td>
<td>Robert W. Ferguson, Gen. Mgr.</td>
</tr>
<tr>
<td>Canton</td>
<td>WAND-FM</td>
<td>92.5</td>
<td>P. C. Wilson, Pres.</td>
</tr>
<tr>
<td>Canton</td>
<td>WCMW-FM</td>
<td>94.9</td>
<td>Frank B. Scheider, Pres.</td>
</tr>
<tr>
<td>Canton</td>
<td>WHBC-FM</td>
<td>94.1</td>
<td>Eugene Carr, Radio Dir.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPO-FM</td>
<td>105.1</td>
<td>Jack R. Howard, Pres.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCTS</td>
<td>101.9</td>
<td>Hubert Taft, Jr., Pres.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WLWA</td>
<td>94.7</td>
<td>James D. House, Chmn. Of Bd.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WSAI-FM</td>
<td>100.7</td>
<td>Marshall Field III, Pres.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WCWO</td>
<td>102.7</td>
<td>Ralph M. Wallace, Gen. Mgr.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WERE-FM</td>
<td>100.5</td>
<td>Roy T. Miller, Pres.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEOS-FM</td>
<td>100.7</td>
<td>Jack Howard, Pres.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WFKH-FM</td>
<td>100.7</td>
<td>Kenneth K. Hockstorn, Gen. Mgr.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW-FM</td>
<td>101.7</td>
<td>William M. O'Neil, Pres.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WKS-FM</td>
<td>97.5</td>
<td>S. R. Sague, Pres.</td>
</tr>
<tr>
<td>Columbus</td>
<td>WCOL-FM</td>
<td>105.7</td>
<td>John McCormick, Gen. Mgr.</td>
</tr>
<tr>
<td>Columbus</td>
<td>WELD</td>
<td>97.1</td>
<td>L. A. Pixley, Pres.</td>
</tr>
<tr>
<td>Columbus</td>
<td>WHKC-FM</td>
<td>96.7</td>
<td>Richard A. Borel, Gen. Mgr.</td>
</tr>
<tr>
<td>Dayton</td>
<td>WLOD</td>
<td>99.1</td>
<td>Sterling Graham, Pres.</td>
</tr>
<tr>
<td>Dayton</td>
<td>WLWB</td>
<td>93.3</td>
<td>R. E. Dunville, Pres.</td>
</tr>
<tr>
<td>Dayton</td>
<td>WTVQ</td>
<td>94.7</td>
<td>Gustav Hirsch, Pres.</td>
</tr>
<tr>
<td>Dayton</td>
<td>WYAH-FM</td>
<td>97.5</td>
<td>James S. Cox, Jr., Pres.</td>
</tr>
<tr>
<td>Dayton</td>
<td>WENQ</td>
<td>104.7</td>
<td>Ralph M. Wallace, Gen. Mgr.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WFRO-FM</td>
<td>100.5</td>
<td>Ronald B. Woodyard, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WFOB</td>
<td>95.3</td>
<td>W. A. Miller, Jr., Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WFKH-FM</td>
<td>102.1</td>
<td>R. L. Heminger, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WBFM</td>
<td>100.7</td>
<td>Andover Emerge, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WCC-FM</td>
<td>103.5</td>
<td>Robert F. Wolfe, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WJF-FM</td>
<td>101.9</td>
<td>Robert J. Briede, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WSO-FM</td>
<td>104.7</td>
<td>G. E. Hamilton, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WAD-FM</td>
<td>103.3</td>
<td>George B. Storer, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WQJ-FM</td>
<td>100.7</td>
<td>Frank W. Spencer, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WLOX-FM</td>
<td>101.3</td>
<td>Roy D. Moore, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WCLT</td>
<td>100.3</td>
<td>D. J. Parsons, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WZTV-FM</td>
<td>103.9</td>
<td>Jack N. Berkman, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WJW-FM</td>
<td>102.9</td>
<td>Jay R. David, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WQF-FM</td>
<td>100.5</td>
<td>George P. Storer, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WSBT-FM</td>
<td>101.7</td>
<td>Frazier Reams, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WQJ-FM</td>
<td>100.7</td>
<td>Edward Lamb, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WQJ-FM</td>
<td>100.7</td>
<td>E. B. Evans, Gen. Mgr.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WQJ-FM</td>
<td>100.7</td>
<td>James R. Moore, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WQJ-FM</td>
<td>100.7</td>
<td>William F. Magg, Pres.</td>
</tr>
<tr>
<td>Findlay</td>
<td>WQJ-FM</td>
<td>100.7</td>
<td>W. P. Williamson, Jr., Pres.</td>
</tr>
</tbody>
</table>

**OKLAHOMA**

<table>
<thead>
<tr>
<th>City</th>
<th>Licensee</th>
<th>Frequency (mc)</th>
<th>Ch'd Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ardmore</td>
<td>KYSO-FM</td>
<td>93.7</td>
<td>John F. Easley, Pres.</td>
</tr>
<tr>
<td>Enid</td>
<td>KCRG-FM</td>
<td>102.7</td>
<td>Milton B. Garber, Pres.</td>
</tr>
<tr>
<td>Muskogee</td>
<td>KBX-FM</td>
<td>98.5</td>
<td>Tams Bixby, Pres.</td>
</tr>
<tr>
<td>Muskogee</td>
<td>KDFX-FM</td>
<td>103.5</td>
<td>John B. G. Shively, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KOCY-FM</td>
<td>94.7</td>
<td>John D. Thomas, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KOMA-FM</td>
<td>105.1</td>
<td>John Toole Griffin, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KTOK-FM</td>
<td>104.3</td>
<td>O. L. Taylor, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KFYM-FM</td>
<td>105.1</td>
<td>John G. Easley, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KFYM-FM</td>
<td>105.1</td>
<td>Leroy Moses, Gen. Mgr.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KFYM-FM</td>
<td>105.1</td>
<td>Milton B. Garber, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KFYM-FM</td>
<td>105.1</td>
<td>Tams Bixby, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KFYM-FM</td>
<td>105.1</td>
<td>John B. G. Shively, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KFYM-FM</td>
<td>105.1</td>
<td>John D. Thomas, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KFYM-FM</td>
<td>105.1</td>
<td>John Toole Griffin, Pres.</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>KFYM-FM</td>
<td>105.1</td>
<td>O. L. Taylor, Pres.</td>
</tr>
</tbody>
</table>

1209
### OREGON

- **Albany**: KNIL-FM (Central Willamette Best Co.), 101.7
- **Eugene**: KUGN-FM (KUGN, Inc.), 99.1
- **Gresham Pass**: KGQ-FM (Southern Ore. Best Co.), 99.9
- **Portland**: KEX-FM (KEX Broadcasting Radio Stations, Inc.), 92.3
- **Portland**: KGW-FM (The Oregonian Publishing Co.), 100.3
- **Portland**: KQIN-FM (KQIN, Inc.), 101.1
- **Portland**: KPDM-FM (Bests. Ore. Ltd.), 97.1
- **Portland**: KOPO-FM (KPOJ, Inc.), 98.7
- **Portland**: KWJ-FM (KWJJ Best Co.), 95.5

### PENNSYLVANIA

- **Allentown**: WFMZ (Penn-Allen Best Co.), 100.7
- **Allentown**: WKAP-FM (Rohali Best Co.), 106.3
- **Allentown**: WSAN-FM (Lehigh Valley Best Co.), 99.9
- **Allentown**: WBFG-FM (Gable Best Co.), 103.7
- **Allentown**: WSJW-FM (Altoona Best Co.), 96.5
- **Bethlehem**: WGPA-FM (The Bethlehem Globe Pub. Co.), 95.1
- **Bradford**: WESC-FM (Bradford Pub. Inc.), 97.5
- **Burd**: WHET-FM (WWEI Best Co.), 103.9
- **Butler**: WISR-FM (Butler Best Co.), 97.7
- **Chambersburg**: WCAH-FM (Chambersburg Best Co., Inc.), 95.9
- **Dubois**: WCED-FM (Tri-County Best Co., Inc.), 102.1
- **Easton**: WEEK (Easton Pub. Co.), 98.3
- **Easton**: WFTS-FM (Associated Bests., Inc.), 109.1
- **Erie**: WERC-FM (Presque Isle Best Co.), 99.9
- **Erie**: WPOL-FM (WEIU Best Co.), 97.9
- **Harrisburg**: WABX (WABX, Inc.), 100.9
- **Harrisburg**: WHC-FM (WHP, Inc.), 97.3
- **Hazard**: WAFL-FM (Hazleton Best Co.), 97.9
- **Johnstown**: WRAD-FM (Central Best Co., Inc.), 105.3
- **Johnstown**: WJAC-FM (WJAC, Inc.), 95.5
- **Lancaster**: WYAL-FM (WYAL, Inc.), 101.3
- **Lancaster**: WLNE-FM (People's Best Co.), 97.9
- **Lebanon**: WLAB (Radio Lebanon FM & TV, Inc.), 104.1
- **Lebanon**: WLBK-FM (Lebanon Best Co.), 100.1
- **Lewistown**: WLTV (Lowiston Best Co.), 97.9
- **Mckeesport**: WMCK-FM (Mon-Yough Best Co.), 104.9
- **Meadville**: WMGW-FM (Meadville Best Co., Inc.), 100.3
- **New Castle**: WKST-FM (WKST, Inc.), 101.1
- **Philadelphia**: KYW-FM (Westinghouse Radio Stations, Inc.), 92.5
- **Philadelphia**: WCAU-FM (WCAU, Inc.), 98.1
- **Philadelphia**: WFIL-FM (Triangle Pub., Inc.), 102.1
- **Philadelphia**: WFTL (Franklin Best Co.), 99.5
- **Philadelphia**: PHAT-FM (Independence Best Co.), 105.3
- **Philadelphia**: WBIG-FM (Seaboard Radio Best Corp.), 94.1
- **Philadelphia**: WP FM (Penn. Best Co.), 93.3
- **Philadelphia**: WPEN-FM (William Penn Best Co.), 101.9
- **Pittsburgh**: KDKA-FM (Westinghouse Radio Stations, Inc.), 92.9
- **Pittsburgh**: KQV-FM (Allegheny Best Corp.), 98.1
- **Pittsburgh**: WCAC-FM (WCAE, Inc.), 93.7
- **Pittsburgh**: WJAS-FM (Pgh. Radio Supply House, Inc.), 99.7
- **Pittsburgh**: WKJF (W. Va. Radio Corp.), 93.7
- **Pittsburgh**: WLFM (Mattco Best Co.), 96.9
- **Pittsburgh**: WPQH-FM (Pittsburgh Best Co.), 102.5
- **Pittsburgh**: WPIT-FM (WPIT, Inc.), 101.5
- **Pittsburgh**: WWSW-FM (WWSW, Inc.), 94.5
- **Pittsburgh**: WPAM-FM (Miners Best, Sws.), 95.5
- **Pottsville**: WPPA-FM (Pottsville Best Co.), 101.9
- **Reading**: WEEU-FM (Dayton Best Co.), 92.9
- **Scranton**: WGFI-FM (Scranton Bests. Inc.), 101.3
- **Scranton**: WARM-FM (Union Best Co.), 105.7
- **Scranton**: WQAN-FM (The Scranton Times), 92.3
- **Sharon**: WPIC-FM (Sharon Herald Best Co.), 102.9
- **Sunbury**: WOK-FM (Sunbury Best Co.), 94.1
- **Joniowntown**: WMBM-FM (Fayette Best Corp.), 105.7
- **Joniowntown**: WNEC-FM (Uniontown Newspapers, Inc.), 106.5
- **Washington**: WIPA-FM (Northern Allegheny Best Co.), 104.3
- **Wilkes-Barre**: WBRE-FM (Louis G. Baltimore), 98.5
- **Wilkes-Barre**: WMU-FM (Wyoming Valley Best Co.), 96.1
- **Wilkes-Barre**: WIZZ (Scantoon-Wilkes-Barre-Pittston Best Co.), 103.3
- **Williamsport**: WLHC (WLMC Best Co.), 103.3
- **Williamsport**: WRK-FM (WEAK, Inc.), 105.1
- **York**: WNYO-FM (Best Co., Div. Hlem Coal Co.), 105.7
- **York**: WZRE (White Rose Best Co.), 98.5
- **York**: WSBA-FM (The Susquehanna Best Co.), 103.3

### Chief Executives

- **Albany**: R. R. Crane, Pres.
- **Gresham Pass**: El. E. Lampre, Pres.
- **Portland**: Walter Evans, Pres.
- **Portland**: M. J. Frey, Pres.
- **Portland**: Marshall Field, Pres.
- **Portland**: Stanley Godard, Pres.
- **Portland**: P. L. Jackson, Pres.
- **Portland**: W. J. Jerman, Pres.

- **Allentown**: Raymond F. Kohn, Pres.
- **Allentown**: N. J. Rahall, Pres.
- **Allentown**: Calvin Shumbar, Pres.
- **Allentown**: George P. Gable, Pres.
- **Allentown**: Herbert T. Wolf, Pres.
- **Allentown**: R. L. Adams, Vice-Pres.
- **Allentown**: Joseph C. Cleary, Gen. Mgr.
- **Allentown**: David Rosenblum, Pres.
- **Allentown**: John S. Booth, Gen. Mgr.
- **Allentown**: H. T. Gray, Pres.
- **Allentown**: J. S. Woods, Vice-Pres.
- **Allentown**: George R. Raikes, Pres.
- **Allentown**: H. C. Winslow, Pres.
- **Allentown**: S. W. Townsend, Pres.
- **Allentown**: Walter Evans, Pres.
- **Allentown**: Donald W. Thorburn, Pres.
- **Allentown**: Walter H. Annenberg, Pres.
- **Allentown**: W. M. Stein, Pres.
- **Allentown**: William A. Banks, Pres.
- **Allentown**: Paul F. Harron, Pres.
- **Allentown**: Benedict Gimbel, Jr., Pres.
- **Allentown**: Robert F. Alt, Pres.
- **Allentown**: Walter Evans, Pres.
- **Allentown**: Charles T. Campbell, Pres.
- **Allentown**: Leonard Kapner, Pres.
- **Allentown**: H. K. Brennen, Pres.
- **Allentown**: Mrs. H. C. Greer, Pres.
- **Allentown**: William G. Matta, Pres.
- **Allentown**: Harry A. Bergstrom, Pres.
- **Allentown**: John Laux, Pres.
- **Allentown**: O. M. Schloss, Jr., Pres.
- **Allentown**: J. L. Maguire, Pres.
- **Allentown**: A. V. Tidmore, Owner
- **Allentown**: Hawley Quier, Pres.
- **Allentown**: M. E. Megargee, Pres.
- **Allentown**: Martin F. Memola, Pres.
- **Allentown**: Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
- **Allentown**: John Fohline, Jr., Pres.
- **Allentown**: Harry H. Haddon, Pres.
- **Allentown**: Joseph C. Burwell, Pres.
- **Allentown**: Stanley W. Collins, Pres.
- **Allentown**: David S. Shumberger, Pres.
- **Allentown**: Louis G. Baltimore, Owner
- **Allentown**: Dr. I. C. Morgan, Pres.
- **Allentown**: Richard G. Evans, Pres.
- **Allentown**: George Lewis, Pres.
- **Allentown**: Lowell Williams, Gen. Mgr.
- **Allentown**: Charles M. Gitt, Pres.
- **Allentown**: Louis J. Appell, Pres.
RHODE ISLAND

City | Call Letters | License | Frequency (mc) | Chief Executive
--- | --- | --- | --- | ---
Providence | WJAR-FM | The Outlet Co. | 95.5 | Mortimer L. Burbank, Pres.

SOUTH CAROLINA

City | Call Letters | Station | Frequency (mc) | Owner
--- | --- | --- | --- | ---
Anderson | WCAC | Wilton E. Hall | 101.1 | Wilton E. Hall, Owner
Charleston | WSCS-FM | WSCS, Inc. | 96.9 | John M. Rivers, Pres.
Charleston | WCMA-FM | Atlantic Coast Bestg. Co. | 95.1 | Herman N. Hipp, Pres.
Columbia | WIS-FM | Surety Life Insur. Co. | 94.5 | Eugene E. Stone, Pres.
Greenville | WFBK-FM | News-Piedmont Co. | 93.7 | R. A. Jolley, Sr., Pres.
Greenville | WCRS-FM | Greenclo, Inc. | 95.7 | James S. Beatty, Jr., Gen. Mgr.
Spartanburg | WDXY | Spartan Radiocasting Co. | 100.5 | Francis Higg, Pres.

SOUTH DAKOTA

City | Call Letters | License | Frequency (mc) | Pres.
--- | --- | --- | --- | ---
Rapid City | KOTA-FM | B. H. Bestg. Co. of Rapid City | 94.7 | Robert J. Dean, Pres.

TENNESSEE

City | Call Letters | License | Frequency (mc) | Owner
--- | --- | --- | --- | ---
Tipton | WOPI-FM | Radiophone Bestg. Sta. WOPI, Inc. | 96.9 | W. A. Wilson, Sr., Pres.
Chattanooga | WAPO-FM | WAPO Bestg. Svc. | 94.7 | R. G. Patterson, Gen. Mgr.
Chattanooga | WDDO-FM | WDOD Bestg. Corp. | 96.5 | Norman A. Thomas, Vice-Pres.
Chattanooga | WVUN | Unity Bestg. Corp. of Tenn. | 98.1 | John S. Martin, Pres.
Jackson | WTJS-FM | Sun Pub. Co. | 100.7 | Dr. A. Stone, Pres.
Johnston City | WJHL | WJHL, Inc. | 100.7 | W. H. Lancaster, Pres.
Knoxville | WBRB-FM | Radio Station WBRB, Inc. | 98.3 | Gilmore G. Nunn, Pres.
Memphis | WMCN | Stuart Bestg. Co. | 97.3 | S. E. Adcock, Owner
Memphis | WMGM | Mid-South Bestg. Corp. | 106.9 | P. E. Furlow, Pres.
Nashville | WSFM-FM | WSFM, Inc. | 103.3 | John H. DeWitt, Jr, Pres.

TEXAS

City | Call Letters | License | Frequency (mc) | Owner
--- | --- | --- | --- | ---
Abilene | KRBC-FM | Reporter Bestg. Co. | 96.9 | Mrs. Eva M. Hanks, Pres.
Amarillo | KFDA-FM | Amarillo Bestg. Corp. | 100.3 | Howard Roberson, Gen. Mgr.
Beaumont | KRIC-FM | The Enterprise Co. | 99.5 | E. C. Davis, Vice-Pres.
Belton | KMHB | Mary Hrdin-Baylor Coll. | 97.1 | Dr. Gordon C. Singleton, Gen. Mgr.
Cleburne | KCLE-FM | Marti, Inc. | 94.3 | George W. Marti, Owner
Dallas | KJUL-FM | Variety Bestg. Co., Inc. | 104.5 | Lee Segall, Pres.
Dallas | KLRA-FM | KRLD Radio Corp. | 92.5 | John W. Runyon, Pres.
Dallas | KVBS | Baptist Gen. Convention of Texas | 107.9 | Dr. R. Alton Reed, Gen. Mgr.
Dallas | WAAF-FM | A. H. Belo Corp. | 97.9 | E. M. Dealey, Pres.
Denton | KDNT-FM | Harwell V. Shepard | 106.1 | Harwell V. Shepard, Gen. Mgr.
Edinburg | KEVY-FM | J. C. Looney | 104.9 | J. C. Looney, Owner
Fort Worth | WBAP-FM | Carter Publications, Inc. | 100.5 | Amon Carter, Pres.
Galveston | KLUF-FM | The KLUF Bestg. Co., Inc. | 98.7 | George Roy Clough, Pres.
Houston | KPRC-FM | Houston Post Co. | 102.9 | W. P. Hobby, Pres.
Houston | KXYZ-FM | Shamrock Bestg. Co. | 96.5 | Glenn H. McCarthy, Pres.
Lufkin | KRBA-FM | Darrell E. Yates | 95.5 | Darrell E. Yates, Pres.
San Antonio | KISS | The Walmac Co. | 99.5 | Howard W. Davis, Owner
San Antonio | KONO-FM | Mission Bestg. Co. | 92.9 | Eugene J. Roth, Pres.
Temple | KTEM-FM | Bell Bestg. Co., Inc. | 95.3 | Frank W. Mayborn, Pres.
Temple | KCNC-FM | KCMC, Inc. | 98.1 | Frank O. Myers, Gen. Mgr.
Wichita Falls | KWFT-FM | KWFT, Inc. | 99.9 | Kenyon Brown, Pres.

UTAH

City | Call Letters | License | Frequency (mc) | Owner
--- | --- | --- | --- | ---
Ogden | KOPP-FM | James B. Littlejohn | 103.9 | James B. Littlejohn, Owner
Salt Lake City | KDYL-FM | Intermountain Bestg. & TV Corp. | 98.7 | S. S. Fox, Pres.
Salt Lake City | KSL-FM | Radio Svc. Corp. of Utah | 100.3 | Ivor Sharp, Exec. V-P.

1211
## VIRGINIA

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington</td>
<td>WRL-FM</td>
<td>Northern Va. Bcstrs., Inc.</td>
<td>105.5</td>
<td>R. Kilbourne Castelli, Pres.</td>
</tr>
<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>WSVG-FM</td>
<td>Shenandoah Valley Bcstg. Corp.</td>
<td>100.7</td>
<td>Frederick L. Allison, 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>107.9</td>
<td>David Hugh Dillard, Pres.</td>
</tr>
<tr>
<td>Martinsville</td>
<td>WMVA-FM</td>
<td>Martinsville Bcstg. Co.</td>
<td>96.5</td>
<td>William C. Barnes, Pres.</td>
</tr>
<tr>
<td>Newport News</td>
<td>W EVER -FM</td>
<td>Hampton Roads Bcstg. Corp.</td>
<td>96.2</td>
<td>Raymond B. Barnes, Pres.</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WRCV</td>
<td></td>
<td></td>
<td>C. T. Lucy, Gen. Mgr.</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WTAR-FM</td>
<td>WTOR Radio Corp.</td>
<td>97.3</td>
<td>Campbell Arnoux, Pres.</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>WSP-AF</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>Lee Bcstg. Corp.</td>
<td>102.5</td>
<td>Wilbur M. Hovens, Pres.</td>
</tr>
<tr>
<td>Richmond</td>
<td>WLEE-FM</td>
<td>Richmond Radio Corp.</td>
<td>102.1</td>
<td>Thomas G. Tinsley, Jr., Pres.</td>
</tr>
<tr>
<td>Richmond</td>
<td>WRNL-FM</td>
<td></td>
<td></td>
<td>D. Tennant Bryan, Pres.</td>
</tr>
<tr>
<td>Richmond</td>
<td>WRVB</td>
<td>Loras &amp; Bros. Co., Inc.</td>
<td>94.5</td>
<td>Gus Zahnits, 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>Suffolk</td>
<td>WBAY-FM</td>
<td>Suffolk Bcstg. Corp.</td>
<td>102.7</td>
<td>Fred J. Fickel Lewis, Jr., Pres.</td>
</tr>
<tr>
<td>Winchester</td>
<td>WRFL</td>
<td>Richard Field Lewis, Jr.</td>
<td>92.5</td>
<td>Richard Field Lewis, Jr., Pres.</td>
</tr>
</tbody>
</table>

## WEST VIRGINIA

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<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>WCKV-FM</td>
<td>Kanawha Valley Bcstg. Co.</td>
<td>96.5</td>
<td>R. M. Venable, Pres.</td>
</tr>
<tr>
<td>Charleston</td>
<td>WKNA-FM</td>
<td>Chemical City Bcstg. Co.</td>
<td>97.5</td>
<td>Gus Zahnits, Gen. Mgr.</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>WVWT-FM</td>
<td>Fairmont Bcstg. Co.</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>102.7</td>
<td>F. L. Evans, Pres.</td>
</tr>
<tr>
<td>Huntington</td>
<td>WPHL-FM</td>
<td>Huntington Bcstg. Corp.</td>
<td>102.5</td>
<td>H. C. Frey, O. G. Greer, Owners</td>
</tr>
<tr>
<td>Martinsburg</td>
<td>WEPM-FM</td>
<td>W. Va. Radio Corp.</td>
<td>99.3</td>
<td>Mrs. A. R. Greer, Chief Owner</td>
</tr>
<tr>
<td>Morgantown</td>
<td>WARI-FM</td>
<td>Robert R. Thomas, Jr.</td>
<td>94.1</td>
<td>Robert R. Thomas, Jr., Owner</td>
</tr>
<tr>
<td>Oak Hill</td>
<td>WOAY-FM</td>
<td>Ohio Valley Bcstg. Corp.</td>
<td>106.5</td>
<td>George H. Clinton, Vice-Pres.</td>
</tr>
<tr>
<td>Parkersburg</td>
<td>WPAR-FM</td>
<td>Community Bcstg. Co.</td>
<td>96.5</td>
<td>Joe L. Smith, Jr., Pres.</td>
</tr>
<tr>
<td>Wheeling</td>
<td>WKKW-FM</td>
<td>The Fort Industry Co.</td>
<td>97.3</td>
<td>George B. Storer, Pres.</td>
</tr>
<tr>
<td>Wheeling</td>
<td>WWVA-FM</td>
<td></td>
<td>98.7</td>
<td></td>
</tr>
</tbody>
</table>

## WISCONSIN

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>License</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beloit</td>
<td>WBNB-FM</td>
<td>Beloit Bcstrs., Inc.</td>
<td>107.3</td>
<td>Lloyd Burlingham, Pres.</td>
</tr>
<tr>
<td>Eau Claire</td>
<td>WEAU-FM</td>
<td>Central Bcstg. Co.</td>
<td>94.1</td>
<td>Morgan Murphy, Pres.</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WGAU-FM</td>
<td>WHBY, Inc.</td>
<td>102.1</td>
<td>A. B. Evans, Gen. Mgr.</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>WFOW</td>
<td>Earl W. Fessler</td>
<td>104.9</td>
<td>Earl W. Fessler, Pres.</td>
</tr>
<tr>
<td>Madison</td>
<td>WIBA-FM</td>
<td>Badger Bcstg. Co.</td>
<td>101.5</td>
<td>Dan C. Wirth, Vice-Pres.</td>
</tr>
<tr>
<td>Madison</td>
<td>WISC-FM</td>
<td>Radio Wisc., Inc.</td>
<td>98.9</td>
<td>William T. Elyue, Pres.</td>
</tr>
<tr>
<td>Marshfield</td>
<td>WDID-FM</td>
<td>Dairyland's Bcstg. Svc., Inc.</td>
<td>103.9</td>
<td>Lloyd L. Folk, Pres.</td>
</tr>
<tr>
<td>Merrill</td>
<td>WLIB-FM</td>
<td>Alvin E. O'Konski, Pres.</td>
<td>100.7</td>
<td>Alvin E. O'Konski, Pres.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WEMP-FM</td>
<td>Milwaukee Bcstg. Co.</td>
<td>94.1</td>
<td>Robert M. LaFollette, Jr., Pres.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WISM-FM</td>
<td>Heartst, Radio, Inc.</td>
<td>102.9</td>
<td>G. W. Grignon, Gen. Mgr.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WINTJ-FM</td>
<td>The Journal Co.</td>
<td>93.2</td>
<td>Walter J. Domm, Vice-Pres.</td>
</tr>
<tr>
<td>Neenah</td>
<td>WNAM-FM</td>
<td>Neenah Menasha Bcstg. Co.</td>
<td>98.5</td>
<td>Dan C. Wirth, Vice-Pres.</td>
</tr>
<tr>
<td>Oshkosh</td>
<td>WOSH-FM</td>
<td>Oshkosh Bcstg. Co.</td>
<td>92.9</td>
<td>William F. Johns, Jr., Chief Owner</td>
</tr>
<tr>
<td>Payette</td>
<td>WCCF</td>
<td>William C. Forrest</td>
<td>94.9</td>
<td>William C. Forrest, Pres.</td>
</tr>
<tr>
<td>Racine</td>
<td>WRIN-FM</td>
<td>Racine Bcstg. Corp.</td>
<td>100.7</td>
<td>Frank R. Starback, Pres.</td>
</tr>
<tr>
<td>Rice Lake</td>
<td>WJMC-FM</td>
<td>WJMC, Inc.</td>
<td>96.3</td>
<td>Walter C. Bridges, Pres.</td>
</tr>
<tr>
<td>Shio Bay</td>
<td>WHBL-FM</td>
<td>WHBL, Inc.</td>
<td>100.3</td>
<td>Matt Werner, Pres.</td>
</tr>
<tr>
<td>Waukesha</td>
<td>WJUX-FM</td>
<td>Waukesha Bcstg. Co.</td>
<td>95.3</td>
<td>Carl Taylor, Pres.</td>
</tr>
<tr>
<td>Wisconsin Rapids</td>
<td>WFRH-FM</td>
<td>William F. Huffman Radio, Inc.</td>
<td>103.3</td>
<td>Mrs. Louise Huffman, Pres.</td>
</tr>
</tbody>
</table>
The Barnes Printing Co.
INCORPORATED

Has Printed the
Radio Annual
and Television
Year Book

13 Years

"There must be a reason"

229 WEST 28th STREET
Between Seventh and Eighth Avenues, New York
PENNSYLVANIA 6-4738
PRESTO'S PT-900 is the answer for delayed sports broadcasts—field recording—wherever there is a need for a portable recorder of complete broadcast quality. Look at these outstanding engineering features:

- Three separate heads for superior performance (and for monitoring directly from tape). One head each to erase, record and play back. • 3 microphone channels with master gain control in recording amplifier. • Large V.U. meter with illuminated dial to indicate recording level, playback output level, bias current and erase current, and level for telephone line. • 2-speed, single motor drive system. Toggle switch to change tape speeds from 7½" to 15" per second.

