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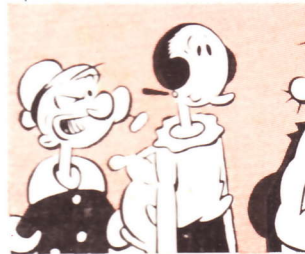
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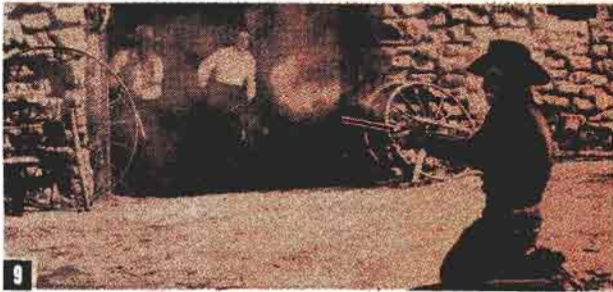
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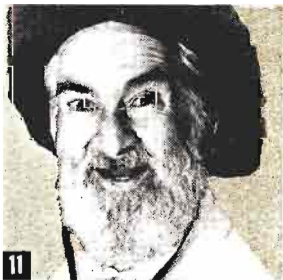
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RADIO DAILY
TELEVISION DAILY

PRESENTS

1960

TWENTY-THIRD ANNUAL EDITION

**RADIO ANNUAL
AND TELEVISION
YEAR BOOK**

CHARLES A. ALICOATE

Editor-In-Chief


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1501 Broadway, N. Y. 36, N. Y.

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It could be said that television is an industry without an inventory. For no other industry consumes its principal commodity — or the talents of those who create it — faster than television.

The need for such an inventory is the reason why this year for the first time a selected group of promising writers and directors has been working in the medium's pioneer laboratory for the development of creative talent—the CBS Television Workshop. Under the guidance of one of television's best-known producers, Albert McCleery, they have been attending seminars, learning the arts of television writing and directing, and fathoming the mystery of control rooms and electronic cameras.

Most of them have come to the Workshop with no previous professional experience in television, but with a background of demonstrated talent in other media — in fiction, the community theatre, the off-Broadway production. They are now being given a chance first to see how things are done and later to show what they can do in a series of hour-long dramatic programs on the CBS Television Network.

Essentially the CBS Television Workshop is a testing-ground for talent. It is intended to provide a reservoir of creative people who may be counted on to bring to television new prospects for fresh, original and exciting entertainment. And, incidentally, it should also be very well worth seeing on your television screen one of these Sundays.

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FOREWORD

THE electronic media has definitely established itself as a dominant influence on the foundation of public opinion. Broadcasting's future was never brighter and will only tend to move forward in all important directions. As the industry's chief chronicler of statistical achievements in broadcasting during the past year, these pages of our 23rd edition of Radio Annual Television Year Book depict highlights of the progress and growth of this surging industry.

Therefore I salute the countless contributors who made this outstanding volume possible and our many industry friends who are diligently working on still bigger and better things to come in the broadcasting media.

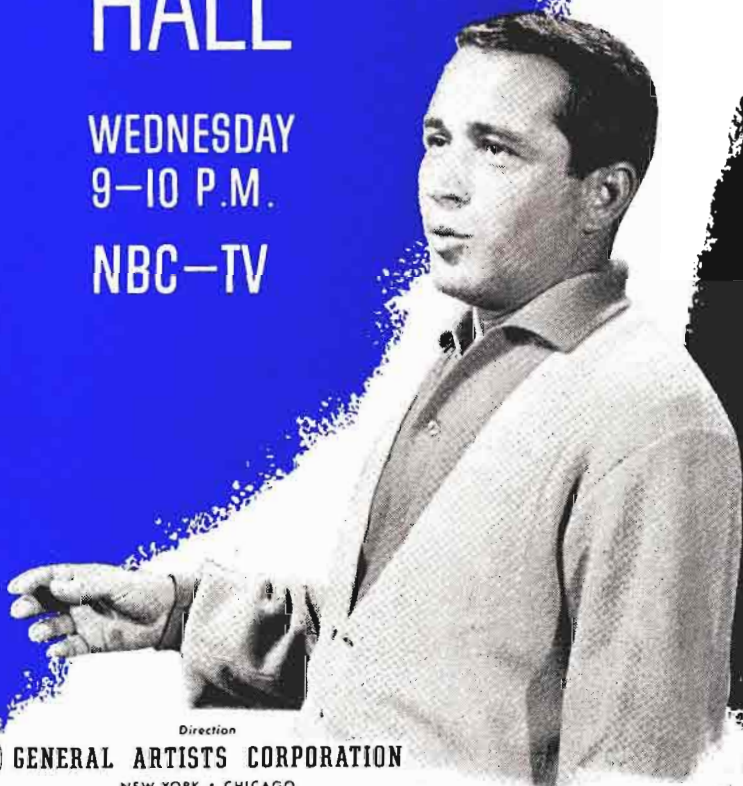
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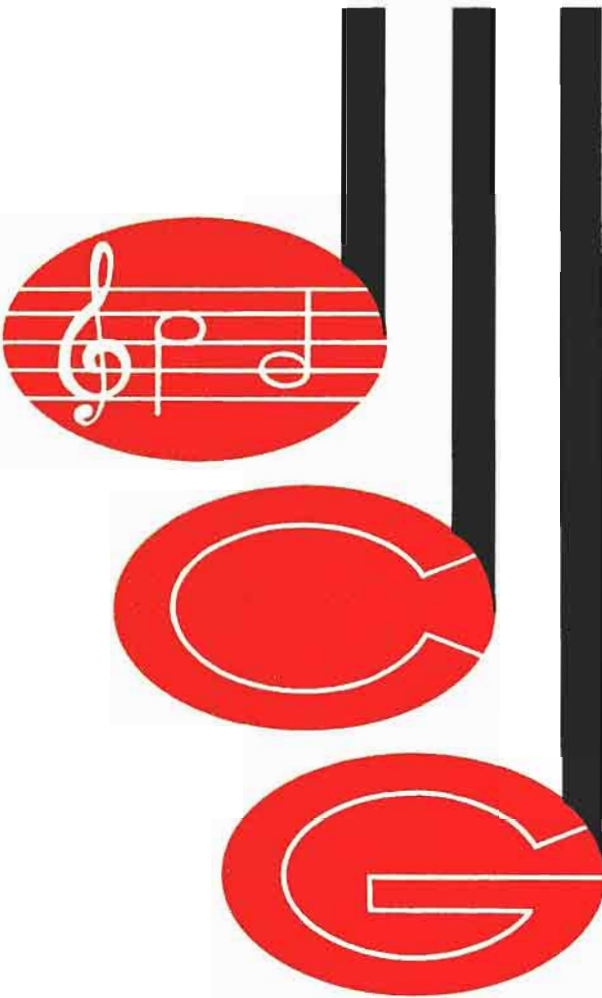
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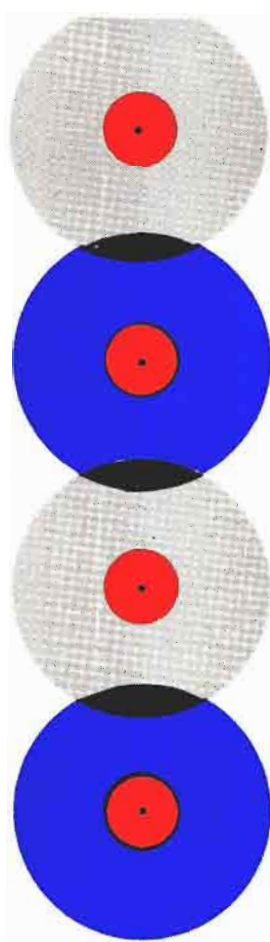
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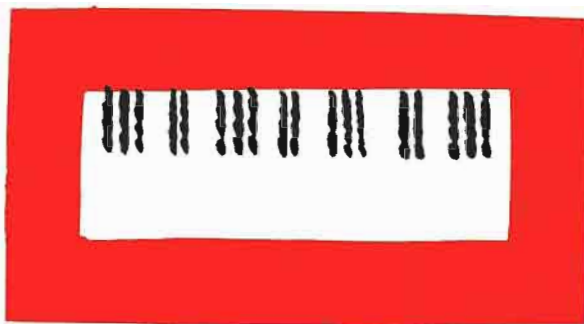
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STATISTICAL FACTS & FIGURES

INDUSTRY HIGHLIGHTS

The Radio-TV industry's total revenue for 1958 was.....	\$1,553.1 million
Combined Radio-TV income (before tax) 2.5% below '57 was.....	\$209.2 million
Nationwide network Radio-TV revenue for 1958.....	\$581.2 million
Network Radio-TV income for 1958.....	\$72.1 million
Radio revenues for 1958 (up 1.0%).....	\$523.1 million
Radio profits for 1958 (31.7% below).....	\$37.3 million
Total revenues of radio nets (4 national, 3 regular).....	\$69.4 million
Combined revenues 3,267 other indie AM, FM stations.....	\$453.7 million
Profits of the above group (25.1 below 1957).....	\$40.9 million
Time sales for 7 nets and 3,197 AM stations (8.0% below).....	\$46.5 million
Sale of radio time to national spot advertisers (1.4% below).....	\$171.9 million
Radio time sales to local advertisers (2.0% above).....	\$323.2 million
Of 3,197 AM stations, 1,106 or 34.6% reported loss from operation in 1958	
Of 3,066 AM stations operating for full 1958 profitable operations were reported by	
2,053 with the median profit being \$16,000	
Total TV revenues for 1958 (up 9.2%).....	\$1,030.0 million
Derived from sales of time, representing 77%.....	\$791.7 million
Derived from sale of talent, programs material, 23%.....	\$238.3 million
Total TV time sales (before commission to agency and reps).....	\$951.0 million
Derived from sale of network time to national advertisers, 44%..	\$424.5 million
Derived from non-network time sales, 36.3%.....	\$345.2 million
Derived from time sales to local advertisers, 19.1%.....	\$181.3 million
Total 1958 TV broadcast expense (up 9.6%).....	\$858.1 million
Total TV broadcast income (before tax) up 7.4%.....	\$171.9 million
Revenues of 3 TV nets and their 19 o & o stations, up 10.4%.....	\$516.7 million
Total revenue of 401 post-freeze TV stations for 1958, up 24%.....	\$249.7 million
VHF—322 stations, up 19.4%.....	\$223.6 million
UHF—79 stations.....	\$26.1 million
FM stations revenue for 1958 of 93 indie FM stations.....	\$2.5 million
Expenses for the above group totaled \$3.2 million, a loss of.....	\$0.7 million

(Continued on Page 35)



STATISTICAL FACTS & FIGURES

(Continued from Page 33)

Revenues from 131 FM stations operated by AM licensee for 1958.....	\$1.5 million
TV receiver factory billings for 1959.....	\$896 million
Factory sales of radios for 1959 totaled.....	\$330.8 million
Retail sales of TV sets for 1959.....	\$5.7 million

As of July 1959 there were 437 VHF and 75 UHF commercial TV stations in operation in 267 markets.

Of the top 103 TV markets, 36 have less than 3 VHF or 2 UHF stations. In only 11 of these 36 markets UHF stations are operating in competition with VHF stations.

As of June 1959 there were more than 5,400 authorized broadcast stations (3,500 AM, 971 TV, and 934 FM) not counting about 4,700 remote pickups and other auxiliaries. Of these, 3,377 AM, 767 TV, and 776 FM stations held operating authorizations.

For fiscal 1959 commercial AM stations operating.....	3377
Commercial FM stations licensed and on the air.....	622
Educational FM stations numbered.....	154
Commercial TV stations licensed were.....	566
TV translator stations licensed were.....	153
Educational TV stations licensed and on the air.....	43
Annual average number of weekday daytime homes delivered by TV nets..	2,838,000
Homes delivered by average nighttime network TV program.....	8,869,000
Average number of U. S. ad agencies handling radio and TV.....	1500
Advertising agency failures during 1959.....	40
Their total liabilities.....	\$1,554,000
Production of automobile radio sets for 1959.....	5,555,000
Total network TV gross time charges for 1959.....	\$627,311,530
Food and food products led classification in TV net spending.....	\$113,099,511
Nationwide network Radio-TV income, before tax.....	\$69.3 million
No. of radio receiver sets in world, exclusive U. S., its territories, Canada	165,700,000
No. of wired speakers in world, exclusive U. S., its territories, Canada....	38,900,000
Total full-time employment for networks and TV stations.....	34,265
Total part-time employment for above group.....	5,117
Total employment for networks and TV stations.....	39,382
Total radio sets produced in 1959.....	15,622,000
Total TV sets produced in 1959.....	6,349,380

(Continued on Page 37)

HOPE



*Hope Enterprises, Inc.
Hollywood, California*

STATISTICAL FACTS & FIGURES

(Continued from Page 35)

Number of network affiliates and O & O stations:

Network	Number of Affiliates Radio	TV	Number of O & O Stations		TV
			AM	FM	
ABC	356	234	6	5	5
CBS	203	199	7	6	5
KBS	1091	—	—	—	—
MBS	458	—	—	—	—
NBC	200	212	6	5	5
Number of radio stations in Canada					193
Number of radio stations in Mexico					440
Number of member stations, Radio Cadena Nacional, S.A.....					45
Number of radio stations in Cuba					165
Number of radio stations in Haiti					6
Number of radio stations in Dominican Republic.....					26
Number of radio stations in the Bahamas					1
Number of radio stations in Jamaica					4
Number of radio stations on Guam					1
Number of radio stations in Puerto Rico.....					25
Number of radio stations in the Virgin Islands.....					2
Number of International radio stations in the U. S.....					36
Number of International radio stations in Canada.....					26
Number of TV stations in Puerto Rico.....					5
Number of TV stations on Guam					1
Number of TV stations in Canada, excluding satellites.....					50
Worldwide total of TV stations, exclusive of the U. S., its territories, Canada and overseas Armed Forces stations.....					1,088
Worldwide total of TV receivers, exclusive of the U. S., its territories, Canada, and overseas Armed Forces.....					32,090,000
Number of network color-equipped stations in the U. S.....					304
Number of community TV antenna systems in operation in the U. S.....					700
National Association of Broadcasters' number of AM members.....					1,567
Number of FM members					473
Number of TV members					352
Number of subscribers to NAB TV Code.....					405
Membership of Canadian Association of Broadcasters.....					157 Radio, 41 TV



SID CAESAR

FINANCIAL DATA COVERING 1958 BROADCASTING INDUSTRY OPERATIONS

Total revenues of the radio and television broadcasting industry for the calendar year 1958, derived from the sale of time, talent, and program material to advertisers, were reported at \$1,553.1 million, according to figures released by the FCC. Total radio revenues increased by 1 per cent to \$523.1 million while TV revenues rose to \$1,030 million, or 9 per cent above 1957. Total radio and TV profits of \$209.2 million were 3 per cent below 1957. Television broadcast profits of \$171.9 million were 7 per cent higher and radio profits of \$37.3 million were 32 per cent lower.

All Networks and Stations, 1957-1958

<i>Item</i>	<i>1957 (Millions)</i>	<i>1958 (Millions)</i>	<i>Per Cent Increase or (Decrease) in 1958</i>
<i>Broadcast Revenues</i>			
Radio	\$ 517.9	\$ 523.1	1.0
Television	943.2	1,030.0	9.2
Industry Total	\$1,461.1	\$1,553.1	
<i>Broadcast Expenses</i>			
Radio	\$ 463.3	\$ 485.8	4.9
Television	783.2	858.1	9.6
Industry Total	\$1,246.5	\$1,343.9	7.8
<i>Broadcast Income (Before Federal Income Tax)</i>			
Radio	\$ 54.6	\$ 37.3	(31.7)
Television	160.0	171.9	7.4
Industry Total	\$ 214.6	\$ 209.2	(2.5)

Note: The 1958 radio data cover the operations of 4 nationwide networks and 3 regional networks, 3,197 AM and AM-FM and 93 independent FM stations. Excluded are 99 AM and AM-FM stations and 18 independent FM stations whose reports were filed too late for tabulation. 1957 data are for the same networks and 3,097 AM and AM-FM and 67 independent FM stations. Excluded are 59 AM and AM-FM stations whose reports were filed too late. 1958 TV data cover the operation of 3 networks and 514 stations. 1957 TV data cover the operations of 3 networks and 501 stations.

BEST WISHES



MILTON BERLE

NATIONWIDE NETWORK FINANCIAL FIGURES FOR 1957-1958

Nationwide Networks Only, 1957-1958 (Including Owned and Operated Stations)

<i>Item</i>	<i>1957 (Millions)</i>	<i>1958 (Millions)</i>	<i>Per Cent Increase or (Decrease) 1958</i>
<i>Broadcast Revenues</i>			
Radio	\$ 68.0	\$ 64.5	(5.2)
Television	467.9	516.7	10.4
	<hr/>	<hr/>	<hr/>
Total	\$ 535.9	\$ 581.2	8.5
<i>Broadcast Expenses</i>			
Radio	\$ 69.4	\$ 69.4	—
Television	397.2	439.7	10.7
	<hr/>	<hr/>	<hr/>
Total	\$ 466.6	\$ 509.1	9.1
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio	\$ (1.4)	\$ (4.9)	—
Television	70.7	77.0	8.9
	<hr/>	<hr/>	<hr/>
Total	\$ 69.3	\$ 72.1	4.0

Note: Radio data include the operations of 17 nationwide-owned AM stations in 1957 and 19 in 1958.
Television data include the operation of 16 network-owned stations in 1957 and 19 in 1958.
Source: FCC.



Robert Q. Lewis

Mngr.: Ashley-Steiner

Press: Solters-O'Rourke
Sabinson

RADIO INDUSTRY FINANCIAL DATA FOR THE PERIOD 1957-1958

AM Radio (1) Broadcast Revenues, Expenses, Income and Investment, 1957-1958 (in thousands)

Item	<i>4 National Nets and Their Stations (2)</i>		<i>3 Regional Nets and Stations (2)</i>		<i>All Other Stations (3)</i>		<i>Industry Total</i>	
	<i>1957</i>	<i>1958</i>	<i>1957</i>	<i>1958</i>	<i>1957</i>	<i>1958</i>	<i>1957</i>	<i>1958</i>
Total Broadcast Revenues	\$68,065	\$64,488	\$5,430	\$4,870	\$442,417	\$451,239	\$515,912	\$520,597
Total Broadcast Expenses	69,428	69,380	4,131	3,609	387,295	409,618	460,854	482,607
Total Broadcast Income (before Federal Income Tax)	(1,363)	(4,892)	1,299	1,261	55,122	41,621	55,058	37,990
Investment: Original Cost.	17,170	18,661	1,658	1,780	309,368	312,860	328,196	333,301
Depreciation to Date	10,069	10,384	1,176	1,207	155,617	153,657	166,862	165,248
Depreciated Cost	7,101	8,277	482	537	153,751	159,203	161,334	168,053

(1) Excludes independently operated FM stations, 67 in 1957 and 93 in 1958.

Also excludes 59 AM and AM-FM stations reporting too late in 1957 and 99 in 1958.

(2) Includes the operation of 21 network-owned stations in 1957 and 23 in 1958.

(3) Includes 3,076 stations in 1957 and 3,174 in 1958.

Source: FCC.

“LES PAUL & MARY FORD”



Columbia Records

Gibson Guitars

Personal Management

GRAY J. GORDON
TEmpleton 8-2746

37 WEST 57th STREET
NEW YORK 19, N. Y.

STOCK FLUCTUATIONS IN INDUSTRY FOR 1959

NEW YORK STOCK EXCHANGE

	<i>Yearly</i> <i>High</i>	<i>Low</i>	<i>Close</i>	<i>Net Chg.</i>	<i>Year's</i> <i>Sales</i> <i>(in 100s)</i>
Admiral Corp.	29½	17	23½	+ 3¼	16392
AB-PT	33⅝	20½	28⅞	+ 8½	13624
AB-PT Pfd.	20¼	19	19	- ¼	2528
American Optical	53½	38⅞	47½	+ 9	2485
Ampex	137	61¼	107¼	-	15866
Am. Tel. & Tel.	89	75⅞	79¾	-	49393
Avco Corp.	17⅞	10½	15⅞	+ 3¼	76996
Bell & Howell	77⅞	53¼	71	-	4126
CBS	48¾	35	48⅞	+ 6⅞	10443
Crow-Collier	24	13⅞	20½	+ 5¼	25418
Decca	21¼	17	17¾	- ¼	7558
Disney	59½	32½	48⅞	+ 5⅞	6241
East. Kodak	112	75	107½	-	12452
East. Kodak Pfd.	94	88¾	92¼	-	2760
Gen. Prec. Eq.	60	31⅞	52½	+18⅞	12742
Gen. Prec. Pfd.	73	52¼	66	+13⅞	962
Magnavox	40⅞	32¾	38¼	-	919
MCA	38	27½	29½	-	1018
National Theas.	14⅞	9⅞	12½	+ 2¼	15272
NAFI	19⅞	13⅞	13⅞	+ 1½	5020
Philco	36¾	21	32½	+ 8½	27634
Philco Pfd.	73	65	68	- 1¼	7510
RCA Com.	73¼	43⅞	69⅞	+21¼	38056
RCA 1st Pfd.	74¾	67	67¼	- 3¼	825
Stewart-Warner	65¾	42½	63¾	+19¾	1913
Storer Bcstg.	33½	24½	31	+ 6	1543
20th Century-Fox	43½	29	34	- 6¼	9482

(Continued on Page 47)



STOCK FLUCTUATIONS FOR 1959

(Continued from Page 45)

NEW YORK STOCK EXCHANGE

	<i>High</i>	<i>Yearly Low</i>	<i>Close</i>	<i>Net Chg.</i>	<i>Year's Sales (in 100s)</i>
United Artists	32¼	24¾	28¼	+ 3¼	8301
Warner Bros.	50	24¾	42⅞	+17½	7652
Westinghouse	110¾	70½	109⅞	+36¼	21226
Zenith Radio	136¾	87¼	110¼	—	6538

AMERICAN STOCK EXCHANGE

Desilu Prod.	29⅞	13¼	13¾	—	5443
Du Mont Lab.	9⅞	6	8	+ 1¾	13903
Guild Films	3	1⅞	1½	— ⅞	3176
Hazeltine Corp.	33	23½	28⅞	—	1841
National Telefilm	10¼	7⅞	8⅞	— ¾	3755
Reeves Sndeft. Corp.	13½	7⅞	10⅞	—	14474
Technicolor	10⅞	5⅞	9¾	+ 2¼	15708
Teleprompter	22½	9	12⅞	+ 1⅞	2638
TV Industries	7⅞	3⅞	3¼	— 1¾	2679

OVER THE COUNTER@

	<i>Bid</i>	<i>Asked</i>
Bartell	8¾	9¼
Capital Cities	9¼	9¾
Gold Medal	¼	—
Meredith Pub. Co.	38½	39½
Met. Broadcasting	17	17¾
Official Films	⅞	1⅞
Scranton Corp.	1¾	2½
Telebroadcasting	1¼	2

@—As of Dec. 31, 1959.

Source: Steiner, Rouse & Co.

KLAVAN & FINCH



“Morning There, You”

WFB

GROSS TIME BILLINGS 1959 NETWORK TELEVISION

	December			January - December		
	1958	1959	Percent Change	1958	1959	Percent Change
American . . .	\$10,466,104	\$13,280,610	+ 26.9	\$103,016,938	\$125,665,324	+ 22.0
Columbia . . .	22,836,275	23,935,048	+ 4.8	247,782,734	266,355,269	+ 7.5
National . . .	20,636,442	21,453,811	+ 4.0	215,790,729	235,290,937	+ 9.0
TOTAL . . .	\$53,938,821	\$58,669,469	+ 8.8	\$566,590,401	\$627,311,530	+ 10.7

Month By Month—1959

	ABC	CBS	NBC	TOTAL
January	\$ 10,647,078	\$ 22,129,248	\$ 19,299,853	\$ 52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
*September	8,724,938	21,196,220	18,525,685	48,446,843
October	12,537,020	23,610,441	22,883,291	59,030,752
*November	13,103,250	23,458,970	21,765,361	58,327,581
December	13,280,610	23,935,048	21,453,811	58,669,469

By Day Parts

	December			January - December		
	1958	1959	Percent Change	1958	1959	Percent Change
Daytime	\$19,275,466	\$18,398,853	— 4.5	\$172,490,627	\$203,103,778	+ 17.7
Mon.-Fri.	16,070,574	14,951,298	— 7.0	146,139,992	171,243,799	+ 17.2
Sat.-Sun.	3,204,892	3,447,555	+ 7.6	26,350,635	31,859,979	+ 20.9
Nighttime	34,663,355	40,270,616	+ 16.2	394,099,774	424,207,752	+ 7.6
TOTAL	\$53,938,821	\$58,669,469	+ 8.8	\$566,590,401	\$627,311,530	+ 10.7

* Figures revised as of 2/16/60
Gross Time Costs Only
SOURCE: LNA-BAR



DICK STARK

STATION EXPANSION FCC 1959 REPORT

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1950	191	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	101	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	301	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	169	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
1959	159	12	679	3,328	49	3,377	123	3,500
COMMERCIAL FM								
1950	35	169	17	493	198	691	41	732
1951	15	91	10	531	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	531	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	41	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	26	21	519	11	530	31	561
1958	98	24	57	526	22	548	86	634
1959	153	18	71	578	44	622	147	769
EDUCATIONAL FM								
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
1958	11	3	6	144	3	147	10	157
1959	16	8	2	150	4	154	11	165
COMMERCIAL TV								
1950	0	8	351	47	57	101	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	185	310	496	113	609
1957	55	13	129	314	175	519	132	651
1958	35	21	125	427	129	556	109	665
1959	24	22	114	475	91	566	101	667
TV TRANSLATOR								
1957	74	0	48	17	24	41	33	74
1958	88	6	31	92	0	92	64	156
1959	96	7	27	158	0	158	87	245
EDUCATIONAL TV								
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30
1955	5	1	14	1	10	11	23	34
1956	7	0	11	1	19	20	21	41
1957	8	0	8	14	12	26	23	49
1958	4	0	9	29	3	32	21	53
1959	6	0	7	37	6	43	16	59

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table. Figures shown are for close of each fiscal year.

THE DANNY THOMAS SHOW

Seventh Year on Television



CBS-TV

Produced by

MARTERTO ENTERPRISES, INC.

Exclusive Management

WILLIAM MORRIS AGENCY

**Sponsored by
GENERAL FOODS
thru
BENTON & BOWLES**

100 LEADING ADVERTISERS — SPOT RADIO FOR 1959 —

<i>Rank</i>	<i>Company</i>		<i>Rank</i>	<i>Company</i>	
1.	Ford Motor Co.	\$7,280,000	53.	P. Balantine & Sons	710,000
2.	R. J. Reynolds Tobacco Co.	4,800,000	54.	Philip Morris, Inc.	710,000
3.	Chrysler Corp.	4,129,000	55.	General Foods Corp.	705,000
4.	General Motors Corp.	4,115,000	56.	Greyhound Corp.	700,000
5.	Anheuser-Busch, Inc.	3,683,000	57.	Pabst Brewing Co.	675,000
6.	Liggett & Myers	3,600,000	58.	The Florists' Telegraph Delivery Assn., Inc.	665,000
7.	P. Lorillard Co.	3,100,000	59.	General Cigar Co.	660,000
8.	The American Tobacco	3,090,000	60.	Interstate Bakeries Corp.	660,000
9.	Jos. Schlitz Brewing Co.	2,710,000	61.	The Chattanooga Med. Co.	650,000
10.	Sinclair Refining Co.	2,500,000	62.	Langendorf United Bakeries, Inc.	650,000
11.	Carling Brewing Co., Inc.	2,000,000	63.	W. F. McLaughlin & Co.	650,000
12.	Thomas Leeming & Co.	2,000,000	64.	Sun Oil Co.	625,000
13.	Bristol-Myers Co.	1,900,000	65.	American Home Prod.	616,000
14.	Texas Co.	1,840,000	66.	Standard Oil Co. (Ind.)	610,000
15.	Chesebrough-Pond's, Inc.	1,670,000	67.	Phillips Petroleum Co.	605,000
16.	B. C. Remedy Co.	1,600,000	68.	Household Finance Co.	600,000
17.	Fels & Co.	1,600,000	69.	General Mills, Inc.	594,000
18.	Beneficial Finance Co.	1,578,000	70.	The Meacoon Co.	590,000
19.	Eastern Air Lines, Inc.	1,500,000	71.	Nestle Co., Inc.	590,000
20.	Northwest Orient Airlines	1,500,000	72.	International Harvester Co.	583,000
21.	Shell Oil Co.	1,500,000	73.	Foster-Milburn Co.	580,000
22.	Plough, Inc.	1,420,000	74.	Skelly Oil Co.	564,000
23.	Campbell Soup Co.	1,400,000	75.	John Morrell & Co.	560,000
24.	Ralston Purina Co.	1,352,000	76.	National Airlines, Inc.	550,000
25.	American Airlines, Inc.	1,311,000	77.	Piel Bros.	550,000
26.	Continental Baking Co.	1,215,000	78.	Seaboard Finance Co.	550,000
27.	Esso Standard Oil Co.	1,200,000	79.	Massey-Ferguson, Inc.	535,000
28.	The Firestone Tire & Rubber Co.	1,100,000	80.	American Bakeries Co.	515,000
29.	Miles Laboratories, Inc.	1,100,000	81.	Hills Bros. Coffee, Inc.	510,000
30.	Metropolitan Life Insurance Co.	1,070,000	82.	Wm. Wrigley Jr. Co.	500,000
31.	The Gillette Co.	1,059,500	83.	Burgermeister Brewing. United Biscuit Co. of America	495,000
32.	Sterling Drug, Inc.	1,025,000	84.	Tea Council, U.S.A.	484,000
33.	Cities Service Co.	1,000,000	85.	Lucky Lager Brewing Co.	475,000
34.	Standard Brands Inc.	1,000,000	86.	Dusquesne Brewing Co. of Pittsburgh	455,000
35.	Tetley Tea Co., Inc.	975,000	87.	Canada Dry Corp.	450,353
36.	The F. & M. Schaefer Co.	940,000	88.	General Baking Co.	450,000
37.	Trans World Airlines, Inc.	925,000	89.	The Bon Ami Co.	450,000
38.	Pharmaco, Inc.	910,000	90.	American Motors Co.	435,000
39.	The Borden Co.	900,000	91.	Paxton & Gallagher Co.	420,000
40.	Theo. Hamm Brewing Co.	900,000	92.	S.S.S. Company	415,988
41.	The Cream of Wheat Co.	850,000	93.	Duffy-Mott Co., Inc.	415,000
42.	Clark Oil & Refining Corp.	820,000	94.	Gulf Oil Co.	415,000
43.	Corn Products Refining Co.	800,000	95.	The Pharma-Craft Corp., Inc.	415,000
44.	Liebmann Breweries, Inc.	800,000	96.	United Air Lines	415,000
45.	The Quaker Oats Co.	800,000	97.	K.L.M. Royal Dutch Airlines	410,000
46.	Union Carbide Consumer Products Co.	800,000	98.	The National Brewing Co.	410,000
47.	Studebaker-Packard Corp.	750,000	99.	Associated Sepian Products	407,000
48.	J. A. Folger & Co.	735,000	100.		
49.	Falstaff Brewing Co.	730,000			
50.	Shulton, Inc.	720,000			
51.	Time, Inc.	720,000			
52.	Stanback Co., Ltd.	715,000			

Source: RAB.

Jerry Ferris

Total Employment For TV Networks And 514 TV Stations

————— 1958 —————

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
3 Networks and 19 owned and operated stations	11,123	1,637	12,760
94 Pre-Freeze TV Stations	8,709	918	9,627
322 Post-Freeze Stations, VHF-TV Outlets ..	12,518	2,192	14,710
79 Post-Freeze Stations, UHF-TV Outlets ...	1,915	370	2,285
—————			
TOTAL	34,265	5,117	39,382

Total Employment For AM Networks And 3,197 AM Stations*

————— 1958 —————

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
7 Networks and their 23 owned and operated Stations	2,724	49	2,773
3,174 other AM Stations	36,903	9,136	46,039
—————			
TOTAL	39,627	9,185	48,812

* Excludes 93 independently operated FM Stations.
SOURCE: FCC



“THE ADVENTURES OF OZZIE AND HARRIET”

Over ABC-TV Every Wednesday Night

Sponsored by Kodak and Quaker Oats Company

NATIONAL SPOT RADIO TIME SALES FOR 1958-1959

	— 1958† —	— 1959‡ —	<i>Per Cent Change</i>
First Quarter	\$ 43,368,000	\$ 40,655,000	(6.3)
Second Quarter	43,067,000	46,808,000	8.7
Third Quarter	39,450,000	43,827,000	11.1
Fourth Quarter	46,054,000	45,492,000	(1.2)
<hr/>			
Total	\$171,939,000	\$176,782,000	2.8

† Official FCC Figures
‡ Estimated SRA Figures

BROADCAST EXPENSE OF AM NETWORKS *and* 3,197 STATIONS

— 1958 —			
<i>Type of Expense</i>	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	<i>Total</i>
Number of Networks	7	—	7
Number of Stations*	23	3,174	3,197
		(\$ Thousands)	
Technical	\$ 9,011	\$ 57,637	\$ 66,648
Program	40,720	123,590	164,310
Selling	10,245	76,179	86,424
General and Administrative	13,013	152,212	165,225
<hr/>			
Total Broadcast Expense	\$72,989	\$409,618	\$482,607

* Includes 4 nationwide networks and 3 regional networks and their 23 owned and operated stations.
SOURCE: FCC



MEL ALLEN

RADIO SET PRODUCTION —HOME, CLOCK, PORTABLE, AUTO—

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Auto</i>	<i>Total</i>	<i>\$ Value (Add 000)</i>
1950	7,053	—	1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	304,116
1959	3,145	2,794	4,128	5,555	15,622	330,874

RADIO RETAIL SALES

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Total (Add 000)</i>
1950	7,818	—	1,593	9,411
1951	5,358	727	1,200	7,285
1952	4,394	1,666	1,528	7,588
1953	3,309	1,714	1,503	6,526
1954	2,701	1,897	1,449	6,047
1955	2,659	2,035	1,879	6,573
1956	3,007	2,223	2,683	7,913
1957	3,193	2,439	3,205	8,837
1958	2,669	2,205	3,115	7,989
1959	2,729	2,481	3,687	8,897

Source: EIA.

FEN-KER-ADA, INC.

PRODUCERS

OF

"THE REBEL"

ANDREW J. FENADY, *PRODUCING*

IRVIN KERSHNER, *DIRECTING*

STARRING

NICK ADAMS

In Association with **GOODSON-TODMAN**

Causes of Business Failures in U. S. Advertising Agencies During 1959

<i>Underlying Causes</i>	<i>Number</i>	<i>Per Cent</i>
Lack of Experience in Line.....	3	7.5
Lack of Managerial Experience.....	9	22.5
Unbalanced Experience	5	12.5
Incompetence†	23	57.5
Totals	40	100.0

Apparent Causes

Evidence by inability to avoid conditions which resulted in:

Inadequate Sales	17	42.5
Receivable Difficulties	10	25.0
Competitive Weakness	16	40.0
Others	3	7.5

† Experience not well rounded in sales, finance, purchasing and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

FAILURES OF ADVERTISING AGENCIES—1946-1959

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1946	6	\$ 145,000
1947	12	304,000

(Continued on Page 63)



JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

Monday to Friday — 10:30 to 11:00 A.M. EST

Management:

WILLIAM MORRIS AGENCY

FAILURES OF ADVERTISING AGENCIES—1946-1959

(Continued from Page 61)

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,256,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000
1958	36	857,000
1959	40	1,554,000

This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

COMPARATIVE BUSINESS FAILURE TRENDS

	<i>Percentage Change 1958-1959</i>		<i>Avg. Liability Per Failure in 1959</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines	— 6	— 5	\$49,300
Total Commercial Services	+ 7	—10	42,866
Advertising Agencies	+11	+81	38,850

Source: Dun & Bradstreet, Inc.



JACK LESCOULIE

NETWORK BRAND ADVERTISERS

Estimated Expenditures By Quarters

1959

FOURTH QUARTER

1. Anacin Tablets	\$2,715,996	14. L & M Filter Tip Cigarettes	1,252,750
2. Dristan	2,398,931	15. Gleem Toothpaste	1,216,750
3. Winston Cigarettes	1,880,315	16. Phillis Cigars	1,185,410
4. Ford Passenger Cars	1,697,611	17. Salem Cigarettes	1,170,444
5. Gillette Razors & Blades	1,461,303	18. Alka Seltzer	1,135,521
6. Tide	1,405,621	19. Dart Passenger Cars	1,011,522
7. Chevrolet Passenger Cars	1,396,721	20. Geritol	997,477
8. Kent Cigarettes	1,362,967	21. Phillips Milk of Magnesia	973,933
9. Life Cigarettes	1,318,222	22. Polaroid Land Camera	971,032
10. Colgate Dental Cream	1,331,159	23. Lux Liquid Detergent	951,810
11. Bufferin	1,281,368	24. Parliament Cigarettes	944,063
12. Bayer Aspirin Tablets	1,282,323	25. Oldsmobile Passenger Cars	939,705
13. Plymouth Passenger Cars	1,256,666		

THIRD QUARTER

1. Kent Cigarettes	\$2,664,817	11. Bufferin	1,215,857
2. Anacin Tablets	2,284,856	15. Chevrolet Passenger Cars	1,211,996
3. Dristan	1,873,039	16. L & M Filter Tip Cigarettes	1,148,093
4. Winston Cigarettes	1,592,989	17. Texaco, Inc. General Promotion	1,130,196
5. Phillis Cigars	1,566,363	18. Gillette Razors & Blades	1,083,618
6. Ford Passenger Cars	1,507,142	19. Bayer Aspirin Tablets	1,081,025
7. Tide	1,467,636	20. Alka Seltzer	1,075,461
8. Viceroy Cigarettes	1,416,730	21. Mr. Clean All Purpose Cleaner	1,008,700
9. Colgate Regular & Aerosol Dental Cream	1,444,071	22. Handy Andy Liquid Household Cleaner	993,321
10. Camel Cigarettes	1,414,256	23. Prudential Insurance	975,156
11. Dodge Passenger Cars	1,318,685	24. Geritol	894,130
12. Salem Cigarettes	1,262,270	25. Chesterfield Cigarettes	887,356
13. Gleem Regular & Aerosol Toothpaste	1,253,822		

SECOND QUARTER

1. Anacin Tablets	\$2,415,775	13. L & M Filter Tip Cigarettes	1,321,438
2. Chevrolet Passenger Cars	2,126,681	14. Bufferin	1,272,085
3. Tide	1,925,987	15. Dodge Passenger Cars	1,267,994
4. Kent Cigarettes	1,873,261	16. Handy Andy Liquid Household Cleaner	1,212,026
5. Ford Passenger Cars	1,831,566	17. Viceroy Cigarettes	1,234,975
6. Colgate Regular & Aerosol Dental Cream	1,768,131	18. Chesterfield Cigarettes	1,100,463
7. Gleem Regular & Aerosol Toothpaste	1,660,063	19. Salem Cigarettes	1,028,861
8. Phillis Cigars	1,565,090	20. Crest Tooth Paste	1,018,087
9. Camel Cigarettes	1,556,717	21. Pall Mall Cigarettes	1,011,582
10. Dristan	1,405,137	22. Beech Nut Gum	1,002,310
11. Winston Cigarettes	1,371,823	23. Bulova Watches	997,385
12. Bayer Aspirin Tablets	1,332,009	24. Alka Seltzer	968,578
		25. Prudential Insurance	962,418

FIRST QUARTER

1. Anacin Tablets	\$2,491,915	14. Winston Cigarettes	1,319,885
2. Chevrolet Passenger Cars	1,967,522	15. Pall Mall Cigarettes	1,337,202
3. Tide	1,912,250	16. Gleem Regular & Aerosol Toothpaste	1,288,689
4. Viceroy Cigarettes	1,728,378	17. Old Gold Cigarettes	1,243,635
5. Bayer Aspirin Tablets	1,683,923	18. Chesterfield Cigarettes	1,217,671
6. Ford Passenger Cars	1,627,009	19. Dodge Passenger Cars	1,178,894
7. Bufferin	1,586,975	20. Salem Cigarettes	1,172,415
8. Phillis Cigars	1,561,558	21. Geritol	1,089,984
9. Dristan	1,513,917	22. Plymouth Passenger Cars	1,079,670
10. Kent Cigarettes	1,430,690	23. Beech Nut Gum	964,000
11. Camel Cigarettes	1,408,066	24. Phillips' Milk of Magnesia	959,219
12. L & M Filter Tip Cigarettes	1,368,694	25. Prudential Insurance	943,404
13. Colgate Regular & Aerosol Dental Cream	1,364,277		

LNA-BAR: Gross Time Costs Only

Released by TVB:

Compiled by: LNA-BAR



Stan Z. Burns

HOMES DELIVERED BY AVERAGE NETWORK TV PROGRAMS

(Comparative Figures From 1956 to 1959)

DAYTIME TV HOMES (Monday—Friday)

	<i>Homes Delivered (Thousands)</i>			
	<i>1959*</i>	<i>1958</i>	<i>1957</i>	<i>1956</i>
January	3,587	4,463	4,004	3,780
February	3,112	3,914	3,553	3,180
March	3,022	3,817	3,318	2,899
April	2,721	3,501	3,211	2,662
May	2,490	2,678	2,557	2,292
June	2,383	2,677	2,361	1,998
July	2,635	2,657	2,628	2,222
August	2,663	2,649	2,568	2,415
September	2,676	2,677	2,474	2,223
October	2,785	2,636	3,055	2,915
November	2,844	2,418	3,373	3,231
December	3,134	2,874	3,756	3,074
Annual Average	2,838	3,030	3,060	2,743

NIGHTTIME TV HOMES (Monday—Sunday)

	<i>Homes Delivered (Thousands)</i>			
	<i>1959*</i>	<i>1958</i>	<i>1957</i>	<i>1956</i>
January	10,127	9,832	9,195	7,467
February	10,207	10,027	9,098	7,779
March	9,934	9,643	9,052	7,536
April	9,614	9,373	9,025	7,350
May	8,659	8,644	7,817	6,855
June	7,830	7,781	7,053	6,115
July	7,143	7,081	6,244	5,426
August	7,395	7,189	6,751	5,383
September	8,210	8,250	7,942	6,436
October	8,966	9,265	8,890	7,400
November	9,257	8,967	9,387	8,077
December	9,084	9,820	9,222	8,378
Annual Average	8,869	8,823	8,364	7,073

* Total audience figures.
Source: A. C. Nielsen.

Exclusive Merchandising Representatives
For
Pat Boone — Brigitte Bardot
The Many Loves of Dobie Gillis
And
Superman

JAY EMMETT ASSOCIATES, INC.

375 PARK AVENUE

NEW YORK 22, N. Y.

MU 8-5258

RADIO-TV TOP TEN NEWS EVENTS OF 1959

The following events are RADIO-TELEVISION DAILY'S selections as the top 10 news stories covered by broadcasting during 1959.

- 1—Khrushchev Visit
- 2—Eisenhower Foreign Tour
- 3—Russian Moon-Shots
- 4—Cuban Revolutionary Activities
- 5—TV Quiz and Payola Investigations
- 6—The Steel Strike
- 7—Death of John Foster Dulles
- 8—Rockefeller Withdrawal
- 9—The Nixon-Khrushchev Argument
- 10—Statehood for Alaska and Hawaii



Outstanding Broadcasts

- ABC Radio — This Year Around The World
- ABC-TV — The Splendid American
- CBS-Radio — The Hidden Revolution
- CBS-TV — The Population Explosion
- NBC Radio — The Problem Is People
- NBC-TV — Journey To Understanding
- MBS — The Frantic Fifties



Pat Harrington, Jr.

TOP NEWS SELECTIONS OF MAJOR NETWORKS

Following are the events selected by the major networks as the top 10 news stories of 1959.

—ABC—

- 1—Soviet Premier Khrushchev's visit to U.S. and Camp David meetings with Eisenhower.
- 2—President Eisenhower's two trips aboard to Europe in the summer and Asia, Africa and Europe in December, and vp Nixon's visit to Soviet Union and Poland in July.
- 3—Russia's two successful moon shots.
- 4—The activity by Communist Chinese troops in Tibet and along the Indian border, and the charges by Laos of an invasion by Communist North Vietnamese troops.
- 5—Emerging African independence and nationalist movements.
- 6—The death of Sec. of State John Foster Dulles.
- 7—The investigation into the rigging of quiz shows.
- 8—The Cuban revolution and rise to power of Fidel Castro.
- 9—Statehood for Hawaii.
- 10—The nationwide steel strike.

—CBS—

- 1—Khrushchev's visit to the United States.
- 2—Eisenhower's year-end tour of Europe and Asia.
- 3—Eisenhower's tour of western Europe.
- 4—Soviet rocket to the moon.
- 5—Quiz scandals.
- 6—Cuba.
- 7—Steel strike.
- 8—Politics—candidates and Rockefeller.

9—Nixon-Khrushchev debate.

10—Tibet's fall, Indian border aggression.

—MBS—

- 1—Nikita Khrushchev's trip to the United States.
- 2—Pres. Eisenhower's eleven-nation air-tour of Europe, Asia, Africa.
- 3—The TV quiz scandals and the collateral payola probes.
- 4—Fidel Castro's revolutionary victory and his various governmental and leadership problems in Cuba.
- 5—The nationwide steel strike.
- 6—The death of John Foster Dulles.
- 7—Vice President's mid-year trip to Russia and other Communist zones.
- 8—N.Y. Governor Rockefeller's withdrawal from the G.O.P. Presidential race.
- 9—L.A. Dodgers' victory in the World Series.
- 10—Statehood for both Alaska and Hawaii.

