

dence; Otto Seidner, Inc. (Mayonnaise & Salad Products), Westerly; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I.

*TV Accounts:* Kestemman Bros. Mfg. Co. (Watch Bands), Providence, R. I.

**SCHWIMMER & SCOTT, INC.**

75 E. Wacker Drive, Chicago 1, Ill.  
Phone: DEarborn 2-1815

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas.....R. J. Scott  
Vice-Pres.....W. Schwimmer  
Copy Chief.....L. Krakover  
Media Dir.....E. Vanderploeg  
Art. Dir.....A. Thaler  
Secretary.....H. Heilig  
Acct. Execs.....E. Guy,  
C. H. Lillienfeld, Fred Vosse, Gene Colin,  
Robert Knapp, Frank Kerr, John Bridgwater, Earl Sproul, Holman Faust, R. A. L. Herweg

Radio Dir.....Earl Bronson

*Radio Accounts:* Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Shutter Candy Co., Walgreen Co., Hawthorn-Melody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jewelers), Kansas City, Mo.; Coronet Magazine, Lehon Co. (Mulehide Roofing), Robt. McCormick, Jr. (Real Estate), London House Rest., F. & F. Laboratories (Cough Lozenges), Continental Soap Co. (Bubbulated Fatz), American Frigid Dough Co. (Frozen Foods), Cain's English Muffins, Goodman Bros. (Yarns), Nu-Enamel Corp., W. F. Straub Co. (Lake Shore Honey), Chicago; Nicolay-Dancey, Inc. (Nu-Era Potato Chips), Detroit, Mich.; Hixson Products Corp. (Pkg. Puddings, Fruits Flavored Drinks and Coffee), Chicago; Worcester Salt Co. (Ivory Salt), New York; Sanford Ink Co. (Inks & Adhesives), Bellwood, Ill.; Rapinwax Paper Co., St. Paul, Minn.

**SCOTT'S AGENCY, INC.**

11 Pemberton Sq., Boston 8, Mass.  
Phone: CApitol 7-2425

Pres., Treas., Space Buyer, Radio Dir. & Buyer Radio Time  
George L. Stingel  
Secretary.....Edith M. Ripley

**J. B. SEBRELL ADV. AGENCY**

300 S. Los Angeles St., Los Angeles 13, Calif.  
Phone: Madison 69397  
ABP—APA

Owner & Director.....J. B. Sebrell  
Art Director.....Gilbert Martinez  
Copy Chief.....George Roosevelt

Media.....Peg Thomas  
Publicity.....J. P. Barnes  
Acct. Executives.....J. B. Sebrell,  
Geo. Roosevelt, Harry Page, Peg Thomas  
Director.....James P. Barnes  
Ass't.....Ayn McKechnie

*Radio Accounts:* D. P. Bushnell Importers (Binoculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

*TV Accounts:* D. P. Bushnell Importers (Binoculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

**RUSSEL M. SEEDS CO., INC.**

919 No. Michigan Ave., Chicago 11, Ill.  
Phone: DELaware 7-1045

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 Withereil  
Art Director.....Jerry Bryant  
Time Buyer.....Merle Myers  
Space Buyer.....A. H. Bergsten  
Media Dir.....H. B. Goldsmith, Jr.  
Media Res.....Katherine Messick  
Radio-TV Director.....Jack Simpson

*Branch Offices*

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

V.P. in Chg.....Paul Richey  
1469 N. Vine St., Hollywood 28, Calif.  
Phone: Hudson 2-1206

Manager.....Lionel C. Place  
Empire State Bldg., 350 Fifth Ave.  
New York City 1  
Phone: LOnacre 3-2655

V.P. & Gen. Mgr.....H. B. Goldsmith, Sr.

*Radio Accounts:* Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer; Automatic Soap Flakes), Chicago, Ill.; House of Crane (Londonaire Pipes & Tobacco), Indianapolis; The Pinex Co. (Cough Syrup), Fort Wayne, Princeton Farms (Popcorn), Princeton, Ind.; The Procter & Gamble Co. (Tide), Cincinnati, O.; Reed Products Co. (Corbex), St. Louis, Mo.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

*TV Accounts:* Princeton Farms (Popcorn), Princeton, Ind.; W. A. Sheaffer Pen Co. ("Touchdown Pens"), Fort Madison, Iowa.



## . . . Advertising Agencies . . .

Bouquet Soap, Halo Shampoo), Jersey City, N. J.

*TV Accounts:* The Quaker Oats Co. (Quaker Oats & Mother's Oats), Chicago, Ill.; Colgate-Palmolive-Peet Co. (Ajax), Jersey City, N. J.

### THE SIGNET CORP.

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

Phone: STate 2-2254

Pres., Treas., Space Buyer, Pub. Dir.

Karl A. Kopetzky

V.-P., Prod. Mgr., Space Buyer

Jacqueline J. Silver

Secy.....Samuel G. Rautbord

### SIMMONDS & SIMMONDS, INC.

201 No. Wells St., Chicago 6, Ill.

Phone: ANdover 3-6645

ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.

Asst. to Pres.....Phil W. Tobias, Jr.

Vice-Presidents.....Albert M. Wolf,  
James A. Grieg

Exec. Vice-Pres.....F. M. Simmonds, Jr.

Secy. & Treas.....Carmen Guyot

Art Dir.....Edward Zubbrick

Prod. Mgr.....Sheldon Wasserman

Radio Time Buyer.....Sherwin Tobias

Account Executives.....Phil W. Tobias, Jr.,

F. M. Simmonds, Jr., Russell Mullins, Al-

bert M. Wolf, L. Dale, James A. Grieg,

G. Croupier, Jr., Wilson

#### Branch Office

611 Olive St., St. Louis 1, Mo.

Vice-Pres. & Mgr.....Merle Fuller

Vice-Pres.....A. S. Gale

Asst. to V.-P.....Dorothy van Horn

*Radio Accounts:* Dr. LeGear Medicine Co.,

Security Mills, Inc., Haynes Milling Co.,

Jabes H. Gray Milling Co.

### SIMON & GWYNN

624 Commerce Title Bldg., Memhis 3, Tenn.

Phone: 5-2404

SNPA—ANPA—APA—NOAB—ABP

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

Copy Chief.....W. B. Campbell

TV & Mdse Dir.....Ralph Bubis

*Radio Accounts:* American Snuff Co.,

Donald Furniture Co., The HumKo Co., Ro-

bilio & Cunco (Roneo Foods).

### SIMONS MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA

President-Treas.....Leonard Simons

VP & Sec.....Laurence Michelson

Prod. Mgr.....Arthur H. Copland

Space Buyer.....C. Allison Belcher

Art Director.....Al Sielaff

Radio & TV Director, Time Buyer,

Marian Sanders

Asst. Director.....Rudy Simons

Production Asst.....Helen Anderson

*Radio Accounts:* Burt's, Inc. (Jewelry),

Cleveland Ohio; Campus Record Shop

(Music), Phil Bloomgarden, Inc. (Chrysler

Dealer), Colonial Dept. Store (Dept. Store),

Cunningham's Drug Stores, Dossin's Food

Products (Pepsi Cola), Detroit; Kaiser

Frazer Dealers (Automotive), Jackson, Ann

Arbor, Detroit; Koeppinger Bakery, Frazer

Paint Co., Greenwald Jewelers, Marine

Foods, Inc. (Pepe Herring), Marks Furs,

Benj. Rich (Real Estate), Detroit, Muske-

gon, Mich.; The Schmidt Brewing Co.

(Schmidt's Beer), Detroit, Mansfield, Ohio;

Scotland Woolen Co., (Yard goods), Sim-

mons and Clark (Jewelry), Taylors, Inc.

(Automotive), Troy Laundry (Laundry),

Velvet Peanut Products (Peanut Butter),

Worth Clothes (Clothing Stores), City

Foods (Orange Juice, etc.), Abner Wolf

(Foods), Detroit Free Press (Newspaper),

Benrus Watch Co. (Watches), Detroit, Mich.

*TV Accounts:* Benj. Rich (Real Estate),

Dossin's Food Products, Cunningham's

Drug Stores (Esquire Magazine, etc., Sport

Magazine—many drug items), The Schmidt

Brewing Co. (Schmidt's Beer), Velvet Pea-

nuc Products, Century Venetian Blind Co.,

Worth Clothes, Detroit, Mich.

### R. C. SMITH & SON, LTD.

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

Phone: EL 9396

Chairman.....R. C. Smith

President.....Adam F. Smith

Secretary.....M. A. Stoakley

Treasurer.....M. M. Marugg

Space Buyer.....M. E. Craven

Radio Director.....G. A. Phare

Account Execs.....G. H. Gislason,

W. B. Fraser

### W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

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

V.-P. & Secy.....G. B. Smith

Art Dir.....F. J. Thomas

Prod. Mgr.....L. M. Fallon

Media Dir. & Copy Chief..Robert E. Jackson

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

Space Buyer.....H. D. Peltier

Account Executives.....Robert E. Jackson,

H. D. Peltier, W. J. Smith

*Radio Accounts:* Peerless Mfg. Co., Strat-

ton & Terstegge Co., J. L. James, P. M.

Shaughnessy.

**Advertising Agencies**

**SMITH-BULL & McCREERY, INC.**

6642 Sunset Blvd., Hollywood 28, Calif.  
Phone: HEMpstead 5671

ANPA

President.....Walter K. McCreery  
Vice-President.....V. R. Dick Smith  
Secy.-Treas. ....Frank Bull  
Exec. Asst.....Earle Dumont  
Radio-TV Dir.....Dick Gartow  
Radio Time Buyer.....Georgina Small  
Acct. Execs.....Charles B. Ganz,  
Richard Berggren, James Lester, Al Essig.  
Radio-TV Dir. Prod.....Richard Garton  
Copy Chief.....Richard Parker  
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 & Clappett, Western Harness Racin-  
g Assn., Ice Follies, Ice Capades.  
*TV Account:* Pan Pacific Auditorium.

**SMITH, TAYLOR & JENKINS, INC.**

223 Fourth Ave., Pittsburgh 22, Pa.  
Phone: ATLantic 1-9312

ABP—ANPA—APA—FAAG—PPA

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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 Demme  
Films.....L. Cook Thompson  
Musical Director.....Al Marsico  
Account Executives.....Vaughn King,  
Jules Petrency, Robert Quaid

**SON DE REGGER ADV. AGENCY,**

1020 Locust St., Des Moines, Ia.  
Phone: 3-3185

ANPA—APA—ABP

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Vice-Pres.....O. D. McKasson, Jr.  
Secretary.....G. Hupp  
Treasurer.....N. H. Son De Regger  
Art Dir.....D. D. Neal  
Prod. Mgr.....Joseph Daniels  
Acct. Execs.....Fred Carl,  
Gus Strauss.  
TV Dir.....James Hill  
*Radio Accounts:* National Soap & Refining  
Co., Grocers Wholesale Co.

**SORENSEN & CO.**

864 No. Michigan Ave., Chicago, Ill.  
Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen

Art Dir.....W. D. MacCourt  
*Radio Accounts:* Bowey's, Inc., J. P.  
Harding Restaurants, Old Heidelberg Corp.

**C. JERRY SPAULDING, INC.**

201 Commercial St., Worcester 8, Mass.  
Phone: 3-4789

Pres. Treas. & Radio Time Buyer  
C. Jerry Spaulding  
Secretary.....H. H. Hartwell  
Art Director.....Harvey Ball  
Prod. Mgr.....Robert F. Hayward  
Acct. Exec.....Seth Martin  
*Radio Accounts:* Bieber-Polar Corp. (Bev-  
erages), Matthew Mfg. Co. (Roller skates),  
Worcester, Mass.

**SPITZ & WEBB ADV.**

206 E. Genesee St., Syracuse 2, N. Y.  
Phone: 2-7228

ABP—ANPA—APA

Account Executives.....William Spitz,  
Stephen M. Webb  
Production Manager.....Eleanor Bellinger  
Space Buyer.....Carol McCarthy  
*Radio Accounts:* Grange Silo Co., Inc.  
(Grange Silos), Red Creek; Greenway's,  
Inc. (Panda Beer), Reynolds Motors, Inc.  
(Ford cars), Syracuse; Moses Bros. Inc.  
(Dairy and Poultry Feeds), Eaton; Best Ice  
Cream Co. (Ice Cream & Frozen Foods),  
Bieber-Isaacs Co. Inc. (Men's Clothing Man-  
ufacturers, C. E. Chappell & Sons, Inc. (De-  
partment Store), Nettleton Shops, Inc.  
(Men's Shoe Stores), Peoples' Ice Co. (Ice,  
Coal), Renee Packing Co., Inc. (Meat  
Products), Rusterholtz & Rossell, Inc. (Chry-  
sler-Plymouth Dealer), Syracuse Glass Co.  
(Store Fronts, Mirrors, etc.), Syracuse,  
N. Y.

**SPITZER & MILLS LIMITED**

50 King St., W., Toronto 1, Ont., Canada  
PLaza 2811

CAAA—CDNA—BBM—CAB—CWNA  
PPAC—PAA—ABC

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; Lighthouse Cafe, Santa Monica; Victor International Co. of California (Chemical Products), Broadway-Spring Arcade Bldg., Yorktown  
*TV Accounts:* So. Calif. Dental Offices of Dr. Beauchamp (All Branches of Dentistry), Los Angeles; Chrysler-Plymouth Dealers (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Murphy Motors (New & Used Automobiles), Los Angeles.

**BARTON A. STEBBINS**

1250 Wilshire Blvd., Los Angeles 14, Calif.  
Phone: Trinity 8821  
AAAA—ABP—ANPA—APA  
BMB—NOAB  
Owner.....Barton A. Stebbins  
Acct. Excers.....Walter Jensen,  
Nat Jeffras  
Time Buyer.....A. W. Gudelman  
Radio Program Director...E. C. Bloodworth  
*Radio Accounts:* Signal Oil Co., Los Angeles, Calif.

*TV Accounts:* Fortner & Perrin (Topper Pants-Skirt Hanger), La Corte Mfg. Co. (Custom Upholstering), L. A. Honey Co. (Bee Bonnett Honey), Pump-It Inc. (Cat-sup pump), Ready-to-Bake Foods (Borden's Biscuits), Mrs. Lee's Pies (Simple Simon

Frozen Pies), Signal Oil Co., (Vogue Venetian Blinds), Los Angeles, Calif.

**STERLING ADV. AGENCY, INC.**

70 West 40th St., New York 18, N. Y.  
Phone: LOnacre 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  
*Radio Accounts:* Wicks & Greenman, Cornhill Bldg. & Loan Assn.

**STOCKTON, WEST, BURKHART, INC.**

1303 First National Bank, Cincinnati 2, O.  
Phone: Dunbar 5600, 01, 02  
AAAA—ABP—ANPA—BMB—NOAB  
Pres. & Treas.....William Z. Burkhardt  
V. P. & Sec.....Ranald S. West  
V. P.....Eric W. Stockton  
V. P. & Art Dir.....C. Thomas Martin  
Research Dir.....R. A. McDowell  
Acct. Excers.....H. S. Lenz,  
L. C. Puchta, J. D. Nelson, Jr., E. P. Broome,  
E. W. Stockton, H. S. Robinson, II  
*Radio Accounts:* Ohio Oil Co. (Gasoline & Oil), Findlay; Cin. Gas & Electric (Utilities), Gibson Wine Co. (Wine), Central Trust Co. (Banking Institution), U. S. Shoe Co. (Women's Shoes), Cincinnati, O.  
*TV Account:* Ohio Oil Co. (Gasoline & Oil), Findlay, O.

**STORM & KLEIN, INC.**

550 E. 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 7-4460  
ANPA—PPA  
President, Secretary.....Allston E. Storm  
Executive Vice-President....Edward Klein  
V-Pres. & Research Dir...Harry Chapperon  
Time Buyer.....Arthur J. Klein  
Art Director.....Frederick Widlicka  
*Radio Accounts:* The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City, (Perfumes and Cosmetics).

**C. R. STOUT ADVERTISING**

672 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 2-7074  
Owner.....C. R. Stout  
Office Manager.....Dan Andrews  
Art Director.....Rudolph K. Nauss

**Advertising Agencies**

**STRAUCHEN & McKIM**

6 E. Fourth St., Cincinnati 2, O.  
 Phone: Main 1618  
 AAAA—ABC—APA—BMB—NOAB  
 Account Executives.....E. R. Strauchen,  
 Gordon F. McKim  
 Radio & TV Director.....John G. Maupin  
 Assistant TV Director.....Charles Diebel  
 Radio Time Buyer.....Mary Taylor  
*Radio Accounts:* Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana, Ky., West Va.; The Crosset Co. (Packaged vegetables), Geo. Beyers Sons (Automobile Agency), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.  
*TV Accounts:* Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana; Beyers Sons (Automobile Dealer), The Crosset Co. (Packaged Vegetables), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.

**DANIEL F. SULLIVAN CO.**

216 Tremont St., Boston 16, Mass.  
 Phone: HANcock 6-7644  
 AAAA—ABP—ANPA—APA—NOAB  
 Radio & TV Dir.....Eugene F. Stafford  
*Radio Accounts:* Carling's Red Cap Dist. (Beers & Ales), Chelsea Clocks (Clocks), Boston; Davis Bros. Fisheries Co. (Canned Fish), Gloucester; Eastern Mass. St. Ry. Co. (Bus service 74 cities), Gould Negative Ion Co. (Medications), Granada Wines, Inc. (Wines), Boston; Hamid-Morton Circus (Circus), Sarasota, Fla; Hampton Beach Casino (Resort), Hampton Beach, N. H.; Hickox Secretarial School (Education), Kaler, Carney, Liffer & Co. (Insurance), Maloney Motors, Inc. (Studebaker Dist.), Metro Dist. Inc. (Appliances), Nutters System (Truck Rentals), Boston; Plastex Co. (Floor Wax), Cambridge; Plasticlear Products, Inc. (Auto Polishes), Malden; Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburg), Pine Point, Me.; Wilbur and Williams (Paint Products), Boston, Mass.  
*TV Accounts:* R. S. Robie, Inc. (Auto Rentals), Cambridge; Granada Wines, Inc. (Wines), Boston; Revere Racing Assn. (Wonderland Greyhound Track), Revere, Mass.

**SULLIVAN, STAUFFER, COLDWELL & BAYLES, INC.**

437 5th Ave., New York 16, N. Y.  
 Phone: ORegon 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. & Radio Tel. Dir....Philip H. Cohen  
 Producers.....Richard R. Uhl,  
 Thomas Victor  
 V. P. & Copy Chief.....J. Clifford Dillon  
 V. P. & Media Dir.....Francis Minehan  
 V. P. & Merc. Dir.....Daniel J. O'Meara  
 Vice Pres.....A. K. Spencer  
 Vice Pres.....William M. Spire  
 V. P. & Research Dir.....Luther H. Wood  
 Head Art Dir.....Robert West  
 Production Mgr.....George Andrew  
 Controller.....M. Herbert King

*Branch Office*

6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Gladstone 5048; Hillside 2119  
 V. P. Dir.....John J. VanNostrand  
*Radio Accounts:* American Cigarette & Cigar Co., Lever Brothers Co., Noxzema Chemical Co., Smith Brothers Co., Whitehall Pharmaceutical Co.

**SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland 15, O.  
 Phone: Main 7142  
 ANPA—PPA—NOAB—ABP—APA  
 Partners...John F. Sweeney, Frank G. James  
 Space Buyer.....T. M. Gregory  
*Radio Account:* Network: Firestone Tire & Rubber Co.

**J. D. TARCHER & CO., INC.**

630 Fifth Ave., New York 20, N. Y.  
 AAAA—ABP—ANPA—APA  
 NOAB—PPA  
 Pres.....Jack D. Tarcher  
 Vice-Pres.....George R. Marek  
 Vice-Pres.....E. C. Ridley  
 Space Buyer.....W. W. Kirchert  
 Prod. Mgr.....Jay R. Wieder  
 Art Dir.....Dimitri Petrov  
 Copy Chief.....Ben F. Laitin  
 Research Dir.....Leonard Tarcher  
 Mgr. Radio-TV.....Bob Kelly  
 Acct. Exces.....Jack Tarcher,  
 Geo. Marek, E. C. Ridley, Len. Tarcher  
*Radio Accounts:* Benrus Watch Co., McKesson & Robbins, Seeman Bros.  
*TV Accounts:* Benrus Watch Co., McKesson & Robbins, Seeman Bros.

**SAMUEL TAUBMAN & CO.**

1541 Sanson St., Philadelphia 2, Pa.  
 Phone: LOcust 4-0792  
 ANPA  
 Space Buyer.....S. Taubman  
 Radio Director.....M. Taylor  
 Copy Chief.....Raymond H. Love  
 Art Director.....B. Kistner  
*Radio Accounts:* Feinstein Furniture Co., Harry Krouse, Inc.  
*TV Account:* Harry Krouse, Inc.

**J. WALTER THOMPSON CO.**

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

AAAA—ANPA—ABP—PPA—NOAB—ABC

President ..... Stanley Resor  
Vice-Pres. in Charge of Radio & Tele

John U. Reber

Radio Tele Time Buyer..... Linnea Nelson  
Radio Tele Talent Buyer... Virginia Spragle

*Branch Offices*

1549 North Vine St., Hollywood 28, Calif.  
V.-P. 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

645 South Flower St., Los Angeles 36, Calif.  
General Manager..... Robert B. Shirey

Radio Time Buyer..... Jane Hubert

*Radio-TV Accounts:* Atlantic Sales Corp., P. Ballantine & Sons, F. W. Boltz Corp., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, Homestead Bakery, Indiana Bell Telephone, Johns-Manville Corp., Kraft Foods Co., Lamont-Corliss, Langendorf United Bakeries, Inc., Lever Brothers Co., Libby McNeill & Libby, Leo J. Meyberg Co., Northern Trust Co., Pan American World World Airways, Pharma-Craft Corp., Penick & Ford, Ltd., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Standard Brands Inc., Swift & Co., Thompson Products, Times, Mirror Co., Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., Eastman-Kodak Co., Scott Paper Co., Wine Advisory Bd., General Cigar Corp. (White Owl).

**TIMELY ASSOCIATES, INC.**

70 E. 45 St., New York 17, N. Y.  
Phone: MU 4-0286

ABP—APA

President..... Daniel R. Prosnit  
Secy.-Treas.-Radio Dir.... David J. Diamond

*Radio Accounts:* Progressive Life Ins. Co., Jacques Kreisler Mfg. Corp., Solon Palmer, Voro, Inc.

**ALFRED F. TOKAR ADV.**

850 Broad St., Newark 2, N. J.  
Phone: Mitchell 2-2561

ANPA—PPA

Partner..... A. F. Tokar  
Partner & Space Buyer..... M. E. Bach  
Radio Dir. & Buyer Radio Time... N. Tokar

**TRACY, KENT & CO., INC.**

515 Madison Ave., New York 22, N. Y.  
Phone: ELdor 5-4404

ABP—ANPA—APA—NOAB—PPA

Chairman of Board..... Wm. Irwin Tracy  
Pres..... Frank S. Kent

Vice Pres. & Art Dir..... 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. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.

*TV Accounts:* Celomat Corp (Vue-Scope Lens), Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; The Taylor-Reed Corp (Q-T Frosting), Glenbrook, Conn.; Julian Freirich Co. (Meat Products), Long Island City, N. Y.

**TRACY-LOCKE CO., INC.**

1307 Pacific Ave., Dallas 1, Tex.  
Phone: P7-8655

AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA—SNPA

President..... Raymond P. Locke  
Excc. V. P..... Morris Hite

Vice-Presidents... Glenn G. Addington, Sr.,  
Ernest S. Lovan, Clay W. Stephenson, Jr.

V. P., Secy.-Treas..... John H. Wellenkamp  
Radio Time Buyer..... Ernestine Parker

*Radio Accounts:* Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Div.) (Milk & Ice Cream), Burrus Mill & Elevator Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Neuhoff Brothers, Packers (Meat, etc.), Dallas, Republic National Bank (Com'l Banking), Dallas; Resistol Hats, Inc. (Men's hats), Garland, Texas.

**THE TULLIS CO., INC.**

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HE 6831

President..... Howard L. Tullis  
Vice-Pres..... Earl Willhite

TV Director..... Ben Lang  
Time Buyer..... Willy Brosik

Kelley Kar Co. (Used Cars), Los Angeles;  
Balion Ice Cream Co. (Vanilla Ice Cream),

South Gate; Vacuum Cleaner Co. of America (Vacuum Cleaners), Rogers Upholstering Co. (Reupholstering, Furniture Service),

Carolina Pines Restaurant (Restaurant), Party Snax Food Prod. Co. (Packaged Foods), Los Angeles, Calif.

## • • • Advertising Agencies • • •

*TV Accounts:* Tail o' the Cock Restaurant (Restaurant), Beverly Hills; Cal Cast Prod. Co. (Household Products), Leo Kelley Ford Dealer (New Fords), Los Angeles, Calif.

### VALLEY ADVERTISING CO.

113 W. 4 St., Weslaco, Tex.

Phone: WEslaco 175

Pres., Treas., Radio Dir., Radio Time Buyer & Space Buyer.....J. D. Grafton  
 Vice-President.....E. S. Grafton  
 Secretary.....R. B. Blaneett  
 Art Director.....L. Blaneett  
 Production Manager.....F. Schultz

*Radio Accounts:* Borderland Citrus Groves, Valley Grande Academy.

### VICTOR VAN DER LINDE CO.

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

Phone: ELdorado 5-5185

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

Media Dir.....Agnes Kingsley  
*Radio Accounts:* L. Bamberger & Co., Beam Products Co., Dolcin Corp., Dolcin, Ltd., Jamane, Inc., C. F. Matilage Sales Co., James McCreery & Co.

### JOHN B. VAN DOMELEN, AGENCY

322-332 Federal Square Bldg.

Grand Rapids 2, Mich.

Phone: 9-3453-4

PPA—ABP

Owner & Space Buyer...J. B. Van Domelen  
 TV Director.....Robert Riekse  
 Publ. Dir.....E. J. Logie  
 Prod. Mgr. & Acct. Exec....R. F. Doornink

### VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.

Phone: DELaware 7-3122-3-4

NOAB—PPA—APA

President & Treas.....C. E. Van Hecker  
 Account Exec.....W. F. Barkow  
 Account Exec. & Space Buyer...F. J. Guzk  
*Radio Account:* Pyroil Co.

### VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.

Phone: LEXington 5400

AAAA—ABP—ANPA—PPA—NOAB

APA—ABC

President.....Wilbur VanSant  
 Vice-President.....Robert E. Daiger  
 V.-P. & Acct. Execs....Robert E. Daiger,  
 H. G. Erck, C. M. Buchanan, T. F. C. Quinn  
 Media & Research.....U. H. Moss  
 Acct. Execs.....Wm. Dugdale,  
 D. J. Loden

Radio Dir.....R. V. Walsh

*Radio Accounts:* Fram Corp., International Bedding, York Wallpaper, National

Radio Institute, The Glenn L. Martin Co., Sherwood Brothers, The Crosse & Blackwell Co., Rice's Bakery, The Wm. Schludenberg Co., Anchor Post Products, William Montgomery Co., Black & Decker.

### VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio

Phone: Dunbar 0067, 0068

ABP—ANPA—APA

President.....B. W. Brown  
 Vice-Pres.....B. Venable  
 Vice-President.....G. L. Service  
 Sec'y-Art Dir. & Prod. Mgr..P. R. Harrover  
 Treas. & Buyer Radio Time..D. B. Mescher  
 Acct. Execs.....B. Venable,  
 G. L. Service, B. W. Brown,  
 Wm. J. McLaughlin

### J. FRANKLYN VIOLA

152 W. 42 St., New York 18, N. Y.

Phone: CHickering 4-3254

President-Owner.....J. Franklyn Viola

*Radio Accounts:* Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co.

### WADE ADVERTISING AGENCY

Pres.....A. C. Wade  
 Exec. V. P.....W. A. Wade  
 Secy.....E. N. Nelson  
 Head of Creative.....R. O. Archer  
 Radio Director.....Jeff Wade  
 Radio Media Director.....Louis J. Nelson  
 Time Buyer.....Wm. B. Condon  
 Research Dir.....Gordon A. Norberg

*Radio-TV Dept.*

Art Mgr.....Ken Baugs  
 Copy Chief.....I. W. Davidson

*Branch Office*

411 W. 5th St., Los Angeles 13

Manager.....Robt. E. Dwyer  
 Radio Dir.....Forrest F. Owen, Jr.  
 Acct. Exec.....Joe Charbonneau

*Radio Accounts:* Shotwell Mfg. Co. (Candy), Chicago; Miles Calif Co. (Prop. Remedies), Los Angeles, Calif.

*TV Account:* Miles Labs. Inc. (Alka-Seltzer), Elkhart, Ind.

### HUGO WAGENSEIL & ASSOCIATES

Talbot Bldg., Dayton 2, Ohio

Phone: HENlock 5542

AAAA—ABP—CAN—PPA

President.....H. Wagenseil  
 Sect-Treasurer.....G. Wagenseil  
 Production Mgr.....W. J. Staags  
 Art Director.....E. Hageman  
 Public Relations.....G. W. Young  
 Radio-TV Program Director....Jim Bridges  
 Account Executives.....F. R. Harwood,  
 W. H. Ford, William Guisewite



## Advertising Agencies

**Radio Accounts:** Albers Super Markets (Groceries & Meats), Cincinnati; Bonded Oil Co. (Service Stations), Springfield, O.; CROP (World Relief Program), Chicago, Ill.; Dayton Power & Light Co., Dayton; First National Bank, Middletown; Gallaher Drug Co., House of Lowell, Inc (Beauty Items), Lowe Brothers Co. (Paints), Ohio Yellow Cab Co., Dayton; Savings Society, Springfield; Dayton Reliable Motors (New Cars—Service), Cheerheart Cleaners (Dry Cleaners—Laundrers), Day Brothers Furniture, Dayton, O.

**TV Accounts:** Anderson Piano Co. (Musical Instruments), Crystal Rug & Carpet Co. (Carpeting—Cleaning), Cheerheart Cleaners, Grismer Tire Co. (Firestone Dealer), Triple Seal Window & Door Co. (Storm Windows & Doors), Dayton, O.

### WALDIE & BRIGGS, INC.

221 N. LaSalle St., Chicago 1, Ill.

Phone: Franklin 8422

ANPA—APA—PPA—ABC—NOAB

President.....B. D. Waldie  
 Vice-Pres. & Treas.....G. L. Briggs  
 Vice-President.....Art Kanasko  
 Secretary.....Lois Chambers  
 Assistant Treasurer.....Leona McMullen  
 Account Executives.....A. Kanasko,  
 J. H. Bolt, R. E. Wright, P. Frantz  
 Art Director.....Helmut Boenisch  
 Production Mgr.....Harold Trestenjak  
 Additional Acct. Execs.....R. M. Skallerup,  
 D. L. Campbell

### WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.

Phone: Grant 1900

ANPA—ABP—PPA—APA—CAN

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.*  
 Dir. & Space Buyer.....Harold S. Downing

**Radio Accounts:** Duquesne Brewing Co., Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Mail Pouch Tobacco Co., Colonial Biscuit Co., Sterling Oil Co.

### WALLACE-FERRY-HANLY CO.

400 W. Madison St., Chicago 6, Ill.

Phone: Fra 2-6110

AAAA- ABP- ANPA-APA

NOAB—PPA

Chmn. of Board.....C. P. Hanly  
 President.....L. T. Wallace  
 Secy.-Treas.....H. E. Lehman  
 Prod.....J. T. Shegenda  
 Art Dir.....Ruth Maisel

Space & Radio Time Buyer

Blanche J. Slivka  
 Radio Dir.....J. T. Ainley  
 Acct. Execs.....L. T. Wallace,  
 M. G. Pierce, Lester H. Ploetz  
 Henry E. Behr

**Radio Account:** Campana Sales Co. (Cosmetics), Batavia, Ill.

### WILLIAM WARREN, JACKSON & DELANEY

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

Phone: JU 6-0350-1-2

ABP—APA

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 Geberer  
 Acct. Executives.....Stevens P. Jackson,  
 William Solow, J. C. Silverman, Paul Kopp,  
 Vernon Hayes

**Radio Accounts:** Alexanders Dept. Store, Sachs Quality Stores, Spears (Department Store), New York; Snow White Products (Cosmetics), Lynchburg, Va.; Strauss Stores (Auto Accessories), 6 states; Flag Pet Food Corp. (Cat & Dog Food), Pierce School, Federal Life & Casualty, Sofia Bros. (Moving & Storage), Bop City (Night Club), Warren-Connolly (Distributor), Ritz Thrift Shop (Furrier), Stevens Appliances, #50 New-Lac (Floor Polish), Furniture Town, Cardinal Ties, Metropolitan Training Center School, New York, N. Y.

**TV Accounts:** Lord & Taylor (Department Store), Sachs Quality Stores, Alexanders Dept. Store, Stevens Appliances, Ritz Thrift Shop (Furrier), Spear & Co., Warren Connolly (Distributor), Flag Pet Food Corp, Strauss Stores (Auto Accessories), 6 States; Cardinal Ties, New York, N. Y.

### WARWICK & LEGLER, INC.

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

Phone: Murray Hill 6-8585

AAAA-ABC-ABP-ANPA-APA

NOAB—PPA

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*

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hempstead 8163

Radio Director.....Cecil Underwood

**Radio Accounts:** Pabst Sales Co. (Pabst Blue Ribbon Beer), Chicago, Ill.; Equitable Life Assurance Society of the U. S., New York, N. Y.

## Advertising Agencies

*TV Accounts:* Pabst Sales Co., Chicago, Ill.; The George W. Luft Co. (Cosmetics), Long Island City, N. Y.

### NORMAN D. WATERS & ASSOCIATES, INC.

6 E. 39 St., New York 16, N. Y.  
Phone: MURRAY Hill 5-8950  
ABP—ANPA—NOAB—PPA

President.....Norman D. Waters  
Vice-President.....Charles H. Whitebrook  
Vice-President.....Sanford L. Hirschberg  
Secretary.....Elaine L. Waters  
Treasurer.....Harold L. Waters  
Asst. Treas. & Gen. Mgr....Louis Landesman  
Media Director.....Murray Platte

### WATTS, PAYNE—ADV., INC.

205 S. Cheyenne Ave., Tulsa 3, Okla.  
Phone 3-8108

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 Carlross  
Time Buyers.....Don Watts, Leslie S. Hauger  
Continuity.....Don Mitchell

#### *Branch Offices*

316 Fidelity Bldg., Dallas, Tex.

Manager.....Burke Gilliam  
Account Executives.....R. S. Hauger,  
Todd Merrill

*Radio Accounts:* Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sick & Associates, Home Furniture Co., Bryan & Sons; Hawk Dairies, Tennessee Dairies.

### TUCKER WAYNE & CO.

1175 Peachtree St., N.E., Atlanta 5, Ga.  
Phone: ATwood 3856-3859

ANPA—PPA—APA—ABP—SNPA  
NOAB—AAAA

President.....Tucker Wayne  
Publ. Relations.....Lee Fuhrman  
Media Dir.....C. C. Fuller  
Radio Director.....D. D. Connah

*Radio Accounts:* Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwob Co.

### LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., Saint Paul 1, Minn.  
Phone: Cedar 3777

AAAA—ABP—Twin City Media Association  
Owner.....Luther Weaver  
Acct. Exec.....Donald Gardner  
Exec. Asst.....Ruth H. Muldoon

Secretary.....Blanche G. Anderson  
Director Radio and TV.....Luther Weaver

*Radio Accounts:* Twin City Wholesale Grocer Co., Saint Paul, Minn., and Fargo, N. D.; Twin Ports Wholesale Grocer Co., Duluth; Minnesota Hospital Service Assn.—Blue Cross—Blue Shield, Saint Paul; Stewart Paint Mfg. Co., Minneapolis; Falcon and Pilgrim Cleaners (dry-cleaners), Saint Paul & Minneapolis, Minn.

*TV Account:* Twin City Wholesale Grocer Co., St. Paul, Minn.

### R. W. WEBSTER ADVERTISING

816 W. 5th St., Los Angeles 13, Calif.

Phone: MADison 9-2283

APA—SCAAA (Southern California Advertising Agencies Association)

President.....R. W. Webster  
Treasurer.....Irene Boyle  
Space Buyer & Prod. Mgr..Richard T. Guppy  
Art Directors.....James N. Hastings,  
Robert Magee

Acct. Exces.....R. W. Webster,  
Vaughn Shedd, Joy Garrison Berghell

*Radio Account:* Pharmaceutical Research, Inc. (P-R Iodin Ration), Los Angeles, Calif.

*TV Account:* The Bramhall Co. (Unmask), Pasadena, Calif.

### JOHN P. WEIDENHAMER & ASSOCIATES

26 N. 18 St., Harrisburg, Pa. (Box 1024)

Phone: 4-1808

Pres. & Space Buyer....J. P. Weidenhamer  
Secy.-Radio Dir. & Buyer Radio Time

N. H. Weidenhamer  
Treas. & Prod. Mgr.....F. F. Bratten  
Art Director.....D. H. Bates

*Radio Accounts:* Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

### ARMAND S. WEILL CO., INC.

170 Franklin St., Buffalo 2, N. Y.

Phone: Washington 6250

ABP—ABC—ANPA—APA

President.....Armand S. Weill  
V. P.-Treas.....Harold C. Desbecker  
V. P.....Robert K. Weill

### MILTON WEINBERG ADV. CO.

325 W. Eighth St., Los Angeles 14, Calif.

Phone: TUCKer 4111

ANPA—PPA—ABC—APA

President & Time Buyer..Bernard Weinberg  
Media Director.....Ray Keplinger  
Radio Director.....W. H. Krauch

*Radio Accounts:* Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catering Co., Pep Boys of Calif., Thrifty Cut-Rate Drug Stores.

## • • • Advertising Agencies • • •

### WILLIAM H. WEINTRAUB & CO., INC.

488 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-4110  
ANPA—NOAB—PPA

President.....William H. Weintraub  
Exec. Vice-Pres.....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 Gannon  
Business Mgr. & Time Buyer-Radio-TV Dept.  
Gladys York  
Account Executives.....M. J. Eysler,  
William Jensen, Eugene Kummel, Rich-  
ard Bouton, Kay Daly

#### Branch Office

Willow Run, Mich.  
Phone: Ypsilanti 5010

Resident Mgr.....Curtis C. LeWald  
Asst. Resident Mgr.....John K. Geist  
*Radio Accounts:* Adam Hat Stores, Inc. (Adam Hats), Seeman Bros., Inc. (Air-Wick, White Rose Tea, White Rose Coffee), New York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser and Frazer Cars), Detroit, Mich.

*TV Accounts:* Seeman Brothers (Air-Wick), Maiden Form Brassiere Co., Inc. (Maiden Form Brassieres), New York, N. Y.

### WALTER WEIR, INC.

250 W. 57 St., New York 19, N. Y.  
Phone: PLaza 7-0140  
ANPA—PPA—AAAA

President.....W. Weir  
Vice-President.....G. Baird  
V.-P. Chge. Prod.....W. B. Downes  
V.-P. & Art Director.....A. E. Macon  
Secy. & Treas.....M. B. Solomon  
Space Buyer.....Doris A. Davies

### WEISS & GELLER NEW YORK, INC.

400 Madison Ave., New York 17, N. Y.  
Phone: PL 3-4070

ANPA—APA—NOAB—PPA

Radio Director.....Lester J. Mallets  
TV Director.....Ernest Byfield, Jr.  
Time Buyer.....Max Tendrick

*Radio Accounts:* Flagstaff Foods, Perth Amboy, N. J.; Nedick's Inc. (Restaurants and Bottled Drink), New York; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

*TV Accounts:* Flagstaff Foods, Perth Am-

boy, N. J.; Nedick's Inc. (Restaurant and Bottled Drink), New York; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

### WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.  
Phone: WISconsin 7-5978  
ANPA—PPA

Owner, Radio Dir.....Ed. L. Wertheim  
Manager.....Ed T. Wertheim  
Art Dir.....Jose I. Ramos  
Account Executives.....E. Taylor Wertheim,  
Madeline George

#### Branch Office

1031 Arch St., Philadelphia 7, Pa.  
Manager.....Jean H. Breig

### WESTHEIMER & BLOCK

315 N. 7th St., St. Louis 1, Mo.  
Phone: Garfield 4080

AAAA—ABP—ANPA—APA—NOAB

Partner, Acct. Execs. Louis E. Westheimer,  
Frank Block  
Account Executives...Wm. H. Mullgardt,  
Wm. M. Wider, Conrad F. Stuhlman, Wm.  
T. Gangle, Eugene Pettus, Jr.

Production Mgr.....Barbara Block  
Time & Space Buyer.....Elizabeth Ehrlich

*Radio Accounts:* Schutter Candy Com-  
pany (Old Nick & Bit-O-Honey candy bars),  
St. Louis, Mo.; Centlivre Brewing Corp.  
(Old Crown Beer and Ale), Peter Eckrich  
and Sons (Paeking Company), Fort Wayne,  
Ind.; Freund Jewelry Company, Disco Dis-  
tributing Co. (Motorola Distributors), E.  
B. Jones Motor Co. (Plymouth-Dodge dis-  
tributors), Sears, Roebuck and Co. (Depart-  
ment Store), Staten Island Cleaners (Clean-  
ing and Dyeing), St. Louis, Mo.; Ripon  
Foods, Inc. (Kiddie Kookies), Ripon, Wis.;  
Valley Farm Dairy (Dairy products), Mu-  
tual Bank and Trust Co., St. Louis, Mo.

*TV Accounts:* Disco Distributing Co.,  
Sears, Roebuck & Co., St. Louis, Mo.; Peter  
Eckrich and Sons, Fort Wayne, Ind.; Tucker  
Motor Co. (Oldsmobile Distributor), E. B.  
Jones Motor Co., Staten Island Cleaners,  
St. Louis, Mo.

### WESTON-BARNETT, INC.

217 W. 5th St., Waterloo, Iowa  
Phone: 4677

ABP—ANPA—PPA—APA

President.....Wells H. Barnett  
Vice-President.....Phillips Taylor

#### Branch Office

520 N. Michigan Ave., Chicago 11, Ill.  
Vice-Presidents.....A. C. Barnett,  
M. C. Swartz

*Radio Accounts:* Iowa Soap Co., American  
Bird Products, Inc., Walker Remedy Co.,  
Vinton Hybrid Corn Co.

**TOM WESTWOOD ADV. AGENCY**

416 W. 8 St., Los Angeles 14, Calif.  
Phone: TRinity 8496-7  
SCBA

Owner & President.....Tom Westwood  
Time Buyer & Traffic...Marguerite Thomas  
*Radio Accounts:* Hebrew Christian Hour,  
Voice of China, So. Calif. Lutheran Hour,  
Los Angeles, Calif.

**WARD WHELOCK CO.**

Lincoln-Liberty Bldg., Philadelphia 7, Pa.  
Phone: Rittenhouse 6-7500  
ANPA—PPA—APA—NOAB—ABC

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*

444 Madison Ave., New York 22, N. Y.  
Vice-President.....R. K. Strassman  
Guaranty Bldg., Hollywood 28, Calif.  
Radio Director.....Diana Bourbon  
*Radio Account:* Campbell Soup Co.  
*Television Account:* Stephen F. Whitman  
& Son, Inc.

**WILKINSON-SCHIWETZ & TIPS, INC.**

455 Caroline St., Houston 2, Tex.  
Phone: CEntral 9301  
AAAA—ABP—ANPA—NOAB

President.....J. B. Wilkinson  
Vice-Pres. ....Kern Tips  
Radio Time Buyer.....Gene Heard  
Secy.-Treas. ....Ted Schiwetz  
*Radio Accounts:* American General Ins.  
Co., Mr. Baird's Bread, Geo. H. Dentler &  
Sons, Foley's, Associated General Con-  
tractors, Houston Natural Gas Co., Hum-  
ble Oil & Refining Co., Kuhn Paint Co., Ray-  
mond Pearson, Inc., Rettigs, Texas Gulf Sul-  
phur Co.  
*TV Account:* Humble Oil & Refining Co.

**WILLIAMS & SAYLOR, INC.**

271 Madison Ave., New York 16, N. Y.  
Phone: LExington 2-3494  
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.  
*TV Accounts:* American Packing Co., St.  
Louis, Mo.; Deep Rock Oil Corp., Chicago,  
Ill.; Missouri-Kansas-Texas RR, Boatmen's  
National Bank, St. Louis, Mo.

**N. A. WINTER ADV. AGENCY**

11th Fl., Paramount Bldg., Des Moines 9, Ia.  
Phone 4-9154  
ABP—NOAB—APA—NAAN  
Pres., Service Dir., Acct. Ex....N. A. Winter  
Acct. 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 1-865  
AAAA—ABP—ANPA—APA  
NOAB—PPA

President.....Ralph Wolfe  
Vice-President.....A. D. Conkey  
Secy.-Treas.....C. M. Jickling  
Acct. Executive.....R. L. Mulvogue  
Art Director.....C. S. Brown  
Acct. Executive.....Florentine Urban  
Radio TV Dir.....Cyrilla Anderson  
Supervisor-Continuity.....Ruth Rice  
*Radio Accounts:* Schafer Bakeries  
(Bread), Detroit; Employers Assn., Detroit,  
Mich.; Albert Taub Co. (Peanut Butter),  
Cleveland, O.

**LESTER "L" WOLFF, INC.**

14 E. 39 St., New York 16, N. Y.  
Phone: MU 9-1440  
ANPA—ABP—PPA

President.....Lester "L" Wolff  
Vice-Presidents.....Frederick Roselius,  
Clifford Poppleton

# Advertising Agencies

## WOODARD & FRIS, INC.

24 James St., Albany 7, N. Y.

Phone: 3-1248-1249-1240

President.....Tedford L. Woodard  
 Secy.-Treas.....R. David Fris  
 Radio Director.....Mary Elizabeth Gaynor  
 TV Director.....Barbara H. Lewis

*Radio Accounts:* Frank H. Adams-Jeweler (Jewelry), Albany Savings Bank, Dobler Brewing Co., First Trust Co., Albany, N. Y.

## WORTMAN, WILCOX & CO., INC.

(Formerly Wortman, Barton & Coold, Inc.)

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

Phone: MURRAY Hill 4-5920

ABP—ANPA—NOAB—PPA

Pres. & Treas.....E. B. M. Wortman  
 Vice-Pres. & Secy.....D. N. Wortman  
 Exec. Vice-Pres.....E. A. Wilcox  
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Phone: Douglas 2-4586

Executive-in-Charge.....William A. Ayers

*AM & FM Stations Represented*—WKAB, Mobile, Ala.; KVSM, San Mateo; KTIP, Porterville; KOCS, 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.; KSLK, Pittsburg, Kans.; WLBR, Baton Rouge, La.; WTAO, Cambridge-Boston; WTXL, Springfield; KAUS, Austin; KROX, Crookston, Minn.; KBOW, Butte, Mont.; WIMS, Michigan City, Ind.; KLAS, Las Vegas, Nevada; WPAT, Paterson, New Jersey; WKAL, Rome; Television WKTV-TV, Utica; WXRA, Buffalo; WOKO, Albany; WWSC, Glens Falls; WGVA, Geneva; KCTI, Gonzales, Tex.; WAYB N. Y.; WPFB, Middletown-Dayton, Ohio; KASH, Eugene, Ore.; WCMB, Harrisburg; WHJB, Greensburg, Pa.; WUSN, Charleston, S. C.; WSTS, Southern Pines, N. C.; KISD, Sioux Falls, S. D.; WIBK, Knoxville; WKPT, Kingsport, Tenn.; KFRO, Longview; KBKI, Alice; KCTI, Gonzales, Tex.; WAYB, Waynesboro; WMEV, Marion, Va.; WOSH, Oshkosh, Wis.; WVVW, Fairmont, W. Va.; KBYR, Anchorage, Alaska; KPAC, Port Arthur, Tex.; CKMO, Vancouver, B. C.; CKMO, Vancouver, B. C.; CJOB, Vernon, B. C.; CKOK, Penticton, B. C.; CHUB, Nanaimo, B. C.; CKK, Brandon, Manitoba; CJOB, Winnipeg,

Manitoba; CKSB, St. Boniface, Manitoba; CKBW, Bridgewater, Nova Scotia; CJCH, Halifax, Nova Scotia; CKFI, Fort Frances, Ontario; CJOY, Guelph, Ontario; CJRL, Kenora, Ontario; CKWS, Kingston, Ontario; CJKL, Kirkland Lake, Ontario; CFCH North Bay, Ontario; CKOY, Ottawa, Ontario; CHEX, Peterborough, Ontario; CHOK, Sarnia-Port Huron, Ontario; CHLO, St. Thomas, Ontario; CKGB, Timmins, Ontario; CKEY, Toronto, Ontario; CKVL, Verdun, Quebec; Quebec French Radio Group: CKCV, Quebec; CKVL, Verdun; CHLT, Sherbrooke; CHEE, Granby; CHLN, Three Rivers; CJSO, Sorel.

### HARRY E. CUMMINGS

1306 Barnett National Bank Bldg.,  
Jacksonville 2, Fla.

Phone: 3-0381

Owner.....Harry E. Cummings

*AM & FM Stations Represented*—WDIG, Dothan, Ala.; WQAM, Miami; WFLA, Tampa; WJAX, Jacksonville; WDBO, Orlando; WTAL, Tallahassee, Fla.; WHIO, Dayton, Ohio; WSPA, Spartanburg, S. C.; WROL, Knoxville, Tenn.

### EVERETT-MCKINNEY, INC.

40 E. 49 St., New York 17, N. Y.

Phone: Plaza 9-3747

President.....Max M. Everett  
V-Pres. & Treas.....R. H. McKinney  
Secretary.....George Allan  
Sales Mgr.....Powell H. Ensign

#### Branch Offices

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

Phone: Superior 9866

Executive-in-Charge.....Carl Jewett  
7079½ Hollywood Blvd., Hollywood, Calif.

Phone: Hillside 3362

681 Market St., San Francisco, Calif.

Phone: Douglas 2-4475

*AM & FM Stations Represented*—WTHH, Hartford; WSTC, Stamford, Conn.; WROM, Rome, Ga.; WDAN, Danville, Ill.; Iowa Tall Corn Network; KWCN, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFJ, Ft. Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KCOM, Sioux City; KICD, Spencer; KAYX, Waterloo, Ia.; KWKH, Hutchinson, Kans.; WBEC, Pittsfield, Mass.; WABY, Albany; WENY, Elmira; WGLN, Glens Falls; WHDL, Olean; WHEC, Rochester, N. Y.; WIHC, Henderson, N. C.; WLEC, Sandusky, Ohio; KFLW, Klamath Falls; KORE, Eugene, Ore.; WPAM, Pottsville; WRAC, Williamsport, Pa.; KGOR, San Antonio; KWTX, Waco, Tex.; WHBY, Appleton; WLIP, Kenosha, Wis.

**Radio-TV Station Representatives**

**FREE & PETERS, INC.**

444 Madison Ave., New York 22, N. Y.  
Phone: PLAZA 9-6022

President.....H. Preston Peters  
Exec. Vice-Pres.....Russel Woodward  
Vice-President.....Jones Seavern  
Vice-President.....Arthur J. Barry, Jr.  
Edward M. Blain, William N. Davidson,  
Martin L. Henry, E. P. J. Shurick.  
TV Department: John W. Brooke, Robert  
J. McNamara, Elliott W. Reed.

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Vice-President.....John A. Cory  
Arthur W. Bagge, Raymond M. Neihengen,  
John A. Thompson, William J. Tynan.  
322 Palmer Bldg., Atlanta 3, Ga.  
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Phone: Woodward 1-4255

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406 W. 7th St., Fort Worth 2, Tex.  
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Manager.....Joseph W. Evans  
Chm. of Bd.....James L. Free  
6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Hollywood 9-2151

Manager.....Hal W. Hoag  
58 Sutter St., San Francisco 4, Calif.  
Phone: Sutter 1-4353

Manager.....A. Leo Bowman

*AM & FM Stations Represented*—East,  
Southeast: WBZ-WBZA, Boston-Springfield,  
Mass.; WGR, Buffalo; WMCA, New York;  
KYW, Philadelphia; KDKA, Pittsburgh,  
Pa.; WFBL, Syracuse, N. Y.; WCSG, Charles-  
ton; 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-KFRM, Kansas City, Mo.; WAVE,  
Louisville, Ky.; WTCN, Minneapolis-St. Paul,  
Minn.; WFAB, Omaha, Neb.; WMBD,  
Peoria, Ill.; KSD, St. Louis, Mo.; KFDM,  
Beaumont; KRIS, Corpus Christi; WBAP,  
Ft. Worth-Dallas; KXYZ, Houston; KTSA,  
San Antonio, Tex.; Mountain & West: KOB,  
Albuquerque, N. M.; KDSH, Boise, Idaho;  
KVOD, Denver, Colo.; KGMB-KHBC, Hono-  
lulu-Hilo, Hawaii; KEX, Portland, Ore.;  
KIRO, Seattle, Wash.  
KIRO, Seattle, Wash.