Don't choose your tape recorder until you see the new Presto Portable Tape Recorder. Write for complete details today.
EQUIPMENT

How to Apply for a FCC License
AM-FM-TV

Manufacturers In Wonderland Through The Viewing Tube

Recipients of
IRE Awards

RMA Personnel—Committees

Consulting Engineers

Chief Engineers of Stations
In The United States

Radio-TV Equipment Manufacturers

NINETEEN FIFTY
ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.


The 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.
SOMEDAY in the future, when the whole history of the vast television industry has been told, the year 1949 must certainly be set down as the beginning of the mass production of the cathode ray tube—the year in which manufacturers built more television tube plants than in any previous year and possibly—than in any future year, and the year in which assembly lines in these new plants rolled off some 2,900,000 TV viewing tubes, accounting for $175,000,000 in business. These 2,900,000 tubes, combined with the backlog that existed at the beginning of 1949, accounted for the sale of 3,029,000 TV receivers last year, with a total of 3,764,000 sets in use at year’s end.

Some 30 odd manufacturers were responsible for this turnout of tubes. The big four of these 30 odd manufacturers being RCA, Sylvania, G.E. and DuMont, in that order, but individual production figures of tube manufacturers remained a closely guarded secret and were not made available to the trade.

1949 saw many technical advances in the production of TV tubes, but perhaps what shaped the greatest change, was the sudden demand on the part of the buying public for a larger picture. There evolved the rectangular tubes, 16 and 19 inches in size, replacing the early 7 and 10-inch round-faced tubes and even the 12½-inch tube, which in reality took the place of the 10-inch tube and became the “small” set. The 10-inch tubes practically disappeared from all production lines, except as a replacement item and the race was on for larger picture tubes on a mass production basis.

As this article is being written, 70 per cent of all of RCA’s TV tube production is devoted to the manufacture of 16-inch, round-faced tubes (RCA makes no rectangulars) and 60 per cent of Sylvania’s production is devoted to turning out 16-inch tubes, with every likelihood that by the end of 1950, 70 to 80 per cent of their production will be devoted to 16-inch tubes. The same pattern prevails at DuMont and G.E., as well as other manufacturers of video tubes and it appears now that the public is favoring the 16-inch tube in preference to all other sizes, since this seems most compatible to the average size room in which TV sets are installed.

Briefly breaking down production figures, the industry indicates at the present time that 18 to 20 per cent of all new tubes are being used as replacements in sets already installed (average cathode ray tube life being five years, based on a daily operation of 3½ hours). The balance of all production going into new sets.

A quick glance at 1950 indicates a production figure of 4½ million tubes—a conservative estimate by all standards, with a possibility that some 6 to 6½ million tubes may be produced by the end of 1950, although it seems unlikely that such an astronomical figure will be maintained. However, this figure has maintained for the first 3 months of 1950.

Thus far it has been established that (1) the 16-inch tube is the best current seller. (2) Rectangulars are in greater demand than round-faced tubes, and (3) the possibility of color is now nearer than ever before through RCA’s latest tube development in this field, but best estimates are that it will be at least another 18 to 24 months before color television begins to become a reality.

There is no doubt that the industry can more than adequately fill the greatest expectant demand for TV tubes by all video manufacturers—and come color—they can and will meet this challenge. In the meantime, TV tube plants throughout the country will continue the mass production of monochrome video tubes in a quantity and quality that cannot be matched anywhere else in the world.
Medal of Honor—1950
Frederick E. Terman, for his many contributions to the radio and electronics industry as teacher, author, scientist and administrator.

Morris Liebmann Memorial Prize—1950
Otto H. Schade, for his outstanding contributions to the analysis, measurement technique and system development in the field of television and related optics.

Browder J. Thompson Memorial Award—1950

Harry Diamond Memorial Award—1950
Andrew V. Haeff, for his general work in the field of high-frequency radio analysis and his work on the traveling wave tube and memory storage devices.

Editor’s Award—1950
E. J. Barlow, for unusually clear presentation in his paper “Doppler Radar” published in the April 1, 1949 Proceedings of the I.R.E.

Fellow Awards 1950
Arthur L. Albert, Professor of Communication Engineering, Oregon State College, Corvallis, Ore., “for his contribution to electronics as a teacher and writer.”

Ralph R. Batchel, electronics consultant, Douglaston, L. I., N. Y., “for his pioneer work with cathode-ray instruments and more recently for his development of precision variable frequency standards and meters.”

Alda V. Bedford, research engineer, RCA Laboratories Division, Princeton, N. J., “for his many contributions to sound recording and the development of many circuits of basic importance to present-day television.”

Rawson Bennett, Director, U. S. Navy Electronics Laboratory, San Diego, Calif., “for his contributions in programming, guiding, and developing sonar systems for military use and his contribution to the administration of military electronics laboratories.”

Frank J. Bingley, Chief Television Engineer, Philco Corp., Philadelphia, Pa., “in recognition of his contributions in the field of television broadcast engineering.”

K. H. Blomberg, Telefonactiebolaget L. M., Ericsson, Stockholm, Sweden, “in recognition of his many contributions to development and engineering in the field of communications in Sweden.”

John F. Byrne, Vice President of Engineering, Airborne Instruments Laboratory, Inc., Mineola, L. I., N. Y., “for his development of a system of polyphase broadcasting and for effective engineering administration in connection with radar countermeasure during the war.”

Garrard Mountjoy, Chief Radio Engineer, Stromberg-Carlson Co., Rochester, N. Y., “for his contribution to the design of radio and television broadcast receivers.”

Emanuel R. Piore, Director, Physical Science Division, Office of Naval Research, Washington, D. C., “for his many contributions in the field of engineering and physical sciences, and for outstanding service in enhancing the national effort in basic research.”

Jack R. Poppele, Vice President, Secretary, and Chief Engineer, Bamberger Broadcasting Service, Inc., New York, N. Y., “for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting.”

Simo Ramo, Director of Guided Missile Research and Development, Hughes Aircraft Co., Culver City, Calif., “for his many contributions to the analysis of electromagnetic phenomena and for his leadership in research.”
Recipients of IRE Awards

Claude E. Shannon, member of the technical staff, Bell Telephone Laboratories, Inc., Murray Hill, N. J., "for his contributions to the philosophy of new pulse methods and to the basic theory of communications."

W. Arthur Steel, Chief Engineer, Federal Electric Manufacturing Co., Ltd., Montreal, Que., Canada, "for his contributions in Canada in advancing development of military radio broadcasting, and international communication."

Jerome R. Steen, Director of Quality Control, Sylvania Electric Products Inc., Flushing, L. I., N. Y., "for his work in the introduction and development of statistical quality control technique in electron tube manufacturing."

George R. Town, Professor of Electrical Engineering and Assistant Director of the Engineering Experimental Station, Iowa State College, Ames, Iowa "for his contributions in radio receiver engineering and research."

Dayton Ulrey, Manager, Lancaster Engineering Sections, RCA Victor Division, Lancaster, Pa., "for pioneering research and for administrative and technical contributions to the development of special purpose and power tubes."

Robert R. Warnecke, Technical Director, Electronics Dept., Generale de Telegraphie Sans Fil, Paris, France, "for his engineering and research contributions to vacuum tube theory and design in France."

Harold A. Zahl, Chief of Research, Signal Corps Engineering Laboratories, Fort Monmouth, N. J., "for his guidance of the Army Signal Corps research program in the transition from war to peace and for his contribution to radar in its early development stages."

William G. Dow, Professor, Electrical Engineering Dept., University of Michigan, Ann Arbor, Mich., "for outstanding contributions to the teaching and understanding of electronics through the organization of educational material."

Dudley E. Foster, Engineer-in-Charge, Hazeltine Research, Inc., Los Angeles, Calif., "for his contributions and technical direction of work leading to better radio receiver design."

George W. Gilman, Director of Transmission Engineering, Bell Telephone Laboratories, Inc., New York, N. Y., "for his contributions to the communication art and for his direction of important developments in the field of radio transmission systems."

George L. Haller, Dean, School of Chemistry and Physics, Pennsylvania State College, State College, Pa., "for his work on aircraft antennas and for his diversified radio effort during the war."

Albert G. Hill, Professor, Massachusetts Institute of Technology, Cambridge, Mass., "for his work in the utilization of electronics to research in physics and his contribution in the conversion of wartime development laboratories."

Frederick S. Howes, Electrical Engineering Dept., McGill University, Montreal, Que., Canada, "for his contributions as a teacher in the field of communication engineering."

Harley A. James, North American Aviation, Inc., Downey, Calif., "for the development of electronic apparatus for converting images formed by electromagnetic waves to electrical signals, first in the television field."

Willis Jackson, Electrical Engineering Dept., Imperial College, London, England, "for his service as an educator and his many contributions to the literature in both the radio and electrical fields."

Rudolph Kompfner, Principal Scientific Officer, Royal Naval Scientific Service, Clarendon Laboratory, Oxford, England, "for his research in electron tube theory and particularly for his original contributions to the concepts of the traveling-wave amplifier."

Harry B. Marvin, Project Engineer, General Electric Co., Schenectady, N. Y., "for his outstanding contributions to the measurements art and pioneering work in FM, television, and allied fields."

Pierre Mertz, Engineer, Bell Telephone Laboratories, Inc., New York, N. Y., "in recognition of his important contributions to the fundamental concepts of television transmission and reception."

John H. Miller, Vice President and Chief Engineer, Weston Electrical Instrument Corp., Newark, N. J., "for his long activity and many contributions in the field of electrical metering and measuring technique."
Radio Manufacturers Association

Officers and Executive Personnel—1948-1949

Headquarters: 1317 F. St., N.W., Washington 4, D. C.
Phone: National 4901

President
R. C. Cosgrove, Avco Manufacturing Corp., Cincinnati 25, Ohio

Executive Vice-Pres.-General Mgr.
Bond Geddes, 1317 F Street, N. W., Washington 4, D. C.

Treasurer

General Counsel
John W. Van Allen, Liberty Bank Building, Buffalo 2, N. Y.

Vice-Presidents
R. E. Carlson, Tung-Sol Lamp Works, Inc., Newark 4, N. J.
A. D. Plamondon, Jr., The Indiana Steel Products Co., Chicago 2, Ill.

RMA Headquarters Staff
Bond Geddes, Secretary

Dir. of Pub. Rel. Staff Asst., Parts Div.
James D. Secrest

Editorial Assistant
Peter H. Cousins

Staff Assistant Transmitter Div.
Ralph M. Haarlander

Office Manager
Anna M. Chase

RMA BOARD OF DIRECTORS

Term Expiring 1950
E. Alschuler, Sentinel Radio Corp., Evanston, Ill.
W. R. G. Baker, Dir. of Engineering, General Electric Co., Syracuse 1, N. Y.
R. E. Carlson, Tung-Sol Lamp Works, Inc., Newark 4, N. J.
Joseph Gerl, Sonora Radio & Television Corp., Chicago 2, Ill.
H. J. Hoffman, Machlett Laboratories, Inc., Norwalk, Conn.
George Lewis, Federal Telephone & Radio Corp., New York 4, N. Y.
Ray H. Manson, Stromberg-Carlson Co., Rochester 3, N. Y.
H. C. Mattes, Belmont Radio Corp., Chicago 39, Ill.
Ray F. Sparrow, P. R. Mallory & Co., Inc., Indianapolis 6, Ind.

Term Expiring 1951
Benjamin Abrams, Emerson Radio & Phonograph Corp., New York 11, N. Y.
W. J. Barkley, Collins Radio Company, New York 18, N. Y.
H. C. Bonfig, Zenith Radio Corporation, Chicago 39, Ill.
Herbert W. Clough, Belden Manufacturing Company, Chicago 44, Ill.
R. C. Cosgrove, Avco Manufacturing Corporation, Cincinnati 25, O.
S. Insull, Jr., Stewart-Warner Corporation, Chicago 14, Ill.
J. J. Kahn, Standard Transformer Corporation, Chicago 18, Ill.
W. A. MacDonald, Hazeltine Electronics Corporation, New York 18, N. Y.
A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Ill.
Glen W. Thompson, Noblitt Sparks Industries, Inc., Columbus, Ind.

Term Expiring 1952
J. B. Elliott, Radio Corporation of America, RCA Victor Division, Camden, N. J.
Walter Evans, Westinghouse Electric Corporation, Baltimore 3, Md.
Paul V. Galvin, Motorola Inc., Chicago 51, Ill.
W. J. Halligan, The Hallicrafters Co., Chicago 24, Ill.
Larry F. Hardy, Philco Corporation, Philadelphia 34, Pa.
R. E. Laux, General Instrument Corporation, Elizabeth 3, N. J.
E. A. Nicholas, Capehart - Farnsworth Corporation, Fort Wayne 1, Ind.
R. L. Triplett, Triplett Electrical Instrument Co., Bluffton, O.

RMA COMMITTEES & PERSONNEL
1948-1949

ADVERTISING COMMITTEE
(Set Division)
Chairman: Stanley H. Manson, Stromberg-Carlson Co.

Cathode Ray Safety Committee
Chairman: R. E. Carlson, Tung-Sol Lamp Works, Inc.

CREDIT COMMITTEE
Chairman: W. W. Paul, Radio Condenser Company.
Eastern Vice Chairman: G. E. Hallett, Tung-Sol Lamp Works, Inc.
Western Vice Chairman: H. N. Henrye Saller, John E. Fast & Co.

EXCISE TAX COMMITTEE
Chairman: S. Insull, Jr., Stewart-Warner Electric Div.

EXPORT COMMITTEE
Chairman: V. S. Mameyeff, Raytheon Mfg. Co.

FINANCE COMMITTEE

INDUSTRIAL RELATIONS COMMITTEE
Chairman: G. W. Thompson, Noblitt-Sparks Industries, Inc.

INDUSTRY STATISTICS COMMITTEE
Chairman: Frank W. Mansfield, Sylvania Electric Products, Inc.

LEGISLATIVE COMMITTEE
Chairman: John W. Van Allen, RMA General Counsel.

MEMBERSHIP COMMITTEE
Chairman: J. J. Kahn, Standard Transformer Corp.

SALES MANAGERS COMMITTEE (Set Division)

SCHOOL EQUIPMENT COMMITTEE
Chairman: A. K. Ward Radio Corp. of America.

Classroom Receiver Section
Chairman: S. D. Prensky, Allen B. DuMont Laboratories, Inc.

Sound Equipment Section
Chairman: Lee McCane, Stromberg-Carlson Company.

Television Section
Chairman: John H. Gansnitt, Western Electric Company, Inc.

SERVICE COMMITTEE
Chairman: A. T. Alexander, Motorola, Inc.

TELEVISION COMMITTEE
Chairman: Max F. Balcom, Sylvania Electric Products, Inc.

“Town Meetings” Committee
Chairman: R. C. Sprague, Sprague Electric Company.

Traffic Committee
Chairman: Richard C. Colton, RCA Victor Division of RCA.

RMA DIVISION ORGANIZATION
Set Division
G. M. Gardner, Chairman
Tube Division
Max F. Balcom
Transmitter Division
T. A. Smith, Chairman

Parts Division
A. D. Plamondon, Jr., Chairman

Amplifier & Sound Equipment Division
A. G. Schifino, Chairman

RMA ENGINEERING DEPARTMENT
1949-1950
Dr. W. R. G. Baker, Director, General Electric Co., Syracuse, N. Y.
Virgil M. Graham, Associate Director, Sylvania Electric Products, Inc., 40-22 Lawrence St., Flushing, N. Y.

RMA Data Bureau
L. C. F. Horle, Chief Engineer, 90 West St., New York 6, N. Y.


JOINT ELECTRON TUBE ENGINEERING COUNCIL
of
RMA and NEMA (JETEC)
Directors (JTCd)
W. R. G. Baker, General Electric Co., Syracuse 1, N. Y.
Walter Evans, Westinghouse Electric Corp., Baltimore 3, Md.

Council (JTCe)
Virgil Graham, Chairman, Sylvania Electric Products, Inc., Flushing, N. Y.
F. D. Langstroth, Lansdale Tube Corp., Lansdale, Pa.
D. D. Knowles, Westinghouse Electric Corp., Schenectady 5, N. Y.
O. W. Pike, General Electric Co., Schenectady 5, N. Y.
A. Senauke, Amperex Electronic Corp., Brooklyn 1, N. Y.
G. R. Shaw, RCA Victor Div. of RCA, Harrison, N. J.
A. K. Wright, Tung-Sol Lamp Works, Inc., Bloomfield, N. J.

STAFF (JTCs)
R. S. Burnap, Chairman (JTC7) Committee on Types Designations, RCA Victor Division of RCA, Harrison, N. J.
A. M. Glover, Chairman, (JTC4) Committee on Phototubes, RCA Victor Division of RCA, Lancaster, Pa.
F. D. Langstroth, Chairman, (JTC5) Committee on Receiving Tubes, Lansdale Tube Company, Lansdale, Pa.
H. W. Parker, Chairman, (JTC3) Committee on Vacuum Sealed Devices, Sylvania Electric Products Inc., Flushing, N. Y.
V. L. Ronci, Chairman, (JTC8) Committee on Mechanical Standardization, Bell Telephone Laboratories, Allentown, Pa.
J. R. Steen, Chairman, (JTC11) Committee on Sampling Procedure, Sylvania Electric Products Inc., Flushing, N. Y.
A. K. Wing, Jr., Chairman, (JTC1), Committee on High Vacuum Power Tubes, Federal Telecommunication Labs., Inc., Nutley, N. J.
GEORGE P. ADAIR
1833 M St., N.W., Washington 6, D. C.
Phone: Executive 1230, 5851

BEN ADLER
720 Milton Rd., Rye, N. Y.
Phone: 7-1413

LLOYD R. AMOO
3709 Carpenter, Des Moines, Ia.
Phone: 7-9272

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.
Phone: 2-7824, 7-5798, 3-8504

GEORGE B. BAIREY
1757 K St., N.W., Washington, D. C.
Phone: National 0196

LEE E. BAKER
Landers Bldg., Springfield 4, Mo.
Phone: 2-1951

WILLIAM E. BENNS, JR. & ASSOCs.
3738 Kanawha St., N.W., Washington, D. C.
Phone: ORdway 8071

BERNARD ASSOCIATES
5010 Sunset Blvd., Hollywood 27, Calif.
Phone: NOrmandy 2-6715
86 Webster Ave., Harrison, N. Y.

A. R. BITTER
4125 Monroe St., Toledo 6, Ohio
Phones: Kingswood 7631, 9541
President, A. R. Bitter

WILLIAM W. L. BURNETT
RADIO LABORATORY
4814 Idaho St., San Diego 4, Calif.
Phone: Talbot 4943

CARMINE & BITTER ENGINEERS
2332 Ontario Rd., N.W., Washington 9, D. C.
Phone: Hudson 7513

CHAMBERS & GARRISON
1519 Connecticut Ave., Washington 6, D.C.
Phone: Michigan 2261

COMMERCIAL RADIO EQUIPMENT CO.
Porter Bldg., Kansas City 2, Mo.
Phone: Logan 8821
EASTERN OFFICE
International Bldg., Washington 4, D. C.
Phone: District 1319
Everett L. Dillard, general manager

CRAVEN, LOHNES & CULVER
Munsey Building, Washington 4, D. C.
Phone: District 8215

JOHN CREUTZ
319 Bond Bldg., Washington 5, D. C.
Phone: Republic 2151

MURRAY G. CROSBY
126 Old Country Rd., Mineola, N. Y.
Phone: Garden City 7-0284

A. EARL CULLUM, JR.
Highland Park Village, Dallas 5, Tex.
Phone: Justin 8-6108
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Munsey Bldg., Washington 4, D. C.</td>
<td>Sterling 0111</td>
</tr>
<tr>
<td>DOOLITTLE RADIO, INC.</td>
<td>7421 S. Loomis Blvd., Chicago 36, Ill.</td>
<td>Radeliffe 3-4100</td>
</tr>
<tr>
<td>A. JAMES EBEL</td>
<td>212 S. Jefferson St., Peoria, Ill.</td>
<td>6-0711</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, INC.</td>
<td>927 15th St., N.W., Washington 5, D. C.</td>
<td>Republic 3833</td>
</tr>
<tr>
<td></td>
<td>President, William L. Foss; Vice-President,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>John A. Moffet; Radio Engineers, Edmund</td>
<td></td>
</tr>
<tr>
<td></td>
<td>E. Pendleton, Harold D. Plunkett.</td>
<td></td>
</tr>
<tr>
<td>GUNTNEY, RAY &amp; PRICE</td>
<td>Warner Bldg., Washington 4, D. C.</td>
<td>National 7757</td>
</tr>
<tr>
<td>GILLE BROS.</td>
<td>1108 Lillian Way, Hollywood 38, Calif.</td>
<td>Gladstone 6178</td>
</tr>
<tr>
<td>GLENN D. GILLET &amp; ASSOCIATES</td>
<td>National Press Bldg., Washington 4, D. C.</td>
<td>National 3373</td>
</tr>
<tr>
<td>PAUL F. GODLEY</td>
<td>Paul Godley Co., P. O. Box “J”,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Upper Montclair, N. J.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Laboratories: Great Notch, N. J.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Phone: Montclair 3-3000</td>
<td></td>
</tr>
<tr>
<td>DR. ALFRED N. GOLDSMITH</td>
<td>597 Fifth Ave., New York 17, N. Y.</td>
<td>Plaza 3-4150</td>
</tr>
<tr>
<td>J. B. HATFIELD</td>
<td>936 35th Ave., Seattle 22, Wash.</td>
<td>Prospect 7860</td>
</tr>
<tr>
<td>RICHARD R. HAYES</td>
<td>1608 Mardell Ave., San Antonio 1, Tex.</td>
<td>P 7287</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>815 E. 83rd St., Kansas City 5, Mo.</td>
<td>Hiland 7010</td>
</tr>
<tr>
<td>JOHN V. L. HOGAN</td>
<td>155 Perry St., New York 14, N. Y.</td>
<td>Chelsea 2-7855</td>
</tr>
<tr>
<td>W. J. HOLEY</td>
<td>1146 Briarcliff Pl., N.E., Atlanta, Ga.</td>
<td>Atwood 3328</td>
</tr>
<tr>
<td>FREDERICK S. HOWES</td>
<td>McGill Univ. Engineering Bldg.,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Montreal, Que., Canada</td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St., Arlington, Texas</td>
<td>AR 4-8721</td>
</tr>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>National Press Bldg., Washington, D. C.</td>
<td>Metropolitan 5411</td>
</tr>
<tr>
<td></td>
<td>Offices &amp; Laboratories</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1339 Wisconsin Ave., N. W., Wash. 7, D. C.</td>
<td>Adams 2414</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>40 East Ave., Riverside, Ill.</td>
<td>Riverside 6652</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N. W., Washington, D. C.</td>
<td>Sterling 7932</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., 13th &amp; E Sts., N. W.,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington 4, D. C.</td>
<td>National 6513</td>
</tr>
<tr>
<td>WORTHINGTON C. LENT</td>
<td>5209 Roosevelt St., Bethesda, Md.</td>
<td>OLiver 3300</td>
</tr>
<tr>
<td>MASPETH TELEPHONE &amp; RADIO CORP.</td>
<td>112 Ashland Pl., Brooklyn 1, N. Y.</td>
<td>MAin 4-2982</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F. St., N.W. Washington 4, D. C.</td>
<td>Republic 3984</td>
</tr>
<tr>
<td>WINFIELD SCOTT</td>
<td>McCACHREN &amp; ASSOCIATES</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2404 Columbia Pike, Arlington, Va.</td>
<td>Glebe 9096</td>
</tr>
<tr>
<td>McINTOSH &amp; INGLIS</td>
<td>710 14th St., N.W., Washington, D. C.</td>
<td>Metropolitan 4477</td>
</tr>
<tr>
<td></td>
<td>Lab.: 910 King St., Silver Spring, Md.</td>
<td>Juniper 5-9200</td>
</tr>
<tr>
<td>Name and Address</td>
<td>Phone/Address</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>Republic 7236,8296</td>
<td></td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>District 1205, 1407 Pacific Ave., Santa Cruz, Calif. Phone: 5040</td>
<td></td>
</tr>
<tr>
<td>PHILIP MERRYMAN &amp; ASSOCIATES</td>
<td>Dobbs Ferry 3-2373</td>
<td></td>
</tr>
<tr>
<td>E. C. PAGE CONSULTING RADIO ENGINEERS</td>
<td>Executive 5670</td>
<td></td>
</tr>
<tr>
<td>DALE POLLACK</td>
<td>Pequot Ave., New London, Conn. Phone: 2-4221</td>
<td></td>
</tr>
<tr>
<td>PREISMAN &amp; BISER</td>
<td>Adams 7299</td>
<td></td>
</tr>
<tr>
<td>RADIO ENGINEERING CO.</td>
<td>Market 1-8171</td>
<td></td>
</tr>
<tr>
<td>GARO W. RAY</td>
<td>Bridgeport 7-2460</td>
<td></td>
</tr>
<tr>
<td>WILLIAM E. RICHARDSON</td>
<td>Cherry 4070</td>
<td></td>
</tr>
<tr>
<td>ANDREW D. RING &amp; CO.</td>
<td>2347, 6800 Fairfax Rd., Bethesda 14, Maryland Phone: Wisconsin 3993</td>
<td></td>
</tr>
<tr>
<td>HAROLD B. ROTHROCK</td>
<td>4270</td>
<td></td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>888</td>
<td></td>
</tr>
<tr>
<td>SILLMAN &amp; BARCLAY</td>
<td>Republic 6646</td>
<td></td>
</tr>
<tr>
<td>HAROLD C. SINGLETON</td>
<td>127, Portland 1, Ore. Phone: 6364, Beacon 1201</td>
<td></td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>Executive 8073</td>
<td></td>
</tr>
<tr>
<td>T &amp; T RADIO MEASUREMENTS CO.</td>
<td>Compton Blvd., Compton 1, Calif. Phone: Nevada 6-3170</td>
<td></td>
</tr>
<tr>
<td>ARCHE R S. TAYLOR</td>
<td>1479 Missoula, Mont. Phone: 8562</td>
<td></td>
</tr>
<tr>
<td>UNIVERSAL RESEARCH LABORATORIES</td>
<td>Main 184, Ext. 50</td>
<td></td>
</tr>
<tr>
<td>ERNEST J. VOGT</td>
<td>Michigan 4151</td>
<td></td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>1728 Wood St., Dallas 1, Tex. Phone: Riverside 3611</td>
<td></td>
</tr>
<tr>
<td>MARTIN R. WILLIAMS</td>
<td>Riley 8057</td>
<td></td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Blackhawk 22</td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W., Washington 5, D. C. Phone: Decatur 1232</td>
<td></td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>7161</td>
<td></td>
</tr>
<tr>
<td>W. M. WITY</td>
<td>Lakeside 7118</td>
<td></td>
</tr>
</tbody>
</table>
Chief Engineers