—NBC—

- 1—Eisenhower and Khrushchev trips.
- 2—Russia's moon rocket.
- 3—Castro's accession to power.
- 4—Quiz investigations.
- 5—Steel strike.
- 6—Rockefeller's withdrawal.
- 7—Opening of St. Lawrence Seaway.
- 8—Dulles' death.
- 9—Nixon's trip to Russia.
- 10—Alaskan-Hawaiian statehood.



"ED"



"VIC"

The
**AMES
BROTHERS**

Exclusively RCA VICTOR RECORDS

Personal Management

BILL FICKS

JU 2-3050



"GENE"



"JOE"

RADIO-TELEVISION DAILY'S 18th Annual Critics Poll On ALL-AMERICAN RADIO FAVORITES OF 1959

Man of the Year
EDWARD R. MURROW

☆ ☆ ☆

Woman of the Year
EYDIE GORME

☆ ☆ ☆

Dramatic Show of the Year
SUSPENSE

☆ ☆ ☆

Comedy Show of the Year
BOB AND RAY

☆ ☆ ☆

Musical Show of the Year
CHRISTMAS SING WITH BING

☆ ☆ ☆

Commentator of the Year
DAVID BRINKLEY

☆ ☆ ☆

Documentary of Year
THE WORLD TODAY

☆ ☆ ☆

Best New Program Idea
ANDY GRIFFITH SHOW

☆ ☆ ☆

Sportscaster of Year
LINDSEY NELSON

*Best Public Service
Programming*
CAPITAL ASSIGNMENT

☆ ☆ ☆

Producer of Year
NORMAN BAER

☆ ☆ ☆

Director of Year
PETER LASSALLY

☆ ☆ ☆

Variety Show of Year
BREAKFAST CLUB

☆ ☆ ☆

Vocalist of Year—Male
BOBBY DARIN

☆ ☆ ☆

Vocalist of Year—Female
EYDIE GORME

☆ ☆ ☆

Song Hit of the Year
MACK THE KNIFE (ASCAP)

☆ ☆ ☆

Most Promising New Talent
—Male
BOBBY DARIN

☆ ☆ ☆

Most Promising New Talent
—Female
ANITA BRYANT

Ralph Edwards

This Is Your Life—NBC-TV

producer of



Truth or Consequences

NBC-TV

Bob Barker — Emcee

It Could Be You

NBC-TV

Bill Leyden — Emcee

About Faces

ABC-TV

Ben Alexander — Emcee



The Chadwick Company

Public Relations

RADIO-TELEVISION DAILY'S 18th Annual Critics Poll On ALL-AMERICAN TELEVISION FAVORITES OF 1959

Man of the Year
ART CARNEY
☆ ☆ ☆

Woman of the Year
DINAH SHORE
☆ ☆ ☆

Dramatic Show of the Year
THE UNTOUCHABLES
☆ ☆ ☆

Comedy Show of the Year
"SMALL WORLD—ISN'T IT"
☆ ☆ ☆

Musical Show of the Year
TONIGHT WITH BELAFONTE
☆ ☆ ☆

Commentator of the Year
DAVID BRINKLEY
☆ ☆ ☆

Documentary of Year
OUR AMERICAN HERITAGE
☆ ☆ ☆

Panel Show of Year
I'VE GOT A SECRET
☆ ☆ ☆

Best New Program Idea
TWILIGHT ZONE
☆ ☆ ☆

Sportscaster of Year
LINDSEY NELSON
☆ ☆ ☆

Color Program of Year
THE DINAH SHORE SHOW

Best Filmed Series
TWILIGHT ZONE
☆ ☆ ☆

Children's Show of Year
CAPTAIN KANGAROO
☆ ☆ ☆

Western Show of Year
MAVERICK
☆ ☆ ☆

Mystery Show of Year
PERRY MASON
☆ ☆ ☆

**Best Public Service
Programming**
EYEWITNESS TO HISTORY
☆ ☆ ☆

Producer of Year
DAVID SUSSKIND
☆ ☆ ☆

Director of Year
JOHN FRANKENHEIMER
☆ ☆ ☆

Variety Show of Year
ED SULLIVAN SHOW
☆ ☆ ☆

Vocalist of Year—Male
PERRY COMO
☆ ☆ ☆

Vocalist of Year—Female
DINAH SHORE
☆ ☆ ☆

Song Hit of Year
PUT YOUR HEAD ON MY
SHOULDER (BMI)
☆ ☆ ☆

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PAT HARRINGTON, JR.
CAROL BURNETT



Al Lohman, Jr.

WABC — 6 to 9 A.M.
Monday through Saturday
GR. 2-4536

PRODUCTION OF VARIOUS TYPES OF TV SETS

(From 1947 to 1959)

<i>Year</i>	<i>Table & Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>	<i>\$ Value (add 000)</i>
1947	116,315	37,039	25,217	178,571	50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899
1959	3,612,638	2,566,950	169,792	6,349,380	896,405

TELEVISION RETAIL SALES

<i>Year</i>	<i>Table-Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>
1953	2,904,135	3,225,191	211,245	6,370,571
1954	4,007,040	3,183,584	126,410	7,317,034
1955	4,217,653	3,090,828	112,603	7,421,084
1956	4,754,787	2,556,845	75,397	7,387,029
1957	3,976,961	2,486,412	96,847	6,560,220
1958	2,936,321	2,080,999	122,762	5,140,082
1959	3,361,406	2,224,762	162,508	5,748,676

Source: EIA.

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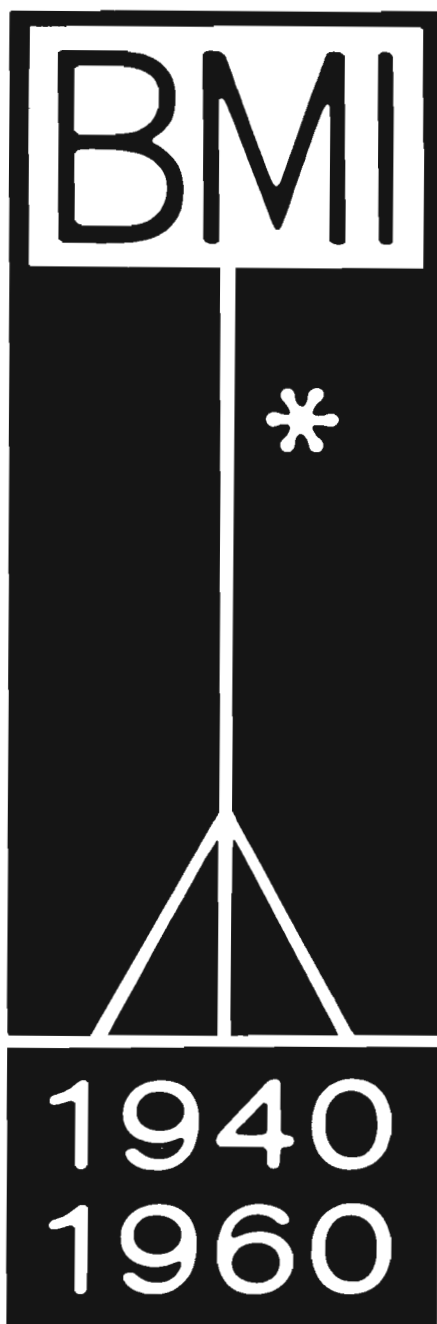
PIERRE CRENESSE — *Director in North America*

ESTIMATED EXPENDITURES OF NETWORK TV ADVERTISERS

— BY PRODUCT CLASSIFICATION — GROSS TIME COSTS ONLY

	<i>December 1959</i>	<i>4th Quarter 1959</i>	<i>Jan.-Dec. 1959</i>	<i>Jan.-Dec. 1958</i>
Agriculture and Farming.....	\$ 155,690	\$ 506,390	\$ 1,809,137	\$ 63,454
Apparel, Footwear and Accessories	916,625	3,470,995	7,221,250	5,408,809
Automotive, Automotive Accessories and Equipment...	3,873,514	14,261,411	46,709,247	52,500,296
Beer, Wine	652,343	1,985,288	6,715,255	6,288,987
Building Materials, Equipment and Fixtures.....	359,514	1,224,716	3,380,407	2,395,117
Confectionery and Soft Drinks	1,828,316	4,458,241	12,982,938	9,324,276
Consumer Services	365,381	1,223,732	3,441,788	2,777,321
Drugs and Remedies.....	7,558,317	22,644,325	74,950,523	58,043,625
Entertainment and Amusement	—	12,408	383,278	249,989
Food and Food Products.....	10,297,393	30,511,028	113,099,511	109,205,706
Freight, Industrial and Agricultural Development	56,680	169,220	404,807	—
Gasoline, Lubricants and Other Fuels	1,371,556	3,860,900	9,830,669	3,132,351
Horticulture	—	—	249,608	1,007,774
Household Equipment and Supplies	2,318,834	7,272,776	30,112,185	23,544,658
Household Furnishings	378,533	1,300,040	4,025,729	3,465,934
Industrial Materials	2,188,595	5,632,342	20,980,307	17,879,698
Insurance	715,694	2,859,732	10,270,755	6,944,693
Jewelry, Optical Goods and Cameras	2,338,242	5,654,416	13,966,553	12,971,333
Office Equipment, Stationery and Writing Supplies.....	683,756	1,699,282	4,615,765	6,751,311
Political	—	—	—	274,290
Publishing and Media.....	21,332	21,332	26,593	848,841
Radio, TV Sets, Phonographs, Musical Instruments and Accessories	371,410	1,596,893	5,373,926	8,515,340
Smoking Materials	6,416,374	18,544,357	75,009,215	62,092,208
Soaps, Cleansers and Polishes.	5,595,119	16,969,676	67,140,302	61,475,688
Sporting Goods and Toys.....	337,742	1,421,670	2,999,564	1,762,906
Toiletries and Toilet Goods...	9,072,632	26,297,667	102,311,526	98,921,152
Travel Hotels and Resorts....	58,326	355,203	1,125,861	2,590,983
Miscellaneous	737,551	2,073,762	8,174,825	8,153,688
Total	\$58,669,469	\$176,027,802	\$627,311,530	\$566,590,401

Source: TvB. LNA-BAR: Gross Time Costs Only.



20 YEARS OF SERVICE TO MUSIC

Principal Expense Items of TV *Stations With \$25,000 Or More Time Sales

Stations Operating Full Year 1958 Only

Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station			Talent	Depreciation	All Other
			Salaries and Wages	Film				
Less than \$1,000,000	7	\$ 841,085	\$ 303,774	\$ 158,566	\$ 9,430	\$ 87,557	\$ 281,758	
\$1,000,000-\$1,250,000	5	935,884	369,407	109,952	10,099	108,131	338,295	
\$1,250,000-\$1,500,000	4	1,562,478	577,094	291,327	81,542	84,076	528,439	
\$1,500,000-\$2,000,000	14	1,208,609	469,743	192,093	30,884	138,706	377,183	
\$2,000,000-\$2,500,000	21	1,519,867	561,512	205,191	50,444	188,026	514,694	
\$2,500,000-\$3,000,000	14	1,841,381	668,005	339,828	95,547	180,242	557,759	
\$3,000,000-\$3,500,000	7	2,404,664	920,515	482,357	96,049	163,417	742,326	
\$3,500,000-\$4,000,000	5	2,191,461	967,306	310,944	115,353	127,471	670,387	
\$4,000,000-\$6,000,000	9	3,602,816	1,074,721	981,142	238,370	202,026	1,106,557	
Over \$6,000,000	7	4,443,973	1,307,061	1,450,968	276,329	178,440	1,231,175	
Total Pre-freeze Stations.....	93	\$1,965,130	\$ 689,292	\$ 413,970	\$ 92,482	\$158,627	\$ 510,759	
Post-freeze Stations:								
VHF	293	\$ 663,515	\$ 244,858	\$ 94,271	\$ 16,097	\$ 93,894	\$ 214,395	
UHF	68	398,945	174,801	46,913	8,217	56,721	112,293	
Total Post-freeze Stations.....	361	\$ 613,697	\$ 231,661	\$ 85,351	\$ 14,613	\$ 86,892	\$ 195,180	

* Excludes data for 21 stations operating full year 1958 as follows: 17 stations owned and operated by networks (14 pre-freeze VHF, 1 post-freeze VHF and 2 post-freeze UHF) and 4 post-freeze stations (1 VHF and 3 UHF) with less than \$25,000 in time sales which are not required to report detailed expense data.
Source: FCC.

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TV Stations Reporting Profit or Loss By Full and Part Year Operation

————— 1958 —————				
	<i>Pre-Freeze All VHF</i>	<i>Post-Freeze VHF</i>	<i>UHF</i>	<i>Total</i>
A. Stations in operation on December 31, 1958:				
Full year operation:				
Profit	93	191	27	311
Loss	14	104	46	164
Data not available	—	3	—	3
Subtotal	107	298	73	478
Part year operation:				
Profit	—	4	—	4
Loss	—	19	4	23
Data not available	—	5	—	5
Subtotal	—	28	4	32
B. Stations in operation during 1958 but ceasing operations prior to December 31, 1958.....	1	1	10	12
C. Total stations operating all or part of 1958.....	108	327	87	522

Broadcast Expenses Of 3 TV Networks And 514 TV Stations

————— 1958 —————			
	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	<i>Total</i>
Number of networks	3	—	3
Number of stations	19	495	514
		(\$ Thousands)	
Technical	\$ 58,008	\$ 69,696	\$127,704
Program	312,649	171,419	484,068
Selling	27,020	46,994	74,014
General and Administrative	42,046	130,252	172,298
Total Broadcast Expenses	\$439,723	\$418,361	\$858,084

Source: FCC.

GREAT STARS IN GREAT SHOWS



U.S. STEEL HOUR

ALTERNATE WEDNESDAYS

"LIVE" FROM NEW YORK

CBS-TV

PRODUCED BY THE THEATRE GUILD

SPOT RADIO MARKET VOLUME COMPARISONS, 1957-1958

Market	1957		1958	
	No. of Stas. Rpt. \$25,000 or more Time Sales	Natl. Spot Dollar Volume	No. of Stas. Rpt. \$25,000 or more Time Sales	Natl. Spot Dollar Volume
N.Y., N.E., N.J.	32	\$22,013,448	35	\$24,569,699
Chicago	25	11,071,217	26	11,123,235
Los Angeles	26	6,881,370	28	7,340,538
Detroit	10	6,560,792	11	5,897,405
Philadelphia	18	5,034,286	21	5,041,589
Boston	15	4,411,043	17	4,234,901
San Francisco	18	4,028,786	18	4,151,804
St. Louis	12	3,660,536	13	3,399,394
Pittsburgh	18	3,019,252	20	2,819,223
Washington, D. C.	14	2,854,775	17	2,908,160
Cleveland	8	2,624,374	8	2,762,319
Minneapolis-St. Paul	9	2,574,460	12	2,326,788
Buffalo	12	1,765,858	11	1,522,594
Baltimore	13	1,743,023	14	1,778,168
Houston	11	1,726,763	11	1,771,695
Milwaukee	7	1,432,694	8	1,481,124
Cincinnati	8	2,939,844	7	2,758,008
Kansas City	7	2,132,211	9	1,871,952
Atlanta	14	1,707,650	16	1,668,591
Hartford	4	1,671,858	5	1,582,400
Dallas	8	1,579,597	8	1,455,936
Seattle	11	1,512,989	14	1,342,634
Des Moines	6	1,504,794	6	1,491,723
Indianapolis	6	1,493,597	6	1,405,246
Albany-Schenectady	7	1,317,495	7	1,310,322
New Orleans	11	1,261,849	11	1,113,566
Miami	12	1,239,015	12	1,422,490
Memphis	9	1,237,792	9	1,077,497
Providence	10	1,153,789	11	1,075,378
Portland, Ore.	13	1,150,455	14	1,178,796
Omaha	7	1,136,809	7	1,048,457
Columbus, O.	5	1,124,029	5	1,242,948
San Antonio	8	1,110,188	8	1,074,125
Louisville	8	1,066,011	8	1,149,173
Nashville	7	980,947	8	975,691
Rochester	6	956,820	6	930,736
Charlotte	6	946,128	6	990,218
San Diego	8	911,065	8	864,125
Richmond, Va.	7	853,514	8	832,321
Cedar Rapids	3	828,280	3	859,180
Oklahoma City	7	819,299	8	703,432
Tulsa	6	795,697	6	636,599
Toledo	4	782,095	4	858,616
Raleigh	5	716,137	5	667,772
Syracuse	5	696,484	5	750,282
Sacramento	5	674,081	5	685,593
Birmingham	11	661,443	11	792,337
Fort Worth	6	659,449	7	693,261
Tampa-St. Petersburg	12	622,410	13	697,206
Norfolk-Portsmouth	7	587,261	7	529,499
Shreveport	8	585,074	7	652,042

(Continued on Page 87)

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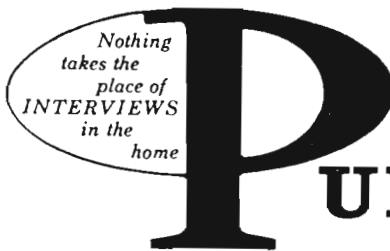
SPOT RADIO MARKET VOLUME

(Continued from Page 85)

Market	1957		1958	
	No. of Stas Rpt. \$25,000 or more Time Sales:	Natl. Spot Dollar Volume	No. of Stas. Rpt. \$25,000 or more Time Sales	Natl. Spot Dollar Volume
Dayton	4	580,471	4	555,355
Jacksonville	8	563,638	10	571,534
Spokane	6	562,000	8	623,337
Fresno	7	561,079	8	607,695
Fort Wayne	4	540,046	4	533,609
Wheeling-Steubenville	7	528,713	7	498,951
Worcester	4	519,169	5	507,714
Little Rock	8	516,178	8	474,469
Grand Rapids	6	513,896	6	538,761
Wichita	5	496,188	6	498,573
Youngstown	7	494,774	8	486,076
Topeka	4	481,451	4	429,246
Salt Lake City	8	476,005	9	414,756
Knoxville	9	404,809	10	426,099
New Haven	4	397,394	4	394,095
Phoenix	9	388,694	12	397,809
Akron	4	378,043	4	362,705
Albuquerque	7	372,168	7	357,719
Peoria	5	360,641	5	388,607
Davenport-Rock Island	5	358,982	5	410,638
Corpus Christie	5	349,605	6	388,741
Canton, O.	4	314,212	5	342,559
Flint	6	307,201	6	351,874
Harrisburg	5	306,749	5	309,525
Portland, Me.	4	288,952	4	246,130
Kalamazoo	3	285,395	3	327,907
Springfield-Hlyk.	7	285,037	9	254,825
Charleston, W. Va.	8	278,834	8	218,549
Allentown-Beth.	7	268,221	8	279,376
Duluth-Superior	6	264,867	6	253,028
Seranton	6	253,123	6	237,580
Columbia, S. C.	5	259,166	6	274,747
Amarillo	5	243,673	5	240,092
Greenville, S. C.	7	235,825	7	213,590
Madison	3	234,913	3	274,432
Austin	4	232,778	4	240,714
Jackson, Miss.	6	232,745	6	232,232
El Paso	5	227,383	5	195,749
Montgomery	6	226,199	5	339,794
South Bend	3	216,597	3	183,395
Roanoke	5	208,291	6	183,576
Chattanooga	6	208,199	7	207,689
Stockton	5	205,623	5	236,833
Wilmington, Del.	4	199,324	4	180,904
Huntington, W. Va.	6	197,657	6	213,948
Tucson	8	196,791	8	134,070
St. Joseph, Mo.	3	193,732	3	152,959
Bakersfield	6	193,015	7	197,486
Wichita Falls	3	192,408	3	222,517
Utica-Rome	6	191,186	7	211,526
Mobile	6	190,879	6	211,771
Lancaster	3	189,527	5	214,205

SOURCE: FCC

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STORER BROADCASTING COMPANY

National Sales Offices:

625 Madison Ave., New York 22, N.Y. • 230 N. Michigan Ave., Chicago 1, Ill.

Subscribers to NAB TV Code



In addition to the three major networks, the following 381 stations and film affiliates are subscribers to the NAB TV Code and authorized to use the Seal of Good Practice. Stations are listed alphabetically according to call letters, as of April 1, 1960.

WABC-TV—New York, N. Y.
 WABI-TV—Bangor, Maine
 WAFB-TV—Baton Rouge, Louisiana
 WAGA-TV—Atlanta, Georgia
 WAGM-TV—Presque Isle, Maine
 WAKR-TV—Akron, Ohio
 WALA-TV—Mobile, Alabama
 WALB-TV—Albany, Georgia
 WANE-TV—Fort Wayne, Indiana
 WAPT-TV—Birmingham, Alabama
 WAST—Albany, New York
 WATE-TV—Knoxville, Tennessee
 WAVE-TV—Louisville, Kentucky
 WAVY-TV—Portsmouth, Virginia
 WBAL-TV—Baltimore, Maryland
 WBAP-TV—Fort Worth, Texas
 WBAV-TV—Green Bay, Wisconsin
 WRBM-TV—Chicago, Illinois
 WBEN-TV—Buffalo, New York
 WBIR-TV—Knoxville, Tennessee
 WBKB—Chicago, Illinois
 WRNS-TV—Columbus, Ohio
 WRRC-TV—Birmingham, Alabama
 WRZ—Baton Rouge, Louisiana
 WBTV—Charlotte, North Carolina
 WBTW—Florence, South Carolina
 WBZ-TV—Boston, Massachusetts
 WCAU-TV—Philadelphia, Pennsylvania
 WCAX-TV—Burlington, Vermont
 WCBS-TV—New York, N. Y.
 WCCO-TV—Minneapolis, Minnesota
 WDCD—Adams, Massachusetts
 WCLB—Champaign, Illinois
 WCKT—Miami, Florida
 WCNV-TV—Watertown, New York
 WCPQ-TV—Cincinnati, Ohio
 WCSH-TV—Charleston, South Carolina
 WCSH-TV—Portland, Maine
 WCYB-TV—Bristol, Virginia
 WDAF-TV—Kansas City, Missouri
 WDAV-TV—Danville, Illinois
 WDAU-TV—Scranton, Pennsylvania
 WDAY-TV—Fargo, North Dakota
 WDBJ-TV—Roanoke, Virginia
 WDBO-TV—Orlando, Florida
 WDEF-TV—Chattanooga, Tennessee
 WDSM-TV—Duluth, Minnesota
 WDSU-TV—New Orleans, Louisiana
 WEAU-TV—Eau Claire, Wisconsin
 WEEK-TV—Peoria, Illinois
 WEHT—Henderson, Kentucky
 WESH-TV—Daytona Beach, Florida
 WEWS—Cleveland, Ohio
 WFAA-TV—Dallas, Texas
 WFBB-TV—Altoona, Pennsylvania
 WFBM-TV—Indianapolis, Indiana
 WFGA-TV—Jacksonville, Florida
 WFIE-TV—Evansville, Indiana
 WFIL-TV—Philadelphia, Pennsylvania
 WFLA-TV—Tampa, Florida
 WFMY-TV—Youngstown, Ohio
 WFMJ-TV—Greensboro, North Carolina
 WFRV-TV—Green Bay, Wisconsin
 WGAL-TV—Lancaster, Pennsylvania
 WGAN-TV—Portland, Maine
 WGEN-TV—Quincy, Illinois
 WGN-TV—Chicago, Illinois
 WGR-TV—Buffalo, New York
 WHAS-TV—Louisville, Kentucky
 WHBF-TV—Rock Island, Illinois
 WHDH-TV—Boston, Massachusetts
 WHEC-TV—Rochester, New York
 WHEN-TV—Syracuse, New York
 WHIO-TV—Dayton, Ohio
 WHIS-TV—Bluefield, West Virginia
 WHIZ-TV—Zanesville, Ohio
 WHO-TV—Des Moines, Iowa
 WHYN-TV—Huntington, West Virginia
 WIBW-TV—Topeka, Kansas
 WIBC—Pittsburgh, Pennsylvania
 WIMA-TV—Lima, Ohio
 WINK-TV—Ft. Myers, Florida
 WINR-TV—Binghamton, New York
 WIS-TV—Columbia, South Carolina
 WISC-TV—Madison, Wisconsin
 WISH-TV—Indianapolis, Indiana
 WISN-TV—Milwaukee, Wisconsin
 WJFL-TV—Milwaukee, Wisconsin
 WJAC-TV—Johnstown, Pennsylvania
 WJAR-TV—Providence, Rhode Island
 WJBB-TV—Detroit, Michigan
 WJIM-TV—Lansing, Michigan
 WJRT—Flint, Michigan
 WJTV—Jackson, Mississippi
 WJW-TV—Cleveland, Ohio
 WJXT—Jacksonville, Florida
 WJZ-TV—Baltimore, Maryland
 WKBN-TV—Youngstown, Ohio
 WKBW—La Crosse, Wisconsin
 WKBW-TV—Buffalo, New York
 WKJG-TV—Fort Wayne, Indiana
 WKNX-TV—Saginaw, Michigan
 WKRC-TV—Cincinnati, Ohio
 WKRG-TV—Mobile, Alabama
 WKSZ-TV—New Castle, Pennsylvania
 WKTV—Utica, New York
 WKY-TV—Oklahoma City, Oklahoma
 WKYT—Lexington, Kentucky
 WKZO-TV—Kalamazoo, Michigan
 WLAC-TV—Nashville, Tennessee

(Continued on Page 94)

SUBSCRIBERS TO TV CODE

(Continued from Page 93)

WLBT—Jackson, Mississippi
 WLHZ-TV—Bangor, Maine
 WLOF-TV—Orlando, Florida
 WLOS-TV—Asheville, North Carolina
 WLUC-TV—Marquette, Michigan
 WLWK-TV—Marinette, Wisconsin
 WLVA-TV—Lynchburg, Virginia
 WLWA—Atlanta, Georgia
 WLWC—Columbus, Ohio
 WLWD—Dayton, Ohio
 WLWI—Indianapolis, Indiana
 WLWT—Cincinnati, Ohio
 WLYH-TV—Lebanon, Pennsylvania
 WMAL-TV—Washington, D. C.
 WMAR-TV—Baltimore, Maryland
 WMAZ-TV—Macon, Georgia
 WMBD-TV—Peoria, Illinois
 WMCT—Memphis, Tennessee
 WMSL-TV—Decatur, Ill.
 WMTV—Cedar Rapids, Iowa
 WMTV—Madison, Wisconsin
 WMTW-TV—Poland Spring, Maine
 WNBC—New Britain, Connecticut
 WNEF-TV—Binghamton, New York
 WNBQ—Chicago, Illinois
 WNCT—Greenville, North Carolina
 WNDU-TV—South Bend, Indiana
 WNEM-TV—Bay City, Michigan
 WNEP-TV—Scranton, Pennsylvania
 WNHC-TV—New Haven, Connecticut
 WOAI-TV—San Antonio, Texas
 WOAY-TV—Oakhill, West Virginia
 WOC-TV—Davenport, Iowa
 WOI-TV—Ames, Iowa
 WOOD-TV—Grand Rapids, Michigan
 WOV-TV—Omaha, Nebraska
 WPBN-TV—Traverse City, Michigan
 WPTX—New York, N. Y.
 WPRO-TV—Providence, Rhode Island
 WPSD-TV—Paducah, Kentucky
 WPST-TV—Miami, Florida
 WRAL-TV—Raleigh, North Carolina
 WRBL-TV—Columbus, Georgia
 WRC-TV—Washington, D. C.
 WRCA-TV—New York, N. Y.
 WRCV-TV—Philadelphia, Pennsylvania
 WREC-TV—Memphis, Tennessee
 WREX-TV—Rockford, Illinois
 WRGB—Schenectady, New York
 WROC-TV—Rochester, New York
 WRVA-TV—Richmond, Virginia
 WSAU-TV—Wausau, Wisconsin
 WSAZ-TV—Huntington, West Virginia
 WSB-TV—Atlanta, Georgia
 WSBT-TV—South Bend, Indiana
 WSFA-TV—Montgomery, Alabama
 WSIX-TV—Nashville, Tenn.
 WSJS-TV—Winston-Salem, North Carolina
 WSJV—Elkhart, Indiana
 WSLT-TV—Roanoke, Virginia
 WSM-TV—Nashville, Tennessee
 WSOC-TV—Charlotte, North Carolina
 WSPA-TV—Spartanburg, South Carolina
 WSPD-TV—Toledo, Ohio
 WSUN-TV—St. Petersburg, Florida
 WSWA-TV—Harrisonburg, Virginia
 WSYR-TV—Syracuse, New York
 WTAE—Pittsburgh, Pennsylvania
 WTAP—Parkersburg, West Virginia
 WTAR-TV—Norfolk, Virginia
 WTCN-TV—Minneapolis, Minnesota
 W-TEN—Albany, New York
 WTHI-TV—Terre Haute, Indiana
 WTKR-TV—Hartford, Connecticut
 WTMJ-TV—Milwaukee, Wisconsin
 WTOG-TV—Savannah, Georgia
 WTOK-TV—Meridian, Mississippi
 WTOL-TV—Toledo, Ohio
 WTOP-TV—Cheboygan, Michigan
 WTOP-TV—Washington, D. C.
 WTPA-TV—Harrisburg, Pennsylvania
 WTRF-TV—Wheeling, West Virginia
 WTVG—Chattanooga, Tennessee
 WTVN—Durham, North Carolina
 WTVJ—Miami, Florida
 WTVM—Columbus, Georgia
 WTVN—Columbus, Ohio
 WTVF—Decatur, Illinois
 WTVT—Tampa, Florida

WTVW—Evansville, Indiana
 WUSN-TV—Charleston, South Carolina
 WVEC-TV—Norfolk, Virginia
 WVET-TV—Rochester, New York
 WVUE—New Orleans, Louisiana
 WWJ-TV—Detroit, Michigan
 WWL—New Orleans, Louisiana
 WWTW—Cadillac, Michigan
 WSEX-TV—Petersburg, Virginia
 WXYZ-TV—Detroit, Michigan
 KABC-TV—Los Angeles, California
 KAKE-TV—Wichita, Kansas
 KALB-TV—Alexandria, Louisiana
 KARD-TV—Wichita, Kansas
 KARK-TV—Little Rock, Arkansas
 KAYS-TV—Hays, Kansas
 KBAK-TV—Bakersfield, California
 KBAS-TV—Ephrata, Washington
 KBES-TV—Medford, Oregon
 KBMB-TV—Bismarck, North Dakota
 KBOL-TV—Boise, Idaho
 KBTV—Denver, Colorado
 KCBT-TV—Lubbock, Texas
 KCBN-TV—Temple, Texas
 KCIX-TV—Boise, Idaho
 KCMO-TV—Kansas City, Missouri
 KCMT—Alexandria, Minnesota
 KCOP—Los Angeles, California
 KCRV-TV—Sacramento, California
 KCRG-TV—Cedar Rapids, Iowa
 KCSJ-TV—Pueblo, Colorado
 KCTV—San Angelo, Texas
 KDAL-TV—Duluth, Minnesota
 KDX-TV—Dickinson, North Dakota
 KDKA-TV—Pittsburgh, Pennsylvania
 KDUB-TV—Lubbock, Texas
 KDUI-TV—Hay Springs, Nebraska
 KEDY-TV—Big Spring, Texas
 KELO-TV—Sioux Falls, South Dakota
 KDLO-TV—Sioux Falls, South Dakota*
 KPLO-TV—Sioux Falls, South Dakota*
 * (Satellites of KELO-TV)
 KELP—El Paso, Texas
 KENS-TV—San Antonio, Texas
 KEPR-TV—Pasco, Washington
 KERO-TV—Bakersfield, California
 KETV—Omaha, Nebraska
 KEY-TV—Santa Barbara, California
 KFBC-TV—Cheyenne, Wyoming
 KFDA-TV—Amarillo, Texas
 KPDM-TV—Beaumont, Texas
 KPDX-TV—Wichita Falls, Texas
 KFQZ-TV—St. Joseph, Missouri
 KFJZ-TV—Fort Worth, Texas
 KPMB-TV—San Diego, California
 KPFE-TV—Fresno, California
 KPFD-TV—San Diego, California
 KPVS-TV—Cape Girardeau, Missouri
 KPVR-TV—Bismarck, North Dakota
 KGBT-TV—Harlingen, Texas
 KGBM-TV—Albuquerque, New Mexico
 KGHZ-TV—Billings, Montana
 KGLO-TV—Mason City, Iowa
 KGMH-TV—Honolulu, Hawaii
 KGNK-TV—Amarillo, Texas
 KGO-TV—San Francisco, California
 KGW-TV—Portland, Oregon
 KHBC—Hilo, Hawaii
 KHOL-TV—Kearney, Nebraska
 KHOU-TV—Houston, Texas
 KHPL-TV—Hayes Center, Nebraska
 KHQ-TV—Spokane, Washington
 KRQA-TV—Hannibal, Missouri
 KHSL-TV—Chico, California
 KHVH-TV—Honolulu, Hawaii
 KID-TV—Idaho Falls, Idaho
 KIEM-TV—Eureka, California
 KIMA-TV—Yakima, Washington
 KING-TV—Seattle, Washington
 KINY-TV—Juneau, Alaska
 KIRO-TV—Seattle, Washington
 KIVA—Yuma, Arizona
 KJEO-TV—Fresno, California
 KKTU—Colorado Springs, Colorado
 KLEW-TV—Lewiston, Idaho
 KLFY-TV—Lafayette, Louisiana
 KLIX-TV—Twin Falls, Idaho
 KLTU—Tyler, Texas
 KLZ-TV—Denver, Colorado

KMAU-TV—Wailuku, Hawaii
 KMBCTV—Kansas City, Missouri
 KMID-TV—Midland, Texas
 KMJ-TV—Fresno, California
 KMMT—Austin, Minnesota
 KMOS-TV—Sedalia, Missouri
 KMOT—Minot, North Dakota
 KMOX-TV—St. Louis, Missouri
 KMSO-TV—Missoula, Montana
 KMTV—Omaha, Nebraska
 KNOE-TV—Monroe, Louisiana
 KNOP—North Platte, Nebraska
 KNOX-TV—Grand Forks, North Dakota
 KNTV—San Jose, California
 KNXT—Los Angeles, California
 KOA-TV—Denver, Colorado
 KOH-TV—Albuquerque, New Mexico
 KOIN-TV—Portland, Oregon
 KOI-D-TV—Tucson, Arizona
 KOLN-TV—Lincoln, Nebraska
 KOMO-TV—Seattle, Washington
 KONO-TV—San Antonio, Texas
 KOOL-TV—Phoenix, Arizona
 KOSA-TV—Odessa, Texas
 KOTA-TV—Rapid City, South Dakota
 KOTI—Klamath Falls, Oregon
 KOTV—Tulsa, Oklahoma
 KPAB-TV—Sweetwater, Texas
 KPHO-TV—Phoenix, Arizona
 KPIC—Roseburg, Oregon
 KPIX—San Francisco, California
 KPLC-TV—Lake Charles, Louisiana
 KPRC-TV—Houston, Texas
 KPTV—Portland, Oregon
 KRBC-TV—Abilene, Texas
 KRCA—Los Angeles, California
 KRDO-TV—Colorado Springs, Colorado
 KREM-TV—Spokane, Washington
 KREX-TV—Grand Junction, Colorado
 KREY-TV—Montrose, Colorado
 KRGV-TV—Weslaco, Texas
 KRIS-TV—Corpus Christi, Texas
 KRLD-TV—Dallas, Texas
 KRNT-TV—Des Moines, Iowa
 KROC-TV—Rochester, Minnesota
 KROD-TV—El Paso, Texas
 KRON-TV—San Francisco, California
 KSBW-TV—Salinas, California
 KSBY-TV—San Luis Obispo, California
 KSD-TV—St. Louis, Missouri
 KSL-TV—Salt Lake City, Utah

KSLA-TV—Shreveport, Louisiana
 KSTF—Scottsbluff, Nebraska
 KSTP-TV—Minneapolis, Minnesota
 KSWO-TV—Lawton, Oklahoma
 KSWV-TV—Roswell, New Mexico
 KSYD-TV—Wichita Falls, Texas
 KTBC-TV—Austin, Texas
 KPBS-TV—Shreveport, Louisiana
 KTRV—Little Rock, Arkansas
 KTVI—Sioux City, Iowa
 KTNB-TV—Tacoma, Washington
 KTRF-TV—Lufkin, Texas
 KTRK-TV—Houston, Texas
 KTSN-TV—El Paso, Texas
 KTTN-TV—Springfield, Missouri
 KTTV—Los Angeles, California
 KTVB-TV—Anchorage, Alaska
 KTVB—Boise, Idaho
 KTVB-TV—El Dorado, Arkansas
 KTVH—Wichita, Kansas
 KTVI—St. Louis, Missouri
 KTVK—Phoenix, Arizona
 KTVT—Salt Lake City, Utah
 KTVU—Oakland, California
 KTWB-TV—Casper, Wyoming
 KUMV-TV—Williston, North Dakota
 KUTV—Salt Lake City, Utah
 KVAL-TV—Eugene, Oregon
 KVAR—Phoenix, Arizona
 KVER—Clovis, New Mexico
 KVKM-TV—Monahans, Texas
 KVOA-TV—Tucson, Arizona
 KVOO-TV—Tulsa, Oklahoma
 KVOV-TV—Bellingham, Washington
 KVTN—Sioux City, Iowa
 KXAB-TV—Aberdeen, South Dakota
 KWTW—Oklahoma City, Oklahoma
 KWLL-TV—Waterloo, Iowa
 KXGO—Fargo, North Dakota
 KXJB-TV—Valley City, North Dakota
 KXLY-TV—Spokane, Washington
 KXTV—Sacramento, California
 KYW-TV—Cleveland, Ohio
 KZTV—Corpus Christi, Texas
 Number of Code Stations.....381
 Number of Networks.....3
 TOTAL.....384
 Number of Code Film Affiliates.....21
 GRAND TOTAL.....405

Members of the Alliance of Television Film Producers, Inc.

Ben Fox Productions, Inc. 440 North Kentler Los Angeles 49, Calif.	Flying A Pictures 10000 Riverside Drive N. Hollywood, Calif.	Mark VII, Ltd. 4024 Radford Ave. N. Hollywood, Calif.
Brennan-Westgate Productions 151 El Camino Drive Beverly Hills, Calif.	Four Star Television 4030 Radford Ave. N. Hollywood, Calif.	Marterto Enterprises, Inc. 151 El Camino Drive Beverly Hills, Calif.
California Studios, Inc. 650 N. Bronson Ave. Hollywood 4, Calif.	Gallu Productions, Inc. N. Las Palmas Ave. Hollywood 38, Calif.	Overland Productions, Inc. Revue Studios Universal City, Calif.
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		Ziv Television Programs, Inc. 7324 Santa Monica Blvd. Hollywood 46, Calif.

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FCC: 25th ANNIVERSARY

... U. S. Still Leads The World

FREDERICK FORD

Chairman, Federal Communications Commission



THE 25th anniversary of the Federal Communications Commission, 1934 to 1959, affords me, in the name of the Commission, to pay tribute to American imagination and ingenuity which have made the United States a world leader in telecommunication.

Among some of the major events that have transpired in the Commission's quarter century were: radio authorizations have practically multiplied by that number of years—from slightly more than 100,000 at the close of the first year to nearly 2.5 million today. Radio stations of all kinds have increased from 51,000 to more than 507,000 and currently represent the use of about 1.8 million transmitters. From 600 stations, all AM in 1934, broadcast authorizations collectively today exceed 10,000 of which 3,500 are AM and over 970 and 930 are TV and FM respectively. The number of broadcast receivers has soared from 18½ million to more than 200 million. Almost two-thirds of the world's total are in the United States. This country now has more sets than people and almost three times as many sets as it has automobiles.

The only broadcast service in 1934 was AM. Regular FM and TV service started in 1941. The result is that, as of June 1959, there were more than 5,400 authorized broadcast stations (3,500 AM, 971 TV and 934 FM) not counting about 4,700 remote pickup and other auxiliaries. Of these, 3,377 AM, 767 TV and 776 FM stations held operating authorizations. Included were 224 non-commercial education-

al station authorizations, 59 TV and 165 FM, of which 43 and 154, respectively, had authority to operate. The number of TV channel allocations for educational use has increased from 242 in 1952 to 259 today.

At the close of fiscal 1959, outstanding broadcast authorizations totaled 10,120, which was a gain of 1,083 collectively for the year.

Concerned with the revelation of unsavory operations in the broadcasting field dealing with quiz shows, payola, offensive commercials and unbalanced programs, the Commission is engaged in public proceedings to reappraise its role in radio and TV to determine how best to hold its station licensees responsible for better serving the public. This is bringing helpful comment and suggestions by religious, educational, women's, civic, business and other groups and individuals who are concerned by some elements of broadcast fare now invading the home.

Radiobroadcast is the magic medium that brings information, education, religion and entertainment into our homes. Television adds image—even in color—to the family enjoyment. What is more, the American system of broadcasting is by private enterprise, and the Government does not censor programs or exact fees for broadcast receiver use.

Consequently, the Commission salutes not only those who have made possible the phenomenal telecommunication accomplishments of the past quarter century but also those who are working on still bigger things to come.



ROBERT STACK

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ABC-TV

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PRECISION TIMING INSTRUMENTS

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CBS — NBC — ABC
Networks

Electronically tested

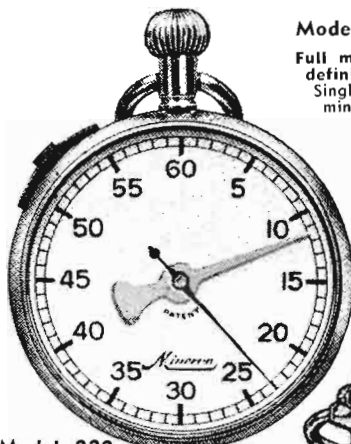
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accurate

Exclusive, Non-breakable, "Coil Spring" Mechanism for Economy, Dependability, Unexcelled Accuracy. The result of 20 years of engineering research, Minerva "coil" construction assures endless timing precision with less wear or friction . . . without need of costly adjustments or repairs . . . under rugged continuous usage.

Lifetime Guarantee. Coils employed in Minerva Mechanisms are unconditionally guaranteed for the life-span of the timer against breakage or wear. In addition, should any Minerva timer fail to give satisfaction within one year because of defective material or workmanship, the timer will be completely repaired or replaced without charge.

10-Days Free Trial. Select any Minerva timing instrument and try it under your own working conditions for a full ten days. If it does not serve your purposes as well or better than any other instrument, simply return it. There will be no charge, no obligation.

We are
headquarters
for stop watch
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servicing —
all makes —
prompt service

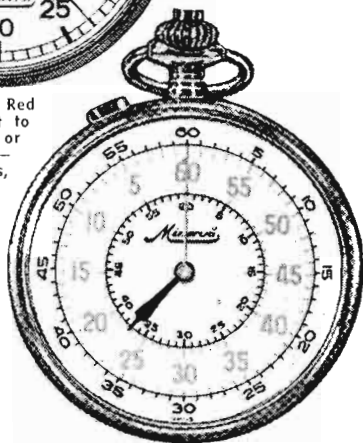


Model 222

For "On the Air"! Red dial gives "time left to go" without written or mental calculations—sweep hand in seconds, small hand in minutes. Easily set for any time period up to one hour. Black dial for conventional stop-watch use with time out feature.

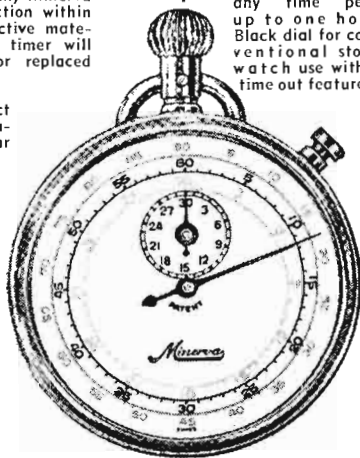
Models 105PN—107N

Full minute span with more definition on the minutes! Single dial reference for both minutes and seconds retains the mechanics familiar to Radio and TV but this Minerva timer is much easier to read and use. For spot timing, timing program segments, etc. Two models with alternate methods of Start-Stop-Start . . . flyback to zero.



Models 106F—106

For Film-making, Filmmeter and Fifth-Second Timer! This specially designed timer has regular fifth-second scale, plus 90-ft and 36-ft per min. scales to register footage for 35mm. and 16 mm. film. Long hand completes one revolution in 60 seconds, small hand registers up to 30 minutes. Time out feature. Perfect flyback guaranteed for life. Model 106 has fifth-second scale only. Both available in regular or large size.