*TV Stations Represented*—WOC-TV, Dav-  
enport, Ia.; WBAP-TV, Ft. Worth-Dallas,  
Tex.; WAVE-TV, Louisville, Ky.; WTVJ,  
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*

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Vice-President.....Alvin Eicoff  
7079½ Hollywood Blvd., Hollywood, Calif.  
Phone: HI 3362

Executive-in-Charge.....Irene Griffith  
681 Market St., San Francisco, Calif.  
Executive-in-Charge.....Irene Griffith

*AM & FM Stations Represented*—WVOK,  
Birmingham, Ala.; KGRH, Fayetteville, Ark.;  
WOOK, Washington, D. C.; KWSL, Lake  
Charles, La.; WJEJ, Hagerstown, Md.;  
WIDE, Biddeford, Me.; WBKA, Brockton;  
WKOX, Framingham; WHAV, Haverhill,  
Mass.; WEXL, Royal Oak, Mich.; WSKB,  
McComb, Miss.; KBRL, McCook, Neb.;  
WJOC, Jamestown; WHOM, New York, N.  
Y.; WSKY, Asheville; WWNF, Fayetteville;  
WSSB, Durham, N. C.; WJEL, Springfield,  
Ohio; KASA, Elk City, Okla.; WLOA,  
Braddock-Pittsburgh, Pa.; KOLE, Port Ar-  
thur, Tex.; WHYU, Newport News, Va.;  
WHTN, Huntington, W. Va.

*CALS Members*: WGLS, Atlanta; WBBQ,  
Augusta; WDEC, Americus; WGAU, Athens;  
WLBB, Carrollton; WBHF, Cartersville;  
WGAA, Cedartown; WMJM, Covington;  
WBLJ, Dalton; WDWD, Dawson; WMLT,  
Dublin; WDUN, Gainesville; WKEU, Grif-  
fin; WFOM, Marietta; WROM, Rome;  
WFRP, Savannah; WWNS, Stateboro; WSFT,  
Thomaston; WKTC, Thomasville; WWGS,  
Tifton; WRLC, Toccoa; WRON, Vidalia;  
WAYX, Waycross; WRLD, West Point;  
WMVG, Milledgeville; WMGA, Moultrie;  
WBHB, Fitzgerald; WIBB, 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,  
Ft. Smith, Ark.; WGVM, Greenville, Miss.;  
KOMA, Okla. City, KTUL, Tulsa, KGLC,  
Miami, Okla.; KLYN, Amarillo, KPND,  
Pampa, KHUZ, Borger, KCTX, Childress,  
KWFT, Wichita Falls, KEPO, El Paso,  
KECK, Odessa, KSKY, Dallas, KWBC, Ft.  
Worth, KTFE, Texarkana, KGKB, Tyler,  
KVET, Austin, KMAC, San Antonio, KTLW,  
Texas City, KIOX, Bay City, KTRM, Beau-  
mont, KSFA, Nacogdoches, KLTI, Longview,  
Texas.

## • • • Radio-TV Station Representatives • • •

### IRENE GRIFFITH

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### 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.

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President-Treasurer.....Frank M. Headley

Secretary .....Paul R. Weeks

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Exec. V. P.....Dwight S. Reed

814 California St., San Francisco, Calif.

Phone: EXbrook 2-3407

Manager.....James M. Alspaugh

*Stations Represented:* KMPC, Los Angeles, Calif.; WJIM, Lansing; WGFC, Kalamazoo, Mich.; KXXX, Colby, Kans.

*TV Station Represented*—WJIM-TV, Lansing, Mich.

### HARRINGTON, RIGHTER & PARSONS, INC.

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

Phone: MU 8-1185

#### TV Department

President.....John E. Harrington, Jr.

Vice Pres.....Volney Righter

Vice Pres.....James O. Parsons, Jr.

Acct. 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.

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President .....Frank W. Miller, Sr.

Vice-President Chg. TV.....William B. Faber

Vice-President Chg. AM.....Sterling Beeson

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#### Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.

Executive-in-charge.....John W. Wrath

2019 Penobscot Bldg., Detroit 26, Mich.

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

*Stations Represented* — WSGN, Birmingham, WHBS, Huntsville, WALA, Mobile, WSFA, Montgomery, Ala.; KJBS, San Francisco, Calif.; WELI, New Haven, Conn.; WCON, Atlanta, WDAK, Columbus, Ga.; WROK, Rockford, WEEK, Peoria, Illinois; WGL, Ft. Wayne, Ind.; KSO, Des Moines, Ia.; WITH, Baltimore, Md.; WSAR, Fall River, Mass.; WSAM, Saginaw, Mich.; WTOK, Meridian, Miss.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb.; WBAB, Atlantic City, N. J.; WHLD, Niagara Falls, WSYR, Syracuse, WTRY, Troy, WFAS, White Plains, N. Y.; WUNC, Asheville, WSOC, Charlotte, WSJS, Winston-Salem, N. C.; WJW, Cleveland, WCOL, Columbus, WONE, Dayton, WFMJ, Youngstown, O.; WSAN, Allentown, WFBG, Altoona, WICU (Television), Erie, WJAC, Johnstown, WLAN, Lancaster, WEEU, Reading, Pa.; WAPO, Chattanooga, Tenn.; KOL, Seattle, Wash.; WKOW, Madison, WEMP, Milwaukee, Wis.  
*TV Stations Represented* — WJAC-TV, Johnstown, Pa.; WTVN, Columbus, Ohio.

### GEORGE P. HOLLINGBERY CO.

307 N. Michigan Ave., Chicago 1, Ill.

Phone: Andover 3-2636

#### Branch Offices

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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, III

*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,

## Radio-TV Station Representatives

S. C.; WAAF, Chicago, Ill.; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, O.; WWJ, Detroit, Mich.; WEBC & Arrowhead Net., Duluth, Minn.; WEAU, Eau Claire, Wis.; WTSM, El Paso, Tex.; WBIG, Greensboro, N. C.; KPOA, Honolulu, Hawaii; WJDX, Jackson, Miss.; KGH, Little Rock, Ark.; WLVA, Lynchburg, Va.; WIOD, Miami, Fla.; WWEZ, New Orleans, La.; KOOL & Arizona Network, Phoenix, Ariz.; WJAS, Pittsburgh, WHAM, Reading, Pa.; KOLQ, Reno, Nev.; WHAM, Rochester, N. Y.; KUTA & Rocky Mountain Network, Salt Lake City, Utah; KITO, San Bernardino, KCBQ, San Diego, KIST, Santa Barbara, Cal.; WSAV, Savannah, Ga.; WARM, Scranton, Pa.; KVI, Seattle, Wash.; KSCJ, Sioux City, Ia.; KNEW, Spokane, Wash.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.

*TV Stations Represented*—WWJ-TV, Detroit, Mich.; WHAM-TV, Rochester, N. Y.

### HAL HOLMAN COMPANY

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: FRanklin 2-0016

#### *Branch Offices*

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Phone: MU 3-3421

Mgr. .... Hal Holman  
6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: Hol. 5408

Mgr. .... Tracy Moore

*Stations Represented* — WTCM, Traverse City, WATT, Cadillac, WATZ, Alpena, WMBN, Petoskey, WPAC, Ann Arbor, WIFB, Benton Harbor, \*WIBM, Jackson, WMUS, Muskegon, WHLS, Port Huron, WKNX, Saginaw, Mich.; WTBV, Belleville, WCAZ, Carthage, WHOW, Clinton, WKAN, Kankakee, WLBH, Mattoon, WVLN, Olney, WLDS, Jacksonville, WSIV, Peoria, Ill.; WTWT, Stevens Point, Wis.; WCBC, Anderson, \*WLBC, Muncie, Ind.; WCRK, Morristown, WGNS, Murfreesboro, WTPR, Paris, Tenn.; WKCT, Bowling Green, WHIR, Danville, WMIK, Middlesboro, Ky.; WAYX, Waycross, Ga.; WCLE, Clearwater, Fla.; KWAL, Wallace, Ida.; KNEB, Scottsbluff, Neb.; KWBM, Williston, N. Dakota; \*KOWL, Santa Monica, Calif.; KFXJ, Grand Junction, KFKA, Greeley, Colo.; KSEL, Lubbock, Texas.

\* Midwest representation only.

### THE KATZ AGENCY, INC.

500 Fifth Ave., New York 18, N. Y.  
Phone: WI 7-8620

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

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General Motors Bldg., Detroit 2, Mich.

Phone: Trinity 2-7685

Mgr. .... R. Bateman  
Bryant Bldg., Kansas City 6, Kans.

Phone: Victor 7095

Mgr. .... T. J. Flanagan, Jr.  
22 Marietta St. Bldg., Atlanta 3, Ga.

Phone: Alpine 1637

Mgr. .... F. M. Bell  
Republic Bank Bldg., Dallas 1, Tex.

Phone: Central 7936

Mgr. .... F. Brimm  
Monadnock Bldg., San Francisco 5, Calif.

Phone: Sutter 1-7434

Mgr. .... D. C. Staley  
530 W. Sixth St., Los Angeles 14, Calif.

Phone: Tucker 3219

Mgr. .... S. J. Reulman

*AM & FM Stations Represented*—KLZ, Denver, Colo.; WPDQ, Jacksonville, WGBS, Miami, WDAE, Tampa, Fla.; WAGA, Atlanta, WMAZ, Macon, WTOC, Savannah, Ga.; KGU, Honolulu, Hawaii; WIND, Chicago, Ill.; WEOA, Evansville, WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WCOP, Boston, Mass.; WJBK, Detroit, WFDF, Flint, WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KGH, Bellevue, Mont.; WXKW, Albany, WEBR, Buffalo, WARC, Rochester, N. Y.; WKRC, Cincinnati, WSPD, Toledo, O.; WKY, Okla. City, Okla.; WKST, New Castle, WFL, Phila., WCAE, Pittsburgh, Pa.; WNAX, 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, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, WXLV, Cleveland, WHIO-TV, Dayton, WSPD-TV, Toledo, O.; WKY-TV, Okla. City, Okla.; WFIL-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; KFJL, Klamath Falls; KLIBM, La Grande; KMED, Medford; KNPT, Newport; KODI, The Dalles; KOOS, Coos Bay; KORE, F

## Radio-TV Station Representatives

gene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTHL, Tillamook; KUIN, Grants Pass; KWH, Albany; KWIN, Ashland; KWRC, Pendleton; WASHINGTON; KBRC, Mt. Vernon; KBRO, Bremerton; KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KOMW, Omak; KONP, Port Angeles; KPKW, Pasco; KPQ, Wenatchee; KRKO, Everett; KUJ, Walla Walla; KVAN, Vancouver; KVOS, Bellingham; KWLK, Longview; KXRO, Aberdeen; IDAHO: KBIO, Burley; KFXD, Nampa; KRLC, Lewiston; KTFI, Twin Falls; KWAL, Wallace; KIEM, Eureka, Cal.

### KEENAN & EICKELBERG

2978 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 2-8458

and

235 Montgomery St., San Francisco 4, Calif.

Phone: DOuglas 2-3223

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Resident Partner (LA) . . . Wilbur Eickelberg

Resident Partner (SF) . . . W. Hubbard Keenan

#### TV Department

TV Dept. Head (LA) . . . . . Frank Dougherty

TV Dept. Head (SF) . . . . . Maxwell Hunter

#### Branch Office

333 S.W. Oak St., Portland 4, Ore.

Phone: BRoadway 3210

Executive-in-charge . . . . . Frank J. McHugh

#### AM & FM Stations Represented—WTNB,

Birmingham; WGWD, Gadsden; WCOV,

Montgomery; WGWC, Selma, Ala.; KFSA,

Ft. Smith; KLRA, Little Rock, Ark.; KCSJ,

Pueblo, Colo.; WLIZ, Bridgeport, Conn.;

WTNT, Augusta; WBLM, Macon; WTWA,

Thomson, Ga.; WGN, Chicago, Ill.; KBUR,

Burlington; KFNF, Shenandoah; KTRI,

Sioux City, Ia.; KANS, Wichita, Kans.;

WINN, Louisville, Ky.; KPLC, Lake Charles;

KMLB, Monroe; KRMD, Shreveport, La.;

KGGM, Albuquerque; KAVE, Carlsbad;

KWEW, Hobbs; KGFL, Roswell; KVSE,

Santa Fe; KSIL, Silver City, N. M.; WLOS,

Asheville; WTOB, Winston-Salem, N. C.;

WOR, New York, N. Y.; WHBC, Canton;

WMAN, Mansfield; WPAY, Portsmouth, O.;

KTOK, Oklahoma City; KOMA, Tulsa,

Okl.; WIKK, Erie, Pa.; WCOS, Columbia;

WORD, Spartanburg, S.C.; KWKC, Abilene;

KVLF, Alpine; KGNV, Amarillo; KTBC,

Austin; KEYS, Corpus Christi; KRDD, El

Paso; KFYO, Lubbock; KTRE, Lufkin;

KVKM, Monahans; KOSA, Odessa; KIUN,

Pecos; KTXL, San Angelo; KCMC, Tex-

arkana; KTBB, Tyler; KRGV, Weslaco;

KFDX, Wichita Falls, Tex.; WDUX, Green

Bay; WKBH, LaCrosse, Wis.; KTBI,

Tacoma, Wash.

TV Stations Represented—WOIC, Wash-

ington, D. C.; WGN-TV, Chicago, Ill.; WOR-

TV, New York, N. Y.

### KETTLE-CARTER

John Hancock Bldg., Boston 16, Mass.

Phone: Liberty 2-5799

Partner . . . . . Elmer Kettle

Partner . . . . . Marjorie Carter

AM & FM Stations Represented—(Repres-

sents in New England and New York State)

—WACE, Springfield; WALE, Fall River;

WBEC, Pittsfield; WBSM, New Bedford;

WEIM, 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; WTVL, Water-

ville); New Hampshire Group (WFEA,

Manchester; WKNE, Keene; WLNH, La-

conia; WMOU, Berlin); Boston Supplement

Group (WBKA, Brockton; WHAV, Haver-

hill; WKOX, Framingham); New England

Broadcasting System.

\*New England only.

TV Stations Represented—WOIC, Wash-

ington, D. C.; WOR-TV, New York; WSYR-

TV, Syracuse, N. Y.

### JOSEPH HERSHEY MCGILLVRA, INC.

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Phone: MUrray Hill 2-8755

President . . . . . Joseph H. McGillvra

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Manager . . . . . Roger Parratt

319 Mortgage Guarantees Bldg., Atlanta, Ga.

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### ROBERT MEEKER ASSOCIATES INC.

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Manager . . . . . Frances Donahue

AM & FM Stations Represented—WNGY,

Montgomery, Ala.; KCRA, Sacramento, Cal.;

## Radio-TV Station Representatives

WDEL, Wilmington, Del.; WJNO, Palm Beach, WBSR, Pensacola, Fla.; WDWS, Champaign, Ill.; WJPS, Evansville, WKBV, Richmond, Ind.; WKBB, Dubuque, Ia.; KVOL, Lafayette, La.; WCUM, Cumberland, Md.; WTVL, Waterville, Me.; WGFG, Kalamazoo, WJIM, Lansing, Mich.; WHOL, Allentown, WRTA, Altoona, WEST, Easton, WKBO, Harrisburg, WAZL, Hazleton, WGAL, Lancaster, WRAW, Reading, WMBS, Uniontown, WORK, York, Pa.; WGKV, Charleston, W. Va.; WAMM, Marinette, WHBL, Sheboygan, Wis.

*TV Stations Represented*—WDEL-TV, Wilmington, Del.; WJIM-TV, Lansing, Mich. (C. P.); WGAL-TV, Lancaster, Pa.

### NATIONAL BROADCAST SALES

25 King St. W., Toronto, Ontario  
Phone: Adelaide 8895

President.....R. H. Thomson  
General Manager.....J. M. Davidson  
Sales Manager.....P. F. Mulvihill

#### Branch Office

106 Medical Arts Bldg.,  
Guy & Sherbrooke Sts., Montreal, Quebec  
Phone: FI 2439

Manager.....R. A. Leslie  
*AM & FM Stations Represented*—CJCH, Halifax, N. S.; CJAD, Montreal, P. Q.; CKWS, Kingston, Ont.; CJFX, Antigonish, N. S.; CHEX, Peterboro, CKTB, St. Catharines, CHOK, Sarnia, CFPA, Port Arthur, CFCH, North Bay, CKL, Kirkland Lake, CKGB, Timmins, Ont.; ZFY, Georgetown, CKMO, Vancouver, CHUB, Nanaimo, B. C.; CKBB, Barrie, CKEY\*, Toronto, CHML\*, Hamilton, Ont.

\* Represented by Montreal office only.

### NATIONAL BROADCASTING COMPANY

National Spot and Local Sales Division  
30 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 7-8300

Director.....James V. McConnell  
Manager.....John S. deRussy  
Advertising & Prom. Mgr.....Jacob A. Evans  
Representative.....Jacques Biraben  
Representative.....William Buschgen  
Representative.....Robert E. Button  
Representative.....Richard H. Close  
Representative.....E. F. England  
Representative.....Robert Z. Morrison, Jr.  
Representative.....Bernard H. Pelzer, Jr.  
Representative.....Charles Phillips  
Sales Service Mgr.....Caroline Herbert

#### Branch Offices

Merchandise Mart, Chicago 54, Ill.  
Phone: Superior 7-8300

Manager.....Oliver Morton  
NBC Bldg., Cleveland 4, Ohio  
Phone: Cherry 0942  
Sales Representative.....John C. Treacy

Sunset & Vine, Hollywood 28, Calif.

Phone: Hollywood 9-6161

Manager.....Robert Howard  
NBC Bldg., San Francisco 2, Calif.

Phone: Greystone 4-8700

Sales Representative.....Carl A. Nielsen  
*AM & FM Stations Represented*—WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WTAM, Cleveland, O.; WRC, Washington, D. C.; KNBC, San Francisco, Calif.; KOA, Denver, Col.; WGY, Schenectady, N. Y.

*TV Stations Represented*—WNBT, New York, N. Y.; WNBO, Chicago, Ill.; WPTZ, Philadelphia, Pa.; KNBH, Hollywood, Calif.; WNBK, Cleveland, O.; WNBW, Washington, D. C.; WBZ-TV, Boston, Mass.; WRGB, Schenectady, N. Y.

### 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.  
Phone: State 2-5096

Executive-in-Charge.....Fred Jones  
2978 Wilshire Blvd., Los Angeles 18, Calif.

Phone: Mich 6203

Executive-in-Charge.....A. O. Dillenbeck  
Mills Bldg., San Francisco, Calif.

Phone: Gar 1-7950

Executive-in-Charge.....Duncan Scott

*AM & FM Stations Represented*—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 8-2255

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

Executive-in-Charge.....Frank T. Breslin  
Account Exec.....Kay Fisher

Account Exec.....George Clark  
684 So. Lafayette Pk. Pl., Los Angeles 5, Calif.

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

*AM & FM Stations Represented*—WEDR, Birmingham, Ala.; KLCN, Blytheville, KWHN, Ft. Smith, Ark.; KAFY, Bakersfield, KXOC, Chico, KYNO, Fresno, KCMJ, Palm Springs, KXOA, Sacramento, KSBW, Salinas, KXOB, Stockton, KCOK, Tulare, Calif.; WLAK, Lakeland, WEAR, Pensacola, WSPB, Sarasota, WTSP, St. Petersburg, Fla.; WEAS, Decatur, WGOV, Valdosta, Ga.; WJBC, Bloomington, WKRO, Cairo, WJPF, Herrin, W MIX, Mt. Vernon, Ill.; WIRE, Indianapolis, WAOV, Vincennes, Ind.; KVGB, Great Bend, KOAM, Pittsburgh, KSAL, Salina, Kans.; WCMI, Ashland, WLAP, Lexington, Ky.; WLAV, Grand Rapids, WCAR, Pontiac, Detroit, Mich.; KATE, Albert Lea, KYSM, Mankato, KMHL, Marshall, KROC, Rochester, KWLW, Willmar, KWNQ, Winona, Minn.; KFVS, Cape Girardeau, KFMO, Flat River, KHMO, Hannibal-Quincy, KCMO, Kansas City, KXEO, Mexico, KWOC, Poplar Bluff, WIL, St. Louis, KWTO, Springfield, Mo.; KATO, Reno, Nev.; WERE, Cleveland, WHIZ, Zanesville, Ohio; KELO, Sioux Falls, S. D.; WJHL, Johnson City, WDA, Memphis, Tenn.; KRBC, Abilene, KFDA, Amarillo, KNOW, Austin, KBST, Big Spring, KRRV, Dennison-Sherman, KELP, El Paso, KXOL, Ft. Worth, KPAB, Laredo, KCBD, Lubbock, KCRS, Midland-Odessa, KPLT, Paris, KGKL, San Angelo, KMAC, San Antonio, KGKB, Tyler, KTRN, Wichita Falls, Tex.

*TV Stations Represented* — WLAV-TV Grand Rapids, Mich.

### JOHN H. PERRY ASSOCIATES

310 E. 45 St., New York 17, N. Y.  
Phone: MU 4-1647

General Manager.....Win. K. Dorman  
Salesman.....R. S. Mandeville  
Salesman.....W. T. Kelly

#### *Branch Offices*

122 S. Michigan Ave., Chicago 3, Ill.  
Phone: Harrison 8085

Executive-in-Charge.....F. W. Thurnau  
12 S. 12th St., Philadelphia 7, Pa.  
Phone: Walnut 2-3555

Executive-in-Charge.....Robert Hitchings  
Room 8-150, General Motors Bldg., Detroit 2, Mich.  
Phone: Trinity 5-1803

Executive-in-Charge.....John F. Cole  
72 Eleventh St., N.E., Atlanta, Ga.  
Phone: Emerson 2956

Executive-in-Charge.....Mrs. Alice Grant

*AM & FM Stations Represented*—WDLP, Panama City, WWPC, Palm Beach, WJHP, Jacksonville, WCOA, Pensacola, WALT, Tampa, WINZ, Miami Beach, WNDB, 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 I. 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: Delaware 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 1-4082

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 Kercher  
Phone: Chestnut 7191

New Palmer Bldg., Atlanta 3, Ga.  
Executive-in-charge.....Charles F. Grisham  
Phone: Lamar 2080

M & W Tower, 311 S. Akard, Dallas 2, Tex.  
Executive-in-charge.....Buell Herman  
Phone: Prospect 7-3593

*AM & FM Stations Represented*—WSB Atlanta, Ga.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; WFAA, Dallas-Ft. Worth, Tex.; WJR, Detroit, Mich.; KARM, Fresno, Calif.; KPRC, Houston, Tex.; WDAF, Kansas City, Mo.; KFOR, Lincoln, Nebr.; KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; WHAS, Louisville, Ky.; WTMJ, Milwaukee, Wisc.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Neb.; WIP, Philadelphia, Pa.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAI, San Antonio, Tex.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WSAU, Wausau, Wisc.; WWVA, Wheeling, West Va.; KFH, Wichita, Kan.; The Yankee Network; The Texas Quality Network.

*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.

## Radio-TV Station Representatives

### RA-TEL REPRESENTATIVES, INC.

120 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

Exec-in-charge ..... Martin McGeehan  
 Suite No. 3, 72-11th St. N.E., Atlanta, Ga.  
 Phone: Walnut 1334

Exec-in-charge ..... Alice Grant  
 558-1st Nat. Bank Bldg., Oklahoma City 1,  
 Okla.  
 Phone: 7-7417

Exec-in-charge ..... C. M. Lintecum  
 521 N. La Cienega Blvd., Los Angeles 48, Cal.  
 Phone: Crestview 5-2022

Exec-in-charge ..... Lee O'Connell  
 544 Russ Bldg., San Francisco 4, Calif.  
 Phone: Douglas 2-4586

Exec-in-charge ..... William A. Ayres  
 306 Empire State Bank Bldg., Dallas 1, Tex.  
 Phone: Prospect 7-5280

Exec-in-charge ..... Kenneth L. Sibson

*Stations Represented* — WGNH, Gadsden, Ala.; KGRH, Fayetteville, Ark.; WMBM, Miami Beach; WHOO, Orlando, Fla.; WLBK, DeKalb, Ill.; WHBU, Anderson; WASK, Lafayette; WIMS, Michigan City, Ind.; KTOP, Topeka, Kansas; WLEX, Lexington; WKYB, Paducah, Ky.; KSYL, Alexandria; WLCS, Baton Rouge; KNOE, Monroe; WNOE, New Orleans, La.; WMTW, Portland, Maine; WAAB, Worcester, Mass.; WABJ, Adrian; WBCK, Battle Creek, Mich.; KROC, Rochester, Minn.; KOLN, Lincoln; KBON, Omaha, Neb.; WFGP, Atlantic City, N. J.; WIBX, Utica, N. Y. (outside New York City); WCEC, Rocky Mount, N. C.; WHHH, Warren-Youngstown, Ohio; KSPI, Stillwater, Okla.; WESB, Bradford; WPIT, Pittsburgh, Pa.; KGBS, Harlingen; KNET, Palestine, Tex.; WSAP, Portsmouth, Va.; WOMT, Manitowoc; WFOX, Milwaukee, Wis.

### RADIO REPRESENTATIVES, INC.

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

Phone: MU 8-4312

President ..... Harry Goodman  
 Vice President ..... Frank Sawdon  
 Vice President ..... Peggy Storr  
 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 6154

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, CJB, 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*

6121 Sunset Blvd., Los Angeles 28, Calif.  
 Manager.....Richard Elpers  
*Phone: Hollywood 9-1212*

*AM & FM Stations Represented*—WAPI, WAPI-FM, Birmingham, Ala.; KNX, Los Angeles, KCBS, San Francisco, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis, Minn.; KMOX, St. Louis, Mo.; WCBS, New York, N. Y.; WCAU, Philadelphia, Pa.; WBT, WBT-FM, Charlotte, N. C.; KSL, KSL-FM, Salt Lake City, Utah; WRVA, Richmond, Va.