Of Radio Stations in the United States

As of January 1, 1950

**Alabama**

Anderson, Gaston, JR............ WSWD, Gadsden
Atkins, Thomas H................. WBOB, Anniston
Bachman, Arthur............... WKUL, Cullman
Bingham, Peter............... WJOI, Florence
Bishop, J. Die.............. WCTA, Andalusia
Brennan, William J........... WYOK, Birmingham
Bryant, Les.................. WJMW, Athens
Carter, Lester............... WKLF, Clanton
Chastain, Hugh G............. WULA, Eufaula
Cobbie, J. G................. WJRD, Tuscaloosa
Cole, Richard M............. WKRG, Mobile
Copeland, J. J.............. WBB, Jackson
Craig, R. D................ WBEJ, Birmingham
Evans, James L............. WAPJ, Birmingham
Evans, Jimmy.............. WAFM-TV, Birmingham
Fisher, John L............. WBTB, Tallahassee
Garrison, John.......... WFUN, Huntsville
Gilchrist, Joe W............ WTFE, Troy
Hamann, G. P.............. WBRW-TV, Birmingham
Hawksins, Stanley L......... WAKX, Birmingham
Hein, Ed.................. WOOF, Dothan
Hermon, Charlie........... WGAU, Auburn
Hubbard, John T............ WAGF, Dothan
Hudson, James................ WMIA, Anniston
Hurley, N. H.............. WAFM-TV, Birmingham
Hurley, Raymond........... WLAL, Mobile
Kelly, Thomas F., Jr....... WHBB, Selma
Lamar, John............... WMGY, Montgomery
Lehr, Owen............... WAPX, Montgomery
McKenna, Patricia, B........ WBBM, Anniston
McLellan, Charles G........ WYWR, Russellville
McMorran, Lynn............. WLAI, Muscle Shoals
Miller, Edwin R............ WFMX, Florence
Miller, Eugene.............. WKB, Mobile
Murphree, W. H............. WABB, Mobile
Norris, Frank.............. WHOS, Decatur
Pebworth, Howell E......... WPEB, Sylacauga
Roberts, Ray............ WHBS & WHBS-FM, Huntsville
Rosier, J. V.................. WMSL, Decatur
Shelkofsky, Clifford........ WSYM, Montgomery
Stower, James S., Jr.... WMLS, Sylacauga
Todd, T. H................ WTBG, Tuscaloosa
Townshend, John........... WGWC, Selma
Wadkins, J. O., Jr........ WNOB, Montgomery
Weatherly, W. D........... WCOV, Montgomery
Welch, William E........... WJHO, Opelika
Whatley, James W............. WRFS, Alexander City

**Arizona**

Anderson, A. C.................. KTAR, Phoenix
Ciminioiorti, Vencrs........ KOPO, Tucson
Edwards, Marvin............. KRXI, Phoenix
Fernhough, Wayne........... KSNV, Coolidge
Greenhaw, Benny............ KNOG, Nogales
Hanes, Herb J............... KBJB, Globe
Heidrick, Rick............ KAVT, Douglas
Holschaw, Raymond H...... KOA, Tucson
Hurlbut, Phillip R........... KTKT, Tucson
Karpisek, William J...... KAVA, Tucson
Livingston, Cliff........ KTOC, Tucson
Miller, Clifford R........ KOY, Phoenix
Nagle, John E............... KYCA, Prescott
Shepherd, Miles L........... KOOL, Phoenix
Strotman, Ben............. KSUN, Bisbee

**Arkansas**

Butler, Earl.................. KXLR, Little Rock
Causey, Don................ KHOZ, Harrison
Decker, A. P................ KFFA, Helena
Dilliplain, V. L........... KWEM, West Memphis
Dotson, George............. KRGV, Lafayette
Hutter, Dorris C............. KAMD, Camden
Jackson, Jesse............. KDBS, Paragould
Kunkel, Willard E......... KFPW, Fort Smith
Long, John.................. KLBC, El Dorado
Mills, Charles............. KCHL, Little Rock
Penix, Charles............. KCLA, Pine Bluff
Platt, Robert W............ WFSA, Ft. Smith
Skinner, Marion........... KCLN, Blytheville
Smith, Cecil E............. KUGA, Siloam Springs
Snied, William......... KXRJ, Russellville
Suit, Cecil L............. KTIS, Hot Springs
Summers, E. H............. KVRB, Arkadelphia
Tate, Frank................. KLPP, Ft. Smith
Tracy, Kermit.............. KLWA, Little Rock
Warden, Jack.............. KWKU, Stuttgart
Wolfe, Ray................. KVMA, Magnolia
Wilson, Tom............... KWEK, Hot Springs
Winn, Dan L................. KARK, Little Rock

**California**

Rates, William H., Jr........ KTRB, Modesto
Beavers, M. R.............. KYOS, Merced
Berger, Ewald............ KXOA, Sacramento
Berger, Wlatt............. KXOB, Stockton
Black, H. Nell............ KSAM, Salinas
Blatterman, H. L........... KFPI, Los Angeles
Brook, George W........... KRNQ, San Bernardino
Brower, Arbel............. KRES, Los Angeles
Bulkeley, Thad............ KERO, Bakersfield
Caldwell, P. G............. KECA-KECA-TV, Hollywood
Carruthers, Walter......... KJHL, Los Angeles
Chew, Thurston............ KFMB, WFMF-TV, San Diego
Choute, Forrest T......... KDB, Santa Barbara
Clark, Robert W............ KNBH, Hollywood
Collins, William G........ KGB, San Diego
Cormack, Alan............. KCB, San Jose
Cranbury, Luther........... KGER, Long Beach
Dean, Elbert............ KARM, Fresno
Downey, C. E............. KROW, Oakland
Evans, A. E................. KGNO, San Francisco
Ewing, George............ KFXM, San Bernardino
Felix, Dean.............. KFYO, Los Angeles
Freer, Willis O............. KRRK, Los Angeles
Frisk, Cal................. KGIL, San Fernando
Fritch, Harvey............ KALI, Pasadena
Frohlich, Ted............ KSKY, Bakersfield
Fulwood, Fred............. KWTC, Barstow
Glass, Frank............. KXXR, San Jose
Gregg, Paul............. KWBQ, Oakland
Greene, Ely................. KGMD, Stockton
Guenther, Stanley G........ KVOE, Santa Ana
Hall, J. M.................. KCOB, Antioch
Harel, Napa................. KSRO, Santa Rosa
Harrigan, Vern.............. KUSU, Susanville
Houston, Hal............. KRON-TV, San Francisco
Isherwood, A. A............ KXJO, El Centro
Jacobsen, Dick.......... KXAE, Antelope
Johnston, Lee............. KEEN, San Jose
Johnston, Seymour........ KFPI, Los Angeles
Jury, Harold.............. KTLS, Hollywood
King, Lane................. KLBF, Red Bluff
Leake, Elton T............ KELB, Kalamazoo
McIntosh, Donald C........ KCMJ, Palm Springs
Mckinney, Hampton........ KTP, Porterville
McQuerry................. KNVC, Marysville
Maginnis, Wm.............. KSYO, Yreka
Mason, Curtis............. KPI, Los Angeles
Martin, J. Howard........ KROY, Sacramento
Mealey, Robert L........... KFAM, San Francisco
McCauley, A. W............ KWSU, San Luis Obispo
Milton, Vern............. KSRO, San Diego
Montfort, R. A............ KTTV, Hollywood
Moran, Robert............ KEXL, Los Angeles
Morecroft, John............. KWL, San Diego
### Tennessee

- Andrews, Fred M.
- Baker, R. E.
- Barnes, B. H.
- Bond, E. R.
- Bryan, F. D.
- Burks, Martin Comon, J.
- Callahan, John
- Cate, J. B.
- Deaderick, J. G.
- Evans, Ray
- Frisbee, E. C., Jr.
- Freeman, Charlie
- Garland, O. K.
- Gordon, Robert M.
- Griffin, Oscar C., Jr.
- Harris, Kenneth
- Hobbs, W. H.
- Hooper, T. E.
- Horton, J. Rex
- Jones, E. B.
- Jones, Charles W.
- Jones, Milton L.
- Lamarr, Curtis
- Moggrell, Milton
- Marsh, William
- Morrow, C. W.
- Owen, W. Roy
- Paul, Marvin L.
- Reynolds, George
- Robinson, Russ
- Roy, W.
- Sessaman, Bob
- Spraggins, Carl
- Spruill, Richard
- Stuckey, M. G.
- Stuart, William D.
- Thomas, James
- Tucker, Ernest
- Turner, J. W.

### Texas

- Adams, John
- Allen, J. T.
- Atkins, James L.
- Balch, H. B.
- Bannister, John
- Barton, Morris, Jr.
- Beck, A.
- Benson, Robert
- Benson, Stan
- Bledsoe, W. S.
- Blocker, Raymond
- Boatright, Norris Glenn
- Bohne, Paul
- Bond, Ted
- Brady, Charles L.
- Brummond, Broyles
- Casey, Curtis
- Case, John B.
- Chase, Warren
- Childress, Jerry
- Clay, R. L.
- Clyce, Tom
- Collins, J. W.
- Collins, Bud
- Collins, Raymond
- Cornelius, E. R.
- Crossland, J. D.
- Crowe, John R.
- Cuesta, Nestor Fort
- Daniels, Paul H.
- Daugherty, Marvin
- Davis, O. P.
- Dickson, Donnell D., Jr.
- Dorn, Perry
- Dove, Jesse
- Easterwood, Marvin J.
- Ezell, Tom
- Ellis, Glenn
- Fones, Henry N.
- Fritts, Norbert
- Gomez, E. L.
- Griffith, Harold
- Grubbs, L. R.
- Harrill, W. H.
- Hearn, A. B.
- Hicks, Bob
- Hill, Fred
- Hopkins, E. C.
- Hopkins, Jack
- Horvath, Steve
- Hubbard, Paul
- Hulford, Paul
- Ing, George
- John, Tom
- Jones, Andrew M.
- Jones, S. Harold
- Kelli, Carl
- Krueger, Herman
- Krueger, Walter C.
- Lewis, James E.
- Lively, E. Noel
- McKinney, William M., Jr.
- Martin, Cordell
- Mason, A.
- Maxwell, Kent
- Meiners, William
- Middlebrook, George
- Miller, Joe
- Ming, Morris M.
- Murray, Frank P.
- Nall, Cozzens
- Nichols, Norman A.
- Norris, Clark
- Pearson, Parsons
- Paterson, James T.
- Peak, Don
- Poteet, William
- Potirik, Hall
- Rains, George W.
- Richardson, Jimmie
- Robertson, Harvey
- Rodgers, Loy E.
- Rowlins, John
- Sanford, A. M.
- Scharath, Alfred W.
- Seals, G. E.
- Siercy, John
- Simms, Jesse
- Simpson, James
- Sloan, R. S.
- Smith, George W., Jr.
- Smith, James R.
- Smith, Leon
- Smith, R. E.
- Soule, David
- Stewart, A. W.
- Surgers, Charles
- Talbott, Edward P.
- Thompson, Coy
- Torrey, W. H.
- Trigg, Bob E.
- Tucker, D. J.
- Walker, M. D.
- Walton, K. J.
- Weaver, Fred
- Webb, Richard L.
- Wheeler, Harvey
- Wileman, R. A.
- Wiley, Herbert T.
- Wiltz, Frank, Jr.
- Wommack, David
- Wood, Frank
- Zackery, James
- Zuehl, Richard

### Utah

- Bell, C. Wendell
- Booth, Wayne
- Clayton, Vincent
- Coezens, W. D.
- Hansen, David I.
- Hansen, David I.
- Keyes, Henry
- North, Merlin
- Oleson, Del Monte

### Additional Information

- Arkansas TV Stations
- Connecticut TV Stations
- Florida TV Stations
- Georgia TV Stations
- Illinois TV Stations
- Indiana TV Stations
- Iowa TV Stations
- Kansas TV Stations
- Kentucky TV Stations
- Louisiana TV Stations
- Maine TV Stations
- Maryland TV Stations
- Massachusetts TV Stations
- Michigan TV Stations
- Minnesota TV Stations
- Missouri TV Stations
- Montana TV Stations
- Nebraska TV Stations
- Nevada TV Stations
- New Hampshire TV Stations
- New Jersey TV Stations
- New Mexico TV Stations
- New York TV Stations
- North Carolina TV Stations
- North Dakota TV Stations
- Ohio TV Stations
- Oklahoma TV Stations
- Oregon TV Stations
- Pennsylvania TV Stations
- Rhode Island TV Stations
- South Carolina TV Stations
- South Dakota TV Stations
- Tennessee TV Stations
- Texas TV Stations
- Utah TV Stations
- Washington TV Stations
- West Virginia TV Stations
- Wisconsin TV Stations
- Wyoming TV Stations

- KAAL, Des Moines
- WAKT, Fort Worth
- WXIA, Atlanta
- WJAR, Providence
- KXMB, Kansas City
- WABC, New York
- WBBM, Chicago
- WOR, New York
- KJRH, Houston
- KSDK, St. Louis
- WBAL, Baltimore
- WTAE, Pittsburgh
Sylvania's outstanding television picture tubes

When 28 nationally known television set makers specify Sylvania television tubes for their sets, you have a sure indication of their excellent quality.

If you wish full information about the entire line of Sylvania Cathode Ray Tubes, made by the manufacturers of highest quality radio tubes for many years, write Sylvania Electric Products Inc., Cathode Ray Division, Emporium, Pa.
Admiral Corporation
3800 Cortland St., Chicago 47, Ill.
President: Ross D. Siragusa
Vice-President: John B. Huarisa
Vice-Pres., Radio Div.: Richard A. Graver
Vice-Pres., Appliance Div.: L. H. D. Baker
Vice-Pres., Chg. Sales: W. C. Johnson
Treasurer: L. C. Parks
Dir. of Engineering: Ken Turner
Dir. of Adv.: Seymour Mintz
Dir. of Public Relations: R. J. Bamberg
Asst. Adv. Mgr.: Jhon Wm. Walt
TV Promotional Mgr.: E. J. Sherwood
Secretary: Ken Turner
Asts. Sec. & Asst. Treas.: R. F. Dooley
Purchasing Agent: Frank Kazda
Service Manager: M. J. Schinke

PRODUCTS: Receiving sets, radio-phono combinations, FM receiving sets, record players, portable, table, console and console TV receivers, Dual-Temp refrigerators, electric ranges.

Allan Bradley Company
136 W. Greenfield Ave., Milwaukee 4, Wis.
President: Mitchell 5-5151
Vice-President: F. F. Loom
Radio Sales Mgr.: D. S. W. Kelly
Chief Engineer: J. J. Mellin
Credit Manager: E. M. Kroening
Purchasing Agent: Therion C. Child
Advertising Mgr.: A. H. Fensholt
Industrial Relations Mgr.: George Megow
Export Mgrs.: Rockne Intern't 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.
333 W. Jackson Blvd., Chicago, Ill.
President: A. D. Davis
Treasurer: A. E. Davis
Purchasing Agent: A. Brodsky
Advertising Manager: J. W. Rubin
Sales Manager: S. H. Levey

PRODUCTS: Knight wire recorder, Knight tape recorder, Knight Hi-Fi amplifier, Knight TV console, Knight TV chassis.

American Structural Products Co.
subsidiary of
Owens-Illinois Glass Co.
Box 1035, Toledo 1, O.
President: S. J. McGieveran
Gen. Sales Mgr.: E. B. Dennis, Jr.
Industrial & Electronics
Sales Mgr.: J. P. Kearney
Sales Promotion Mgr.: Harlan Hobbs

PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

Amperex Electronic Corp.
25 Washington St., Brooklyn 1, N. Y.
President: Samuel Norris
Sales Manager: S. Weston
Purchasing Agent: L. R. Calmel
Export Managers: Rocke International

PRODUCTS: Electronic tubes for communication, industrial TV, electro-medical and special purposes.

American Television & Radio Co.
300 East Fourth St., St. Paul 1, Minn.
President: Samuel Norris
Vice-President: Albert A. Goffstein
Chief Engineer: Albert A. Goffstein
Credit Manager: Henry Blebren
Purchasing Agent: Albert A. Goffstein
Export Managers: Lincoln Export Co.
Service Manager: Allan Degnan

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

American Transformer Co.
178 Emmet St., Newark 5, N. J.
President: Walter Garlick, Jr.
Sales Mgr. Industry Sales: T. W. Staub
Mgr. Electronic Sales: F. K. Hankinson
Mgr. Electronic Apparatus: John F. Harris
Comptroller: John M. Wollmer
Ind. Rel. Mgr.: Fred H. Canfield
Purchasing Agent: E. H. Bard

PRODUCTS: Dry Type Transformers: Light and Power, Specialty, Airborne, Transformers and Reactors, Instrument, Electronic,
Regulator (Transstate, Rotary, Oil or Abestol Immersed Transformers; Distribution, Power, Specialty, Network, Instrument, Electronic (Plate, Filament and Audio-Filter and Audio Reactors), Regulators (Transstatc), Apparatus: Rectifiers, Regulators (automatic and motor operated), Wave Filters, Amplifiers, Test Sets, Weldings and Soldering Sets, Receiver Transformers and Reactors.

Amy, Aceves & King, Inc.
11 W. 42 St., New York 18, N. Y.
Phone: LOngeac 5-6622
President ..................Ernest V. Amy
Pur. Agt. & Credit Mgr. ....Frank King
Chief Engineer ............Julius G. Aceves
Sales Manager ............F. A. Klingenschmitt

PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

Andrea Radio Corp.
27-01 Bridge Plaza North, L.I.C., N.Y.
Phone: STillwell 4-5411
President ..................Frank A. D. Andrea
Sales Manager ............Lynn Eaton
Chief Engineer ............Harold J. Heindel
Credit Manager ...........Victor J. Buck
Purchasing Agent ..........Bruce B. Donald
Industrial Relations Mgr...John Andrea
Export Manager ..........Ramon Masvidal

PRODUCTS: Radio and TV receivers and phone combinations.

Andrew Corporation
363 E. 75 St., Chicago 19, Ill.
Phone: TRiangle 4-4400
Chairman, Bd. of Dir...Dr. V. J. Andrew
President ................Mrs. A. S. Andrew
Director of Sales Eng.....C. R. Cox
Production Mgr. ...........D. M. Smith
Chief Engineer ............J. S. Brown
Controller ..................W. J. Mather

PRODUCTS: Coaxial transmission line FM-AM-TV, antennas FM broadcast, antenna phasing equipment and accessories, RF inductors (miscellaneous types), tower lighting equipment, indicating devices (misc), monitoring equipment, relays, transformers, UHF equipment and accessories.

Ansley Radio & Television, Inc.
41 St. Joe's Ave, Trenton 9, N. J.
Phone: TRenton 4-1175
President ..................Bernard Fein
Sales Manager ............Al Jacobs
Purchasing Agent ..........Wilbur F. Kearney
Advertising Mgr. ..........A. T. Robinson
Traffic Manager ...........T. Kiger

PRODUCTS: AM-FM console with phonograph; TV, table, console; FM table, FM console, AM-FM console; FM console with phonograph, AM-FM console with phonograph.

The Astatic Corporation
Harbor & Jackson Sts., Conneaut, O.
Phone: 12-656
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. Sample
Personnel Director ..........F. H. Kuhlman

PRODUCTS: Ceramic, crystal and dynamic microphones; Ceramic, crystal and magnetic phonograph pickups and cartridges, Crystal and magnetic recording heads; Microphone stands and accessories; All channel TV booster.

Audak Company
500 Fifth Ave., New York 18, N. Y.
Phone: LA 4-3723
President ..................Maximilian Weil
Vice-President .............G. V. Sullivan
Advertising ................Hart Lehman
Secretary ...................J. C. Parvey

PRODUCTS: Electronic reproducer and recording heads.

Audio Devices, Inc.
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973
President ..................Wm. C. Speed
Vice-President-Sec ..........Bryce Haynes

BRANCH OFFICE: Allan H. Bodge, West Coast Mgr., 444 Seward St., Hollywood, Calif.

PRODUCTS: Recording discs (audio-discoes), recording and playback points (audio-points), audio tape.

Audio Masters Co.
23 W. 45th St., New York 19, N. Y.
Phone: PLaza 7-3224
President ..................Herbert Rosen

PRODUCTS: Play-back machines, tape recorders.

Audio & Video Products Corporation
1650 Broadway, New York 19, N. Y.
Phone: PLaiza 7-0780
Pres. & Gen. Mgr..........Charles E. Rynd
V. P. & Treas..............Thomas P. Robinson
Vice-President ............Fred M. Thrower
Vice-Pres. (Engrg.) ..........W. Oliver Summerlin
Vice-President (Sales) ......Russell O. Hudson

PRODUCTS: Ampex magnetic tape recorders, Altec Lansing equipment, recording tape and accessories.

Automatic Manufacturing Corp.
65 Bouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100
President ..................Martin H. Benedek

PRODUCTS:
Vice-Pres., Charge of Sales....Bert E. Smith  
Chief Engineer.........Joseph R. Mazzola  
Credit Mgr................M. E. Silver  
Purchasing Agent..............J. A. Heimbruch  

PRODUCTS: Mica trimmer condensers, intermediate frequency coils, radio frequency coils, K-trans.

Joseph Calif. Md.  
J. W. M. Beasley  
M. J. H. Burnett  
F. fine  
C. George  
to receivers,  
G. E. F. A.  
G. H. Helen  
R. solid  
Omberg  
A. F. W. B.  
R. A. G.  
C. J. W.  
Dallas,  
Sidney W.  
John A.  
H. Lincoln  
R. J. James  

TV

Vice-Pres. & Chief Eng......Lincoln Nash  
Purchasing Agent..............Helen Anthony  

PRODUCTS: High quality audio amplifiers.

Brook Electronics, Inc.  
34 DeHart Pl., (Box 491), Elizabeth 2, N. J.  

Phone: Elizabeth 2-7600  

President .........................N. Dinion  
Vice-Pres. & Chief Eng.......Lincoln Nash  
Purchasing Agent..............Helen Anthony  

PRODUCTS: High quality audio amplifiers.

Browning Laboratories, Inc.  
750 Main St., Winchester, Mass.  

Phone: Winchester 6-2121  

President .........................G. H. Browning  
Vice-President ..................R. L. Purrington  
Chief Engineer .................F. A. Spindell  
Production Manager ..........J. C. Sullivan  
Head Test Dept................H. L. Smith  
Credit Manager.................C. W. Craven  

PRODUCTS: FM tuners, FM-AM tuners; Frequency meters, cathode ray oscilloscopes, 60-cycle calibrators, regulated power supplies and square wave generators, super high frequency signal generators, frequency calibrators, capacitance relays, electronic capacitance alarm systems.

William W. L. Burnett Radio Lab.  
4814 Idaho St., San Diego 4, Calif.  

Phone: Talbot 4943  

Owner-Chief Eng.....William W. L. Burnett  

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 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..................G. H. Budd  
Credit Manager.................M. F. Schneck  
Purchasing Agent...............F. A. Bundy  
General Superintendent .......G. M. Cooper  
Industrial Relations Mgr......A. M. Daily  
Export Manager................W. A. Nicely  
Traffic Manager...............R. I. Corner  

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Bendix Radio Broadcast & Television Division  
(Bendix Aviation Corporation)  
East Joppa Rd., Towson 4, Md.  

General Manager..............W. A. Mara  
General Sales Mgr.............E. C. Bonia  
TV Sales Manager...............J. O'Connor  
Credit Manager ...............H. F. B. Kerr  
Chief Engineer.................F. R. Norton  
Adv. & Sales Promotion Mgr...W. C. Lederer  

PRODUCTS: Steel erectors (radio towers and antennas.)

Bendix Radio Communications Division  

General Manager..............E. K. Foster  
General Factory Manager .....E. F. Kolar  
General Sales Manager.......J. W. Hammond  
Dir. of Eng. & Research .......W. L. Webh  
Chief Eng. Com. Products.....A. E. Abel  
Chief Research Eng..........A. C. Omberg  
Dir. of Ind. Relations ......M. M. Hughes  
Traffic Manager..............George Peters  

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, TV receivers, headphones, microphones.

William Brand & Co.  
276 Fourth Ave., New York 10, N. Y.  

Phone: O'Richard 4-6900  

Partners,  
William Brand, William Naumburg, Jr.  
Sales Manager.............R. H. Robinson  

PRODUCTS: Flexible Oil Varnished Electrical Insulating Tubing; Saturated Sleving; Varnished Glass Tubing; Extruded Plastic Tubing; Mica Plate, Segments and Punched Products; Mica Condenser Films; Block Mica and Punched Forms; Varnished Cambric, Paper, Tapes; Electrical Insulation Composites; Wire Markers; Wire, Polyvinyl Insulated; Specializing in fine guages of solid and stranded conductor construction. Wire, Polyethelene Insulated for High Voltage and Transmission Use—both Jacketed and Un-Jacketed Types.
Clarostat Mfg. Co., Inc.
Dover, N. H.

President ...................... Victor Muecher
Sales Mgr. Distributors
Div. .......................... E. Chamberlain
Secretary ..................... Charles H. Burnell
V. P.-Chief Engineer ............. George Muecher
V. P. Chg. Sales ................. I. J. Youngblood
PRODUCTS: Fixed and variable power resistors, power rheostats, decade boxes, wire wound potentiometers, "T" "L" eim pads, 25 and 10 watt attenuators, special resistor products, and composition potentiometers.

Capelhart-Farnsworth Corp.
3702 E. Pontiac St., Fort Wayne, Ind.

President .................... Ellery W. Stone
Exec. V. P. .................... David R. Hall
Asst. to Pres. ................. Edwin A. Nicholas
V. P. (Research) .............. Philo T. Farnsworth
V. P. (Mfg.) ................... William Clansen
V. P. .......................... Henry C. Roemer
Comptroller .................. W. F. Haeppner
Treasurer ..................... Paul H. Hartman
Secy. & Asst. Treas. .......... Chester H. Wiggan
Asst. Comptroller ............. Roy H. Workman
Asst. Treasurer ............... John J. Brosnan
Asst. Treasurer ............... Edmund H. Dufau
Asst. Secretary ............... C. Douglas Webb
Asst. Secretary .............. Dudley M. Day
Chief Engineer, Electronics
Apparatus Div. ................ J. C. Ferguson
Chief Engineer, Radio
Television Dept. .............. Maurice Alexander
Sales Manager ................. C. R. Ward
Sales Promotion Mgr. ......... Jack L. Hobby
Advertising Manager .......... Stanley Morrow
Merchandise Mgr. .............. J. C. Hunter
Mgr, Mobile Communications
Division ....................... John A. Curtis
Dir. of Purchases ................ E. S. Needler
Credit Manager .............. Arthur E. Sibley
PRODUCTS: Grand Prix TV receivers, AM-FM radiophonographs, cathode ray tubes, record changers, industrial TV systems (Utiliscope), TV transmitting equipment, TV studio equipment, TV telemetering equipment, FM transmitters, railroad communications equipment, railroad music and radio program distributing systems.

Collins Radio Co.
855–35th St., N. E., Cedar Rapids, la.

President ...................... Arthur A. Collins
Executive V. P. (New York) .... W. J. Barkley
Vice-Pres.-Gen. Mgr. ............ R. S. Gates
V. P. Chg. Engr. & Mfg. ........ J. M. Craft
Secretary-Treasurer ............. S. J. Storm
PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

Colonial Radio Corp.
A Wholly-Owned Subsidiary of
Sylvania Electric Products, Inc.
254 Rano St., Buffalo 7, N. Y.
Phone: VI 2450

President ...................... E. E. Lewis
Executive V. P. ................ J. H. Quick
V. P. & Treasurer ............... H. E. Riordan
V. P. of Operations .......... A. G. Godwin
V. P., of Engineering ......... H. MacLatchie
V. P., Planning & Procurement .......................... H. J. Kenworthy
Controller ..................... M. B. Chesney
Comptroller ................... M. B. Chesney
Director of Sales ............... J. K. McDonough
Service Manager ............... R. K. Pew
Director of Industrial Relations .................. H. S. Hagen


Columbia Records, Inc.
1473 Barnum Ave., Bridgeport 8, Conn.

President ...................... Edward Wallerstein
V. P. in Chg. of Sales ............. Paul E. Southard
V. P. in Chg. of Mfg. and Engineering ............... J. H. Hunter
Dir. of Research ................. William Bachman
Treasurer ..................... William Wilkins
Dir. of Purchases ................ Robert P. Robinson, Jr.
Advertising Mgr. ............... Albert Earl
Export Mgr. .................... Ralph Alarcon
Ind. Rel. Mgr. .................. K. Raine
Service Mgr. ................... William Madeburg
Traffic Manager ............... Lou Morrison

Continental Electric Co.
715 Hamilton St., Geneva, Ill.

Phone: Geneva 4140

President & Treasurer .............. Milton Runtenberg
Vice-Pres.-Production .......................... V. A. Carpenter
Secretary & Asst. Treas. .............. J. E. DeVleshowor
Chief Engineer .......................... J. H. Cone
Sales Engineer ..................... J. S. Kirk
Sales Manager ...................... E. C. Hanson
PRODUCTS: Phototubes, rectifier tubes, thyatrons and special electronic tubes.