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RADIO AND TELEVISION TELEPHONE NUMBERS IN NEW YORK

AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	White Plains	9-6400
WGBB	MAYfair	3-1240
WHLI	IVanhoE	1-8000
WHOM	Circle	6-3900
WINS	JUdson	2-7000
WFYI	Pioneer	6-6700
WLIB	MONument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WNEW	YUkon	6-7000
WVOX	NEw Rochelle	6-0800
WNTA	BARclay	7-3260
WNYC	WHItchall	3-3600
WOR	LONGacre	4-8000
WADO	Circle	5-7979
WPOW	OXford	7-5763
WQXR	LACKawanna	4-1100
WRCA	Circle	7-8300
WWRL	DEFender	5-1600

FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	OXford	7-2288
WCBS-FM	PLaza	1-2345
WFAX-FM	White Plains	9-6100
WBFM	LEXington	2-4977
WHLI-FM	IVanhoE	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	WHItchall	3-3600
WOR-FM	LONGacre	4-8000
WQXR-FM	LACKawanna	4-1100

Television Stations

WABC-TV	SUSquehanna	7-5000
WARC-TV	LEhigh	5-1000
WCBS-TV	PLaza	1-2345
WNTA	BARclay	7-3260
WOR-TV	LONGacre	4-8000
WPIX	MURray Hill	2-6500
WRCA-TV	Circle	7-8300

National Networks

American Broadcasting Co.	SUSquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	ELdorado	5-3720
Mutual Broadcasting System	BRant	9-7600
National Broadcasting Co.	Circle	7-8300

Station Representatives

Avery-Knodel, Inc.	JUdson	6-5536
Charles Bernard	Circle	6-7242
Hil F. Best	LEXington	2-3783
John Blair & Co.	PLaza	2-0400
Blair TV Assoc.	PLaza	2-0400
Bagner & Martin	MURray Hill	9-2586
Guy Bolam	BE	4-7280
The Bolling Co., Inc.	YUkon	6-4545
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345

Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	JUdson	2-1622
Continental Radio Sales	MURray Hill	7-6865
Donald Cooke, Inc.	JUdson	2-2727
Devney & Co.	YUkon	6-4390
Robert Eastman	PLaza	9-7760
Everett-McKinney, Inc.	PLaza	3-9337
Forjoe TV, Inc.	JUdson	6-3100
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	PLaza	9-6800
Headley-Reed Co.	YUkon	6-5800
Gill Perna Inc.	Templeton	8-4740
Arthur H. Hagg	MURray Hill	2-8665
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	JUdson	2-9200
Robt. S. Keiler, Inc.	WA	4-6599
The Meeker Co., Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bestg. Co.	MURray Hill	2-4500
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-58-0
Select Sta. Reps.	PLaza	8-1850
Weed Radio Corp.	PLaza	9-4700
Adam J. Young, Inc.	PLaza	1-4848

Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	PL	7-5710
Ted Bates & Co.	JUdson	6-0600
Botten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6707
Leo Burnett	PLaza	9-5959
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen, Dowd & Aleshire, Inc.	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	ORegon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield	YUkon	6-6500
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	WOrth	4-0700
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUkon	6-8000
Albert Frank-Guenther Law	CORthand	7-5060
Fuller & Smith & Ross, Inc.	JU	2-9000
Fletcher Richards, Calkins & Holden	JUdson	6-5400
Gardner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morey, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Kastar, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kcnyon & Eckhardt, Inc.	YUkon	6-9000
Ketchum, McLeod & Grove	MU	7-5640
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacManus, John & Adams	PLaza	9-5600
Marschalk & Pratt Co.	OXford	7-4250
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
Mogul, Williams & Saylor	TEmpleton	8-7100

TELEPHONE NUMBERS IN NEW YORK

Needham, Louis & Brorby.....	PLaza	7-0333
Norman Craig & Kummel.....	PLaza	1-0900
Product Services.....	MURray Hill	7-0204
Sullivan, Stauffer, Colwell & Bayles.....	MURray Hill	8-1600
Tatham-Laird.....	PLaza	1-4680
J. Walter Thompson Co.....	MURray Hill	6-7000
Wade Adv., Inc.....	OXford	7-9261
Warwick & Legler, Inc.....	PLaza	1-4700
Weiss & Gelfer, Inc.....	PLaza	3-4070
Young & Rubicam, Inc.....	MURray Hill	9-5000

Publications

Advertising Age.....	YUKon	6-5050
Billboard, The.....	PLaza	7-2800
Broadcasting.....	PLaza	5-8355
Editor & Publisher.....	BRyant	9-3052
Film Daily.....	BRyant	9-7117
Printers' Ink.....	MURray Hill	8-7500

RADIO-TELEVISION DAILY Wisconsin 7-6336

Sales Management.....	YUKon	6-4800
Sponsor.....	MURray Hill	8-2772
Standard Rate & Data Service.....	MURray Hill	9-6620
Television Age.....	PLaza	1-1122
Television Magazine.....	PLaza	3-9944
Variety.....	LU	2-2700

News Associations

Associated Press.....	PLaza	7-1111
Press Association, Inc.....	PLaza	7-1111
Radio Press International.....	PLaza	2-0650
Reuters.....	BRyant	9-8558
United Press International.....	MURray Hill	2-0400
World Wire Info. Serv.....	OREgon	9-7240

Talent Agencies

Columbia Artists Management, Inc.....	Clrcle	7-6900
General Artists Corp.....	Clrcle	7-7543
William McCaffrey Agency.....	ELDorado	5-1076
Music Corp. of America.....	PLaza	9-7500
William Morris Agency, Inc.....	JUDson	6-5100
National Artists Corp.....	PLaza	9-6000
TV Artists Corp.....	PLaza	3-2153

Organizations, Unions and Government Agencies

AAAA.....	LEXington	2-7980
Actors' Equity.....	PLaza	7-7660
Advertising Federation of America.....	Clrcle	6-2431
AFTRA.....	MURray Hill	7-1810
American Communications Assn.....	CORtland	7-1374
American Federation of Musicians.....	PLaza	8-0600
ASCAP.....	MURray Hill	8-8800
AWRT.....	ELDorado	5-7281
Broadcast Music, Inc.....	PLaza	9-1500
Country-Western Music B'casters Assn.....	CO	5-3530
Federal Communications Comm.....	WATkins	4-1000
Federal Trade Commission.....	CORtland	7-7100
Institute of Radio Engineers.....	LE	5-5100
Music Publishers' Protective Association.....	PLaza	1-1930
NAPA.....	Clrcle	7-8194
Professional Music Men, Inc.....	COLUMbus	5-7362
RAB.....	MU	8-4020
SESAC, Inc.....	JU	6-3450
Station Representatives Assn.....	YUKon	6-9390
TvB.....	MURray Hill	8-0215
Writer's Guild of America.....	PLaza	7-3317

Radio-TV Programs and Transcription Cos.

Basch Radio & TV Productions.....	MURray Hill	2-8877
V. S. Becker Productions.....	MURray Hill	2-0777
The Bruce Chaaman Co.....	WISconsin	7-9244
Columbia's Transc. Serv.....	Clrcle	5-7300
Frederic Damru, M.D.....	YUKon	6-9484

Decca Records, Inc.....	PLaza	2-1600
Empire Broadcasting Corp.....	YUKon	6-5700
Walt Framar Prodn.....	OX	7-3322
General Artists Corp.....	Clrcle	7-7543
John E. Gibbs & Co.....	PLaza	7-5959
Harry S. Goodman Radio Productions.....	PLaza	5-6131
Arthur Henley Productions.....	PLaza	5-7145
Goodson-Todman Prodn.....	PL	1-0600
Gotham Recording's.....	JU	6-5577
Henry Jaffe Ent.....	CI	5-2405
Victor Kayfetz Prod.....	CI	5-4830
Keystone Broadcasting System, Inc.....	ELDorado	5-3720
Lang-Worth Feature Programs, Inc.....	JUDson	6-5700
Charles Michelson, Inc.....	PLaza	7-0695
William Morris Agency, Inc.....	JUDson	6-5100
Music Corp. of America.....	PLaza	9-7500
Muzak Corp.....	OREgon	4-7400
NBC Radio Recording Div.....	Clrcle	7-8300
Project-O-Fex.....	MU	7-1881
Pyramid Productions, nc.....	JUDson	6-7040
Reemack Enterprises, Inc.....	Clrcle	6-7300
Reeves Sound Studios, Inc.....	OREgon	9-3550
Rockhill Radio.....	PLaza	9-7979
SESAC, Inc.....	JU	6-3450
Talent Associates.....	PL	3-1030
Television Screen Productions, Inc.....	MURray Hill	2-8877
Transfilm, Inc.....	JUDson	2-1400
Thomas J. Valentino, Inc.....	Clrcle	6-4675
Wolf Productions.....	PLaza	5-2050
World Broadcasting System, Inc.....	PLaza	7-1400
Frederic W. Ziv Co., Inc.....	MURray Hill	8-4700

TV Film Producers Distributors

ABC Films, Inc.....	LA	4-5050
M & A Alexander Productions.....	TR	3-5115
Atlantic Television Corp.....	JU	2-1287
Banner Films, Inc.....	PL	5-4811
Barnett International Forwarders.....	BRyant	9-1616
Bray Studios, Inc.....	CI	5-4582
British Information Services.....	CI	6-5100
California National Productions, Inc.....	CI	7-8300
CBS Films.....	PL	1-2345
Commonwealth Film-TV.....	CI	5-6465
Frank Cooper Associates.....	PL	1-0725
Demby Productions, Inc.....	PL	9-2495
Economee Television Programs.....	MU	8-4700
Flamingo Films.....	JU	6-7040
Fortuna Features, Inc.....	LO	4-5592
Fremantle International.....	MU	7-4343
Galaxy Attractions.....	PL	1-0330
W. J. German, Inc.....	LO	5-5978
Harry S. Goodman Productions.....	PL	5-6131
Guild Films Company, Inc.....	MU	8-5362
The Jam Handy Organization, Inc.....	JU	2-4060
Hollywood Television Service, Inc.....	JU	6-1700
Independent TV Corp.....	PL	5-2100
Intercontinental TV.....	MU	2-340
Interstate TV Corporation.....	PLaza	7-3070
Jayark Film Corp.....	MU	8-2636
Robert Lawrence Productions, Inc.....	JU	5-2542
MCA-TV.....	PL	9-7500
MGM-TV.....	JU	2-2000
Charles Michelson, Inc.....	PL	7-0695
Modern Teleservice, Inc.....	OX	7-2753
Motion Pictures for Television, Inc.....	PL	3-5600
Movietonews, Inc.....	CO	5-7200
MPO Productions, Inc.....	MU	8-7830
National Screen Service Corp.....	CI	6-5700
National Telefilm Associates, Inc.....	JUDson	2-7300
Official Films, Inc.....	PL	7-0100
Paramount Television Productions, Inc.....	BR	9-8700
Reeves Sound Studios, Inc.....	OR	9-3550
Hal Roach Studios.....	CI	5-4135
Sarra, Inc.....	MU	8-0085
Walter Schwimmer, Inc.....	EL	5-4616
Bernard L. Schubert.....	MU	8-0940
Screen Gems, Inc.....	PL	1-4432
Show Corp. of America.....	PLaza	9-6840
Sound Masters, Inc.....	PL	7-6600
Sterling Television Co., Inc.....	MU	3-6300
Transfilm Incorporated.....	JU	2-1400
Trans-Lux Television Corp.....	PL	1-3114
Twentieth Century-Fax.....	CO	5-3320
United Artists Assoc.....	MURray Hill	7-7800

TELEPHONE NUMBERS IN NEW YORK

UPA Pictures, Inc. PL 8-1405
 Universal Pictures Co., Inc., Television PL 9-8000
 Warner Bros. TV CI 6-1000

Van Praag Productions PL 7-2687
 Ziv-United Artists, Inc. MU 8-4700
 Maurice H. Zouary TV Productions JU 2-6185

CHICAGO TELEPHONE NUMBERS

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBEE	RAndolph	6-6842
WBMM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAStgate	7-6860
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	Mlchigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WIJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	Mlchigan	2-1570
WSBC	MONroe	6-9060
WSEL	Financial	6-0120

FM Radio Stations

WEAW	KEystone	9-6090
WEFM	STate	2-1357
WENR-FM	ANdover	3-0800
WFMT	STate	2-5668
WKFM	RAndolph	6-2141

Television Stations

WBMM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	Mlchigan	2-7600
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-8900
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	WHitehall	4-6869
Hil F. Best Co.	STate	2-5096
John Blair & Co.	SUperior	7-2300
The Bolling Co.	WHitehall	3-2040
The Branham Co.	Central	6-5726
Broadcast Time Sales	STate	2-1405
Burn-Smith Co.	Central	6-4437
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe TV, Inc.	DElaware	7-3504
Gill-Perna, Inc.	FRanklin	6-9393
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	Financial	6-6440
The Katz Agency	MOhawk	4-7150
Robt. S. Keller, Inc.	STate	2-5096
Meeker Co., Inc.	Central	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7494
Peters, Griffin, Woodward, Inc.	FRanklin	2-6373
Edward Petry & Co., Inc.	WHitehall	4-0011
Radio-TV Reps., Inc.	Financial	6-0982
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
Venard, Rintoul & McConnell	STate	2-5260

Walker-Rawalt Co.	ANdover	3-5771
Weed Radio Corp.	WHitehall	4-3434
Adam Young, Inc.	Mlchigan	2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson	Financial	6-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111
BBD&O	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Gordon Best, Co., Inc.	STate	2-5060
Bozell & Jacobs, Inc.	Central	6-0870
Leo Burnett Co., Inc.	Central	6-5959
Campbell-Ewold Co.	Central	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	Financial	6-4700
W. B. Doner & Co.	ANdover	3-7800
Doremus & Co.	Central	6-9132
Erwin Wasey, Ruthrauff & Ryan	Financial	6-1833
Foote, Cone & Belding	SUperior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Fuller & Smith & Ross	ANdover	3-5039
Grant Advertising, Inc.	SUperior	7-6500
H. W. Kastor & Sons Advertising Co.	Central	6-5331
MccFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	Webster	9-3700
Arthur Meyerhoff & Co.	DElaware	7-7860
Needham, Louis & Brorby, Inc.	WHitehall	4-3400
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Rickerd & Cleary, Inc.	RAndolph	6-9760
Tatham-Laird, Inc.	HARRISON	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
Edward H. Weiss & Co.	Central	6-7252
Young & Rubicam	Financial	6-0750

Radio-TV Program Prods.

Columbia Records, Inc.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	Mlchigan	2-6015
Jewell Radio & TV Productions	MOhawk	4-5757
Jules Power Prod.	ANdover	3-1422
Les Lear Productions Corp.	RAndolph	6-0905
William Morris Agency	WHitehall	3-1744
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Walter Schwimmer Co.	FRanklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	ANdover	3-6520
L. S. Toogood Recording Co.	Central	6-5275
Ziv United Artists, Inc.	WH	4-1030

News Agencies and Assns.

Associated Press	STate	2-7700
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RADO-TELEVISION DAILY DEarborn 2-6757

City News Bureau	STate	2-8100
Community News	RAndolph	6-0002
United Press	FRanklin	2-9000

TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR	2-4392
Television Programs of America, Inc.	WH	4-4767
UPA Pictures, Inc.	AN	3-7566

WASHINGTON TELEPHONE NUMBERS

Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	REpublic	7-7500
Business and Defense Services Administration	STERling	3-9200
Capitol, U. S. (Senate, House)	CApitol	4-3121
Census, Bureau of The	LUdlow	4-3009
Commerce, Department of	STERling	3-9200
Copyright Office, Library of Congress	STERling	3-0408
Court of Customs and Patent Appeals, National	NAtional	8-4696
Department of Defense	LIberty	5-6700
Air Force, Department of The	LIberty	5-6700
Army, Department of The	LIberty	5-6700
Navy, Department of The	LIberty	5-6709
Defense Mobilization, Office of	EXecutive	3-3300
Executive Mansion (White House)	NAtional	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STERling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	STERling	3-7373
National Research Council	EXecutive	3-8100
Patent Office	STERling	3-9200
Post Office Department	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	CApitol	4-3121
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.	LIberty	5-6700,

Non-Government

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Broadcasters	DEcatur	2-9300
National Press Club	REpublic	7-2300
Radio-TV Daily	EX	3-4808
Radio, Electronics-Television Manufacturers Association	NAtional	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	DIstict	7-1260
Westinghouse Broadcasting Co.	STERling	3-0903

AM Radio Stations

WARL	KENmore	6-9000
WEAM	JAckson	7-7100
WFAN	REpublic	7-8000
WFAX	JEfferson	2-1220
WGAY	WHitehall	6-1050
WGMS	EXecutive	3-8676
WINX	REpublic	7-8000
WMAL	KEllog	7-1100
WOL	HObart	2-3900
WOOK	REpublic	7-8000
WPIK	OVERlook	3-3000
WRC	EMerson	2-4000
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUckerman	2-7600

FM Radio Stations

WASH	DIstict	7-1356
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllog	7-1100
WRC-FM	EMerson	2-4000
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

Television Stations

WMAL-TV	KEllog	7-1100
WRC-TV	EMerson	2-4000
WTOP-TV	EMerson	2-9300
WTTG	STERling	3-5300

News Services

Associated Press	DIstict	7-1500
United Press International	EXecutive	3-3430

Networks

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	CO	5-6363
NBC	EMerson	2-4000

LOS ANGELES TELEPHONE NUMBERS

AM Radio Stations

KABC	NOrandy	3-3311
KALI (Pasadena)	MURray	1-0171
KBIG	HOLlywood	3-3205
KBLA (Narth Hollywood)	TRiangle	7-3619
KDAY	HOLlywood	1-9981
KFAC	WEbster	8-0161
KFI	DUNkirk	2-2121
KFOX (Long Beach)	HEmlock	6-7281
KFSG	DUNkirk	9-1141
KFWB	HOLlywood	3-5151
KGER (Long Beach)	NEvada	6-4774

KGFJ	HOLlywood	4-0201
KCTL (Sherman Oaks)	STate	5-8631
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KPOP	DUNkirk	8-2345
KPOL	WEbster	8-2345
KRKD	CApitol	5-4116
KWKW (Pasadena)	MURray	1-6744
KXLA (Pasadena)	MURray	1-6991

TELEPHONE NUMBERS IN LOS ANGELES

FM Radio Stations

KABC-FM	NOrmandy	3-3311
KBMS-FM (Glendale)	CHapman	5-2090
KCBH	BR	2-7105
KFAC-FM	WEbster	8-0161
KFMU-FM	WEbster	8-5233
KFOX-FM	SPruce	5-2068
KGLA-FM	DUnkirk	5-9966
KHJ-FM	HOLlywood	2-2133
KHOF-FM (Glendale)	CHapman	5-7575
KMLA-FM	DUnkirk	2-8426
KNOB-FM (Long Beach)	HOLlywood	7-0454
KNX-FM	HOLlywood	9-1212
KRHM-FM	DUnkirk	5-7421
KUTE-FM	CHitrus	4-1414
KRKD-FM	CApitol	5-4116
KWKW-FM (Pasadena)	MURray	1-6744

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	THornwall	5-7000
KNXT	HOLlywood	9-1212
KTLA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

National Networks

American Broadcasting Company	NOrmandy	3-3311
Columbia Broadcasting System	NOrmandy	9-1212
CBS Television—Television City	OLive	1-2345
Mutual Broadcasting System	HOLlywood	2-2133
National Broadcasting Company	THornwall	5-7000

Station Representatives

AM Radio Sales Co.	HOLlywood	5-0695
Avery-Knodel, Inc.	DUnkirk	5-6394
Walter Biddick Co.	Richmond	9-8800
John Blair & Co.	DUnkirk	7-1333
Blair-TV, Inc.	DUnkirk	1-3811
CBS-TV Spot Sales	OLive	1-2345
Bolling Company, Inc.	BRadshaw	2-0543
The Branham Co.	OLive	3-6363
Broadcast Times Sales	HOLlywood	5-1755
CBS-Radio Spot Sales	HOLlywood	9-1212
Crawford, Fred E.	DUnkirk	4-7352
Forjoe & Co.	OL.	5-7755
Gillman, Nicoll & Ruthman	DUnkirk	7-1325
Gill-Perna, Inc.	DUnkirk	7-4388
W. S. Grant Co.	HOLlywood	3-7194
H-R Representatives, Inc.	HOLlywood	2-6453
Hawley, Mark Assoc.	WEbster	8-2181
Headley-Reed Co.	HOLlywood	4-8248
Hollingbery, George P., Co.	DUnkirk	5-2071
Katz Agency, The	DUnkirk	4-6284
Daren F. McGavren Co., Inc.	HOLlywood	4-6146
Mecker Co.	HOLlywood	2-6501
Tracy Moore	HOLlywood	2-2351
NBC-KRCA Spot Sales	THornwall	5-7000
Oakes, Harlan G., Associates	DUnkirk	2-3200
Lee F. O'Connell Co.	OLympia	2-1313
John Pearson Co.	DUnkirk	5-5084
Peters, Griffin, Woodward, Inc.	HOLlywood	9-1688
Edward Petry Co.	DUnkirk	8-1143
Paul H. Rayment	HOLlywood	2-2376
Scott, Duncan & Co.	DUnkirk	8-4151
Venard, Rintoul, McConnell	DUnkirk	8-4151
Video Views	HOLlywood	3-4179
Weed & Company	HOLlywood	2-6676
Young, Adam J., Inc.	HOLlywood	2-2289

Advertising Agencies

Action in Advertising	DUnkirk	3-3114
Ad Larson	NOrmandy	4-6552
Advertising Council, Inc.	CRestview	4-8039
Advertising Engineers Corp.	MAdison	8-5039
Alber, R. H., Co.	HOLlywood	9-8273
Allen, Dorsey & Hatfield, Inc.	NOrmandy	3-9343
Allen & Marshall Adv. Agency	OLive	3-1770
Allen, Martin, Co.	WEbster	3-0734
Alicia Advertising Agencies	HOLlywood	2-0837

Anderson-McConnell Adv. Agency	HOLlywood	3-4154
U. S. Anderson Co.	OLdfield	4-0250
Arnold, Rupert Advertising	DUnkirk	2-0896
Asch, A., Inc.	DUnkirk	7-7600
Associated Advertising Agency	OL.	2-7690
Atherton Mogge, Privett, Inc.	OLive	3-9870
Atchison & Hayden	DUnkirk	5-7191
Ayer, N. W., & Son, Inc.	HOLlywood	3-4871
Baldwin, Ben, Adv. Agency	HOLlywood	2-0908
Barnes Chase Co.	DUnkirk	4-1193
Baron, Richard, Co.	HOLlywood	2-5657
Bates, Kirk O.	HU	2-4220
Bates, Ted., & Co.	HOLlywood	9-2161
BBDO	HOLlywood	2-6723
Baus & Ross Co.	DUnkirk	8-1107
Bayard, Jere	OLdfield	5-9355
Becker, Max, Advertising	HEmlock	6-5222
Bejach, Leo, Adv.	GRanite	2-2245
Belford, Ed, Agency	BRadshaw	2-8493
Bell Advertising	NOrmandy	5-5191
Bennett, Harry, Adv. Agency	OLive	5-6045
Bennett, Walter F., & Co.	HOLlywood	4-8291
Benton & Bowles, Inc.	HOLlywood	4-9151
Berghoff Associates, Inc.	OLive	5-7536
Bishop & Associates, Inc.	HOLlywood	2-1266
Blades, Richard H.	MAdison	9-2866
Bloch's Advertising	HOLlywood	3-0647
Blum's Direct Advertising	DUnkirk	8-3441
Bogerts, The	HOLlywood	3-6871
Bowes, Chas. Adv. Co.	Richmond	7-0543
Boyd, John R.	CLeveland	6-8698
Boylhart, Lovett & Deane	HUntly	2-0740
Bozell & Jacobs, Inc.	BRadshaw	2-2081
Brehme Ad Service (Glendale)	CHapman	5-1539
Broadcasting Advertising	BRadshaw	2-4840
Brown, Byron H., & Assoc.	OLympia	3-2320
Bull, Frank, & Co.	HOLlywood	5-4195
Burke, Dowling & Adams Inc.	WEbster	8-3844
Burnett, Leo, Co., Inc.	HOLlywood	4-7374
Burt, George Advertising	HOLlywood	5-1183
Buss, R. H., Associates	DUnkirk	5-4385
Buxton, Erwin	RYan	1-5541
California Adv. Agency	HOLlywood	3-3189
Calvert, J. Russell & Assoc.	BRadshaw	2-2868
Campbell-Ewald Co.	DUnkirk	9-1334
Campbell-Mithun, Inc.	HOLlywood	2-0715
Caples Co., The	DUnkirk	7-4255
Carlson, Milton Co.	DUnkirk	8-9464
Carson-Roberts Inc.	BRadshaw	2-8366
Case, Roger T., Assoc.	HEmlock	7-3503
Castor & Assoc.	OLEander	2-1315
Chamberlin & Associates	DUnkirk	7-6444
Cheshire Advertising Associates	HOLlywood	3-3498
Citizen Advertising Agency, Inc.	MAdison	2-2463
Cloward Velma Advertising	DUnkirk	4-2558
Coast Advertising Associates	MAdison	7-1269
Cole, Fischer & Rogow	BRadshaw	2-3351
Cole, Val Advertising Agency	CRestview	5-8462
Coleman-Parr Advertising	OLive	3-7030
Collard, Clark, Adv. Agency	DUnkirk	7-3388
Columbia Pacific Advertising	GARfield	3-1047
Compton Advertising, Inc.	OL	3-0100
Consolidated Adv. Directors	OLive	5-6484
Copy Cat Advertising	STanley	7-4348
Cowell, Leslie B., Advertising	TRiangle	7-5329
Craig & Reid, Inc.	HOLlywood	4-8218
Creative Advertising	OLympia	5-8281
Crist, Ken, Inc.	NOrmandy	1-1287
Culbertson, Robert C. Adv.	OLive	5-8514
Culp, Earl R., Co.	DUnkirk	2-8406
Cunningham & Walsh, Inc.	DUnkirk	8-0591
Dancer-Fitzgerald-Sample, Inc.	HOLlywood	2-3256
D'Arcy Adv. Co.	DUnkirk	5-3171
Delman, Allen & Assoc.	OLive	1-3944
Davidson, David, & Co.	HOLlywood	2-7753
Davis & Blackwell, Inc.	VIctoria	9-2964
Davis, Charlie, Advertising	AXminster	3-5508
Dennis, Robert, Agency	MAdison	5-2183
DeSantis Advertising Agency	CHapman	5-5662
Dibble, Gordon H.	CHapman	5-2495
Dolson Advertising Agency	LOraire	9-5111
Donahue & Coe	DUnkirk	1-2221
Donald, Dick, Advertising	DUnkirk	8-9956
Doyle, Dane, Bernbach	OLive	3-8080
Dozier, Eastman & Co.	DUnkirk	5-6071
Dreyfus Co. Adv.	OLive	5-8255
Dunas, E. C. Advertising	OLive	6-4100
Durstine, Roy S., Inc.	DUnkirk	8-3411

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Ebberts, Dan, Adv. Serv.	LUdlow	7-9161	Kraft Advertising	DUnkirk	8-6262
Edelstein, Irwin L. & Assoc.	OLive	3-7420	Lance Advertising	WEbster	6-6184
Ehler, Grace	MAdison	6-2222	LaRoche, C. J., Advertising	HOLLYwood	9-3656
Eisaman-Johns, Advertising	HOLLYwood	4-7265	Latta & Co.	MAdison	6-3284
Eisenberg, Ralph	MAdison	2-0439	Lawrence Co.	BRAdshaw	2-5820
Elliott, Neil M. Advertising	DUnkirk	7-7301	Lee & Associates	OLive	1-2090
Enyart & Rose Advertising	OL	4-4070	Lee, J. Richard	HOLLYwood	9-2721
Erwin Wasey, Ruthrauff & Ryan, Inc.	WEbster	1-1211	Lee, Robert E., & Associates	HOLLYwood	7-9808
Essig Co.	POplar	3-4365	Leni Advertising	HOLLYwood	4-0141
Esty, William Co.	HOLLYwood	2-6301	Lennon & Newell	CRestview	1-7221
Fagan, O. K. Advertising Agcy.	MAdison	2-2192	Lewin, Howard, Advertising	DUnkirk	8-7156
Falkenhainer, Carl	BRAdshaw	2-0136	Lewis Advertising	HOLLYwood	5-9040
Fallon & Co.	HOLLYwood	4-0171	Lionel & Simons Advertising	HOLLYwood	2-7429
Farrar Advertising	GRAnite	8-3011	Little & Co.	DUnkirk	9-1267
Fehlman, Warren P. Adv. Co.	OXnard	4-5270	Logan, Dudley L.	DUnkirk	2-8471
Fellows, John C., Co.	MURray	1-6404	Lynn-Western, Inc.	WEbster	5-1234
Flax-Bronston Co.	MAdison	6-7751	Mack Agency	HOLLYwood	2-6377
Foladare, Maury & Assoc.	HOLLYwood	9-8135	MacManus, John, & Adams	OLive	3-6130
Foote, Cone & Belding (Hollywood)	HOLLYwood	9-6265	Mann Advertising Co.	DUnkirk	2-1179
Foote, Cone & Belding (Los Angeles)	MAdison	9-3611	Mannis, Samuel A.	HOLLYwood	4-7501
Forestral, R. J. Co.	WEbster	5-1211	Markham Co.	DUnkirk	8-9495
Frank, Albert-Guenther Law	WEbster	3-7595	Martha's Adv. Service	MAdison	6-4897
Frank, Don Advertising (Anaheim)	KEystone	5-6093	Marto, Walter	SY	6-2239
Frazier, Cornelius W.	MAdison	5-8392	Mathisison & Associates	HU	2-1870
Fritz, Jimmy, & Associates	HOLLYwood	3-3251	Matthews, Anne D. (Pasadena)	SYcamore	9-6504
Fuller, Smith & Ross, Inc.	OLive	3-0240	Mayer Company	DUnkirk	8-2111
Gage, Booth & West, Inc.	OLive	3-1770	Mayne, Charles H., Co.	DUnkirk	5-0138
Gard, Dalbert & Associates	DUnkirk	8-8422	Mays & Co.	MAdison	7-8534
Gardner, H. M., & Assoc.	OLive	5-7465	McCann-Erickson	DUnkirk	5-3301
Gaynor, Ducas, Inc.	OL	5-8191	McCarty Co., The	DUnkirk	5-4011
Geissingur, W. B., & Co.	OLive	1-3510	McCreery, Walter, Co.	OL	2-4480
General Advertising Agency, Inc.	HOLLYwood	3-5128	McElligott, Ford C., & Associates	MAdison	2-4653
Gerth, Brown Clark & Elkus	OLive	3-2320	McElroy Adv. Agcy.	DUnkirk	1-3045
Gilbert & Benton	TRiangle	7-1848	McHugh Advertising Co.	BRAdshaw	2-0233
Gilbert, Martin Agency	STate	3-2900	McKee, Burns Adv.	HOLLYwood	7-4218
Gill Clifford Agency	OLive	5-8388	McLain, W. R., & Associates	NOrmandie	3-8200
Glasser-Gailey, Inc.	DUnkirk	4-2141	McNeill & McCleery	DUnkirk	5-7341
Glenn Advertising, Inc.	OL	3-9030	Meary, Phillip J., Co., Adv.	DUnkirk	5-4181
Gold Mike Agency	RYAN	1-4745	Meltzler, Richard, Adv.	WEbster	8-2993
Goldstone-Tobias	OL	5-6010	Meyeroff, Arthur, & Co.	OL	3-1633
Gonda, Francis D., Adv. Agency	HOLLYwood	2-1325	Miner, Dan B., Co.	DUnkirk	8-3301
Goodman, Anderson, Advertising	OLive	3-6400	Minnis, Richard L.	CRestview	1-7207
Graham, Clyde D.	DUnkirk	3-1266	Monsois, John S., Advertising	OLive	2-7218
Grant, Will	DUnkirk	7-3361	Morgan Company, The	STate	6-5696
Grant Advertising Agency	HOLLYwood	1-9231	Morgan, Raymond R., Co.	HOLLYwood	3-4194
Gray-Moore Agency	HOLLYwood	9-3591	Mottl & Siteman Advertising	OL	2-5095
Greer, Norman Co.	OL	7-0648	Mowinkel, E. K., Advertising	Richmond	7-0529
Gregory, Willard G., & Co.	MAdison	7-0531	Mullins, Earl, Advertising	DUnkirk	5-9088
Grey Advertising	BRAdshaw	2-9821	Nargi Advertising	MAdison	2-1647
Guerin-Johnstone-Jeffries Advertising	CLinton	7-7573	National Advertising Associates	DUnkirk	7-4388
Guld, Bascom & Bonfigli	HOLLYwood	9-8217	National Federation of Advertising	OL	3-2320
Hadlock & Associates	HOLLYwood	2-6731	Neale & Associates	OL	6-0500
Harris, Harlan & Wood Adv.	HOLLYwood	9-2911	Neave & North Advertising	HOLLYwood	3-5226
Heintz & Co., Inc.	MAdison	9-3181	Neave, Ralph Advertising	FRontier	4-1609
Hill, Don	MAdison	4-5149	Needham, Louis, & Brorby	CRestview	6-2073
Herbert E. Hill	HU	3-7730	Nelson Adv. Service	WEbster	8-3844
Hixson & Jorgenson, Inc.	DUnkirk	8-3121	Newman, Ben Allah, Advertising	DUnkirk	9-6649
Hoel, John D., Adv. Agency	MURray	1-7131	Newmark, Nelson, Advertising	MAdison	4-1568
Hollander, Welsh Advertising	DUnkirk	9-1171	North Advertising	OL	2-3770
Honig-Cooper Co.	DUnkirk	8-3301	Olen, David, Adv.	OLive	5-7290
House of Leads	PLEasant	3-8714	Pacific Advertising Service	Richmond	9-5803
Houston Advertising Service Co.	NOrmandie	5-5886	Packard, Jack Advertising	CHapman	5-5591
Hubley Adv. Agency	DUnkirk	2-2366	Pardee Co., The	HOLLYwood	2-7306
Hunter & Wilhite Advertising	WEbster	3-7353	Patch & Curtis Advertising	HEmlock	3-4919
Hutahinson Advertising	HOLLYwood	2-4500	Patton, George Adv.	HOLLYwood	2-0841
Irwin, Howard, & Assoc.	DUnkirk	8-1219	Paul & Baum	OL	3-2110
Jay, Clarence L. Industrial Adv.	NOrmandie	4-7131	Pell, Ben, Advertising	MAdison	2-1557
Jaycraft Co.	THornwall	2-5310	Perrett Co., The	MAdison	8-2388
Jenner, Don, Advertising	DUnkirk	2-8321	Pflaum, Stanley, & Associates	OL	2-0332
Jensen, Walter L., Advertising	DUnkirk	9-8355	Porter, Wesley H., Adv.	AXminster	3-0400
Jett Advertising	HOLLYwood	2-6635	Productive Advertising	AXminster	1-1322
Johnson, J. Howard	MAdison	4-8464	Ramsey, Brown & Co.	HOLLYwood	3-6851
Johnson & Lewis	HOLLYwood	5-7105	Raymond, J. W., Advertising	HU	3-4330
Jones, Paul, & Associates	DUnkirk	1-3003	Raymond, Larry, Co.	WEbster	8-8125
Kaplan, Sara Jane, Advertising	OLive	3-6057	Robin Co., The	DUnkirk	3-3114
Kaufman, Lon, Co.	DUnkirk	8-2725	Robin, Lee & Arnold	CRestview	4-5853
Kaufman, Hans E., & Co.	HOLLYwood	3-3800	Robins, Jerome, Agency	DUnkirk	8-0661
Kay-Christian Advertising	WEbster	9-1347	Roche-Eckhoff & Lee	OLive	5-7670
Keane, Raymond, Advertising	OLive	3-8650	Rockett-Lauritzen	REpublic	4-2106
Keene & Associates	OLive	3-7420	Ross, Charles, Adv., Agency	HOLLYwood	2-1184
Kelloga, Edw. S.	DUnkirk	7-5213	Ross, Clark	WEbster	4-5152
Kelso, M. H., & Co.	DUnkirk	2-2072	Ross, Roy, Inc.	HOLLYwood	9-6263
Kenyon & Eckhardt	HO	9-9044	Russell-Stuart & Assoc.	HOLLYwood	3-6156
Kennedy, Walker & Wooten	OL	2-0555	Sawdon, Frank	HOLLYwood	4-7579
Keyes, Madden & Jones	HOLLYwood	9-3974	Schurrer, Lou, Adv.	HOLLYwood	3-3800
Killingsworth Co.	DUnkirk	5-6111	Scott, M. B., Advertising	OL	3-5330
Klitten, Martin R., Co.	DUnkirk	7-8395	Sebrell, J. B., Adv. Agcy.	MAdison	6-9397

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Seros, George J., AdvertisingOL	2-1793
Shane, Leonard, AgencyHollywood	9-2258
Shay AdvertisingHollywood	4-1158
Sheldon, Lisle Adv.Hollywood	3-2366
Sherman & Pam.Hollywood	7-3111
Show ManagementWEBster	8-0148
Sieck, Charles H.GRanite	3-3659
Simmons, DeanWEBster	1-1311
Smalley, Levitt & SmithHollywood	2-7236
Speer Advertising AgencyRichmond	7-9626
Spees Advertising AgencyDUnkirk	9-6933
Stahl, Charles N., Adv. AgencyHollywood	2-7344
Stebbins, Barton A., Adv.DUnkirk	8-8131
Stebbins, Hal, Inc.Richmond	9-5317
Steinlauf, Malcolm, & Co.WEBster	3-7564
Steller, Miller & Lester, Inc.DUnkirk	7-5377
Stiller, Hunt AdvertisingBRadshaw	2-0204
Stodel AdvertisingMAdison	2-1193
Straus, J. M., & Co.OLympia	2-6613
Strumberger, LaVane & McKenzieDUnkirk	5-2211
Sudler Co.BRadshaw	2-3438
Sullivan Stauffer Colwell & BaylesHollywood	4-2119
Sussman & Meyer Adv.OLive	5-8730
Swafford & Co.OLdfield	5-9690
Taggart & YoungWEBster	3-8108
Tatham-Laird, Inc.Hollywood	1-9228
Taylor Host, Inc.CApitol	5-3208
Thompson, J. Walter, Co.OL	3-0300
Thompson-McDonaldHollywood	2-7249
Tilds & Cantz AdvertisingOLeander	5-9270
Todd, Michael, AdvertisingHollywood	5-8036
Tullis Co., Inc., TheHollywood	2-6333
Tyler-Smith, T., AdvertisingDUnkirk	7-5519
United Bench AdvertisingAXminster	2-8107
Universal Advertising Agency, Inc.Hollywood	4-8218
Van der Boom, Hunt, McNaughtonDUnkirk	2-6203
Vanderhurst Adv.Hollywood	7-9191
Van-Scott, Inc.DUnkirk	9-2300
Victor, A. J., CompanyAXminster	4-7555
Voorhees, P. W., Inc.BRadshaw	2-3726
Wade, Adv. AgencyHollywood	4-7457
Walsh, Nellie L., AdvertisingMA	2-9853
Warwick & Legler, Inc.OL	3-0130
Weatherwax-Spurgeon & AssociatesMA	7-2633
Webster, R. W., Adv.MAdison	9-2283
Weinberg, Milton, Adv. Co.OLive	3-2300
Weiser, Marly, Co.CRestview	4-8929
Welsh, Hollander & Coleman Adv.DUnkirk	9-1171
Wessells, George M., CompanyWEBster	6-7668
West-Marquis, Inc.HUNtley	2-5430
Westwood, Tom, Adv. Agcy.CH	5-5051
Whiteman, RichardDUnkirk	5-2054
Wilder, AlvinREpublic	4-2186
Williams, Dallas & SonsHollywood	2-6396
Willis, Harry G., & Assoc.CHapman	5-5533
Winan & Co., PaulRichmond	7-5189
Wolfer-Douglass-Bennington, Inc.Cumberlnd	3-6242
Wood, Frank A.WEBster	8-8540
Wolf, Len, Co.DUnkirk	8-2361
World Advertising (Long Beach)HEmlock	5-6094
World Wide Want Ad ServiceMAdison	7-9983
Wynne-Alexander AdvertisingMURray	2-2319
Young, Marvin, AssociatesHollywood	2-2684
Young & RubicamMAdison	6-7641

Radio-TV Program Prods.

Aladdin EnterprisesHollywood	2-6686
Alexander, M & A, ProductionsHollywood	4-7571
Burrud, Bill, ProductionsHollywood	3-8181
Cavalade Television ProgramsOL	4-4144
Cheshire & AssociatesHollywood	9-4580
Consolidated Film IndustriesHollywood	9-1441
Corradine, Tom J., & AssociatesHollywood	2-4448
Commodore ProductionsHollywood	9-7502
Crosby, Bing, EnterprisesBRadshaw	2-2771
Fairbanks, Jerry, Inc.Hollywood	2-1101
Gibson, Grace, Radio Prods.Hollywood	9-4580
Guedel, John, Radio ProductionsOLive	3-8000
Hollywood Central RecordingHollywood	3-2131
MacGregor, C. P., Sound StudiosDUnkirk	4-4191
MCA-TVBRadshaw	2-3211
Patin, Ray, ProductionsHollywood	2-1147
RCA, Victor DivisionRAYmond	3-6661
Radio Recorders, Inc.Hollywood	3-3282
Reynolds, Stuart, Prod.CRestview	4-7863
Rockett, Frederick K., Co.Hollywood	4-3183
Rocket Pictures, Inc.Hollywood	7-7131

Ross, JackHollywood	9-4019
Rourke, Jack, ProductionsHollywood	3-7178
Screen Gems, Inc.Hollywood	2-3111
Snader Telescriptions Corp.Hollywood	2-1261
Steffner, Wayne, Prods.Hollywood	3-4173
Studio & Artists RecordersHollywood	4-8241
Sutherland, John, Prods., Inc.DUnkirk	8-5121
Telefilm, Inc.Hollywood	9-7205
Telepix Corp.Hollywood	4-7391
TV SpotsHollywood	5-5171
Tuchman, Harris, ProductionsWEBster	6-7189
Universal RecordersHollywood	9-8282
Western RecordersHollywood	3-6811
Wilding Business Commu.WEBster	8-0183
World Broadcasting SystemOLdfield	4-2800
Wright, Carter, Enterprises, Inc.Hollywood	9-0944
Ziv, Frederic W., Co.OLdfield	4-2800
Ziv Television Programs, Inc.OLdfield	4-2800

TV Film Producers-Dist.