*TV Stations Represented*—WAFM-TV, Birmingham, Ala.; KTTV, Los Angeles, Calif.; WCBS-TV, New York, N. Y.; WGTV, Charlotte, N. C.; WCAU-TV, Philadelphia, Pa.; KSL-TV, Salt Lake City, Utah.

### 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*

Chanin Bldg., New York 17, N. Y.  
 Exec. Vice Pres.....William M. Wilson  
*Phone: LE 2-1820*

672 S. Lafayette Park Pl., Los Angeles 5, California  
 Exec. Vice Pres.....Dana Porter  
*Phone: Ex 8281*

605 Market St., San Francisco 5, Calif.  
 Exec. Vice Pres.....Gay Harding  
*Phone: Do 0668*

*AM & FM Stations Represented*—KFWB, Los Angeles, KSAN, San Francisco, Calif.; WQQW, Washington, D. C.; KMYR, Denver, Colo.; WNAB, Bridgeport, WATR, Waterbury, Conn.; WQUA, Moline, WTTS, Bloomington.; KJAY, Topeka, Kan.; WVLK, Lexington, WVJS, Owensboro, Ky.; WJBW, New Orleans, La.; WMEX, Boston, WHOB, Gardner, Mass.; WILS, Lansing, Mich.; WIL, St. Louis, KSWM, Joplin, Mo.; WNJR, Newark, N. J.; WPTR, Albany, WJTN, Jamestown, WNDR, Syracuse, N. Y.; WPEN, Philadelphia, WLBR, Lebanon, Pa.; WAGC, Chattanooga, Tenn.; KWBC, Fort Worth, KLUF, Galveston, Tex.; WJOY, Burlington, Vt.; WGEZ, Beloit, WJPG, Green Bay, WCLO, Janesville, Wis.

### PAUL H. RAYMER COMPANY, INC.

366 Madison Ave., New York 17, N. Y.  
*Phones MUrray Hill 7-6540*

President.....Paul H. Raymer  
 Sales Manager.....Paul Tiermer  
 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 7-4473*

507 Statler Office Bldg., Boston 16, Mass.  
 Executive-in-Charge.....Robert C. Foster  
*Phone: Hubbard 2-3225*

28 W. Adams Ave., Detroit 26, Mich.  
 Executive-in-Charge.....Robert C. Rainis  
*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*

*AM & FM Stations Represented*—WBRC\* Birmingham, Ala.; KTAR, Phoenix, KVOA, Tucson, Ariz.; KCOY, Santa Maria, KERN\*, Bakersfield, KFBK\*, Sacramento, KFSD\*, San Diego, KMI, Fresno, KMPC\* Los Angeles, KTMS, Santa Barbara, KWG, Stockton, KXO, El Centro, Calif.; WDRC\*, Hartford, Conn.; WLOF, Orlando, Fla.; WKJG\* Fort Wayne, WSBT\*, South Bend, Ind.; KIOA, Des Moines, Iowa; WGAN\*, Portland, WGUY\*, Bangor, Maine; WCAO\*, Baltimore, Md.; WLAW\*, Lawrence, WTAG\*, Worcester, Mass.; WTAC, Flint, Mich.; KOH, Reno, Nev.; WQXR\*, New York City, N. Y.; WDNC\*, Durham, N. C.; WHK\*, Cleveland, WHKC\*, Columbus, WHKK, Akron, WKBN\*, Youngstown, WTOL\*, Toledo, Ohio; WPRO\*, Providence, R. I.; KIHQ, Sioux Falls, S. D.; WDOD, Chattanooga, WLAC, Nashville, Tenn., Arizona Broadcasting System; McClatchy BeeLine; New England Major Markets Group.

\*Also FM

## Radio-TV Station Representatives

### SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-8177-8

President.....B. H. 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

*AM & FM Stations Represented*—WFRS, Alexander City, WHMA, Anniston, WOOF, Dothan, WJOL, Florence, WJBY, Gadsden, WFUN, Huntsville, WHBB, Selma, WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; KSDO, San Diego, Calif.; WLCR, Torrington, Conn.; WFTL, Ft. Lauderdale, Fla.; WOKZ, Alton, WBYS, Canton, WCNT, Centralia, WFRL, Freeport, WCVS, Springfield, Ill.; WTOM, Bloomington, Ind.; WSON, Henderson, WHOP, Hopkinsville, WCIF, Madisonville, WKTM, Mayfield, WPAD, Paducah, Ky.; KSLO, Opelousas, La.; WGRO, Bay City, Mich.; WROX, Clarksdale, WCBI, Columbus, WJPR, Greenville, WNAG, Grenada, WGCM, Gulfport, WMOX, Meridian, WELO, Tupelo, WQBC, Vicksburg, WROB, West Point, Miss.; KWOS, Jefferson City, WMBH, Joplin, KIRX, Kirksville, KTTS, Springfield, Mo.; WWHG, Hornell, N. Y.; WGAI, Elizabeth City, N. C.; KPFD, Pampa, KTFS, Texarkana, Tex.; WPUV, Pulaski, WLPN, Suffolk, Va.; KSPR, Casper, Wyo.

*Mid-South Network*—WROX, Clarksdale, WCBI, Columbus, WNAG, Grenada, WMOX, Meridian, WELO, Tupelo, WROB, West Point, Miss.

### HORACE N. STOVIN & COMPANY

80 Richmond St. W., Toronto, Ontario

Phone: Adelaide 9184

President.....H. N. Stovin

Sales Manager.....A. A. McDermott

608 Keefer Bldg., Montreal, Quebec

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 6464

*AM & FM Stations Represented*—CFPR, Prince Rupert, CJOR, Vancouver, CKLN,

Nelson, B. C.; CFAR, Flin Flon, CKY, Winnipeg, Man.; CJEM, Edmundston, CKCW, Moncton, CHSJ, St. John, N. B.; \*CJRL, Kenora, =CKPR, Ft. William, CKLM, Windsor, CFOS, Owen Sound, CJBC, Toronto, CFOR, Orillia, CHOV, Pembroke, CJBQ, Belleville, CFJM, Brockville, CKSF, Cornwall, Ont.; xCKVL, Verdun, CJBR, Rimouski, Que.; CJNB, N. Battleford, CHAB, Moose Jaw, \*CJGX, Yorkton, Sask.; VOVM, St. John's, Nfld.

\* 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: PEnn 6-6857

Vice President.....J. D. Allison

M & W Tower, Dallas 1, Tex.

Manager.....Clyde Melville

Phone: Riverside 5663

360 N. Michigan Ave., Chicago 1, Ill.

Phones Sta. 2-5260

Vice President.....Tom Peterson

404 Palmer Building, Atlanta 3, Ga.

Phone: Cypress 1323

Manager.....Tony West

2978 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Fairfax 8458

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

*AM & FM Stations Represented* — KANS, Wichita, Kans.; KBUR, Burlington, Ia.; KCMC, Texarkana, KEYS, Corpus Christi, KFDC, Wichita Falls, Tex.; KFNF, Shendoah, Ia.; KFSA, Fort Smith, Ark.; KGGM, Albuquerque, N. M.; KGNC, Amarillo, Tex.; KLRA, Little Rock, Ark.; KMLB, Monroe, La.; KPHO, Phoenix, Ariz.; KRGV, Westlaco, Tex.; KRMD, Shreveport, La.; KROD, El Paso, KTBC, Austin, Tex.; KTBI, Tacoma, Wash.; KTOK, Okla. City, Okla.; KTRE, Lufkin, Tex.; KTRI, Sioux City, Ia.; KVSE, Santa Fe, N. M.; KWKC, Abilene, Tex.; WBML, Macon, Ga.; WCOS, Columbia, S. C.; WCOV, Montgomery, Ala.; WDUZ, Green Bay, Wis.; WHBC, Canton, Ohio; WIKK, Erie, Pa.; WINN, Louisville, Ky.; WKBH, LaCrosse, Wis.; WLJZ, Bridge-

## Radio-TV Station Representatives

port, Conn.; WLOS, Asheville, N. C.; WMAN, Mansfield, Ohio; WORD, Spartanburg, N. C.; WPAW, Portsmouth, Ohio; WJBF (formerly WTNT), Augusta, Ga.; WTOB, 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 6-4281

Western Sales Mgr.....Carlin S. French

*AM & FM Stations Represented*—WWDC-FM, Washington, D. C.; WMLL, Evansville, Ind.; KCBC, Des Moines, Ia.; WIBW-FM, Topeka, Kans.; WMAR-FM, Baltimore, Md.; WBUZ-FM, Bradbury Heights, Md.; WGTR, Worcester, Mass.; KCMO-FM, Kansas City, Mo.; KXOK-FM, St. Louis, Mo.; KBON, Omaha, Neb.; WCTS, Cincinnati, O.; WFMZ, Allentown, Pa.; WKJF, Pittsburgh, Pa.; WIZZ, Wilkes-Barre, Pa.; KPRC-FM, Houston, Tex.; KTNT, Tacoma, Wash.; WPLH, Huntington, W. Va.

### 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. Wm. 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 Bannon  
333 Candler Bldg., Atlanta, Ga.

*Phone:* Lamar 7050

Manager.....Royal Penny  
814 Nat'l Bldg., Minneapolis, Minn.

*Phone:* Geneva 9631

Manager.....Orville F. Lawson

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# NINETEEN FIFTY



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Room 604, 90 Church Street  
New York 7, New York

ELMER F. RUDESTILL  
316 U. S. Customhouse  
555 Battery Street  
San Francisco 26, California

### **Bureau of Accounting**

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#### **Executive Assistant Chief Accountant**

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#### **Common Carrier Branch**

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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  
815 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

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C. E. Arney, Jr.  
*Secretary-Treasurer*

## Administrative Staff

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*Director  
Radio Division*

Don E. Petty  
*General Counsel*

Forney A. Rankin  
*Director  
Government Relations*

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*Director  
Employee-Employer Relations*

G. Emerson Markham  
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## Broadcast Advertising Bureau

Maurice B. Mitchell  
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## BOARD OF DIRECTORS

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WGBI, Scranton, Pa.		
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WSJS, Winston-Salem, N. C.		
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WMBD, Peoria, Ill.		

**National Association of Broadcasters**

Director	District	States Comprising District
William B. Quarton . . . . . WMT, Cedar Rapids, Ia.	10	Iowa, Missouri, Nebraska.
John F. Meagher . . . . . KYSM, Mankato, Minnesota.	11	Minnesota; North Dakota; South Dakota, excluding the countries of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Tremeealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathan, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn Sawyer, Price, Oneida Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the countries of Ontonagon and Gogebic.
Jack Todd . . . . . KAKE, Wichita, Kans.	12	Kansas, Oklahoma.
Clyde W. Rembert . . . . . KRLD, Dallas, Texas.	13	Texas.
William C. Grove . . . . . KFBC, Cheyenne, Wyo.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Wausabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Glenn Shaw . . . . . KLX, Oakland, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Calvin J. Smith . . . . . KFAC, Los Angeles.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
Harry R. Spence . . . . . KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

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**Large Stations**

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**Medium Stations**

A. D. Willard, Jr. WGAC, Augusta Ga.	John Esau KTUL, Tulsa, Okla.
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**Small Stations**

Patt McDonald WHHM, Memphis, Tenn.	Edgar Kobak WTW, Thomson, Ga.
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**FM Stations**

Class A	Class B
Frank W. Fletcher WARL-FM, Arlington, Va.	Craig Lawrence WCOP-FM, Boston.
	Ben Strouse WWDC-FM, Washington, D. C.

**TV Stations**

Robert D. Swezey WDSU-TV, New Orleans, La.	Eugene S. Thomas WOIC, Washington, D. C.
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**NAB Board Sub-Committees and Standing Committees  
for 1950**

**Not Available At Press Time**

# NAB STANDARDS OF PRACTICE

Effective January 1, 1949

**S**TANDARDS 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.

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• • •      **NAB Standards of Practice**      • • •

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In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

**Time Standards for Advertising Copy**

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

**Between 6:00 p.m. and 11:00 p.m.**

<i>5 minute programs</i> .....	<i>1:00</i>
<i>10 minute programs</i> .....	<i>2:00</i>
<i>15 minute programs</i> .....	<i>2:30</i>
<i>25 minute programs</i> .....	<i>2:50</i>
<i>30 minute programs</i> .....	<i>3:00</i>
<i>45 minute programs</i> .....	<i>4:30</i>
<i>60 minute programs</i> .....	<i>6:00</i>

**All Other Hours**

<i>5 minute programs</i> .....	<i>1:15</i>
<i>10 minute programs</i> .....	<i>2:10</i>
<i>15 minute programs</i> .....	<i>3:00</i>
<i>25 minute programs</i> .....	<i>4:00</i>
<i>30 minute programs</i> .....	<i>4:15</i>
<i>45 minute programs</i> .....	<i>5:45</i>
<i>60 minute programs</i> .....	<i>7:00</i>

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as “cow-catcher” announcements and the program should be signed off *after* the use of what have been known as “hitch-hike” announcements.

Any casual reference in a program to another’s product or service under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

### Contests

Any broadcasting designed to “buy” the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners’ names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor’s product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

### Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

# How Buyers of Time Benefit From Service-Ads\* in SRDS

Take this WGY ad, for instance. It highspots up-to-the-minute information on Coverage, Sales Potential, Audience, Mail Pull, Results, Costs . . . additional information that helps time buyers make selections. Buyers say that such *Service-Ads* save their time, bring them up to date, make it easier for them to identify the stations that offer the best possibilities in the markets they want to reach.

## Here's Real Sales Help for Radio Stations

The monthly Radio Section of SRDS is the basic advertising medium of many leading radio stations. Your *Service-Ad* in SRDS keeps the basic sales story of your station constantly before buyers, through all stages of consideration, recommendation, final discussions, and actual station selections. Your *Service-Ad* in SRDS reaches the men who buy when they are buying . . . at times when no other sales effort can reach your prospects . . . on his desk, in his brief case, or on the conference table. The answers you provide to a buyer's simple question on area coverage, programming, or market data about your listeners, told at the right time in a *Service-Ad* helps him decide to put your station on the list.



\**Service-Ads* in SRDS are informative ads near listings that sell by helping buyers buy.



## Promotional Help and Market Data for Stations

The SPOT RADIO PROMOTION HANDBOOK, recently published, describes the kind of station information time buyers say they want. Radio station advertisers find it a real help in preparing effective promotion . . . in making real *SERVICE-ADS* of the space they use in SRDS Radio and TV Sections. Copies are available at \$1.00 each.

In addition, SRDS CONSUMER MARKETS is used by radio station advertisers as a source of factual market data on the buying power of listeners in their coverage areas. Some stations have built their entire promotional story around market data from CONSUMER MARKETS. Copies are available at \$5.00 each.

## Copy Service for Radio Stations . . . .

The Copy Service Department of SRDS will prepare factual, informative copy suggestions for radio stations, on request, without charge or obligation . . . effectively presenting the kind of station promotion that works best in SRDS *Service-Ads*. Ask your SRDS Representative about this helpful service, or write direct.



# SRDS

Standard Rate & Data Service, Inc.  
Walter E. Botthof, Publisher  
333 North Michigan Avenue  
Chicago 1, Illinois

New York

Los Angeles

# PUBLICATIONS

**Covering The Field Of Radio—Television—FM**

**TRADE — FAN — TECHNICAL — GENERAL**

## THE ADVERTISER

11 W. 42 St., New York 18, N. Y.

Phone: LOngaere 5-2125

Publisher & Editor.....Manuel Rosenberg  
Managing Editor.....Col. Don R. Jason  
Business Mgr.....L. B. Rosenberg  
Camera Editor.....Lydie Bloch  
Advertising Mgr.....Robert M. Jason  
Media Service Dir.....Ellis Porter  
Production Mgr.....Arnold Hallock  
Type Dir.....Ed E. MacFarland  
Circulation Dir.....Sam J. Davis  
Associate Editors.....James Carr, A. Maxwell  
Hage, Tom Patterson, Audrie G. Davis,  
Arthur Coles

### Branch Offices

3557 Bogart Ave., Cincinnati, O.

Executive-in-Charge.....Simon Rosenberg  
15th & H. St., N.W., Washington, D. C.

Chief Washington Corres.

Marion Wheeler Scott

98 St. Julian Rd., Newport, Mon., England  
London Corres.....Arthur E. Jones

## ADVERTISING AGE

100 E. Ohio, Chicago 11, Ill.

Phone: Delaware 7-1336

Publisher.....G. D. Crain, Jr.  
Editor.....S. R. Bernstein  
Exec. Editor (N. Y.).....John Crichton  
Managing Editors.....Robert Murray,  
John B. Miller

### Branch Offices

11 E. 47 St., New York 17, N. Y.

Phone: MUrray Hill 8-0073

Exec. Editor.....John Crichton  
National Press Bldg., Washington 4, D. C.

Phone: Re 7659

Washington Editor.....Stanley E. Cohen  
1473 High Rd., Whetstone, London N. 20,  
England

Phone: Hillside 1137

European Editor.....F. A. Martean

## ADVERTISING AGENCY & ADVERTISING & SELLING

9 E. 38 St., New York 16, N. Y.

Phone: MUrray Hill 5-9770

Editor.....Roger Barton  
Publisher.....Moore Pub. Co.

President.....J. H. Moore  
Vice Pres. & Editorial Dir....F. C. Kendall  
Advertising Dir.....Lucian Neff  
Circulation Dir.....R. R. Rountree  
Promotion Dir.....Coleman McCampbell

### Branch Offices

1328 Peoples Gas Bldg., Chicago 3, Ill.

Phone: Harrison 7-7272

Western Mgr.....J. L. Clark  
714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: Richmond 9327

Executive-in-Charge.....Ned Brydone-Jack  
1085 Monadnock Bldg., San Francisco 5, Cal.

Phone: Douglas 4475

Executive-in-Charge.....Ned Brydone-Jack  
131 Fleet St., London E.C.H., England

Phone: Central 1960, 3754, 3133

Mgr. for Great Britain, Eire, Will Kitchin, Jr.

## THE BILLBOARD

1564 Broadway, New York, N. Y.

Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford  
Co-Publisher.....R. S. Littleford, Jr.  
Editor-in-Chief.....R. S. Littleford, Jr.  
Radio-TV Editor.....Jerry Franken

### Branch Offices

188 W. Randolph St., Chicago, Ill.

Phone: CEntral 6-8761

Manager.....M. Reuter  
6000 Sunset Blvd., Hollywood, Calif.  
Phones HOLlywood 5831

Manager.....Sam Abbott  
2160 Patterson St., Cincinnati, O.

Phone: DUBar 6450

President.....E. W. Evans  
Arcade Bldg., 8th & Olive Sts., St. Louis, Mo.  
Executive-in-Charge.....Frank Joerling

## BROADCASTING-TELECASTING

National Press Bldg., Washington 4, D. C.

Phone: MEtropolitan 1022

Editor & Publisher.....Sol Taishoff  
Ass't to Publisher....Eleanor J. Brumbaugh  
Managing Editor.....Art King  
News Editor.....Fred Fitzgerald  
Business Manager.....Maury Long  
Ass't Advt. Mgr.....Winfield R. Levi  
Mgr. Cir. & Readers Serv...John P. Cosgrove

# NUMBER ONE

*promotion medium*

*for*

# RADIO

ADVERTISING AGE is the BIG medium with the BIG selling power—with the BIG circulation where it counts among general national advertisers and their agencies. And it offers you the Big value for your promotion dollar.

Editorially, it serves those major executives who must decide whether to use radio or other media—and who must therefore keep abreast of all media in order to evaluate any of them. It is not a “single-industry” paper.

In other words, ADVERTISING AGE is no dummy antenna—but a live tower, properly tuned and loaded to carry your message clearly to those advertising executives who should hear it, and who are able to act on it.

That’s why, in the general advertising press—the publications which are dominant in power to influence national advertising and agency executives—ADVERTISING AGE carries the big load of radio promotion beamed to important national advertisers and influential agency executives . . . that’s why its radio lineage is increasing . . . that’s why it can and should carry the major weight of *your* promotion as well.

## ADVERTISING AGE

200 E. Illinois St.  
Chicago 11

11 E. 47th St.  
New York 17

*Branch Offices*

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

Phone: PLaza 5-8355

New York Editor.....Edwin H. James  
Senior Assoc. Editor.....Bruce Robertson  
Advertising Dir.....S. J. Paul  
360 N. Michigan Ave., Chicago 1, Ill.

Phone: CEntal 4115

Manager .....Bill Thompson  
Taft Bldg., Hollywood & Vine, Hollywood 28,  
Calif.

Phone: HEmpstead 8181

West Coast Mgr.....David Glickman  
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.....Roscoe Cornell  
City Editor.....Al Scharper  
Radio Editor.....Jack Hellman  
Labor Editor.....William Brogdon  
Amusement Editor.....Charles Daggett

*Branch Office*

(See listing under VARIETY)

**DOWN BEAT**

203 North Wabash, Chicago 1, Ill.

Phone: ANdover 3-1612

Publisher .....Glenn Burrs  
Editor.....Ned E. Williams

*Branch Offices*

228 E. 71 St., New York 21, N. Y.

Phone: RHineland 4-1131

Executive-in-Charge.....John S. Wilson  
1103 N. El Centro, Los Angeles 38, Calif.

Phone: HE 6005

Executive-in-Charge.....Charles Emge

**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 Laney  
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.  
Advertising Rep.....Duncan A. Scott & Co.

**ELECTRONICS**

330 W. 42 St., New York 18, N. Y.

Phone: LOngaere 4-3000

Editor.....Donald G. Fink  
Consulting Editor.....Keith Henney  
Managing Editor.....W. W. MacDonald

*Branch Offices*

1427 Statler Bldg., Boston 16, Mass.

Executive-in-Charge.William S. Hodgkinson  
Architects Bldg., 17th & Sansom Sts.,  
Philadelphia, Pa.

Executive-in-Charge.....Warren W. Shew  
1311 Rhodes-Haverty Bldg., Atlanta 3, Ga.

Executive-in-Charge.....Ralph C. Maulsby  
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 Dahlonga 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: HILLside 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: WISconsin 7-2470

Manager .....Jack Harrison  
6417 Dahlonga Rd., Washington, D. C.

# METRONOME

reaching professional and amateur musicians,  
music teachers and music students, music  
fans throughout the U. S., Canada and  
selected foreign countries

*and*

# MUSIC DEALER

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  
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### **Example 3:**

Two advertising agencies in a large city told an identical story. In both cases a client had curtailed radio advertising for the 1949 summer. In both cases the agency gave its client a copy of SPONSOR's summer-selling issue. Result: in one case \$12,000 of radio advertising was reinstated; in the other \$18,000 was reinstated in one area alone.

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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.

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The Newsmagazine for Advertising Executives  
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\*Nielsen Radio Index



CROSLY BROADCASTING CORPORATION



MARK WOODS  
Vice-Chairman  
Bd. of Directors

# American Broadcasting Company

TELEVISION must abandon the yoke of radio thinking. Television must tailor its cloth to fit its economic and technical needs.

Programming has improved tremendously during the past year. The critical judgment of those watching the televising of this year's Metropolitan Opera opening and comparing it to the television operatic opening of last season attests to this. To a large extent the belief that good radio programming automatically becomes good television programming is being abandoned. New ideas and new formats are being developed and tried constantly. But, all of this is worthless unless the industry solves its technical problems so that the widest possible audience can view television in the best possible manner.

There are two means by which this can be done. Constant improvement of signal for existing stations, and here the transfer of ABC's WJZ-TV transmitter to the Empire State Building is a case in point, and the creation of new television stations in areas where none now exist. The Federal Communications Commission also is considering the problem of increased power for existing stations. The creation of new stations is hindered by the lack of cable facilities and by the poor quality of transcribed programs available, even for existing stations which are unable to carry a great portion of their programs in the form of "live" pickups.

Radio, by constantly improving methods of transcription, has solved this problem. A transcribed program, preferably by tape recording, may be made at the time of the original broadcast or made and edited solely for future broadcasting, and cannot be distinguished from a live broadcast. To achieve this same technical quality in video recording is the immediate and most pressing problem facing the industry.

Video recordings are now made by an electronic-optical process on film.

These recordings at the present time are the only means of providing certain areas an opportunity to see the better programs originating in New York, Chicago and Hollywood. Even with the contemplated expansion of coaxial cable facilities it is probable that for years to come many sections of the country must obtain their television fare in this manner if at all. And present video recordings leave much to be desired. Under the best of circumstances a non-technical viewer can distinguish between the program presented by video recording, the "live" program, and even the program from film especially made for television.

It is obviously impossible for all television stations now operating or planned to present one hundred per cent live programs. Two alternatives remain. Our existing methods of recording may be improved. ABC, which pioneered in the application of improved magnetic tape recording, currently is moving in this direction. But, at the same time, we are not convinced that this is the ideal method and are pioneering in two other directions—simultaneous motion picture filming, and the production of camera picture film especially for television.

The success that has greeted the televising of the "Lone Ranger" program, which is broadcast from film shot in Hollywood especially for television, amply testifies to the efficiency of this method.

The simultaneous motion picture filming of a program that is at the same time being presented "live" in some parts of the country, however, seems to be the ideal solution. The technical problems are tremendous. It is necessary to have a television camera, or a bank of cameras, in absolute synchronization with one or more film picture cameras. Technicians of the American Broadcasting Company, in cooperation with camera and electronic experts from other companies, are now working toward a solution of the technical difficulties. Legal and labor union problems also confront the television broadcaster. But, none of these problems are insurmountable.





# A M E R I C A N

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Ludwig Simmel, Mgr. of Co-operative Prog. Sales

#### Program

Charles C. Barry, Vice-Pres. Chg. of Progs.—  
AM & TV

Paul Whiteman, Vice-Pres. Charge of Music—AM  
Leonard Reeg, East. Prog. Mgr. & Mgr. of WJZ  
Programming—AM

Alexander Stronach, Natl. Dir. TV Pgm. Opr.  
Richard Banner, Dir. of Mus. Rts. & Mus. Lib.—  
AM & TV

Henry Cox, Eastern Production Manager AM  
Burke Crotty, Executive Producer—TV

Helen Guy, Mgr. of Program Department—AM  
Helen Hedeman, Supervisor of Casting—AM

Charles F. Holden, Production Manager—TV  
Anne Kelly, Anncg. Office Mgr.