Continental Electronics Mfg. Co.
1728 Wood St., Dallas 1, Texas

Phone: Riverside 3611

President ...................... James O. Weldon
Equipment Manufacturers

Doolittle Radio Inc.
7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: RAdeleffe 3-4100

President .................. E. M. Doolittle
Gen. Manager ................ M. E. Montgomery

PRODUCTS: Complete line of equipment for two way FM communications service including central stations up to and including 250 watts, and mobile equipment of 30 and 60 watts in 30-40 mc range, and 30 watts in 150-160 mc range. Doolittle FD-12 frequency & modulation monitor, four channels any frequencies between 25 and 170 mc. Doolittle PJZ-1A and PJZ-11 "littlefone" equipment, nine pounds of power providing complete two way communication between 25 and 50 mc, and 150 to 160 mc, with squeal, wet battery re-chargable operation.

Hugh H. Eby, Inc.
Phone: DAvenport 4-7000

President .................. James L. Hawley
Gen. Mgr. .................. George H. Rich
Engineer .................. E. Ritter
Credit Mgr. ................ Wm. T. Lodwig
Secretary .................. T. J. Mullaney
Sales Mgr. ................ W. J. Sharp
Purchasing ................ Robert E. Weber

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical), true shields, metal stampings.

Allen B. Du Mont Laboratories,Inc.
Bloomfield Ave. & Shafto St., Clifton, N. J.
Phone: SHerwood 2-7400

President .................. Allen B. Du Mont
Vice-President ................ Leonard F. Cramer
Director of Research, Thomas T. Goldsmith
Asst. to Pres. ................ Stanley F. Patten
Mgr., Mfg. Divisions except
TV Receiver ................ C. Edwin Williams
Controller ................ B. L. Graham
Credit Manager ................ M. Morgan
Director of Personnel ........ Harry Houston
General Supt. ................ Bruce T. Du Mont

TV Receiver Manufacturing Div.
Market St., East Paterson, N. J.
Manager .................. Ricardo Muniz
Manufacturing Mgr. .......... Morris Spector
Chief Engineer ............... Irving E. Lempert
Purchasing Agent ............ William Paton

TV Receiver Sales Div.
Market St., East Paterson, N. J.
Manager .................. Ernest A. Marx
Sales Manager .............. Walter L. Stickel
Adv. & Sales ................
Promotion ................ Henry R. Geyelin, Jr.
Service Manager ............ E. W. Merriam

FM console, AM-FM console with phonograph record players. TV tuning units.

Crosley Division-AVCO Mfg. Corp.
1329 Arlington St., Cincinnati 25, O.
Phone: KBry 6600

Vice-Pre. & Gen. Mgr. .... John W. Craig
Vice. Pre. & Gen. Sales Mgr. Wm. A. Bleece
Gen. Works Mgr. .............. J. C. Stagg
Controller .................. Harold B. Newell
Director of Engineering & Research ........ Lewis M. Clement
Director of Purchases ........ Frank W. Warner
Director of Industrial Relations ...... Paul W. Deuber
Asst. Gen. Sales Mgr-In
Charge of Adv. ................ V. C. Havens
Mgr. Radio & TV Section ...... L. E. Septer
Credit Manager ............... John J. Hope, Jr.
Director of Exports .......... Douglas C. Lynch
Service Dept. Mgr. .......... Harold A. Newell
Traffic Dept. Mgr. .......... Frank C. Pirtland

President, Crosley Broadcasting
(Subsidiary) ................ Robert E. Dunville

PRODUCTS: Receivers: battery, table, portable AC-DC; radio, AM midget, AM table with phonograph, AM-FM console with phonograph, AM-FM table, AM console with phonograph, TV, table, console, FM table,
Electronic Parts Div.
Market St., East Paterson, N. J.
Manager ..................Paul Ware
Sales Manager ..............Harry Van Rensselaer
Chief Engineer ..............Harvey Mensch
Manufacturing Mgr...........Charles Seelig

TV Transmitter Div.
1000 Main Ave., Clifton, N. J.
Manager ..................Herbert E. Taylor
Sales Manager ..............James Tharp
Chief Engineer ..............Gordon Gregory
Manufacturing Mgr...........Chester E. Greenwood
Purchasing Agent ...........Lawrence A. Fuller

Electronic Instrument Div.
1000 Main Ave., Clifton, N. J.
Manager ..................Rudolf Feldt
Sales Manager ..............G. Robert Mezger
Chief Engineer ..............P. Samuel Christaldi
Manufacturing Mgr...........Robert Svozil
Purchasing Agent ...........William Phillips

Cathode-Ray Div.
Blomfield Ave. & Shafto St., Clifton, N. J.
Manager ..................Irving G. Rosenberg
Sales Manager ..............Fred Timmons
Chief Engineer ..............A. Y. Bentley
Manufacturing Mgr...........Frank Beldowski

TV Broadcasting Div.
515 Madison Ave., New York, N. Y.
Phone: MURray Hill 3-2600
Director ..................Moritmer W. Loewi
Manager, Sales and Research ....Julian Armstrong
Mgr. Network Operations ....C. J. Witting
Sales Manager ..............Thomas Gallery
Chief Eng., Network ........R. Chipp
Mgr., WTTG, Wash, D.C. Walter Compton
Mgr., WDTV, Pittsburgh ........Donald Stewart
Public Relations & Publicity ....G. Lyons
Adv. & Sales Promotion ........Arthur Schofield

Electronic Specialty Co.
3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168
President ..................Wm. H. Burgess
Asst. to the Pres..........Wm. F. Edwards
PRODUCTS: Ranger aircraft radio equipment; transmitters, receivers, and interphone, the transmitter, the electronic inverter which changes AC to DC for electric shavers, TV service division, install and service television receivers.

Electronic Tube Corp.
1200 E. Mermaid Lane, Phila., 18, Pa.
Phone: Chestnut Hill 7-6000
Pres. ............................Edward D. Gray
V.P., Chief Engineer .......Henry S. Barnard
Credit Mgr. ..................C. John Seel
Purchasing Agent ..........M. N. Robins
PRODUCTS: Cathode Ray Receiving, Multi-Gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.
114 Eighth Ave., New York 11, N. Y.
Phone: CHelsea 2-1800
President ..................Benjamin Abrams
Exec. Vice-Prea.............Dorman J. Israel
Treas. ......................Max Abrams
Vice-Prea, Sales ..........Charles Robbins
Vice-Prea, Purchasing ....Harvey Tallio
Vice-Prea, Works Mgr. .....E. J. Kelly
Controller ..................A. Rosen
Dir. of Engineering .........D. Israel
Sales Mgr., TV Dept. ......Stanley M. Abrams
Export Mgr. ................Joseph Kattan
Sales Promotion Mgr. ......H. R. F. Dietz
Personnel Mgr. .............P. R. Corto
Service & Bts. Mgr. .......George Cohen

PRODUCTS: Radio Receivers; Battery—Console, Table, Portable, Portable AC-DC; Electric—AM Compact, AM Table, AM Portable, AM Console, FM Console; FM Table; Television—Table models and Consoles; Combinations—Radio-phonograph; Record Players.

Espey Manufacturing Co., Inc.
528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000
President ..................Nathan Pinsley
V. P. & Sales Mgr. .........W. Walter Jablon
V. & Gen. Mgr. .............S. M. Sel Pinsley
V. P. & Industrial Sales ......John Benedikt
V. P. & Chief Eng. ..........Sam L. Sack
Credit Mgr. ..................Max Goldberg
Export Mgr. ..................J. E. Chorlian

PRODUCTS: AM-FM chassis, AM-FM tuners, high fidelity amplifiers, power supplies, AM-FM front end tuners, 3" TV kits.

Fairchild Recording Equipment Corp.
154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100
President ..................Fred R. Driessen
Vice-Prea. & Gen. Mgr.; Wentworth D. Fling
Secretary-Treasurer ..........John B. Wolff, Jr.
Adv. & Sales Mgr. ..........Jay H. Quinn

PRODUCTS: Sound recorders (disk), magnetic tape recorders, transcription tables, magnetic cutters, dynamic pickups, recording equalizers, pickup equalizers, unified amplifier systems and audio systems.

Federal Telephone and Radio Corp.
100 Kingsland Rd., Clifton, N. J.
Phone: NUTley 2-6000
Gen. Sales Mgr. ............Raymond S. Perry

PRODUCTS: For AM—Complete broadcast systems; transmitters, transmitting and rectifying tubes, pulse-time-modulation relay systems, cables, field intensity meters, con-
soles, microphones and associated speech input and transmitter control equipment. For FM—Complete broadcast systems; transmitters, transmitting tubes, field intensity meters, cables, consoles, microphones and associated speech input and transmitter control equipment, square loop transmitting antennas, studio-transmitter-links, microwave relay systems, transmitter monitors, dummy antennas. For TV-Transmitters and complete broadcast equipment, microwave relay systems, transmitter monitors, high-gain antennas.

Finch Telecommunications, Inc.
4th & Virginia St., Passaic, N. J.
Phone: Passaic 2-3440
President: W. G. H. Finch
Asst. to Pres.: J. G. Crost
Chief Engineer: W. G. H. Finch
Purchasing Agent: Frank R. Brick, Jr.

PRODUCTS: Facsimile Receivers, Transmitters and Duplicators; Radio Broadcast Facsimile Transmitter Consoles and Radio Sound and Facsimile Receivers; FM Transmitter Antennas.

A. W. Franklin Mfr. Corp.
43-20 34th St., Long Island City 1, N. Y.
Phone: Stillwell 4-1160
President: Albert W. Franklin
Vice-President—Sales: N. H. Lawton
Plant Manager: Henry Randall
Credit Manager: Fred Weller
Purchasing Agent: S. Yurman

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

Freed Radio Corp.
200 Hudson St., New York 13, N. Y.
Phone: Walker 5-8765
President: Arthur Freed
Dir. of Res. & Devel.: Joshua Sieger
Dir. of Physics: Adolph H. Rosenthal
Purchasing Agent: Sam Abramson
Manufacturing Sup.: Howard Boden

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Garod Electronics Corp.
70 Washington St., Brooklyn 1, N. Y.
Phone: MAin 4-6044
President: Leonash Ashbach
V.P. & Gen. Mgr.: Louis Silver
Vice-President: Maurice Raphael
Secretary: Barnett S. Trott
Advertising Mgr.: Joseph G. DeVito
Export Manager: Ernest Nigaglioni
Purchasing Agent: Sil Prediger
Chief Engineer: Frank Dieli

PRODUCTS: TV receivers; TV-radio-phonograph combinations; radio receivers; radio-phonograph combinations.

Gates Radio Co.
123 Hampshire St., Quincy, Ill.
Phone: 522-523
President: P. S. Gates
Executive V-Pres.: L. I. McEwen
Vice-Pres. Research and Sales Coordination: F. O. Grimwood
Executive Secretary: A. S. Petzoldt
Chief Engineer: F. W. Wentura
Production Manager: A. D. Myers
Credit Manager: J. P. Bowers

PRODUCTS: Transmitters: AM broadcast, FM broadcast, communications, short wave. Speech Input: Consoles, remote amplifiers, program amplifiers, monitoring amplifiers, preamplifiers, recording equipment, custom built studio systems, AM frequency and modulation monitors.

General Electronics Inc.
101 Hazel St., Paterson, N. J.
Phone: SH. 2-5271
Treasurer: D. E. Replogle
Vice-President: A. C. Moeller
Sales Mgr.: C. G. Hampson
Chief Eng.: D. E. Replogle
Dev. Eng.: R. Shima

PRODUCTS: Cathode ray tubes, 10" 12½" 16" glass.

General Electric Electronics Department
Electronics Park, Syracuse 1, N. Y.
Phone: 6-4411
Vice-Pres. & Gen. Mgr.: Dr. W. R. G. Baker
Comptroller: E. L. Hulse
Mgr. of Engineering: J. J. Kaar
Mgr. of Marketing: E. H. Vogel
Gen. Sales Mgr.: A. A. Brandt
Adv. Manager: L. E. Pettit
Mgr., Receiver Div.: Willard H. Sahloff
Mgr. Comm'l. Equipment Div.: G. F. Metcalf
Mgr., Tube Div.: J. M. Lang
Mgr., Government Div.: V. V. Lucas

PRODUCTS: Radio and TV receivers, radio and TV transmitters, receiving, transmitting and industrial tubes, components, two-way communications equipment, electronic specialty items.

The General Industries Co.
Olive & Taylor Sts., Elyria, Ohio
Phone: 2235
President: A. W. Fritzsch
Treas. & Credit Mgr.: C. F. Russert
V.P., Sales Mgr. of Motor Div.: H. E. Moon
Sales Mgr. of Plastics Div.: Steve Hildebrandt
Chief Engr. Motor Div.: Howard Shumaker
Equipment Manufacturers

General Instrument Corp.
329 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-1400
Chairman of Board ............. C. Russell Feldmann
Pres. & Treasurer ............. R. E. Lax
V. P. in Chg. of Sales ........... Don J. Phelps
Sales Manager ............. C. P. Marron
Chief Engineer ............. B. N. Fisher
Credit Manager ............. W. J. Kane
Dir. of Purchases ............. C. B. L. Tuxedey
Export Mgrs. ............. Ad. Anriema, Inc.

PRODUCTS: Variable condensers, push button devices, record changers, loud speakers, TV front end tuners.

General Laminated Products, Inc.
2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 24707
President ...................... Morris Perlman
Chief Engineer ............. Albert Krivo
Purchasing Agent ............. Ernest Neustadter
Sales Mgrs. ............. L. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Radio Co.
275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-1400
Chairman of Board ............. H. B. Richmond
President ...................... E. H. Locke
Vice-Pres. for Sales ............. A. E. Thiessen
Vice-Pres. for Mfg. ............. C. C. Carey
Secretory-Treasurer ............. F. L. Tucker
Export Mgrs. ............. C. E. Hills, Jr.
Chief Engineer ............. M. Eastham
Publicity Mgrs. ............. C. E. Worthen
Service Mgrs. ............. H. H. Dawes

PRODUCTS: Precision radio and electronic laboratory and testing instruments, FCC approved standard broadcast AM frequency and modulation monitors; FM and TV monitoring equipment; Variacs, Strobotaes.

The Hallicrafters Co.
4401 W. Fifth Ave., Chicago 24, III.
Phone: Van Buren 6-6300
President ...................... Win. J. Halligan
Exec. Vice-Pres. ............. R. W. Durst
Genl. Sales Mgrs. ............. R. J. Sherwood
Chief TV Engineer ............. C. E. Honeywell
Asst. Sales Mgrs. ............. M. D. Kelly

Distribution Mgrs. ............. O. H. Helmer
Advertising Mgrs. ............. Chas. J. Nesbitt
General Mgrs. ............. C. E. Croxen
Credit Manager ............. Cal. A. Shera
Production Manager ............. H. Hartley

PRODUCTS: TV Receivers, Short-Wave "Ham" Xmrts, and Receivers, Portable Radios, FM/AM Radios.

The Hammelund Mfg. Co., Inc.
460 W. 34 St., New York 1, N. Y.
Phone: Longacre 5-1300
President ...................... Lloyd A. Hammelund
Treasurer ...................... Joseph Lush
Secretary & Comptroller ........ E. A. Wittmer
Chief Engineer ............. Walter Keith

PRODUCTS: Communications, receivers, variable condensers, chokes, wave-guide plumbing, sockets.

Hartenstein-Zane Co., Inc.
225 Broadway, New York 7, N. Y.
Phone: BA 7-83901
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 and all types of antennae and accessories for FM & TV stations; maintenance of radio towers, obstruction lighting equipment and FM & TV antennae.

Harvey Radio Laboratories, Inc.
447 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800
President ...................... Frank Lyman, Jr.
Dir. Contract Adm. ............. Norman W. Bertelsen
Sales Engineer ............. E. J. Vogel
Clerk of Corp. ............. R. W. Martin
Chief Engineer ............. B. J. Cosman
Purchasing Agent ............. Frank C. Waterhouse
Comptroller ............. Gordon C. Gentner
Production Mgr. ............. E. Douglas Pakee
Personnel Director ............. Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvoscopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers
P. O. Box 1226, Plainfield, N. J.
Phone: Plainfield 6-0876
President ...................... George K. Haydu
Chief Engineer ............. Zoltan Haydu
Sales Manager ............. Alexander Fleischman

PRODUCTS: Electron guns for TV tubes, TV tubes, components for all types of vacuum tubes including receiving, sending,
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.

**Hazeltine Electronics Corp.**
Phone: F-Lushing 7-8700
President ................. W. A. MacDonald
Executive Vice-Pres. .......... J. B. Dow
Vice-Pres. in Charge of Sales .......... F. Robinson
Vice-Pres. in Charge of Research .......... A. V. Loughren
Vice-Pres. in Charge of Engineering .......... O. M. Dunning
Dir. of Procurement .......... M. E. Bahr

**PRODUCTS:** Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

**Hytron Radio & Electronics Corp.**
P. O. Box 390, 76 Lafayette St., Salem, Mass.
Phone: Salem 2260
President .................. Bruce A. Coffin
Vice-Pres. ................. A. Edgar M. Batchelder
Chairman of Board-Treas. ........... Lloyd H. Coffin
Vice-Pres. & Sales Mgr. ........ John Q. Adams
V. P. Chg. of Engineering .......... C. F. Stromeyer
Credit Manager ............ M. S. Jones
Purchasing Agent .......... Edward R. Carroll
Industrial Relations Mgr. .......... A. S. Nelson
Export Mgr. .................. W. L. Urquhart
Advertising Manager .......... Harry G. Burnett

**PRODUCTS:** Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

**The Indiana Steel Products Co.**
6 N. Michigan Ave., Chicago 2, Ill.
Phone: FRanklin 2-1114
President .................. A. D. Planndon, Jr.
V. P. & Gen. Mgr. ............ R. F. Smith
V. P. & Sales Mgr. ............ F. A. Hayden
Adv. Mgr. .................. I. A. Dickey

**PRODUCTS:** Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferrites, Hylux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

**Insuline Corp. of America**
3602—35th Ave., Long Island City 1, N. Y.
Phone: Astoria 8-3738
President .................. S. J. Spector
Secretary-Treasurer .......... A. S. Spector
General Sales Mgr. ............ B. L. Cahn
Advertising Mgr. ............ A. S. Chambers

Supt. ...................... F. Henneke
Industrial Sales Mgr. .......... I. Ronn
Chief Engineer .............. F. Leveson
Purchasing Agent ............ H. Weston
Production Chief ............ H. White

**PRODUCTS:** Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles and Brackets; Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas; Home Mast; Antennas; FM & Television; Auto Radio Noise; Suppressors; Bases; Steel; Beads; Cable; Binding Posts; Binding Post Heads; Bushings; Insulated; Cabinets; Metal; Cabinets; Speaker; Cable Clamps; Chassis Base; Chassis; Bottom Plate; Chokes; Chrome Trim; Clips; Alligator; Clip, Brass Spring; Code Set; Triplex; Coils; Coil Forms; Condensers; Cords; Double Phone; Cords; Resistor; Couplers; Flexible; Cushions; Ear; Cutters; Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill; Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets; Rubber; Hardware; Radio; Headphones; Insulators; Jacks; Jacks; Microphone; Jacks; Shielded; Jacks; Tip; Jacks; Transmitting; Jars; Glass; Knobs; Lugs; Soldering; Lugs; Spade; Lugs; Terminal; Meter Cabinets; Morse Code Records; Mountings; Fuse; Name Plates; Neutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels; Aluminum; Bakelite; Masonite; Metal; Meter; Racks; Panel Bearings; Phone Cords; Phones; Ear; Phone Plugs; Phone Tips; Plates; Bottom; Plugs; Punches; Racks; Brackets; Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets; Rods; Screw Drivers; Insulated; Screws; Shearing Punch; Shields; Shields; Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti; Flexible; Spacers; Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips; Terminal; Suppressors; Auto Radio; Switches; Television; Accessories; Antennas; Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools; Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

**Jackson Electrical Instrument Co.**
18 S. Patterson Blvd., Dayton 1, O.
Phone: HEmlock 4-976
President .................. Paul F. Jackson
Vice-President ................ R. Robert C. Apple
Sales Manager .............. Myron Fulkerson
Production Mgr. ............. 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: MAinsfield 6-7161
President ............. J. M. Brennan
V. P. & Sales Mgr. .......... J. R. Ford
V. P., Engineer .......... L. Maneer
Executive Engineer .......... J. Caldwell, Jr.
Credit Manager .......... Victor E. Lee
Export Manager .......... M. J. Schmitt
Director of Purchases ...... Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.
6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-6000
President .................. Thomas A. White
Purchasing Agent .......... George H. Turner
Advertising Manager .......... Bayard H. Clark
Comptroller ............. John W. Henderson
Export Manager .......... J. G. Corrigan

PRODUCTS: Loudspeakers, reproducers, projectors, cabinets, transformers.

JFD Manufacturing Co., Inc.
6104-1-23 16th Ave., Brooklyn 4, N. Y.
Phone: BElsonhurst 6-9290
President ............. Julius Finkel
Vice-President .......... Albert Finkel
Secretary-Treas. .......... Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapter harnesses, adjustable ballast tubes, resistance cord adapters, phone adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers, speaker cement, antenna loops, auto antenna, battery plugs, tube shields, radio wire, suppressors, dial belts, dial cord.

Johns-Manville
22 E. 40th St., New York 16, N. Y.
Phone: LExington 2-7600
Commodity Mgr. ............ P. J. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208

President ............. Vincent M. Kerrigan
Vice-Pres.-Treasurer .......... Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire, Mechanical Engraving.

King Laboratories, Inc.
127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209
President .......... Aden J. King
Vice-President .......... F. M. Michaelian
Treas. & Gen. Mgr. .......... W. R. MacLeod
Secretary .......... Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, 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: WHItchall 4-1424
Sales Mgr., Radio Div. ...... J. F. Neary

PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Machlett Laboratories, Inc.
1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781
President ................ R. R. Machlett
Vice-Pres. of Sales .......... W. E. Stevenson
Treasurer .......... J. A. Lambert
Vice-President .......... H. J. Hoffman
Mgr. Engineer .......... T. H. Rogers
Industrial Rel. Mgr. .......... R. Gordon Hamblet
Export Mgr. ........... A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.
2131 Bueter Rd., Fort Wayne 4, Ind.
Phone: ANThony 5471
President .......... Richard A. O'Connor
Ex. Vice-Pres. .......... Frank M. Freimann
Comptroller .......... John S. Sturgeon
Radio-Phonograph & TV
Factory Mgr. .......... Harold M. Dietrick
Factory Mgr. .......... L. E. Quinnell
Chief Eng., Radio-Phono-
graph & TV Div. .......... Anthony Wright
Meissner Manufacturing Division
Maguire Industries Inc.
Belmont & Seventh St., Mt. Carmel, III.

President .................. Russell Maguire
Sales Manager ............... G. E. Phelps
General Manager ............. W. J. Harrison
Chief Engineer .............. Elmer West
Division Accountant ............. H. V. Waller
Purchasing Agent ............. C. Schrader

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, and complete TV receivers.

Miles Reproducer Co., Inc.
312 Broadway, New York 3, N. Y.

Phone: SPring 7-5781

President .................. Dr. S. R. Birn-Sec.Gen. Mgr............... J. M. Kuhlik, Se.D.
Chief Eng ................... E. W. Kuhlik
Purchasing Agent ............ J. V. Coniff
Treasurer ................... H. B. Kuhlik
Advertising Mgr ............. B. Burns
Dir. of Pub. Rel. ............ George Ruskin

PRODUCTS: Filmgraph 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 recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

John Meek Industries, Inc.
Liberty at Pennsylvania, Plymouth, Ind.

President .................. H. W. Houck
Chief Engineer ............... J. L. 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, pulse voltmeters, megohm meters, megavolt meters, R.F. attenuators, induction bridges, capacitance bridges, phase sequence indicators, moisture meters, TV transmission and receiving test equipment, special test equipment, fixed capacitors, and resistors, variable condensers.

James Millen Mfg. Co., Inc.
150 Exchange St., Malden, Mass.

Phone: Malden 4-4108

President .................. James Millen
Sales Mgr ................... E. E. Williams
Credit Manager .............. Frances Bearse
Purchasing Agent ............ George E. Pike
Export Manager ............ Carl Lohman Jank
Chief Engineer .............. Wade Caywood


Mirror Record Corp.
40-25 206 St., Bayside, L. I., N. Y.

Phone: BAyside 4-4999

Pres. & Treas ................ P. K. Trautwein
Chief Engineer .............. R. V. Hough

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.
4545 August Blvd., Chicago 51, Ill.

Phone: Spaulling 2-6500

President .................. Paul V. Galvin
Exec. Vice-Prea ............. Robert W. Galvin
Vice-Pres, Cons. Prod. Div. Elmer H. Waivering
Vice-Prea, Ch. Mchdse.. Walter H. Stellner
Vice-Prea, in Charge of Communications & Electronics Division ..... D. E. Noble
Sales Cons. Goods Div. .... Wm. H. Kelley
Equipment Manufacturers

Dir. Adm. Sales Prom. ............ Ellis L. Redden
Sales Mgr. Comm. & Electronic Div. .... Eugene S. Grace
Treasurer ............ George R. MacDonald
Vice-Pres. in Charge of Procurement .... Frank J. O'Brien


The Muter Co.
1255 S. Michigan Ave., Chicago 5, III.
Phone: WAbash 2-3800

President ................. Leslie F. Muter
Vice-Pres. & Sales Mgr. .... K. E. Rolletson
Chief Engineer ............. K. E. Rolletson
Vice-Pres. & Credit Mgr. ... A. A. Dailey
Purchasing Agent .......... A. R. Campbell
Indu. Rel. Mgr. ........... Miss Wilma Palm

PRODUCTS: Resistors, switches, ceramic condensers, Spirashields, coils, antenna loops, I.F. and R.F. transformers.

National Carbon Div.,
Union Carbide & Carbon Corp.
30 East 42nd St., New York 17, N. Y.
Phone: Murray Hill 7-8000

President ................. A. V. Wilker
Vice-Pres. & Gen. Mgr. ...... J. M. Spangler
Vice-President ............. C. O. Kleinsmith
Gen. Sales Mgr., Cons. Prods. A. C. Bryan
Mgr. Battery Eng. Dept. ... W. H. Fritz
V.P., Adv. Sales Mgr. ...... H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.
350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600

President .................. K. C. Meinken
Sales Mgr. .................. E. J. Maginot
Director Research .......... A. M. Skellett
Treasurer .................... W. H. Carey
Secretary ................... J. V. Devey
Credit Mgr. ................ H. A. Pope
Asst. Adv. Mgr. ........... G. K. Konz

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries, auto vibrators.

New York Transformer Co., Inc.
Third Ave., Alpha, N. J.
Phone: PHillipsburg 5-1188

President .................. Joseph B. Schaefer
Sales Manager .......... Thomas B. Armstrong
Chief Design Eng. ...... Ernest D. Belanger
Chief Engineer ........... George Pappas
Purchasing Agent ......... Carl Seefer
Plant Superintendent .... A. H. Coover
Controller ................ Kenneth Llewelyn

PRODUCTS: Transformers and reactors for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices, etc.

Olympic Radio & Television Inc.
34-01 38th Ave., Long Island City, N. Y.
Phone: STillwell 4-6961

President .................. A. A. Juvelier
Exec. Vice-President ...... P. L. Shoennan
Vice-Pres.-Treasurer ...... M. Sobin
Director of Sales .......... Al Friedman
Purchasing Engineer ...... H. Hegyi
Chief Engineer ............ J. Raudin

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

Oxford Electric Corp.
3911 S. Michigan Ave., Chicago 15, Ill.
Phone: Atlantic 5-6161

President .................. J. D. Ceeder
Asst. to President ......... Hugo Sunberg
Credit Manager .......... David E. Davis
General Sales Mgr. ...... John A. Proctor, Jr.
Asst. Sales Mgr. ........ Wm. B. Barnes
Chief Engineer .......... K. H. Wessel
Plant Manager ............ A. Sorice

PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

Packard-Bell Company
3443 Wilshire Blvd., Los Angeles 16, Calif.
Phone: DUnkirk 2-2141

President .................. Herbert A. Bell
Vice-President ............ Robert S. Bell
Vice-President ............ Joe M. Spain
Sec.-Treas. ............... Lowell D. Day
Ass't. Sec.-Treas. .......... Jack Speis
Chief Engineer ............ Charles Nichols
Plant Manager ............ Jean Gleis
General Sales Mgr. ...... Kenneth R. Johnson
Ass't. Sales Mgr. .......... William Frost
Advertising Mgr. .......... Walter Addison Watson
Philo Corp.