M & A Alexander ProductionsHO	4-3414
George Bagnall & AssociatesOL	2-8050
Bonded TV Film Service, Inc.OLd	4-7575
Frank Cooper AssociatesCR	4-5971
Jack Denove Productions, Inc.HO	4-8331
Desilu Productions, Inc.HO	9-5911
Walt Disney StudioTH	5-3141
Dougfair CorporationHO	5-6164
Jerry Fairbanks ProductionHO	2-1101
Family Theater, Inc.HO	2-1317
Don Fedderson ProductionsHO	9-5911
Filmcraft ProductionsOL	3-2430
Filmaster Productions, Inc.HO	4-6122
Flying A Prod.HO	9-1425
Four Star Films, Inc.HO	2-6231
Gross-Krasne, Inc.HO	2-7141
Hollywood Television Service, Inc.PO	3-8411
Interstate TV CorporationNO	2-9181
Mark VII, Ltd.TR	7-0621
Robert Maxwell & AssociatesHO	2-6027
McCadden ProductionsHO	4-2141
McDallion TV Enterprises, Inc.HO	2-6635
Carlton E. Morse Enterprises, Inc.TH	5-7000
Paramount Television Productions, Inc.HO	9-3181
Playhouse PicturesHO	5-2193
Roland Reed TV ProductionsHO	9-1628
Revue Productions, Inc.TR	7-1211
Hal Roach StudiosUP	0-2931
Screen Gems, Inc.HO	2-3111
Stage Five Productions, Inc.HO	7-3111
Swift-Chaplin Productions, Inc.HO	2-0761
TCF Television Productions, Inc.HO	2-6231
Twentieth Century Fox TelevisionHO	2-6231
UPA Pictures, Inc.TH	2-7171
Universal Pictures Co., Inc., TelevisionTR	7-1211
Van Praag ProductionsDU	1-3819
Warner Bros. Pictures, Inc. TV DivisionHO	9-1251

Artists Agencies

Alexander, Alex AgencyCRestview	1-6101
Allied CastingHollywood	3-7124
Alvarado, CarlosOL	5-6840
American Federation of TV-RadioHollywood	4-5123
Aragon AgencyUPTon	0-4565
Armstrong-DeuserCRestview	4-8135
Ashley-Steiner CorporationCRestview	4-8511
Artigue, LouisCRestview	6-2488
Auer, Miles BohmHollywood	2-6416
Barnes, William, AgencyCRestview	1-5256
Barry, Vy, AgencyHollywood	9-2127
Barskin Agency, TheOL	2-5470
Bell, Marcella AgencyCRestview	6-0012
Bender, DavidOLympia	2-1465
Bernie, HermanCRestview	5-0117
Bonham, C. HerschelHO	4-3060
Brandies, Bob, AgencyHollywood	5-6978
Brewis, AlexOL	2-5470
Clouston-StempelCRestview	4-8343
Cloutman-Barskin-ShortCRestview	1-9093
Columbia Artists ManagementMAdison	6-2327
Condit AgencyHO	4-9233
Connor, AllenHollywood	5-0834
Cooper, Frank, AssociatesCRestview	4-5971
Cooper, RayCRestview	6-9769
Cumber, Lil Attractions AgencyAXminster	3-6159
Davis, Charles AgencyHollywood	6-2888

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Davis, Mary Webb	OL	5-6747	Pearson, Ben	CRestview	4-5488
Dawn, Wilma Agency	HOLLYWOOD	5-7438	Pomeroy, Jack	HOLLYWOOD	9-6366
Donaldson Agency	OL	2-0355	Preminger-Stuart	OL	6-2360
Fame Agency	CRestview	6-6238	Richards, Danny Agency	HOLLYWOOD	7-5295
Famous Artists	CRestview	4-7433	Rocamora, Wynn	OL	2-9710
Flaire Agency, The	OL	6-3060	Rosen, Jerry Agency	CRestview	4-5861
Frings, Kurt	CRestview	4-8881	Rush, Art Inc.	CRestview	4-6841
Garfield, Milton	CRestview	1-7227	Ryan, Frank	CRestview	1-4627
Gefsky, Harold L.	OL	3-6145	Schuller, William Agency	CRestview	4-6949
General Artists Corporation	BR	2-4259	Schwartz Agency	OLive	3-0400
Gertz, Mitchell	CRestview	4-5491	Screen Children's Guild Agency	HOLLYWOOD	9-6231
Gold, Herb	CRestview	4-8171	Shauer, M. A.	CRestview	1-1103
Gold, Sid	4-7247		Shaw, Glenn	OLive	5-6956
Goldstone, Tobias	BRadshaw	2-9235	Shipley, Howard Agency	CRestview	6-6251
Gould, Billy	OL	6-1122	Shurr, Louis	CRestview	4-8111
Green, Ivan	OL	2-4010	Sindell Agency	CRestview	4-8181
Greshler, Abner	Oldfield	4-5960	Small, Paul	BRadshaw	2-0496
Griffith, Byron	HOLLYWOOD	7-2600	Snitzer, Lou-Fritschi, Al, Inc.	HOLLYWOOD	9-6271
Grossman, Milton M.	CRestview	4-8631	Sodara Agency	Upton	0-6001
Halliburton, Jeanne	CRestview	5-5575	Somlyo, E. T.	CRestview	6-2041
Halsey, Reece Agency	OLive	2-2409	Stewart, Rosalie	CRestview	4-6123
Hamilburg, Mitchell	OL	2-5160	Swanson, H. N.	OL	2-5385
Herdan-Sherrill	CRestview	1-5236	Swoverland, Harold	OLive	6-0900
Herzbrun, Walter	OL	2-7210	Thompson, Lionel B.	CRestview	1-2188
Herzon, Hal	HOLLYWOOD	2-1414	Ullman, George	CRestview	4-5238
Hill Agency & Associates	HO	2-5239	Usher, Marge	CRestview	4-6161
Ingersoll, George, Agency	HOLLYWOOD	7-0862	Wadsworth, J. B.	CRestview	6-0698
Irwin, Lou	CRestview	1-7131	Weil Agency, The	OL	2-2872
Jackson, Edith	HOLLYWOOD	7-0155	Weiner, Jack	OLympia	2-1140
Joyce Agency	HOLLYWOOD	3-6616	Weintraub, Murry	CRestview	1-1137
Kaufman, Milton	CR	5-5028	Westwood Artists Agency	GRanite	7-1264
Kendall-White Agency	OL	7-1050	White, Wm. B.	CRestview	5-4774
Kingston, Al, Enterprises	CRestview	6-8538	Wiley, Richard	OLive	2-5775
Kohner, Paul	CRestview	1-5165	Wilkins, Paul	CRestview	1-6188
Kumin-Olenick Agency	CRestview	4-5221	Willson, Henry	Oldfield	2-7452
Lance, Leon O.	OL	2-0191	Wookey, Betty, Agency	HOLLYWOOD	2-2301
Lauren, J. W., Agency	OL	6-4070	Zimmerman, Herman Agency	CRestview	6-0266
Lazar, Irving	CRestview	5-6153			
Leonard, Fred	HOLLYWOOD	4-7546			
Levee, Sid	CRestview	4-8631			
Longenecker, Robt.	OLive	3-3770			
McMillan, Hazel	CRestview	6-3603			
MacQuarrie, Earl	CRestview	4-8919			
Manuel, Alvin G. Agency	CRestview	4-5288			
Marion, Paul Agency	OL	2-9540			
Marx, Bert	CRestview	4-8555			
McHugh, Jimmy, Jr.	CRestview	4-5167			
Medford, Ben	CRestview	1-7021			
Messinger, Lili	CRestview	5-8541			
Meyers, Walter	CRestview	1-8161			
Middleton, Wallace	OL	6-4460			
Mishkin Agency	OLive	2-0944			
Moore, Lola	CRestview	6-5401			
Morris, William	CRestview	4-7451			
MCA Artists	CRestview	4-7711			
Ochs, Al	HOLLYWOOD	9-6470			
Oliver, Maurice	OL	6-3651			
Omega Artists, Inc.	HOLLYWOOD	9-7187			
Payton, Bob	OL	6-1880			

Publications

Billboard, The	HOLLYWOOD	9-5831
Broadcasting Magazine	HOLLYWOOD	3-3148
Film Daily, The	HOLLYWOOD	9-5358
Hollywood Reporter	HOLLYWOOD	4-7411
Media Agencies Clients	OL	7-1440
Radio-TV Daily	HOLLYWOOD	9-3951
See-Hear	HOLLYWOOD	9-2707
Sponsor	HOLLYWOOD	4-8089
TV Guide	HOLLYWOOD	5-2103
TV-Radio Mirror	EXmont	7-8640
Variety	HOLLYWOOD	9-1141

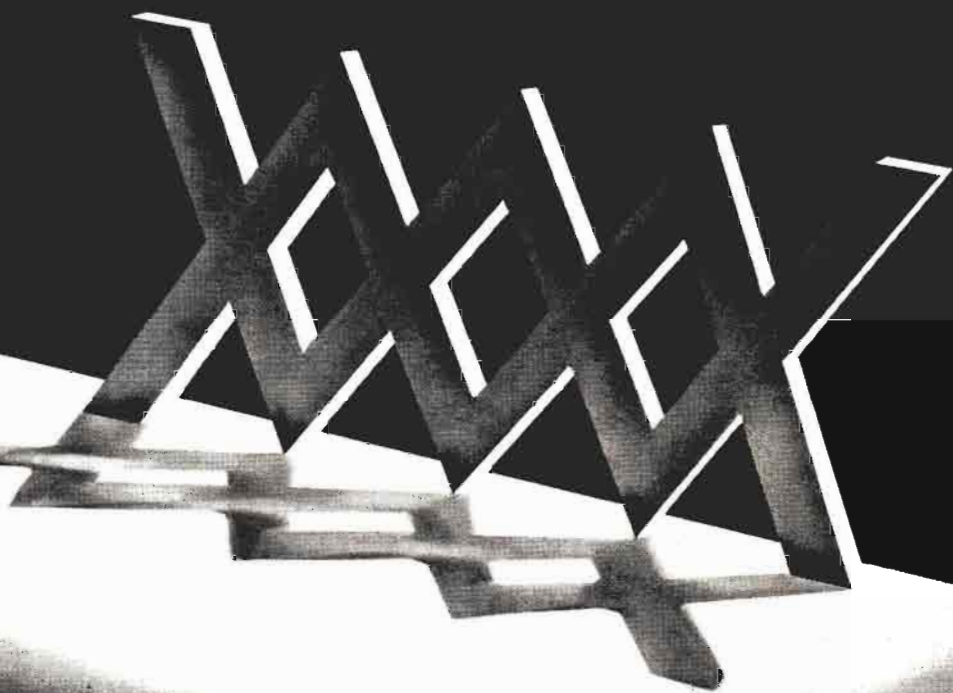
Radio-TV Audience Surveys

American Research Bureau	HOLLYWOOD	9-1683
Facts Consolidated	OLive	3-3114
Moffett Research Co.	HOLLYWOOD	3-5653
National Audience Board	CR	1-8141
Pulse, Inc.	OL	3-7733

FOR PERSONNEL AND
LOCAL ADDRESSES ON
ABOVE PHONE NUMBERS

SEE
EDITORIAL INDEX
(Page 7)

SINCE 1898 THE AGENCY OF THE SHOW WORLD



WILLIAM MORRIS AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON • PARIS • ROME

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TELEVISION DAILY

presents

ADVERTISING AGENCIES

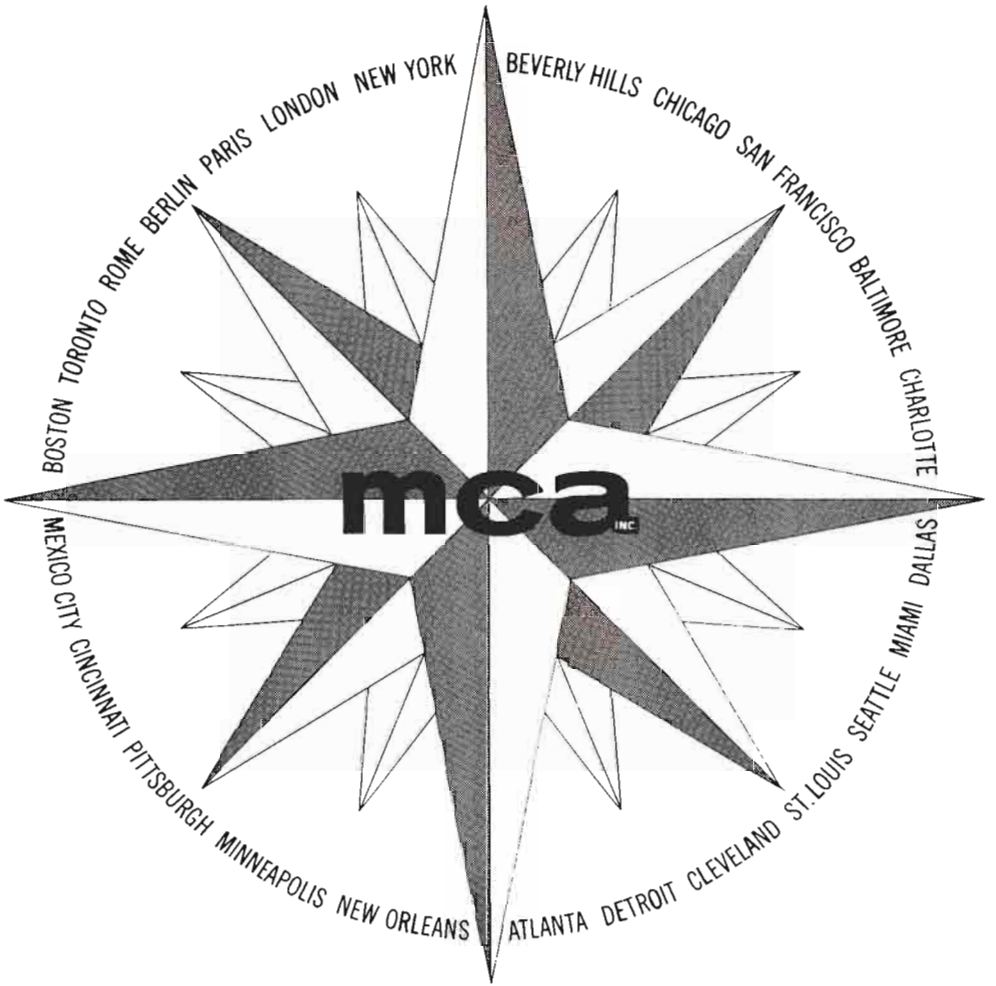
☆ ☆ ☆ ☆ ☆

BRANCH OFFICES
EXECUTIVE PERSONNEL
TIME BUYER BIOGRAPHIES

SPONSOR SECTION

MARKET DATA
FINANCIAL FIGURES
NETWORK TV ADVERTISERS

1960



100 NATIONAL & REGIONAL TV SPOT ADVERTISERS

—Est. Expenditure For 4th Quarter 1959—

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.	\$12,035,100	37. E. & J. Gallo Winery	732,100
2. Adell Chemical Co.	4,424,200	38. General Motors Corp.	724,000
3. General Foods Corp.	3,592,200	39. Philip Morris, Inc.	719,100
4. Bristol-Myers Co.	3,536,600	40. Pepsi Cola Co./Bottlers	714,000
5. Colgate-Palmolive Co.	3,266,300	41. Carter Products, Inc.	711,100
6. American Home Products Corp.	3,207,800	42. R. J. Reynolds Tobacco Co.	695,100
7. Brown & Williamson Tobacco Co.	3,007,200	43. National Biscuit Co.	690,900
8. Continental Baking Co.	2,933,500	44. General Toy Co.	688,500
9. Lever Brothers Co.	2,712,100	45. Consolidated Cigar Corp.	687,000
10. International Latex Corp.	2,687,600	46. Andrew Jergens Co.	683,600
11. Miles Laboratories, Inc.	2,267,900	47. General Motors Corp./Dealers	668,000
12. Warner-Lambert Pharmaceutical Co.	2,100,800	18. Lanolin Plus, Inc.	667,500
13. Yick Chemical Co.	1,966,500	49. North American Phillips Co., Inc.	630,600
14. Pillsbury Co.	1,791,300	50. Helene Curtis Industries	621,400
15. Standard Brands, Inc.	1,517,900	51. Heublein, Inc.	614,800
16. Kellogg Company	1,101,800	52. Norwich Pharmacal Co., Inc.	610,200
17. Robert Hall Clothes, Inc.	1,316,300	53. General Mills, Inc.	610,100
18. Nestle Co., Inc.	1,337,700	54. Minute Maid Corp.	603,200
19. American Tobacco Co.	1,332,000	55. Texize Chemical Co.	586,500
20. Liggett & Myers Tobacco Co.	1,293,900	56. Carling Brewing Co., Inc.	580,500
21. Wesson Oil & Snow Drift	1,062,400	57. Pabst Brewing Co.	575,700
22. Sterling Drug, Inc.	1,061,500	58. Shell Oil Co.	558,000
23. William Wrigley Jr. Co.	1,047,200	59. Drug Research Corp.	547,500
24. Avon Products, Inc.	1,039,500	60. Ralston-Purina Co.	544,000
25. J. A. Folger & Co.	1,026,900	61. Maybelline Co.	543,100
26. Ford Motor Co./Dealers	999,700	62. Helena Rubinstein, Inc.	531,700
27. Coca-Cola Co./Bottlers	991,900	63. Jos. E. Schlitz Brewing Co.	528,000
28. Plough, Inc.	916,300	64. American Chicle Co.	522,500
29. Max Factor & Co.	908,000	65. Gillette Co.	513,700
30. Wander Co.	871,700	66. U. S. Borax & Chemical Corp.	511,100
31. Corn Products Co.	837,000	67. Chesebrough-Ponds, Inc.	504,500
32. Quaker Oats Co.	828,300	68. B. T. Babbitt Co., Inc.	499,800
33. P. Lorillard & Co.	826,100	69. Falstaff Brewing Corp.	496,100
34. Revlon Inc.	806,000	70. Tea Council of U.S.A.	493,100
35. Schick, Inc.	802,100	71. Fels & Co.	491,800
36. Anheuser-Busch, Inc.	767,200	72. Parker Pen Co.	484,000

(Continued on Page 113)

GATHERING PLACE OF
THE AD AGENCY,
TV AND RADIO
PROFESSIONS

Rattazzi

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

LUNCHEON, COCKTAILS, DINNER

Facilities available for private cocktail and dinner parties
at the second floor Topside Room.

The Jungle Room available for private luncheon and dinner
parties for ten people or less.

(Continued from Page 111)

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
73. Esso Standard Oil Co.....	481,000	86. Chrysler Corp.	418,100
74. Hertz Corp.	479,800	87. Louis Marx & Co., Inc.....	417,000
75. Alberto-Culver	470,500	88. Atlantis Sales Corp.....	416,600
76. Swift & Co.....	456,700	89. E. F. Drew Co., Inc.....	401,000
77. Quality Bakers of America....	449,500	90. Duncan Coffee Co.....	398,200
78. Welch Grape Juice Co., Inc....	449,200	91. United Vintners, Inc.....	396,100
79. Kayser-Roth Hosiery Co.....	440,100	92. Sun Oil Co.....	388,000
80. Standard Oil Co. (Indiana)....	437,200	93. National Dairy Products Corp..	387,000
81. Associated Products, Inc.....	435,700	94. Chunky Chocolate Corp.....	385,500
82. Piel Bros.	432,700	95. Monarch Wine Co., Inc.....	384,600
83. Pharma-Craft Corp., Inc.....	430,300	96. Contadina Foods	382,500
84. Interstate Bakeries Corp.....	428,700	97. Lanvin Parfums, Inc.....	379,400
85. Exquisite Form Brassiere, Inc.	418,400	98. Food Manufacturers, Inc.....	377,600
		99. Paxton & Gallagher Co.....	372,500
		100. Gold Seal Co.....	368,500

Source: TvB; Rorabaugh

SPOT TV EXPENDITURES

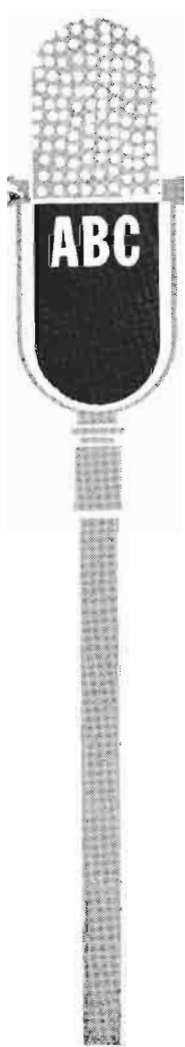
—By Time of Day and Type of Spot—

A breakdown of spot television expenditures by "time of day", comparing the current Fourth Quarter with the same period 1958, revealed that the largest increase currently was in the use of Nighttime* television. An analysis of "type of activity" showed that Announcements** had the largest increase in dollar expenditure.

<i>Time of Day</i>	<i>Amount</i>	<i>Percent</i>
Day	\$ 62,297,000	37.6
Night	81,960,000	49.4
Late Night	21,475,000	13.0
Total	\$165,732,000	100.0

<i>Type of Activity</i>	<i>Amount</i>	<i>Percent</i>
Announcements	\$127,971,000	77.2
ID's	17,695,000	10.7
Programs	20,066,000	12.1
Total	\$165,732,000	100.0

* During Class "A" time.
 ** Including participations.
 Source: TvB



THE PETKER IDEA!

Programming your client on Gifts for Listeners* is the greatest and most effective adjunct to advertising and publicity. For further information contact **Al Petker**, The Contest Man, 59 E. 54th Street, New York City, 328 South Beverly Drive, Beverly Hills, California.

ADVERTISING AGENCIES

— AGENCY RECOGNITION SYMBOLS —

AAAA—AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
 ABC—AUDIT BUREAU OF CIRCULATION
 ABP—ASSOCIATED BUSINESS PAPERS
 AFA—ADVERTISING FEDERATION OF AMERICA
 ANPA—AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
 APA—AGRICULTURAL PUBLISHERS ASSOCIATION
 NBP—NATIONAL BUSINESS PUBLICATIONS
 NOAB—NATIONAL OUTDOOR ADVERTISING BUREAU
 PPA—PERIODICAL PUBLISHERS' ASSOCIATION
 SNPA—SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

A. D. ADAMS ADVERTISING

37 W. 53rd St., New York 19, N. Y.
 Phone: CIRCLE 6-2940
 ABP

Owner.....A. D. Adams
 TV & Radio Consultant.....Sylvia Green
 Media Director.....Robert Feldman

ADAMS & KEYES

3 E. 54th St., New York, N. Y.
 Phone: PLaza 1-5630

AAAA—ABP—ANPA—ABC

Chairman.....Stanley J. Keyes, Jr.
 President.....B. D. Adams
 Exec. V.P.....Ed. C. Hoffman
 Senior V.P...A. A. Anthony, Thomas Dixey,
 Jack Hardy, James Freeman
 V.P. West. Div.....W. D. Sloan
 Asst. Treas.....Charles W. Schiess
 Production Manager.....Elmer Anderson

Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.
 Phone: ANdover 3-5966

Manager.....C. Harris
 1750 Peachtree Rd. N.W., Atlanta
 712 S. Curson Ave., Los Angeles, Calif.
 Phone: WEbster 8-3781
 Mgr.W. D. Sloan

WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-5210

AAAA—ABP—ANPA—APA—NBP—NOAB
 Pres.-Treas.....William Hart Adler
 Vice Pres.....Thorpe E. Wright
 Asst. to Pres.....John J. Petrie
 V.P., Publicity.....Ben E. Graves
 Art Director.....A. Warren
 Media Director.....Dale Heath
 Radio-TV Buyer.....Alidor Belski
 Assoc. Research Dir.....Kenneth M. Davee

Branch Office

101 Park Ave., New York, N. Y.
 Manager.....J. G. Berens

ADMASTERS ADVERTISING, INC.

3432 Connecticut Ave.
 Washington 8, D. C.
 Phone: Emerson 3-4886

President.....John E. Waterfield

ADVERTISERS' BROADCASTING COMPANY

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

Exec. Producer.....Sholom Rubinstein
 Director.....Bernard Rubinstein
 Copy Chief.....David M. Hausdorff

ADVERTISING & MERCHANDISING, INC.

1100 American Bldg., Dayton 2, O.
 Phone: BA 3-8885

President.....Ralph Kaufman
 Radio-TV.....Alice Lilley

AIKEN ADV. AGENCY, INC.

110 W. 40th St., New York 18, N. Y.
 Phone: LA 4-3895

ABP—ANPA

President.....Sigmund C. Aiken
 V.P.'s.....Harvey Jerome, Sam Porter
 Art Director.....Pete Costanza

AITKIN-KYNETT CO., INC.

1400 South Penn Square,
 Philadelphia 2, Pa.
 Phone: LOcust 8-6700

AAAA—ABC—ABP—AFA

Chmn. of Bd.....H. H. Kynett
 President.....Allen C. Smith
 V.P., Secy.....Geo. B. Barnard
 V.P.....H. B. Montgomery
 Treasurer.....Joseph C. Baugher
 Creat. Dir.....Richard G. Cummins
 Production Director.....C. A. Masci
 Research Dir., Publicity..Edward Goldsmith
 Radio-TV Time Buyer.....Alan Bobbe
 Media Research Dir.....Michael Walsh
 Radio-TV Dir.....Allen Gray



Captive or Captivated Audience?

There's all the difference in the world between a "captive audience" and a "captivated audience."

This goes for the commercials as well as the show.

Young & Rubicam, Inc.

ADVERTISING AGENCIES

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
 Phone: HOllywood 9-8273
 Exec. Vice-Pres. Pauline Hagen
 Secretary-Treas. Evelyn R. Jones
 Promotion Cy Jackson
 Acct. Exec. Fred L. Allen

BAKER, TILDEN, BOLGARD & BARGER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
 Phone: DElaware 7-8000
 AAAA—ABC—ABP—ANPA
 Chairman. Louis E. Tilden
 President. Bruce A. Baker
 V.P.'s. C. E. Bolgard, Harry
 A. Johnson, William C. Aiston, Robert W.
 Smyth, Rena L. Nelson, Cecil E. Barger
 Sec. & Treas. Dorothy Steitz
 Radio-TV Mgr. George J. Jarrett
 Time Buyer & Accounts: Clifford E. Bol-
 gard; Quaker Oats Co.; Squirt-Chicago Bot-
 tling Co.; Boyer Chemical Co.
 Estimated Radio Billings: \$50,000.
 Estimated TV Billings: \$2,000,000.

BARTON ALEXANDER ADV. AGENCY

ANPA
 2975 N. Reynolds Rd., Toledo, Ohio
 Phone: FRanklin 1891
 President. Barton Alexander

ALLEN & REYNOLDS, INC.

3104 Farnam Street, Omaha 31, Neb.
 Phone: JACKson 0150
 AAAA—ABP—ANPA—ANA
 President. Milton H. Reynolds
 V.P. & Treas. Robert H. Reynolds
 V.P. & Sect. Helen Moeller
 Vice Presidents. O. Earl Lowry, Edward C.
 Whelan, John B. Enis, Quentin H. Moore
 Radio-TV, V.P. Lyle De Moss
 Mgr. Don B. Amsden
 Time Buyers. Lyle De Moss, Don B. Amsden

ALLEN, DORSEY & HATFIELD, INC.

5010 Sunset Blvd., Los Angeles 27, Calif.
 Phone: NORmandy 3-9343
 APA—ANPA—ABP—NBP
 President. L. E. Hatfield
 Secy. & Treas. H. H. Allen
 Media Director. Stuart Sneed
 Creative Director. W. H. Inge
 Art Director. L. L. Mason

ALLIED ADVERTISING AGENCIES

4643 Beverly Blvd., Los Angeles 4, Calif.
 HOLLYwood 2-0837
 President. W. Fehr Gardner
 Treasurer. Maxine Blankenship
 Art Director. Jack Robins
 Account Exec. Dick Gardner

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: MU 8-5800
 AAAA
 President. John A. Cairns

V.P., Sec. James C. Cumming
 Exec. V.P. Thomas Vohs
 V.P., Treasurer. Abraham Fisher
 V.P., Ch., Strategy Bd. W. C. Wheeler
 Vice Pres., Radio-TV. Victor Seydel
 Asst. (Radio-TV) Nicky Shapiro
 V.P., Copy. Sherman Rogers
 V.P., Art. Ev. Henke

ARKWRIGHT ADVERTISING AGENCY

65 East 55th St., New York 22, N. Y.
 Phone: PLaza 1-5515
 Exec. V.P. Jerry Bess
 Vice President. Jack Wilcher
 Media Director. James Hackett
 Radio-TV Prod., Dir. Thos. Mannos
 Branch Office
 1717 No. Highland Ave., Hollywood, Calif.
 Manager. Richard Westman

ARMSTRONG, FENTON & VINSON, INC.

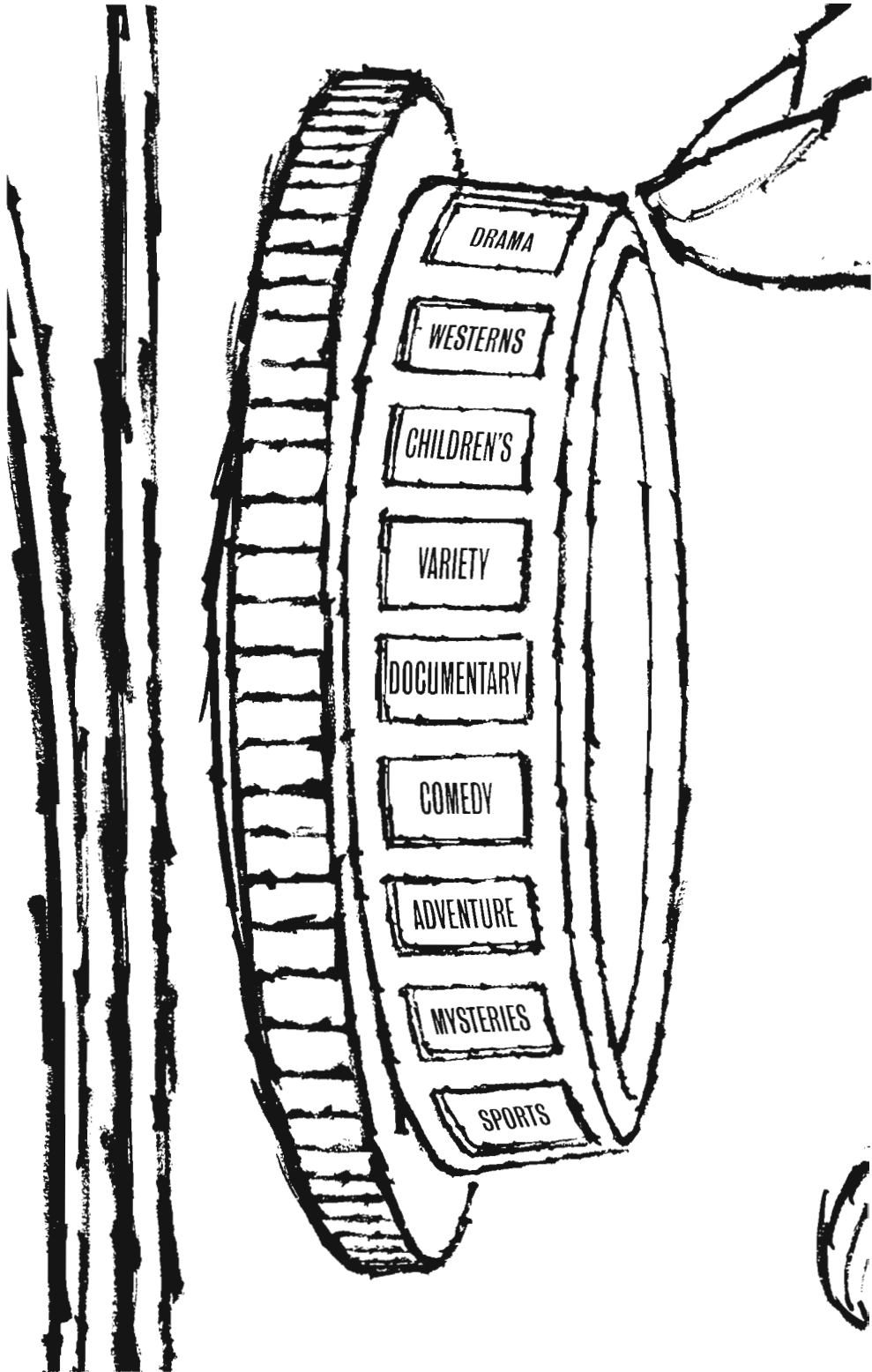
548 Spreckels Bldg., San Diego 1, Calif.
 Phone: BE 3-0101
 ANPA—APA
 President. T. G. Armstrong
 Exec. V.P. G. E. Vinson
 General Mgr. R. G. Bennett
 Copy Ch., Media & Radio-TV Dir.,
 Time Buyer. Dorothy Koeme

ATLANTIC-BERNSTEIN ASSOCIATES

655 Madison Ave., New York 21, N. Y.
 Phone: TEMpleton 8-8250
 Partners. Murry E. Cohen, Irving H.
 Glick, Ted Bernstein
 Art Dir. Luis Daussa
 Production Mgrs. Don Williams, Arthur
 Abravanel
 Media Director. Sylvester J. Bernstein
 Copy Chief. Julius Golden

AUBREY, FINLAY, MARLEY & HODGSON, INC.

230 N. Michigan Ave., Chicago 1, Ill.
 Phone: FINancial 6-1600
 AAAA—ABP—ANPA
 Chairman of Board. James T. Aubrey
 President. H. Earl Hodgson
 V.P., Secy. Robert C. Marley
 Treasurer, Asst. Secy. Ann E. Ferngren
 Vice-Presidents. Joe H. Serkowich,
 Kenneth Hill, Donald E. McGuiness
 Dir. Media Res. Frederick R. Hansen
 Art Director. Raymond O. Hosford
 Business Manager. Norman M. Finke
 Prod. Mgrs. J. P. Pancoast,
 John Rendla, Geo. Rezek, Jean Usner
 Account Exec. Cecil E. Barger,
 Philip R. Emmons, Lynn K. Huffman,
 Perry B. Johns, Frederic A. Lyman, Donald
 E. McGuiness, Joe H. Serkowich, Kenneth
 W. Snyder





TV- WHICH WAY?

He may choose one of several channels. Or none. That depends on the offerings, and how they're served up. Providing the right show for the right audience at the right time is the special talent of McCann-Erickson program specialists.

Broad mass audiences call for individual types of programming. Specialized groups require others. Thus our experienced program-builders have helped to select and produce such attractions as five of '59's top-rated specials, four of the leading westerns, three of the finest drama shows and this season's outstanding documentary (winner of two Sylvania awards.)

Such an approach is too all-inclusive for any narrow formula concept. It makes for constantly fresh and stimulating TV offerings, of which both client and agency can be proud.

McCANN-ERICKSON, INC.

DECEPTION IN ADS?

... Animation Offers Freedom

By TOM GOLDEN

Animation Dir., National Screen Service Corp.



WITH so-called "deception" and "misleading advertising" in television commercials a subject for public discussion, the difficulties facing the advertising agency and manufacturer of products, which do not lend themselves properly to the limitations of live photography without some adaptation, have become a matter of serious concern within the ranks of those responsible for television commercial production.

To the experienced, the line between photographic necessity and deception is clear and well defined, but this is no longer the entire issue. Utterly confused by charges and countercharges the viewer is incapable of making the distinction. He has been given the impression that photography and misrepresentation are synonymous and the climate of suspicion and distrust which has been created, distracts him from the sales message and puts him in the mood to examine all advertising claims circumspectively and to be wary of camera trickery in live filmed television commercials. We feel that there is an answer to this perplexing uncertainty of what can and what cannot be done—an answer which both solves the problem and avoids the controversy: Animation! Animation, by its very nature, provides the artistic license that live photography has now been deprived of by this dispute.

It is no secret that the use of animated commercials and combinations of animation and live footage has increased tremendously in recent years.

Among the many advantageous factors inherent in the use of animation in television commercials, is the opportunity to create completely distinctive personalities. Here we have limitless freedom to design characters of nearly universal appeal, who become identified with the sponsor's product to such an extent that they begin to sell the moment they appear on the screen. Animation also makes it possible to enjoy unlimited continuity of these characters without the many obvious shortcomings of using live personalities. In addition, the production of animated commercials can, in many instances, be accomplished at a substantially lower cost than studio or location shooting.

But most important is the ability of the animator to combine entertainment with advertising, humor with sales message, and to interweave both into a likeable commercial. The flexibility of the cartoon character permits the use of material and situations which might be difficult or impossible under live conditions.

By no means do we suggest that animation should be used in all television commercials. Far from it! The major share of our business is—and always will be — live production. Most products or situations have no photographic problems or their problems can easily be corrected to the full satisfaction of the most skeptical viewer. There is plenty of room for imaginative photography and creative presentation in the studio or on location without running afoul of those inclined to be cynical.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
 Phone: WALnut 5-0100
 ANPA—ABP—ABC

Chairman of Board.....H. A. Batten
 President.....Warner S. Shelly
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 V.P., Mng. Dir., Art Dept....R. O. Bach
 V.P., Exec. Dir., Art Dept...Charles T. Coiner
 V.P. Special Copy.....Kenneth W. Slifer
 V.P., Mng. Dir. Copy.....John J. Pullen
 V.P. Chg. Plans-Mkt...Hans L. Carstensen Jr.
 V.P. Chg. Media.....Leslie Farnath
 V.P.'s Chg. Ex. H. O. Client

Cont. Brydon S. Greene, L. Davis Jones
 V.P. Chg. Phila. Serv.....Robert F. Kurtz
 Dir., Info. Svcs.....Howard Davis
 V.P. Special Copy.....Geo. W. Cecil
 V.P. Copy Res.....Mrs. Margaret H. Rogers
 Secretary.....Alice P. Kimberline
 Treasurer.....R. Bruce Jones
 V.P., Mgr. Radio-TV Prog. &

Prod.....Thos. H. Calhoun
 V.P. Assoc. Dir. Copy.....John W. Esau
Branch Offices

Rockefeller Center, 1271 Ave. of Americas
 New York City 20, New York
 Phone: PLaza 7-5700

Vice-President.....John D. Upton
 Vice-Pres. & Dir. of

Radio-TV.....James E. Hanna
 V.P., Radio-TV Plans.....T. J. McDermott
 V.P., Mgr., Radio-TV Prod...T. M. Calhoun
 V.P. Chg. Pub. Rel.....Marvin Murphy
 V.P.'s.....Edw. R. Dunning,
 Chas. Hogen, J. Vance Babb, Robt. C.
 Alexander, Paul F. Biklen, Newton C.
 Cunningham

V.P. Chg. Bus. Devel.....Geo. T. Sweetser
 920 Statler Office Bldg., Boston 16, Mass.
 Phone: HUbbard 2-4970

V.P., Mgr.....Raymond W. Heffron
 135 S. LaSalle St., Chicago 3, Ill.
 Phone: ANdover 3-7111

Vice-President.....Thomas G. Watson
 V.P.'s.....Sterling E. Peacock,
 Howard Rose, Norman M. Bankart, F. W.
 Heckel III

4710 Penobscot Bldg., Detroit 26, Mich.
 Phone: WOodward 5-3322

Vice-President, Mgr....Richard T. O'Reilly
 413 Taft Bldg., Hollywood 28, Calif.
 Phone: HOllywood 3-4871

V.P., Mgr.....Edmund H. Rogers, Jr.
 235 Montgomery St., San Francisco, Calif.
 Phone: SUtter 1-2534

V.P. Chg. San Francisco...Harry C. Graybill
 Vice-President.....Carl Zachrisson
 1060 Bishop St., Honolulu, Hawaii
 Phone: HOlonulu 50-3681

Manager.....James P. Smith
Estimated Radio Billings: \$15,800,000.
Estimated TV Billings: \$36,000,000.

AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston 6, Texas
 Phone: JAckson 9-3766

AAAA

Pres.Robert N. Aylin
 V.P. & Acct. Execs....Chas. H. Lewis, Alston
 P. Cameron
 Radio & TV Dir.....Jo Moore
 V.P. & Prod. Mgr.....Robert I. Helm

Branch Office

1822 National Bank of Commerce Bldg.
 San Antonio, Tex.
 Phone: CA 4-7055

ManagerJames F. Anderson
Estimated Radio Billings: \$93,000.
Estimated TV Billings: \$205,000.

BADGER & BROWNING & PARCHER, INC.

75 Federal St., Boston 10, Mass.
 Phone: LIberty 2-3364

Chairman.....Joseph L. Badger
 President.....Clifford P. Parcher
 Exec. V.P.....F. S. Browning, Jr.
 Art Director.....Glen Lawrence
 Production Manager.....Eliz. Harriman

THE BAKER ADVERTISING AGENCY, LTD.

670 Bayview Ave., Toronto 17, Ontario
 Phone: HUdson 7-1511
 ANPA

President & Gen. Mgr.....W. R. Baker
 Vice-Pres.....R. C. Baker
 Asst. Gen. Mgr.....J. E. McEachern
 Planning Director.....D. C. Bythell
 Sec.-Treas.....E. M. Sutherland
 Creative Director.....Miss A. Venables
 Dir.....Jack F. Horler
 Exec. Dir.....N. Pahlen
 Media Dirs....H. L. Howerth, C. H. Brown
 Mgr.Mrs. H. Blair
 ProducerW. Krantz
 Art Dir.....W. H. Ellis
 Rsch. Dir.....B. C. LeRoy
 Mgr., Prod. Dept.....C. L. Williams

Branch Office

1255 University St., Montreal 2, P. Q.
 Phone: UNiversity 6-3049

ManagerL. LaRoque
Time Buyers & Accounts: Mrs. I. Neve;
 Adams Brands Sales, Ltd., Canadian Wall-
 paper Manuf. Ltd., Carnation Co., Ltd.,
 Chesebrough-Pond's (Canada) Ltd., Frigi-
 daire Products of Canada, Ltd., Kaufman
 Rubber Co. Ltd., Supreme Drug, Ltd. R. J.
 Spence; General Foods, Ltd.

LYNN BAKER INCORPORATED

720 Fifth Ave., New York 19, N. Y.
 Phone: JUdson 6-3900
 APA—NBP—NOAB

President.....R. Lynn Baker
 Vice-Pres., Treas.Mary Bentley Baker
 V.P., Gen. Mgr.....Augustine J. Hilton
 V.-P. & Research Dir.....Jack M. Kline
 V.P., Media Dir.....James D. Evans
 V.P., Dir. of Creative Act.....S. Carter, III
 V.P.'s.....Harry G. Keibel, Philip J. Kelly
 Secretary.....Dorothy K. Smith
 Radio-TV Dir.....Norman Frank

ADVERTISING AGENCIES

BALL & DAVIDSON, INC.

670 Delaware St., Denver 4, Colo.

Phone: MAin 3-1291

ABP—ANPA—APA

Vice Presidents.....John C. Jenkins, James
Forrest

BARLOW ADV. AGENCY

742 James St., Syracuse 1, N. Y.

Phone: GRanite 9-6644

AAAA—NBP—APA

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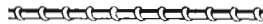
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FOR LEADING SPOT RADIO ADVERTISERS

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FOR NETWORK BRAND ADVERTISERS

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FOR NETWORK TV GROSS BILLINGS

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Estimated TV Billings: \$72,850,000.

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 Phone: HOLlywood 4-7374
 V.P. Hollywood.....Wendell Williams
 Buhl Bldg., Detroit 26, Mich.
 Phone: WOODward 1-5959

ManagerW. Zippler
Estimated Radio Billings: \$3,000,000.
Estimated TV Billings: \$55,900,000.

AD BUSCH, INC.

425 Franklin St., Buffalo 2, N. Y.
 Phone: GARfield 3504

Pres.....Addison F. Busch
 V.P.....Edmund J. Felt
 Sec.-Treas.....Florence O. Gandillot
 TV Dir.....William F. Nailos
 Time Buyers.....Robert W. Cahoon,
 June W. Kreutzer

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 Exec. VP.....Joel M. Burghalter
 Treas.....Joseph P. Hughes
 Sec.....Gus K. Bowman, Jr.
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 VP, TV Dir.....S. Neal Hallock
 VP's.....James Kelso, Leo A. McPherson,
 Herbert Wise
 VP, Puh. Rel. Dir.....Nicholas Papa
 Prod. Mgr. & Art Dir.....Harold Graham
 Time Buyer.....John Metzger

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
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 James I. Summers
 V.P.'s.....Joseph R. Wallace, Eugene R.
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 Media Dir.....David R. Williams
 Time Buyer.....Gene del Bianco

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 President.....Howard C. Caldwell
 Exec. V.P.....Storey M. Larkin
 Radio-TV Dir.....Chas. Golling

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 APA

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 Radio-TV Time Buyer.....Grace R. Jordan
Branch Offices
 360 York Ave., N. Y. C.
 Phone: RE 4-4088

1408 Washington Ave., Racine, Wisc.
 Phone: MELrose 2-4889

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 V.P. Copy Ch.....Edgar R. Emery
 V.P. Art Dir.....George P. Campbell
 V.P.....William J. Haughey

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 Gage, Jr., W. F. McCarthy, W. W. Selover,
 J. L. Thornhill, C. C. Bennett, Jr., V. R.
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 Radio-TV Bus. Mgr.....L. Paynter

Branch Offices

488 Madison Ave., New York 22, N. Y.
 Phone: MURray Hill 8-3400

V.-P. and Mgr.....Frank W. Townshend
 Space Buyer.....John A. Blomstrom
 Radio & TV Dept.....A. J. Miranda III
 230 N. Michigan Avenue, Chicago 1, Ill.
 Phone: CENtral 6-1946

V.P. and Mgr.....Reginald G. Carey
 3460 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKirk 9-1334

V.P., West Coast Mgr.....Richard C. Francis
 Mgr. Los Angeles Office.....Richard W. Byrnc
 235 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-0145

V.-P. and Mgr.....T. Milburn Johnston
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 Phone: JACKson 4-3858

Manager.....Arthur T. Duhaime
 1625 Eye St., N.W., Washington 6, D. C.
 Phone: REPUBLIC 7-0015

Manager.....Ross Linday
 Bryan & Bullington Sts., Dallas 1, Texas
 Phone: RIVERSide 2-6889

Manager.....Lorne T. Denton
 4010 Washington Ave., Kansas City 11, Mo.
 Phone: JEFFERSON 1-5601

Manager.....Robert K. Albright

ADVERTISING AGENCIES

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 Phone: HOLlywood 9-2931
 Manager.....Richard L Eastland
 Account Exec. for Radio, TV.. Willard Hanes
 441 Vine St., Cincinnati 2, Ohio
 Phone: MAIn 1-0500
 Manager.....James E. Defebaugh
 1700 Broadway, Denver 2, Colo.
 Phone: KEystone 4-4281
 Manager.....Richard H. Katerndahl
 Estimated Radio Billings: \$5,000,000.
 Estimated TV Billings: \$25,600,000.

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1300 Northwestern Bank Bldg.,
 Minneapolis 2, Minn.
 Phone: FEderal 9-7383
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TV Creative Supvr.....Cleo W. Hovel
 Branch Offices
 919 N. Michigan Ave., Chicago 11, Ill.
 Phone: DELaware 7-7553
 Exec. V.P.....Lee A. Terrill
 420 Lexington Ave., N. Y. 17, N. Y.
 Phone: OR 9-8744
 V.P., Gen. Mgr.....William C. Lyddan
 1213 Hollywood Taft Bldg.
 Hollywood 28, Cal.
 Phone: HOLlywood 2-0715
 V.P., Gen. Mgr.....Paul E. Morgan
 Estimated Radio Billings: \$4,500,000.
 Estimated TV Billings: \$12,600,000.

THE CAPLES COMPANY

216 E. Ontario St., Chicago 11, Ill.
 Phone: SUperior 7-6016
 ANPA—APA—NBP—NOAB
 President.....R. N. Hartsing
 Sr. V. P.....J. E. Erickson
 Exec. V. P.....D. Powers
 V. P., Sec. & Treas.....R. N. Hartsing, Jr.
 Media Dir.....H. M. Taylor
 Radio-TV Dir.....J. H. Stillwell
 Art Dir.....W. A. Aldrin
 Prod. Mgr.....O. Gorrill
 Branch Offices
 10 E. 40th St., New York City
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 V.P. in Chg.....G. Kaiser
 1504 Dodge St., Omaha 2, Neb.
 Phone: JACkson 7795

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Phone: CApiitol 6-2981

V.P. in Chg. Robert J. Livingston
CASMIER ADVERTISING CO., INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2014
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Copy Ch., Radio Dir. Nancy B. Wooten
Art Dir. William E. Burgess

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Creative Director Fred Ladd
Merchandising Director Pat Croft
Media Director B. Hartman
Space Buyer Lee Dalia
Publicity Director M. Elkind
Research Director M. Brian

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Time Buyers Vann Campbell, R. Leiper,
Guy L. Smith III, Ted Brosseau

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Phone: 3-6189

Chief Exec. Guy L. Smith III

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General Manager Scott Costello
Research Dir. Prescott Winkley
Mgr. Plans Service Dept. R. Gaeta
V.P., Mktg. Div. Howard G. Sawyer
Media Dir. Jackson L. Parker
Copy Chief John Nazzaro
Radio-TV Dir. Channing Hadlock
Production Director R. D. Sisson

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V. P., Gen. Mgr. D. W. Jackson

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Phone: RIitenhouse 6-0236
ANPA

President Alice V. Clements

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V.P. & Acct. Exec. Robert H. Smith
V.P., Art Dir. Stanley F. Squire
Treas., Dir. of TV David S. Roberts
Secy. & Space Buyer Katherine E. King
Time Buyer Alvin L. King

COHEN, DOWD & ALESHIRE, INC.