Ruth Kiersted, Prod. Office Supervisor—AM  
Bertha Kurtzman, Broadcast Supervisor—TV

Harold Morgan, Business Manager—TV  
Florence Morris, Mgr. of Central Booking—AM

Paul Mowrey, Ntl. Dir. of Program Sales—TV  
Helen Grosskurth, Facilities Supervisor—TV

John C. Turner, Mgr. of Script & Prog. Pro.—  
AM & TV

Frank Vagnoni, Mgr. of Mus. Div.—AM & TV

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Ruth Crawford, Librarian

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Ellen Heagerty, Super. of Audience Information

Grace Johnsen...Dir. of Continuity Acceptance  
 Earl Mullin.....Publicity Director  
 John Pacey.....Trade News Editor  
 Ruth Trexler...Mgr. of Relig. & Educ. Activities

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 Ivor Kenway.....Vice President  
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 Slocum Chapin...Eastern Television Sales Mgr.  
 Maurice Gaffney...Director of Presentations  
 Thomas P. Robinson...Sales Service Manager

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 Raymond Diaz.....Traffic Manager

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 Robert Atwood.....Sales Service Manager  
 Kenneth Christiansen.....Traffic Supervisor  
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 Wilbur Cummings...AM Eng. Operations Super.  
 Frances Dixon...Program Booking Supervisor  
 Walter L. Emerson...Legal Counsel  
 Clarence Heider...Supervisor of Announcers  
 Elliott Henry, Jr.....Publicity Manager  
 E. C. Horstman.....Engineering Manager  
 Donald Kilian...Director of Television Programs  
 Anthony Koelker...Station Relations Manager

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 Clifford Anderson...Program Business Manager  
 Dorothy L. Brown...Continuity Acceptance Editor  
 Philip G. Caldwell...West. Div. Mgr. of Tech. Oper.  
 Francis Conrad...West. Div. Sta. Relations Mgr.  
 Dresser M. Dahlstead...Chief Announcer  
 R. G. Denechaud...AM Eng. Operations Supervisor  
 John I. Edwards...Program Manager Western Div.  
 Ernest Felix, Asst. Treas., Per. Dir., & Office Mgr.  
 Paul Gates.....Evening Program Manager

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Clyde Scott.....General Manager KECA  
 Amos T. Baron.....Spot Sales Manager

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Gayle Grubb.....General Manager KGO  
 Maurice Baker...Promotion & Publicity Manager  
 David M. Crandell...Production Director  
 A. E. Evans.....Engineering Manager  
 Vincent A. Francis...Local Sales Manager

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 J. P. Williams, WING, Dayton, Ohio, District 2  
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 Henry P. Johnston, WSGN, Birmingham, Ala., District 4

**Americau Broadcasting Co., Inc.**

WJZ, New York.....	Owned, operated and represented by ABC
WXYZ, Detroit.....	Owned and operated by ABC
WENR, Chicago.....	Owned, operated and represented by ABC
KECA, Los Angeles.....	Owned and operated by ABC
KGO, San Francisco.....	Owned, operated and represented by ABC
WMAL, Washington.....	Owned by Evening Star Publishing Co. Represented by ABC

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 Henry T. Hede...Purchasing Agent & Office & Studio Services Director  
 Anthony M. Hennig...Asistsant Treasurer & Budget Officer  
 Drew Van Dan...Director of Personnel  
 Lawrence A. Ruddell...Recording Director  
 Walter C. Tepper...Controller

**WASHINGTON OFFICE**





1703 K Street  
 Washington, D. C.

Robert H. Hinckley...Vice President

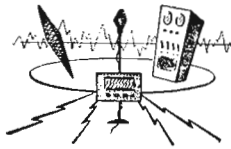
Burr E. Lee.....Production Manager  
 Jack McCord...Program Business Manager  
 Roy McLaughlin...Mgr. WENR, Ntl. Spot & Local Sales Mgr.




Francis McNulty...Music Rights Supervisor  
 John J. Manley...Mgr. of Office & Studio Services  
 Cornelius O'Dea...News Supervisor  
 Robert M. Savage...Continuity Supervisor  
 James L. Stirton...General Mgr. and Sales Mgr.  
 Harold Stokes...Program Manager  
 Karl R. Sutphin...Sales Promotion Supervisor  
 James Valentine...TV Eng. Operations Supervisor  
 Gerald R. Vernon...Coordinator of TV Sales

Edward B. Hullinger...Publicity Manager  
 Francis LaTourette...Western Div. News Editor  
 Robert F. Laws...Pacific Coast Sales Manager  
 Adolph Lefler...Recording & Sales Service Mgr.  
 Walter W. Lonner...Traffic Supervisor  
 Richard A. Moore...Asst. Gen. Mgr. & Dir. of TV  
 J. Norman Nelson...Sales Promotion Manager  
 Cameron Pierce...TV Engineering Oper. Supervisor  
 James T. Vandiveer...Western Div. TV Field Dir.  
 Elwood C. Winckler...Television Production Mgr.

Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is.....

## TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER  (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE  of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET  (Tuesday-Thursday, 5:00 to 5:30 p.m.)

## TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan





FRANK STANTON  
President

# Columbia Broadcasting System

IN A comprehensive volume such as this, there are many subjects that can properly be discussed; but rather than try to cover the entire field, I feel that the best contribution I can make is to discuss one subject specifically. And I have chosen Television Costs.

There is an impression that television costs are very high.

Very high in relation to what? Radio? Newspapers? Magazines? High in relation to a force of salesman making door to door sales calls?

Is a full page ad, say, in *Life* magazine, in four colors, a terribly high cost advertisement simply because the outlay is larger than the same page produced in black and white? The outlay is greater for color because the *results justify the more expensive production* treatment than mere black and white.

The same is obviously true of television. Television cannot and should not be compared to any other single advertising medium. The complicated and costly process which reproduces a moving image on a screen right in a man's living room is a brand new entry into the field of sales and advertising. Because of the characteristics inherent in it, there cannot be a direct comparison with radio—which appeals to the ear; nor with newspapers whose memory-jogging printed word also is simply one other characteristic provided by television; nor magazines whose scope and eye appeal characteristics are also present to an even greater degree in TV.

In other words, TV is combining all the advertising values of all other media—plus certain effects completely unique to television alone.

Let's consider a single advertiser in television.

The Lincoln-Mercury dealers sponsor Columbia's *Toast Of The Town*. Through this program, the Lincoln-Mercury people gain the effect of the most ideal car salesman imagin-

able making close to 4 million calls on family buying units in 30 or 40 different cities. Each of the nearly 4 million persons who willingly and voluntarily invite this salesman into their home each week is exposed to several demonstrations and sales talks of the Lincoln-Mercury cars under the best selling conditions.

That is what this advertiser is buying when paying the supposedly high cost of television. To be exact, it costs this sponsor about \$4.00 to make a thousand of these hard-hitting demonstrations. Or about ½ cent per demonstration.

Do people remember what they see on television and do they act on it?

This same sponsor who pays only ½ cent each week to show off his car to a prospect has found out such results as this:

A number of the most prominent New York dealers report that over 90 per cent of the persons who visited showrooms on a particular night did so because they were motivated by *Toast Of The Town*—on CBS-TV.

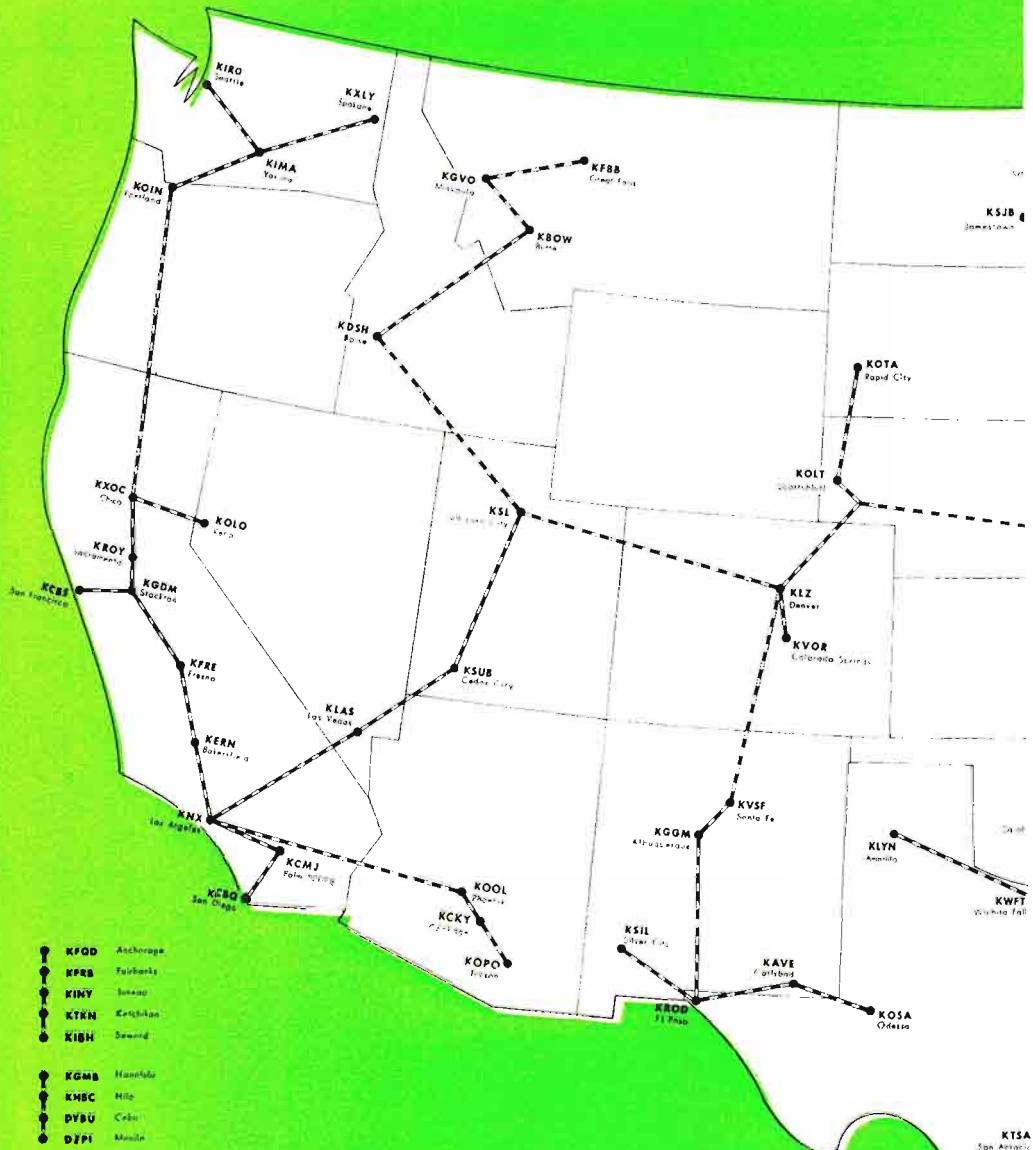
Television is a salesman making very effective calls on as many persons as the sponsor needs—at any time of the week he wishes. And instead of being costly—the medium offers its characteristics in almost every case at less than 1 cent per sales demonstration.

That is what the relatively large *initial* outlay is for in television—not the concepts which advertisers are accustomed to after years of using other established media, and in consequence, not the cost concept which advertisers are accustomed to.

But, television doesn't demand even high initial outlay. CBS-TV has programs in which the advertiser pays out as little as \$1,000 per week and still makes his effective sales calls at less than 1 cent per thousand persons. In TV they are paying for *unique results*.

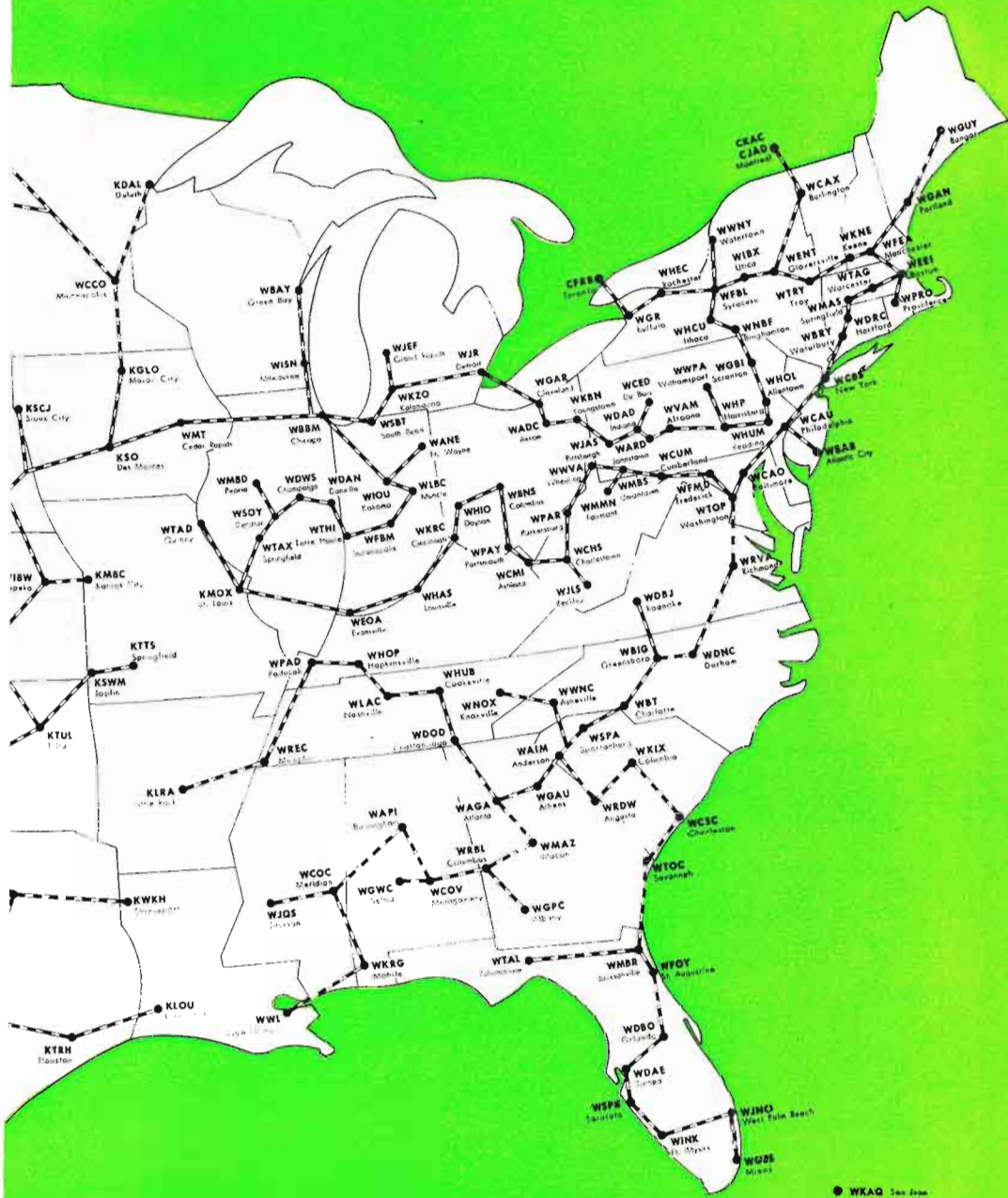
Last year may well be pointed to as the year of highest cost. In 1950, and in subsequent years, most indications point to a lowering of television budget necessities, when viewed in the light of cost per thousand and sales effectiveness.

# COLUMBIA BROADCASTING SYSTEM



**NETWORK FACILITIES  
AS OF JAN. 15, 1950**

# CASTING SYSTEM



# C O L U M B I A

## Broadcasting System, Inc.

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485 Madison Avenue, New York 22, N. Y.  
Telephone: PLaza 5-2000

*Registered Telegraphic Address—COLUMBIA NEW YORK*

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General Counsel.....		Rosenman, Goldmark, Colin & Kaye.	

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 Emily Scheiner.....Supervisor of Ediphone  
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 T. P. Maguire.....Assistant Sales Service Mgr.  
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 Wendell Campbell.....Western Manager  
 Dudley Faust.....Assistant Manager  
 Detroit Office Network Sales  
 Fisher Building  
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 Associate Dir. of Network Programs, Hollywood  
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 Lester Gottlieb  
 Director of Popular Music and Talent Scout  
 James H. Fassett.....Director of Serious Music  
 Marjorie Morrow.....Casting Director

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 Edward R. Murrow...Counselor on Public Affairs  
 Werner Michel...Dir. of Production, Public Affairs  
 George Crothers....Dir. of Religious Broadcasts  
 Helen Sioussat.....Director of Talks  
 Leon Levine....Director of Discussion Broadcasts  
 Lewis Shollenberger  
 Dir. of Talks and Special Events, Wash., D. C.  
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 Edmund Chester.....Director of News  
 Wells Church.....Editor-in-Chief  
 Theodore F. Koop  
 Dir. of News and Public Affairs, Washington

Henry Wefing . . . . . Asst. Dir. of News Broadcasts  
Walter L. Barber . . . . . Director of Sports Division  
John Derr . . . . . Associate Director of Sports

William Golden . . . . . Associate Director  
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Charles Oppenheim  
Manager of Program Promotion

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Michael J. Foster . . . . . Assistant Director  
Michael Boscia . . . . . Executive Assistant  
Harry Warner . . . . . Manager of Operations  
Walter Seigal . . . . . Mgr. of Photographic Division  
Anne Harding . . . . . Manager of Service Division  
Dorothy Leffler . . . . . Manager of Magazine Division  
Harry Feeny . . . . . Trade News Editor

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V.P. in Charge of Station Administration  
Edward DeGray . . . . . Asst. to the Vice President  
James V. Melick . . . . . Executive Assistant

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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  
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AM-TV Sales Manager, Los Angeles  
Ralph Patt . . . . . AM-TV Sales Manager, Detroit

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William A. Schudt, Jr.  
Director of Station Relations  
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Edward W. Wood . . . . . Sales Manager

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Harper Carraine . . . . . Asst. Dir. Research  
Edward Reeve . . . . . Research Projects Manager

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Worthington C. Miner  
Mgr. of Television Program Development  
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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 Manager  
Robert Wood . . . . . Traffic Manager  
Arthur E. Duram . . . . . Market Research Counsel  
Paul Wittlig . . . . . Mgr. of Technical Operations

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Director of Reference Department  
Agnes Law . . . . . Librarian

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## **COLUMBIA BROADCASTING SYSTEM**

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KMOX, St. Louis  
KNX, Los Angeles  
WBBM, Chicago  
WCBS, New York

WCCO, Minneapolis  
WEEL, Boston  
KCBS, San Francisco  
FM Stations:  
KNX-FM, Los Angeles

WBBM-FM, Chicago  
WCBS-FM, New York  
WEEL-FM, Boston  
TV Station:  
CBS-TV, New York



FRANK WHITE  
President

# Mutual Broadcasting System

THE year just past has afforded broadcasters their first real insight into the probable future of this now dual industry: radio and television. Earlier prophets had found in their crystal balls the vision of one all-powerful telecasting medium and the attendant death of sound broadcasting within three to five years. The industry experience during these 12 months of 1949, however, has given a perspective to the picture which has caused most of these same prophets to temper their rather grim and glib predictions. Industry statisticians now point to a few pertinent figures to indicate the realities: that television homes in the United States number some 3 million while radio homes total close to 40 million; that even during this period of television's amazing progress, the number of *new* radio homes has outstripped television better than three to one; that, with all the 1949 emphasis on television, the country's set manufacturers produced three radio receivers for every video set.

As 1950 begins, we get a similar perspective on the transmitting end of radio and television. It is generally agreed that, for the next several years at least, television will be concentrated in the larger cities. By the end of 1950 or perhaps 1951, network TV will be available to about half the country's homes. But it will take a long, long time to reach the other half. Because the populations of hundreds of towns and cities are not large enough to support a local television station, radio will still be their main source of entertainment and information. This is a factor of special significance to the Mutual Broadcasting System because more than 300 of our 520 stations are the only network voice in town.

A glance at the history of advertising in America gives us a still broader perspective on the so-called battle between radio and television. No major communications medium has ever been destroyed by another.

Newspapers did not kill the billboards, nor magazines the newspapers. Motion pictures and phonograph recordings thrived together; radio itself has far from bankrupted any of its predecessors. And now television? The older media will have to move over, as they have done before, but they will retain their roles in the nation's expanding economy.

This does not imply that there will be no competition between radio and television. Of course there will be—at times for the same audience and for the same advertising dollar. But we at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry.

Mutual has always been a different kind of network. Throughout 1950 and the years ahead, we plan to stress and emphasize these differences. They contribute heavily to Mutual's strength and we plan to make the most of them. They add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners.

Mutual's second difference complements the first. Here — and on no other network — the advertiser can, at no extra cost, tell his customers *where* to buy what he is selling, as well as why. The Mutual plan of free cut-ins provides localized messages identifying dealers in each station-town by name and address.

The third difference is the maximum flexibility of Mutual's facilities. Advertisers are finding it increasingly important to adapt their radio coverage more closely to their individual marketing patterns but conventional network lineups rarely conform to sales geography.

Mutual's fourth difference: the highest per dollar return in all network radio.

The fifth point of difference: Mutual offers the lowest costs, hook-up by hook-up, of all the networks. Our latest rate-card makes it possible for an advertiser to buy the proven benefits of coast-to-coast radio — and still save enough to explore the high promise of television, too.





# CASTING SYSTEM



# MUTUAL Broadcasting System

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## *Executives and Staff*

1440 Broadway, New York 18, N. Y.  
Phone, PENnsylvania 6-9600

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J. E. Campeau.....CKLW, Detroit  
Benedict Gimbel, Jr. ....WIP, Philadelphia

J. R. Poppele.....WOR  
Frank Schreiber.....WGN  
Linus Travers.....Yankee Network  
Lewis Allen Weiss.....Don Lee  
Frank K. White.....MBS, New York

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Robert A. Schmid, Vice-Pres. in Charge of Adv.,  
Planning & Research  
A. A. Schechter  
Vice-Pres. in Chg. of News, Spec. Events & Press  
E. M. Johnson, Vice-Pres.  
in Chg. of Sta. Rela. & Engineering

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Andrew C. Hamilton....of Kirkland, Fleming,  
Green, Martin and Ellis, Washington, D. C.,  
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Leo Lauterstein and David Brown.....New York  
Elisha Goldfarb.....MBS Counsel  
Esterly Chase Page.....Wash., Eng. Consultant

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James E. Wallen, Treas., Controller & Asst. Secty.

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Beatrice M. Marschner.....Personnel Director  
Ruth Hendler.....Purchasing Agent  
Gaile Dody.....Supervisor of Central Steno.  
Sigrid Ramberg...Supervisor of File & Reception

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 Harold Wagner..... Mgr. of Program Operations  
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 Sally Raynor ..... Asst. Director of Co-Op Program  
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 Rocco L. Tito..... Ass't Dir. of Production  
 Edwin Otis..... Commercial Program Supvr.  
 Dorothy Kemble  
 Dir. of Continuity Acceptance & Religious &  
 Educational Programs.  
 Marion Lennox  
 Asst. Dir. of Continuity Acceptance  
 Isabel S. Bisini... Asst. Dir. of Religious Programs  
 Ada Lusardi ..... Supervisor of Program Traffic  
 John Newhouse, Hugo Seiler  
 Night Program Supervisors  
 Idella Grandlay ..... Day Program Supervisor

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 Arthur Feldman..... Director of Special Events  
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 Robert Carpenter..... Eastern Mgr.-Station Rel.  
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 Robert O'Connor... Mgr. of Station Information  
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 James Chapman... Supt. of Engineering Traffic  
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 Minnie Antrim..... Service Representative  
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 Richard Groome..... Auditor  
 George Westby..... Budget Director  
 Madeline Pellinger..... Supervisor of Affidavit

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 William Hillman..... Presidential Corres.

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# KOOL

THE *Gene Autry* STATION IN PHOENIX

**C**lever, Unique Promotions  
**B**etter Programming  
**S**uperior Merchandising

**AGGRESSIVE MANAGEMENT!**  
and  
A loyal, responsive audience  
that annually spends more than  
**HALF A BILLION DOLLARS**  
in KOOL's retail area

Key Station of the  
Radio Network of Arizona.

**KOOL, Phoenix**  
**KCKY, Coolidge**  
**KOPO, Tucson**

Covering 75% of the popula-  
tion of Arizona's richest area.

*Arizona's* **FIRST Station**  
**5,000 WATTS DAY AND NIGHT - 960 KCs**

NATIONAL REPRESENTATIVES . . . **George P. Hollingberry Co.**  
**NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA**



J. H. McCONNELL  
President

# National Broadcasting Company

RADIO broadcasting reached new economic levels in 1949, and during the past year television has made unprecedented advances alongside the older art of sound. The prospects for

these two broadcast services in 1950 are bright. As entertainment media, they will continue to serve the American public well. As advertising media, they complement each other. Only by using radio and television can the advertiser reach all of the people of the United States—something he cannot do by the use of any other medium.

The very growth of television is a challenge to radio to make the most of its capacities and to realize fully its great potential.

This growth will continue at an increasing pace. The number of television receivers in the hands of the public will grow by leaps and bounds and television facilities will also expand. At the beginning of 1949, NBC had an interconnected television network of only seven stations on the East Coast. By December 1, the NBC interconnected network had increased to twenty-six stations which, together with twenty-seven non-interconnected stations, brought NBC service to thirty-two states — and to an area containing upwards of 60 per cent of the nation's population.

Television will also grow in program skills and production know-how. At NBC, television is now "on its own," with its own studios, engineers, newsmen, talent scouts, sales force and financial set up. It will develop new sales patterns and will sell billions of dollars worth of goods and services. And ultimately television will be profitable, with several video broadcasters already reporting a small profit from operations.

Radio, however, will continue as a great force of entertainment for people of all ages, with basic advantages as an advertising medium.