President .................. William Balderston
V.-P. & Gen. Sales Mgr. ........ John M. Otter
V.-P. Radio and TV Div. ............ Larry F. Hardy
V.-P., Dir. Eng. & Res. ............ Leslie J. Woods
V.-P., Eng. & Research ............. D. B. Smith
Chief Engineer ................. Palmer M. Craig
Credit Manager ................. E. W. Mayhew
Dir. of Purchases ............... W. MacMurtrie
Advertising Mgr. ................. John F. Gilligan
Industrial Relations Mgr. ....... Harold W. Butler
Export Manager ................ D. W. McIntosh
V.P. in Chg. of Parts and Service

Traffic Manager ................ J. Swan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph—Television—Table, Console, AM Table FM Table, AM-FM Table, AM Console, FM Console, AM-FM Console, AM Console with Phonograph, FM Console with Phonograph, AM-FM Console with Phonograph. Receivers: Short Wave, VHF, UHF, Relay. Receivers: Portable, Cathode Ray Receiving.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.

President .................. Philip Schwartz
Secy., Treas. & Mgr. ............. M. L. Granat
Chief Engineer ................ Reginald Burke
Credit Manager ................. C. Mildred
Export Manager ................ M. Greenker
Purchasing Agent ............... Murray Granat

PRODUCTS: TV receivers, table model, TV receivers, console model, TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring. TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.

3706 36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President .................. Isador Goldberg
Executive Vice-Pres. .......... E. L. Hall
Secretary-Treasurer .......... J. W. Wyckoff
General Works Mgr. .......... J. I. Benjamin
Sales Manager ................ E. M. Gilmore
Purchasing Agent ............. B. A. Jablo
Chief Engineer ............... Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

Presto Recording Corp.

P. O. Box 500, Hackensack, N. J.

President .................. George J. Saliba
Secretary ...................... Morris M. Gruber
Treasurer ..................... A. Benjamin
Comptroller .................... Ruth B. Sholes
Sales Manager ............... Thomas B. Aldrich

PRODUCTS: Stationary and portable disc recorders, stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, gear driven turntables and recorders, studio tape recorders, portable tape recorders.


Cantiague Rd., Hicksville, L. I., N. Y.

President .................. T. Mitchell Hastings, Jr.
Treasurer ..................... Chester T. Cook
Chief Engineer ............... Earl E. Eldridge
Purchasing Agent ............. Clyde B. Rush
Sales Manager ............... J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, frequency shift keyer for transmission, frequency shift monitors for transmission, frequency shift converters—Teletype transmission and reception, anti-fade, exalted carrier in diversity receiving equipment, ink tape recorders and pullers, diversity receivers, line amplifiers, power supplies, compression amplifiers.

Polarad Electronics Corp.

9 Ferry St., New York 7, N. Y.

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.
Radio Condenser Co.

Davis & Copewood Sts.; Camden 4, N. J.
Phone: EMerson 5-5500

President: Stanley S. Cramer
Vice-President: Russell E. Cramer
V.P., Charge of Sales: Russell E. Cramer, Jr.
Treasurer: William W. Paul
Chief Engineer: J. S. Robb
Dir. Labor Relations: J. R. Thompson

PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp of America

Front & Cooper Sts., Camden, N. J.

Woodlawn 3-8000

Exec. Vice-Pres. J. G. Wilson
Vice-Pres. in Charge of Serv.: C. M. Odorizzi
Vice-Pres. in Charge of Tech.

Products: L. W. Teegarden
Operating Vice-Pres. W. A. Buck
Vice-Pres. in Charge of

Consumer Products: J. B. Elliott
Vice-Pres. in Charge of

Distribution: R. A. Seidel
Pres., RCA Service Co., Inc.: E. C. Cahill
Gen. Mgr., RCA Tube Dept.: R. T. Orth
Vice-Pres. in Charge RCA
Engineering Products: W. W. Watts
Gen. Mgr., RCA Victor Home

Instrument Dept.: H. G. Baker
Gen. Mgr., RCA Victor Record

Dep.: P. A. Barkmeier
Pres., RCA Victor Dist. Co.: W. M. Norton

Vice-Pres. in Charge of Public

Relations Dept.: John K. West
Vice-Pres. in Charge of Engineering

Dep.: F. D. Schmit

Vice-Pres. in Charge of

Materials Dept.: V. de P. Goubeau
Dir. of Accounting Dept.: D. L. Trouant
Dir. of Distribution Dept.: H. M. Winters
Dir. of Finance Department: J. S. Carter

General Attorney, Law Dept.: S. E. Ewing, Jr.
Dir., Personnel Dept.: E. M. Tuft

Dir. of Plant Engineering: F. Sleeter
Chief Engineer, Home Instrument

Dep.: D. D. Cole
Gen. Sales Mgr., Home Instrument

Dir.: A. B. Mills
Commercial Sales and Mdlc. Mgrs.

Record Dept.: L. W. Kanaga
Chief Engineer, Tube Dept.: Dr. G. R. Shaw
Gen. Sales Mgr., Engineering Products

Dep.: T. A. Smith
Chief Engr., Engineering Products

Dep.: M. C. Batsel


Radio Engineering Laboratories, Inc.

35-54 36 St., Long Island City 1, N. Y.
Phone: Astoria 8-1010

President: C. R. Runyon, Jr.
Vice-President: Frank A. Gunther
Secretary: Joseph Behr
Chief Engineer: Malbon H. Jennings
Dir. of Research: James R. Day
Director of Purchases: Joseph Behr
Manager of Sales: C. R. Runyon, III
Comptroller: James A. Cronin

PRODUCTS: Broadcast transmitter, FM and AM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadriflene Amplifiers, Serradose modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point communications equipment, FM radio relay links, special FM communications systems, FM store receivers, and FM bus receivers.
Equipment Manufacturers

Rangertone, Inc.
73 Winthrop St., Newark 4, N. J.
Phone: HUnboldt 5-2550
President.................... R. H. Ranger
Vice-Pres. Chief Engineer...... P. M. Brubaker
Secretary Sales Manager...... S. L. Ackerman
Asst. Treas.-Purchasing Agent. A. V. Colabella
Mechanical Engineer......... Ted Weber, Jr.

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled 60 cycle Power.

Raytheon Manufacturing Co.
Waltham 54, Mass.
Vice-Pres. in Charge of Sales...... Ray C. Ellis
Gen. Sales Mgr................ James J. Tynan
Mgr. of Broadcast Sales...... Leonard A. Rooney

PRODUCTS: AM, FM and TV transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment, TV and communication microwave.

Rek-O-Kut Company
38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: Stillwell 4-7063-4
President, Sales Manager........ George Silber
Plant Supt.................... S. Simonson
Credit Manager............ A. Friedman
Exports Agents............ Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.
2100 Deupser St., Evanston, Ill.
Phone: University 4-2400
President........................ E. Alschuler
Vice-President............. M. D. Block
Production Manager............. I. J. Jacobsen
Chief Engineer.............. W. J. Schnell
Purchasing Agent............... P. O. Krumm
Credit Manager.............. C. S. Willard
Sales Manager................ E. G. May
Export Manager............... H. A. Silicox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.
(Div. of Sherron Metallic Corp.)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: HYacinth 7-2820
President........................ P. H. Sherron
Vice-President............. J. W. Hunter
Senior Vice-Prs................ R. M. Stock
Dir. of Electronic Res........... John Vergeichik
Sales Manager............ M. V. Baraseh
Dir. of TV..................... P. J. Golchofer
Dir. of Purchases............ M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations.

Sound, Inc.
221 East Callerton St., Chicago 16, Ill.
Phone: Victory 2-7234
President-Sales Dir........... Allen Shoup
Vice-Pres-Chief Engineer..... Rudolph A. Bierwirth
Secy.-Treas-Supervisor....... I. Ben Berger
Purchasing Agent............ Hyman Solomon
Superintendent.............. Harry Alfredson

PRODUCTS: Manufacturers of Radar, Electronic and Sound Equipments, Tape recorders and reproducers.

Standard Radio Transcription
Services, Inc.
140 North LaBrea, Hollywood 36, Calif.
Phone: Webster 9181
President........................ Gerald King
Vice-Prs..................... Milton M. Blink
V. P. in Chg. of Sales—Eastern Office
Alex Sherwood
Sales Mgr.—Central States Office
Gus Hagenah
Business Mgr. & Counsel..... Lewis TeeGarden
Production Mgr............. Harry Bluestone
Chief Engineer............. Ernest Baumeister

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric
Div. of Stewart-Warner Corp.
1826 W. Diversey Pkwy., Chicago 14, Ill.
Phone: Lakeview 3-6000
President........................ J. S. Knowlson
Sr. Vice-President............. F. A. Hiter
General Manager............. E. Fossam
Gen. Sales Mgr............. E. L. Taylor
Advertising Mgr............. C. R. Lumney
Service Mgr............. N. J. Cooper
Chief Engineer............ S. C. Kolanski
Credit Manager............ A. W. Grossklags
Publicity Mgr............ C. W. Grange
Export Mgr............. J. E. Burke
Purchasing Agent......... J. S. Burress
**Equipment Manufacturers**

**Industrial Relations Mgr.** W. W. Miller  
Traffic Manager .................... E. F. Stecher  
**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, Projection and Direct View.

**Stromberg-Carlson Co.**  
100 Carlson Rd., Rochester 3, N. Y.  
**Phone:** CUlver 0260  
President .................... Robert C. Tait  
Vice-President .................... Lee McCanne  
Vice-Manager .................... Sidney R. Curtis  
Sales Mgr. .................... Clifford J. Hunt  
Sound Equip. Mgr. ............... Anthony G. Scifino  
Credit Mgr. .................... Charles W. Prickett  
**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.**  
500 Fifth Ave., New York 18, N. Y.  
**Phone:** WIsconsin 7-5500  
Ch. of Bd. ......................... W. E. Poor  
President .................... D. G. Mitchell  
Vice-President ............... M. F. Balcom  
Vice-President .................... R. H. Bishop  
Vice-President ........... H. Ward Zimmer  
Secretary ..................... J. S. Leary  
General Sales Mgr. .......... C. W. Shaw  
Dir. of Advertising ............. T. P. Cunningham  
**PRODUCTS:** Cathode ray tubes, amateur transmitting tubes, radio receiving tubes, germanium crystals, panel lamps, counter tube tester, portable tube tester, modulation meter, polyethylene, oscillator, 3" oscilloscope, 7" oscilloscope, pocket ohmmeter.

**Tele-Tone Radio Corporation**  
540 West 58th St., New York 19, N. Y.  
**Phone:** JUdson 6-5900  
President .................... Sol W. Gross  
Gen. Sales Mgr. ............. Morton M. Schwartz  
Asst. to President .......... Irving Brudner  
Asst. Gen. Sales Mgr. .... James Ryan  
Chief Engineer, TV .......... Robert S. Mautner  
Cable Engineer ............ Louis Grodky  
Dir. of Purchases .......... John G. Commins  
Adv. & Sales Prom. Mgr. ... Bernard Kerned  
Industrial Relations Mgr. .. Irving Brudner  
Export Mgrs. .................. Robert Schasseur, Inc.  
Service Mgr., TV .......... Harold Dittenhofer  
**PRODUCTS:** Receivers: Battery—Portable AC-DC; Electric—AM Midget, AM Table, AM Portable Radios—AC-DC, AM-FM Table; Television—Table, Console.

**Television Associates, Inc.**  
E. Michigan St., Michigan City, Ind.  
**Phone:** 3655  
President .................... W. C. Eddy, Capt. USN (Ret.)  
Chief Engineer .......... A. H. Brolly  
Plant Superintendent ...... J. L. Lahey  
Secretary .................. Margaret Durlin  
**PRODUCTS:** Studio lighting equipment; Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; 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 7-5160  
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.

**Transmitter Equipment Mfg. Co., Inc.**  
345 Hudson St., New York 14, N. Y.  
**Phone:** WAtkins 4-1550  
President .................... Morton B. Kuhn  
Treasurer ................... Morton B. Kuhn  
Secretary .................. E. J. Nagler  
**PRODUCTS:** Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic 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 Taft  
Sales Manager ............ Robert L. Kaufman  
Chief Engineer .......... Henry P. Meisinger  
Plant Manager .......... Irving Linkow  
**PLANT:** 1347 South Capitol St.  
**Phone:** Sterling 3626  
**PRODUCTS:** Manufacturers and distributors of audio and sound equipment—Panacoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering, manufacturing,
assembling custom equipment for radio Broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

**United States Television Mfg. Corp.**
3 W. 61st St., New York 23, N. Y.
Phone: Circle 6-4255

President.........................Hamilton Hoge
Vice-Pres.......................Francis H. Hoge, Jr.
Purchasing Mgr..................Jack Gordon
Chief Engineer..................N. Maradino
Chief Mechanical Engr........Henry Strahman
Credit Manager................Herbert Slope

**PRODUCTS:** Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15" Consolet Direct View, 475 & 675 sq. in. Projection. Instruments: UST-ALL Electronic Sweep Generator.

**Utah, Inc.**
1123 E. Franklin St., Huntington, Ind.
Phone: 275

President.......................William J. Knife
Gen. Sales Mgr..............Marshall E. Neil
Secretary.......................O. C. Will
Chief Engineer..............Charles Hubbard

**PRODUCTS:** Loudspeakers, Transformers, Headsets, Acoustic and Electronic Devices.

**Western Electric Co., Inc.**
120 Broadway, New York 5, N. Y.
Phone: Worth 4-2100

President.........................S. Bracken
Vice-President...............F. R. Lack
Mgr., Radio Telephone Sales...S. P. Taylor
Mgr., Broadcast Sales........J. H. Ganzenhuber
Mgr., Sound Systems & Comm...E. M. Hall
Mgr. Electronic Prod. Sales...R. H. Souder

**PRODUCTS:** Communications Equipment—Receivers (marine, police, emergency service, taxicab, trucks and busses); Transmitters (broadcast AM-FM), fixed station, marine, police and emergency service); Tubes (receiving, power and transmitting, etc.); audio and radio frequency coils, radio switches, quartz crystals, amplifiers, microphones, headphones, etc.

**Westinghouse Electric Corp.**
Home Radio Div.
1354 Susquehanna St., Sunbury, Pa.
Phone: 2520

President.......................Gwilyn A. Price
Vice-Pres. (Consumer Products) J. M. McKibbin
Asst. to Vice-Pres. (Consumer Products) Roger Bolin
Manager.........................F. M. Sloan
Assistant Manager.............H. W. Schaefer
Chief Engineer................G. C. Larson
Mgr. of Manufacturing........F. H. Barnett
Purchasing Agent.............W. M. Anderson
Sales Manager...............J. F. Walsh
Asst. Sales Manager........J. W. Hitchcox
Advertising & Sales Promotion Mgr. Earl L. Hadley

**PRODUCTS:** Manufactured by the Home Radio Division: Home radio and TV receivers, radio-phonograph combinations, TV radio-phonograph combinations for home use.

**Weston Electrical Instrument Corp.**
614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700

President.......................Earl R. Mellen
Vice-Pres. in Charge of Sales H. L. Gerstenberger
Vice-Pres. & Chief Engr........John H. Miller
Credit Manager................B. E. Arthur
Purchasing Agent.............George T. Deany
Advertising Manager........Phil Barnes
Industrial Relations Mgr....James J. Hagan
Export Manager...............John H. Purcell
Service Manager.............Charles W. Biswanger

**PRODUCTS:** Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

**Wheeler Laboratories, Inc.**
122 Cutter Mill Rd., Great Neck, N. Y.
Phone: GReat Neck 2-7806

President.......................Harold A. Wheeler

**PRODUCTS:** Inductance measuring equipment, capacitance measuring equipment, microwave components, special electronic on order, consulting services.

**Zenith Radio Corp.**
6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berk. 7-5500

President.......................E. F. McDonald, Jr.
Exec. V.P. & Treas...........Hugh Robertson
V.P. & Dir. of Sales.........H. C. Bonfig
Vice-Pres. Engineering......G. E. Gustafson
Vice-Pres., Production........Donald MacGregor
Vice-Pres., Purchasing........J. E. Anderson
Vice-Pres., Speaker Prod......W. Dumke
Vice-President..............S. Kaplan
Secretary.......................Karl E. Hassel
Vice-Pres., Research.........Dr. A. Ellett
Sales Manager...............L. C. Trueydel
Advertising Mgr...............D. H. Grigsby

**PRODUCTS:** Table model radios, table radio-phonographs, portable radios, console radios, console radio-phonographs, table TV receivers, console TV receivers, console TV-radio-phonograph combinations.

1255
The Market with a FUTURE!!!
International Broadcast Stations
In The United States

Mexico

Cuba

NINETEEN FIFTY
# INTERNATIONAL STATIONS IN THE UNITED STATES

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (Kc)</th>
<th>Power (Kw)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Associated Broadcasters, Inc.</td>
<td>KVID</td>
<td>6060, 7230, 9570, 11870</td>
<td>100 kw</td>
</tr>
<tr>
<td>San Francisco, California</td>
<td></td>
<td>15290, 17760, 21610</td>
<td></td>
</tr>
<tr>
<td>The Associated Broadcasters, Inc.</td>
<td>KWIX</td>
<td>6060, 7230, 9570, 11870</td>
<td>50 kw</td>
</tr>
<tr>
<td>San Francisco, California</td>
<td></td>
<td>15290, 17760, 21610</td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WABC</td>
<td>6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Brentwood, Long Island</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCBN</td>
<td>6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Brentwood, Long Island</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCBX</td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Brentwood, Long Island</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCDA</td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Brentwood, Long Island</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WOOČ</td>
<td>6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Wayne, New Jersey</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WOOOW</td>
<td>6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Wayne, New Jersey</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>KCBA</td>
<td>6120</td>
<td>50 kw</td>
</tr>
<tr>
<td>Delano, California</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>KCBF</td>
<td>9650, 11810,</td>
<td>50 kw</td>
</tr>
<tr>
<td>Delano, California</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>KCBR</td>
<td>6180</td>
<td>200 kw</td>
</tr>
<tr>
<td>Delano, California</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Crosley Corporation</td>
<td>WLWL</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>200 kw</td>
</tr>
<tr>
<td>Mason, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Crosley Corporation</td>
<td>WLWR</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>200 kw</td>
</tr>
<tr>
<td>Mason, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Crosley Corporation</td>
<td>WLWS</td>
<td>6080, 95900, 11710, 15250, 17800, 21650</td>
<td>200 kw</td>
</tr>
<tr>
<td>Mason, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Crosley Corporation</td>
<td>WLWK</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>50 kw</td>
</tr>
<tr>
<td>Mason, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Crosley Corporation</td>
<td>WLWO</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>75 kw</td>
</tr>
<tr>
<td>Mason, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Electric Company</td>
<td>WGEA</td>
<td>6190, 7000, 9550, 11840, 15330, 21500, 21590</td>
<td>50 kw</td>
</tr>
<tr>
<td>South Schenectady, New York</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Electric Company</td>
<td>WGEIO</td>
<td>6190, 7000, 9530, 11840, 15330</td>
<td>100 kw</td>
</tr>
<tr>
<td>South Schenectady, New York</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Licensee and Location</td>
<td>Call Letters</td>
<td>Frequency (Kc)</td>
<td>Power (Kw)</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>--------------</td>
<td>----------------</td>
<td>------------</td>
</tr>
<tr>
<td>General Electric Company</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Schenectady, New York</td>
<td>WGEX</td>
<td>6190, 7000, 9530, 11840, 15330</td>
<td>25 kw</td>
</tr>
<tr>
<td>General Electric Company</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belmont, California</td>
<td>KGEI</td>
<td>6190, 7250, 9530, 9550, 11730, 15210, 15330</td>
<td>50 kw</td>
</tr>
<tr>
<td>General Electric Company</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belmont, California</td>
<td>KGEX</td>
<td>6190, 7250, 9530, 9550, 11730, 15210, 15330</td>
<td>100 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bound Brook, New Jersey</td>
<td>WNBI</td>
<td>6100, *9670, 11893, 15150, 15190, 17780, 21630</td>
<td>50 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bound Brook, New Jersey</td>
<td>WNRA</td>
<td>6100, 9670, 11890, 15150, 15190, 21630</td>
<td>50 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bound Brook, New Jersey</td>
<td>WNRE</td>
<td>6100, 9670, 11890, 15150, 15190, 21630</td>
<td>50 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bound Brook, New Jersey</td>
<td>WNRI</td>
<td>6100, 9670, 11890, 15150, 15190, 21630</td>
<td>50 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bound Brook, New Jersey</td>
<td>WNRX</td>
<td>6100, 9670, 11890, 15150, 15190, 21630</td>
<td>50 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bound Brook, New Jersey</td>
<td>WRCA</td>
<td>6100, *9670, 11893, 15150, 15190, 21630</td>
<td>50 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dixon, California</td>
<td>KNBA</td>
<td>6060, 15250, 21460</td>
<td>50 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dixon, California</td>
<td>KNBI</td>
<td>9650, 9750, 11770, 17800</td>
<td>50 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dixon, California</td>
<td>KNBX</td>
<td>11790, 15250</td>
<td>200 kw</td>
</tr>
<tr>
<td>Westinghouse Radio Stations, Inc.</td>
<td>WBOS</td>
<td>6140, 9570, 11870, 15210, 17780, 21540</td>
<td>50 kw</td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scituate, Mass.</td>
<td>WRUA</td>
<td>6040, 9700, 11730, 15350, 17750, 21460</td>
<td>50 kw</td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scituate, Mass.</td>
<td>WRUL</td>
<td>6040, 11730, 11790, 15130, 15350, 17750, 21460</td>
<td>50 kw</td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scituate, Mass.</td>
<td>WRUS</td>
<td>6040, 9700, 11730, 15350, 11750, 21460</td>
<td>50 kw</td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scituate, Mass.</td>
<td>WRUW</td>
<td>9700, 11730, 11790, 15130, 15350, 17750, 25600</td>
<td>20 kw</td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scituate, Mass.</td>
<td>WRUX</td>
<td>9700, 11730, 11790, 15130, 15350, 17750, 25600</td>
<td>7 kw</td>
</tr>
</tbody>
</table>

1259
Radio Programas de Mexico, S.A.

Head Office: Bucareli 109
General Offices: Bucareli 109
Phones:
Head Office: 35-13-73—12-72-34
General Offices: 36-29-01—12-65-44—13-91-14
P. O. Box 1324
Mexico City, Mexico

— PERSONNEL —

President & General Manager...............................Clemente Serna Martinez
Assistant Manager—Commercial............................Antonio Eufracio Ontiveros
Assistant Manager—Accounting............................Horacio Niño Medina
Assistant to President.....................................Joaquin de la Garza
Advertising Department.................................Homero Rios D.

AFFILIATED STATIONS IN MEXICO

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Call Letters</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>XEBI</td>
<td>Aguascalientes, Ags.</td>
<td>XEAV</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEA</td>
<td>Campeche, Camp.</td>
<td>XELW</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEFQ</td>
<td>Cananea, Son.</td>
<td>XEMR</td>
<td>Monterrey, N. L.</td>
</tr>
<tr>
<td>XENC</td>
<td>Celaya Gto.</td>
<td>XEI</td>
<td>Morelia, Mich.</td>
</tr>
<tr>
<td>XEJK</td>
<td>C. Delicias, Chih.</td>
<td>XELQ</td>
<td>Morelia, Mich.</td>
</tr>
<tr>
<td>XEP</td>
<td>C. Juarez, Chih.</td>
<td>XETM</td>
<td>Naco, Son.</td>
</tr>
<tr>
<td>XEOX</td>
<td>C. Obregon, Son.</td>
<td>XEGL</td>
<td>Navajoa, Son.</td>
</tr>
<tr>
<td>XETR</td>
<td>C. Valles, S. L. P.</td>
<td>XEHF</td>
<td>Nogales, Son.</td>
</tr>
<tr>
<td>XEBJ</td>
<td>C. Victoria, Tamps.</td>
<td>XETX</td>
<td>N. Casas Grandes, Chih.</td>
</tr>
<tr>
<td>XERL</td>
<td>Colima, Col.</td>
<td>XEFE</td>
<td>Nuevo Laredo, Tamps.</td>
</tr>
<tr>
<td>XEAG</td>
<td>Cordoba, Ver.</td>
<td>XEAX</td>
<td>Oaxaca, Oax.</td>
</tr>
<tr>
<td>XEJC</td>
<td>Cuernavaca, Mor.</td>
<td>XETQ</td>
<td>Orizaba, Ver.</td>
</tr>
<tr>
<td>XESA</td>
<td>Culiacan, Sin.</td>
<td>XEPP</td>
<td>Orizaba, Ver.</td>
</tr>
<tr>
<td>XEBL</td>
<td>Culiacan, Sin.</td>
<td>XEPK</td>
<td>Pachuca, Hgo.</td>
</tr>
<tr>
<td>XEFI</td>
<td>Chihuahua, Chih.</td>
<td>XEAT</td>
<td>Parral, Chih.</td>
</tr>
<tr>
<td>XEBU</td>
<td>Chihuahua, Chih.</td>
<td>XEMU</td>
<td>Piedras Negras, Coah.</td>
</tr>
<tr>
<td>XEE</td>
<td>Durango, Dgo.</td>
<td>XEHR</td>
<td>Puebla, Pue.</td>
</tr>
<tr>
<td>XEBQ</td>
<td>Empalme, Son.</td>
<td>XENA</td>
<td>Queretaro, Qro.</td>
</tr>
<tr>
<td>XEPF</td>
<td>Ensenada, B. C.</td>
<td>XEJX</td>
<td>Queretaro, Qro.</td>
</tr>
<tr>
<td>XEMA</td>
<td>Fresnillo, Zac.</td>
<td>XERT</td>
<td>Reynosa Tamps.</td>
</tr>
<tr>
<td>Call Letters</td>
<td>City</td>
<td>Call Letters</td>
<td>City</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------</td>
<td>-------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>XEBX</td>
<td>Sabinas, Coah.</td>
<td>XEMF</td>
<td>Monclova, Coah.</td>
</tr>
<tr>
<td>XEWZ</td>
<td>Guanajuato, Gto.</td>
<td>XEFB</td>
<td>Monterrey, N. L.</td>
</tr>
<tr>
<td>XEGS</td>
<td>Guasave, Sin.</td>
<td>XEGC</td>
<td>Sahuayo, Mich.</td>
</tr>
<tr>
<td>XEDR</td>
<td>Guaymas, Son.</td>
<td>XEDE</td>
<td>Saltillo, Coah.</td>
</tr>
<tr>
<td>XEHQ</td>
<td>Hermosillo, Son.</td>
<td>XESJ</td>
<td>Saltillo, Coah.</td>
</tr>
<tr>
<td>XEBH</td>
<td>Hermosillo, Son.</td>
<td>XECZ</td>
<td>San Luis Potosi, S. L. P.</td>
</tr>
<tr>
<td>XEHT</td>
<td>Huamantla, Tlax.</td>
<td>XEBM</td>
<td>San Luis Potosi, S. L. P.</td>
</tr>
<tr>
<td>XEKF</td>
<td>Iguayia, Gto.</td>
<td>XES</td>
<td>Tampico, Tamps.</td>
</tr>
<tr>
<td>XEBO</td>
<td>Irapuato, Gto.</td>
<td>XESB</td>
<td>Santa Barbara, Chih.</td>
</tr>
<tr>
<td>XEWE</td>
<td>Irapuato, Gto.</td>
<td>XETU</td>
<td>Tampico, Tamps.</td>
</tr>
<tr>
<td>XEKL</td>
<td>Jalapa, Ver.</td>
<td>XETS</td>
<td>Tapachula, Chias.</td>
</tr>
<tr>
<td>XEJA</td>
<td>Jalapa, Ver</td>
<td>XEWJ</td>
<td>Tehuacan, Pue.</td>
</tr>
<tr>
<td>XELC</td>
<td>La Piedad, Mich.</td>
<td>XERK</td>
<td>Tepic, Nay.</td>
</tr>
<tr>
<td>XELG</td>
<td>Leon, Gto.</td>
<td>XEC</td>
<td>Tijuana, B. C.</td>
</tr>
<tr>
<td>XERW</td>
<td>Leon, Gto.</td>
<td>XECH</td>
<td>Toluca, Mex.</td>
</tr>
<tr>
<td>XER</td>
<td>Linares, N. L.</td>
<td>XEBP</td>
<td>Torreon, Coah.</td>
</tr>
<tr>
<td>XECF</td>
<td>Los Mochis, Sin.</td>
<td>XEDN</td>
<td>Torreon, Coah.</td>
</tr>
<tr>
<td>XEAM</td>
<td>Matamoros, Tamps.</td>
<td>XETL</td>
<td>Tuxpan, Ver.</td>
</tr>
<tr>
<td>XERJ</td>
<td>Mazatlan, Sin.</td>
<td>XEON</td>
<td>Tuxtla Gutierrez, Chis.</td>
</tr>
<tr>
<td>XETK</td>
<td>Mazatlan, Sin.</td>
<td>XEUF</td>
<td>Uruapan, Mich.</td>
</tr>
<tr>
<td>XEQW</td>
<td>Merida, Yuc.</td>
<td>XEHV</td>
<td>Veracruz, Ver.</td>
</tr>
<tr>
<td>XEFC</td>
<td>Merida, Yuc.</td>
<td>XEU</td>
<td>Veracruz, Ver.</td>
</tr>
<tr>
<td>XECL</td>
<td>Mexicali, B. C.</td>
<td>XEDH</td>
<td>Villa Acuna, Coah.</td>
</tr>
<tr>
<td>XEDW</td>
<td>Minatitlan, Ver.</td>
<td>XELK</td>
<td>Zacatecas, Zac.</td>
</tr>
</tbody>
</table>

**AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Call Letters</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>YSR</td>
<td>San Salvador, El Sal.</td>
<td>OAX4F</td>
<td>Lima, Peru</td>
</tr>
<tr>
<td>HRN</td>
<td>Tegucigalpa, Hond.</td>
<td>HJCH</td>
<td>Bogota, Colombia</td>
</tr>
<tr>
<td>YNOW</td>
<td>Managua, Nicaragua</td>
<td>HJCS</td>
<td>Bogota, Colombia</td>
</tr>
<tr>
<td>TIGPH</td>
<td>San Jose, Costa Rica</td>
<td>HJDA</td>
<td>Medellin, Colombia</td>
</tr>
<tr>
<td>HOC</td>
<td>Panama, Panama</td>
<td>HJDQ</td>
<td>Medellin, Colombia</td>
</tr>
<tr>
<td>HOK</td>
<td>Colon, Panama</td>
<td>HJAH</td>
<td>Barranquilla, Col.</td>
</tr>
<tr>
<td>YV5RA</td>
<td>Caracas, Venezuela</td>
<td>HJAN</td>
<td>Barranquilla, Col.</td>
</tr>
<tr>
<td>YV5RG</td>
<td>Caracas, Venezuela</td>
<td>HJEB</td>
<td>Cali, Colombia</td>
</tr>
<tr>
<td>YV1RF</td>
<td>Maracaibo, Venezuela</td>
<td>HJER</td>
<td>Cali, Colombia</td>
</tr>
<tr>
<td>YV1RK</td>
<td>Maracaibo, Venezuela</td>
<td>CX14</td>
<td>Montevideo, Uruguay</td>
</tr>
<tr>
<td>HCQR</td>
<td>Quito, Ecuador</td>
<td>HIN</td>
<td>Montevideo, Uruguay</td>
</tr>
<tr>
<td>Call Letters</td>
<td>Frequency (Kcs.)</td>
<td>Power</td>
<td>Location</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------</td>
<td>-------</td>
<td>----------</td>
</tr>
<tr>
<td>XEA</td>
<td>1370</td>
<td>1000</td>
<td>Campeche, Cam.</td>
</tr>
<tr>
<td>XEB</td>
<td>1220</td>
<td>100000</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEC</td>
<td>1310</td>
<td>250</td>
<td>Tijuana, B. C.</td>
</tr>
<tr>
<td>XED</td>
<td>1050</td>
<td>500</td>
<td>Mexicali, B. C.</td>
</tr>
<tr>
<td>XEE</td>
<td>1280</td>
<td>250</td>
<td>Durango, Dgo.</td>
</tr>
<tr>
<td>XEF</td>
<td>1420</td>
<td>100</td>
<td>Ciudad Juarez, Chih.</td>
</tr>
<tr>
<td>XEG</td>
<td>1050</td>
<td>100000</td>
<td>Monterrey, N. L.</td>
</tr>
<tr>
<td>XEH</td>
<td>1420</td>
<td>100</td>
<td>Monterrey, N. L.</td>
</tr>
<tr>
<td>XEL</td>
<td>1260</td>
<td>250</td>
<td>Morelia, Mich.</td>
</tr>
<tr>
<td>XEM</td>
<td>1390</td>
<td>500</td>
<td>Ciudad Juarez, Chih.</td>
</tr>
<tr>
<td>XEN</td>
<td>690</td>
<td>500</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEO</td>
<td>970</td>
<td>750</td>
<td>Matamoros, Tams.</td>
</tr>
<tr>
<td>XEP</td>
<td>1300</td>
<td>500</td>
<td>Ciudad Juarez, Chih.</td>
</tr>
<tr>
<td>XEQ</td>
<td>940</td>
<td>50000</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XER</td>
<td>1260</td>
<td>250</td>
<td>Linares, N. L.</td>
</tr>
<tr>
<td>XES</td>
<td>1240</td>
<td>250</td>
<td>Tampico, Tams.</td>
</tr>
<tr>
<td>XET</td>
<td>960</td>
<td>500</td>
<td>Monterrey, N. L.</td>
</tr>
<tr>
<td>XEU</td>
<td>960</td>
<td>500</td>
<td>Veracruz, Ver.</td>
</tr>
<tr>
<td>XEW</td>
<td>900</td>
<td>250000</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEX</td>
<td>730</td>
<td>250000</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEY</td>
<td>980</td>
<td>150</td>
<td>Cuernavaca, Mor.</td>
</tr>
<tr>
<td>XEZ</td>
<td>600</td>
<td>2000</td>
<td>Merida, Yuc.</td>
</tr>
<tr>
<td>XEAA</td>
<td>1340</td>
<td>250</td>
<td>Mexico, B. C.</td>
</tr>
<tr>
<td>XEAC</td>
<td>690</td>
<td>5000</td>
<td>Tijuana, B. C.</td>
</tr>
<tr>
<td>XEAD</td>
<td>1150</td>
<td>125</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEAG</td>
<td>1280</td>
<td>500</td>
<td>Cordoba, Ver.</td>
</tr>
<tr>
<td>XEAI</td>
<td>1320</td>
<td>500</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEAM</td>
<td>1400</td>
<td>250</td>
<td>Matamoros, Tams.</td>
</tr>
<tr>
<td>XEAO</td>
<td>910</td>
<td>250</td>
<td>Mexico, B. C.</td>
</tr>
<tr>
<td>XEAP</td>
<td>1290</td>
<td>100</td>
<td>Ciudad Obregon, Son.</td>
</tr>
<tr>
<td>XEAQ</td>
<td>1490</td>
<td>250</td>
<td>Agua Prieta, Son.</td>
</tr>
<tr>
<td>XEAR</td>
<td>1450</td>
<td>250</td>
<td>Monterrey, N. L.</td>
</tr>
<tr>
<td>XEAT</td>
<td>1250</td>
<td>250</td>
<td>Hidalgo del Par-</td>
</tr>
<tr>
<td>XEAU</td>
<td>1470</td>
<td>5000</td>
<td>Tijuana, B. C.</td>
</tr>
<tr>
<td>XEAV</td>
<td>580</td>
<td>1000</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEAW</td>
<td>1280</td>
<td>500</td>
<td>Monterrey, N. Y.</td>
</tr>
<tr>
<td>XEAX</td>
<td>1270</td>
<td>500</td>
<td>Oaxaca, Oax.</td>
</tr>
<tr>
<td>XEBA</td>
<td>840</td>
<td>250-D</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEBG</td>
<td>1500</td>
<td>1000</td>
<td>Tijuana, B. C.</td>
</tr>
<tr>
<td>XEBH</td>
<td>920</td>
<td>1000</td>
<td>Hermosillo, Son.</td>
</tr>
<tr>
<td>XEBI</td>
<td>1360</td>
<td>250</td>
<td>Aguascalientes, Ags.</td>
</tr>
<tr>
<td>XEBJ</td>
<td>1450</td>
<td>250</td>
<td>Ciudad Victoria, Tams.</td>
</tr>
<tr>
<td>XEBK</td>
<td>1340</td>
<td>100</td>
<td>Nuevo Laredo, Tams.</td>
</tr>
<tr>
<td>XEBL</td>
<td>1260</td>
<td>500</td>
<td>Culiacan, Sin.</td>
</tr>
<tr>
<td>XEBM</td>
<td>920</td>
<td>1000</td>
<td>San Luis Potosi, S. L. P.</td>
</tr>
<tr>
<td>XEBO</td>
<td>1330</td>
<td>500</td>
<td>Irapuato, Gto.</td>
</tr>
<tr>
<td>XEBP</td>
<td>1260</td>
<td>250-N</td>
<td>Torreon, Coah.</td>
</tr>
<tr>
<td>XEBS</td>
<td>1410</td>
<td>250-N</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>Call Letters</td>
<td>Frequency (Kcs.)</td>
<td>Power</td>
<td>Location</td>
</tr>
<tr>
<td>-------------</td>
<td>-----------------</td>
<td>-------</td>
<td>----------</td>
</tr>
<tr>
<td>XEBU</td>
<td>1240</td>
<td>250</td>
<td>Chihuahua, Chih.</td>
</tr>
<tr>
<td>XEBW</td>
<td>1280</td>
<td>250</td>
<td>Chihuahua, Chih.</td>
</tr>
<tr>
<td>XEBX</td>
<td>810</td>
<td>500</td>
<td>Sabinas, Coah.</td>
</tr>
<tr>
<td>XEBZ</td>
<td>660</td>
<td>500</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEDC</td>
<td>1170</td>
<td>350</td>
<td>Puebla, Pue.</td>
</tr>
<tr>
<td>XECF</td>
<td>1410</td>
<td>500-N</td>
<td>Los Mochis, Sin.</td>
</tr>
<tr>
<td>XECH</td>
<td>1490</td>
<td>250</td>
<td>Tulua, Mex.</td>
</tr>
<tr>
<td>XECL</td>
<td>990</td>
<td>5000</td>
<td>Mexicali, B. C.</td>
</tr>
<tr>
<td>XECQ</td>
<td>1450</td>
<td>250</td>
<td>Culiacan, Sin.</td>
</tr>
<tr>
<td>XECZ</td>
<td>1430</td>
<td>1000</td>
<td>San Luis Potosi,</td>
</tr>
<tr>
<td>XEDA</td>
<td>1290</td>
<td>1000</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEDF</td>
<td>1490</td>
<td>150</td>
<td>Saltillo, Coah.</td>
</tr>
<tr>
<td>XEDH</td>
<td>1340</td>
<td>250</td>
<td>Villacuna, Coah.</td>
</tr>
<tr>
<td>XEDJ</td>
<td>1450</td>
<td>100</td>
<td>Magdalena, Son.</td>
</tr>
<tr>
<td>XEDK</td>
<td>1250</td>
<td>500</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEDL</td>
<td>1250</td>
<td>500</td>
<td>Hermosillo, So.</td>
</tr>
<tr>
<td>XEDN</td>
<td>600</td>
<td>1000</td>
<td>Torreon, Coah.</td>
</tr>
<tr>
<td>XEDR</td>
<td>1490</td>
<td>500</td>
<td>Guaymas, Son.</td>
</tr>
<tr>
<td>XEDS</td>
<td>1420</td>
<td>500</td>
<td>Mazatlan, Sin.</td>
</tr>
<tr>
<td>XEDU</td>
<td>1400</td>
<td>150</td>
<td>Durango, Dgr.</td>
</tr>
<tr>
<td>XEDW</td>
<td>1260</td>
<td>250</td>
<td>Minatitlan, Ver.</td>
</tr>
<tr>
<td>XEFA</td>
<td>1340</td>
<td>250</td>
<td>Jalapa, Ver.</td>
</tr>
<tr>
<td>XEFB</td>
<td>630</td>
<td>500-N</td>
<td>Monterrey, N. L.</td>
</tr>
<tr>
<td>XEFC</td>
<td>1330</td>
<td>500</td>
<td>Merida, Yuc.</td>
</tr>
<tr>
<td>XEFE</td>
<td>960</td>
<td>1000</td>
<td>Nuevo Laredo,</td>
</tr>
<tr>
<td>XEFI</td>
<td>1440</td>
<td>1000</td>
<td>Chihuahua, Chih.</td>
</tr>
<tr>
<td>XEFM</td>
<td>1270</td>
<td>100</td>
<td>Leon Gto.</td>
</tr>
<tr>
<td>XEFO</td>
<td>1110</td>
<td>5000</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEFP</td>
<td>980</td>
<td>500</td>
<td>Cananea, Son.</td>
</tr>
<tr>
<td>XEFR</td>
<td>1240</td>
<td>250</td>
<td>Ciudad Juarez, Chih.</td>
</tr>
<tr>
<td>XEFW</td>
<td>810</td>
<td>5000</td>
<td>Tampico, Tams.</td>
</tr>
<tr>
<td>XEGL</td>
<td>1270</td>
<td>500</td>
<td>Navojoa, Son.</td>
</tr>
<tr>
<td>XEGM</td>
<td>950</td>
<td>1000-N</td>
<td>Tijuana, B. C.</td>
</tr>
<tr>
<td>XEGW</td>
<td>250</td>
<td>250</td>
<td>Acambaro, Gto.</td>
</tr>
<tr>
<td>XEHF</td>
<td>1370</td>
<td>1000</td>
<td>Nogales, Son.</td>
</tr>
<tr>
<td>XEHK</td>
<td>960</td>
<td>250</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEHL</td>
<td>1010</td>
<td>500</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEHQ</td>
<td>590</td>
<td>500</td>
<td>Hermosillo Son.</td>
</tr>
<tr>
<td>XEHR</td>
<td>1090</td>
<td>250</td>
<td>Puebla, Pue.</td>
</tr>
<tr>
<td>XEHV</td>
<td>1310</td>
<td>1000</td>
<td>Veracruz, Ver.</td>
</tr>
<tr>
<td>XEJA</td>
<td>1400</td>
<td>100</td>
<td>Jalapa, Ver.</td>
</tr>
<tr>
<td>XEJC</td>
<td>1420</td>
<td>150</td>
<td>Cuernavaca, Mor. Miguel A. Jenorio</td>
</tr>
<tr>
<td>XEJE</td>
<td>1310</td>
<td>250</td>
<td>Guadalajara, Jal.</td>
</tr>
<tr>
<td>XEJP</td>
<td>1150</td>
<td>600-N</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XEJW</td>
<td>1270</td>
<td>100</td>
<td>Jalapa, Ver.</td>
</tr>
<tr>
<td>XEJX</td>
<td>1450</td>
<td>250</td>
<td>Queretaro, Qro.</td>
</tr>
<tr>
<td>XEKJ</td>
<td>1400</td>
<td>250</td>
<td>Acapulco, Gro.</td>
</tr>
<tr>
<td>XEKL</td>
<td>500</td>
<td>250</td>
<td>Jalapa, Ver.</td>
</tr>
<tr>
<td>XEKS</td>
<td>1300</td>
<td>100</td>
<td>Saltillo, Coah.</td>
</tr>
<tr>
<td>XELA</td>
<td>830</td>
<td>1000</td>
<td>Mexico, D. F.</td>
</tr>
<tr>
<td>XELC</td>
<td>1600</td>
<td>1000</td>
<td>La Piedad, Mich.</td>
</tr>
<tr>
<td>XELG</td>
<td>680</td>
<td>5000</td>
<td>Leon, Geato.</td>
</tr>
<tr>
<td>XELK</td>
<td>1280</td>
<td>250</td>
<td>Zacatecas, Zac.</td>
</tr>
<tr>
<td>XELL</td>
<td>1430</td>
<td>250</td>
<td>Veracruz, Ver.</td>
</tr>
<tr>
<td>XELO</td>
<td>800</td>
<td>100000</td>
<td>Ciudad Juarez,</td>
</tr>
</tbody>
</table>

Guadalajara, Jal. | Jose Tostado Lomeli |
Guadalajara, Jal. | Salvador Galindo de la Torre |
Mexico, D. F. | Maria Cardena de Zctina |
Fresnille, Zac. | Jose Miguel Acevedo Moya |
Mexico, D. F. | Dolores G. Estrada de Ferreiro |

1263
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Frequency (Kcs.)</th>
<th>Power</th>
<th>Location</th>
<th>Owner, Mgr. or Operating Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>XEMH</td>
<td>1400</td>
<td>250</td>
<td>Merida, Yuc.</td>
<td>Alvaro Barquet Y</td>
</tr>
<tr>
<td>XEMJ</td>
<td>290</td>
<td>250-N</td>
<td>Piedras Negras, Coah.</td>
<td>Jesus F. Elizondo</td>
</tr>
<tr>
<td>XEML</td>
<td>1500</td>
<td>100</td>
<td>Mexico, D. F.</td>
<td>Roberto Valezzi Esparaza</td>
</tr>
<tr>
<td>XEMO</td>
<td>860</td>
<td>500</td>
<td>Tijuana, B. C.</td>
<td>Fernando Federico Ferreira</td>
</tr>
<tr>
<td>XEMQ</td>
<td>1240</td>
<td>250</td>
<td>Merida, Yuc.</td>
<td>Lázaro Achurra Suarez</td>
</tr>
<tr>
<td>XEMR</td>
<td>1370</td>
<td>500</td>
<td>Monterrey, N. L.</td>
<td>Enrique Scna Martínez</td>
</tr>
<tr>
<td>XEMU</td>
<td>580</td>
<td>250-N</td>
<td>Piedras Negras, Coah.</td>
<td>Alfonso L. Brs</td>
</tr>
<tr>
<td>XEMX</td>
<td>1380</td>
<td>500</td>
<td>Mexico, D. F.</td>
<td>Publicada Comercial de Mexico S. A.</td>
</tr>
<tr>
<td>XENC</td>
<td>1540</td>
<td>25</td>
<td>Celaya, Gto.</td>
<td>El Heraldo del Bajo</td>
</tr>
<tr>
<td>XENK</td>
<td>620</td>
<td>5000</td>
<td>Mexico, D. F.</td>
<td>Gral. Brig. Fernando Proal Pardo</td>
</tr>
<tr>
<td>XEON</td>
<td>770</td>
<td>100</td>
<td>Tuxtla Gutierrez, Chis.</td>
<td>Enrique Valero Arambula</td>
</tr>
<tr>
<td>XEOX</td>
<td>1340</td>
<td>250</td>
<td>Ciudad Obregon, Son</td>
<td>Felipe G. de Leon</td>
</tr>
<tr>
<td>XEOY</td>
<td>1000</td>
<td>10000</td>
<td>Mexico, D. F.</td>
<td>Fomento de Radio, S. A.</td>
</tr>
<tr>
<td>XEPF</td>
<td>1400</td>
<td>200</td>
<td>Ensenada, B. C.</td>
<td>Luis Enrique Enciso</td>
</tr>
<tr>
<td>XEPH</td>
<td>590</td>
<td>5000</td>
<td>Mexico, D. F.</td>
<td>Pedro Riestra Biaz</td>
</tr>
<tr>
<td>XEPK</td>
<td>1180</td>
<td>1000</td>
<td>Pachuca, Hgo.</td>
<td>Radio Publicidad Pachuca, Mgd.</td>
</tr>
<tr>
<td>XEPP</td>
<td>1450</td>
<td>250</td>
<td>Orizaba, Ver.</td>
<td>Radio Impulsora de Orizaba</td>
</tr>
<tr>
<td>XEQK</td>
<td>1350</td>
<td>1000</td>
<td>Mexico, D. F.</td>
<td>Guillermo Morales B</td>
</tr>
<tr>
<td>XEQR</td>
<td>1030</td>
<td>1000</td>
<td>Mexico, D. F.</td>
<td>Cadena Radio Continental, S. A.</td>
</tr>
<tr>
<td>XEQW</td>
<td>1270</td>
<td>1000</td>
<td>Merida, Yuc.</td>
<td>Radio Mexicana de Merida, S. A.</td>
</tr>
<tr>
<td>XERA</td>
<td>1490</td>
<td>250</td>
<td>Chihuahua, Chih.</td>
<td>Red. Nat. Radioemisora</td>
</tr>
<tr>
<td>XERB</td>
<td>1090</td>
<td>50000</td>
<td>Tijuana, B. C.</td>
<td>Interamericana de Radio, S. A.</td>
</tr>
<tr>
<td>XERC</td>
<td>790</td>
<td>1000</td>
<td>Mexico, D. F.</td>
<td>Radio Popular de Mexico, D. F.</td>
</tr>
<tr>
<td>XERF</td>
<td>1570</td>
<td>5000</td>
<td>Villa Acuna, Coah</td>
<td>Clá Radiodifusora de Coahuila, S.A.</td>
</tr>
<tr>
<td>XERH</td>
<td>1500</td>
<td>200-N</td>
<td>Mexico, D. F.</td>
<td>&quot;ARSE&quot;, S. A.</td>
</tr>
<tr>
<td>XERJ</td>
<td>1320</td>
<td>500</td>
<td>Mazatlan, Sin.</td>
<td>Oscar Perez E</td>
</tr>
<tr>
<td>XERK</td>
<td>1450</td>
<td>100</td>
<td>Tepic, Nay.</td>
<td>Tomas Mondragon</td>
</tr>
<tr>
<td>XERO</td>
<td>1490</td>
<td>250</td>
<td>Aguaescalientes,</td>
<td>Radio Hidrotermopolitana S. de R.L. Ags.</td>
</tr>
<tr>
<td>XERL</td>
<td>1280</td>
<td>250</td>
<td>Colima, Col.</td>
<td>J. Roberto Levy</td>
</tr>
<tr>
<td>XERT</td>
<td>590</td>
<td>250</td>
<td>Reynosa, Tams</td>
<td>Ignacio Magallon</td>
</tr>
<tr>
<td>XERW</td>
<td>1390</td>
<td>250</td>
<td>Leon, Gto.</td>
<td>Salvador Guerra</td>
</tr>
<tr>
<td>XERZ</td>
<td>1240</td>
<td>250</td>
<td>Leon, Gto.</td>
<td>Jose Perez V</td>
</tr>
<tr>
<td>XESA</td>
<td>1360</td>
<td>500</td>
<td>Culiacan, Sin.</td>
<td>Modesto R. Perez</td>
</tr>
<tr>
<td>XESB</td>
<td>1400</td>
<td>100</td>
<td>Santa Barbara, Chih.</td>
<td>Domingo Salayandia Najera</td>
</tr>
<tr>
<td>XESF</td>
<td>1300</td>
<td>250</td>
<td>Morelia, Mich.</td>
<td>Jose Martinez Ramírez</td>
</tr>
<tr>
<td>XESJ</td>
<td>1250</td>
<td>500</td>
<td>Saltillo, Coah.</td>
<td>Froylan Mier Narro</td>
</tr>
<tr>
<td>XESL</td>
<td>1340</td>
<td>100</td>
<td>San Luis Potosi,</td>
<td>Josefina Delgado Sucs.</td>
</tr>
<tr>
<td>XESM</td>
<td>1470</td>
<td>1000-N</td>
<td>Mexico, D. F.</td>
<td>Salvador San Martin</td>
</tr>
<tr>
<td>XETB</td>
<td>1350</td>
<td>500</td>
<td>Torreon, Coah.</td>
<td>Leonor B. Vda. de Zaragoza</td>
</tr>
<tr>
<td>XETF</td>
<td>1250</td>
<td>500</td>
<td>Veracruz, Ver.</td>
<td>Sucrs. Jose Rodriguez Lopez</td>
</tr>
<tr>
<td>XETK</td>
<td>1490</td>
<td>250</td>
<td>Mazatlan, Sin.</td>
<td>Luis Pantoja Parra</td>
</tr>
<tr>
<td>XETL</td>
<td>1390</td>
<td>250</td>
<td>Tuxpan, Ver.</td>
<td>Calixto Almazan</td>
</tr>
<tr>
<td>XETM</td>
<td>1350</td>
<td>1000</td>
<td>Naco, Son.</td>
<td>Jesus Manuel Franco</td>
</tr>
<tr>
<td>XEAO</td>
<td>1400</td>
<td>250</td>
<td>Tampico, Tams.</td>
<td>Radio Tiempo S. de R. L. C. C.</td>
</tr>
<tr>
<td>XETQ</td>
<td>1370</td>
<td>250</td>
<td>Orizaba, Ver.</td>
<td>Carlos Mora J</td>
</tr>
<tr>
<td>XETR</td>
<td>1490</td>
<td>125</td>
<td>Ciudad Valles, Chih.</td>
<td>Tomas Oliva Banuelos</td>
</tr>
<tr>
<td>XETS</td>
<td>630</td>
<td>100</td>
<td>Tapachula, Chis.</td>
<td>Waldelay Dominguez Correa</td>
</tr>
<tr>
<td>XETU</td>
<td>460</td>
<td>1000</td>
<td>Tampico, Tams.</td>
<td>Impulsora Moderna del Radio, S. A.</td>
</tr>
<tr>
<td>XETZ</td>
<td>1190</td>
<td>500</td>
<td>Tuxtlan, Pue.</td>
<td>Ricardo Vazquez</td>
</tr>
<tr>
<td>XEUF</td>
<td>550</td>
<td>300</td>
<td>Uruapan, Mich.</td>
<td>Ignacio Navarro</td>
</tr>
<tr>
<td>XEVV</td>
<td>970</td>
<td>500</td>
<td>Villahermosa, TalSucs.</td>
<td>Ernesto Trujille Gurria</td>
</tr>
<tr>
<td>XEWE</td>
<td>1420</td>
<td>100</td>
<td>Irapuato, Gto.</td>
<td>Francisco Campos C</td>
</tr>
<tr>
<td>XEWH</td>
<td>(1490)</td>
<td>250</td>
<td>Ciudad Juarez, Chih.</td>
<td>Carlos Mendez</td>
</tr>
<tr>
<td>XEWJ</td>
<td>1420</td>
<td>100</td>
<td>Tehuacan, Pue.</td>
<td>Carlos Retif.</td>
</tr>
<tr>
<td>XEXT</td>
<td>980</td>
<td>1000</td>
<td>Tepic, Nay.</td>
<td>Gobierno del Estado de Nayarit</td>
</tr>
<tr>
<td>XEXX</td>
<td>1420</td>
<td>2000</td>
<td>Tijuana, B. C.</td>
<td>Jose J. Clark, Fernando Federico</td>
</tr>
<tr>
<td>Location</td>
<td>Call Letters</td>
<td>Frequency (Kcs.)</td>
<td>Power (Kw)</td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
<td>--------------</td>
<td>-----------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>Arroyo Apolo</td>
<td>CMBL</td>
<td>860</td>
<td>5-D</td>
<td></td>
</tr>
<tr>
<td>Artemisa</td>
<td>CMAR</td>
<td>1170</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Bayamo</td>
<td>CMKX</td>
<td>1390</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Caibarien</td>
<td>CMHD</td>
<td>1560</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Cabaiguan</td>
<td>CMHP</td>
<td>1250</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Camaguey</td>
<td>CMJN</td>
<td>960</td>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>Camaguey</td>
<td>CMJL</td>
<td>920</td>
<td>10.0</td>
<td></td>
</tr>
<tr>
<td>Camaguey</td>
<td>CMJK</td>
<td>1150</td>
<td>.5</td>
<td></td>
</tr>
<tr>
<td>Camaguey</td>
<td>CMJA</td>
<td>1060</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Camaguey</td>
<td>CMJE</td>
<td>1230</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Camaguey</td>
<td>CMJF</td>
<td>1340</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Camaguey</td>
<td>CMJW</td>
<td>1440</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Camaguey</td>
<td>CMJC</td>
<td>1270</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Camajuani</td>
<td>CM</td>
<td>1040</td>
<td>0.25-D</td>
<td></td>
</tr>
<tr>
<td>Cardenas</td>
<td>CMGE</td>
<td>1470</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Cienfuegos</td>
<td>CMHM</td>
<td>1450</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Cienfuegos</td>
<td>CMHJ</td>
<td>1350</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Ciego de Avila</td>
<td>CMJK</td>
<td>1370</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Ciego de Avila</td>
<td>CMJM</td>
<td>1300</td>
<td>.5</td>
<td></td>
</tr>
<tr>
<td>Ciego de Avila</td>
<td>CMJO</td>
<td>1470</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Colubria</td>
<td>CMZ</td>
<td>690</td>
<td>5.</td>
<td></td>
</tr>
<tr>
<td>Cruces, L. V.</td>
<td>CMHK</td>
<td>1380</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Encrucijada</td>
<td>CM</td>
<td>1090</td>
<td>0.1-N</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>CMJ I</td>
<td>1400</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Guanabacoa</td>
<td>CMBH</td>
<td>1560</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>Guanabacoa</td>
<td>CMOF</td>
<td>910</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>Guanabacoa</td>
<td>CMX</td>
<td>1010</td>
<td>10.-D</td>
<td></td>
</tr>
<tr>
<td>Guantanamo, Orte</td>
<td>CMKS</td>
<td>900</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Guantanamo</td>
<td>CMKH</td>
<td>1130</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMQ</td>
<td>630</td>
<td>25.</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>COCQ</td>
<td>8825</td>
<td>5.</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMBF</td>
<td>950</td>
<td>10.</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMCB</td>
<td>1330</td>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMCQ</td>
<td>1460</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMBX</td>
<td>1390</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMXCH</td>
<td>1360</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMCO</td>
<td>1230</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMBD</td>
<td>1460</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMCU</td>
<td>1190</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMCW</td>
<td>1290</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMBY</td>
<td>1120</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMK</td>
<td>1420</td>
<td>.25</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMCY</td>
<td>590</td>
<td>15.</td>
<td></td>
</tr>
<tr>
<td>Havana</td>
<td>CMW</td>
<td>550</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Call Letters</td>
<td>Frequency (Kcs.)</td>
<td>Power (Kw)</td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--------------</td>
<td>-----------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>Holguin</td>
<td>CMKV</td>
<td>600</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Holguin</td>
<td>CMKF</td>
<td>1050</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Holguin (Circuito CMQ)</td>
<td>CMKJ</td>
<td>730</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Holguin</td>
<td>CMKO</td>
<td>1220</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Holguin</td>
<td>CMKD</td>
<td>970</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>Jovellanos</td>
<td>CMGN</td>
<td>960</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>Luyano</td>
<td>CMCH</td>
<td>790</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luyano</td>
<td>CMCM</td>
<td>1060</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Matanzas</td>
<td>CMGW</td>
<td>1440</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>Matanzas</td>
<td>CMGF</td>
<td>1240</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Manzanillo</td>
<td>CMKM</td>
<td>560</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Nuevitas</td>
<td>CMJQ</td>
<td>1580</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Palma Soriano, Orte</td>
<td>CMKZ</td>
<td>1430</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Pinar del Rio</td>
<td>CMAW</td>
<td>1450</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Pinar del Rio</td>
<td>CMAQ</td>
<td>920</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Pinar del Rio</td>
<td>CMAN</td>
<td>1300</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Pinar del Rio</td>
<td>CMAW</td>
<td>810</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Puentes Grandes</td>
<td>CMCK</td>
<td>980</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puentes Grandes</td>
<td>CMWF</td>
<td>950</td>
<td>1-N</td>
<td></td>
</tr>
<tr>
<td>Puerto Padre</td>
<td>CMKY</td>
<td>1350</td>
<td>0.1</td>
<td></td>
</tr>
<tr>
<td>Regla</td>
<td>CMWD</td>
<td>550</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>Regla</td>
<td>CMGW</td>
<td>640</td>
<td>25.0</td>
<td></td>
</tr>
<tr>
<td>Reparto Aldeco</td>
<td>CMQ</td>
<td>1280</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Sagua La Grande</td>
<td>CMAC</td>
<td>1030</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>San Cristobal</td>
<td>CMHB</td>
<td>1410</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Sancti Spiritus</td>
<td>CMKT</td>
<td>990</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Sancti Spiritus</td>
<td>CMHT</td>
<td>370</td>
<td>10-D</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>CMHI</td>
<td>570</td>
<td>10-D</td>
<td></td>
</tr>
<tr>
<td>Santa Clara (Circuito CMQ)</td>
<td>COHI</td>
<td>1450</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>CMHO</td>
<td>640</td>
<td>15.0</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>CMHW</td>
<td>800</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>CMHN</td>
<td>960</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>CMHO</td>
<td>1310</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>CMHX</td>
<td>1310</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>CM</td>
<td>1480</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>CM</td>
<td>680</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>Santiago de Cuba</td>
<td>CMKN</td>
<td>930</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Santiago de Cuba (Circuito CMQ)</td>
<td>CMKU</td>
<td>850</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>Santiago de Cuba</td>
<td>CMKW</td>
<td>1000</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Santiago de Cuba</td>
<td>CMKL</td>
<td>800</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Santiago de Cuba</td>
<td>CMKR</td>
<td>1090</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Santiago de Cuba</td>
<td>CMKW</td>
<td>1000</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Santiago de Cuba</td>
<td>CMKC</td>
<td>1290</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>San Luis, Oriente</td>
<td>CMKQ</td>
<td>1460</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>Vedado</td>
<td>CMOX</td>
<td>1490</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Vedado</td>
<td>CMBS</td>
<td>1090</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Vedado</td>
<td>CMBG</td>
<td>1390</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Victoria de las Tunas</td>
<td>CMKG</td>
<td>1490</td>
<td>0.25</td>
<td></td>
</tr>
</tbody>
</table>
ORGANIZATIONS