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

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Vice Chm. Bd. John C. Dowd
President Edward Aleshire
Exec. V.P. Francis X. Brady
Sr. V.P. Michael A. Raymond
V.P., Sec'y. Harry B. Cohen, Jr.
V.P., Prod. Mgr. Oscar Fileppo
V.P., Art Dir. William Irwin
V.P., Copy Chief Richard Miller
V.P.'s Robert T. Meyers, Milton
Raymond, Edward J. Rosenwald, Harvey
Volkmar, Fillippo Theodoli

Dir., TV-Radio Robert Wahl
Dir., Bst. Media Beth Black
Time Buyers Emanuel Klein, Robert
Turner, Walter Reed

COHON, HERBERT W., CO., INC.

565 Fifth Ave., New York 17, N. Y.
Phone: OXford 7-9277
APA—ABP—ANPA

Pres., Media Dir. Herbert W. Cohon
V.P., Art Dir. Irving M. Cohon
Acct. Execs. H. W. Cohon, I. M. Cohon
Space Buyer Sylvia Zambrowsky

COMPTON ADVERTISING, INC.

625 Madison Ave., N. Y. 22, N. Y.
Phone: PLaza 4-1100
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NOAB—ABP

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President, Director Barton A. Cummings
Exec. V. Pres., Dir. . . . C. James Fleming, Jr.
Sec., Asst. Treas. Charles J. Gizerian
V.P., Research Dir. Edward Battery
V.P., TV Commercials Frank Brendt
Head Time Buyer Bertrand Mulligan
Radio-TV Traffic Mgr. . . . Maria Sutherland
Vice Pres., Dir. Henry R. Bankart,
Allen F. Flouton, William J. Heggen
V.-P. & Dir. Radio-TV

Programming Lewis H. Titterton
V.P. Chg. TV Comm'l. . . . G. W. Schloat, Jr.
V.-P. & Dir. of Media Frank B. Kemp
Vice President Carvel Nelson

Branch Offices

200 S. Michigan Ave., Chicago 4, Ill.
Phone: HArrison 7-9822

V.P., Chg. Midwest Oper. . . . E. Dean Landis
6505 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-0100

V.P. Waldo H. Hunt
V.P., Radio & TV Alvin Kabaker
V.P. Edward E. Keeler
703 Market St., San Francisco, Calif.
Phone: GARfield 1-4854

ADVERTISING AGENCIES

V.P., Manager.....Richard E. Goebel
1604 S.W. 10th Ave., Portland, Ore.
Phone: CApitol 2-1821
Manager.....Carvel Nelson
Estimated Radio Billings: \$2,400,000.
Estimated TV Billings: \$12,000,000.

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.
Phone: LIncoln 6187
Partners.....Henry W. Comstock,
H. Earl Close
Exec. Dir. Radio-TV...Everett L. Thompson
Creative Dir.
TV-Radio.....Howard C. Schellenberg

ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.
Phone: MURray Hill 2-5645
President.....Robert S. Conahay
Secretary.....Robert Conahay III
V.-P. & Copy Chief.....Frank Denman
Market Research.....Edward T. Sajous
Production Mgr.....John S. Wassmer
Media Dir., Space &
Time Buyer.....Marie Hughes
Vice President.....Henry Bulkley
Art Director.....Achille Pelizzari

THE CONDON COMPANY

Perkins Bldg., 11th & A Sts., Tacoma 2, Wash.
Phone: MArket 7-8155
ABP—ANPA—APA—AAAA—NOAB
Partners.....Roscoe A. Smith,
Victor Kaufman, Harold C. Dixon
Art Dir.....Daniel J. Snope
Production Mgr.....Mildred Nelson

CONROY ADVERTISING, INC.

519 Busby Drive., San Antonio 9, Tex.
Phone: TAYlor 4-7211
AAAA—ABP—ANPA—NPA—SNPA
President.....Thomas F. Conroy
Vice Pres.....Mrs. Thomas F. Conroy
Media Director.....Mary Kay Irwin
Art Director.....Bob Colman

CO-ORDINATED MARKETING AGENCY, INC.

575 Lexington Ave., N. Y. C. 22
Phone: PL 2-1700
ABP
President, TV Producer...Lester L. Wolff
Exec. V.P., Prod., Time Byr.....Irving Herz
V.P.s....Louis DeNunzio, Morris M. Winer
Secretary.....Philip F. Schneider
V.P., Radio-TV Dir., Prod...Arthur A. Peltz
Assoc. Prod.....Walter Reed

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.
Phone: LOcust 3-7502
Owner.....Eugene R. Tanz
TV Director.....J. Kirkconnell
Continuity Director.....Paul Stern
Art Director.....R. Rivers
Prod. Mgr., Media Dir.....R. D. DiCarlo

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone: OLYmpia 5-6185
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President.....J. Gorman Walsh
Sec.-Treas.....Kathleen A. Walsh
Vice Pres.....Ruth Craig
Account Executives.....J. Gorman Walsh,
Kathleen A. Walsh, William H. Gordy,
Media Buyer.....Ralph R. Swann

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733 North Van Buren St., Milwaukee 2, Wis.
Phone: BRoadway 6-3500
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Exec. Vice-President.....H. N. Pasteur
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Secretary.....F. Aumueller
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R. F. Timm,
V.P., Radio-TV.....Roger W. LeGrand
Radio Time Buyer.....Loretta Mahar
Dir. of Research.....H. V. Swenson
Production Manager.....H. J. Fink
Art Director.....A. H. Bierman

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260 Madison Ave., New York 16, N. Y.
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Mann, Newman F. McEvoy, E. H. Calhoun,
Herbert Thwaite, A. C. Chevins, Shelton
Weeks
Sr. V.P., Secy.....Edward G. Comstock
Sr. V.P., Treas.....George A. Moran
V.P., Radio-TV.....Wm. Templeton
V.P., Dir. Comm. Prod.....William LaCava
V.P., Dir. Programming....Jerome Feniger
Business Manager.....Edward F. Moore

Branch Offices

6 N. Michigan Ave., Chicago 2, Ill.
Phone: ANdover 3-3138
Exec. V.P.....Ivan Hill
3424 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 8-0591
V.P., Manager.....Reg. W. Twigg
1660 Bush St., San Francisco 9, Calif.
Phone: PRospect 6-2600
Exec. V.P.....Robert Dailey
Penobscot Bldg., Detroit 26, Mich.
Phone: WO 3-6580
V.P., Mgr.....Bob Powell
706 Melrose Bldg., Houston 2, Tex.
Phone: CApital 8-6143
Manager.....Thos. E. Graham
Estimated Radio Billings: \$8,600,000.
Estimated TV Billings: \$20,900,000.

ADVERTISING AGENCIES

CURTIS ADVERTISING COMPANY

1 Park Ave., New York, N. Y.
Phone: LE 2-2015
APA

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Vice-President.....S. R. Coombs
Secy.-Treas.....Rose Berg
Art Director.....Max Kerr
Publicity Director.....J. Nichols
Radio-TV Dir.....Dave Nathan
Copy Dir.....K. Groesbeck

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
Phone: ORegon 9-0600
AAAA—ANPA—ABC—AFA

President.....Clifford L. Fitzgerald
Exec. V.P.....Chester T. Birch
Admin. V.P., Sec'y.....Fred T. Leighty
V.P., Treas.....W. F. Maughan
V.P., Radio-TV Dir.....J. J. Neale
V.P., Prog. Prod.....David O. Nyren
V.P., Radio-TV Comm.
Prod.....Norman Mathews
Sr. V.P.'s.....L. O. Brown, S. J. Hamilton,
G. H. Johnson, G. G. Tormey.

Branch Offices

221 N. La Salle Street, Chicago 1, Ill.
Phone: FI 6-4700

Sr. Vice-Pres.....F. Sewall Gardner
1680 N. Vine St., Hollywood 28, Cal.
Phone: HOLlywood 2-3256

V.P., Gen. Mgr.....Betty O'Hara
920 Russ Bldg., San Francisco 4, Cal.
Phone: DO 2-5107

V.P., Gen. Mgr.....Lawrence Dunham
200 St. Clair Ave. West, Toronto 7, Ontario
Phone WALnut 4-8425

V.P. & Mgr.....Gilbert Nunns
333 W. 1st St., Dayton 2, O.
Phone: BALdwin 6-2492

Vice President.....Clyde E. Rapp
Estimated Radio Billings: \$6,800,000.
Estimated TV Billings: \$51,400,000.

DANIEL & CHARLES, INC.

185 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 6-7288

President.....Daniel S. Karsch
Exec. V.P.....Charles Goldschmidt
V.P. in Chg. of TV.....Sinclair Jacobs
Radio Dir.....Edward Stahl
TV Prod.....Marshal Stone

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CENtral 1-6700

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Vice Pres.....Marvin D. McQueen
Dir. Radio-TV.....Harry K. Renfro
V.P., Treas.....E. D. Cronk
V.P., Art Dir.....Gene M. Kowall

Branch Offices

430 Park Ave., N. Y. 22, N. Y.
Phone: PLaza 8-2600

Chm. of Bd.....Robt. M. Ganger
Vice-President.....F. S. Ott
Terminal Tower Bldg., Cleveland 13, O.
Phone: TOWer 1-3911

Vice-President.....Stanley P. Seward
75 Bloor St. W., Toronto, Ontario, Can.
Phone: WALnut 1-3135

Vice-President.....G. P. Altenbernd
75 Eighth St. N.E., Atlanta 9, Ga.
Phone: TRinity 2-8815

Vice-President.....M. L. Boyd, Jr.
3540 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 5-3171

Vice President.....Vern Eastman
Prudential Plaza, Chicago, Ill.
Phone: MICHigan 2-5332

Vice President.....W. C. Edwards
Mgr., Radio-TV Dept.....William Barker
Time Buyers...J. D. Walsh, M. Brummal,
J. Walsh, B. Steres, P. Tandy
Texas Nat'l Bank Bldg., Houston 2, Texas
Phone: CAPITol 4-9751

Vice-President.....J. Bob Wilson
Estimated Radio Billings: \$5,500,000.
Estimated TV Billings: \$14,800,000.

DAVIS-HARRISON-SIMMONDS

11032 Magnolia Blvd., No. Hollywood. Calif.
Phone: TRIangle 7-5358

President.....Don L. Davis
V.P.'s.....J. E. Perry, J. J. Lande, A. F.
Larrabee, M. L. Moffitt, T. S. Simmonds
Radio-TV Dir. Dawnelle M. Davis

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151 West 51st St., New York 19, N. Y.
Phone: CIRCLE 7-1870

APA—ABP

OwnerIrving Davis

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230 West 41st St., New York 18, N. Y.
Phone: LONGacre 4-5900

ABP—AAAA—ANPA

PresidentA. R. Deutsch
V.P.....J. M. Evans
Research Dir.F. Coss

DITTMAN & KANE, INC.

225 S. 15th St., Philadelphia 2, Pa.
Phone: PE 5-1546

Pres. & Treas.....Jessie Kane Gimbel
V.P., Acct. Exec.....Paul Kane
Sec'y., Copy Chief.....E. Horwitz
Art Dir.....Bernard Brownstein
Pub. Rel Dir.....Florence Lowe
Radio-TV Dir.....Phoebe J. Dorfman

DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.
Phone: JUNiper 5-3193

ANPA—ABP

PresidentW. Anderson
V.P.Larry Barker
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin
Art Director.....Joseph V. Rigsby

ADVERTISING AGENCIES

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

530 Fifth Ave., New York 36, N. Y.
Phone: YUkon 6-6500

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Production Robert T. Nathe
V.P., Copy Superv. Howard S. Foley
V.P., Production Mgr. William Stollowitz
V.P.'s. John Rockwell, Phillip Brooks
Media Superv's. Samuel B. Vitt, Jack Carver
Media Dir. Donald H. Quinn
Time Buyers. Robert Widholm, Jeffrey Fine

Branch Office

8776 Sunset Blvd., Hollywood 46, Calif.
Phone: OLeander 5-8950

Mgr. Ernest Ricca
Estimated Radio Billings: \$2,390,000.
Estimated TV Billings: \$12,074,000.

RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., 11 E. Franklin St.
Richmond 19, Va.
Phone: Milton 3-1113

Pres.-Treas. Ralph L. Dombrower, Sr.
V.P., Time Buyer. Ralph L. Dombrower, Jr.
Sec'y. Malcolm B. Dombrower
Art Director. Hobart Britton
Radio, TV Dir., Talent
Buyer. T. Michaux Moody
Media Dir. Janet Hanson

Branch Office

Woodward Bldg., 15th & H Sts., N.W.,
Washington, D. C.
Phone: REpublic 7-1420

Manager Philip Rosenfeld

DONAHUE & COE, INC.

1271 Ave. of Amer., New York 20, N. Y.
Phone: COLUMBUS 5-2772

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V.P. Plans Board. William Kingsbury
V.P. Chg. Media. Gerald T. Arthur

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James F. Ryan, Lloyd Seidman, Warren
Sumner, Arthur Weil
V.P. TV-Radio Depts. Carl Rigrod
Bus. Mgr. TV-Radio. Evelyn Lee Jones

Branch Offices

258 Hurt Bldg., Atlanta 3, Ga.
Phone: MURray Hill 8-5662

Vice-President. H. L. Morrill
3243 Wilshire Blvd., Los Angeles, Calif.
Phone: DUNKirk 1-2221

Exec. V.P., Gen. Mgr. Richard C. Moses
1010 St. Catherine St., Montreal 2, Que.
Phone: UN 6-8851

Managing Dir. Wilfred J. LaVigne
Estimated Radio Billings: \$3,500,000.
Estimated TV Billings: \$3,600,000.

DONALL & HARMAN INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-6016

Pres., Radio-TV Dept. Hd. Elihu E. Harris
V.P. Warren Steibel
Art Director. Stanley Stubenberg
Copy Dept. Mgr. Elise Alberts
Media Director. Florence Schwartz
Sales Prom. Coordinator. Stanley Walker
Prod. & Traffic. Matthew Siegel
Copy Consultant. Maurice Berk

W. B. DONER & COMPANY

Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOODward 5-7400

President. W. B. Doner
Exec. Vice-Pres. Charles F. Rosen
Treasurer. Julian A. Grace
Vice-President. Felix Hower
Secy., Art Director. Ben Goldstein
Prod. Manager. Heary Brenkus
Media Director. Mrs. Ellen K. Dryer

Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: ANdover 3-7800

President. Marvin H. Frank
1324 W. Wisconsin, Milwaukee 3, Wis.
Phone: WESt 3-9315

Account Exec. Gil Breimeister
2225 N. Charles St., Baltimore 18, Md.
Phone: BElmont 5-1212

Vice Pres. Herb Fried
Louis Tower Bldg., Philadelphia 2, Pa.
Phone: ENnypacker 5-6804

Exec. V.P. Murray Firestone
400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900

Chairman of Board. Wilfred B. Doner
President. Sidney Garfield
Ex. V.P. Sanford Hirschberg
Secretary. Marvin Frank
V.P., TV-Radio. Sylvan Taplinger
Time Buyer. Carol Hardy
Media Dir. Frieda Weiss
Estimated Radio Billings: \$4,500,000.
Estimated TV Billings: \$7,000,000.

ADVERTISING AGENCIES

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

ABP—ANPA

Chairman of Board.....Wm. H. Long, Jr.
Vice-Board Chairman...Walter H. Burnham
President.....Louis W. Munro
V.P., Secy., Treas.....Richard E. Williams
V.P., Prod. Mgr.....Dewey B. Holland
Exec. V.P.....George Erickson
Radio & TV Dir.....Vincent H. Coryell, Jr.

Branch Offices

208 S. LaSalle St., Chicago 4, Ill.

Phone: CEntRAL 6-9132

V.P. & Res. Mgr.....Chas. C. Greene

60 Batterymarch St., Boston 10, Mass.

Phone: HUBbard 2-5665

Vice Pres. in Chg.....W. J. Sheehan

425 Bush St., San Francisco 9, Cal.

Phone: YUKon 2-4080

V.P., Pacific Coast Mgr.....Ronald Brindley

DOREMUS-ESHLEMAN CO.

1616 Walnut St., Philadelphia 3, Pa.

Phone: KLingsley 5-0700

V.P., Gen. Mgr.....E. Howard York, III

Vice Presidents.....B. Eshleman, L. H.

Greenhouse, P. Livingston, James Spillan

Media Dir.....Benjamin Busch

Publicity Dir.....John Skelly

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

ANPA—NBP

President.....John C. Dowd

Exec., Asst. to Pres.....Linus Travers

Exec. V.P., Secy.....Edward D. Parent

V.P.'s.....T. Frank Duffy,

John T. Burke, Will A. Davenport

Radio & TV Dir.....Joseph L. Tully

Space Radio Time Buyer,

Media Dir.....Wm. Monaghan

DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.

Phone: LOnacre 4-1234

AAAA—ABC—ABP—ANPA—AFA

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Exec. Vice Pres.....Ned Doyle

V.P., Gen. Mgr.....Maxwell Dane

V.P.....Ted H. Factor

V.P., Art Director.....Robert Gage

V.P.'s.....Joseph R. Daly,

Edward Russell, Monty McKinney

Plans, Director, V.P.....Marvin Corwin

Time Buyers.....Jerry Sachs, Jeane Jaffe,

Herbert Hahn, Otis Hutchins

Media Director.....Albert Peteavage

Radio-TV Director.....Don Trevor

TV, Radio Business Mgr.....Joseph Battaglia

Cast. Dir-Prod.....Joan Walker

Branch Offices

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-8080

Vice President.....T. H. Factor

Media Dir., Space,

Time Buyer.....Gerald Feld

Radio-TV Prod.....Bob Gips

20 N. Wacker Dr., Chicago, Ill.

Phone: FI 6-8860

V.P.Fred Klein

Estimated Radio Billings: \$1,000,000.

Estimated TV Billings: \$8,850,000.

DURAND ADVERTISING

55 West 42nd St., New York 36, N. Y.

Phone: LACKawanna 4-8770

Partners.....Vincent Russo, Jr.,

Louis C. Goldman

CopySylvia Ross

ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.

Phone: TE 8-4600

AAAA—ABC—ANPA

President, Treas.....Roy S. Durstine

Exec. V.P.....C. W. MacKay

Secretary.....Virginia G. Durstine

Controller, Asst. Treas.....May E. Madden

Branch Offices

1736 Stockton St., San Francisco, Calif.

Phone: EXbrook 7-0456

Vice President.....Neil Heard

EDELSTEIN-NELSON ADV.

AGENCY, INC.

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

Phone: DEarborn 2-5976

ABP—APA

PresidentEdward Edelstein

SecretaryLaura Edelstein

Art Dir.....Raymond Raufeisen

Prod. Mgr., Radio.....Robert Kanne

Copy Chief.....Chas. Dorer

ELLINGTON & CO., INC.

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

Phone: MURray Hill 7-4300

ANPA—APA—NOAB—PPA—ABC

Chairman.....Jesse T. Ellington

President.....Chauncey L. Landon

Exec. Vice Pres.....William A. Bartel

Admin. V.P.....J. C. Hochreiter

Vice PresidentsCharles

Marshall, Hugh Lewis, Howard Rigby, Reed

Hodgson, Terence McGrath, Ernest By-

field, Jr., Henry Covington, Franklyn

Dyson, Davis Snow

Treas.Edward L'ovd

V.P., Dir.....A. Burke Crotty

Exec. Prod.....T. Ellington

Media Dir.....Daniel Kane

ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.

Phone: CL 6780

ABP—APA—ANPA—NOAB—NBP

Partners.....Michael F. Ellis,

Jerome R. Ellis

Acct. Execs.....Michael F. Ellis, Jr.,

Maxwell E. Ellis, Seymour Goodman, Karl

Manhardt

Radio Director.....N. C. Benson

TV Director.....Beatrice Haniford

Art Dir.....James Howes

Prod. Mgr.....Richard Joseph

Controller.....Sanford Satuloff

ADVERTISING AGENCIES

Branch Offices

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-2323

President.....Curt J. Mann

EMBRY, TALLY, INC.

150 S.E. Third Ave., Miami 32, Fla.
Phone: FRanklin 1-3621
ANPA—SNPA

President.....T. H. Embry
V.P., Creative Dir.....Gifford Thayer
Radio-TV Dir.....Jack Buckholtz

EMERY ADVERTISING CORP.

1201 St. Paul St., Baltimore 2, Md.
Phone: PLaza 2-2393
ANPA—APA—NBP

President.....Herbert C. Schuckle
Exec. V.P.....M. E. Busch
Radio Director.....Marshall Hawks

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
ARC-ANPA

President.....Robert J. Enders
Exec. V.P.....Howard A. Enders
Art Director.....Fred Waller
V.P., Motion Picture Div.....Robt. L. Friend
Production Manager.....Lester Miller

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.
Phone: OXford 7-4500
AAAA—ABP—ANPA

President.....David B. Williams
Chmn. Fin. Comm.....Howard D. Williams
Exec. V.P. & Sec.....James B. Briggs
Exec. V.P. & Gen. Mgr.....Harry D. Way
V.P. & Treas.....K. J. Worland
V.P., Int. Dept. Dir.....John D. Hayes
V.P. & Radio-TV Dir.....Rollo W. Hunter
V.P. & Research Dir.....Robert Aledort
V.P., New Bus.....T. Van Ingen, Jr.
Controller.....R. J. Passanant
Asst. Sec.....Norman Lewis
Art Super.....Louis DiJoseph
Copy Chief.....Gerald Miller
Media Dir.....M. Richfield
Media Grp. Super.....William M. Hunter
Head Time Buyer.....V. DeLuca
Merch. Dir.....R. M. Fishel
Prod. Mgr.....George Cisneros
Traffic Mgr.....Andrew F. Kops
Librarian.....Mary Wilson
Acct. Execs.....Frederick J. Burghard;
K. Ralph Cocking; Robt. I. David; John
F. Hogan, V.P.; John M. Keavey, V.P.;
Arthur H. Laurence; Albert V. Lowe; Basil
M. Matthews, V.P.; Jos. Nash; Dr. Robt.
A. Peterman; J. Preston Selvage, Jr.; Wm.
C. Stakenburg; H. Summer Sternberg;
Albert Tilt III, V.P.; Herbert A. Thomp-
son; Peter G. White, Joseph H. Buchanan;
Anthony L. Carrafiello; Warren F. Don-
ahue, V.P.; Ray A. Ender; Jud L. Jaffe;
Gary J. Korn; John A. L. Mann; Donald

McVickar; Joseph W. Nash; Robert Rey-
nolds; Albert Wilson; Granville Worrell,
III, V.P.; John S. Budd

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Financial 6-1833

Exec. Comm. Chmn., Central Div.
Gen. Mgr.....Roswell W. Metzger
Exec. V.P.'s.....L. R. Northrup, B. Groseth
Sr. V.P.....William D. Watson
V.P., Radio-TV Dir.....George B. Anderson
V.P., Media.....John L. Gwynn
5045 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WEBster 1-1211

Exec. V.P., W. Div. Gen.
Mgr.....Emmett C. McCaughey
V.P. & Res. Dir.....Roger M. Johnson
V.P., Radio-TV Dir.....Robert L. Redd
Suite 515, Adolphus Tower, Dallas 2, Texas
Phone: Rlverside 1-6453

V.P., Mgr.....Alex G. Pappas
Suite 307, Old Nat'l Ins. Bldg., Houston 4,
Texas
Phone: JACKson 4-7531

V.P., Mgr.....T. F. Keady
3 Penn Center, Philadelphia 2, Pa.
Phone: LOcust 4-3551

V.P., Mgr.....Horace D. Nalle
Porter Bldg., Pittsburgh 19, Pa.
Phone: GRant 1-4451

Sr. V.P., Gen. Mgr.....Frederick R. Etchen, Jr.
IBM Bldg., 690 N. Robert St.
St. Paul 1, Minn.
Phone: CApital 7-7501

Sr. V.P., Mgr.....James A. Walker
140 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-4616

V.P., Mgr.....Frank A. Helton
International Offices:

30 Eastbourne Terrace, London W 2., Eng.
Man. Dir.....Walter Graebner
4 Archbold Terrace, Jesmond,
Newcastle-on-Tyne, England

Man.....Charles Fullerton
Av. Erasmo Bragga, 255-80,
Rio de Janeiro, Brazil, SA

Man.....Alfredo Machado
Edificio Eduardo Benjamin Jafet,
110 Avenida Ipiranga, Sao Paulo, Brazil S.A.
Man.....Thomas E. Barnett
90 Sveavagen, Stockholm, Sweden

Pres.....Hans Stenbeck
610 Church St., Toronto 5, Ont., Canada
V.P.....Edward Karthaus

Ashfield House, 402 Sauchiehall St.,
Glasgow C2, Scotland

Man.....J. H. Weir
Estimated Radio Billings: \$6,500,000.
Estimated TV Billings: \$10,900,000.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-1600
AAAA—ANPA—APA

President.....James J. Houlahan
V.P., Asst. to Pres...Dr. Wallach H. Wulfeck
V.P.'s.....Wil P. Booth, James F. Behan
Treasurer.....E. H. Cummings

ADVERTISING AGENCIES

V.P., TV Dir..... Mitchell Johnson
 V.P. Chg. TV, Radio
 Commercial Joseph Forest
 V.P., Chmn. Oper. Comm..... John Peace
 V.P., Media Dir..... Mark F. Byrne
 Radio-TV Time Buyer..... Richard Grabl

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
 Phone: HOLLywood 2-6305

V.P., W. Cst. Mgr..... Arnold J. Webster
Estimated Radio Billings: \$6,000,000.
Estimated TV Billings: \$35,800,000.

ETTINGER ADVERTISING AGENCY INC.

16 E. 41st St., N. Y.
 Phone: LE 2-0750
 ABP—NBP

President..... Joel H. Ettinger
 Vice-Pres. Audrey Ettinger
 Prod. Mgr..... C. MacDonald
 Art Dir..... Martin Stein
 Copy Chief..... Bill Stearns
 Media, Space Buyer..... Seth Diamond
 Television Dir..... Michael Lippert
 Research Dir..... Cy C. Chaiken

EVANS, WORK & COSTA ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.
 Phone: LAkeside 2-8868

President..... Clarence R. Evans
 Secy.-Treas. John Robert Work
 V.P., Art Dir..... Thomas M. Costa

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
 Phone: REdwood 2-6109
 ABP

President, Radio-TV Dir... John T. Farquhar
 Vice-President..... Ted R. Darvoe
 Vice-President..... Robert F. MacFarland
 Treasurer..... Jay C. Anderson
 Secretary..... Roger H. Williams
 Media Director..... Eleanor Crimmins
 Prod. Mgr..... Kermit LaFave
Estimated Radio Billings: \$70,000.
Estimated TV Billings: \$45,000.

W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.
 Salt Lake City 1, Utah
 Phone: EMpire 3-2655

Owner, Mgr..... W. E. Featherstone

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
 Washington, D. C.
 Phone: NAtional 8-7713

President..... Courtland D. Ferguson
 Secy.-Treas..... Lucille Pierce Ferguson
 Art Director..... Gilbert Meekins
 Time Buyer..... Mrs. Nan Hannum

LAWRENCE FERTIG & CO., INC.

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

President-Treasurer Lawrence Fertig
 Sec'y, Vice-President..... Philip Lukin
 Media Director..... Miss Selma Grosswirth
 Art Director..... Stanley Dusek
 Production Manager..... Geo. Barrett
 V.P.'s..... Henry Bretzfeld, Robert E. Wolfe

ROBERT G. FIELDS & CO.

715 Sudekum Bldg., Nashville 3, Tenn.
 Phone: AL 6-1977
 ABP

President, Treas..... Robert G. Fields
 Vice President..... R. L. Fields

WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas
 Phone: LYric 2-0876
 AAAA—ABP

Owner..... William F. Finn
 Treas., Prod. Mgr..... Jean C. Boucher

FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.
 Phone: HEnderson 2-8200
 ANPA

Pres., TV Dir..... Michael A. Fiore
 V.P., Radio Dir..... Albert A. Fiore
 Secy.-Treas..... B. V. Fiore
 Media Director..... John Critelli

M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 3, Ill.
 Phone: CEntral 6-6226

Owner..... Jack L. Fisher, Sr.
 Co-Owner..... Jack L. "Bud" Fisher, Jr.
 Art Director..... Harry Miller
 Copy Chief Jim Lee
 Space Buyers..... Madalynne Maenza, C. S. Schreiner
 Publicity Director..... Herb Carlin
 Time Buyer..... D. Stuart

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La.
 Phone: TULane 3131

Officers..... Joe L. Killeen, Jos. H. Epstein,
 Roy M. Schwarz, Leonard Gessner, E. W.
 Rector Wooten, Warren G. Posey, Donald
 Halsey, Harley B. Howcott, Robert Carley
 President..... Joseph L. Killeen
 Exec. V.P..... Joseph Epstein, Sr.
 V.P., Chmn. of Plans Bd... Roy M. Schwarz
 V.P., Secy..... Leonard Gessner
 V.P., Dir. Client Service... Warren G. Posey
 V.P., Exec. Art Dir... E. W. Rector Wooton
 V.P.'s Robert Carley,
 Donald H. Halsey
 V.P., Media Dir..... Harley B. Howcott
 AM & TV Dir..... William H. Thomas
 Treasurer..... Lee R. O'Pry

Branch Offices

1315 Mercantile Security Bldg., Dallas 1, Tex.
 Phone: RIverside 7-6335

Vice-President..... James P. Anderson

HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.
 Phone AD 5-5333

ADVERTISING AGENCIES

ABP—NBP—APA
 President.....Harold E. Flint
 Secretary, V.P.....Richard Rosenthal
 Treasurer, V.P.....Lee A. Holland
 Art Dir.....Donald R. Nelson
 Production Mgr.....Ray Stronswald
 Account Executive.....Jerome C. Noack

RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-6302

AAAA—ABC—ABP—ANPA—NOAB
 President.....Charles H. Eyles
 Senior V.P., Sec'y, Treas.....Lee E. Hood
 Exec. V.P.....A. Edward Morgan
 V.P.—Media Director.....Wesley Winning
 V.P., Copy Dir.....Frank J. Corkery
 Vice Presidents.....Earle Steiert,
 Russell Gray, Jr.
 Radio-TV Director.....Alice Mooney
 Art Director.....William F. Hope

FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.
 Phone: YUKON 6-8000

ANPA—AAAA—ABP—PPA—APA
 NOAB

Chmn., Bd. of Directors...Robert F. Carney
 President.....Rolland W. Taylor
 Sr. V.P.....Frank E. Delano
 Sr. V.P.....Elwood Whitney
 V.P., Dir. Research.....Cornelius DuBois
 V.P., Media & Research...Paul E. J. Gerhold
 V.P., Radio & TV.....Roger Pryor
 Group Media Dirs.....Arthur Pardoll,
 Charles Hofmann
 Asst. Treas., Asst. Sec.....C. H. Newbrand

Branch Offices

155 E. Superior Street, Chicago 11, Ill.
 Phone: Superior 7-4800

Chrmn., Exec. Comm.....Fairfax M. Cone
 Sr. V.P., Finance, Sec., Dir...A. Edward Rood
 Sr. V.P., Dirs.....W. R. Forrest,
 Robert J. Koretz, Milton H. Schwartz
 V.P., Outdoor Adv.....John J. Lechner
 V.P., Exec. Art Dir.....C. Marvin Potts
 V.P., Dir. Print Prod...Edward L. Tollefson
 Treas. & Asst. Sec.....Jos. K. King
 V.P., Dir. of Copy.....A. J. Bremner
 V.P., Media, Research.....John L. Rigotti
 Dir. Research.....Eugene C. Pomerance
 Best. Bus. Mgr.....Harry Dieter
 Best. Time Buyer.....Genevieve Lemper
 V.P., Personnel Dir.....M. R. Loehrke
 900 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MADison 9-3611

Exec. Art Dir.....Charles Porter
 V.P., Dir. of Media.....Gene Duckwall
 Dir. Print Prod.....Charles Dennis
 Dir. Copy.....Glen Gladfelder
 Dir. of Broadcasting.....Stuart Minton
 235 Montgomery St., San Francisco 4, Calif.
 Phone: SUTter 1-2355

V.P., Gen. Mgr.....W. C. Matthews
 V.P. & Art Dir.....G. Frederick Cole
 V.P. & Dir. Prod.....Albert A. Sperisen

Media Dir.....Llew Jones
 Broadcasting Dir.....Stuart Minton
 Time Buyer.....Helen Stenson
 1717 N. Highland Ave., Hollywood, Calif.
 Phone: HOLlywood 9-6265

V.P., Mgr.....Edmund Cashman
 806 Main St., Houston 2, Texas
 Phone: CAPitol 8-0395

V.P. Mgr.....Ed. H. Badger
Estimated Radio Billings: \$5,000,000.
Estimated TV Billings: \$34,000,000.

FORD & CO.

1839 Line Ave., Shreveport 24, La.
 Phone: 3-0351
 APA—ABP

Pres., Owner.....Oliver J. Ford, Jr.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.
 Phone: COrtlandt 7-5060

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 Sr. Vice-Pres.....Victor J. Cevasco
 Exec. Vice-Pres.....Richard A. Cullinan
 Vice-Pres. & Treas.....S. A. Speake
 Vice-Pres. & Sec.....E. G. McAdie
 Vice-Presidents.....Frank D. Cruikshank,
 Howard C. Allen
 V.P., Radio & TV.....Robert W. Day

FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.
 Phone: WHItEhall 4-5900

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 AFA, ANA

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 Treas.....Carroll Cheverie
 V.P. & Mkt. Dir.....G. B. Kreeer
 V.P. & Copy Chief.....R. E. Blackburn
 V.P.'s.....Philip E. Bash, Hill Blackett, Jr.,
 Perry L. Brand, Herbert K. Butz, M. W.
 Grinstead, Richard S. Holtzman, Louis E.
 Schueler

Media Dir.....A. S. Trude, Jr.
 Art Directors...L. Rubenstein, M. Hologue,
 G. Crosby, F. Sher, D. Gregg, J. Fieldler
 Pub. Dir.....Frazier Nounnan
 Secretary.....Wayne R. West
 Radio TV Prod's....David Cloud, Donald
 H. Wallace

Ass't Radio-TV Dir.....Helen Lydon
Time Buyers & Accounts: Helen Davis;
 Reynolds, Foulds, Dean and Wilson, Quaker
 Oats, Ft. Howard & No. Woods, Camille
 Muscarella: Hamilton Beach, Bissell, Curtiss,
 Quaker Flour, Bosch & O'Brien. Ruth Bab-
 ick; Toni Co.

1680 N. Vine St., Hollywood 28, Calif.
 Phone: MU 5-3141

Managers.....Robert G. Nye, Richard Davis
 285 Madison Ave., New York 16, N. Y.
 Managers.....Jack Miller, Lee Davis

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
 Phone: DEArborn 2-5745

ADVERTISING AGENCIES**ABP—ANPA**

President.....Jones B. Frankel
 Prod. Mgr.....Richard A. Tajbl
 Radio-TV Director.....Henry Sherry

FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-7433

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Chm. of Board.....F. C. Burger
 Pres., Treas., Radio-TV Dir.,
 Time Buyer.....H. S. Rieff
 Exec. V.P., Secretary.....R. S. Buckbinder
 V.P., Art Director.....Edward Gambole
 Prod. Mgr.....Dirk Condal

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
 Phone: ALpine 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA

President.....C. J. Freiburger
 Vice President.....Anne Freiburger
 Robertson
 Sec'y & Treas.....Fern Oakley
 Prod. Mgr.....Leon E. Simpson

AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland 10, Calif.
 Phone: OLYmpic 4-3773

AFA—NBP

Owner, Radio & TV Dir.....Ad Fried
 Radio & TV Time Buyer.....Edith Ferreira
 Music Dir. & Librarian.....Elaine Fried
 TV Art Dir.....Kay Bachrach
 Prod. Dir.....Allison Clark

FRIEND-REISS ADVERTISING, INC.

221 W. 57 St., New York, N. Y.
 Phone: PLaza 7-8030

Chmn., Treasurer.....B. M. Reiss
 Vice-Chmn., Secy.....Harold Reiss
 President.....Lee Friend
 Dir., Radio-TV.....Bill Reese

JIMMY FRITZ & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.
 Phone: HO 3-3251

Gen. Mgr.....Jimmy Fritz
 Pres.....Hona Sivad
 Time Buyer.....Marion Vaughn
 Account Executive.....H. A. Helm
 Radio-TV Dir.....Jane Langford

L. W. FROHLICH & CO., INC.

34 East 51st St., New York 22, N. Y.
 Phone: PLaza 9-1900

President.....L. W. Frohlich
 Exec. V.P.....Julian Faren
 Director.....Neil Brant
 V.P. & Treas.....Charles E. Lewis
 V.P. & Chrman Plans Bd.....A. Greenberg
 V.P.....V. Edward Dent
 Time Buyers & Accounts: Manny Stern-
 schein; Johnson & Johnson, Helena Rubin-
 stein, Parke-Davis, Leitz, AGFA Inc.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
 Phone: LIBerty 2-6140

ANPA—APA—ABP—NBP

President, Treasurer.....Karl M. Frost
 Vice Presidents.....Florence A. Dondero,
 Raymond E. McLaughlin, H. E. Bessom,
 H. P. Newcomb
 Radio-TV Time Buyer....V. M. Fairweather

FULLER & SMITH & ROSS, INC.

666 Fifth Ave., New York 19, N. Y.
 Phone: JUdson 2-9000

AAAA—ABP—ANPA—APA—NBP—NOAB

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 V.P. & Mgr.....R. W. Nicholson
 Sr. V.P. Radio-TV.....A. E. Duram
 Sr. V.P.-Corp. Svcs.....J. C. Maddox
 V.P. & Dir. of Art.....J. M. Archer
 Sr. V.P. Admin.....C. M. Skade
 V.P. & Creative Dir.....H. Slesar
 V.P., Creat. Dir., Radio-TV....P. S. Cardozo
 V.P., Radio-TV.....B. H. McKinney
 Dir. of Media.....D. E. Leonard
 Dir. of Copy.....F. A. Hellman

Branch Offices

55 Public Square, Cleveland 13, O.
 Phone: CHerry 1-6700

V.P., Mgr.....K. C. Tuttle
 V.P., Dir. Media.....W. G. Chalkley

105 W. Adams St., Chicago 3, Ill.
 Phone: ANdover 3-5039

V.P. & Mgr.....D. H. Echols
 244 Pine St., San Francisco, Calif.

Phone: YUKon 6-5955

V.P. & Mgr.....John Leahy
 211 Oliver Ave., Pittsburgh 22, Pa.

Phone: GRant 1-9565

V.P. & Mgr.....H. M. Redhead
 8350 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLive 3-0240

Vice-Pres.....W. M. Tuttle
 909 Dan Waggoner Bldg., Ft. Worth, Tex.

Phone: EDison 2-2201

V.P. & Mgr.....S. Schlenther
 68 Knightsbridge, London S.W. 1, Eng.

Phone: Kensington 8111

Mgr.....Sidney Hornihlow
 Estimated Radio Billings: \$1,750,000.

Estimated TV Billings: \$9,000,000.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
 Phone: PLaza 7-7393

Pres., Radio Time Buyer....Norman Furman
 Vice-President.....Irving J. Gottlieb

Art Director.....Edwin R. Swaback

GALLAND ADVERTISING

18 E. 48th St., New York 17, N. Y.
 Phone: PLaza 5-9141

President.....Harry J. Galland
 V.P., Media Dir.....Martin Gross

GARDNER ADV. OF NEW YORK

370 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 9-2424

ABP—ANPA—APA

Vice Chairman.....John A. H. Rehm

ADVERTISING AGENCIES

Branch Office

915 Olive St., St. Louis 1, Mo.

Phone: CENTral 1-3200

Ch. & Pres. C. E. Clagett

Estimated Radio Billings: \$2,800,000.

Estimated TV Billings: \$12,000,000.

GAYNOR & DUCAS, INC.

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

Phone: PLaza 5-5750

ANPA—ABP—NBP

President Paul Gaynor

Exec. Vice Pres. John J. Ducas

Senior V.P. Kendall J. Mau

Treas. & Media Dir. Edwin J. Marra

Art Director Charles Carl, Jr.

Publicity Director F. D. Walker

Production Manager George J. Cisneros

TV Director Barbara Eckman

Branch Office

291 S. La Cienega, Beverly Hills, Calif.

Phone: OLeander 5-8191

V.P. Kendall J. Mau

CHAS. A. GEIGER & ASSOC., INC.

666 N.W. 50th St., Miami, Fla.

Phone: PLaza 1-1730

APA—ABP—SNPA

Chairman D. G. Bash

V.P., Radio-TV Dir. Robert Lack

GERTH, BROWN, CLARK & ELKUS OF SACRAMENTO, INC.

1228 H St., Sacramento, Calif.

Phone: SACramento 2-2956

ABC

Pres., Radio Media Dir. Ralph K. Clark

Exec. V.P., Creative Dir. Fred Elkus, Jr.

V.P., TV Dir. Albert Hellenthal

THE GETSCHAL CO., INC.

342 Madison Ave., New York, N. Y.

Phone: MU 7-2200

President Budd Getschal

Production Manager Gerry Gilbert

Art Director Leonard Steinberg

TV Prod. Mgr. Lee Polk

GEYER, MOREY, MADDEN & BALLARD, INC.

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

Phone: PLaza 1-3300

Board Chairman Sylvester M. Morey

President Sam M. Ballard

Chmn. Exec. Comm. B. B. Geyer

Bd. Vice Chmn. Edward D. Madden

Radio-TV Prod. Mgr. Leroy Emmerich

Creative Director W. M. Mitchell

Radio TV Bus. Mgr. D. P. McGuinn

V.P. Bestg. Media W. A. Wernicke

Branch Offices

931 Third Nat'l Bldg., Dayton 2, Ohio

Phone: BALdwin 8-4145

Manager E. G. Frost

14250 Plymouth Rd., Detroit 32, Mich.

Phone: WEBster 3-5520

Manager John F. Henry, Jr.

Estimated Radio Billings: \$4,700,000.

Estimated TV Billings: \$5,200,000.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.

Phone: LUTher 7-2444

ABP—ANPA—SNPA—APA—NOAB

President, Treas. J. Burr Gibbons

Vice President John B. Gibbons

Secretary Viola Neese

Radio-TV Dir. Mercedes (Dee) Freiday

GIBALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.

Phone: MURray Hill 7-7896

President Charles J. Basch, III

Vice-President Leo Berman

Treasurer Clarence Schmidt

Sec'y., Radio-TV Dir.,

Time Buyer Frances Scott

Radio-TV Div. Ronald Dawson

GILL, CLIFFORD AGENCY

8701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLeander 5-8388

President, Copy Ch. Clifford Gill

V.P. Media Dir. Dorothy R. Gill

Art Dir. Earl Martin

GILLHAM ADVERTISING AGENCY- INC.

500 Continental Bank Bldg., Salt Lake City
1, Utah

Phone: EM 4-5516

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Senior Vice-President Lon Richardson

Vice-President Robert F. Rohlfing

Vice-President Wendell J. Ashton

Vice President J. Y. Tipton

Vice-President Heber G. Wolsey

Secretary Richard H. Ogaard

Art Director Clair Lindgren

Prod. Mgr. J. R. Furner

Space Buyer Esther Cook

BERT S. GITTINS ADVERTISING, INC.

739 N. Broadway, Milwaukee 2, Wis.

Phone: BR 6-5934

ABP—ANPA—NOAB—NBP—APA

President Bert S. Gittins

Prod. Dir. Stewart Carlson

Media Dir. Esther Block

Copy Dir. Harold Nelson

Dir. Ind. Markets James M. Costello

Radio & TV Dir. Gerald L. Scaman

GLENN ADVERTISING INC.