Radio covers all markets. It can reach over 94 per cent of the families

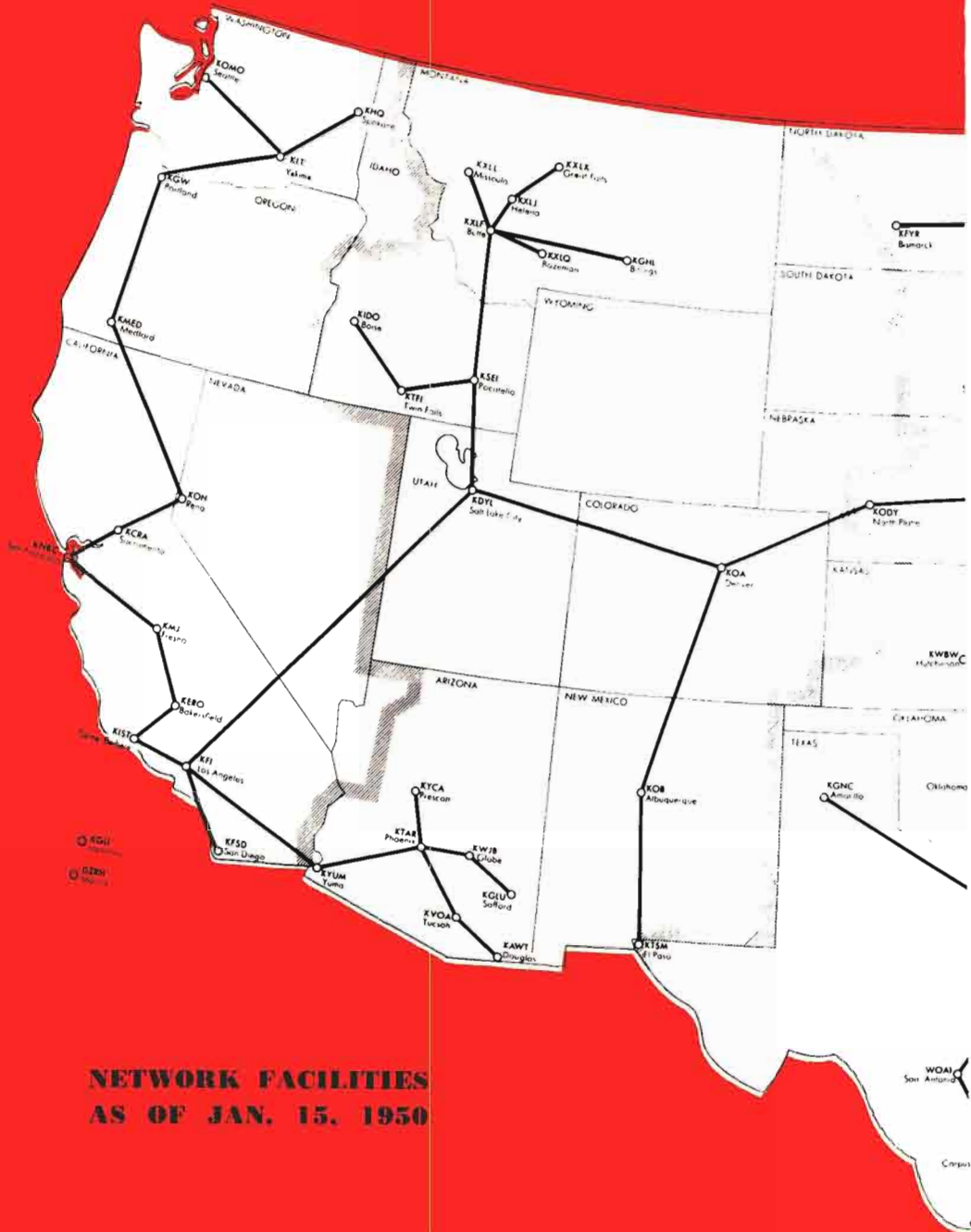
in this country and there are an additional twenty million sets in cars, out of doors and in public places. Radio has been getting bigger, with more than five million families added to the radio population in the last three years. It is the most economical of all media, and a better buy than ever before. In the past ten years, the NBC network cost-per-thousand has decreased 23 per cent, while during the same period daily newspapers have increased 7 per cent, and one of the largest weekly magazines has increased 17 per cent in cost-per-thousand.

With these advantages, radio has nothing to fear so long as it makes the most of its opportunities. It will always have a substantial audience if it is alert in meeting the public's requirements for entertainment and information. With such a mass audience, radio will continue to enjoy advertising support. But it cannot hide its light under a bushel. Radio must tell the advertisers of America its full story—and it must develop new merchandising and sales techniques to meet changing requirements.

As long as radio faces its challenge and does a real job, it will not be displaced by any other medium of entertainment or advertising. Radio itself did not replace older advertising media, but stimulated them to greater growth. Between 1928 and 1948, while radio established itself as a basic advertising medium, the national advertising revenues of magazines and newspapers increased by over \$400,000,000. The telegraph was not banished by the telephone; wireless has not eliminated the cables; the phonograph was not killed by radio; and the movies did not destroy the theatre.

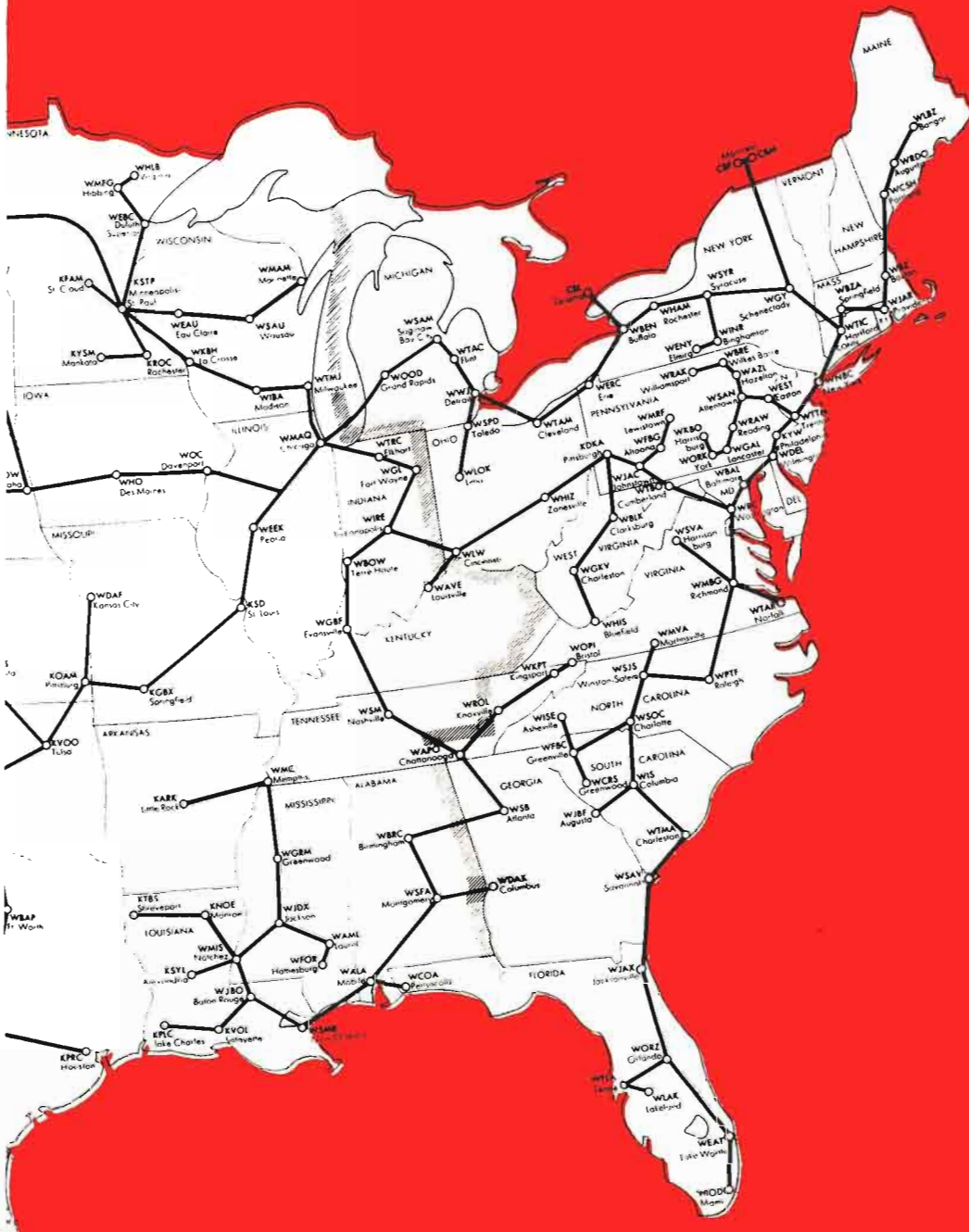
As a new and dynamic medium, television itself will create new demands for goods, with greater business volumes and increased sales opportunities. Radio has an opportunity for a larger scope of service in 1950 and it will realize that opportunity. Teamed, it will do an unparalleled job for the American economy.

# NATIONAL BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1950**

# CASTING COMPANY



# NATIONAL Broadcasting Company

---

30 Rockefeller Plaza 20, New York City  
 (Telephone number, Circle 7-8300)  
 Registered Telegraphic Address  
**NATBROADCAST NEW YORK**

## BOARD OF DIRECTORS

Niles Trammell, Chairman of the Board

Arthur E. Braun  
 John T. Cahill  
 Charles R. Denny  
 Gano Dunn

Frank M. Folsom  
 George L. Harrison  
 Harry C. Ingles  
 Charles B. Jolliffe

Joseph H. McConnell  
 Edward F. McGrady  
 Edward J. Nally  
 Brig. Gen. David Sarnoff

## Officers

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. McGeachie.....Assistant Controller



## Engineering Department

O. B. Hanson... Vice President and Chief Engineer  
George McElrath... Director of Engineering Operations  
William A. Clarke... Administrative Assistant  
Joseph D'Agostino... Liaison Engineer  
Raymond F. Guy... Manager, Radio and Allocations Engineering  
George N. Nixon... Manager, Engineering Development  
Chester A. Rackey... Manager, Audio and Video Engineering  
Thomas H. Phelan... New York Division Engineer  
James Wood... Manager of Technical Services

## General Service Department

Edward M. Lowell... Director  
Walter E. Giebelhaus... Manager of Building Maintenance Division  
Helen Davis... Manager of Office Services Division

## Guest Relations

Peter M. Tintle... Manager  
Joseph Phillips... Assistant Manager in Charge of Reception Division  
Alton Porter... Assistant Manager in Charge of Tours Division  
James Van Gaasbeck... Assistant Manager in Charge of Ticket Division

## Legal Department

Gustav B. Margraf... Vice President & General Attorney  
Robert P. Myers... Assistant General Attorney  
Thomas E. Ervin... Assistant General Attorney  
George H. Halbert... Senior Attorney  
John V. Shute... Senior Attorney  
John P. King... Attorney  
Paul B. Lynch... Attorney  
Cahill, Gordon, Zachry & Reindel... Counsel (New York & Washington)

## National Spot Sales Department

James V. McConnell... Director  
John de Russy... Manager  
Jacob Evans... Promotion Manager

## Network Sales Department

Harry C. Kopf... V.P. for Sound Bcstg.  
George Frey... Dir. of TV Sales  
Walter Scott... Eastern Sales Mgr. for Radio  
Ed Hitz... Eastern Sales Mgr. for TV  
Sackett Miles... Mgr. Sales & Service for Radio  
Frank Reed... Mgr. Sales & Service for TV

## News and Special Events Department

William F. Brooks... Vice President in Charge Radio  
Francis C. McCall... Director of News & Special Events  
Adolph J. Schneider... Director of TV News & Special Events  
Joseph O. Meyers... Manager of Radio Operations

## International Division

Cal Abraham... Station Liaison & Public Relations Director

## Personnel Department

Ernest de la Ossa... Director  
Theodore Thompson... Manager  
Edmund Souhami... Labor Relations Assistant to the Director  
Doris Ann... Employment Manager  
Donald Bogert... Employee Service Manager  
William Rodin... Records & Research Manager

## Press Department

Sydney Eiges... Vice President in Charge  
Josef Dine... Director  
Sam Kaufman... Special Services Manager  
Allan Kalmus... Tele. Manager  
Michael Dann... Trade Editor  
Leo Hershdorfer... Feature & Copy Editor  
Leonard Meyers... Music Editor  
Sidney Desfor... Photo Editor  
Don Bishop... Magazine Editor  
Ursula Halloran... Column Editor  
Anita Barnard... Information

## Program Department

Thomas C. McCray... National Program Director  
Arch Robb... Operations Manager  
Leslie Harris... Assistant National Program Dir.  
Mitchell Benson... Administrative Assistant; Coordinator of New Package Programs  
Mary Cooper... Supervisor of Booking Office  
Allin Robinson... Night Program Manager  
Patrick J. Kelly... Manager of Announcers  
Samuel Chotzinoff... General Music Director  
James Kovach... Manager Production Div.  
Richard McDonagh... Executive Producer  
Joel Hammil... Manager, Literary Rights & Material Review  
Bill Stern... Director of Sports  
Frederick Knopfke... Manager of Sound Effects  
Wade Arnold... Assistant to the Program Director in Charge of Special Programs  
Van Woodward... Mgr. Script Div.

## Public Affairs and Education Department

Sterling Fisher... Manager  
Doris Corwith... Director of Talks & Religious Broadcasts  
Margaret Cuthbert... Director of Public Affairs  
Jane T. Wagner... Director of Education

## Radio Recording Department

Charles G. Hicks... Comm. Recording Sales Mgr.

## Research Department

Hugh M. Beville, Jr... Director  
Barry T. Rumble... Manager

## Stations Departments

Easton C. Woolley... Dir. Sta. Rel. for Radio  
Sheldon Hickox... Dir. Sta. Rel. for TV

## Traffic Department

Harry A. Woodman... Manager

## Television Department

Sylvester L. Weaver, Vice President in Chg. of Television

### OPERATIONS

Carleton D. Smith, Director of TV Operations  
 John T. Williams, Asst. to the Director of TV Operations  
 Fred Shawn, Manager of Operations  
 J. Robert Myers, TV Controller  
 Leslie C. Vaughan, TV Cost & Billing Manager  
 Joseph Berhalter, TV Budget Officer  
 Neil Knox, TV Personnel Supervisor  
 Russ Johnston, Director of Film Operations  
 N. Ray Kelly, Assistant Director of Film Division  
 Robert E. Shelby, Director of TV Engineering Operations  
 F. A. Wankel, Asst. Director of TV Engineering Operations  
 Reid R. Davis, TV Operations Supervisor

### PRODUCTION

Frederic W. White, Director of Production  
 Fred Coe, Manager of New Program Development  
 Carl Stanton, Talent & Program Procurement Manager

### SALES

Robert W. Sarnoff, Program Sales Mgr.

## Transportation Department

Marie F. Dolan, Manager

## Treasurers Department

Rudolph J. Teichner, Treasurer

William A. Williams, Assistant to the Treasurer  
 William D. Bloxham, Purchasing Agent

## Owned & Operated Stations

James M. Gaines, Director of Owned and Operated Stations  
 Hamilton Shea, Controller

## WNBC, WNBC-FM, WNBT Department

Thomas B. McFadden, Manager of WNBC, WNBC-FM, WNBT  
 Donald A. Norman, Assistant Manager  
 Harvey J. Gannon, Program Manager, WNBC, WNBC-FM  
 John H. Reber, Program Manager, WNBT  
 John C. Warren, Sales Manager  
 Joseph Goodfellow, Account Executive  
 William Rich, Account Executive  
 Murry Harris, Advertising & Promotion Manager  
 Richard Stahlberger, Assistant Advertising & Promotion Manager  
 George Stevens, Sales Traffic Director  
 Earl Harder, Manager of AM Traffic  
 Catherine Formickella, Manager of TV Traffic  
 Jay Heitin, News & Special Events Manager  
 Schuyler Chapin, Press Manager  
 Thomas Page, Farm Director  
 Clay Daniel, Production Manager  
 Marjorie Hutchison, Business Manager  
 Raymond C. Johnson, Promotion Writer  
 Winifred Schaefer, Assistant to News & Press Managers

## Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC, KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC

### AFFILIATED STATIONS—Interconnected Network

WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBK, WWJ-TV, WICU, WLAV-TV, WGAL-TV, WTMPJ-TV, WHHC-TV, WNBT, WPTZ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV.

### Non-interconnected Network

KOB-TV, WSB-TV, WBRC-TV, WBTW, WLW-TV, WLW-C, WLW-D, WBAP-TV, KNBH, WAVE-TV, WMCT, WDSU-TV, WKY-TV, WOW-TV, KDYL-TV, KSTP-TV, KPIX, KING-TV, WSAZ-TV, KFMB-TV.

## Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel. Superior 7-8300

WMAQ, WMAQ-FM, WNBT (TV)

I. E. Showerman, Vice President in Charge  
 John F. Whalley, Business Manager  
 Robert Guilbert, Manager of Continuity Acceptance

Howard Luttgen, Division Engineer  
 William Ray, Manager of News & Special Events  
 Jack Ryan, Manager of Press  
 Frederick Jacobson, Program Manager  
 Judith Waller, Public Affairs and Education Director  
 Oliver Morton, Local & National Spot Sales Manager

Paul McCluer.....Network Sales Manager  
 A. W. Kaney.....Station Relations Manager  
 Jules Herbeveaux.....Tele. Manager  
 Paul Moore.....TV Engineering Operations  
 Supervisor  
 Edwin S. Mills.....TV Program Manager  
 Eugene Hoge.....Central Div. TV Sales Mgr.

**Western Division—  
 Hollywood**

*Sunset Blvd. & Vine St., Hollywood 28, Calif.  
 Tel. 9-6161*

*KNBH (TV)*

Sidney W. Stotz...Administrative Vice President  
 in Charge of the Western Division  
 Lewis S. Frost...Assistant to the Vice President  
 Frank V. Delle...Auditor  
 Donald Honrath...Manager of Continuity  
 Acceptance  
 Alfred Saxton...Western Division Engineer  
 Robert Howard...Nat. Spot Sales Mgr. West. Div.  
 Frank Berend...Nat. Sales Mgr. West. Div.  
 Roger Sprague...Manager of News & Special  
 Events Western Division  
 Leslie Raddatz...Manager of Press Western Div.  
 Homer Canfield...Prog. Mgr. Western Division  
 Helen Hall...Act. Mgr. Sales Pro. & Adv.  
 Jennings Pierce...Manager of Public Affairs,  
 Station Relations & Guest Relations  
 Henry Maas...Manager of Sales & Prog. Traffic  
 Harold Bock...Manager of Tele. Operations  
 Wallace Boone...Business Manager  
 Robert Clark...TV Eng. Operations Supervisor

Robert Brown.....TV Program Manager  
 Norman Blackburn...Dir. West. Network TV  
 Operations  
*WRC, WRC-FM, WNBW, Washington  
 Trans Lux Bldg., 14th St. & N. Y. Ave.  
 Washington 5, D. C.*

Frank M. Russell...Vice President in Charge  
 William R. McAndrew...Assistant to the Vice  
 President; General Manager  
 Mahlon Glascock.....Sales Manager  
 Eugene Juster.....Director of Programs  
 Donald Cooper.....Chief Engineer  
 Cassius Keller...Director of News & Special Events  
 Thomas Geoghegan...Manager of Advertising &  
 Promotion  
 R. G. Coldenstroth...Auditor & Office Manager  
 Walter Royen.....Manager of Press  
 Ralph Burgin.....TV Program Manager  
 Charles Colledge...TV Engineering Operations  
 Supervisor

**NBC Stations Planning &  
 Advisory Committee**

Harold Essex...WSJS, Winston Salem, N. C.  
 Martin Campbell.....WFAA, Dallas, Texas  
 Clair McCollough.....WGAL, Lancaster, Pa.  
 Harry Bannister.....WWJ, Detroit, Mich.  
 Wiley Harris.....WJDX, Jackson, Miss.  
 Walter Damm.....WAMJ, Milwaukee, Wis.  
 Ed Yocum.....KGHL, Billings, Montana  
 Ewing Kelley.....KCRA, Sacramento, Calif.  
 Harold Burke.....WBAL-TV, Baltimore, Md.  
 John Outler.....WSB-TV, Atlanta, Ga.

**FOR COMPLETE TV INFORMATION**

**SEE**

**TELEVISION YEAR BOOK**

**IN**

**THIS VOLUME**



# KEYSTONE



## Broadcasting System, Inc.

### Offices

134 North LaSalle Street  
Chicago 2, Illinois  
STate 2-4590

580 Fifth Avenue  
New York 19, New York  
PLaza 7-1460

### Officers & Directors

Executive Vice-President.....	Naylor Rogers
Vice-President (Director) .....	Arthur Wolf
Vice-President (Director) .....	Joseph Bayer
Secretary-Treasurer (Director) .....	Sidney J. Wolf
Assistant Secretary (Director) .....	William Bayer

### New York

580 Fifth Avenue

Eastern Sales Manager.....	Noel A. Rhys
Office Manager.....	Eve Banner
Research Director.....	James A. Yergin

### Chicago

134 North LaSalle St.

Exec. Vice-President.....	Naylor Rogers
Secretary-Treasurer.....	Sidney J. Wolf
Special Representative.....	Edwin R. Peterson
Account & Office Manager.....	Elizabeth M. Jacobs
Director of Station Relations.....	Emma G. Rogers



**SERVICES OFFERED:** Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 385 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length. Keystone makes its facilities available nationally or in selected groups.

# REGIONAL NETWORKS

## Alaska Broadcasting System

CBS

830 Securities Bldg., Seattle 1, Wash.  
Phone: Seneca 6333

### PERSONNEL

General Manager..... William J. Wagner  
Secretary & Treasurer..... I. F. Wagner  
Washington Attorney..... Philip M. Baker  
Chief Engineer..... W. R. Nichols  
Seattle Manager..... Ernest Spink  
Attorney..... Warren Cuddy

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Kenneth Laughlin, Station Mgr.; Station KTKN, Ketchikan, Thomas J. Durant, Station Mgr.; Station KINY, Juneau, John Ashbaugh, Station Mgr.; Station WFRB, Box 950, Fairbanks, James Fletcher, Station Mgr.; Station KIBH, Box 250, Seward, James B. Lawson, Station Mgr.; Station KIFW, Sitka, Alaska.

### STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KOQL, Anchorage; KIFW, Sitka, Alaska.



## The Aloha Network

P. O. Box 1380, Honolulu, T. H.  
Phone: 95295

### PERSONNEL

Vice-Presidents..... R. M. Fitkin,  
J. E. Jaeger, C. J. Fern, E. J. Crane  
Sales Manager..... L. R. Turner

### STATIONS

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



## Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.  
Phone 4-4161

### PERSONNEL

General Manager..... Richard O. Lewis  
Commercial Manager..... Bill Harvey  
Promotion Manager..... Robert Pollard

### STATIONS

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

## The Arizona Network

Radio Station KOY

836-838 N. Central Ave., Phoenix, Ariz.  
Phone: 4-4144

### PERSONNEL

Manager..... Albert D. Johnson  
Program Manager..... John R. Williams  
Commercial Manager..... John L. Hogg  
KTUC Manager..... Lee Little  
KSUN Owner..... Carlton W. Morris

### BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone: 3.

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

### NATIONAL REPRESENTATIVE

John Blair & Company



## Arrowhead Network

WEBC Building, Duluth, Minn.

Phone: Melrose 2873

### PERSONNEL

President..... Morgan Murphy  
Gen. Mgr..... Walter C. Bridges  
Mgr., Minn. Grp.—Nat. & Rgl. Sls. Gr.

Marlin E. Smythe

Sales Mgr. WMFG..... Oscar Peterson  
Sales Mgr. WHLB..... Art Nelson  
Mgr. WJMC..... Gregg Rouleau  
Mgr. WEAU..... Harry Hyett  
Mgr. WISC..... Ralph O'Connor  
Arrowhead News Editor..... Earl Henton  
Arrowhead Program Mgr..... Jack McKenna

### BRANCH OFFICES

WEBC Building (WEFC), Duluth, Minn., Phone Melrose 2873, Mgr. Marlin E. Smythe; Androy Hotel (WMFG), Hibbing, Minn., Phone Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave. & 17th St. (WHLB), Virginia, Minn., Phone Virginia 2000, Mgr. Arthur Nelson; 203 S. Barstow St. (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry S. Hyett; 1615 S. Main St. (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Greg Rouleau; Commercial State Bank Bldg. (WISC), Madison, Wis., Phone Mad. 7-2588, Mgr. Ralph O'Connor.

### STATIONS

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

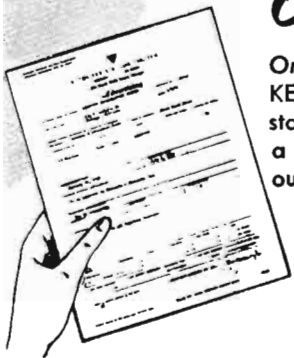


# KEYSTONE

Talks "like-a-next-door-neighbor" to the  
 ... THE DIRECT ROUTE TO BUYING INFLUENCE  
 IN AMERICA'S RICHEST MARKET ...

**TO THE  
 RADIO TIME BUYER ...**  
*Only One Order Needed.*

One order is all you need to buy all 385 outlets of the big  
 KEYSTONE NETWORK, or any part of it (down to as few as 20  
 stations spotted where you most need them)—and you will enjoy  
 a lower rate on any combination you decide upon. Consult  
 our nearest representative for complete information.



**KEYSTONE BROADCASTING**

# Reaches the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!

These are the "Backbone of America" families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items in greater quantities than any other people on earth!

More than 88% of these families can be reached on the friendly, neighborly, influential KBS community level by no other stations than the local Keystone outlet.



# BROADCASTING SYSTEM

40,000,000 radio listeners reached through the 385 KBS outlets

*A market which represents 56% of all retail outlets and 43% of all retail sales!*

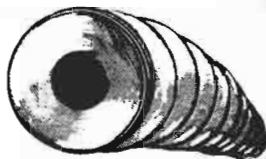
Do you know that the 16,340 cities and towns of 25,000 population or less have more than half of all retail outlets and do nearly half of all the retail business? America's leading brand name manufacturers are becoming more keenly aware of these facts every day. In 1949 they spent much more on their radio advertising at the local community level than for either national network radio or national spot radio. Do these facts convey any special significance for your future radio advertising plans?



KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively.

IN OPERATION SINCE 1940

## TO ADVERTISERS AND AGENCIES . . .



*Keystone can effect many economies for you*

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a "Keystone campaign for greater sales volume."

**SYSTEM, INC. New York**

580 Fifth Ave.  
Phone PLaza 7-1460

**Chicago**

134 N. LaSalle St.  
Phone STate 2-4390

• • • **Regional Networks** • • •

**Broadcasting Corp. of America**

(Western Network)  
P. O. Box 987, Riverside, Calif.  
Phone: Riverside 6293

**PERSONNEL**

President & Gen. Mgr. . . . . W. L. Gleeson  
**BRANCH OFFICE**  
483 E. St., San Bernardino, Calif. Phone:  
AB 5157, Gen Williams, V.P.

**STATIONS**

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

**SUPPLEMENTS**

KICO, Calexico; KPMO, Pomona; KNGS,  
Hanford; KVOE, Santa Ana; KSDO, San Diego;  
KFVD, Los Angeles; KUBA, Yuba City; KMAR,  
Bakersfield, Calif.