RADIO AND TELEVISION

Addresses

Personnel

Associations

Unions

Guilds

NINETEEN FIFTY
ORGANIZATIONS

PERSONNEL—ADDRESSES—UNIONS
ASSOCIATIONS—RADIO-TV GROUPS

ACADEMY OF TELEVISION ARTS AND SCIENCES
5746 Sunset Boulevard, Hollywood 28, Calif. Hempstead 8942

OFFICERS
President ......................... Harry R. Lubcke
1st Vice-Prez .................... Don McNamara
2nd Vice-Prez .................... Russell L. Furse
Treasurer ......................... Lenore Kingston
Corres, Secretary ................ Robert J. John Kennedy
Secretary ......................... James Vaneveer
Recording Secretary ............. Betty Mears
Secretary to Treasurer .......... Catharine Sibley

DIRECTORS

FUNCTIONS
To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through tele, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to tele. To encourage research and accomplishment by presentation of awards. To make Hollywood Television Capital of the world.

ACTORS EQUITY ASSOCIATION
45 W. 47 St., New York 19, N. Y.
Plaza 7-7660

OFFICERS
President ......................... Clarence Darwent
1st Vice-Prez .................... Cornelia Osis Skinner
2nd Vice-Prez .................... Ralph Bellomy
4th Vice-Prez .................... Angus Duncan
Treasurer ......................... Paul Dullzell
Recording Secretary ............. Basil Rathbone
Exec. Sec. ....................... Louis M. Simon
Asst. Exec. Sec. ................. Willard Swire
Asst. Exec. Sec. ................. Alfred Elting
Counsel ......................... Paul N. Turner
Associate Counsel ............... Rebecca Brownstein
Auditor ......................... Charles Mesurac

COUNCIL

BRANCH OFFICES
San Francisco: Theodore Hale, 216 Pine St., San Francisco, California.

THE ADVERTISING COUNCIL
11 W. 42 St., New York 18, N. Y.
LUnited 2-1520

OFFICERS
Chairman ......................... Charles G. Mortimer, Jr.
Vice-Chairman ................... Lee H. Bristol, Leo Burnett, Albert E. Winger
Secretary ......................... Paul B. West
Treasurer ......................... Frederic R. Gamble
President ......................... Thodore S. Reppier
Vice-Presidents ................. Allan M. Wilson, George P. Ludlam
Radio Director .................. Gordon C. Kinney

BRANCH OFFICES
1200 18th St., N. W., Washington, D. C.
T. S. Reppier, President.
203 North Wabash Ave., Chicago, III.
L. S. Schwartz, Chicago 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
300 W. 42 St., New York 18, N. Y.
Bryant 9-0430

OFFICERS
President and General Manager ........ Elan G. Burton
Chairman of Board ................... George S. McMillan
Vice Pres ......... Bristol-Myers, N. Y.
Secretary ......................... Miss Mary McClung
Treasurer ......................... Graham Patterson
(Publisher, Farm Journal and Pathfinder, Phila.)

FUNCTIONS
An organization of advertising clubs, national advertising groups and companies interested in advertising to:
To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION
11 W. 42 St., New York 18, N. Y.
LOnagre 3-5100

OFFICERS
Chairman ......................... H. M. Warren
Vice Chairman .................... B. B. Geyer
Treasurer ......................... Frederic R. Gamble
Secretary ......................... A. W. Lehman
Managing Dir ..................... D. B. Lucas
Technical Dir ..................... D. B. Lucas

FUNCTIONS
Imposition and objective research to promote greater effectiveness in advertising and marketing for advertisers, agencies, and media. Continuing Studies of Newspaper Reading, Transportation Ad., Farm Publications, Business Papers; Canadian Study of Transportation Ad., Canadian Study of General Magazines.

1268
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
420 Lexington Ave., New York 17, N. Y.
LEXington 2-7980

OFFICERS
Chairman of Bd. Clarence B. Gosborn
Vice-Chairman Frederick R. Galbreath
Secy-Treas. Warren B. H. Kraft
President William S. McCahill
Vice-Pres. Richard L. Scheidler
Vice-Pres. Richard Turnbull

FUNCTIONS
(1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in joint enterprises. The Advertising Council, Inc. the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

AMERICAN COMMUNICATIONS ASSOCIATION (C. I. O.)
5 Beekman St., New York 7, N. Y.
CORtlandt 7-1374

OFFICERS
International President Joseph P. Selly
International Secy-Treas. Joseph F. Kohoe
Vice-President Broadcast Dept. William Bennett
Local One Office Frederick Kost
Chairman, Atlantic Branch William Bender
International Representative Julius Paris

FUNCTIONS
Subsidiary of the C.I.O. San Broadcast Dept, devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

AMERICAN COUNCIL ON EDUCATION
744 Jackson Place, Washington 6, D. C.
NATIONAL SECRETARY
EXECUTIVE OFFICERS
Chairman James C. Conant
President George F. Zook
Secretary Eugene B. Elliott
Vice-President A. J. Brumbaugh

FUNCTIONS
Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national importance and to enlist appropriate agencies for their solution. Financed by membership due from educational organizations and institutions and by receipt of special grants for specific pieces of research.

AMERICAN FEDERATION OF MUSICIANS
570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS
Pres. James C. Petrillo
Vice-Pres. C. L. Bogley
Secretary Leo Cluesmann
Treasurer Harry J. Steeper

EXECUTIVE COMMITTEE
J. W. Parks, Oscar F. Hild, Herman D. Kenin, George V. Clancy, Walter M. Murdoch

BRANCH OFFICES

AMERICAN FEDERATION OF RADIO ARTISTS (AFRA)
2 W. 45 St., New York 19, N. Y.
VANDerbilt 6-1810

NATIONAL OFFICERS
President Clayton Collyer
Vice-President Virginia Payne
Vice-President Knox Manning
Vice-President William S. McCahill
Vice-President Evelyn Freymon
Vice-President Nelson Case
Recording Secretary Nellie Booth
Treasurer Harry von Zell
National Executive Secretary George Holler
National Asst. Executive Secretary A. Frank Reel

BRANCH OFFICES

AMERICAN GUILD OF MUSICAL ARTISTS, INC.
276 W. 43 St., New York 18, N. Y.
LONGacre 5-7508

OFFICERS
President Lawrence Tibbett
1st Vice-Pres. Conrad Thibault
2nd Vice-President James Pease
3rd Vice-President Joscha Heifetz
4th Vice-President Astrid Varnay
5th Vice-President Thelma Votipka
Treasurer Frederick J. Pale
Recording Sec. Elisabeth Hoppell
Executive Sec. Hymen R. Foini

BRANCH OFFICES

FUNCTIONS
A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION
1525 E. 53 St., Chicago 37, Illinois. MU. 4-5267

OFFICERS
President Everett R. Smith
Vice-Pres. Wilford L. White
Vice-Pres. Robert F. Elrick
Secretary George H. Brown
Treasurer Donald E. West

BRANCH OFFICES
30 Chapters in 30 American Cities.

FUNCTIONS
A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION
370 Lexington Ave., New York 17, N. Y.
MURray Hill 5-2000

OFFICERS
President Edwin S. Friendly
Vice-Pres. Charles F. McCoil
Secretary J. L. Stackhouse
Treasurer W. L. Fanning
General Manager Cronson 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
30 Rockefeller Plaza, New York 20, N. Y. Plaza 7-2700

OFFICERS
President ........................................ Fred E. Ahlert
Vice-President ......................................... Saul H. Bourne
Vice-President ........................................ Otto A. Harbach
Secretary ........................................ George W. Meyer
Treasurer ........................................ Louis Bernstein
Asst. Sec. ........................................ Donald Gray
Asst. Treasurer ....................................... Frank H. Connor

BOARD OF DIRECTORS

BRANCH OFFICES
In all principal cities through the United States.

FUNCTIONS
Organized in 1914, as a voluntary, unincorporated, non-profit association, to represent the performing rights of its members in negotiations with commercial users of music. Current membership is some 2,050 writer (composer and author) members; 360 publisher members.

AMERICAN TELEVISION SOCIETY, INC.
17 E. 45 St., New York 17, N. Y.
Murray Hill 7-9250

OFFICERS
President ........................................ David Hale Ho'penn
Vice-President ........................................ Donald E. Hyndman
Secretary ........................................ Reynold R. Kraft
Treasurer ........................................ Archibald U. Brownfeld

DIRECTORS
Charles J. Durban, Maurice E. Strieby, Jerry A. Danzig, E. P. H. James, Halsey Barrett, George T. Shupert, Ralph B. Austrian

FUNCTIONS
American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for ideas about television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

ARTISTS' REPRESENTATIVES ASS'N., INC.
1270 Sixth Ave., New York 20, N. Y.
Circle 7-1379-80

OFFICERS
President ........................................ William Kent
Vice-President ......................................... Nathan Lefkowitz, Art Weiss, Pol Paul Marx
Secretary ........................................ Harry A. Romm
Treasurer ........................................ Nat Kalmche
Asst. Secretary .................................... Ruth L. Simonson
Counsel ........................................ Jack J. Katz

BRANCH OFFICE
203 N. Wobash Ave., Chicago 1, Ill., Phone: Central 6-1775, Paul Marr, President.

FUNCTIONS
Trade association of Theatrical agents.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)
25 W. 45 Street, New York 19, N. Y.
Luxemburg 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS
Chairman ........................................ Sydney M. Kaye
President & Secretary ................................ M. E. Tompkins

ASSOC. OF CANADIAN ADVERTISERS, INC.
701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario.

OFFICERS

ASSN. OF ELECTRONIC PARTS AND EQUIPMENT MFRS.
33 N. La Salle St., Chicago 2, Ill.
Andover 3-4520

OFFICERS
Chairman ........................................ Mr. James Blackidge
Vice Chairman ........................................ Mr. A. L. Tuttle
Treasurer ........................................ Miss Helen A. Storiland
Executive Secretary ................................ Mr. Kenneth C. Prince
Public Relations Counselor ........................ Mr. S. I. Neiman

FUNCTIONS
To afford a means of discussion and fraternization between manufacturers of radio parts and electronic equipment who sell their products through distributors.

ASSN. OF NATIONAL ADVERTISERS, INC.
285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS
President ........................................ Paul B. West
Vice-President ........................................ J. F. Kurie
Vice-President ........................................ Cy Norton

Vice President ........................................ Karl Bauer
Treasurer ........................................ Carl A. Wall
**Organizations**

Chairman of the Board

W. B. Potter

(Eastman Kodak Co.)

Vice-Chairman

Albert Brown

(The Lion Foods, Inc.)

**FUNCTIONS**

Promotes the most effective and profitable use of advertising as a tool of selling, and protects the interests of national advertisers and serves their collective needs.

**THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.**

6 E. 39 St., New York 16, N. Y.

Murray Hill 9-9950

President

Helen Hull

Vice-Pres.

John T. Winterich

Secretary

Erie Knowl

Exec. Sec.

Peter Heggie

Sec. to the Council

M. S. Silcox

**BRAIN 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.

Circle 7-0656

President

Oscar Hammerstein, 2nd

Vice-Pres.

John Hersey

Secretary

E. H. Knowl

Treasurer

Kurt Weil

Asst. Exec. Sec.

Luise M. Silcox

**FUNCTIONS**

The national business organization of authors and dramatists.

**THE BRITISH BROADCASTING CORPORATION**

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

Circle 7-0656

President

Frank Beauregard

Vice-Pres.

Sam J. S. Child

Program Assistant

Janet D. Child

**BRANCH OFFICES**


**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

President

Carl Haverlin

Vice-President

Donald Manso

General Manager

Robert J. Burton

Asst. General Manager

William Harlow Moon

Treasurer

Charles A. Wall

**BOARD OF DIRECTORS**

Ernest L. Bushnell, CBC, Toronto, Carl Haverlin, BMI, New York, Phil Lalonde, CKAC, Montreal; Donald Manso, CBC, Ottawa; Marcel Ouimet, CBC, Montreal, Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Reps. Ltd., Toronto.

**FUNCTIONS**

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights in music published under its copyright and to stamp and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity for recognition of all writers and composers.

**BROADCAST MUSIC, INC. (BMI)**

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

Plaza 7-1800

President

Helen Hull

Vice-President—General Counsel

Sydney M. Kaye

Vice-Pres. in charge of Finance & Treasurer

William E. Kauter

Vice-Pres. in charge of Publisher Relations

Robert J. Burton

Vice-Pres. in charge Station Relations

Roy Harlow

Vice-Pres. in charge Foreign Relations

Jean Geiringer

Secretary

M. E. Tompkins

Assistant Treasurer

Charles E. Lawrence

**BOARD OF DIRECTORS**


**STATION RELATIONS**

Roy Harlow; Director; Ralph Wentworth, Glenn Dalberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

**NON-RADIO LICENSING DEPT.**

Director


Los Angeles, 1640 Wilshire Blvd., Fairfax 9979, R. B. Kirk, For-Western Representative.

**PROFESSIONAL DEPT.**

Julian Stearns, General Professional Mgr.; Professional Staff: Harold Weil, George Furness.

**CHICAGO OFFICE**

360 N. Michigan Ave. Andover 3-5394.

**HOLLYWOOD OFFICE**

Sid Lorraine, Professional Mgr.; 180 N. Vine St., Hillside Blvd., 7-7474, SYNCHRONIZATION Mgr. Eddie Janis.

**FUNCTIONS**

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own
imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

THE BUREAU OF BROADCAST MEASUREMENT
701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
Adelheid 8046-7-8
President: L. E. Phener, Canadian Cellulocotton 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 different places.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS
108 Sparks Street, Ottawa, Con.
Phone: 3-4056

OFFICERS
Chairman of the Bd. , William M. Guild (CJOC, Lethbridge, Alberta)
Hon. Pres. & Vice-Pres. of the Bd., Ralph Snelgrove (CKBB, Bonn, Ontario)
Manager, T. J. Allard
Secretary-Treas., T. A. Evans

DIRECTORS

BRANCH OFFICE
37 Bloor Street Wt., Toronto, Ont. Patrick Freeman, Manager, Dir. of Advertisers and Station Service.

FUNCTIONS
The Canadian Association of Broadcasters is a voluntary trade association of 95 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.
Hotel Astor, New York 19, N. Y.

OFFICERS
President, Gene Buck
1st Vice-Pres., Pat O'Brien
2nd Vice-Pres., Jay Jostyn
Recording Secretary, Ed Begley
Historian, Kathleen Givney
Executive Secretary, George Buck
Chairman of Executive Board, Frank McNellis
Chaplain at the Guild, Rev. Gustave de Leon

FUNCTIONS
Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

CATHOLIC WRITERS GUILD OF AMERICA, INC.
128 W. 71 St., New York 23, N. Y.

OFFICERS
Spiritual Director, Rev. John B. Kelly
President, Charles N. Heckelmann
Vice-Pres., Richard Reid
Vice-Pres., Charles S. Strong
Executive Secretary, Eleonore 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., Conado
Phone: M. 8457

OFFICERS
Vice-Pres. John M. McCullagh, William S. Low
General Manager, William S. Low
Manager, Licensing Dept., C. R. Motheson
Manager, Distribution Dept., Ruth Passey
Comptroller, J. K. Bailey

FUNCTIONS
Composers, Authors and Publishers Association of Canada Limited licenses copies of the dramatic works 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.
619 39 St., New York 16, N. Y.

Murphy Hall 9-1950

President, Miss Hart
Vice-Pres., George S. Kaufman
Secretary, Dorothy Fields
Elec. Sec., Mills Ten Eyck, Jr.

FUNCTIONS
The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION
810 Colorado Blvd., Washington, D. C.

President, Guilford Jomson
1st Vice-Pres., Neville Miller
2nd Vice-Pres., William A. Porter
Secretary, Corwin R. Lockwood, Jr.
Treasurer, Joseph F. Zias

EXECUTIVE COMMITTEE

FUNCTIONS
To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.
FEDERAL RADIO EDUCATION COMMITTEE (FREC)


Executive 6300, Extension 2897.

OFFICERS

Chairman ........................................... Earl J. McGrath
Secretary-Editor ................................. Bertrude 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

Lyman Bryson, Counsellor on Public Affairs, Columbia Broadcasting System

Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio

William C. Eddy, Director of Television, Station WBKB, Chicago

John Elmer, President, Baltimore Broadcasting Corporation

Sterling W. Fisher, Manager Public Affairs and Education Department, National Catholic Welfare Conference

Willard E. Givens, Executive Secretary, National Education Association

Clyde Hissong, State Supt. of public Instruction (Ohio) representing National Council of Chief State School Officers

Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference

Dorothy A. Kemble, Director of Education, Mutual Broadcasting System

Robert B. Hudson, Director of Education, Columbia Broadcasting System

Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters

Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association

Justin Miller, resident, National Association of Broadcasters

Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company

Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City.

Levering Tyson, President, Muhlenberg College

FUNCTIONS—THE FEDERAL RADIO EDUCATION COMMITTEE was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, should combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers, broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N. W., Washington 25, D. C.

Executive 6800

PERSONNEL

Commissioner ...................................... John Carson
Commissioner ...................................... James M. Mead
Commissioner ...................................... William A. Ayres
Commissioner ...................................... Dewitt B. Mason
Commissioner ...................................... (vacancy)
Secretary ........................................... D. C. Daniel

General Counsel ................................. Wm. T. Kelley
Director, Bureau of Litigation .................. Richard P. Whiteley
Director, Bu. of Legal Investigation .......... James A. Horton
Director, Bu. of Industrial and Labor Relations ........................................................................................................
Director of Public Affairs .......................... Dr. Corwin D. Edwards
Director, Bu. of Trade Practice Conferences and Wool Act Administration .............................................. Henry Miller
Director, Bu. of Stipulations .................................. Staged B. Morsehouse
Director, Bu. of Trial Examiners ..................... F. C. Boggyar
Director, Bu. of Medical Opinions ................... James J. Durrett

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.

Atty. in charge ...................................... R.H. Kielland

1118 New Post Office Bldg., Chicago 7, Ill.

Attys. in charge ..................................... John H. Bass

133 Federal Office Bldg., San Francisco 2, Calif.

Atty. in charge ...................................... Clarence T. Soder


Atty. in charge ...................................... Wolter W. Harris

1051 Federal Office Bldg., New Orleans 12, La.

Atty. in charge ...................................... William B. Lott

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise restrain competition, methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Av., New York 21, N. Y.

Regent 4-1501

Director .............................................. Pierre Crenesse
Ass't. Dir. ............................................ Alice Lewitin

Public Relations .................................... Shelley Dobbins

Ass't. Prog. Dir. .................................... Jacqueline Landry

FUNCTIONS—THE ACTIVITIES of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

RICHARD W. HUBBELL & ASSOCIATES

315 E. 56 St., New York 22, N. Y.

Plaza 8-2675

OFFICERS

Chairman .............................................. Richard W. Hubbell
Associate ............................................. Alfred N. Goldsmith
Associate ............................................. Robert Jerome Smith

FUNCTIONS—TELEVISION

Motion picture, and radio consultation service. Planning, constructing, and operating of TV and radio stations for clients. Production of television, radio, and film. Efficiency and engineering studies. 1948-49 clients included 21 TV stations as well as film producers and investment syndicates here and abroad, law firms, newspapers, and manufacturers.

1273
INSTITUTE FOR EDUCATION BY RADIO
Ohio State Univ., Columbus 10, O. UN. 3148 Ext. 280

DIRECTORS & NATIONAL OFFICERS
Honorary Dir. W. W. Charters
Director J. Keith Tyler
Asst. to the Dir. Paul L. Bogen
Secretary Joan E. Zuber

FUNCTIONS
The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.
1 E. 79 St., New York 21, N. Y.

OFFICERS
President Raymond F. Guy
Vice-President Sir Robert Watson-Watt
Treasurer Donald B. Sinclair
Secretary Horaden Pratt
Editor Alfred N. Goldsmith

DIRECTORS

INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)
Montevideo, Uruguay

OFFICERS
President Coor Mestre
Vice-Pres. Emilio Azcarraga
Secretary Eneas Machado de Assis
Directors Lorenzo Balorio Sicco and Gilmore N. Nunn
Director of Permanent Office: Justino Jiménez de Aréchaga.

FUNCTIONS
AIR is an association made up of all the national associations of Broadcasters, from Canada to South America (except Argentina), to protect private broadcasters specializing in Government encroachment.

The postal address of the Permanent Office is "Asociacion" Interamericana de Radiodifusión, Calle Uruguay, 1218 Montevideo—URUGUAY.

INTERCOLLEGIATE BROADCASTING SYSTEM
706 Sanders Avenue, Schenectady 2, N. Y.

DIRECTORS & NATIONAL OFFICERS

EXECUTIVE OFFICERS
*Chairman George Abraham (2808 Erie St., S. E., Washington 20, D. C.)
**Executive Dir. David W. Borst (700 Sanders Ave. 2, N. Y.)
*Engr. Dir. Herbert B. Barlow (1725 New Hampshire Ave., N. W., Wash. 9, D. C.)
Station Relations Mgr. A. P. Wylie (WESU, Middletown, Conn.)

**Program Mgr. Howard C. Hansen (MacMurray College, Jacksonville, Ill.)

*Business Mgr. George J. McKelvey, Ill
**(Tod Union, Univ. of Rochester, Rochester 3, N. Y.)
* Also serve on the Board of Directors.

STAFF MEMBERS
General Robert Fuhrman
Actg. Sales Mgr. David W. Borst

REPRESENTATIVES
Region 1. James R. Wylie
(WESU, Middletown, Conn.)
Region 2. Eugene Warner
1258 Eighth St., Troy, N. Y.
Region 3. Edward Kelly (603 Hartley Hall, Col. Univ. New York 27, N. Y.)
Regions Nos. 4 and 5. Peter Swanson (Box 4527, University, Ala.)
Region 6. Robert Mallory (Box 279, Carnegie Inst. Tech., Pittsburgh 13, Pa.)
Region 7. Muriel Knudson (MacMurray College, Jacksonville, Ill.)
Region 8. John C. Renshaw (6623 Lake Circle, Dallas 14, Tex.)
Region 9. Dean Lierle (3100 S. Hoover Blvd., Los Angeles 7, Calif.)

FUNCTIONS
The Intercollegiate Broadcasting System is an association of college campus radio stations established to pool the resources of these stations and further the development of college radio in this country.

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (AFL)
1200 Fifteenth St., N. W., Washington 5, D. C. District 3764

OFFICERS
International President D. W. Tracy
International Secretary J. Scott Milne
Asst. to President Lawson Wimbly

FUNCTIONS
International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcasters, technicians, and engineers employed in radio and television stations. It has 67 local unions chartered for broadcast employees in the United States and 5 such local unions in Canada.

ROBERT S. KELLER, INC.
72 Barrow St. New York 14, N. Y.

WATKINS 4-6599

OFFICERS
President Bob Keller
Vice-Pres. R. J. Anderson
Secretary Amy Atkinson
Treasurer E. Benjamin Wright

FUNCTIONS
Radio sales promotion with emphasis on personal contact; supplements network and spot salesmen by preparing and delivering station and market data direct to agency buyers; handles press and public relations: makes weekly report to stations on national advertising activity.

THE LAMBS
130 W. 44 St., New York 18, N. Y.

LUXEMBURG 2-1515

OFFICERS
Shepherd Bert Lytell
Boy Walter N. Grezasi
Corresponding Secretary Bobby Clark
Recording Secretary Jack Whiting
Treasurer James E. Meighan
Librarian Harold G. Hoffman

DIRECTORS


FUNCTIONS
The object of this club shall be the promotion of social intercourse among personalities engaged professionally in the drama, music authorship, and the fine arts, as well as friends of those professions, and the col-
Organizations

lection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL
28 Newbury St., Boston 16, Mass.
Kennmore 6-6522

OFFICERS

President

Trustee

Director

Senior Producer

Producer, Writer

Research & Inf. Ass't

R. W. Bailey

Ralph Lowell

Parker Wheatley

Richard Erstein

Lawrence Creshoff

Timothy C. Dyas

S. Robert Rowe

Maureen M. Mosher

Lester Y. Bailey

Adm. Ass't

Planning & Evaluation Ass't

Producer, Writer

Research & Inf. Ass't


FUNCTIONS

The Lowell Institute, in cooperation with Boston Col., Boston Univ., Harvard, M. I. T., Northeastern and Tufts presents a year-round nighttime schedule of educational broadcasts for adults over Boston's commercial stations, AM, FM, and TV.

MARKET RESEARCH COUNCIL
The LLOYD H. HALL CO., 570 Lexington Ave., N. Y. 10, N. Y.