620 Republic Nat'l. Bank, Dallas, Tex.

Phone: RI 1-9851

ANPA—ABP—AAAA

Ch. of Board Ward M. Wilcox

President John H. Stewart

V.P.'s Duke Burgess, Liener Temerlin

Branch Offices

301 E. 5th, Fort Worth 2, Tex.

Vice President Merle Bell

ADVERTISING AGENCIES

1101 Majestic Bldg., San Antonio, Tex.
 Phone: CApitol 7-2369
 Vice President.....J. Schlichenmaier
 803 Lovett Blvd., Houston, Texas
 Phone: JA 3-4714
 ManagerKeith Butler
 6399 Wilshire Blvd., Los Angeles, Calif.
 Phone: WE 3-9369
 ManagerRaymond Prochnow
 510 Electric Bldg., El Paso, Tex.
 Phone: KE 2-3606
 Manager.....I. E. Carson
 218 Bayview Bld. Fort Lauderdale, Fla.
 Phone: LOgan 4-5419
 Mgr.R. M. Richards
 651 Skirbin Tower, Okla. City, Okla.
 Phone: CEntral 6-8582
 Mgr.J. S. Bell
MAX GOLDBERG ADV. AGENCY
 611 E & C Bldg., Denver 2, Colorado
 Phone: CHerry 4-5533
 ANPA—APA

Owner, Dir.....Max Goldberg
 Art Director.....Victor Kerr

GOODMAN ORGANIZATION

8350 Santa Monica Blvd., Los Angeles 46, Cal.
 Phone: OLdfield 6-6200
 Pres., Treas.....Mort Goodman
 Vice President.....Irv Edelstein
 Art Dir.....S. Brown
 Radio TV Time Buyer.....Claire Moses

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.
 Phone: OXford 7-4300
 ABP—AFA—ANPA—AAAA

Chairman of Bd.....Irwin A. Vladimir
 Vice-Chmn. of Bd.....G. Ellsworth Harris
 Chmn. Exec. Comm...Duncan D. Sutphen, Jr.
 President, Dir.....Arthur A. Kron
 Vice-Presidents.....Robert F. Kendall,
 Daniel C. Kaufherr, Richard H. Hobbs,
 C. G. Rourke, Frank Birdsall, Evelyn Ring-
 rose, William V. Rieglane, Rufus Choate,
 A. N. Vladimir, A. L. Beyea

Media Dir.....Robert J. Rieglane
 Secretary.....Chester A. Priest
 Dir. Radio & Television.....Sally Allen
 Dir. Pub. Relations.....Kay Long

Branch Offices

1 No. LaSalle St., Chicago 2, Ill.
 Phone: ANdover 3-2890

Vice-President.....Richard H. Hobbs
 251 Kearny St., San Francisco 8, Calif.
 Phone: YUkon 6-0920

Vice-PresidentFrank Birdsall
 P. O. Box 8676, Fernandez Juncos Station,
 Santurce, P. R.
 Phone: San Juan 2-0780

ManagerL. A. Perdomo

GOTHELF & WEIL, INC.

47 W. Huron St., Buffalo 2, N. Y.
 Phone: MA 6755
 ANPA

President.....Henry J. Weil
 Secy., Treas.....Stephen Gotthelf
 V.P., TV Dir.....Peter King

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.
 Phone: SUperior 7-6500

ANPA—AFA—ABP—SNPA—NOB

President.....Will C. Grant
 Exec. V.P. Int'l.....Fred Spence
 Vice-Presidents.....Valeria T. Feely,
 Carl M. Post, W. R. Watson

Secretary.....Mary Waller Grant
 Art Director.....Ken Boehnart
 V.P., Research Dir.....Kay Sheldon
 V.P., Comptroller.....John G. Copeland
 V.P., Media Dir.....Reginald L. Dellow
 Radio & TV Dir. (Chicago)...Gail Micheals
 Production Mgr.....Harry White
 Chicago Art Dir.....Fleetwood Burt
 V.P. Personnel.....Donald C. Turner

Branch Offices

711 Third Ave., New York 17, N. Y.
 Phone: OXford 7-5800

Exec. Comm. Chg. N. Y. Office...John Pinto,
 Abbott Kimball

29th Floor, Guardian Bldg., Detroit 26, Mich.
 Phone: WOodward 3-9400

Exec. V.P.....Lawrence McIntosh
 2003 Davis Bldg., Dallas 2, Tex.
 Phone: Prspect 8121

V.P. Chg. Dallas Office.....Joe K. Hughes
 405 Montgomery St., San Francisco 4, Calif.
 EXbrook 2-6275

V.P. Chg. San. Fran. Off.....Alfred Ducato
 120 Sixth Ave. N., Seattle 9, Wash.
 Phone: MAin 4-3232

V.P. Chg. Seattle Office.....Wm. Burke
 13th St. at Second Ave., S.W., Miami 36, Fla.
 Phone: FRanklin 3-6611

V.P. Chg. Caribbean Oper.....John A. Dey
 Taft Bldg., Hollywood 28, Calif.
 Phone: HO 1-9231

V.P. Chg. Hollywood Off.....John M. Cody
Estimated Radio Billings: \$2,700,000.
Estimated TV Billings: \$12,500,000.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
 Phone: WAlnut 2-4808

ANPA—ABP—ABC—AAAA—APA
 NBP—NOAB

Partner.....Jerome B. Gray
 Partner-TV Dir.....Edmund H. Rogers
 Partner.....Robert W. Graham
 Partners.....Sherman G. Landers,
 Russell K. Carter, William B. Edwards,
 Atherton Seeley, David B. Arnold, Thelma
 Gray, Granville Worrell, Albert R. Bo-
 roch

Radio-TV Dept.....Walter M. Erickson
 TV Time Buyer.....Ed Papazian
 Production Mgr.....Alex Irvine
 Media Director.....James S. Reifsnnyder
 744 Broad St., Newark, N. J.
 Phone: MArket 3-7345

Manager.....Richard N. Gulick

ADVERTISING AGENCIES

MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-8640

President.....Monroe W. Greenthal
V.P., Creative Dir.....David E. Diener
Radio & TV Dir.....Harvey Schulman
V.P., Media Dir.....Herb Hauser
Copy Chief.....Dave Dember
Prod. Mgr.....Joseph Bogiano
Art Director.....Otto Luther
Assoc. Art Dirs.....Ed Brodtkin,
Lew Clayman, Robert Cohen

GREGORY-GIEZENDANNER COMPANY

P. O. Box 6278, Houston 6, Texas
Phone: JACKson 6-1071

Partners.....Lloyd Gregory,
Chas. J. Giezendanner, Jr.
Production Manager.....Dave Lemke
Asst. Prod. Mgr.....Lynn Chesnar
TV Time Buyer.....Annette Kercheval
Publicity Director.....Mauleen Marks
Publications Director.....Ted Sumerlin

GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3500
AAAA—APA—NOAB—PPA

Bd. Chrmn., Head Exec. Comm...Lawrence
Valenstein
President.....Arthur C. Fatt
Exec. V.P., Acct. Sup.....Herbert D. Strauss
Controller.....Elmer E. Feistel
V.P. & Radio-TV Dir...Alfred L. Hollender
V.P., Radio-TV.....Hal Davis
V.P., Mgr. Prod.....Ralph Froelich
V.P. Media Dir.....E. L. Deckinger
V.P., Radio-TV Copy
Chief.....Robert Kirchbaum
V.P., Adm. Art Dir.....Guy Oring
V.P., TV Prog.....William F. Craig

Branch Offices

9033 Wilshire Blvd, Beverly Hills, Calif.
Phone: CResview 4-8401

Vice-Pres.....Robert D. Wolfe
235 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1695

Manager.....L. V. Bernardini
Estimated Radio Billings: \$7,000,000.
Estimated TV Billings: \$15,000,000.

GRISWOLD-ESHLEMAN CO.

55 Public Sq., Cleveland 13, O.
Phone: TOWer 1-3232
AAAA—ABP—ANPA

Board Chairman.....John F. Davis
President.....Charles Farran
V.P.'s.....Robert L. Baumgardner,
L. R. Canfield, V. C. Kenney, W. A.
Weaver, E. C. Powers
V.P., Media Res. Dir.....W. A. Weaver
V.P., P. R. Dir.....Dave Skyler
Secy., Treas.....Louis F. Ruf
Media Director.....H. A. Stadthagen
TV, Radio, Films Dir.....Ralph A. Borzi
Production Manager.....Frank J. Stastny

Mktg., Res. Dir.....H. K. Jones
Controller.....Ann Whittlesey
Time Buyer.....Helen Lott
Art Dirs.....Wm. Root, F. Langel,
Edw. Hecker, Dave London
Art Dirs., Collateral Material....J. P. Heck,
Glenn Nelson, Wm. Root

CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.
Phone: FRanklin 1-8571

Pres., Treas.....Charles A. Gross
V.P., Copy Chief.....Spencer Hill
Secy., Media Dir.....Elinor Esser
Art Director.....Nat Machtey
Publicity Director.....Gene Wood

JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
Secy., Space Buyer.....Libby Dunn
Art Dir., Prod. Mgr.....Daniel Canter

GRUBB & PETERSEN ADV. AGENCY

111 N. Market St., Champaign, Ill.
Phone: FLeetwood 6-3766
ABP—APA—NBP

General Manager.....Robert F. Grubb
Radio-TV Dir.....Dale Arvidson
Radio-TV Prod. Superv.....R. E. Smith

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.
Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Time Buyer.....Norman Vinitsky

GUILD, BASCOM & BONFIGLI INC.

130 Kearny St., San Francisco 8, Calif.
Phone: YUKon 2-6040
AAAA—ABP—ANPA

President.....Walter Guild
Bd. Chrmn.....David Bascom
Exec. V.P.....Dante Bonfigli
V.P., Gen. Mgr.....Gilbert Burton
V.P., Media Dir.....Rod Macdonald
V.P., Creative TV Dir.....Alex Anderson
TV Oper. Dir.....Chet Rhodes

Branch Offices

105 W. Adams St., Chicago 3, Ill.
Phone: STate 2-0253

TV Comm. Prod.....Dave Fulmer
515 Madison Ave., New York, N. Y.
Phone: PLaza 1-3979

Acct. Exec.....Hank Buccello
Dir. Network Rel.....Reggie Schuebel
1750 N. Vine Capitol Tower,
Hollywood 28, Calif.
Phone: HO 9-8217

TV Comm. Prod.....Geo. Allen
603 Stewart St., Seattle 1, Wash.
Phone MAin 4-3711

Account Executive.....Tom Killilea
Estimated Radio Billings: \$2,000,000.
Estimated TV Billings: \$8,900,000.

ADVERTISING AGENCIES

GULF STATE ADVERTISING AGENCY, INC.

2714 Danville, Houston, 5, Texas
Phone: JACKSON 6-2111

President Adie Marks
V.P., Treas. Seymour Cohen
Production Manager Shirley Rouse
Copy Chief, Pub. Dir. Mrs. Bess W. Scott
Radio-TV Dir., Time
Buyer Paula Reece

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-1717
ABP—ANPA—ABC

Chairman Lawrence C. Gumbinner
President Milton Goodman
V.P., Radio-TV Dir. Paul G. Gumbinner
Exec. V.P. Morton Freund
Copy Supervisor Robert Goldsmith
VP in Chg Prod. Herman Kornblum
V.P. in Chg. Art. Hershel Bramson
Vice President Graeme Macleod
Vice President Sumner Wyman
Media Dir. Henry J. Katz

GUTMAN ADVERTISING CO.

Peoples Federal Bldg., Wheeling, W. Va.
Phone: CEDar 3-4700
AMPA

President D. Milton Gutman
Sec. Treas. Phyllis Kalany
Prod. Mgr. D. M. Gutman, Jr.

JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.
Phone: FRanklin 2-0492

Partners. John L. Halpin, Marion G. Halpin
Copy Chief A. M. Fowler
Production P. Bielawski
Art Director A. H. Hitchins

HANSON, CLEM T., CO.

1409 - 15th St., Moline, Ill.
Phone: 2-3022
ABP—NBP—APA

Owner, Acct. Exec. Clem T. Hanson
Prod. Mgr., Acct. Exec. W. R. Lievens

RALPH A. HART, ADVERTISING

113 So. 21st St., Philadelphia 3, Pa.
Phone: PENnypacker 5-8477

President Ralph A. Hart
Art Dir. Leon Greenfield
Prod. Mgr. Theodore Barkus
Copy Chief Murray Firestone
Media Dir. Vivian Friedman
Acct. Execs. R. Hart,
T. Barkus, M. Firestone, M. Schwartz

HART-CONWAY CO., INC.

335 Main St. East, Rochester 4, N. Y.
Phone: LOcust 2-3520
ANPA—ABP—AAAA—ABC—AFA

Pres., Treas. H. Lyman Hart
Sr. Vice-President Harold E. Kennedy

Exec. Vice-President Joseph Brown
Vice President John P. Street
Vice-President E. Ward Phillips
Secretary John M. Nixon
Account Execs. H. L. Hart,
H. E. Kennedy, J. P. Brown, J. P. Street,
J. M. Nixon, E. W. Phillips, Peter B. Whit-
combe, N. L. Walker, Gaylord A. Paddock
Production Manager James V. Mannhardt
Comptroller Mrs. A. L. Kearns

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: ANdover 3-0130
ABP—ANPA

President George H. Hartman
Exec. V. P. Rowland Laughlin
V. P., Gen. Mgr. John T. Holloway
Vice Pres. Thomas Kivlan, David R. Coey,
William H. Aaron, Robert S. Cole
V.P., Art Dir. Alfred Festen
Secretary George H. Hartman, Jr.
TV Time Buyer Jean Seaman
Production Mgr. Philip Navigato
Radio & TV Director John D. Berg
Radio & TV Dir.-Prod. Jack Leonard

Branch Office

120 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-8637

Branch Office Mgr. John Berg

HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.
Phone: HA 4-2494
ABP

President Marvin J. Lockyear
V.P., Sec.-Treas. Logan H. Miller

THE F. H. HAYHURST CO. LIMITED

7 King St. E., Toronto, Ontario, Canada
Phone: EMpire 6-0731

President W. P. Hayhurst
Vice-President Geo. F. Hayhurst
V.P.'s E. C. Danither, N. L. Drynan
V.P., Chmn. Plans Bd. D. J. Leonard
Radio-TV Director, V.P. R. D. Amos
Asst. Dir. C. M. Harrison
Time Buyers E. Brown, P. Hepburn
Radio Prod. S. Hannah
Media Mgr. B. J. Keelor
Production Mgr. C. A. Kellow

Branch Office

2100 Drummond St., Montreal, Que.
Phone: VI 5-0251

Manager R. W. Matthews

HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-7660
ABP

President Mort Heineman
Ch. of Bd., Sec. & Treas. M. J. Kleinfeld
V.P., Media Dir. Julius Joseph, Jr.
Radio-TV Time Buyer Alice Ross
Vice Pres. Joseph Shaw

ADVERTISING AGENCIES

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HOllywood 3-1153

ManagerHoward Blake

HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MADison 9-3181
AAAA—ANPA—ABP

President.....Robert P. Heintz
Radio-TV Dir.....Kenneth Higgins
Media Director.....Kay Ostrander

HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman
V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss

AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 1-2710
ABP—ANPA—AAAA

President, Chmn.....Al J. Herr
Vice-President.....John Rock
V.P., Radio-TV.....Pat Kocian
Production.....Gene M. Wrobel
Creative Director.....Carl Ruppert
Media Research.....Howard Klatt
Estimated Radio Billings: \$250,000.
Estimated TV Billings: \$325,000.

HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-5600
ABP—ANPA

President.....Charles V. Skoog, Jr.
Exec. Vice Pres.....Harry L. Hicks, Jr.
V.P., Radio-TV Dir.....Theodore J. Grunewald
V.P., Treasurer.....K. A. Hamilton
V.P.....Irving S. Kogan
Time Buyers...Vincent J. Daraio, M. Reiner
Radio-TV Prod. Super's.....M. E. Stanson,
G. F. Ford

HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.
Phone: OXFord 7-5600
ANPA

Chairman.....John W. Hill
President.....Bert C. Goss
Sec., Treas.....Harry S. Cooper
Art Director.....M. Richard Kaufmann

Branch Office

1000 16th St., N. W., Washington 6, D. C.
Phone: STerling 3-0270

Vice President.....Avery McBee

HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.
Phone: COmmonwealth 6-7515
ABP—ANPA—AAAA

President.....Paul Provandie
Treasurer.....Myron L. Eastwood
Exec. Vice-President.....Langley C. Keyes
Senior Vice President.....Thomas J. Bowen

Vice Presidents.....William Van N. Washburn, Edward W. Quinn

V.P., Art Dir.....Donald E. Clark
Prod. Mgrs.....Bertha L. Aldrich,
A. Stedman Murdy, Jr.

Assoc. Art Dir.....George F. Wilson
Radio-TV Dir.....Richard Lombardi
Media Dir.....Rosemary Rohmer
Creative Dir.....Leo Harrington
Account Execs.....Paul H. Provandie,
Myron L. Eastwood, Thomas J. Bowen,
Langley C. Keyes, William Van N. Washburn, Edward W. Quinn, Ruleffe F. Barbour, John P. Hoag, Jr., William B. Lowther, Michael H. Reingold

HONIG-COOPER, HARRINGTON & MINER

1275 Columbus Ave., San Francisco 11, Calif.
Phone: OR 3-4469

AAAA—ABC—ABP—ANPA

President.....Louis Honig
Bd. Chmn.....Eugene I. Harrington
First V.P., Art Dir.....Fred Glauser
Secy.-Treas.....John W. Davis
TV Buyer.....Clarice McCreary
Radio Buyer.....Richard Geary
Radio-TV Prod. Dir.....Charles Larrance

Branch Offices

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUNKirk 8-3301

Exec. V.P., Mgr.....Sherman R. Slade
Estimated Radio Billings: \$1,000,000.
Estimated TV Billings: \$4,000,000.

HORAN-DAUGHERTY INC.

8012 Bonhomme, St. Louis 5, Mo.
Phone: VOLunteer 3-4524
ABP—ANPA

President.....Joseph J. Horan
Exec. V.P.....Robert O. Scott
Vice-President.....Jimm Daugherty
Creative Art Director.....Bob G. Watkins
Media Director.....Mary E. Johnson
Radio-TV Dir.....Barbara Block
Copy Chief.....C. R. Sides
Executive Art Director.....J. W. Duke

HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.
Phone: DIamond 5-8115

ABP—ANPA—APA—SNPA—AFA

President.....C. B. Houck
Vice President.....William B. Houck
Secretary.....Kathryn H. Ferguson
Vice President.....William F. Downs
Art Director, V.P.....Edwin R. Deady
Production Mgr.....W. Leon Mitchell
Research Media.....Jeannette G. Thorne
Radio-TV Director.....John R. Clement

CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 2-2000

ANPA—APA—NBP—ABC—NOAB—AAAA
President.....Everett W. Hoyt
Chairman of Bd.....Winthrop Hoyt

ADVERTISING AGENCIES

Vice Presidents.....A. W. Fargo,
R. H. Dingwall, R. W. Mickam, E. T. Net-
tleton, Richard G. Pratt, W. K. Dingleline,
F. A. Whipple

Secretary V.P.....James R. Roberts
Treasurer.....F. J. Becker
Dir. Radio-TV.....Thomas A. Lee, Jr.
Creative Dir., Radio-TV..Clifford L. Simpson
V.P., Research.....Peter H. Nicholas
V.P., Media Rel.....C. B. Donovan
V.P., Prod. Mgr.....N. S. Lampert
Radio-TV Time Buyer.....D. H. Humm

Branch Office

Chamber of Commerce Bldg., Miami 32, Fla.
Phone: FR 1-2165

V.P. & Mgr.....John R. McAtee

HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida

Phone: FRanklin 9-8453

ANPA

PresidentDavid Hume
V.P.'s.....Wm. Mickelberry, Boh Smith
Acct. Execs.....Ted C. Carlon, Geo. Smith
Radio-TV Director.....George Smith

HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.

Phone: CEntral 6-5429

AAAA—APA—ANPA—SNPA

Pres., Treas.....Warren A. Humphrey
V.P.'s.....Mitchell L. Williamson,
Ellis G. Gibson

Secretary.....E. A. Hartman
Production Manager.....Alyce Robnett
Radio-TV Director.....H. C. Childs
Art Director.....Don Loewen

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.

Phone: HAmlington 6-1160

APA—ANPA—ABP—NOAB

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

Prod. Mgrs.....M. J. Leary, D. A. Meritt

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Phone: WAlnut 4-3753

ManagerWilliam Bounsall

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637 Broad St., Beloit, Wisc.

Phone: EMerson 2-8822

APA—ABP

Sole Owner.....Jack Jaster

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Phone: BArcley 7-3337

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Secy.....Wesley Edson
Art Dir., Prod. Mgr.John Inglehart

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3100 Carew Tower, Cincinnati 2, O.

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Prod. Mgr.....A. J. Lemperly
Radio-TV Director.....Ann Smith
Radio, TV Time Buyers.....Betty Derie,
Eula Reggin

Branch Office

40 East 49th St., New York 17, N. Y.

Phone: MUrray Hill 3-5144

Mgr.....H. S. Lenz

ROSS JOURNEY & ASSOCIATES

178 Social Hall Ave., Salt Lake City, Utah

Phone: EM 3-6758

APA

Partner, Gen. Mgr.....Miss Ross Journey
Partner, Sr. Acct. Ex.....A. H. Garrigues
TV Production.....John D. Rose
Time Buyers.....Miss Ross Journey, A. H.
Garrigues, W. J. Brennan, Robert N. Rose

KAL, EHRlich & MERRICK ADVERTISING, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.

Phone: FEderal 7-5500

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Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes

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2 West 45th St., New York 36, N. Y.

Phone: OXFord 7-4840

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Exec. V.P., Mdse. Dir.....Ray Solomon
Sales Prom. Dir.....Russell Fradkin
Research, Media Dir.....Ruth Rose
Radio-TV Director.....Vernon Delston
Copy Chief.....Fred Newman
Art Director.....Alan Peers
Production Manager.....William Egan

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405 Park Ave., New York 22, N. Y.

Phone: PLaza 1-4120

ANPA—ABP

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 V.P.....Beti Kaplan
 Sec.-Treas.Helene Mogul

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575 Lexington Ave., New York 22, N. Y.
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 PresidentPeter Hilton
 Chmn. Plans Bd.....J. William Atherton
 Exec. Vice Pres.....L. G. Whitebrook
 V.P., Media Dir.....Jack B. Peters
 Radio, TV Dir.....Jules Bundgus
 Radio-TV Prod.....J. P. Atherton

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 V.P. & Gen. Mgr.....Marvin Harms
 Vice Presidents.....John T. Urice,
 Dean Snow, W. O. Yocum
 V.P. & Copy Chief.....Ashley Belbin
 Media Dir.....Harvey Mann
 V.P., Radio-TV.....James H. West

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President.....Benjamin J. Katz

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 Assoc. Radio-TV Dir...Alice Polver Biviano
 Media Director.....C. A. Brocker

Branch Offices

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 Phone: LExington 9-1509

V.P., Gen. Mgr.....Stanley E. Blumberg
 Sec.-Treas., Media Dir.....Gertrude Myers

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
 Phone: DIstrict 7-7400

ABP—ANPA

General Manager.....Henry J. Kaufman
 Creative Director.....Wm. F. Sigmund
 Radio-TV Dir.....Jeffrey A. Abel
 Media Dir. Research...Betty Darling Gwyer
 Copy Chief.....T.D. Mandelstam
 Production Mgr.....A. A. Allenbach
 Art Director.....Eugene T. Hoover, Jr.
 Public Rel. Dir.....Robert R. Denny

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 Phone: PA 1-1310

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 Prod. Mgr.....John Helmsderfer

KEILSON CO.

117 W. 46th St., New York 36, N. Y.
 Phone: JUdson 2-1797

PresidentMeyer Keilson

KELLER-CRESCENT CO.

16-26 S.E. Riverside Dr., Evansville 8, Ind.
 Phone: HArrison 5-5146
 ABP

Mgr.Lee Edmiston
 Radio-TV Dir.....G. L. Freeman

DON KEMPER COMPANY, INC.

850 S. Patterson Blvd., Dayton 2, Ohio
 Phone: BAldwin 3-6216
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 Exec. V.P.....Robert A. Hilton
 Vice President.....James D. Parker
 Media Director.....Cindy Hamberg
 Creative Director.....Betty McGonigle
 Art Director.....John H. Bach
 Production Manager.....Carl Deibel
 Marketing Director.....Howard Korman
 Med. Reseach Dir....Mary Alice Whittington

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
 Phone: SUperior 7-6746

President.....Don H. Kemper
 Exec. V.P.....Robert A. Hilton
 Media Director.....Marjorie Aberg
 655 Madison Ave., New York 21, N. Y.
 Phone: TEmpleton 2-7755

President.....Don H. Kemper
 Exec. V.P.....Robert A. Hilton
 Media, Radio-TV Dir.....Adna Karns

KENNEDY-HANNAFORD, INC.

1706 Broadway, Oakland 12, Calif.
 Phone: GL 2-2521

ABP

President.....Helen A. Kennedy
 V.P.....Peter D. Hannaford

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-9000

AAAA—ABP—ANPA—PPA—ABC
 NOAB—APA

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Exec. V.P......David C. Stewart
Sr. V.P.'s.....Robert Burton, Victor
 Armstrong, Maxwell Ule, Barrett Brady,
 G.T.C. Fry
V.P., Dir. Radio-TV.....James S. Bealle
V.P., Prod. Radio-TV.....John Murphy
V.P., Radio-TV

(Hollywood)Alfred Tennyson
V.P.'s.....Gerald Link, Joseph B. Braun,
 Stephens Dietz, Howard M. Wilson, Frank
 J. Hennessey, Brendan J. Baldwin, Norman
 H. Bertels, Alin Blatchley, Paul Bradley,
 Ruth J. Cerrone, Frederick Flanagan, Budd
 Hemmick, Edward B. Henderson, Philip
 C. Kenney, C. F. Korten, Edward C. Mante,
 Eric Marder, J. Clarke Mattimore, Robert
 Pasch, William Rienecke, Alvin N. Sara-
 sohn, Bud Sherak, William H. Weber,
 Samuel A. Alter, Bruce Altman, John
 Bladwin, James A. Dearborn, William H.
 Green, L. Dickson Griffith, W. Denning
 Harvey, John W. Keeshan, Richard M.
 Kelly, Kevin Kennedy, Douglas L. Keys,
 William G. Martin, Robert Ellis, E. W.
 Newsom, Louis J. Nicholaus, Don J.
 O'Leary, George Oswald, Lawrence G.
 Puchta, Andrew J. Shepard, C. Stuart Sie-
 bert, Sidney B. Silleck, Ellsworth L. Tim-
 berman, Clinton F. Wheeler, Jr., Donald
 J. Maggini.

Time Buyers & Accounts: Edward Kobza,
 ASR, Shell Oil, U. S. Plywood; Lucy Kerwin,
 Capital Airlines, Mead Johnson, Natl. Biscuit,
 Quaker State, Anaconda Canadian Pacific,
 McKesson & Robbins; John Hughes, Harold
 F. Ritchie, Pepsi Cola; Mary Dwyer, Lever
 Bros.; Louis J. Kennedy, Ford; George
 Simko, Lever Bros.; Frank Hajek, Lever
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 620 Market St., San Francisco
 Phone: EXbrook 7-9099
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 321 Bloor St., E., Toronto, Ont.
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 550 Sherbrooke W., Mont., Que.
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 102 Mexico, D. F.
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Mgr.Alfred Gary
 6253 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HO 9-9044
V.P., Mgr......William King
 334 Boylston St., Boston, Mass.
 Phone: COpley 7-8550

V.P., Mgr......Frank S. Christian
V.P., Mgr......John Shannon
 221 N. LaSalle St., Chicago, Ill.
 Financial 6-4020

V.P......Robert B. Shirley
Estimated Radio Billings: \$6,800,000.
Estimated TV Billings: \$39,850,000.

J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.

Phone: MArkEt 3-0007

ANPA—APA—NBP

Owner, Pres......J. M. Kesslinger
Media Director.....H. C. R. Kesslinger
Research DirectorMitchell Krauss
Account ExecutivesJoseph M. Dietz,
 Morton Howard Roth, Paul Weisman

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.

Phone: COurt 1-5100

AAAA—ABP—ANPA

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Exec. V.P., Administration...W. S. Redpath
V.P., Chmn. Oper. Comm....Emil Hossoos
V.P., P. R. Dir......Howard B. Anderson
V.P.'s.....Robert C. Alberts,
 Robert M. Brown

Vice Pres., Secy......William R. Parker
V.P., Creative Dir......W. E. Pensly
Treasurer.....B. B. Jones
Exec. V.P., Service.....E. T. Parrack
Radio-TV Mgr......Warren C. Rossell
Radio-TV Time Buyer....F. C. McCormack

Branch Offices

155 E. 44th St., New York, N. Y.

Phone: MURray Hill 7-5640

V.P., Mgr......Marshall Clark
 1000 Conn. Ave. N.W., Washington, D. C.
 Phone: STerling 3-6554

Manager.....J. William McIlhenny

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Exec. Vice Pres....Harry B. Goldsmith, Jr.
Sr. Vice President.....Lee J. Marshall
Sec.-Treas.Harry H. Maus
V.P., Mktg. & Mdsg......Fred Willson
V.P., Art Dir......Thomas Brogan
V.P. Research Media Dir....Dr. J. S. Niefeld
Mgr., Radio-TV Prod......Janet Conger
V.P., Art (N. Y.).....Charles Chappell
V.P.'s.....Paul Kelly, Pierre F. Marshall,
 Dale G. Mehrhoff, Dick Stern

Comptroller.....Richard R. Davis
Time Buyers...Merle Myers, Virginia Russett

Branch Offices

1270 Ave. of Americas, New York 20, N. Y.

Phone: COlumbus 5-5814

Mgr.Gerald Lesser
 121 Monument Circle, Indianapolis 9, Ind.
 MELrose 5-1361

ADVERTISING AGENCIES

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1680 Vine St., Hollywood 28, Calif.
Phone: HOLlywood 9-3974
Manager.....Talcott Jones
Ainsley Bldg., N.E. 1st Ave., Miami 32, Fla.
Phone: FRanklin 1-2507
Vice President, Mgr.....Dick Stern
Estimated Radio Billings: \$1,400,000.
Estimated TV Billings: \$8,500,000.

LEW KING ADVERTISING, INC.

1426 North 1st St., Phoenix, Arizona
Phone: ALpine 4-5548

President.....Lew King
V.P.....E. G. King
Radio-TV Dir.....Jim Silvius

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2600 Far Hills Ave., Dayton 19, Ohio
Phone: AXminster 3-3191
AAAA-ABP

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V.P.'s.....Norman Van Zant,
Jack J. Westerman
Exec. V.P.....Watson B. Metcalf
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills
Media Dir.....John J. Manning
Radio & TV Dir.....Donald R. Lyons

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101 Marietta St., Atlanta 3, Ga.
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Frank W. White, James B. Schell
Production Manager.....T. J. Majors
Copy Chief.....Janet Foster

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Penn Sq. Bldg., City Hall Sq., Phila. 7, Pa.
Phone: RI 6-7070

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Secy., Treas.....Herbert Ringold
TV Time Buyer.....Allan Kalish
Art Director.....Burton I. Greenspan
Copy Chief.....Milton Feldman
Media Director.....Barbara N. Moore
Publicity Director.....Henry Klein

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ABP-ANPA-APA-SNPA
Pres., Treas.....Walter J. Klein
Media Dir.....Bobbie Roberts
Photography Dir.....W. Lineberger

Branch Offices

17 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 2-3877
Mgr.....Charles J. Basch III

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
Phone: MURray Hill 2-6600

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Russell C. Rowan
Space Buyer.....A. Lasity
Prod. Mgr.....Herb Harfenist

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Vice Pres.....A. Harvey Brown
Secretary-Treasurer.....Edgar Kluge
V.P., Radio-TV.....Lee Cavanagh
Prod. Mgr.....Glenn A. Adair
Media Mgr.....Nellene Zeis

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Phone: MU 8-6700

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Dir. Radio-TV Comm. Prod...Edgar C. Kahn
Asst. Dir., Radio-TV Comm.
Prod.....R. W. Clemmer
Producer.....Paul Belanger
Bus. Mgr.....Charles C. Allen
Time Buyers...John Marsich, Malachy Murray

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Vice Pres.....S. S. Korshak
Copy Chief.....Martin Maller
Art Directors....Forest Lightle, Jane Smith
Publicity Dir.....A. G. Goldsmith

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Radio Center Bldg., Memphis 3, Tenn.
Phone: JACKson 5-1571
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Radio-TV Time Buyers...Mrs. L. Simmons,
Jack Callicott
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Art Director.....Leonard Crook
Assoc. Art Dir.'s..J. A. Ruggiero, John Scott
Dir. Creative Work.....Jane Zussman
Assoc. Dir. Creative Work.....Glen Jocelyn
Acct. Executives.....David Davidson,
Mrs. L. Cunningham, Courtney Shurman,
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Graff

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Phone: MURray Hill 8-6464
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C. Douglas Morris, John A. Waite
V.P.'s.....Gerald Blake II, Richard S.
Bridgman, Frank Gangemi, G. Douglas
Morris, Roy F. Segur, John A. Waite
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V.P., Marketing Dir.....J. J. Flood
Copy Chiefs, V.P.'s....Richard S. Bridgman,
John F. McKay
Media Director.....William B. Hinman
Supvr., Traffic Prod.....Edmund A. Zito

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853 Seventh Ave., New York 19, N. Y.
Phone: JUDson 6-0588

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Media Dir.....Rose Peters Gatto

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197 Carlton House, Pittsburgh 19, Pa.
Phone: ATLantic 1-5887
ARP—ANPA

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Sr. V.P.....Joseph C. Gusky
Radio Head.....Fred Hedding
Radio Time Buyer.....H. L. Rothchild

Branch Office

G. Daniel Baldwin Bldg., Erie, Pa.
Phone: GL 6-2975

ManagerJohn Clark

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16 East 50th St., New York 22, N. Y.
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Phone: PRospect 1-0300
AAAA

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Vice President.....Martin J. Cohn
Art Director.....Edward Kagy
Dir. Radio-TV.....A. B. Fisher
Prod. Mgr.....George H. DeWitt
Prod. Mgr., Radio-TV.....Edward T. Noll
Chief Time Buyer.....Garry C. McKelvey
Dir. Client Develop.....David Baylor
Time Buyers.....Barry C. McKelvey, James
Telisky, Peter Turk

C. J. LA ROCHE & CO., INC.

575 Lexington Ave., New York 22, N. Y.
Phone: PLaza 5-7711

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PresidentJames D. Webb
V.P. Art.....Folke Lidbeck
V.P. Radio-TV.....Tom Lewis
Vice President.....John Goodwillie
Secy. Media Dir.....C. R. LaRoche
Mgr. TV Prodn.....Jay Bottomley
Time Buyers.....Jean Present, L. Schaan
Prod. Mgr.....John Albanese
Supev. TV Comm. Copy.....F. Dennis
TV Art Dir.....P. Tomlinson

Branch Office

6269 Selma Ave. Hollywood 28 Calif.
Phone: HOLlywood 9-3656

Vice Pres.....Arthur White

LAVIDGE & DAVIS, INC.

401 Fidelity-Bankers Trust Bldg.,
Knoxville, Tenn.
Phone: 5-0418

ANPA—NBP—SNPA

Radio-TV Dir. & Time Buyer....John Ward

Branch Office

222 Professional Bldg., High Point, N. C.
Phone: 6905

Mgr.....J. Critz Query

LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio
Phone: TOWer 1-2065

Pres., Treas.....Edward P. Leech
Vice Pres., Prod. Mgr.....deJane Dreher

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: LOCust 8-5600
ANPA—APA—NOAB

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Vice-Pres. & Treas.....H. S. Louchheim
V.P.'sPaul Brown,
Hugh Genske, James C. Gibson
Media Dir.....G. C. DeField

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 2-5400

ANPA—APA—NBP—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
V.P., Secy.-Treas.....John D. Speirs
Exec. V.P., Creative Contact..Guild Copeland
Sr. V.P.'s & Mgmt. Acct. Supvrs..C. L. Smith,

ADVERTISING AGENCIES

Walter M. Swertfager, Thos. J. Lane, Jackson Taylor, Gordon Cates, Henry W. Lowe, John Schneider, Phillip P. Hoffman, David N. Laux, Wm. F. Mueller, Wm. Dasheff, Elkin Kaufman, Wm. Ziegfeld, George Beyer, Jr., Robert T. Kessner, Myron P. Kirk, Anthony J. Pan
 V.P.'s, Mgmt. Acct. Supvrs... Frank Cambria, Edw. C. Simons, Elias B. Baker
 Sr. V.P., Creative Coord... Richard Mancini
 Sr. V.P., Radio-TV Dir... Nicholas E. Keesely
 V.P., Media Dir... Anthony DePierro
 Sr. V.P., Mds. Dir... Clifford W. Davis
 Sr. V.P., Mgr. Prod. Dept... Michael J. Madar
 Sr. V.P., Dir. of Research... Christopher A. Sante

V.P., Radio-TV Business Mgr... Francis C. Barton
 Sr. V.P., Dir. of Copy... E. L. Frisard
 V.P., Dir. of Music & Lyrics... Edward F. Flynn
 V.P., Head of Serv. Dept... Myles E. Baker
 V.P., Controller... G. J. Muller
 Assoc. Media Dir... Jan van Emmerik
 Asst. Media Dir. Best... Frank Howlett
 Asst. Media Dir. Print... Louis Spino

Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.
 V.P., Mgmt. Acct. Supvr... Fred R. Keith
 Vice President... Elizabeth M. Williams
 248 Battery St., San Francisco, Calif.
 Sr. V.P., Mgr. W. Coast

Oper... Marshall J. Weigel
 Vice Presidents... Robert G. Williams, Kelso Norman, Wm. V. Patten
Estimated Radio Billings: \$4,000,000.
Estimated TV Billings: \$38,000,000.

LESCARBOURA ADVERTISING, INC.

139 Main St., Ossining, N. Y.
 Phone: WILson 1-1443

Pres... Austin C. Lescarboursa
 V.P., Treas... Stanley A. Lescarboursa
 Secretary... Fred P. Donati
 Art Director... John Berryman
 Prod. Mgr... Winifred Phillips
 Publicity Dir... Frances Howe

LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.
 Phone: TR 3-3381

AAAA-ABC-ANPA-ABP-AFA
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 President... William W. Neal
 Sr. Vice Pres... James L. Battle
 V.P.'s... Howard G. Axelberg, John K. Outley Jr., E. Clay Scofield, Baron Roberts
 V.P., Prod... Sam W. Longino
 Secy-Treas... Oscar S. Lewis
 Public Rel. Dir... Richard E. Hodges, Jr.
 Media Dir... Pamela Tabberer

Branch Offices

8 N. Eighth St., Richmond 19, Va.
 Phone: MILton 4-3065
 V.P., Mgr... Dan W. Lindsey, Jr.
 595 Madison Ave., New York 17, N. Y.
 Phone: PLaza 9-6120
 Manager... Helen Gordon

W. E. LONG ADVERTISING AGENCY

188 W. Randolph St., Chicago 1, Ill.
 Phone: RAndolph 6-4606

President... Bruno Peterson
 Vice Pres... Jodean P. Cash
 Gen. Mgr... Don F. Copell
 Dir. of Advertising... Frank B. Leonard
 Radio-TV Dir... David R. Hayes
 Asst. Radio-TV Dir... John Pesick
 Secy-Treas... Clark Rorbach
 Media, Research Dir... Russell A. Gilbertz
 Art Director... Hall E. Beem
 Time Buyers... Russell A. Gilbertz, Russell D. Rynerson, Richard T. Williamson
Estimated Radio Billings: \$250,000.
Estimated TV Billings: \$650,000.

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.
 Phone: TRinity 2-9694

AAAA-ABP-ANPA-APA-NBP
 Partners... Robert C. Lowe, Jr., John H. Stevens
 Vice President... Jules Clyde Gerding
 Art Director... J. D. Hawkins
 Production Mgr... O. L. Shelley
 Media Director... Audrey Jones

LUCKOFF & WAYBURN, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.
 Phone: WOODward 2-0707
 ABP-ANPA-APA-NBP

President, Treas... Louis H. Luckoff
 Exec. V.P... Leon S. Wayburn
 Secy., Gen. Mgr... Robert Goldfarb
 Time Buyer... Edward Allen
 Media Dir... Edith Rose
 Prod. Mgr... Curt Scheuer

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
 Phone: ANdover 3-1888

AAAA-ABP-ANPA-APA-NBP
 NOAB
 Chairman, Treas... Earle Ludgin
 President... J. H. Willmarth
 Gen. Mgr... George Rink
 V.P. Acct. Exec... Ralph Whiting
 V.P., Copy Dir... J. E. Chapman
 Secy., Prod. Mgr... Edward Erstein
 Radio-TV Dir... D. Hockstein

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
 Phone: VALley 2-7182-3

ABP-ANPA-APA-NBP-NOAB
 Owner, Acct. Exec... S. C. B. Lynn
 Creative Dir... Donald A. Smith
 Radio-TV & Media
 Dir., Time Buyer... W. P. McLaughlin
 Copy Chief, Acct. Exec... John I. Lewis

W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa
 Phone: EMpire 4-2451

AAAA-ABP-ANPA
 President, Treas... W. D. Lyon

ADVERTISING AGENCIES

Vice Pres., Secy.....R. B. Creswell
 Research, Media Dir.....Robert Ames
 Radio-TV Time Buyer.....Eileen Burns
 Radio-TV Director.....Robert Colburn
 Prod. Mgr.....J. A. Rasley, Jr.
 Copy Chief.....John E. Fisher

MacFARLAND, AVEYARD & CO.

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

Phone: RAndolph 6-9360

ANPA—ABP—AAAA—NBP

Chairman.....Hays McFarland
 President.....A. E. Aveyard
 Treasurer.....J. Terry
 Exec. V.P., Gen. Mgr.....Walter C. Power
 V.P.....Norman A. Fox
 Vice-President.....David W. Stotter
 V.P., Art Dir.....Rom. Z. Rigotti
 Radio-TV Time Buyer.....Esther Andersen
 Media Director.....G. H. Hendry
 V.P., Radio-TV Dir.....H. G. Atkinson
 V.P., Prod. Mgr.....W. E. Christopher

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario

Phone: EMpire 3-2244

President & Dir.....E. V. Rechnitzer
 Exec. V.P., Gen. Mgr.....C. E. Brown
 Treas. & Dir.....M. D. MacMahon
 V.P. & Dir.....G. G. Sinclair
 V.P. & Dir.....W. H. Graham
 V.P. & Dir., Radio-TV.....F. H. Horler
 Dir. Creative Svcs.....G. M. Elliott
 Media Dir.....D. C. Linton
 Group Creative Dir's.....R. H. Baker, P. D.
 Break, A. Ness

Ass't Mgr., Radio-TV Dept.....R. J. King
 Mgr., Sales Prom.....W. W. McGregor
 Media Mgr's.....F. M. MacPherson,
 D. C. McQuarrie

Mgr., Pub. Rel.....L. R. O'Hagan
 Time Buyer.....F. K. Campbell

Branch Offices

550 Sherbrooke St., W. Montreal, Quebec

Phone: VI 5-1222

Vice Pres.....C. J. Chandler

911 Electric Railway Chambers

Winnipeg, Manitoba

Phone: WHitehall 2-6321

Manager.....E. P. Thomson

1240 West Pender St., Vancouver, B. C.

Phone: MUtual 5-6268

Manager.....W. D. M. Patterson

635 Ouellette Ave., Windsor, Ont.

Manager.....J. R. Robb

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.

Phone: MIDwest 6-1000

ANPA—AAAA—ABC

President.....Ernest A. Jones

V.P., Secy., Treas.....Leo A. Hillebrand

Asst. to Pres., Adm. V.P.....Darrell C. Roberts

Exec. V. P.....Charles F. Adams

Senior V.P.'s.....John R. MacManus,

Hovey Hagerman

V.P. Mktg., Research.....Robt. E. Britton

Vice President.....James H. Graham

V.P., Prod. Mgr.....Kenneth H. MacQueen

V.P., Public Rel.....Frank T. Skinner

V.P. Commercial Prod.....Wm. B. Bachman

V.P. Consumer Prod.....Robert L. Garrison

Media Dir.....C. N. Campbell

Branch Office

444 Madison Ave., New York, N. Y.

Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.

V.P., Radio-TV Dir.....Mark Lawrence

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-6130

V.P., Manager.....D. E. Jones

MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.

Phone: ANdover 3-0022

ABP—ANPA

Owner.....Arthur M. Holland

Radio-TV Dept.....Edward Drucker,

Bernard Berman, Fran Weiss

Art Director.....Arthur Anderle

Radio Time Buyer.....Maxine Ziv

MANCHESTER-KREER, INC.

1726 Pennsylvania Ave., N.W.,

Washington 6, D. C.

Phone: ME 8-0060

President.....J. G. Manchester

Vice President.....Richard P. Ehst

Radio-TV Dir.....Richard T. Williams

Branch Office

7 So. Dearborn St., Chicago 3, Ill.

Phone: DEarborn 2-4170

President.....D. S. Manchester

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.

Phone: PLaza 3-5924

ABP—ANPA—NBP

Pres. & Secy.....Robert M. Marks

Media Dir.....T. H. Parker

Art Dir.....Don Bearard

Radio-TV Cons.....Sidney Walton

Research Dir.....Werner Lob

Pub. Dir.....Vic Dallaire

MARSCHALK & PRATT

Division of McCann-Erickson

460 Park Ave., New York 22, N. Y.

Phone: OXFord 7-4250

President.....S. L. Meulendyke

Exec. Vice Pres.....Stuart D. Watson

V.P., Gen. Mgr.....G. Lester Williams

Vice Presidents.....Arthur J. Kemp, Bill M.