★

**The Connecticut State Network, Inc.**

555 Asylum St., Hartford 5, Conn.  
Phone: 2-0237

**PERSONNEL**

President . . . . . C. Glover DeLaney

**STATIONS**

WNAB, Bridgeport; WHT, Hartford; WNHC,  
New Haven; WNLC, New London; WSTC,  
Stamford; WTOR, Torrington; WATR, Water-  
bury, Conn.

★

**Don Lee Broadcasting System**

1313 North Vine St., Hollywood 28, Calif.  
Phone: Hudson 2-2133

**PERSONNEL**

Chair, Bd. of Directors . . . Lewis Allen Weiss  
President . . . . . Willet H. Brown  
Secretary-Treas. . . . . A. M. Quinn  
Vice Pres. Chg. of Sales . . . Ward D. Ingram  
Vice Pres. Chg. of Sta. Rel. . . Patrick Campbell  
Sales Manager . . . . . George Whitney  
Sales Promotion Mgr. . . . . Herbert Sonnenburg  
Program Director . . . . . J. Carlton Adair  
Director of Operations . . . . Anthony J. LaFrano  
Continuity Accept. Dir. . . . . William Williams  
News & Spec. Feature Dir. . . . Les Mawhinney  
Public Relations Dir. . . . . Mark Finley  
Publicity Dir. . . . . James Parsons, Jr.  
Program Promotion Dir. . . . . Robert Hartnett  
V.P. Chg. of Engring. . . . . Walter Carruthers

**STATIONS**

KHJ, Los Angeles; KFRC, San Francisco;  
KAFY, Bakersfield; KHSL, Chico; KXO, El Cen-  
tro; KIEM, Eureka; KYNO, Fresno; KMYC,  
Marysville; KYOS, Merced; KPRL, Paso Robles;  
KVCV, Redding; KXOA, Sacramento; KSBW,  
Salinas; KFXM, San Bernardino; KGB, San  
Diego; KVEC, San Luis Obispo; KVOE, Santa

Ana; KDB, Santa Barbara; KXOB, Stockton;  
KCOK, Tulare, Calif.; KPOJ, Portland; KWIL,  
Albany; KAST, Astoria; KBND, Bend; KOOS,  
Coos Bay; KORE, Eugene; KUIN, Grants Pass;  
KFJL, Klamath Falls; KRNR, Roseburg; KSLM,  
Salem, Ore.; KVI, Seattle; KNEW, Spokane;  
KXRO, Aberdeen; KPUG, Bellingham; KELA,  
Centralia; KRKO, Everett; KWLK, Longview;  
KGY, Olympia; KUJ, Walla Walla; KWNW,  
Wenatchee; KYAK, Yakima, Wash.; KVIN,  
Coeur d'Alene; KRLC, Lewiston; KWAL,  
Walla, Ida.; KATO, Reno, Nev.; KOOL,  
Phoenix; KCNA, Tucson; KCKY, Cool-  
idge, Ariz.; KHON, Honolulu; KIPA, Hilo;  
KTOH, Lihue; KMVI, Wailuku, T. H.; KENI,  
Anchorage; KFAR, Fairbanks, Alaska.

★

**Foreign Language Quality Network**

70 E. 45th St., New York 17, N. Y.  
Phone: Murray Hill 6-0238

**PERSONNEL**

General Manager . . . . . Claude Barrere  
Sales Manager . . . . . Irving Collin

A group of stations broadcasting in Italian,  
Polish and other languages in major language  
markets throughout the country, formed to  
facilitate obtaining information and planning  
of campaigns, purchases of time, etc. Listing  
incomplete at time of going to press.

★

**Georgia Associations of Local Stations**

Arlantan Hotel, Atlanta, Ga.  
Phone: Alpine 5132

**PERSONNEL**

Sales Director . . . . . Tom Carr

**STATIONS**

\*WGLS, Atlanta-Decatur; WDEC, Americus;  
WGAU, Athens; WLBB, Carrollton; WBHF,  
Cartersville; WGAA, Cedartown; WMJM, Cor-  
dele; WMOC, Covington; WBLJ, Dalton;  
WDWD, Dawson; WMLT, Dublin; WBHB, Fitz-  
gerald; WDUN, Gainesville; WKEU, Griffin;  
WFOM, Marietta; WIBB, Macon; WMVG, Mil-  
ledgeville; WMGA, Moultrie; WROM, Rome;  
WFRP, Savannah; WWNS, Statesboro; WSFT,  
Thomaston; WKTG, Thomasville; WWGS, Tif-  
ton; WLET, Toccoa; WRQN, Vidalia; WAYX,  
Waycross; WRLD, West Point.

\* 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

### Georgia Quartet

c/o George P. Hollingsbery Co.  
307 N. Michigan Ave., Chicago, Ill.  
Phone: ANdover 3-2636

#### BRANCH OFFICES

Whitehead Building, Atlanta, Ga., Dan Schmidt, Ill. Manager; 420 Lexington Ave., New York, N. Y., F. E. Spencer, Jr., Manager; 411 W. 5th St., Los Angeles, Calif., Harry H. Wise, Jr., Manager; 235 Montgomery St., San Francisco, Calif., Knox La Rue, Manager.

#### STATIONS

WGST, Atlanta; WRBL, Columbus; WRDW, Augusta; WSAV, Savannah.

### Great Northern Broadcasting System

200 3rd Ave., N.W., Mandan, N. D.  
Phone: 561

#### PERSONNEL

President.....M. M. Marget  
Vice-President.....John B. Cooley  
Secy. & Treas.....M. J. Reichert

#### STATIONS

KMHL, Marshall; KGDE, Fergus Falls; KNOX, Moorhead; KWLM, Willmar, Minn.; KGCX, Sidney, Montana; KOVC, Valley City; KNOX, Grand Forks; KDLR, Devils Lake; KLPM, Minot; KGCU, Mandan & Bismarck, N. D.

### Intermountain Network

146 S. Main St., Salt Lake City 1, Utah  
Phone: 4-3561

#### PERSONNEL

President.....George C. Hatch  
Executive Vice-Pres.....Alvin G. Pack  
Vice-Pres. Chg. of Sales.....Lynn L. Meyer  
Vice-Pres. Chg. of Programs.....Jack Paige  
Dir. of Engineering.....W. D'Orr Cozzens  
Sales Service Dir.....Craig Rogers  
Regional Account Exec.....W. W. Daynes  
Office Manager.....Ernest W. Campbell

#### BRANCH OFFICES

Avery-Knodel, Inc., 565—5th Ave., New York, N. Y., Phone: PLaza 3-6513, Exec., Lewis H. Avery; Avery-Knodel, Inc., 333 No. Michigan, Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Bldg., San Francisco, Phone: Yucon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Phone: Tucker 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman.

#### STATIONS

KALL, Salt Lake; KLO, Ogden; KVNU, Logan; KOVO, Provo; KOAL, Price; KSBC, Richfield; KSUB, Cedar City, Utah; KEYY, Pocatello; KID, Idaho Falls; KVMV, Twin Falls; KFXD, KFXD-FM, Boise-Nampa, Idaho; KOPR, Butte; KMON, Great Falls; KPRK, Livingston; KBMY, Billings; KRJF, Miles City, Montana; KQRS, Rock Springs; KOWB, Laramie; KOVE,

Lander; KSPR, Casper; KWYO, Sheridan; KPOW, Powell, Wyoming; KRAM, Las Vegas, Nevada.

### Iowa Tall Corn Network

407 5 St., Des Moines, Ia.  
Phone: 2-0225

#### PERSONNEL

Executive Manager.....George W. Webber  
Assistant Manager.....Jerry Smith  
Office Manager.....Andrene P. Wennergren  
President (KWCR).....Paul Millen  
Vice-President (KICD).....Ben Sanders  
Vice-President (KDTH).....Ken Gordon

#### STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; Keokuk; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFD, Fort Dodge; KOXX, KAYX, Waterloo, Iowa.

### Lone Star Chain, Inc.

1714 M & W Tower, Dallas 1, Tex.  
Phone: Riverside 5663

#### PERSONNEL

President.....Harold V. Hough  
Vice-President.....Fred Nahas  
Secretary-Treasurer.....O. L. Ted Taylor  
General Manager.....H. H. Dunavan

#### STATIONS

KEYS, Corpus Christi; KFDM, Beaumont; KFDX, Wichita Falls; KFYO, Lubbock; KGNC, Amarillo; KOSA, Odessa; KRGV, Weslaco; KROD, El Paso; KTBB, Tyler; KTBC, Austin; KTRE, Lufkin; K TSA, San Antonio; KTXL, San Angelo; KWKC, Abilene; KXYZ, Houston; WBAP-820, Fort Worth; WBAP-570, Fort Worth, Texas.

### Maine Broadcasting System

157 High St., Portland 3, Me.  
Phone: 2-0181

#### PERSONNEL

Manager.....William H. Rines  
Sales Director.....Rudolph O. Marcoux  
Technical Director.....Daniel H. Smith

#### BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

#### STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

### Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.  
Phone: Woodward 3-8321

#### PERSONNEL

General Manager.....James G. Riddell  
Sales Manager.....H. S. Christian  
Dir. Adv. & Sales Prom.....Dean Linger

## Regional Networks

### STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

★

### New England Regional Network

26 Grove St., Hartford 15, Conn.  
Phone: Hartford 2-3181

#### DIRECTORS

Chairman.....Paul W. Morency  
J. B. Conley, John J. Boyle, William H. Rines.

#### STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE  
Weed & Company

★

### Northwest Network

3415 University Ave., St. Paul W4, Minn.  
3415 University Ave., S.E., Minneapolis 18, Minn.

Phone: PRIOR 2717

#### PERSONNEL

General Manager.....Stanley E. Hubbard  
Treasurer.....Kenneth M. Hance  
Sales Manager.....Miller C. Robertson

#### STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE  
Edward Petry & Co.

★

### The Oklahoma Network

1800 West Main, Oklahoma City 2, Okla.  
Phone: 3-8352

#### PERSONNEL

Managing Director.....Robert D. Enoch

#### STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE  
Taylor-Borhoff & Co.

★

### The Pacific Regional Network

6540 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hillside 7406

#### PERSONNEL

General Manager.....Cliff Gill  
Sales Manager.....Ted MacMurray  
Program Manager.....Dan Russell

### STATIONS

KFMV, Hollywood, key relay station for Southern Calif. Other affiliates offering complete AM & FM coverage of Calif. in process of organization for first state-wide commercial program April 16, 1950.

★

### Radio Network of Arizona

Adams Hotel, Phoenix, Ariz.  
Phone: 2-1748

#### PERSONNEL

General Manager Charles H. Garland  
Commercial Manager George E. Agnew

#### BRANCH OFFICES

400 S. Main St., Coolidge, Ariz., Phone: 355,  
Wm. F. Parady, Gen. Mgr.; 115 W. Drachman  
St., Tucson, Ariz., Phone: 4-0431, E. S. Mitten-  
dorf, Gen. Mgr.

#### STATIONS

KOOL, Phoenix; KOPO, Tucson; KCKY,  
Coolidge, Ariz.

★

### Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah  
Phone: 9-4322

#### PERSONNEL

President & Gen. Mgr.....Frank C. Carman  
Vice-Pres. & Sales Mgr.....John Schile  
Vice-Pres. & Program Dir.....Ray Fadel  
Traffic Director.....Marie Fish

#### STATIONS

KGEM, Boise; KBJO, Burley; KIFL, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KPRK, Livingston, Mont.; KELK, Elko; KENO, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wyo.

★

### Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.  
Phone: 3341

#### PERSONNEL

President.....H. L. Creal  
Executive Secretary.....R. B. Gervan  
General Manager.....M. R. Hanna  
Ass't. Gen. Mgr. Eng. & Sta. Rel.....D. K. deNeuf  
Sales Manager.....H. S. Brown  
Program Supervisor.....M. K. Knapp  
Farm Service Dir.....R. B. Child  
Ass't. Chief Engineer.....T. R. Humphrey

#### BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Phone:  
LO 3-4190, Sales Rep., Dr. Miller McClintock.

#### STATIONS

WHCU-FM, Ithaca; WFNF, Wethersfield;  
WVBT, Bristol Center; WVCN, DeRuyter;  
WVBN, Turin; WVCV, Cherry Valley; WSLB-  
FM, Ogdensburg; WFLY, Troy, New York.

## Regional Networks

### Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: 5251

#### PERSONNEL

Mgr. Dir. . . . . Clair R. McCollough  
Sales Manager . . . . . J. Robert Gullick  
Program Manager . . . . . J. Gorman Walsh  
Technical Director . . . . . J. E. Mathiot

#### STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

#### NATIONAL REPRESENTATIVE

Robert Meeker Associates



### Texas Quality Network

(Address Station)

Manager (KTBS) . . . . . C K. Beaver

#### BRANCH OFFICE

312 East Kings Highway, Shreveport, La.,  
Phone: 7-3644, C. K. Beaver, Manager.

#### STATIONS

KTBS, Shreveport, La.



### Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.

Phone: 3-3473

#### PERSONNEL

President . . . . . Gene L. Cagle  
Vice-President . . . . . Charles B. Jordan  
Secretary-Treasurer . . . . . D. C. Hornburg  
Sales Mgr. . . . . Clarke R. Brown  
Traffic Manager . . . . . Forrest W. Clough  
Program Director . . . . . Hal Thompson  
Chief Engineer . . . . . James T. Peterson

#### STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVV, Greenville, Texas.



### The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,

Raleigh, N. C.

Phone: 8885

President . . . . . Floyd Fletcher, WTIK  
Vice-President . . . . . Louis N. Howard, WHIT  
Secy. and Treas. . . . . Hartwell Campbell, WGTC

#### STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNL, Wilmington; WCEC, Rocky Mount, N. C.



### Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

#### PERSONNEL

Managing Dir. . . . . George T. Frechette  
President . . . . . John M. Walter

#### STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; KFJZ, Fond du Lac; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wis. Rapids, Wis.



### The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

President . . . . . William O'Neil  
Executive Vice-Pres. & Gen. Mgr.

Linus Travers  
Vice President . . . . . George Steffy  
Vice-President . . . . . Thomas O'Neil  
Dir. of Promotion . . . . . Charles Curtin  
Dir. of Station Relations . . . . . Charles Curtin  
Editor, Yankee Network News Service

Leland Bickford

Continuity Director . . . . . Paul Keyes  
Publicity Director . . . . . Phyllis Doherty

#### 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. Steffy.

#### BRANCH OFFICES

Crown Hotel, Providence 2, R. I. Phone: Temple 1-0800, Joseph Lopez, WEAN Supervisor; 54 Pratt St., Hartford 4, Conn., Phone: Hartford 7-9131, Robert Kennett, WONS Supervisor; Hotel Stratfield, Bridgeport 1, Conn., Phone: Bridgeport 6-1121, Dickens J. Wright, WICC Supervisor.

#### STATIONS

WNAC, Boston, Mass.; WFAU, Augusta; WJOR, Bangor; WIDE, Biddeford, Me.; WICC, Bridgeport, Conn.; WTSV, Claremont; WKXL, Concord, N. H.; WALE, Fall River; WEIM, Fitchburg; WHAI, Greenfield, Mass.; WONS, Hartford, Conn.; WHYN, Holyoke, Mass.; WOCB, Hyannis, Mass.; WLNH, Laconia, N. H.; WCOU, Lewiston-Auburn, Me.; WLLH, Lowell-Lawrence, Mass.; WKBR, Manchester, N. H.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WMTW, Portland, Me.; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WWON, Woonsocket, R. I.; WAAB, Worcester, Mass.



### Z Net

Box 1956, Butte, Mont.

Phone: 2-2344

Managing Director . . . . . Ed Craney  
Manager . . . . . Arne E. Anzjon  
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

KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.

# ESTIMATED RADIO HOMES FOR 1949

Estimated Population by States—from Current Reports, Bureau of the Census, July, 1949.

	Estimated Population July, 1949	% Increase 1940-1949	Radio Families 1949	Radio Homes 1949
ALABAMA	2,920,000	+ 3.1	766,000	744,500
ARIZONA	745,000	+49.1	188,000	184,000
ARKANSAS	1,964,000	+ 0.7	543,000	488,500
CALIFORNIA	10,665,000	+54.4	3,286,000	3,254,000
COLORADO	1,215,000	+ 8.2	370,000	367,000
CONNECTICUT	2,019,000	+18.1	584,000	580,000
DELAWARE	311,000	+16.5	89,000	86,000
DISTRICT OF COLUMBIA	870,000	+31.1	243,000	238,000
FLORIDA	2,494,000	+31.4	742,000	735,000
GEORGIA	3,196,000	+ 2.3	872,000	859,000
IDAHO	592,000	+12.8	159,000	156,000
ILLINOIS	8,449,000	+ 7.0	2,634,000	2,595,000
INDIANA	3,994,000	+16.5	1,192,000	1,168,000
IOWA	2,643,000	+ 4.1	796,000	780,000
KANSAS	1,947,000	+ 8.1	612,000	594,000
KENTUCKY	2,893,000	+ 1.7	748,000	678,000
LOUISIANA	2,630,000	+11.3	714,000	608,000
MAINE	909,000	+ 7.3	256,000	248,000
MARYLAND	2,175,000	+19.4	608,000	596,000
MASSACHUSETTS	4,713,000	+ 9.2	1,321,000	1,308,000
MICHIGAN	6,352,000	+20.8	1,808,000	1,778,000
MINNESOTA	2,977,000	+ 6.6	845,000	830,000
MISSISSIPPI	2,130,000	- 2.5	581,000	478,000
MISSOURI	3,935,000	+ 4.0	1,218,000	1,168,000
MONTANA	521,000	- 6.9	159,000	156,000
NEBRASKA	1,285,000	- 2.3	391,000	380,000
NEVADA	174,000	+57.7	47,000	45,500
NEW HAMPSHIRE	544,000	+10.7	163,000	159,500
NEW JERSEY	4,873,000	+17.1	1,356,000	1,324,000
NEW MEXICO	589,000	+10.8	171,000	158,000
NEW YORK	14,392,000	+ 6.8	4,287,000	4,203,000
NORTH CAROLINA	3,864,000	+ 8.2	918,000	812,000
NORTH DAKOTA	605,000	- 5.7	149,000	145,000
OHIO	7,989,000	+15.7	2,361,000	2,301,000
OKLAHOMA	2,302,000	- 1.5	686,000	624,000
OREGON	1,736,000	+59.3	557,000	547,000
PENNSYLVANIA	10,633,000	+ 7.4	2,956,000	2,896,000
RHODE ISLAND	743,000	+ 4.1	217,000	215,000
SOUTH CAROLINA	2,001,000	+ 5.3	498,000	480,000
SOUTH DAKOTA	649,000	+ 0.9	173,000	169,000
TENNESSEE	3,234,000	+10.9	846,000	766,000
TEXAS	7,532,000	+17.4	2,154,000	2,032,000
UTAH	682,000	+24.0	179,000	176,000
VERMONT	369,000	+ 2.6	104,000	102,000
VIRGINIA	3,102,000	+15.9	786,000	716,000
WASHINGTON	2,582,000	+48.7	760,000	748,000
WEST VIRGINIA	1,941,000	+ 2.1	481,000	452,000
WISCONSIN	3,355,000	+ 6.9	954,000	941,000
WYOMING	284,000	+13.4	84,000	81,000
<b>TOTAL U. S.</b>	<b>148,720,000</b>	<b>+12.9</b>	<b>42,612,000</b>	<b>41,150,000</b>

% Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1949.

Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.

# STATIONS

Alphabetical Listing



U. S. Standard Stations  
Indexed by Call Letters—  
Location



Stations Alphabetically  
Listed by States—Cities



Personnel



Other Detailed Information

# NINETEEN FIFTY



*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 Circle 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*

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KAAA	Red Wing, Minn.	489	KBRL	McCook, Neb.	512
KABC	San Antonio, Tex.	666	KBRO	Bremerton, Wash.	685
KADA	Ada, Okla.	585	KBRS	Springdale, Ark.	329
KAFY	Bakersfield, Calif.	331	KBST	Big Spring, Tex.	647
KAKC	Tulsa, Okla.	589	KBTM	Jonesboro, Ark.	326
KAKE	Wichita, Kans.	437	KBUC	Corona, Calif.	332
KALB	Alexandria, La.	445	KBUD	Athens, Tex.	645
KALE	Richland, Wash.	687	KBUH	Brigham City, Utah	672
KALI	Pasadena, Calif.	345	KBUN	Bemidji, Minn.	485
KALL	Salt Lake City, Utah	673	KBUR	Burlington, Ia.	425
KAMD	Camden, Ark.	324	KBWD	Brownwood, Tex.	649
KAMQ	Amarillo, Tex.	645	KBYE	Oklahoma City, Okla.	587
KANA	Anaconda, Mont.	506	KBYR	Anchorage, Alaska	708
KAND	Corsicana, Tex.	650	KBZY	Grand Rapids, Minn.	487
KANE	New Iberia, La.	448	KCBC	Des Moines, Ia.	427
KANS	Wichita, Kans.	437	KCBD	Lubbock, Tex.	662
KARK	Little Rock, Ark.	326	KCBQ	San Diego, Calif.	351
KARM	Fresno, Calif.	333	KCBS	San Jose, Calif.	353
KASA	Elk City, Okla.	585	KCFH	Cuero, Tex.	650
KASH	Eugene, Ore.	592	KCHA	Charles City, Ia.	426
KASI	Ames, Ia.	425	KCHE	El Reno, Okla.	585
KAST	Astoria, Ore.	591	KCHS	Hot Springs, N. Mex.	522
KATE	Albert Lea, Minn.	485	KCID	Caldwell, Ida.	401
KATL	Houston, Tex.	658	KCIL	Houma, La.	447
KATO	Reno, Nev.	514	KCKN	Kansas City, Kans.	435
KAUS	Austin, Minn.	485	KCKY	Coolidge, Ariz.	319
KAVE	Carlsbad, N. Mex.	522	KCLA	Fine Bluff, Ark.	329
KAVR	Havre, Mont.	508	KCLE	Cleburne, Tex.	649
KAWT	Douglas, Ariz.	320	KCLO	Leavenworth, Kans.	435
KAYL	Storm Lake, Ia.	432	KCLW	Hamilton, Tex.	657
KAYS	Hays, Kans.	434	KCMC	Texarkana, Tex.	669
KAYX	Waterloo, Ia.	432	KCMJ	Palm Springs, Calif.	345
KBIO	Burley, Ida.	401	KCMO	Kansas City, Mo.	500
KBIX	Muskogee, Okla.	586	KCNA	Tucson, Ariz.	323
KBIZ	Ottumwa, Ia.	430	KCNC	Fort Worth, Tex.	653
KBKI	Alice, Tex.	643	KCNI	Broken Bow, Neb.	510
KBKO	Portland, Ore.	595	KCNY	San Marcos, Tex.	667
KBKR	Baker, Ore.	591	KCOG	Centerville, Ia.	426
KBKW	Aberdeen, Wash.	685	KCOH	Houston, Tex.	658
KBLF	Red Bluff, Calif.	347	KCOK	Tulare, Calif.	358
KBMW	Breckenridge, Minn.	485	KCOL	Fort Collins, Colo.	363
KBMY	Billings, Mont.	506	KCOM	Sioux City, Ia.	431
KBND	Bend, Ore.	591	KCOR	San Antonio, Tex.	666
KBOA	Kennett, Mo.	501	KCOW	Alliance, Neb.	510
KBOL	Boulder, Colo.	361	KCOY	Santa Maria, Calif.	357
KBON	Omaha, Neb.	512	KCRA	Sacramento, Calif.	348
KBOR	Brownville, Tex.	648	KCRC	Enid, Okla.	585
KBOW	Butte, Mont.	507	KCRG	Cedar Rapids, Ia.	425
KBRC	Mt. Vernon, Wash.	686	KCRS	Midland, Tex.	663
			KCRT	Trinidad, Colo.	366