PLOza 8-2467

OFFICERS

President

Vice-Pres.

Sec'y-Treas.

Vergil D. Reed

Franklin R. Cawl

Lloyd H. Hall

EXECUTIVE COMMITTEE

Elmo C. Wilson, Vergil D. Reed, Franklin R. Cawl, Cornelius Du Bois, Philip Salisbury

FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)
1270 Sixth Ave., New York 20, N. Y.

COLUMbus 5-7362

OFFICERS

President

Vice-President

Treasurer

Charles Long

Robert Miller

Joseph Santy

Exec. Sec'y

Branch Offices

Robert Miller

Members, Exec. Bd.

60 W. Randolph St., Chicago, Ill.

Regional Director

54 W. Randolph St., Chicago, Ill.

Regional Director

Morton Schaefier

8360 W. First St., Los Angeles, Calif.

Al Comporte

36 East Fifth Street, Cincinnati, Ohio

Labor Union.

FUNCTIONS

NATIONAL ASSN. OF PERFORMING ARTISTS

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION, INC.
45 Rockefeller Plaza, New York 20, N. Y.

CIRCLE 6-3084

OFFICERS

Chairman of the Board

Walter G. Douglas

Resident

Lester Santly

Vice-President

Jack Mills

Secretary

J. J. Bregman

Treasurer

Albe Olman

Agent and Trustee

Harry Fox

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section—Page 237.)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46 St., New York 19, N. Y.

LUXembourg 2-5130

OFFICERS

National Chairman

Oliver W. Nicoll

2-5130.

COUNCILS

37 W. 46 St., New York 19, Phone: LUXembourg


FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized and conducted on behalf of its members for the advancement and protection of the professional and economic interests of broadcast workers.

NATIONAL ASSN. OF PUBLISHERS & PRODUCERS OF RECORDINGS

630 Fifth Ave., New York 20, N. Y.

CIRCLE 7-8194

OFFICERS

President

Fred Waring

Vice-President

Jascha Heifetz

Vice-President

Al Jolson

Secretary

Eddie Duchin

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 STATION REPRESENTATIVES

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

MURRAY HILL 5-1141

OFFICERS

President ............................................ Frank M. Headley
Vice-Pres ............................................ Robert D. C. Meeker
Treasurer ............................................ Lewis H. Avery
Secretary ............................................ F. Edward Spencer, Jr.
Managing Director ................................. Thomas F. Flanagan

MEMBERS


FUNCTIONS

to develop the use and increase the sale of national spot radio.

NATIONAL BETTER BUSINESS BUREAU, INC.

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

MURRAY HILL 6-3535

OFFICERS

President ............................................ R. P. Clayberger
Vice-Pres ............................................ Warren Agry
Secretary .......................................... Harry Dwight Smith
General Manager ................................. John L. Anderson

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

NATIONAL SOCIETY OF TELEVISION PRODUCERS

234 W. 44 St., New York 18, N. Y.

CHICKERING 4-0626

OFFICERS

President ............................................ Martin A. Cosch
Vice-Pres ............................................ Henry White
Secretary .......................................... Nathan M. Rudich
Treasurer .......................................... Irvin Paul Sulds
Director ............................................ Charles Bosch
Director ............................................ Judy Dupuy
Director ............................................ Arthur Erlich
Director ............................................ Walter Armitage
Director ............................................ Oliver Nicoll
Counsel ............................................ James L. Fly

BRANCH OFFICE


FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising agency, tele. network, or local tele. station.

NATIONAL TELEVISION COUNCIL

300 W. 23 St., New York 11, N. Y.

WATKINS 4-1409

President ............................................ Earl C. Gold (National Screen Service Corp., N. Y.)
Vice-Pres ............................................ William S. Roach (Weismann Grant & Jaffe, N. Y.)
Secretary .......................................... Miss Sally Perle (Mesa Organization, N. Y.)
Treasurer ............................................ Ed Evans (Station WPX, N. Y.)

BOARD OF DIRECTORS


ADVISORY BOARD

Seymour M. Peyer, Phillips, Nizer, Benjamin & Krim, (Counsel): Ralph Cohn, Screen Gems, Inc.; W. W. Block, Official Television; Jerry Albert, United World Films, Inc. (Chairman Membership Com.); J. A. Maurer, J. A. Maurer, Inc. (Chairman, Film Production Clinic); John H. Mitchell, United Artists Corp. (Chairman, Distribution Committee); Henry Morley, Dynamic Films, Inc. (Chairman, Production Committee); Robert Paskow, WATV, (Chairman, Television Production Committee); Irwin Shone, Telesizer, (Chairman, Program Committee); Paul White, International Trans-Video, (Chairman, Television Film Clearance Bureau).

FUNCTIONS

National Television Film Council is a trade organization comprised of television stations, motion picture producers and distributors, and advertising agencies, for the purpose of establishing a standard of practices and procedures, with regard to the exhibition of films on television. Among its functions are: (a) establishing a Standard Exhibition Contract (b) Television Film Clearance Bureau; (c) catalog of films available for television; (d) Arbitration; (e) Film Production Forum; (f) Film Forum (g) Awards for television film production—further activities yet to be announced.

NATIONAL VARIETY ARTISTS, INC.

223-5 W. 46 St., New York 19, N. Y.

COLUMBUS 5-0956-7

OFFICERS

President ............................................ Louis Hendin
First Vice-Pres .................................... Jack O'Brien
Second Vice-Pres .................................. Harry Jackson
Treasurer .......................................... Al Friedman
Secretary .......................................... Rosa Crouch

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

OHIO ASSOCIATION OF BROADCASTERS

40 E. Mill St., Akron 8, O.

OFFICERS

President ............................................ Carl George
Vice-Pres .......................................... Al Albinger
Sec'y-Treas ....................................... Fred Bock

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to radio in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 N. 2 St., Harrisburg, Pa. 3

Phones: 4-0191

President ............................................ Frank R. Smith, Jr., WPV
Vice-Pres ............................................ C. G. Moss, WLR
Secretary .......................................... David J. Bennett, Jr., WKEO
Treasurer .......................................... George E. Joch, WRAK

DIRECTORS

Leonard Kopner, WCAE; Gordon Gray, WIP; Clair R. Metcalf, WGAL; I. S. Booth, WCHA; Vic Dichtm, WAZL; W. K. Uerich, WCMP; David M. Baltimore, WBBRE.

FUNCTIONS

An association of the broadcasting stations of Pennsylvania formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state.

PITTSBURGH RADIO AND TELEVISION CLUB

Hotel Sheraton, Pittsburgh, Pa.

OFFICERS

President ............................................ George L. Young
1st Vice-Pres ...................................... Frank A. Tooke
2nd Vice-Pres ..................................... Bill Sutherland

1276
ORGANIZATIONS

PROFESSIONAL MUSIC MEN, INC.

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

Columbia S-7362

OFFICERS

President .................................................. Rocco Vocco
First Vice-President .................................. Joseph Santly
Second Vice-President ................................. Charles Warren
Third Vice-President ................................. Phil Kornheiser
Treasurer .................................................. Irving Tonz
Recording Secretary ................................. Michael L. Schloss
Sergeant-at-Arms .................................... Louis E. Schwortz
Executive Director ..................................... David Kent

EXECUTIVE STAFF

TREASURER

50 W. Randolph St., Chicago, Ill.

Regional Director ........................................ Morton Schaefer
3360 W. First St., Los Angeles, Calif.

Regional Director ........................................ Al Comparte
36 East Fifth Street, Cincinnati, Ohio

Regional Director ........................................ Danny Engle

FUNCTIONS

Charitable and Benevolent Organization.

PROTESTANT RADIO COMMISSION

297 Fourth Ave., New York 10, N. Y.

Garamcy 5-3475

OFFICERS

Chairman .................................................. Paul C. Payne
Vice-Chairman ......................................... Truman B. Douglass
Director .................................................... Everett C. Parker
Dir. of Prod. ............................................ Albert Crows
Special Programs ...................................... Wesley B. Goodman
Special Events ......................................... Harold J. Quigley

FUNCTIONS

The Protestant Radio Commission is a cooperative, interdenominational organization that functions to improve the quality of Protestant radio and television broadcasting.

RADIO EXECUTIVES CLUB OF BOSTON, INC.

485 Boylston St., Boston 16, Mass.

Copley 7-0123

OFFICERS

President .............................................. Mr. Craig Lawrence
1st Vice-Pres. .............................................. WLCW, Boston
2nd Vice-Pres. .............................................. WLAW, Boston
Treasurer .................................................. Mr. Edmund J. Shea
Secretary .................................................... Mr. Elmer Ketell

FUNCTIONS

Monthly luncheon meetings with speakers on various phases of radio and tele.

RADIO EXECUTIVES CLUB OF NEW YORK

President's Office, 485 Madison Ave., N.Y. 22, N.Y.

Plaza 5-2000

OFFICERS

President ................................................. John J. Koral

(Altered Broadcasting System, Inc.)

Vice-Pres. ................................................. Gordon Mills

(National Broadcasting Company)

Secretary .................................................. Claude Barrere

Foreign Language Quality Network

Treasurer .................................................. Lewis H. Averly

Avery-Knodel, Inc.

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are engaged in or 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 of its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.

The REC holds meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

RADIO GUILD, LOCAL No. 50,

UOPWA—C.I.O.

30 E. 29 S., New York 16, N. Y.

Murray Hill 6-2977

OFFICERS

President ............................................. Arnold Latt
1st Vice-Prez. .......................................... Deborah Ishon
2nd Vice-Prez. .......................................... Nathaniel Scott
Treasurer .................................................. Nelda Scudder
Secretary .................................................. Diana Howard

GUILD REP. ................................................. Sylvia Sheridan

OFFICERS

A trade union representing office workers and professionals in the radio industry.

RADIO MANUFACTURERS ASSOCIATION

1317 F. St., N. W., Washington 4, D. C.

NANational 4901

OFFICERS

President ............................................... R. C. Cosgrove

(Avco Mfg. Corp.)

Exec. Vice-Prez., Gen. Mgr. ................ Bond Heddes
Treasurer .................................................. Leslie F. Muter

(The Muter Co.)

General Counsel ...................................... John W. Van Allen

Vice-Presidents ........................................ G. M. Gardner, (Wells-

Gardner & Co.) R. F. Cosgrove (Tung-Sol Lamp

Works, Inc.), W. J. Barkley (Collins Radio Co.),

A. D. Plamondon, Jr. (Ind. Steel Prod. Co.), A.

Liberman Talk-A-Phone Co.

HEADQUARTERS STAFF

Secretary .................................................. Bond Heddes
Dir., Publ. Rel. ......................................... James D. Secrest
Asst., Transmitter Div. ....................... Ralph M. Hoarlaner
Editorial Asst. ............................................ Peter H. Cousins

Office Manager ......................................... Anna M. Chase

DIRECTOR

E. Altschuler, Sentinel Radio Corp.; R. E. Carlson,

Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-

Gardner & Co.; Joseph Gerl, Sonara Radio & TV Corp.;

H. J. Hoffman, Mathclth Laboratories, Inc.; H. L.

Hoffman, Hoffman Radio Corp.; George Lewis, Fed-


Electric Co.; A. Liberman, Talk-A-Phone Co.; Ray H.

Monson, Stromberg-Carlson Co.; H. C. Matte, Bel-

mont Radio Corp.; Ernest Searing, Inter. Resistance

Co.; Ray F. Sparrow, P. R. Mallory & Co. Inc.; R. C.

Srapge, Sprague Electric Co.; Leslie F. Muter, The

Muter Co.; Benjamin Abrams, Emerson Radio & Pro-

nography, Max F. Balcom, Symiaia Electric Prod-

ucts, Inc.; W. J. Barkley, Collins Radio Co.; H. C.

Bonfig, Zenith Radio Co.; Herbert W. Clough, Bel-


Stewart-Warner Electric Co.; J. J. Kahn, Standard

Transformer Corp.; F. R. Lack, West Electric Co.;

W. A. Mchdonald, Hazeline Electronics Corp.; A. D.

Plamondon, Jr., Ind. Steel Prod. Co.; Glenn W.
FUNCTIONS

Non-profit co-operative trade ass'n for the promotion of all radio interests and special services to radio and electronic manufacturers.

RADIO MANUFACTURERS ASSOCIATION OF CANADA
Room 301, 159 Bay St., Toronto 1, Ont.
A Deolade 1531

OFFICERS
President .......................... F. R. Deakins
RCA Victor Co. Ltd., Montreal, P. Q.

Vice-President ..................... R. A. Hockbusch
Stromberg-Carlson Co. Ltd., Toronto, Ont.

Chairman, Transmitter Division .......................... H. R. Varcoe
Northern Electric Co. Ltd., Belleville, Ont.

Vice-Chairman, Transmitter Div. ................. S. G. Paterson
Radio Electric Co. Ltd., Leaside, Ont.

Chairman, Parts & Accessory Div. .......................... H. A. Frnkel
National Fibre Co. Ltd., Toronto, Ont.

Vice-Chairman, Parts & Accessory Div. .............. L. M. Price
RCA Victor Co. Ltd., Montreal, P. Q.

Executive Sec. ...................................... S. D. Strawbee
Radio Mfrs. Assn. of Canada, Toronto, Ont.

Chairman, Transmission Eng. Com. .............. J. H. Pratt
RCA Victor Co. Ltd., Montreal, P. Q.

Vice-Chairman, Transmitter Eng. Com. ............... C. H. Breton
Rogers Majestic Ltd., Toronto

Chairman, Receiver Eng. Com. .................. A. B. Oxley
RCA Victor Co. Ltd., Montreal, P. Q.

Vice-Chairman, Receiver Eng. Com. .............. H. R. Pounsett
Stromberg-Carlson Co. Ltd., Toronto

Chairman, Service Committee .................... F. Tewsey
Stromberg-Carlson Co. Ltd., Toronto

Vice-Chairman, Service Committee .............. M. E. Nylin
Rogers Majestic Ltd., Leaside, Ont.

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

RADIO PARTS & ELECTRONIC EQUIPMENT SHOWS, INC.
53 North La Salle Street, Chicago 2, Ill.

OFFICERS
President ..................................... Jerome J. Kohm

Vice-President ................................. W. W. Joblon

Secretary ........................................ Wm. O. Schoning

Treasurer ....................................... Les A. Thayer

BOARD OF DIRECTORS


Gen. Mgr., Legal Counsel ....................... Kenneth C. Prince

Public Relations Counsel ....................... S. I. Neiman

FUNCTIONS

To organize, sponsor, promote and conduct national displays and exhibitions of radio and television parts, accessories and equipment for the benefit of its exhibitors and the radio trade in general.

THE RADIO PIONEERS CLUB
30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-3895

FOUNDER

H. V. Keltonborn

HONORARY PRESIDENTS ......................... David Samoff, Lee de Forest

PRESIDENT ............................................ H. V. Keltonborn

VICE-PRESIDENT ................................. Orwitt Caldwell

SECOND VICE-PRESIDENT ....................... Arthur B. Church

V. P. & Secy ....................................... Paul W. Morency

V. P. & Treas ....................... Carl Herverin

Vice-Presidents ................. Mortin Campbell, Jack R. Poppel

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio Industry and shall recommend to be determined dates to mark 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 type of work the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Pioneers 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 Executive ......................... Franklin Dunham
Radio Education Specialist ................... Gertrude C. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

RADIO AND TELEVISION DIRECTORS GUILD
(affiliated with A. F. of L.—International)
114 E. 52 St., New York 22, N. Y.
Plaza 3-4300, Ext. 214

OFFICERS

National Pres. .......................... Letter O'Keefe (New York)
First Vice-Pres. ...................... Mel Williamson (Hollywood)
Second Vice-Pres. ..................... Lyle D. Barnhart (Chicago)
Third Vice-Pres. ...................... Ernest Ricca (New York)
National Sec. .......................... Oliver W. Nicoll (New York)

NATIONAL BOARD

NATIONAL EXECUTIVE SECRETARY .............................. Newman H. Burnett
General Counsel ............................... Ben Meyers
Certified Public Accountant .................... M. W. Enzer

LOCALS
114 East 52 St., New York City 22, Plaza 9-0875.
Officers: President, Ernest Ricca; Vice President, Ralph Warren; Secretary, Betty Todd; Treasurer, Paul Harrison. Council: Joseph Bell, Leonard Blair, Don Gillis, Charles Polacheck, Frank Schofanner, William M. Sweets.

6305 Yucca St., Hollywood 28, Cal., Granite 5666.
Officers: President, Murray Bolen; Vice President, Helen Mock McAvity; Secretary-Treasurer, Stanley Tracy. Council: Ted Bliss, Thomas Freebairn-Smith, Gordon Hughes, Dick Mack, Carlton E. Morse, Executive Secretary, Mel Williamson; Counsel, Morris F. Cohn; 203 N. Wabash St., Chicago 1, Ill.; ANRover 3-5458. Officers: President, Ben Park; Vice President, H. G. Lutes; Secretary-Treasurer, Hal Miller. Council: Thomas P. Bashaw, Philip Bowman, Alan M. Fishburn, Homer R. Heck; Counsel, Ben Meyers.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors, local radio station managers, and radio and television programs and to protect and secure their rights in their professional activities.

1278
THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.
6 E. 39th Street, New York 16, N. Y.
Murray Hill 6-3251 2-3

OFFICERS
National President .................................. Paul Franklin
Vice-President: Eastern Region ............... Sheldon Stark
Midwestern Region .................................. Lester Weinrott
Vice-President: Western Region ............... Milton Merlin
Western Regional Exec. Sec. .................. Michael Davidon
Nat'l. & Eastern Regional Exec. Sec. .... James A. Stable 

BRANCH OFFICES
Chicago: 410 N. Michigan Ave., Phone Superior
7-6092. Room 360. Hollywood 1655 N. Cherokee Ave.,
Phone, Hollywood 3601.

FUNCTIONS
For the improvement of general conditions affecting
men and women engaged in writing for radio broad-
casting.
Director ........................................ Mr. F. H. Elphicke

"THE REPRESENTATIVES" OF RADIO PARTS MFRS., INC.
One N. La Salle St., Chicago 2, III.
DE 2-0192

OFFICERS
National President .................................. William E. McFadden
Nat'l 1st Vice-Pres. ................................. B. J. Schoonmaker
Nat'l 2nd Vice-Pres. ................................. Wilmer S. Trinkle
Nat'l 3rd Vice-Pres. ................................. Norman B. Neely
Sec.-Treas. ...................................... Russ Diether 

PUBLIC RELATIONS COUNSEL
Jane Drucker, One N. La Salle, Chicago 2, III.
National headquarters.

BOARD OF GOVERNORS
Irvin Aaron, S. K. Macdonald, Les DeVoe (chair-
man), Robert Breuer, David Marshank, R. W. Farris,
and Fred Ellinger.

INDUSTRY RELATIONS COMMITTEE
Paul Sturges, Alec Gianous (chairman), Joseph
Sprung, Dean Lewis, and James Millar.

BRANCH OFFICE
(Sixteen regional chapters, only).

FUNCTIONS
"The Representatives" is composed of independent
sales representatives who sell radio, electronic, and
tele, parts for recognized manufacturers to dis-
tributors, jobbers, industrial accounts, government
agencies, laboratories, etc. on a commission basis.

SESAC INC.
475 Fifth Ave., New York 17, N. Y.
Murray Hill 5-5367

OFFICERS
President ...................................... Paul Heinecke
Secretary-Treas. ................................ R. C. Heinecke
General Manager ............................ K. A. Jodassohn 

FUNCTIONS
Services Offered: Licensing the use of copyrighted
music, transcribed library service, syndicated trans-
cribed tailor-made programs for advertisers.

SOCIETY OF MOTION PICTURE ENGINEERS
342 Madison Ave., New York 17, N. Y.
MU 2-2185

OFFICERS
President ...................................... E. I. Sponable
Past President ................................. L. L. Ryder
Executive Vice-Pres. ......................... Peter Mole
Engineering Vice-Pres. ....................... F. T. Bowditch
Editorial Vice-Pres. ......................... C. R. Kith 
Financial Vice-Pres. ......................... R. B. Austin
Convention Vice-Pres. ..................... W. C. Kunzmann
Secretary ................................... R. M. Corbin
Treasurer ..................................... F. E. Cahill
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-develop-
ing and documenting the technical history of tele-
vision and all forms of pictorial rendition of action.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)
1250 Sixth Ave., New York 20, N. Y.
Columbus 5-3758

OFFICERS
President ...................................... Sigmund Romberg
Vice-Pres. ...................................... Charles Tobias
Second Vice-Pres. ............................... Jesse Greer
Secretary ...................................... Peter DeRose
Treasurer ...................................... Abel Baer
Counsel ......................................... John Schumian
Executive Secretary .......................... Miriam Stern

MEMBERS OF THE COUNCIL
Chairman: Edgar Leslie, Stanley Adas, Abel Baer,
Paul Cunningham, Ira Gershwin, Ferde Grofe, Oscar
Hammerstein II, Sam Lewis, Joseph Meyer, Richard
Roberts, Sam H. Redd, Fred E. Ahlert, Fred Coats,
Milton Drake, Jesse Greer, Otto Harbach, Ray Henderson,
George W. Meyer, Geoffrey O'Hara, Sigmund
Romberg, Charles Tobias.

FUNCTIONS
The objects of this Association are and shall be:
To cultivate and establish harmony and unity of action
and understanding among the members of the Asso-
ciation, 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.

OFFICERS
Mgr. KWKW Pasadena, President: William J. Beaton
Mgr. KVOA Santa Ana, Vice-Pres.: Ernest Spencer
Dir. Oper. CBS Hollywood, Sec-Treas.: A. E. Joscelyn
Managing Director .............................. Robert J. McAndrews
Asst. Managing Director ....................... Arlette Bartley
Mgr. KABC Hollywood, Business Manager: Robert Walls
Dir. Pub. Serv. & Station Relations NBC Hollywood
Board Member ................................... Jennings Pierce
Mgr. CFAC Los Ange'les, Board Member Calvin J. Smith
Tele. Development Dir. CBS Hollywood,
Board Member .................................... Harry Witt

FUNCTIONS
Represents 47 member stations and networks, lo-
cated in Southern California from San Luis Obispo
to El Centro, in all matters concerning broadcast
industry as a whole in that area. Acts as central
source of research, public service contact, promotion
of use of media, etc. Regular meetings second Thurs-
day noon, Hollywood Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION
C/o WMGM, 711 Fifth Ave., New York 22, N. Y.
Murray Hill 3-700

OFFICERS
President ...................................... Mel Allen
First Vice-President ........................... Jimmy Dolan
Second Vice-President ....................... Russ Hodges
Treasurer ...................................... Andy Long
Secretary ....................................... Harold Holtz
Executive Secretary ......................... Al Frazin

FUNCTIONS
Regular luncheon organization meeting weekly dur-
ing fall, bi-monthly throughout remainder of the
year to discuss sports broadcasting, to promote the
art of sports broadcasting and to increase listener
interest in sports news dissemination.

TELEVISION BROADCASTERS
ASSN., INC.
500 Fifth Ave., New York 18, N. Y.
Lackawanna Ave.

President...........................................Jack R. Popple
Vice-President.................................Ernest B. Loveman
Secretary-Treasurer...........................Will Baltin
Assistant Secretary-Treasurer..............Paul Raabourn

DIRECTORS

FUNCTIONS
Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objectives are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

TELEVISION PRODUCERS
ASSOCIATION, INC.
7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

OFFICERS
President.........................................Mal Boyd
Vice-Prs. ............................................Michael Stakely
Executive Vice-Prs...............................Bernie Ebert
Secretary ...........................................Gladsy Rubens
Treasurer ..........................................Moleese Black
Legal Counsel ...................................Max Gilford

BOARD OF DIRECTORS
Mal Boyd, Michael Stakely, George Fogle, Gladys Rubens, Moleese Black, Syd Cassidy, Jon Slott, Mort Singer, Robert Coleson, Bernie Ebert.

FUNCTIONS
A non-profit organization to cultivate harmony and unity among its members and between them and firms, corporations or individuals within or without the television industry; to improve the working conditions of its members and their protection against unjust practices or impositions upon their fair rights, by those with whom they have business relations.

TELEVISION FILM PRODUCERS
ASSOCIATION
8822 W. Washington Blvd., Culver City, Calif.
Texas 4-4525

OFFICERS
President ...........................................Hal Roach, Jr.
Vice-Prs.............................................Carl Dudley
Secretary .........................................Glenn Miller
Treasurer .........................................Roland Reed

BOARD MEMBERS
Herbert L. Strock, Al Herman, Perry King, Wallace Worsley, Bernard J. Carr.

FUNCTIONS
Non-profit organization for furtherance of tele-
film, standards, practices, etc.

UNITED NATIONS—RADIO
DIVISION
OFFICERS
Asst. Sec'y, Gen., Dept. of Info..................................Benjamin Cohen
Dir., Dept. of Pub. Info.....................................Tor Gjesdal

Dir. Radio TV.........................................Peter Aylen
Dir., Radio Dir........................................Carlos Garcia Pellicer
Chief of Production ..................................W. Gibson Parker
Sup. of Special Projects..............................Norman Carwin
Sr. Broadcast Engineer...............................Arthur E. Barrett

REGIONAL SUPERVISORS
Hugh Williams, European and Middle East Services; Eugenio A. Soler, Latin American Services; Mike Peng, Transpacific Services; Gerald Kean, English Language Services; Dorothy Lewis, U. S. Station Relations; Caesar Ortiz, Supvr., Radio Reports Desk.

FUNCTIONS
The United Nations Department of Public Information maintains a radio division for the purpose of service to the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

U. S. MARINE CORPS, DIVISION OF
PUBLIC INFORMATION
Headquarters, U. S. Marine Corps, Washington, D. C.
Republic 7400

OFFICERS
Director, Division of Public Information, Brig
Gen. Clayton C. Jerome, USMC.

BRANCH OFFICE
Division of Public Information, 90 Church St.,
New York 7, N. Y.; Phone: Rect-2190; Tech.
Sgt. George W. Courtney, Charge of Radio and
Tele.

FUNCTIONS
The New York Office of the Division of Public Information is the Marine Corps representative for national radio, and local network tele. Services offered are: Radio-Tele, production, transcribed programs, scripts, spot announcements, guests.

WASHINGTON STATE
ASSOCIATION OF
BROADCASTERS
C/o Station KHQ, Spokane, Wash.
Main 5131

OFFICERS
President ..........................................R. O. Dunning
Vice-Prs.............................................James W. Wallace
Secretary-Treas. ...............................Tom Olsen
Director ...........................................O. W. Fisher
Direct. .............................................H. J. Quilliam

BRANCH OFFICE
Washington State Radio News Bureau, Legislative Bldg., Olympia, Wash.; Phone: 7433; Carl Downing Managing Dir.

FUNCTIONS
A non-profit Association made up of broadcasters of Washington state to advance the interest of the radio broadcasting industry in the state of Wash-
ington. Maintains a Washington State Radio News Bureau at the state capitol, Olympia. Serves radio stations of the state with a weekly hour program plus special coverage daily concerning Washing-
ton's biggest business—its government.

WESTERN ASSOCIATION
OF BROADCASTERS
1015 Third Ave., So., Lethbridge, Alberta,
Phone: 3161

OFFICERS
President ..........................................Mr. William Guild
Director .............................................Mr. E. A. Rowlinson
Direct. .............................................Mr. F. H. Elphicke
Director .............................................Mr. W. Rea

FUNCTIONS
A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.
Distributors and Producers of—
MOTION PICTURES for TELEVISION

A Wealth of Unique and Valuable Material and Services for Telecast Programming
Eastern Representatives for out-of-town Television Stations

★ ★ ★ ★ ★ ★

STOCK SHOTS
MILLIONS OF FEET OF STOCK SHOTS
Material To Fit In With Every Possible Idea For Rent Or Sale
★ ★ ★
OVER 1000 OLD TIME SILENT MOVIES - COMEDIES - DRAMAS, etc.
★ ★ ★
Two Modern Equipped Private

PROJECTION THEATRES
35 MM. — 16 MM.
Air Conditioned—NIGHT SCREENING—Ample Seating Capacity

FILM STORAGE
★
PROJECTION ROOMS—CUTTING ROOMS
SHIPPING SERVICE—REHEARSAL ROOMS
TAPE RECORDING SERVICE
COMPLETE PROGRAM DEPT.
A Production Department Producing Pictures for Television
Serving the Television Industry Since 1936

ADVANCE TELEVISION PICTURE SERVICE, Inc.
Telephone: CO'umbus 5-5'00-1-2-3-4
729 SEVENTH AVENUE — — NEW YORK CITY
World Leader in Radio—First in Television

Radio Corporation of America
Radio City, New York