Sansing, Albert A. Sommer, Charles A. Mit-

telstadt, Edward J. Whitehead

Creative Dir.....Eugene Taylor

Mkt. Research Dir.....Irving S. Underhill

Admin. V.P., Media Dir.....Eugene J. Cogan

Radio-TV Dir.....Glen Bammann

Branch Offices

795 Peachtree St., N.E., Atlanta 8, Ga.

Phone: TRinity 5-0221

V.P., Manager.....Mark Bollman

100 Biscayne Blvd., S., Miami, Florida

Phone: FRanklin 9-2821

Manager.....George Bremser

ADVERTISING AGENCIES

MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-4270
ABP-ANPA

President.....William W. Weltman
Exec. V.P.....Bruce Marchin
V.P., Art Dir.....Charles Jefferson
Copy Chief.....Dan James
Media Dir.....Geri Propceack
Prod. Mgr.....Paul Marchini

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
Phone: LExington 2-7450
ABP-ANPA-AFA-ABC

President.....W. T. Okie
Treasurer.....A. E. Cox
Secretary.....D. R. Hathaway
Vice-Pres. & Dirs.....Wilfred S. King,
Lester J. Loh, O. L. Tinklepaugh, Jan
Meyer
Vice Presidents.....Thomas McCauley,
David Gibson, Donald D. Halstead, Leon-
ard Marshall, Edward J. Garvey
V.P., Dir. of Radio & TV..Richard S. Jackson
Assoc. Dir.....Roy Passman
V.P., Publ. Dir.....Arthur Monroe
V.P., Media Dir.....Douglas Hathaway
Time Buyers.....Mrs. Edna Cathcart, Miss
Pat Hartnett, Miss Olga Hoffman, Miss Mary
McDonough
1345 Russ Bldg., San Francisco 4, Cal.
Phone: YUkon 2-8944

Manager.....Robert Little

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: BRoadway 6-7181
ABP-ANPA-NBP-NOAB

President.....C. A. Mathisson
Exec. Adm.....Walt E. Krueger
V.P., Treas.....Ralph W. Henkel
Radio-TV Mgr.....J. E. Severson
Asst. Radio-TV Mgr.....Robert Geary
Time Buyers.....J. Severson, R. Geary

Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.
3460 International Bldg., Rockefeller Center
New York 20, N. Y.
Phone: PLaza 7-2061

Manager.....Edgar E. Hinklt

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4456-4457

President.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Sheila A. Spencer
Production Mgr.....Joan E. Esposito

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LORain 7-5710
ANPA-ABC

President.....Lou R. Maxon
Treasurer.....John W. Bray
Secretary.....G. Reginald McKiel
Radio & TV Dir.....Edwin Wilhelm

Time Buyers.....Thomas P. Maguire, Ray
Stone, George Huelser

Branch Offices

12 E. 53rd St., New York 22, N. Y.
Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony
919 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-1676

Vice President.....Raymond C. Stricker
83 S. Seventh St., Minneapolis, Minn.
Phone: FEderal 9-8859

Mgr.....Charles J. Hawkins
Estimated Radio Billings: \$1,600,000.
Estimated TV Billings: \$15,950,000.

McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.
Phone: OXFord 7-6000

AAAA-ABP-ANPA-APA-NOAB

Bd. Chmn., Pres.....Marion Harper, Jr.
Bd. Vice Chmn.....Robert E. Healey
Oper. Comm. Chmn.....Wilbert G. Stilson
Sr. V.P., Treas., Chrm. Finance Comm.

Frank White

Sr. Vice President.....George H. Giese
Sr. V.P., Treas.....Frank K. White
Sr. V.P.'s.....C. Terence Clyne,
Emerson Foote

Corporate V.P.....Donald B. Armstrong, Jr.
Secretary.....Benjamin F. Holme, Jr.
Sr. V.P., Admn. Chmn.....Paul E. Foley
V.P., TV-Radio Pgm.....Thomas A. McAvity
Sr. Vice Pres. &

Creative Dir.....John H. Tinker, Jr.
V.P. Chg. Media.....William C. Dekker
Vice Pres. & Asst. Treas...Dixon R. Griswold
Asst. Secy.....Marjorie B. Middlebrook
Vice Presidents (N. Y.)..Karl A. Brautigam,
Donald G. Calhoun, Sidney W. Dean, Jr.,
J. L. Deane, Leonard F. Erickson, Alberta
Hays, Farish A. Jenkins, Daniel W. Keefe,
Alton Ketchum, Ralph B. Koser, Thomas
P. Losec, Alfred J. Roby, Jr., Margot Sher-
man, Wells W. Spence, R. E. Thompson,
E. F. Wilson, Neal Gilliatt, Earl H. Ellis,
Richard Farricker, Myron McDonald, Ferd
Ziegler, Edward R. Beach, W. E. Berchtold,
Herta Herzog, Russell Johnston, M. Carl
Johnson, Jr., T. A. McAvity, H. A. Mattoon,
G. B. Park, Roger A. Purdon

Branch Offices

200 Berkeley St., Boston 16, Mass.
Phone: LIberty 2-7382

Mgr.....Paul N. Swaffield
335 Euclid Ave., Cleveland 14, Ohio
Phone: CHerry 1-6850

Vice Pres.-Mgr.....Robert Cole
3325 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNkirk 5-3301

Mgr.....David Hopkins
1060 National Bk. Bldg., Detroit 26, Mich.
Phone: WOODward 5-7550

V.P., Mgr.....Thomas J. Henry
900 Lovett Blvd., Houston 6, Texas
Phone: JACKson 9-4991

Vice Pres. Mgr.....Joseph B. Wilkinson
318 S. Michigan Ave., Chicago 4, Ill.
Phone: WEBster 9-3700

V.P., Mgr.....Chester L. Posey
 114 Sansome St., San Francisco 4, Calif.
 Phone: DOuglas 2-5560
 Sr. V.P.-Mgr. West.
 Oper.....Phipps L. Rasmussen
 Public Service Bldg., Portland 4, Ore.
 Phone: CApitol 8-4305
 Manager.....T. N. Tracy
 836 W. Peachtree, Atlanta 8, Ga.
 Phone: TRinity 5-8531
 V.P., Mgr.....John F. McClure
 Estimated Radio Billings: \$17,500,000.
 Estimated TV Billings: \$91,000,000.

THE McCARTY COMPANY

3576 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUmkirk 5-4011
 AAAAA—ABP—ANPA—APA—NBP—NOAB
 President.....H. E. Cassidy
 Exec. Vice President.....C. G. Davenport
 V.P., Dir. Client Rel.....Walker Y. Brooks
 V.P., Dir. Creative
 Activities.....Win. H. Geisler
 V.P., Dir. Radio-TV.....Herbert C. Brown
 Dir. Tech. Affairs.....Page B. Otero
 V.P., Dir. Acct. Plng.....Arnold D. Duncan
 V.P., Dir. Prod.....Jos. E. Hall
 Media Director.....Alden K. Weis
 Art Director.....Harry Franz
Branch Offices
 65 E. 56th St., New York 22, N. Y.
 Phone: MUrray Hill 8-7165
 Exec. V.P.....Robert Holley
 V.P.....Gene Thomas
 116 New Montgomery St., San Francisco 5
 Sr. V.P.....W. H. Wilde
 520 N. Michigan Ave., Chicago 11, Ill.
 V.P., Gen. Mgr.....Harry L. Bauer
 1500 Jackson St., Dallas 1, Texas
 V.P.....Russell Jurgens
 531 Medical Arts Bldg., Seattle, Wash.
 V.P., Gen. Mgr.....Harry S. Pearson
 722 Realty Bldg., Spokane 1, Wash.
 V.P.....Chas. R. Devine

WALTER McCREERY, INC.

256 So. La Cienega Blvd., Beverly Hills, Cal.
 Phone: OLYmpia 2-4480
 AAAAA—ANPA—APA—NBP
 Chm. Bd. & Pres.....Walter K. McCreery
 Secretary.....Walter Hadlich
 Treasurer.....Elizabeth Stahle
 Publicity Dir.....H. Berger
 Radio-TV Dir.....Howard Flynn
 Radio Time Buyer.....Virginia White

McCUTCHEON & PATTON ADV.

918 N. Second St., Phoenix, Ariz.
 Phone: AL 8-8374
 ABP—ANPA—APA—NBP
 Pres., Treas.....David McCutcheon
 V.P., Sec.....Kenneth Patton
 Prod. Mgr.....Robert Schultz
 Creative Dir.....Hal Ackerman
 Copy.....Helen Grant
 Acct. Exec's....David McCutcheon, Kenneth
 Patton, Hal Ackerman

MELDRUM & FEWSMITH, INC.

Carnegie Hall, 1220 Huron Rd.
 Cleveland 15, Ohio
 Phone: CHerry 1-2141
 ABP—ANPA—APA—NBP—AAAA—NAOB
 President.....H. W. Cooper
 Vice-Pres.....A. B. Meldrum
 V.P., Radio-TV, Film.....B.F. Stauderman
 V.P., Media.....H. G. Selby
 Radio-TV Time Buyer...Carol Ann Brosmer
 Sales Prom. Mgr.....W. M. Tucker

FLOYD F. MELLE advertising

514 Securities Bldg., Omaha, Neb.
 Phone: AT 1025
 AAAAA—ANPA
 Owner.....Floyd F. Mellen

RICHARD N. MELTZER ADV., INC.

3100 Russ Bldg., San Francisco 4, Calif.
 Phone: YUKon 2-5877
 AAAAA
 President.....Richard N. Meltzer
 Exec. V.P.....Wallace X. Aron
 Production Mgr.....Barbara Judson
 Vice Pres.....Richard Lemen
 Media Dir.....Barbara Cochran
 Copy Chief.....Dennis Altman
 Copy Dept.....Susan Plummer
Time Buyers & Accounts: Sue Mallett;
 Langendorf United Bakeries, Inc., Holsun
 Div.; Rickey's Studio Inn(The Gray Line,
 Inc. Barbara Cochran; Chrysler Motor Corp.,
 Simca Sales Div.

Branch Offices

7461 Beverly Blvd., Los Angeles, Calif.
 Phone: WEHster 8-2993
 Mgr.....R. Breggren
 230 Park Ave., New York 17, N. Y.
 Phone: MU 9-3474
 Acct. Exec.....Jeremy Barkann
 1660 First National Bldg., Detroit 26, Mich.
 Phone: WOODward 1-4810
 Manager.....Richard Meltzer
 Estimated Radio Billings: \$175,000.
 Estimated TV Billings: \$160,000.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
 Phone: KINGSley 6-1130
 ABP—APA—NBP
 President.....J. Robert Mendte
 Vice Pres.....J. W. Holland
 Treas.....N. L. Hughes
 Prod. Mgr.....M. Haggerty

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
 Phone: UN 1-2634
 ABP—NBP
 Chmn. Bd.....George T. Metcalf
 President.....Walter Hyland
 Exec. V.P., Secy.....Sheldon Spencer
 Prod. Mgr.....Allan Campbell
 Copy Chief.....Frank Jones
 Media Dir.....John S. Kossak

ADVERTISING AGENCIES

THE METLIS & LEBOW CORP.

200 West 57th St., N. Y. C. 19
Phone: JUDson 2-3474

President Stanley E. Lebow
Vice Pres. Sanford H. Metlis

ARTHUR MEYERHOFF ASSOC.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-7860

ANPA—AAAA

President Arthur E. Meyerhoff
Production Mgr. Alan Bethe
V.P.'s George Taylor,
Myron E. Chon, Benjamin Green, Robert
Ross

Creative Dir. Thomas Magsino
Copy Chief. Robert Gingrich
Art Dir. Emily R. Raymond
Dir. Mkt. Research. William Doscher
Radio-TV Dir. Stuart Novy
Financial Mgr. J. A. Johnston
Media Dir. Radio-TV. Evelyn Vanderploeg
Media Dir. Print. Mary Hauser
Time Buyers. Evelyn Vanderploeg, Edmund
Kasser, Francine Goldfine, Bruce Houston

Branch Offices

759 N. Milwaukee St., Milwaukee 2, Wis.
Phone: BRoadway 1-3144

V.P., Manager. George Grabin
550 Sherbrooke W., Montreal, Canada
Phone: VICTor 9-9141

Mgr. Gabriel LaSalle
100 University Ave., Toronto Ont., Can.
Phone: EMpire 3-3128

Manager John Ketter

HARRY M. MILLER, INC.

595 E. Broad St., Columbus 15, Ohio
Phone: CA 4-7243

ANPA—APA—NOAB

Pres., Gen. Mgr. J. W. Miller
Radio-TV Dir. J. B. Summers

MOGUL, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.
Phone: TEMpleton 8-7100

President & Chief Exec. Officer. Emil Mogul
Executive Vice Pres., Chmn.

Exec. Comm. Sidney Matthew Weiss
Sr. V.P. & Gen. Mgr. Richard Lockman
Sr. V.P., Chmn. Plans Review

Board. Seth D. Tobias
V.P. Chg. Radio TV. Leslie L. Dumier
V.P., Dir. Mktg., Mchdsing. Jules Lennard
Sr. V.P.'s William Jacoby,
Milton Guttenplan, Charles L. Rothschild,
Walter Pollock, Alvin Kaplan

Secy. Treas. Mrs. Helene Mogul
Asst. to Pres., Controller. Norman Cohen
Sr. V.P. Alan Green
Sr. V.P. Edward Klein
V.P. & Copy Chief. Alfred P. Berger
V.P. Acct. Grp. Supvr. Leona Bowman,
Gerald Gould, Wray Kennedy, Bernard

Kramer, Leonard K. Newsteder, Nat C.
Wildman

Graphic Arts Prod. Dir. Al Mauro
Research Dir. Dr. Norman Young
Print Media Dir. Ronald Friedwald
P.R. Dir. Arthur Poretz
Exec. Art Dir. Robert Blend
Prod. & Traffic Mgr. L. Leon
Radio TV Prod. Dir. Jeanne Harrison

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MITtchell 3-3200

Estimated Radio Billings: \$2,000,000.

Estimated TV Billings: \$7,800,000.

THE CHESTER C. MORELAND CO.

800 Broadway, Cincinnati 2, O.

Phone: PARKway 1-1178

AFA—ABP—ANPA

President, Treas. Chester C. Moreland
Secretary. Hubert A. Mann
Vice Presidents. B. L. Schurman, Carl Press

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.

Phone: OXFord 7-2100

APA

President J. Patterson
V.P. R. A. Dearth
Media Dir. O. E. Christy, Jr.
Radio, TV Time Buyer. R. A. McArdle
Export Media Mgr. Aurora Blando
Dir. of Radio-TV Prod. J. Seaborne
Prod. Mgr. Don Wheatley
Group Art Director. P. Zangas

MOSS ASSOCIATES, INC.

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

Phone: MURray Hill 7-7377

APA—NBP—ABP—ANPA—PPA

President Joseph H. Moss
Art Director. Sidney Fischer
Prod. Mgr. Al Beaver
Copy Chief. Gerald H. Bruce
Media Director. Ted Pyrch
TV Director. E. Landau

MULLINS, EARL ASSOC. INC.

3308 Beverly Blvd., Los Angeles 4, Calif.

Phone: DUNKirk 5-9088

President Thomas Mullins
V.P. Warren Earl
Sect. Treas. F. A. Sieling
Office Mgr. Katherine Kane

NAHAS-BLUMBERG, INC.

605 McGowen St., Houston 6, Tex.

Phone: JACKson 6-1181

ANPA—NBP

President Fred Nahas
Vice Pres., Media Dir. B. L. Blumberg
V.P. Radio-TV Time Buyer. N. A. Zelikow
Radio-TV Dir. Bill Lazarus
Art Dir. William H. Sims
Copy Chief. Diana Muth

ADVERTISING AGENCIES

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: OXford 7-9292

President.....Thomas W. Hughes
Vice-Presidents.....Joseph W. Madden,
Walter Kelly
Secy., Treas.....John D. Barone
Prod. Mgr.....Richard Williams
Art Director.....William Murphy
Media Director.....Frank Bernarducci
Radio & TV Director.....Jerome Kates

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-6200

ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann
V.P. & Sec'y.....Howard A. Heinsius
V.P. & Art Dir.....H. Nelson Kent
Vice Pres.....John M. Keil
Exec. Sec'y.....Kathryn Intemann
Prod. Mgr.....Samuel Boyd
Media Dir.....Harry C. Ledingham

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-3400

AAAA—ANPA—ABP—NOAB

President.....Maurice H. Needham
Sen. Vice President.....Melvin Brorby
Exec. V.P.....Paul C. Harper, Jr.
Vice President.....Arnold E. Johnson
V.P., Acct. Supvr.....Granger F. Kenly
Financial V.P.....John F. Whalley
V.P. in Chg. Radio-TV...James G. Cominos
V.P., Dir. Radio-TV Pgs.....J. Scott Keck
V.P. Radio-TV Creat. Dir...Kenneth Snyder

Branch Offices

9130 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-2073

Mgr.Michael Gradle
730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333

V.P.....John F. Brooks
TV-Radio Prod. Dir.....M. Kinnan, Jr.
Estimated Radio Billings: \$3,500,000.
Estimated TV Billings: \$16, 500,000.

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

President.....Ralph A. Nelms
SecretaryAnnabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox
Prod. Mgr.....Anderson F. Miller

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: FRanklin 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir....Robert S. Cragin
TV Director.....Robert Stone
TV Time, Space Buyer.....Tillie Reinig

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9721

ABP—ANPA—APA—PPA

Pres., Acct. Exec.....Hunter Lynde
Exec. V.P.....David E. Robeson
Vice Pres.....John A. Bunker
Secy.-Treas.....Ned Hubbard
Radio-TV Dir., Time Buyer..John Hopkins

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900

AAAA—ANPA

President.....Norman B. Norman
Exec. V.P., Secretary.....Eugene Kummel
Exec. V.P., Treasurer.....B. David Kaplan
V.P., Broadcast Op. Exec.....Walter Craig
V.P., Acct. Gp. Head.....Richard Bowman
V.P., Creative Dir.....Kay Daly
V.P., Marketing Dir.....John B. Morris
V.P., Supvrs.....G. Shapiro, H. G. Bissinger
V.P., Asst. to Pres.....Warren Falles
V.P., Copy Chief.....Alan Koehler
Production Manager.....Louis M. Hirx
V.P., Dir., Print Media..Eugenie C. Stamler
Fashion Coordinator....Catherine D'Alessio
V.P., Controller.....Miss Rosalou Flanagan
Asst. V.P., Dir. Rsch.....Henry Halpern
Ass't. V.P., Print Media...George Coleman
Creat. Supvr. Best. Op....James O. Rankin
Copy Gp. Supvr.....June Cerf
Sr. Art Dir., Mgr. Art Dept...J. Woodward
Mdse. Manager.....A. R. Porte
V.P., Best. Oper.....Walter Tibbals
TV Art Dir.....William B. Weltman
Time Buyers....Inez Aimee. Sheldon Boden,
Harold Commings

Branch Office

Bd. of Trade Bldg., Chicago 4, Ill.
Phone: WAbash 2-8701

General Mgr.....Al Chopp
Estimated Radio Billings: \$2,000,000.
Estimated TV Billings: \$16,000,000.

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 4-5030

ANPA-ABC

President.....Donald P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
TreasurerHarold Rosenzweig

Branch Offices

16 E. 40th St., New York 16, N. Y.
Phone: ORegon 9-3100

ChairmanBert Goldsmith
V.P., Dir. Radio-TV.....Bruce Dodge
8701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLympia 2-3770

ManagerEdward Feldman
Estimated Radio Billings: \$250,000.
Estimated TV Billings: \$9,500,000.

NOYES & COMPANY

1800 Industrial Bank Bldg.
Providence 6, R.I.
Phone: GASpee 1-2087

ADVERTISING AGENCIES

AAAA—ABP—ANPA
 President, Treas.....Frederick C. Noyes
 Vice Pres., Secy.....Carroll H. Rickard
 Dir. Radio-TV.....Henry C. Hart, Jr.
 Prod. Mgr.....D. S. Bailey
 Media Dir.....Ed D. Cummings
 Art Dir.....M. F. Hoctor
 Public Rel. Dir.....W. Barbau

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-1710
 President.....R. T. O'Connell
 Exec. V.P., Creat. Dir.....Ethel Merklen
 Vice President.....George Miller
 Prod. Mgr.....Harry Weiss
 V.P., Art Director.....Jack Chatham
 Radio-TV Dept.....John Graham

Ogilvy, Benson & Mather Inc.

589 Fifth Ave., N. Y. 17, N. Y.
 Phone: MU 8-6100
 NOAB—APA—AAAA
 President.....David Ogilvy
 Exec. V.P.....E. Estey Stowell
 Sr. V.P., Treas.....Shelby H. Page
 Sr. V.P.....J. McCaffrey
 V.P. B'cast. Dir.....Hendrick Bouraem, Jr.
 V.P., Research Div.....Stanley D. Canter
 V.P.'s, Copy Supvrs.....Clifford D. Field,
 Reva Korda
 Media Supvrs.....Clifford Botway,
 Ann Janowicz
 Prod. Mgr.....Michael T. Winnow
 V.P., Acct. Supvr.....David P. Crane
 V.P., Radio-TV Comm.
 Dev.....Everard W. Meade
 Vice Presidents.....P. Caravatt, J. Heekin,
 D. Margaretten
 V.P., Media Dir.....Samuel L. Frey

Branch Office

9033 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CRestview 5-6165
 Mgr.....Christy Walsh
Estimated Radio Billings: \$2,500,000.
Estimated TV Billings: \$12,000,000

JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.
 Phone: COpley 7-7430
 President.....Jerome M. O'Leary
 Exec. V.P.....R. Wm. Gorman, Jr.
 Radio-TV Time Buyer.....Sandra Newsam
 Media Dir.....Louise Doherty
 Prod. Mgr.....Thomas Elliott
 Copy Chief.....J. W. Myers
 Public Relations Dir.....Nancy Young

OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3, Minn.
 Phone: FEderal 9-0441
 AAAA—ABC—ABP—ANPA—AFA
 President.....Ward H. Olmsted
 Exec. V.P.....John T. Foley
 V.P., Secretary.....G. C. Hellickson
 V.P.'s.....W. Olmsted, John K. Mortland
 Media Dir.....Warren T. Way
 Production Mgr.....Everett T. Olson

PHIL A. O'NEILL ADVERTISING

43 N. Franklin St., Wilkes-Barre, Pa.
 Phone: VALley 2-7191, 3-8874
 President.....Phil A. O'Neill
 Vice-Pres.....Thomas J. O'Neill
 Secy., Treas.....Mary M. O'Neill

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
 Phone: KLingsley 6-4140
 President.....W. Wallace Orr
 V.P.....Bosh Pritchard
 Sec'y & Treas.....Willard W. Hughes
 Art Dir.....William Enderle, Jr.
 Copy Chief.....Robert Dunkel

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
 Kansas City 1, Kans.
 Phone: DR 1-7250
 ABP—ANPA—APA
 President.....Merritt Owens
 Vice Pres.....Frank Liseac
 Art Dir., Prod. Mgr.....Tom Horan
 V.P., Radio-TV Dir.....Frank Riekey
 Account Execs.....Merritt Owens, Frank Liseac
PACE ADVERTISING AGENCY, INC.
 19 West 44th St., N. Y. 36, N. Y.
 Phone: MURray Hill 7-4090
 ABP
 President.....Elias Schonberger
 Exec. V.P.....Peter Frenkel
 Sec'y & Treas.....Max Weintraub
 Copy Chief.....S. I. Altman
 Art Dir.....Elmer Pfeffer
 Prod. Mgr.....Stuart Jusko
 Radio Time Buyer.....Betty Silon
 Media Dir., Space Buyer.....Irving Krouse

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
 Phone: MAIn 3-1401
 AAAA—ANPA—APA—NBP—NOAB
 Chrm. of Board.....Wm. H. Horsley
 President.....Trevor Evans
 V.P., Secretary.....Frank Horsley
 Prod. Co-ord.....Monte Solkover
 Vice President.....Frederick D. Sorague
 Prod. Mgr.....James Leavitt
 Treasurer.....Calvin W. Franklin
 Radio-TV Dir., Talent Buyer.....Grant Merrill
 Media Dir., Time Buyer.....Gertrude M. Nyman
Branch Offices
 1115 West Broadway, Spokane, Wash.
 Phone: FAirfax 7-9585
 V.P., Manager.....Martin Boss
 829 N.W. 19th Ave., Portland 9.
 Phone: CApitol 2-1021
 V.P., Manager.....Milton A. Foland

PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-6400
 President.....Ted Bergmann

ADVERTISING AGENCIES

Sec.-Treas. Florence Shapin
 V.P., Dir. Creative Copy..... Al Eichler
 Dir. TV-Radio (West Coast).... Don Blauhut
 Production Director..... Sydney Reich
 Copy Supervisor..... Robert L. Smock
 Copy Coordinator..... Alice Douglas
 Merch. Director..... Axel P. Gudmand
 Media Director..... Herbert Gruber
 Dir. TV-Radio (East Coast).... Lloyd Durant
 Comm. Dir..... Irving Ross
 Asst. Media Director..... Gerald Levey
 All-Media Buyer..... Ruth Bayer
 TV Oper. Mgr..... Helen Lawin
 Creative Art Director..... Sol Hyman
 Art Director..... Erno Slovak
 Production Supervisor..... Jay Stuart
 Personnel Manager..... Pearl Sheridan
 Office Manager..... Milton Jurin
 Time Buyers.. Herbert Gruber, Ruth Bayer,
 Gerald Levey

Branch Office

1334 N. Beachwood, Hollywood 28, Calif.
 Phone: HOLlywood 2-3111

V.P..... Don Blauhut
Estimated Radio Billings: \$184,000.
Estimated TV Billings: \$16,120,000.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-7795

ANPA

President-Treasurer..... C. H. Pearson
 V.P. Byrnes Pearson
 V.P., Secy..... Cecilia H. Pearson
 Prod. Mgr..... P. Torchia
 Publicity Dir. Melvin Parks

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
 Phone: RA 6-7923

ABP—ANPA—APA—NBP

President..... Earl R. Perrin
 Vice-President..... Donald L. Paus

Branch Office

730 Fifth Ave., New York 19, N. Y.
 Phone: PL 7-6120

PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.
 Phone: BELmont 4-6401

President..... Charles C. Ramsey
 Vice Pres..... James Holloway
 Exec. V.P..... Herbert Fredman
 Radio-TV Dir. & Sec..... Mrs. Orva W. Huff
 Media Director..... Charles Tucker
 Prod. Mgr..... Al Sheahan
 Treas. Robert L. Phillips
 Art Dir..... L. T. Shackelford

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
 Phone: CApitol 3-6131

APA—NOAB—SNPA—ABP—ANPA

Pres., Acct. Exec..... Jack N. Pitluk, Sr.
 V.P., Acct. Exec..... Jack N. Pitluk, Jr.
 Vice Pres..... Louis H. Pitluck
 P. R. Dir..... J. M. Battersby
 Copy Chief..... Harvey Christiansen
 Radio Director..... Margaret Morrison
 TV Director..... Don Zimmer

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
 Phone: GR 1-5775

ANPA—NOAB—PPA—ABP

President..... J. B. Woodbury
 Vice Pres..... E. A. Warner, C. C. Tucker,
 C. L. Robinson, Al Coleman, G. F. McGill,
 C. E. Jones, R. K. Sanford, C. Stritzinger,
 P. N. Horstman
 Secy., Treas..... C. C. McMillan
 Prod. Mgr..... Charles W. Wilson
 Radio-TV Prod..... William J. Brewer
 Radio-TV Dir..... Gene W. Dennis
 Research Director..... Willard Young

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-7725

President..... J. G. Proctor
 V.P. & Acct. Exec..... Ray Hanna
 Secretary..... M. S. Proctor
 Art Dir. & Prod. Mgr..... M. Sholle

PRODUCT SERVICES

17 E. 45th St., New York City
 Phone: MUrray Hill 7-0204

President..... Les L. Persky
 V.P.'s..... Harold L. Tuers, Wallace Lancton
 Gen. Mgr..... George Stadtmuller
 TV Prod. Dir..... Ern Westmore
 Comm. Film Mgr..... Richard DeMaio
 Art. Dir..... Milt Kimmel
 Copy Dir..... Vivian Koenigsberg
 Chief Time Buyer..... Doris Gould
 PD Director..... Alfred Davis

CHARLES O. PUFFER ADVERTISING

155 E. Ohio, Chicago, Ill.
 Phone: WHitehall 4-1003

ABP—APA

President..... Charles O. Puffer
 Art Director..... Henry Garcia
 Prod. Mgr..... Gloria Bakken

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-8155

ANPA—APA—NBP—NOAB

Chairman..... A. C. Naeckel
 President..... Richmond M. Lloyd
 Secy..... G. E. Bischoff
 Vice-President..... N. B. Langworthy
 Treasurer..... W. J. Henderson
 Art Director..... E. J. McCabe
 Prodn. Mgr..... Vito M. Volino

Branch Office

111 East 3rd St., Davenport, Iowa
 Phone: 6-0157

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
 Phone: JACkson 7-1179

President..... Wilbur W. Randall
 Art Director..... Robert N. Berger
 Radio & TV Director..... Jack Reynolds

ADVERTISING AGENCIES

REACH, McCLINTON & CO., INC.

505 Park Ave., New York, N. Y.
 Phone: PLaza 1-7300
 69 Washington St., Newark, N. J.
 Phone: MArket 3-5100
 ANPA—APA—NBP—AAAA—NOAB
 Chrmn. of Board.....Chas. Dallas Reach
 V. Chm. Bd.....F. R. Risley
 President.....Harold L. McClinton
 Senior V.P., Pres. Asst.....Robert W. Robb
 Exec. V.P., Art Dir.....Everett W. Sahrbeck
 Controller.....J. Allentuck
 Sr. V.P., Treas.....D. M. Bernheim
 V.P., Copy Dir.....Ralph Rosenberg, Jr.
 V.P., Mgr. Newark.....Donald Mayer
 V.P., Radio-TV.....Werner Michel
 Media Dir.....Douglas Burch
 N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.
 Radio-TV Time Buyer.....Timothy O'Leary
 V.P. & Research Dir.....Paul Keller
 Pub. Dir.....Phil Wasserman

Branch Offices

Prudential Bldg., Chicago 1, Ill.
 Phone: SUperior 7-9722
 Pres.J. R. Pershall
 6434 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-9610
 V.P., Manager.....Harry W. Witt
 706 Second Ave., Minneapolis 2, Minn.
 Phone: FEderal 9-8041
 V.P., Manager.....George O. Ludcke, Jr.
 1235 Statler Bldg., Boston, Mass.
 Phone: LLiberty 2-6100
 Pres.Douglas Coady

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
 Phone: VICTor 5269
 APA—ABP—ANPA
 Owner.....James R. Reese

KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 1, Minn.
 Phone: FEderal 9-0071
 AAAA—ABP—ANPA—APA
 NOAB—PPA—ABC

Chrmn. of Bd.....E. E. Sylvestre
 President.....Wayne Hunt
 Exec. V.P.....R. W. Stafford
 V.P., Secy., Oper. Dir.....Paul Phillips
 Treasurer.....L. J. Beltrand
 Vice-Presidents.....J. H. Sarles,
 Loren P. Herder, Howard Wilson
 V.P., Radio & TV Dir.....R. E. Neff
 Time Buyer.....Philip Archer

REGAL ADVERTISING ASSOCIATES CORP.

575 Lexington Ave., New York 22, N. Y.
 Phone: MURray Hill 8-8320
 Exec. V.P., Gen. Mgr.....Herb Resnick
 Controller.....Marcia Beckman
 Station Rel. Dir.....Sidney B. Hoenig
Time Buyers & Accounts: Irving I. Adelsberg; Exquisite Form Brassiere Inc.; I. Ro-keach & Sons; Silf Skin, Inc.; Magic Lady, Inc.; Perfection Wines, Ltd.; Keystone Cam-eras.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-7440
 ABP—ABC—ANPA—NOAB—APA—NBP
 PresidentWallace Meyer
 Vice-Pres. & Treas.....C. A. Reincke
 Vice-Pres. & Sec.....A. L. Reincke
 Radio-TV Director.....Lew Green
 Media Director.....John Priebe

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
 Phone: TEmplebar 2-2408
 ABP—ANPA—APA—NOAB
 PresidentEmil Reinhardt
 Time Buyer.....A. Leo Bowman
 TV & Radio Dir.....Evelyn Warner
 Space Buyer.....J. Prindiville
 Acct. Exec.....Henry Freitas

E. W. REYNOLDS LIMITED

154 University Ave., Toronto Ont., Canada
 Phone: Empire 2-2381
 Chairman of Bd.....Edward W. Reynolds
 President.....C. Warren Reynolds
 Secy, Treas.....F. J. Banks
 Media Dir.....Helen Anderson
 Prod. Mgr.....M. F. Landman
 Vice Pres.....N. Stuart Walton
 V.P., Radio-TV.....H. E. Karpus
 V.P.'s.....L. G. Smith, Robert Platt,
 G. S. L. Anderson, R. I. P. Cameron, D.
 Newby
 Radio-TV Coordinators.....E. Yanush,
 B. Sabsay
 Time Buyer.....Vera Hopkins
Branch Office
 1440 St. Catherine St. W., Montreal 1, P. Q.
 Phone: UN 6-1775
 Manager.....K. Munro

FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

730 Fifth Ave., New York 20, N. Y.
 Phone: PLaza 7-6400
 President.....Fletcher D. Richards
 Board Chairman.....Bradley A. Walker
 General Manager.....Bryan Houston
 Bd. Vice Chmn.....Paul R. Smith
 Chmn. Exec. Comm.....J. Sherwood Smith
 Treasurer.....Dorothy Steitz
 Secretary.....Evelyn King
 Senior V.P.'s.....Ernest A. Gray,
 Wm. A. Chalmers, Robert Boulware, Wal-ter B. Geoghegan, Duane Beurmann, John Shepherd, James H. Cobb, Sanford C. Smith, Alexander Coan, Sylvia Harris, Laurel Cutler, Raymond P. Durrell, Bern-ard Eckstein, John J. Ennis, John Hamn, Richard J. Keegan, Warren Rebell, Fred L. Ryner, Maxwell Sapan, Joseph Scheideler, H. A. Steckman, John M. Van Horson, Samuel H. Weber
 V.P. Dir. of Media.....John J. Ennis
 V.P. Dir., Radio-TV.....Seymour J. Frolick
 Radio-TV Copy, Prod. Chf.....Wm. Vance
 Radio-TV Prgm.....Robert Nugent

ADVERTISING AGENCIES

Radio-TV Writer-Prod.....Wyn Walshe,
Steve Roppolo
TV Art Dir.....Victor Miranda
Radio-TV Traffic..Fran Campbell, Ruth Jaffe
Radio-TV Bus.....Georgette McCarthy
Time Buyers.....Jim Kelly, Jack
McDougal, Elizabeth Griffiths

Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: RAndolph 6-3830

General Mgr.....George Jahnke
58 Sutter St., San Francisco 4, Calif.

Phone: YUkon 1-2250

Exec. V.P. Western Div.....King Harris
V.P. Mgr.....Parker Wood
V.P.'s....Porter Anderson, Ridge L. Harlan,
Jack O. Keeler

6233 Hollywood Blvd., Hollywood, Calif.

Phone: HOLlywood 6-1311

V.P. & Mgr.....Norman Warren
V.P.'s....Raymond R. Morgan, Jr., Robert
C. Temple, James O. Thompson

Joseph Vance Bldg., Seattle 1, Wash.

Phone: MAIn 2-1555

Vice Pres.....Frank Caspers
133 E. Palmetto Pk. Rd., Boca Raton, Fla.

Phone: 6344

Vice Pres.....Ellsworth D. Hill
V.P., Creative Dir.....P. S. Batterson

20 Carlton Ave., Toronto 2, Ont., Can.

Phone: EMpire 3-6361

Bd. Chmn.....John P. Hamilton
Pres.....Warren H. Wilkes

V.P.'s....R. G. Fitzpatrick,
J. P. Hamilton

550 Sherbrooke St., W., Montreal 2, Can.

Phone: BELair 8821

Gen. Mgr.....Cletus Lunny

Estimated Radio Billings: \$2,800,000.

Estimated TV Billings: \$7,500,000.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

Owner.....Dan Rivkin

ROBERTS & REIMERS, INC.

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

Phone: MUrray Hill 2-3175

ANPA—APA

President.....Robert Power Reimers
Vice Presidents.....Leon Kelley, M. W.
Nichols

V.P., Media Dir.....John K. Lucken

Secretary.....Jac M. Wolf

Prod. Mgr.....Charles Murphy

Art Director.....Hugh Ryan

MARSHALL ROBERTSON

ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.

Phone: KE 4-6268

APA

Chrmn. & Pres.....Marshall G. Robertson

Secy.-Treas., Time Buyer.Mary A. Robertson

V.P., Acct. Exec.....John Eby

Dir.....Betty Wagner

TV Manager.....Jack Helling

Art Director.....Lavern Everson

ROBINSON, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 8-5885

President.....Robert H. Adleman

Vice President.....Anthony J. Walton

Art Dir.....R. Meyers

ROBINSON, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: HUntley 2-2050

AAAA—ABP—ANPA—APA—PPA

President.....Elwood J. Robinson

Secretary.....Eola E. Gass

Vice Presidents.....David R. Fenwick,
John Haynes

V.P., Radio-TV Dir.....Lee Laufer

V.P., Media Dir., Treas...Robert C. Neuman

Prod. Mgr.....James Kroll

Time Buyer & Accounts: Dorothy Skid-

more; Loma Linda Food Co., Breast

O'Chicken Tuns, Inc., Packard-Bell Co.,

Dried Fig Advisory Bd., Los Angeles Dept.

of Water & Power, Wilco Co., Western Fed-

eral Svgs. & Loan Assn.

ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.

Phone: RAndolph 6-9760

ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd.....J. L. Proebsting

President.....C. E. Rickerd

Exec. V.P.....K. C. August

Asst. to Pres.....Al Bonk

V.P. Chg. of Media.....Frank Hakewill

V.P. Chg. of Copy.....R. A. L. Herweg

V.P., Art Dir.....George Lyman

Vice Presidents.....Lloyd Maxwell,
William H. Savin, Stewart Weston, M. F.

Williamson

Sec.-Treas.....C. W. Anderson

Dir. Radio-TV.....Kirby Roche

Media Buyer.....Guy Dustman

ROCKLIN IRVING & ASSOCIATES

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

Phone: RAndolph 6-2324

President.....Irving Rocklin

Controller.....Sidney Bernberg

Copy Chief.....Robert Spencer

Account Executives.....Irving Rocklin,
Robert Rocklin, Jerrold Rocklin

Research Director.....Geraldine Feldman

Publicity Dir.....Robert Rocklin

Prod. Mgr.....Helen Wurtzburg

Art Director.....Louis Hernandez

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal 25, Que.

Phone: University 6-9471

ABC—ANPA

Bd. Chrmn.....Russell C. Ronalds

Secy.-Treas.....Peter Smith

President.....Frank deB. Walker

Exec. V.P.....Ray J. Avery

Prod. Mgr.....Leo Hastings

Acct. Suprs..A. W. Woodhouse, H. J. Ronalds

Media Dir.....D. C. Fowler

ADVERTISING AGENCIES

Branch Offices

108 Peter St., Toronto, Ont., Canada
 Phone: EMpire 3-0237
 Exec. V.P., Manager.....R. J. Avery
 Petroleum Bldg., Edmonton, Alberta, Canada
 Phone: 2-8356
 Manager.....G. G. Steeves

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
 Phone: JUdson 2-3550
 ABP—ANPA
 PresidentIrl W. Rose, II
 V.P., Gen. Mgr.....John A. Boulle
 V.P., Media Director.....G. M. Rundbaken
 V.P., Art Dir.....Alec B. Kenne
 Production Manager.....Ethel Whelan
 V.P.'s.....Allen A. Brinker, Walter M. Masters
 Copy Chief.....Frank McCullough
 Comptroller.....Joseph R. Anderer
 Estimated TV Billings: \$300,000.

IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.
 Phone: AXtel 7-7741
 Owner, Time Buyer.....Irving Rosen

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.
 Phone: JACkson 7-4566
 APA—ABP
 PresidentNorton Rosengarten
 Exec. Vice PresLynn Steinke
 Radio-TV Dir.....Jay Scott

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
 Phone: LOrain 7-3900
 ABP—ANPA—PPA—NOAB—NPB
 PresidentRoss Roy
 V.P., Asst. to Pres.....Robert R. Roy
 Exec. V.P.....Thomas G. McCormick
 Sr. V.P., Creative Dir.....Maurice G. Vaughn
 V.P. & Art Dir.....John W. Hutton
 V.P., Acct. Supr.....Joseph G. Mohl
 Sr. V.P. & Creat. Dir.....Wm. W. Shaul
 V.P. Pub. Rel.....Hubert F. Roy
 Copy Chief.....Joseph R. Neall
 Dir. of Bus. Develop.....Roy M. Marshall
 Media Dir.....Ronald A. Post
 Record. Dir.....John A. Roche
 Dir., Radio-TV.....David B. Siegel
 Secretary.....Erwin H. Haass
 Treasurer.....Lathrop P. Morse
 Controller.....Harry W. Mellen
 V.P., Media.....Carl E. Hassel
 Research & Media Dir.....Edward Simon
 Production Director.....William L. Miller
 Publicity Dir.....Robert V. Fancett
 V.P., Dir. Prod. Analysis.....Kenneth S. Loring
 Personnel Dir.....George Macier
 Librarian.....Florence Armstrong

Branch Offices

214 E. 31st St., New York 16, N. Y.
 Phone: MU 5-1440
 Mgr.....John A. Roche
 1680 North Vine St., Hollywood 28, Calif.
 Phone: HOLlywood 9-6263

Vice-Pres.....Thomas F. Scott
 Ross Roy of Canada, Ltd.
 Canada Trust Bldg., Windsor, Ont.
 Phone: Clearwater 6-2371
 Vice Pres.....Robert B. Markay

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: PLaza 9-1800
 Chairman of Board.....William Ruder
 PresidentDavid Finn
 Exec. V.P.....Paul Zucker
 Vice Presidents.....Charles Lipton,
 Chester Burger, Richard Weiner
 Dir., Radio-TV.....Mildred Vigderhouse
 Prod. Mgr.....Phyllis Kish

THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.
 Phone: BRowning 1-2150
 AAAA—ANPA—ABP
 President.....C. L. Rumrill
 Senior V.P.'s.....J. R. Van Arsdale,
 N. A. Gallagher
 V.P.'s.....C. N. Gleason, D. B. Miller, J. E. Trokosky,
 F. F. Harned, R. D. Dunning,
 B. W. Jones, T. P. Howard, E. F. Novak
 Secy., Treas.....H. R. Hanson

Branch Offices

10 Lafayette Sq., Buffalo, N. Y.
 Phone: MA 6020
 V.P., Manager.....J. G. Wells
 V.P.'s.....N. E. Forgie, H. R. Keating
 1512 Genesee St., Utica, N. Y.
 Phone: SWift 7-2850
 V.P. & Manager.....L. B. Riegler
 V.P.....H. T. Duffy

LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.
 Phone: CEntal 6-3521
 APA—NBP—AAAA—ABP
 PresidentLowe Runkle
 Vice-PresidentsRoger Pishny,
 Howard Neumann, Monty Mann, Oscar Heuser
 Person. Dir.....George A. Mitten
 Radio, TV Director.....Mack Fuller
 Prod. Mgr.....P. Colman
 Art Dir.....Hugo Lindberg

BEN SACKHEIM, INC.

2 West 59th St., New York 19, N. Y.
 Phone: PLaza 1-2200
 AAAA—ABC—ABP—ANPA
 PresidentBen Sackheim
 Exec. Vice-Pres.....George B. Pampel
 V.P.'s.....Milton Mensch,
 Lewis Nemerson
 V.P., Radio-TV.....William Pitts
 Time Buyer.....Robert Goldsmith
 Copy Chief.....Anne Green
 Executive Art Dir.....Robert Lopez
 Creative Director.....Matthew Cantillor
 Prod. Coord.....Irving Levine
 Media Director.....William Galker
 Acct. Execs.....Glenda Sullivan, Theodore Herrmann, George Miller

WALKER SAUSSY ADVERTISING, INC.

1820 Charles Ave., New Orleans 13, La.
Phone: TULane 3282
ANPA—ABP—ABC

President Boatner Reilly
V.P., Gen. Mgr. P. J. Stakelum, Jr.
Vice Presidents Joseph Shields, Jr.,
D. W. Ziegelasch, Irvine J. Vidacovich, Sr.,
Robt. F. Anderson
Acct. Execs. Boatner Reilly, P. J. Stakelum,
Jr., Joseph C. Shields, Jr., Dwight W.
Ziegelasch, I. J. Vidacovich, Sr., Dorothea
Schlesinger, John Browne, Peter A. Mayer,
I. J. Vidacovich, Jr.
Secretary Dorothea Schlesinger
Treasurer Alvin C. Camus
Radio-TV Dir. Peter A. Mayer
Time Buyers & Accounts: Mrs. Marie B.
O'Meara; American Brewing Co.; Elmer
Candy Co.; Henderson Sugar Refinery;
Hibernia Homestead & Svgs. Ass'n; Wm. B.
Reilly Co.; Southern Memorial.

Branch Office

1717 N. Highland Ave., Los Angeles, Calif.
V.P. Robert F. Anderson

ALLEN SAVAGE AGENCY

1 E. 57th St., New York, N. Y.
Phone: EL 5-1434

Owner Allen Savage

FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-4646

President Frank B. Sawdon
V.P., Treas. Victor Sawdon
Radio-TV Producer J. P. Jones

Branch Office

6115 Selma Ave., Hollywood, Calif.
Phone: HOLlywood 4-7579

W. C. Mgr. Allan Moll

A. A. SCHECHTER & ASSOC.

551 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1150

President A. A. Schechter
V.P., Radio-TV Michael Roshkind

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-9511

Manager Charles Vance
1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: HUNtley 2-0798

Manager Helen Bowman

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—NBP—SNPA

President Julius Scheck
V.P., Media Dir. E. Grant Scheck
Secy. & Treas. Morris Scheck
Prod. Mgr., Art Dir. L. Sansone
Copy Chief E. Bimberg
Space Buyer Frank M. Craumer

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir. Sidney R. Raike
Vice-Pres. J. E. Schenker
Art Dir. M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space Buyer C. D. Domin

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.
Phone: MURray Hill 7-8294

President Joseph P. Schneider
Exec. V.P., Art Dir. Alfreda Walsh
Secretary Philip Nemiroff
Prod. Mgr. Anne Zambito
Space Buyer Mark Barry

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4813-4-5

ABP—ANPA—APA—NBP—NOAB

President Gordon Schonfarber, Jr.
V.P., Prod. Mgr. Russell C. Edwards
Vice-Pres., Copy Chief John B. Swift
Secretary Amanda C. J. Olsson
Radio-TV Dir. Richmond A. Patterson

SCHWAB, BEATTY, & PORTER, INC.