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KCSB	San Bernadino, Calif.	349	KFBI	Wichita, Kans.	438
KCSJ	Pueblo, Colo.	365	KFBK	Sacramento, Calif.	348
KCSU	Provo, Utah	673	KFDA	Amarillo, Tex.	645
KCTX	Childress, Tex.	649	KFDM	Beaumont, Tex.	647
KCTI	Gonzales, Tex.	657	KFDW	Helena, Mont.	508
KCUL	Fort Worth, Tex.	653	KFDX	Wichita Falls, Tex.	671
KCVR	Lodi, Calif.	335	KFEL	Denver, Colo.	362
KDAC	Fort Bragg, Calif.	333	KFEQ	St. Joseph, Mo.	503
KDAL	Duluth, Minn.	486	KFFA	Helena, Ark.	325
KDAN	Oroville, Calif.	345	KFGO	Fargo, N. Dak.	571
KDB	Santa Barbara, Calif.	355	KFGT	Fremont, Neb.	511
KDDD	Dumas, Tex.	652	KFH	Wichita, Kans.	438
KDEC	Decorah, Ia.	427	KFI	Los Angeles, Calif.	339
KDET	Center, Tex.	649	KFIO	Spokane, Wash.	689
KDHL	Fairbault, Minn.	486	KFIZ	Fond du Lac, Wis.	699
KDIX	Dickinson, N. Dak.	571	KFJB	Marshalltown, Ia.	429
KDKA	Pittsburgh, Pa.	615	KFJI	Klamath Falls, Ore.	593
KDLK	Del Rio, Tex.	652	KFJZ	Fort Worth, Tex.	655
KDLR	Devils Lake, N. Dak.	571	KFKA	Greeley, Colo.	364
KDMO	Carthage, Mo.	497	KFLW	K'amath Falls, Ore.	593
KDNT	Denton, Tex.	652	KFMB	San Diego, Calif.	351
KDON	Santa Cruz, Calif.	355	KFMJ	Tulsa, Okla.	589
KDRO	Sedalia, Mo.	505	KFMO	Flat River, Mo.	499
KDRS	Paragou'd, Ark.	327	KFNF	Shenandoah, Ia.	430
KDSH	Boise, Ida.	400	KFOR	Lincoln, Neb.	511
KDSJ	Deadwood, S. Dak.	632	KFOX	Long Beach, Calif.	335
KDSX	Denison, Tex.	652	KFPW	Ft. Smith, Ark.	325
KDTH	Dubuque, Ia.	428	YFQD	Anchorage, Alaska	708
KDWT	Stamford, Tex.	668	KFRB	Fairbanks, Alaska	708
KDYL	Salt Lake City, Utah	674	KFRC	San Francisco, Calif.	352
KDZA	Pueblo, Colo.	365	KFRD	Rosenberg, Tex.	666
KEBE	Jacksonville, Tex.	661	KFRE	Fresno, Calif.	333
KECA	Hollywood, Calif.	334	KFRM	Kansas City, Mo.	500
KECC	Pittsburgh, Calif.	347	KFRO	Longview, Tex.	661
KECK	Odessa, Tex.	664	KFRU	Columbia, Mo.	497
KEEN	San Jose, Calif.	353	KFSA	Ft. Smith, Ark.	325
KEIO	Pocatello, Ida.	402	KFSB	Joplin, Mo.	499
KELA	Centrala-Chehalis, Wash.	685	KFSD	San Diego, Calif.	349
KELD	El Dorado, Ark.	324	KFTM	Fort Morgan, Colo.	363
KELK	Elko, Nev.	514	KTUN	Las Vegas, N. Mex.	522
KELO	Sioux Falls, S. Dak.	632	KTVD	Los Angeles, Calif.	339
KELP	El Paso, Tex.	653	KFVS	Cape Girardeau, Mo.	497
KELS	Kelso, Wash.	686	KFWB	Los Angeles, Calif.	339
KELT	Electra, Tex.	652	KFXD	Nampa, Ida.	402
KENE	Belen, N. Mex.	521	KFXJ	Grand Junction, Colo.	364
KENI	Anchorage, Alaska	708	KFXM	San Bernardino, Calif.	349
KENO	Las Vegas, Nev.	514	KFYN	Bonham, Tex.	648
KENT	Shreveport, La.	459	KFYO	Lubbock, Tex.	662
KEPO	El Paso, Tex.	653	KFYR	Bismarck, N. Dak.	571
KERG	Eugene, Ore.	592	KGA	Spokane, Wash.	689
KERN	Bakersfield, Calif.	331	KGAF	Gainesville, Tex.	655
KERO	Bakersfield, Calif.	331	KGAK	Gallup, N. Mex.	522
KEVA	Shamrock, Tex.	668	KGAN	Kingman, Ariz.	320
KEVT	Kerrville, Tex.	660	KGAR	Garden City, Kans.	434
KEX	Portland, Ore.	595	KGB	San Diego, Calif.	349
KEXO	Grand Junction, Colo.	364	KGBC	Galveston, Tex.	657
KEYD	Minneapolis, Minn.	487	KGBS	Harlingen, Tex.	657
KEYE	Perrytown, Tex.	665	KGBX	Springfield, Mo.	505
KEYS	Corpus Christi, Tex.	650	KGCU	Mandan, N. Dak.	572
KEYY	Pccatello, Ida.	402	KGCX	Sidney, Mont.	510
KFAB	Omaha, Neb.	512	KGDE	Fergus Falls, Minn.	487
KFAC	Los Angeles, Calif.	339	KGDM	Stockton, Calif.	357
KFAM	St. Cloud, Minn.	497	KGEK	Sterling, Colo.	366
KFAR	Fairbanks, Alaska	708	KGEM	Boise, Ida.	400
KFBB	Great Falls, Mont.	507	KGER	Long Beach, Calif.	339
KFBC	Cheyenne, Wyo.	706	KGEZ	Kalispell, Mont.	508
			KGFF	Shawnee, Okla.	589



Call Letters	City—State	See Page
KGFI	Hollywood, Calif.	334
KGFL	Roswell, N. Mex.	523
KGFN	Grass Valley, Calif.	334
KGFW	Kearney, Neb.	511
KGFX	Pierre, S. Dak.	632
KGGF	Coffeyville, Kans.	433
KGGM	Albuquerque, N. Mex.	521
KGHF	Pueblo, Colo.	366
KGHI	Little Rock, Ark.	326
KGHL	Billings, Mont.	507
KGIL	San Fernando, Calif.	352
KGIW	Alamosa, Colo.	361
KGKB	Tyler, Tex.	670
KGKL	San Angelo, Tex.	666
KGLC	Miami, Okla.	586
KGLO	Mason City, Ia.	430
KGLU	Safford, Ariz.	322
KGMB	Honolulu, Hawaii	710
KGNC	Amarillo, Tex.	645
KGNO	Dodge City, Kans.	433
KGO	San Francisco, Calif.	352
KGON	Oregon City, Ore.	595
KGRH	Fayetteville, Ark.	324
KGRI	Henderson, Tex.	658
KGST	Fresno, Calif.	333
KGU	Honolulu, Hawaii	710
KGVL	Greenville, Tex.	657
KGVO	Missoula, Mont.	509
KGW	Portland, Ore.	595
KGY	Olympia, Wash.	687
KGYN	Guymon, Okla.	585
KGYW	Vallejo, Calif.	359
KHAS	Hastings, Neb.	511
KHBC	Hilo, Hawaii	710
KHBG	Okmulgee, Okla.	588
KHBR	Hillsboro, Tex.	658
KHIT	Lampasas, Tex.	661
KHJ	Los Angeles, Calif.	339
KHMO	Hannibal, Mo.	499
KHON	Honolulu, Hawaii	710
KHOZ	Harrison, Ark.	325
KHQ	Spokane, Wash.	690
KHSL	Chico, Calif.	332
KHUB	Watsonville, Calif.	360
KHUM	Eureka, Calif.	333
KHUZ	Borger, Tex.	648
KIBE	Palo Alto, Calif.	345
KIBH	Seward, Alaska	709
KIBL	Beeville, Tex.	647
KICA	Clovis, N. Mex.	522
KICD	Spencer, Ia.	432
KICK	Springfield, Mo.	505
KICM	Mason City, Ia.	430
KICO	Calexico, Calif.	332
KID	Idaho Falls, Ida.	401
KIDO	Boise, Ida.	400
KIEM	Eureka, Calif.	333
KIEV	Glendale, Calif.	334
KIFI	Idaho Falls, Ida.	401
KIFW	Sitka, Alaska	709
KIHN	Hugo, Okla.	586
KIHO	Sioux Falls, S. Dak.	633
KIJV	Huron, S. Dak.	632
KILO	Grand Forks, N. Dak.	572
KIMA	Yakima, Wash.	691
KIMO	Independence, Mo.	499
KIMP	Mount Pleasant, Tex.	663

Call Letters	City—State	See Page
KIND	Independence, Kans.	435
KINE	Kingsville, Tex.	660
KING	Seattle, Wash.	687
KINY	Juneau, Alaska	709
KIOA	Des Moines, Ia.	427
KIOX	Bay City, Tex.	646
KIPA	Hilo, Hawaii	710
KIRO	Seattle, Wash.	687
KIRX	Kirksville, Mo.	501
KISD	Sioux Falls, S. Dak.	633
KIST	Santa Barbara, Calif.	355
KIT	Yakima, Wash.	692
KITE	San Antonio, Tex.	667
KITO	San Bernardino, Calif.	349
KIUL	Garden City, Kans.	434
KIUN	Pecos, Tex.	665
KIUP	Durango, Colo.	363
KIWW	San Antonio, Tex.	667
KIXL	Dallas, Tex.	651
KIYI	Shelby, Mont.	510
KJAM	Vernal, Utah	675
KJAY	Topeka, Kans.	437
KJBS	San Francisco, Calif.	352
KJCK	Junction City, Kans.	435
KJFJ	Webster City, Ia.	432
KJR	Seattle, Wash.	688
KJSK	Columbus, Neb.	510
KKIN	Visalia, Calif.	360
KLAC	Hollywood, Calif.	334
KLAS	Las Vegas, Nev.	514
KLBM	La Grande, Ore.	593
KLCN	Blytheville, Ark.	324
KLEE	Houston, Tex.	658
KLER	Rochester, Minn.	489
KLIF	Dallas, Tex.	651
KLIX	Twin Falls, Ida.	403
KLIZ	Brainerd, Minn.	485
KLKC	Parsons, Kans.	436
KLMO	Longmont, Colo.	365
KLMR	Lamar, Colo.	365
KLMS	Lincoln, Neb.	511
KLO	Cgden, Utah	672
KLOK	San Jose, Calif.	354
KLOU	Lake Charles, La.	447
KLPM	Minot, N. Dak.	572
KLPR	Oklahoma City, Okla.	587
KLRA	Little Rock, Ark.	326
KLTI	Longview, Tex.	661
KLUF	Galveston, Tex.	657
KLVT	Levelland, Tex.	661
KLWT	Lebanon, Mo.	501
KLX	Oakland, Calif.	343
KLYN	Amarillo, Tex.	645
KLZ	Denver, Colo.	361
KMA	Shenandoah, Ia.	430
KMAC	San Antonio, Tex.	667
KMAE	McKinney, Tex.	663
KMBY	Monterey, Calif.	343
KMCM	McMinnville, Ore.	593
KMBC	Kansas City, Mo.	500
KMED	Medford, Ore.	593
KMHL	Marshall, Minn.	487
KMHT	Marshall, Tex.	663
KMJ	Fresno, Calif.	333
KMLB	Monroe, La.	448
KMMJ	Grand Island, Neb.	511

Call Letters	City—State	See Page
KMMO	Marshall, Mo.	501
KMNS	San Luis Obispo, Calif.	354
KMO	Tacoma, Wash.	690
KMON	Great Falls, Mont.	508
KMOX	St. Louis, Mo.	503
KMPC	Los Angeles, Calif.	341
KMRG	Tulsa, Okla.	590
KMUR	Murray, Utah	672
KMUS	Muskogee, Okla.	586
KMVI	Wailuku-Maui, Hawaii	711
KMYC	Marysville, Calif.	341
KMYR	Denver, Colo.	362
KNAF	Fredericksburg, Tex.	655
KNAK	Salt Lake City, Utah	674
KNAL	Victoria, Tex.	670
KNBC	San Francisco, Calif.	352
KNBY	Newport, Ark.	327
KNEB	Scottsbluff, Neb.	513
KNEL	Brady, Tex.	648
KNEM	Nevada, Mo.	501
KNET	Palestine, Tex.	665
KNEU	Provo, Utah	673
KNEW	Spokane, Wash.	690
KNEX	McPherson, Kans.	436
KNGS	Hanford, Calif.	334
KNOE	Monroe, La.	448
KNOG	Nogales, Ariz.	320
KNOR	Norman, Okla.	587
KNOW	Austin, Tex.	645
KNOX	Grand Forks, N. Dak.	572
KNPT	Newport, Ore.	595
KNUJ	New Ulm, Minn.	489
KNUZ	Houston, Tex.	658
KNX	Los Angeles, Calif.	341
KOA	Denver, Colo.	363
KOAL	Price, Utah	673
KOAM	Pittsburg, Kans.	436
KOAT	Albuquerque, N. Mex.	521
KOB	Albuquerque, N. Mex.	521
KOBE	Las Cruces, N. Mex.	522
KOCA	Kilgore, Tex.	660
KOCO	Salem, Ore.	597
KOCS	Ontario, Calif.	345
KOCY	Oklahoma City, Okla.	587
KODI	Cody, Wyo.	706
KODL	The Dallas, Ore.	592
KODY	N. Platte, Neb.	512
KOFO	Ottawa, Kans.	436
KOGT	Orange, Tex.	664
KOH	Reno, Nev.	514
KOIL	Omaha, Neb.	512
KOIN	Portland, Ore.	596
KOJM	Havre, Mont.	508
KOKO	La Junta, Colo.	365
KOKX	Keokuk, Ia.	429
KOL	Seattle, Wash.	688
KOLE	Port Arthur, Tex.	665
KOLN	Lincoln, Neb.	511
KOLO	Reno, Nev.	514
KOLT	Scottsbluff, Neb.	513
KOMA	Oklahoma City, Okla.	588
KOME	Tulsa, Okla.	590
KOMO	Seattle, Wash.	689
KOMW	Omak, Wash.	687
KONO	San Antonio, Tex.	667
KONP	Port Angeles, Wash.	687
KOOL	Phoenix, Ariz.	322

Call Letters	City—State	See Page
KOOS	Coos Bay, Ore.	591
KOPO	Tucson, Ariz.	323
KOPP	Ogden, Utah	672
KOPR	Butte, Mont.	507
KORA	Bryan, Tex.	649
KORC	Mineral Wells, Tex.	663
KORE	Eugene, Ore.	592
KORN	Mitchell, Neb.	632
KOSA	Odessa, Tex.	664
KOSE	Osceola, Ark.	327
KOSF	Nacogdoches, Tex.	664
KOTA	Rapid City, S. Dak.	632
KOTN	Pine Bluff, Ark.	329
KOVC	Valley City, N. Dak.	572
KOVE	Lander, Wyo.	706
KOVO	Provo, Utah	673
KOWB	Laramie, Wyo.	706
KOWH	Omaha, Neb.	513
KOWL	Los Angeles, Calif.	341
KOY	Phoenix, Ariz.	322
KPAB	Laredo, Tex.	661
KPAC	Port Arthur, Tex.	666
KPAN	Hereford, Tex.	658
KPAS	Banning, Calif.	331
KPBX	Beaumont, Tex.	647
KPDN	Pampa, Tex.	665
KPDQ	Portland, Ore.	596
KPET	Lamesa, Tex.	661
KPHC	Walsenburg, Colo.	366
KPHO	Phoenix, Ariz.	322
KPKW	Pasco, Wash.	687
KPLC	Lake Charles, La.	448
KPLT	Paris, Tex.	665
KPMC	Bakersfield, Calif.	331
KPMO	Pomona, Calif.	347
KPOA	Honolulu, Hawaii	710
KPOJ	Portland, Ore.	596
KPOW	Powell, Wyo.	706
KPQ	Wenatchee, Wash.	691
KPRC	Houston, Tex.	659
KPRK	Livingston, Mont.	509
KPRL	Paso Robles, Calif.	347
KPRO	Riverside, Calif.	348
KPRS	Olathe, Kans.	436
KPST	Preston, Ida.	402
KPUG	Bellingham, Wash.	685
KQV	Pittsburgh, Pa.	615
KQW	San Jose, Calif.	345
KRAI	Craig, Colo.	361
KRAL	Rawlins, Wyo.	707
KRAM	Las Vegas, Nev.	514
KRBA	Lufkin, Tex.	662
KRBC	Abilene, Tex.	643
KRCT	Baytown, Tex.	646
KRDO	Colorado Springs, Colo.	361
KRDU	Dinuba, Calif.	332
KRE	Berkeley, Calif.	331
KREI	Farmington, Mo.	497
KREL	Baytown, Tex.	646
KREM	Spokane, Wash.	690
KREO	Indio, Calif.	335
KRES	St. Joseph, Mo.	503
KRGV	Weslaco, Tex.	671
KRHD	Duncan, Okla.	584
KRIC	Beaumont, Tex.	647
KRIG	Odessa, Tex.	664

Call Letters	City—State	See Page
KRIO	McAllen, Tex.	663
KRIS	Corpus Christi, Tex.	650
KRIF	Miles City, Mont.	509
KRKD	Los Angeles, Calif.	341
KRKL	Kirkland, Wash.	686
KRKO	Everett, Wash.	686
KRLC	Lewiston, Ida.	401
KRLD	Dallas, Tex.	651
KRLN	Canon City, Colo.	361
KRMD	Shreveport, La.	451
KRNO	San Bernardino, Calif.	349
KRNR	Roseburg, Ore.	597
KRNT	Des Moines, Ia.	428
KROC	Rochester, Minn.	489
KROD	El Paso, Tex.	653
KROF	Abbeville, La.	445
KROG	Sonora, Calif.	357
KROP	Brawley, Calif.	332
KROS	Clinton, Ia.	426
KROW	Oakland, Calif.	343
KROY	Crookston, Minn.	485
KROY	Sacramento, Calif.	348
RRPL	Moscow, Ida.	402
KRRV	Sherman-Denison, Tex.	668
KRSC	Seattle, Wash.	689
KRTN	Raton, N. Mex.	523
KRUL	Corvallis, Ore.	592
KRUN	Ballinger, Tex.	646
KRUS	Ruston, La.	450
KRUX	Phoenix, Ariz.	322
KSAL	Salinas, Kans.	436
KSAM	Huntsville, Tex.	660
KSAN	San Francisco, Calif.	353
KSBB	Salinas, Calif.	349
KSCB	Liberal, Kans.	436
KSCJ	Sioux City, Ia.	431
KSCO	Santa Cruz, Calif.	357
KSD	St. Louis, Mo.	503
KSDN	Aberdeen, S. Dak.	632
KSDO	San Diego, Calif.	351
KSEI	Pocatello, Ida.	402
KSEK	Pittsburg, Kans.	436
KSEL	Lubbock, Tex.	662
KSEM	Moses Lake, Wash.	686
KSEO	Durant, Okla.	585
KSET	El Paso, Tex.	653
KSFA	Nacogdoches, Tex.	664
KSFE	Needles, Calif.	343
KSFO	San Francisco, Calif.	353
KSFT	Trinidad, Colo.	366
KSGM	Ste. Genevieve, Mo.	504
KSGN	Sanger, Calif.	353
KSIB	Creston, Ia.	426
KSIG	Crowley, La.	446
KSII	Gladwater, Tex.	657
KSIL	Silver City, N. Mex.	523
KSIM	Sikeston, Mo.	505
KSIW	Woodward, Okla.	590
KSIX	Corpus Christi, Tex.	650
KSJB	Jamestown, N. Dak.	572
KSJO	San Jose, Calif.	354
KSJY	Dallas, Tex.	651
KSL	Salt Lake City, Utah.	674
KSLM	Salem, Ore.	597
KSLO	Opelousas, La.	450
KSMA	Santa Maria, Calif.	357
KSMI	Seminole, Okla.	589

Call Letters	City—State	See Page
KSMN	Mason City, Ia.	430
KSMO	San Mateo, Calif.	354
KSNY	Snyder, Tex.	668
KSO	Des Moines, Ia.	428
KSOK	Arkansas City, Kans.	433
KSON	San Diego, Calif.	352
KSOO	Sioux Falls, S. Dak.	633
KSPA	Santa Paula, Calif.	357
KSPI	Stillwater, Okla.	589
KSPR	Casper, Wyo.	706
KSPT	Sand Point, Ida.	402
KSRO	Santa Rosa, Calif.	357
KSRV	Ontario, Ore.	595
KSST	Sulphur Springs, Tex.	669
KSTA	Coleman, Tex.	649
KSTB	Breckenridge, Tex.	648
KSTL	St. Louis, Mo.	503
KSTN	Stockton, Calif.	358
KSTP	St. Paul-Minneapolis, Minn.	490
KSTT	Davenport, Ia.	427
KSTV	Stephenville, Tex.	668
KSUB	Cedar City, Utah.	672
KSUE	Susanville, Calif.	358
KSUM	Fairmont, Minn.	487
KSun	Bisbee, Ariz.	319
KSVc	Richfield, Utah	673
KSVp	Artesia, N. Mex.	521
KSWA	Graham, Tex.	657
KSWI	Council Bluffs, Ia.	426
KSWM	Joplin, Mo.	499
KSWO	Lawton, Okla.	586
KSWs	Roswell, N. Mex.	523
KSYc	Yreka, Calif.	360
KSYL	Alexandria, La.	445
KTAE	Taylor, Tex.	669
KTAN	Sherman, Tex.	668
KTAR	Phoenix, Ariz.	320
KTAT	Frederick, Okla.	585
KTBB	Tyler, Tex.	670
KTBC	Austin, Tex.	646
KTBI	Tacoma, Wash.	690
KTBS	Shreveport, La.	451
KTED	Laquna Beach, Calif.	335
KTEM	Temple, Tex.	669
KTFI	Twin Falls, Ida.	403
KTFs	Texarkana, Tex.	669
KTFY	Brownfield, Tex.	648
KTHS	Hot Springs, Ark.	325
KTHT	Houston, Tex.	659
KTIL	Tillamook, Ore.	597
KTIM	San Rafael, Calif.	355
KTIP	Porterville, Calif.	347
KTJS	Hobart, Okla.	585
KTKN	Ketchikan, Alaska	709
KTKR	Taft, Calif.	358
KTKT	Tucson, Ariz.	323
KTLN	Denver, Colo.	363
KTLW	Texas City, Tex.	670
KTMc	McAlester, Okla.	586
KTMS	Santa Barbara, Calif.	355
KTNM	Tucumcari, N. Mex.	523
KTOH	Lihue-Kauai, Hawaii	711
KTOk	Oklahoma City, Okla.	587
KTOP	Topeka, Kans.	437
KTOW	Oklahoma City, Okla.	587
KTRB	Modesto, Calif.	343
KTRC	Santa Fe, N. Mex.	523

Call Letters	City—State	See Page
KTRE	Lufkin, Tex.	662
KTRF	Thief River Falls, Minn.	490
KTRH	Houston, Tex.	659
KTRI	Sioux City, Ia.	432
KTRM	Beaumont, Tex.	647
KTRN	Wichita Falls, Tex.	671
KTRY	Bastrop, La.	445
KTSA	San Antonio, Tex.	667
KTSM	El Paso, Tex.	653
KTSW	Emporia, Kans.	433
KTRR	Rolla, Mo.	503
KTTS	Springfield, Mo.	506
KTUC	Tucson, Ariz.	323
KTUL	Tulsa, Okla.	590
KTUR	Turlock, Calif.	359
KTW	Seattle, Wash.	689
KTXC	Big Spring, Tex.	647
KTXX	Jasper, Tex.	660
KTXL	San Angelo, Tex.	666
KTXN	Austin, Tex.	646
KTYL	Mesa, Ariz.	320
KUBA	Yuba City, Calif.	360
KUBC	Montrose, Calif.	365
KUGN	Eugene, Ore.	592
KUIN	Grants Pass, Ore.	593
KUJ	Walla Walla, Wash.	691
KULA	Honolulu, Hawaii	710
KULP	El Campo, Tex.	652
KUNO	Corpus Christi, Tex.	650
KUOA	Siloam Springs, Ark.	329
KURV	Edinburg, Tex.	652
KUTA	Salt Lake City, Utah	674
KVAK	Atchison, Kans.	433
KVAL	Brownsville, Tex.	648
KVAN	Vancouver, Wash.	690
KVCV	Redding, Calif.	348
KVEC	San Luis Obispo, Calif.	354
KVEN	Ventura, Calif.	359
KVER	Albuquerque, N. Mex.	521
KVET	Austin, Tex.	646
KVFD	Ft. Dodge, Ia.	429
KVGB	Great Bend, Kans.	434
KVI	Seattle, Wash.	689
KVIC	Victoria, Tex.	670
KVKM	Monahans, Tex.	663
KVLC	Little Rock, Ark.	327
KVLF	Alpine, Tex.	645
KVLH	Pauls Valley, Okla.	588
KVMA	Magnolia, Ark.	327
KVMV	Twin Falls, Ida.	403
KVNI	Coeur d'Alene, Ida.	401
KVNJ	Fargo, N. Dak.	571
KVNU	Logan, Utah	672
KVOA	Tucson, Ariz.	323
KVOB	Alexandria, La.	445
KVOC	Casper, Wyo.	706
KVOD	Denver, Colo.	363
KVOE	Santa Ana, Calif.	355
KVOG	Ogden, Utah	672
KVOL	Lafayette, La.	447
KVON	Napa, Calif.	343
KVOO	Tulsa, Okla.	590
KVOP	Plainview, Tex.	665
KVOR	Colorado Springs, Colo.	361
KVOS	Bellingham, Wash.	685
KVOU	Uvalde, Tex.	670
KVOW	Littlefield, Tex.	681

Call Letters	City—State	See Page
KVOX	Moorhead, Minn.	488
KVRC	Arkadelphia, Ark.	324
KVRH	Salida, Colo.	366
KVRS	Rock Springs, Wyo.	707
KVSF	Sante Fe, N. Mex.	523
KVSM	San Mateo, Calif.	355
KVSO	Ardmore, Okla.	584
KVVC	Ventura, Calif.	360
KVWC	Vernon, Tex.	670
KWAD	Wadena, Minn.	490
KWAK	Stuttgart, Ark.	329
KWAL	Wallace, Ida.	403
KWAT	Watertown, S. Dak.	633
KWBC	Fort Worth, Tex.	655
KWBE	Beatrice, Neb.	510
KWBM	Williston, N. Dak.	572
KWBR	Oakland, Calif.	345
KWBU	Corpus Christi, Tex.	650
KWBW	Hutchinson, Kans.	434
KWCJ	Natchitoches, La.	448
KWCO	Chickasha, Okla.	584
KWDM	Des Moines, Ia.	428
KWED	Sequin, Tex.	668
KWEI	Weiser, Ida.	403
KWEM	West Memphis, Ark.	329
KWCR	Cedar Rapids, Ia.	426
KWEW	Hobbs, N. Mex.	522
KWFC	Hot Springs, Ark.	326
KWFT	Wichita Falls, Tex.	671
KWG	Stockton, Calif.	358
KWGB	Goodland, Kans.	434
KWHI	Brenham, Tex.	648
KWHK	Hutchinson, Kans.	434
KWHN	Ft. Smith, Ark.	325
KHWI	Altus, Okla.	584
KWIE	Kennewick, Wash.	686
KWIK	Eurbank, Calif.	332
KWIL	Albany, Ore.	591
KWIN	Ashland, Ore.	591
KWJB	Globe, Ariz.	320
KWJJ	Portland, Ore.	596
KWK	St. Louis, Mo.	504
KWKC	Abilene, Tex.	643
KWKH	Shreveport, La.	451
KWKW	Pasadena, Calif.	347
KWLK	Longview, Wash.	686
KWLM	Willmar, Minn.	491
KWNO	Winona, Minn.	491
KWNW	Wenatchee, Wash.	691
KWOA	Worthington, Minn.	491
KWOC	Poplar Bluff, Mo.	501
KWOE	Clinton, Okla.	584
KWON	Bartlesville, Okla.	584
KWOR	Worland, Wyo.	707
KWOS	Jefferson City, Mo.	499
KWPC	Muscataine, Ia.	430
KWPM	West Plains, Mo.	506
KWRC	Pendleton, Ore.	595
KWRE	Warrenton, Mo.	506
KWRL	Riverton, Wyo.	707
KWRN	Reno, Nev.	515
KWRO	Coquille, Ore.	592
KWRZ	Flagstaff, Ariz.	320
KWSD	Mt. Shasta, Calif.	343
KWSL	Lake Charles, La.	448
KWTC	Barstow, Calif.	331
KWTO	Springfield, Mo.	506