600 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-8410

ABP—ANPA—NBP

President Victor O. Schwab
Exec. V.P. Richard Porter
Vice President John M. Jenks
Radio-Time Buyer Rae Elbroch

ED SHAPIRO INC.

1831 Chestnut St., Philadelphia 3, Pa.
Phone: LO 4-2877

ANPA—ABP—NBP

President Edward Shapiro
Treas. Sec. H. Hyman Shapiro

JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.
Phone: MOhawk 4-6323

ANPA

President & Treas. John W. Shaw
Exec. V.P. David E. Guerrant
Senior V.P. P. L. O. Smith
V.P.'s Sigmund T. Seaman,
Norman R. Anderson, Ralph Stewart,
Charles J. Allen, Bruce Baldwin
V.P., Secretary Robert C. Milner
Media Dir. Richard L. Rogers
Radio-TV Dir. Hathaway C. Kemper
Time Buyers Isabel McCaulay, June
Nelson, Mariynn McDermott

Branch Office

5225 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WE 6-4711

Mgr. Jack R. Schullter

SILTON BROS., CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.

ADVERTISING AGENCIES

Phone: CO 7-3730
 ABP—ANPA—NBP
 Board Chairman.....Jason N. Silton
 President.....Myron L. Silton
 Exec. V.P.....Ramon N. Silton
 Senior V.P.....Earle W. Hoffman
 Treasurer.....Morris Susman
 Media Director.....Marie Kachinski
 Asst. Treasurer.....Ruth B. Comerford

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
 Phone: FA 7-1691
 SNPA—ANPA—APA—NOAB—ABP
 Partners.....Milton Simon, H. N. Gwynn
 Art Prod. Mgr.....Carlos Gordon

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
 Phone: Woodward 3-3000
 AAAA—ANPA—ABP—APA—NBP
 Partners.....Leonard N. Simons,
 Lawrence J. Michelson
 Prod. Mgr.....Arthur H. Copland
 Radio-TV Dir.....Richard Hughes

SMITH/GREENLAND COMPANY

730 Fifth Ave., New York 19, N. Y.
 Phone: Circle 6-6161
 President.....Leo Greenland
 V.P.'s.....Roy Danish, Peter G. Weinberg,
 Murray Platte, Howard Rowland
 Sec.-Treas.....Martin L. Smith
 Copy Chief.....Murray L. Klein
 Production Mgr.....Harold Franklin
 Art Director.....Gerald Charu
 Media Director.....Les Towne
 Time Buyers.....Florence Taft, Joe King,
 Ronnie Walker

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
 Phone: ATlantic 1-9312
 ABP—ANPA—APA
 President.....Ronald P. Taylor
 Vice Presidents....W. C. Sutherland, E. B.
 Hudson, R. E. Quaid, Phil Demme, R. K.
 Pearson, L. M. Dillon
 Radio Director.....Les Sterne

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
 Phone: JUNiper 4-2163
 APA—SNPA—ANPA
 Pres. & Treas., Prod. Mgr.....W. J. Smith
 Vice-Pres. & Secy.....G. B. Smith
 Media Dir. & Copy Chief.....H. D. Peltier

SON DE REGGER ADV. AGENCY INC.

3422 Ingersoll Ave., Des Moines 12, Ia.
 Phone: CRestwood 9-0554
 ANPA—APA—ABP—NBP
 Ch. & Treas.....Les Son De Regger
 President.....T. Peterson
 Secretary.....A. H. Son De Regger
 Prod. Mgr.....Joseph Daniels

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
 Phone: PLeasant 3-4789
 Pres., Treas. & Radio Time Buyer
 C. Jerry Spaulding
 Vice President.....R. F. Hayward
 Secretary.....E. J. Driscoll
 Art Director.....Harvey Ball
 Prod. Mgr.....Charles Rice

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
 Phone: MURray Hill 8-4407
 ABP—ANPA—APA—NBP
 President, Treas.....Raymond Spector
 Client Service.....Bert Schwartz
 Art Director.....Irving Trabich
 Production Manager.....Bernard Ludin

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
 Phone: 9-5581
 ABP—ANPA
 Owner, Acct. Exec.....William Spitz
 Art Director.....Frederic Berg
 Copy Chief.....P. Pehizotto
 Radio-TV Dir.....Patricia Montfort

SPITZER & MILLS LIMITED

50 King St., West, Toronto, Ontario
 Phone: EMpire 6-2811
 ABC
 Board Chairman.....G. F. Mills
 Vice Chmn. of Bd.....J. W. Spitzer
 President.....W. H. Reid
 V.P.'s.....F. J. Collins, D. McCrimmon,
 W. F. Nugent, J. H. Randle, W. G. Wallace
 Radio-TV Dir.....R. A. Stevenson
 Time Buyer.....M. E. McCullagh
 Montreal Media Dir.....F. Harbinson
 Radio TV Director.....T. R. Hart
 Media Dir.....P. Judson

Branch Office

3405 Addington Ave., Montreal, Quebec
 Phone: HU 1-0344
 V.P.'s.....J. H. Randle, D. McCrimmon

STAMLER, BROOKS & SOGHIGIAN, INC.

2000 P St., N.W., Washington 6, D. C.
 Phone: ADAMS 2-0100
 AAAA
 Chairman.....Arthur D. Stampler
 Pres.....H. H. Soghigian
 Exec. V. P.....Ronald J. Brooks
 Art Dir.....John W. Trotta
 Media Dir.....Joan Doucette
 Radio-TV Dir.....A. D. Stampler
 Radio Mgr.....D. B. Schain
 Time Buyers.....A. D. Stampler, H. H.
 Soghigian, R. J. Brooks, D. B. Schain
 Branch Offices
 13 Summit Ave., Boston 49, Mass.
 Phone: DUNkirk 7-1981
 Mgr.....A. W. Potter

ADVERTISING AGENCIES

120 N. Pitt St., Alexandria, Va.
Phone: TEmple 6.5483

Mgr. H. H. Hanson
Estimated Radio Billings: \$160,000.
Estimated TV Billings: \$350,000.

STEBBINS, BARTON ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-8131
ABP—ANPA—AAAA

President.....Barton A. Stebbins
Secy., Treas.....Dorothy M. Elliott
Production Mgr.....Dewey Harrison
Copy Chief.....S. Elstad
Art Dir.....F. E. Williams
Media Dir.....A. W. Gudelman

STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: RIchmond 9-5317
ANPA—APA—AAAA—ABC—NBP

President.....Hal Stebbins
V.P. Acct. Exec.....M. Corcoran
Treas.....Ruth Winberg
Secretary.....Winifred Graham
Art Dir.....Jack Eipper, Jack Vibber
Prod. Mgr.....Al Schuknecht

Branch Office

988 W. El Camino Rd., Sunnyvale, Calif.
Phone: REgent 9-4160

V.P., Mgr.....M. Corcoran

STERLING ADV. AGENCY, INC.

9 East 40th St., New York 16, N. Y.
Phone: OREgon 9-6767
ANPA—NBP

Chr. Bd., Pres.....S. M. Broun
Vice Pres.....Gertrude Neuren
Prod. Mgr.....Larry Bronfman
Sec., Comptroller.....Morton S. Sirota
Copy Chief.....Joyce Halse

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: DUnbar 1-5600

AAAA—ABP—ANPA—APA—NBP—NOAB
Chmn. of Bd.....Ranald S. West
Pres., Treas.....C. Thomas Martin
Vice Pres.....B. A. Schloemer
V.P., Media, Time Buyer....R. A. McDowell
V.P.....Robert Helmich
Television Production.....Gary Lee
Prod. Mgr.....Richard Thompson

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: BAKer 5-9140

President.....Morry Storm
V.P., Art Dir.....Vincent Marcone
Copy Chief.....Mark A. Van Liew
Radio-TV Time Buyer.....Barbara Harmon

Branch Office

71 Maryland Plaza, St. Louis 8, Mo.
Phone: FOrEst 1-8700

Mgr.G. P. Deppe

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.
Phone: HANcock 6-7644

AAAA—ABP—ANPA—APA—NBP

President.....Daniel F. Sullivan
Vice Pres.....Robert N. Sullivan
Art Dir., Prod. Mgr.....J. J. McCabe
Media Dir.....Walter K. Munroe

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.
Phone: MURray Hill 8-1600

ANPA—APA—NOAB—NBP—AAAA

Chairman.....Raymond F. Sullivan
Vice Chmn...Donald D. Stauffer, S. Heagen Bayles

President.....Brown Bolte
V.P. Operations.....Ralph Smith
Sr. V.P.....Clifford Spiller
Vice-Pres. & Treas...T. Newton Weatherby
V.P. & Media Dir.....Francis Minehan
V.P., Media Dept. Mgr.....Lloyd Harris
V.P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....Mary A. Ayres
Vice-Pres.....Herbert A. Vitrioli
Vice-Pres.....Luther H. Wood
Vice-Pres.....Ida S. Raisback
Vice-Pres.....Barrett Welch
Vice-Pres.....Horace Hagedorn
V.P.'s.....Frank Henderson,
Richard R. Uhl, Eugene F. Whelan, L. Brooks Elms, James Tennyson, I. Emory Ward, Horace E. Curtis

V.P., Research Dir.....Timothy J. Healy
V.P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....N. Argueso
V.P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed
V.P., Network Operations.....George Frey

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-2119

Vice-Pres. &
TV-Radio Dir.....John Van Nostrand
Vice President.....Robert W. Ballin
Estimated Radio Billings: \$8,500,000.
Estimated TV Billings: \$24,800,000.

SWAN & MASON ADVERTISING, INC.

509 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-3263

President.....Robert G. Swan
Exec. V.P., Treas.....Willard W. Mason
V.P.'s.....Carlos A. Franco, George Crandall

Branch Office

1720 S. Boulder St., Tulsa 17, Okla.
Phone: LUtHer 4-6115

Exec. V.P., Treas.....Willard W. Mason

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HARRison 7-3700

AAAA—ABP—ANPA

Chairman of the Bd.....Arthur E. Tatham
President.....J. Kenneth Laird

ADVERTISING AGENCIES

Treasurer.....Harold C. Jensen
 Asst. Treas.....Fred Winter
 Secretary.....Mary Kyak
 Dir. Radio-TV.....W. H. Thomas
 Copy Chief.....Harry Kinzie
 Market Res. Dir.....Arthur A. Simon
 Media Director.....George A. Bolas
 Media Supervisors.....Jack Ragel
 Roy A. Boyer, John Singleton
 Broadcast Media Mgr.....Philip L. Gore
 Radio, TV Dir., Comm. Prod.....Dan Ryan
 Merchandising Director.....M. J. O'Connor
 Production Manager.....Eldon Rohrsen
 Creative Research Director...Dr. Don Kanter

Branch Offices

420 Lexington Ave., N. Y. 17
 Phone: PLaza 1-4680

Exec.-in-Charge.....John Masterson
 1680 Vine, Hollywood 38, Calif.
 Phone: HOLlywood 1-9228

Exec.-in-Charge.....Vic Hunter
Estimated Radio Billings: \$2,500,000.
Estimated TV Billings: \$17,800,000.

TELESALES, INC.

350 Fifth Ave., New York 1, N. Y.
 Phone: LAckawanna 4-1150

President.....Robert L. Zimler
 TV Prod. Dir.....Dorothy Wagman

TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5860 N. Lincoln Ave., Chicago, Ill.
 Phone: LOngbeach 1-4428

Pres., Exec. Prod., Radio-TV.....Ron Terry
 V.P., Med.-Rsch. Dir.....B. P. London
 V.P., Prod. Mgr., Pub. Rel., P. Fleischmann
 Secretary-Treas.....Gloria Lynn
 Office Manager.....Ramona Darlak
 Consumer Div. Mgr.....F. E. Mandl
 Creative Art Dir.....D. Blakey
 Space-Buyer Lib.....Loretta Novak
 Radio-TV Dir., Copy Chief.....Alden Richman
 Time Buyers.....Ron Terry, Gloria Lynn,
 Bernard P. London, Peter Fleischmann,
 Filmore E. Mandl

THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.
 Phone: CIrcle 6-6543
 ANPA—APA—NBP

Pres., Art Dir.....Wilbur L. Thomas
 Secretary.....George F. Reid
 V.P.'s.....G. Douglas Bogart
 Treas., Space Buyer.....C. Vitaliano

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 6-7000

AAAA—ABP—ANPA—NOAB—ABP

Chairman.....Stanley Resor
 Vice Chairman.....Henry C. Flower, Jr.
 Vice Chairman.....Samuel W. Meek
 President.....Norman H. Strouse
 Dir., Radio-TV.....Dan Seymour

V.P. & Dir. of Media.....Arthur A. Porter
 Dir. of Research.....Dr. D. R. Longman
 Admn., Radio-TV.....John F. Devine
 Media Dept. Manager.....Richard Jones
 TV Group Heads.....Robert E. Buchanan,
 Storrs Haynes, Woodrow Benoit

Branch Offices

410 No. Mich. Ave., Chicago, Ill.
 Phone: MOhawk 4-6700

Vice Pres., Mgr.....George C. Reeves
 Radio-TV Mgr.....John E. Mosman
 Media Dir.....John de Bevec
 535 Griswold St., Detroit, Mich.
 Phone: WO 2-8890

V.P., Mgr.....W. D. Laurie, Jr.
 Radio-TV Rep.....Eldon Hazard
 6505 Wilshire Blvd., Los Angeles, Calif.
 Phone: OL 3-0300

V.P., Manager.....Tom Cooper
 V.P., Prog. Dir.....Charles Vanda
 299 Alhambra Circle, Coral Gables, Fla.
 Phone: HIghland 5-1391

Manager.....Albert Cameron
 320 California St., San Francisco, Calif.
 Phone: GA 1-3510

V.P., Mgr.....Harry A. Lee
 2440 Republic Bk. Bldg., Dallas, Tex.
 Phone: RIverside 1-4584

Mgr.....J. William Braver
 621 17th St., Denver 2, Colo.
 Phone: AMherst 6-3861

Mgr.....Thomas McAskin
 311 Palmer Bldg., Atlanta 3, Ga.
 Phone: JAckson 3-1744

Mgr.....D. E. Dumont
 313 International Trade Mart
 New Orleans 12, La.
 Phone: TUlane 7654

Mgr.....W. V. McGreevy
 1737 De Salles St. N.W., Washington, D. C.
 Phone: NAational 8-6140

Mgr.....John J. Barnhill
Estimated Radio Billings: \$13,500,000.
Estimated TV Billings: \$110,575,000.

TRACY, KENT & CO., INC.

147 E. 50th St., N. Y. 22
 Phone: ELdorado 5-4404

ABP—ANPA—APA—NBP

Chairman of Board.....Wm. Irwin Tracy
 Pres.....Frank S. Kent
 Treas., Secy.....George M. Pease
 Prod. Mgr.....H. V. Kelly
 Vice-Pres. & Art Dir.....Hugh F. Donnell

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
 Phone: RI 8-4741

AAAA—ABP—ANPA—ABC

President.....Morris Hite
 V.P., Treas.....John H. Wellenkamp
 Prod. Mgr.....W. H. Muessig
 Media Dir.....Ernestine Parker
 Radio, TV Director...Lawrence E. DuPont
 Ass't. Radio-TV Dir.....Paul Girard

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.
Phone: MArket 3-8487
N. Y. Phone: BA 7-6474

Pres..... Jay Victor
V.P., Secretary..... Beatrice Victor
V.P., Controller..... Eli Scolnick

WABE, INCORPORATED

730 Fifth Ave., New York 19, N. Y.
Phone: COlumbus 5-3530

President Charles Bernard
Asst. to Pres..... Rita Hughes
Art Dir..... Leonard Kessler
Acct. Exec..... Henry Richard

WADE ADVERTISING INC.

20 N. Wacker Drive, Chicago 6, Ill.
Phone: FInancial 6-2100
ANPA—ABP—NOAB

President..... Albert G. Wade II
Exec. V.P..... Paul McCluer
Group Spvrs..... Robert E. Dwyer,
Hal H. Thurber

Research Dir..... Gordon Norberg
Art Director..... J. B. Hoopes
Media Dir..... David S. Williams
Marketing Director..... Louis J. Nelson
Dir. of Radio-TV..... Jack Farnell
Dir. of TV Film Dept..... Booth Luck

Branch Offices

6 East 45th St., New York, N. Y.
Phone: OXFord 7-9261

Mgr..... Henry J. Opperman
6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-7457

Exec. Vice Pres., Mgr... Forrest F. Owen, Jr.
Estimated Radio Billings: \$1,000,000.
Estimated TV Billings: \$20,000,000.

HUGO WAGENSEIL & ASSOC. CO.

Talbot Bldg., Dayton 2, Ohio
Phone: HEMlock 5542
ABP—APA—AAAA—ANPA

President..... Paul B. Willis
V.P., Creative Dir..... Harley Case
Radio Dir..... F. R. Harwood

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350
ABP—APA—ANPA

Partners..... Harry Solow, Jr.,
William W. Solow, S. P. Jackson
Radio Dir..... Harry Solow, Jr.
TV Director..... S. P. Jackson
Pub. Rel. Dir..... Dorothy Stevens
Radio-TV Prod. Dir.... Harry Allevaran,
Account Executives..... S. P. Jackson,
Ed O'Brien, Harry Alleva, Paul Kopp, J. C.
Silverman, Jack Wilson

WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4700

President..... H. Paul Warwick
Vice-Presidents Henry Legler,
Thomas H. Shanley, Thos. J. Murray, L. H.
Russell, Wm. Zerweck
V.P., TV-Radio Dir.... William P. Warwick
V.P., Media..... R. S. Bean
V.P., Copy Chief..... Robert L. Edeas
Exec. Producer-TV..... Andrew Christian
Prod., Dir.-TV..... Sheldon Platt
TV Art Director..... Benjamin Colarossi
Fashion Coordinator..... Jane Marcher

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
Phone: LOcust 3-1570
NBP

President..... G. S. Wasser
Exec. Vice Pres..... L. Cook Thompson
Treasurer..... John R. Kersch
Media Dir..... William R. Esch
Radio, Television Director..... Alvin Roth

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950
ANPA—NBP—ABP

President..... Norman D. Waters
Vice President..... Bliss Woodward
Secretary..... Elaine L. Waters
Production Mgr..... Leo Israel
General Manager..... Sydney L. Baron
Media Dir..... L. Sanford Waters

WATTS, PAYNE—ADV., INC.

311 West 7th-Denver Bld., Tulsa 3, Okla.
Phone: DIamond 3-8108
AAAA—ABP—ANPA—AFA

Pres., Treas..... Oscar E. Payne
Vice Presidents... Leslie S. Hauger, Don Dyer
Production Mgr..... Steve Snyder
Secy., Radio-TV Dir..... Don S. Mitchell
Prod. Expeditor..... Larry Bettis
Radio-TV Traffic..... Marilyn McClure
Estimated Radio Billings: \$275,000.
Estimated TV Billings: \$100,000.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
Phone: LO 5-6462

President Bernard Schiff
Controller Gertrude Sternick
Production Mgr..... Lee Kriss
TV Dir..... Elaine B. Hudson

MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-2300
ABC—ANPA—APA

President Bernard Weinberg
General Manager..... William Krauch
Media Dir..... Joe Stearns
Art Dir..... Sam Diamond
Prod. Mgr..... Harry Krauch

ADVERTISING AGENCIES

EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-7252

President Edward H. Weiss
Exec. Vice Pres. Irving D. Auspitz
V.P., Dir. of Media Jack Bard
V.P., Copy Dir. Byron A. Bonnheim
V.P. Bernard J. Gross
V.P. Jerome Joss
V.P., Creative Dir. N. Lee King
V.P., Secy., Radio-TV Dir. Marvin L. Mann
V.P., Acct. Supvr. Kenneth Murison
V.P., Treas. Ernest Stern
Prod. Mgr. Leo Sikes

Branch Offices

730 Fifth Ave., N. Y. 19, N. Y.
Phone: JUdson 6-8313

Director Marvin L. Mann
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: OLive 3-8360

Mgr. Robert Harris

WEISS & GELLER

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070
ANPA—NOAB—APA

President Max A. Geller
Exec. V.P., Media Dir. Max Tendrich
Sr. V.P., Creative Dir. Lawrence Wisser
V.P. Art Dir. Arthur Gordon
V.P. Dir. Mkt. Robert Breckenridge
Time Buyer Jack Geller
P. od. Mgr. Sally Green

WERMEN & SCHORR, INC.

1616 Walnut St., Philadelphia 3, Pa.
Phone: Pennypacker 5-1688
APB—APA—NOAB—ANPA

President David Wermen
Vice President J. Leonard Schorr
Radio-TV Director Lester Harmon
Director Graphic Arts Allen Greenfield
Art Director Edward Schorr
Radio-TV Time Buyer R. Segal
Radio-TV Prod. Mgr. J. Samuelsohn

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
Phone: MUrray Hill 4-7545

Owner, Media Dir. E. Taylor Wertheim
Art Dir. Jose Ramos

THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.
Phone: JUdson 2-8050
ABP—ANPA—NBP—NOAB

President Leland G. Wesley
Exec. V.P. John N. Jackson
V.P., Chmn. Plans Bd. Harold Breitner
Vice President LeGrand L. Redfield
Creative Art Dir. G. Heller
Prod. Mgr. Ed Fitzgerald
Radio-TV Mgr. Jos. D. Knap, Jr.
Creative Dir. R-TV John Zimmer
Art Dir. A. Kennedy

WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: MU 8-4050

President Larry Schwartz
Exec. V.P. Martin Solow
Vice Presidents. Ed Greenberg,
George Gilbert, Adrian Price
V.P., Radio-TV Dir. John Eckstein
Secy.-Treas. Howard Wechsler
Estimated Radio Billings: \$250,000.
Estimated TV Billings: \$650,000.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHEstnut 1-6380
AAAA

President Enno D. Winius
Sr. Vice-Pres. C. A. Brandon
V.P., Creative Dir. James D. Nevins
Vice-President, Treas. W. L. Sanborn
Sec. George R. Bishop
Radio-TV Dirs., Time Buyers. Herbert P.
Halpern, Mrs. B. Essenpreis

Branch Office

1016 Central, Kansas City, Mo.
Phone: HA 1-7383

V.P. James H. Barickman

G. WINSTON & COMPANY

32 W. 46th St., New York 36, N. Y.
Phone: Circle 5-4880

President George V. Bleier
V.P., Gen. Mgr. Dave Carson
Art Dir. H. B. Kornheiser
Research Dir. Albert Tedaldi

WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas
Phone: CA 6-2226
SNPA

Owner William I. Wyatt
Art Dir. William J. Lytle
Media Dir. Patricia Porter
Radio-TV Dir. Julia Payne
Prod. Mgr. Boyce Shelton

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
AAAA—APA—NOAB—ABC

Board Chairman. Sigurd S. Larmon
Chmn., Exec. Comm. Louis N. Brockway
President George H. Gribbin
Sr. V.P., Co-Chmn. Plans Bd. A. V. B.
Geoghegan
Exec. V.P. Frank Fagan
Sr. V.P., Contact Dept. Harry Harding
V.P., Radio-TV W. Crider, E. H. Erlick,
N. Glenn
V.P., Mgr., Radio-TV Pub. Harry Rauch
V.P., Merchandising Dir. Eldon E. Smith
V.P., Dir. Research. Dr. Peter Langhoff
Mgr. of Radio-TV Oper. D. Y. Bradshaw
Controller M. Wray Witten
V.P. Art Dept. Walter P. Glenn
V.P., Acct. Supvrs. Milford Baker, Jesse
O. Bickmore, Harry B. Carpenter, Thos.

W. Clark, Thos. R. Cox, Jr., Geo. B. Dippy,
 Wilson H. Kierstead, Alexander Kroll, A.
 Gardiner Layng, J. Layng, Martine, G. Mon-
 tagu Miller, Douglas J. Murphey, Walter
 K. Nield, Bernard Pagenstecher, Edgar B.
 Van Winkle II, Walter B. C. Washburn,
 Luis G. Weil, Frank Yahner, Chas. T.
 Young
 V.P., Copy Dirs...William J. Colihan, Jr.,
 Hanley M. Norins, Mary E. O'Meara,
 Robt. D. Work
 V.P., Radio-TV Acct. Supvr...Norman Glenn
 V.P., Media Rel. Dir.....Wm. E. Matthews
Branch Offices
 333 No. Michigan Ave., Chicago 1, Ill.
 Phone: FInancial 6-0750
 Vice Pres. in Charge..Robert H. Binkerhoff
 645 Griswold St., Detroit 26, Mich.
 Phone: WOODward 1-7050
 V.P., Mgr.....R. McKelvey
 Holly & Hyland Ave., Hollywood 28, Calif.
 Phone: HO 2-7181
 V.P., Hollywood TV Div. Dir...Walter H.
 Bunker
 120 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 7-1838
 V.P., Mgr.....George B. Richardson
 611 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MAdison 6-7641
 V.P., Mgr.....Jack W. Smock
Estimated Radio Billings: \$13,600,000.
Estimated TV Billings: \$89,400,000.

YOUNT COMPANY
 12 East 10th Street, Erie, Pa.
 Phone: GL 2-2816
 President.....M. A. Yount
 Acct. Execs.....M. John Yount,
 R. A. Lewandoski
 Production Mgr.....Ann Di Nicola

THE ZAKIN COMPANY
 27 East 37th St., New York 16, N.Y.
 Phone: MU 4-0630
 ABP—ANPA
 Partners.....Alvin Zakin, Theo. Eisenberg
 SecretaryGwynn Meden
 TreasurerSam Stern
 Production Manager.....Frank Milgiore
 Copy Chief.....Joan Hart

PETER ZANPHIR ADVERTISING
 565 5th Ave., New York 17, N. Y.
 Phone: OX 7-6996
 ABP

ZIMMER, KELLER & CALVERT, INC.
 28 Adams Ave., W., Detroit 26, Mich.
 Phone: WOODward 1-9151
 AAAA—NBP—APA
 President.....R. E. Keller, Sr.
 Exec. V.P.....H. W. Calvert
 Vice President.....A. H. Ritter
 Media Dir.....C. D. Bortman
 Prod. Mgr.....C. S. Kennedy
 Public Rel. Dir.....D. A. Hallack

OF COURSE — — —

**YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?**

OF COURSE — — —

the Best Is the Associated Press.



CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd. 37 James St. S.	Toronto	HU 5-6544	B. Glengill	B. Glengill
Atherton & Currier, Inc.	100 Adelaide St. W.	Hamilton	JA 7-9284	Jim Elliott	Jim Elliott
Backman Advertising, Ltd.	Sovereign Bldg.	Toronto	EM 3-5418	Eleanor Austen	Eleanor Austen
Baker Advertising Agency, Ltd.	610 Bayonne Ave. 660 St. Catherine St. W.	Halifax	3-8184	Anne Archibald	
		Toronto	HU 7-1511	N. Pahlen	R. Spence
		Montreal	UN 6-3049	Louis Larocque	
Batten, Barton & Durstine & Osborne Inc.	160 Bloor St. E.	Toronto	WA 4-3787	S. Ramsey Lees	William S. Whitehead
Bingham, John McMenney, Ltd.	32 Front St. W. 4645 Cavendish Blvd.	Toronto	EM 2-2641	McCrae J. Cooper	
		Montreal	HU 1-5032	S. Lorriman	S. Lorriman
		Preston	OL 3-4464	E. Gordon Lowen	E. Gordon Lowen
		Winnipeg	42-2564	Ronald A. Kearns	Ronald A. Kearns
		Vancouver	CE 4154	Robt. M. Ellis	Violet Perry
Bleasdale Advertising, Ltd.	1104 Douglas St.	Victoria	2-6741	John Bradley	Hedleigh Venning
Bradley, Venning & Hilton Ltd.	11 Yorkville Ave.	Toronto	WA 5-3801	J. E. Palmer	F. Irene Wray
Breithaupt, Milson Ltd.	44 Eglinton Ave.	Toronto	HU 1-5251	Roy Partridge	Roy Partridge
Brooks Advertising, Ltd.	21 Dundas Sq.	Toronto	EM 8-2396	John G. Service	Donald M. DeNike
Brown, Mitchell & Wright, Ltd.	735 Davie St.	Vancouver	MU 4-7277	James B. McRae	
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	EM 6-5801	Jan Paul Champagne	
Burns Advertising Agency, Ltd.	1980 Sherbrooke St. W. 181 Bay St.	Montreal	WE 5-5257	W. R. Beecroft	
		Toronto	EM 8-2377	G. F. Keeble (Radio)	
Caldwell, Spence Agency	447 Jarvis St.	Toronto	WA 2-2103	Claus Hobe (TV)	
Canadian Advertising Agency	1454 Mountain St. 80 King St., West	Montreal	VI 2-8061	M. Fontaine (Radio)	
		Toronto	EM 3-3051	Irving Teitel	
		Winnipeg	WH 2-6923	R. D. Waugh	
		Vancouver	MU 4-4151	K. L. Johnson	
Cardon, Rose, Ltd.	1137 W. Hastings St. 1411 Crescent St. W.	Montreal	VI 2-9581	Norman Cardon	
Carter, Garry I. of Canada, Ltd.	59 Avenue Road	Toronto	WA 4-2505	Bob Howe	
Cockfield, Brown & Co., Ltd.	200 Canada Cement Bldg. 185 Bloor St., E. 804 Electric Ry. 1222 Burrard Bldg.	MTL	UN 1-1771	R. W. Harwood (TV)	
		Toronto	WA 4-5492	E. W. Box (Radio & TV)	P. C. Logan
		Winnipeg	WH 2-3538	J. A. Savage (Radio & TV)	
		Vancouver	MU 1-1111	H. G. Gibson	M. Tierney
				J. M. Morrison	

Collyer Advertising Ltd.....	2100 Drummond St. 20 Carlton St.	Montreal	VI 2-8672	K. Chase	Nan Fraser
Copeland, Don H., Advertising, Ltd.....	442 Sherbourne St.	Toronto	EM 3-2697	A. Evans	
Crombie Advertising Co., Ltd.....	391 St. James St., W.	Montreal	WA 2-5969	Mrs. Vera Copeland	Mrs. Vera Copeland
	100 Adelaide St., W.	Toronto	VI 9-5246	V. P. Gray	V. P. Gray
Dancer-Fitzgerald-Sample Avg. (Can.) Ltd..	200 St. Clair Ave.	Toronto	EM 4-7204	Donald Johnson	Gilbert Nunns
Denne, A. J., & Co., Ltd.....	90 King St., West	Toronto	WA 4-8425	Ruth Pedley	Lillian Ryan
Desbarats Advertising Agency.....	485 McGill St.	Montreal	EM 4-3444	R. O. McKeown (Rad. & TV)	
Dominion Advertising Inc.....	480 Mt. Royal Ave. E.	Montreal	UN 6-4835	J. E. Desbarats	
Dominion Broadcasting Co.....	4 Albert St.	Toronto	VI 2-2991	E. W. Karthaus	
Elkman, The, Company.....	1827 St. Catherine St., W.	Montreal	EM 3-3383	Hal B. Williams	
Erwin Wasely, Ruthrauff & Ryan, Ltd.....	610 Church St.	Toronto	WA 1-5187	Chas. R. Bick	
George Ferguson Assoc., Ltd.....	1980 Sherbrooke St., W.	Montreal	WE 7-9401	Geo. R. Ferguson	
Ferres Advertising, Ltd.....	63 Duke St.	Hamilton	JA 9-1116	C. T. Dickson (Radi'o)	
Foote, Cone & Belding, Canada, Ltd.....	10 St. Mary St.	Toronto	WA 5-5961	T. A. Sylva	
Foster Advertising, Ltd.....	149 Alcorn Ave.	Toronto	WA 4-4681	S. A. MacKay	Miss J. Newton
	550 Sherbrooke St., W.	Montreal	VI 9-5343	Charlotte Toupin	Pierre Petel
	156 Lombard Ave.	Winnipeg	WH 2-2151	Gurney Evans	
	Commonwealth Bldg.	Ottawa	CE 6-5909	J. R. Foster	
Gibbons, J. J., Ltd.....	46 St. Clair Ave., E.	Toronto	WA 4-8391	W. H. Reeves	Esther Henning
	1440 St. Catherine St., W.	Montreal	UN 6-7482	Peter H. Ross	
	Scott Bldg.	Winnipeg		D. P. Johnston	
	Gibbons Bldg.	Regina		Harold Ellis	
	200 Blow Bldg.	Calgary		W. A. Bell	
	Petroleum Bldg.	Edmonton		G. Tauchman	Mrs. C. A. Durno
	V1533 W. Pender St.	Vancouver	MU 1-0157	Mrs. Hazel Bakes	
Gislason-Reynolds, Ltd.....	21 Park Rd.	Toronto	WA 4-7364	R. Gee	J. Pegnem
Goodwin-Ellis Advertising, Ltd.....	1161 Melville St.	Vancouver	EM 3-2144	T. H. Goodwin	
Grant Advertising (of Canada) Ltd.....	103 Church St.	Toronto	EM 3-3396	Miss Joan King	
	1628 Sherbrooke St., W.	Montreal	VI 9-7515	Mrs. L. Pepin	
Grosberg, Pollock & Gwartzman, Ltd.....	78 Charles St., W.	Toronto	WA 4-9211	S. W. Gwartzman	
Hayhurst, F. H., Co., Ltd.....	7 King St., East	Toronto	EM 6-0731	R. D. Amos	E. Brown & Miss Pat Hepburn
	2100 Drummond St.	Montreal	VI 5-0251	P. Garcia	J. La Fontaine
Heggie Advertising Co., Ltd.....	97 Eglinton Ave., E.	Toronto	HU 5-5125	John E. Chilman	Homer Dubois
Huot, J. E., Publicitee, Ltee.....	353 St. Nicholas St.	Montreal	VI 2-9011	P. E. Rioux	
Hutchins Advertising Co. of Canada, Ltd..	33 Hayden St.	Toronto	WA 4-3753	P. J. Hennessy	
Imperial Advertising, Ltd.....	38 Blower St.	Halifax		J. B. Regan	A. H. Evelyn
Industrial Advertising Agency, Ltd.....	631 Spadina Ave.	Toronto	WA 4-6571	P. K. Stallworthy	Mrs. Vera Percival
Jarvis, Albert, Ltd.....	94 Yonge St.	Toronto	EM 3-2438	Miss D. N. Ferris	Godfrey Jarvis
Kelley, Russell T., Co., Ltd.....	627 Main St., E.	Hamilton	JA 2-1155	J. A. Price	Frank Rose
	485 McGill St.	Montreal	UN 6-4835	E. W. Desbarats	
	321 Bloor St.	Toronto	WA 4-9531	D. B. Gill	
Kenyon & Eckardt, Ltd.....	550 Sherbrooke St., W.	Montreal	VI 2-2534	J. A. Winter	P. O'Sullivan

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA 4-8481		
Lovick, James, & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221		M. R. Woodward
	800 Bay St.	Toronto	WA 1-1121	John McCuaig	
	307 Power Bldg.	Winnipeg	WH 3-0623	Miss Nora Thorvaldson	
Lovick, James, & Co., Ltd.	629 7th Ave., S.W.	Calgary	AM 2-6161	June Duncan	Doris Urch
	401 Kerr Block	Regina	LA 3-7570	Helen Martenson	
	623 Dominion Sq. Bldg.	MTL	UN 6-8391	D. G. McMaster	Miss Gabrielle Gagnier
	111. Richmond St., W.	Toronto	EM 3-2244	F. H. Horler	J. N. Milne
	550 Sherbrooke St., W.	MTL	VI 5-1222	Miss L. Henuset	G. L. Trudel & R. Saucier
MacLaren Advertising Co., Ltd.	911 Electric Ry. Bldg.	Winnipeg		Mrs. Norman Wood	
	1240 W. Pender St.	Vancouver	WA 5-3231	J. W. Hoyland	G. J. Munro & Hal C. Sparkman
	200 Bloor St., E.	Toronto	VI 9-8341	D. MacInnes	L. Hefford
McCann-Erickson (Canada) Ltd.	2055 Peel St.	Montreal		Clement Fluet, Bruce Ronald, W. G. Munro	
				Sheldón Lodge	
McConnell, Eastman & Co., Ltd.	Huron & Erie Bldg.	London, Ont.	4-4528	C. S. Bowie	
	147 University Ave.	Toronto	EM 3-7004	Austin Moran	Craig Muir & J. Lyons
	Dominion Sq. Bldg.	Montreal	UN 6-7941	W. T. Blakely	
	382 Portage Ave.	Winnipeg	WH 3-7406	Miss Ruth Drew	Bob Black
	1198 Pender St.	Vancouver	MU 3-2161	Mrs. R. J. Emery	
McCracken, W. A., Ltd.	153 St. Clair Ave., W.	Toronto	WA 4-721	Wilfred A. McCracken	
McGregor Deaville Advertising	1175 Bay St.	Toronto	WA 4-6681		
McKim Advertising, Ltd.	1510 Drummond St.	Toronto	VI 9-4152	Peel Steevan	B. F. Johnson
	1407 Yonge St.	Montreal	WA 4-0981	A. S. Coleridge	
	250 Portage Ave.	Winnipeg	WH 2-3491	D. D. Davison	
	1030 West Georgia St.	Vancouver	MU 3-8121	R. Bruce Walker	G. Rafelman
Muter, Culiner, Frankfurter & Gould, Ltd.	1121 Bay St.	Toronto	WA 4-5736	E. Gould	
Nattall & Maloney, Ltd.	108 12th Ave., S.W.	Calgary	4-4910	Mrs. P. McVean	
	Civic Block	Edmonton	MU 1-9174	Mrs. A. E. Nightingale	Mrs. P. McVean
O'Brien Advertising, Ltd.	1455 W. Georgia St.	Vancouver		N. W. Wright	
Ott, William R., Ltd.	464 Yonge St.	Toronto	WA 4-3708	Mona M. Harper	
Otto, Robert, & Co. (Canada) Ltd.	355 King St., W.	Toronto	EM 6-9266	W. A. Perry	
Paul-Phelan, Ltd.	380 Victoria St.	Toronto	EM 3-6047	T. Reid	G. P. Vale
Payeur-Publicite, Inc.	639 8th Ave.	Quebec City	LA 9-3322	Miss C. Payeur	

Pennell, Margaret, Advertising Plant, Elton M., Co.	145 Yonge St. 303 Bartlet Bldg. 330 Bay St.	Toronto Windsor, Ont. Toronto	EM 4-2079 CL 4-1159 EM 3-3762	Miss M. Pennell Elton M. Plant Miss G. Race	Miss M. Barrer
Quebec Advertising Agency	1520 Mountain St.	Montreal	VI 2-9851	Jack Philton and M. Seni	Guy Pinsonneault
Reynolds, E. W., Ltd.	154 University Ave. 1440 St. Catherine St., W. 550 Sherbrooke St., W.	Toronto Montreal Montreal	EM 2-2381 UN 6-1775	H. Karpus J. Tougas T. A. Deans	R. Ferguson M. A. McLeod
Richards, Fletcher D., Inc.	Keefe Bldg.	Montreal	UN 6-9471	D. C. Fowler & Eug. Cote	A. Weinthal
Ronalds Advertising Agency, Ltd.	108 Peter St. 218 Tegler Bldg. Canada Trust Bldg.	Toronto Edmonton Windsor, Ont.	EM 3-9237 2-8356	Jerry Lodge B. Moore Carl E. Hassel	O. J. Sinclair
Ross Roy of Canada, Ltd.	1236 Crescent St. Schneider Cardon Ltd. Sills, Allan R., & Co.	Montreal Montreal Toronto	UN 6-7355 UN 1-4764 EM 8-6434	Guy Sauviat Phil DeBruyn Mrs. N. McAvoy	R. A. Stevenson, Radio Dept.
Smith, R. C., & Son, Ltd. Spitzer & Mills, Ltd.	137 Wellington St., W. 380 Victoria St. 50 King St.	Toronto Toronto Toronto	EM 4-9396 EM 6-2811 EM 6-2811	G. A. Phare T. R. Hart Henry Harbinson	J. P. O'Flaherty W. R. Ross
Stanfield, Johnson & Hill, Ltd.	3405 St. Catherine St., W. Dominion Sq. Bldg.	Montreal Montreal	HU 1-0344 UN 6-8741	B. A. C. Quill R. Campbell	
Stevenson & Scott, Ltd.	255 Davenport Rd. 1260 University Ave. 100 Adelaide St., W. 402 W. Pender St.	Toronto Montreal Toronto Vancouver	WA 4-8481 UN 6-9361 EM 3-5773 MU 3-5696	Miss Diane Loiselle S. C. Young Sherill Adair	
Tandy-Richards Adv.	20 Carlton St.	Toronto	EM 3-6362	A. C. Haight	A. A. Pape
Thompson, J. Walter, Co., Ltd.	1600 Dorchester St. W. 600 University Ave.	Montreal Toronto	WE 4-1331 EM 2-3471	Mary Gordon Frank Flint	P. Fisetto G. Johnson
Thompson-Petersen Advertising Agency Ltd.	215 Victoria St. 913 Sun Life Bldg.	Toronto Montreal	EM 8-8091 UN 6-9745	E. W. Bowman L. R. LeBel	
Vamplow Advertising Vickers & Benson, Ltd.	1175 Bay St. Keefe Bldg. 110 Church St.	Toronto Montreal Toronto	WA 3-5589 EM 4-7701 EM 4-6391	T. F. I. Camplew L. Jodoin Mrs. Laura Jensen	V. Prysdale Mrs. J. Guerin D. Hardman
Walsh Advertising Co., Ltd.	1787 Walker Rd. Bank of Nova Scotia Bldg.	Windsor, Ont. Toronto	CL 6-2671 EM 3-3053	R. T. Hawkins Miss Mary Poirier	T. S. Lawton Miss M. McLeod & Mrs. Muriel Murray
Whitehall Broadcasting Ltd. Willis Advertising, Ltd.	2055 Peel St. 1510 Drummond St. 67 Yonge St.	Montreal Montreal Toronto	VI 2-2792 VI 9-4152 EM 3-2071	Yves Bourassa W. Charland W. A. Willis	
Yanoff, Chris, Ltd. Young & Rubicam, Ltd.	85 Grenville St. 1255 University St. Bank of Nova Scotia Bldg.	Toronto Montreal Toronto	WA 1-3376 UN 6-8941 EM 2-3931	J. J. Jorgensen G. Lalonde D. Curran	G. Lalonde W. Francis

FACT:

The prestige of your station depends, to a large degree, on the quality of its news programs.

FACT:

The quality of the news programs depends on the source which gathers and distributes the news.

FACT:

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

CONCLUSION: *You Can Get The Best.
Why Settle For Less?*



50 Rockefeller Plaza
New York 20, N. Y.

RADIO DAILY.
TELEVISION DAILY.

presents

**TIME
BUYERS**

☆ ☆ ☆ ☆ ☆

BIOGRAPHICAL
SKETCHES OF LEADING
TIME BUYERS AT MAJOR
ADVERTISING AGENCIES

1960

AGENCY TIME BUYERS

ABRAMS, WILLIAM F.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Jan. 16, 1935. He attended N.Y.U., and entered advertising with SSC & B in 1955, as assistant time buyer. He handles the following accounts: Lever Brothers—Silver Dust Blue; The Best Foods, Inc.—Presto, Rit, Shinolo, H-O Cereals; Oil Information Committee.

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ALLEN, POLLY

of J. Walter Thompson Co., is a graduate of Endicott Jr. College, and entered advertising with J. Walter Thompson in 1950, as estimator. Her hobbies are theatre and reading. She handles the Eastman Kodak Co. account.

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ANDERSON, ROBERT F.

of Sullivan Stauffer, Colwell & Bayles, Inc., was born Dec. 20, 1926. He graduated from Georgetown (BS) in 1949, and that year entered advertising with RCA as public relations rep. He has held posts with CBS, Benton & Bowles, McCann-Erickson, and Reidl & Freede. He handles the following accounts: Noxzema Chemical Co., Lipton Tea.

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BACZEWSKI, EDWARD T.

of Cunningham & Walsh, Inc., was born Oct. 12, 1921. He is a graduate of Fordham (BA) 1943, Harvard Bus. School (MBA) 1947, and entered advertising with Kenyon Research in 1946, as research reporter. He is married and has seven children. His hobby is politics. He handles the Sunshine Biscuits Inc. account.

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BALDWIN, BRENDAN J.

of Kenyon & Eckhardt, Inc., was born June 9, 1927. He attended Cornell and Columbia, entered advertising with Donahue & Coe in 1946, and held posts with Paris & Peart, Maxon, Inc., and Benton & Bowles. He is married to Margaret O'Shea and has four children. His hobby is sports. He handles the following accounts: Pepsi-Cola, Anaconda, Plywood, GCMI, Shell, McKesson-Robbins, Canadian Pacific.

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BALLMANN, HAL

medio buyer of Botten, Barton, Durstine & Osborn, Inc., was born July 21, 1931. He is a graduate of Missouri and entered advertising with BBDO in 1957, as asst. medio buyer. He is married and has two children. His hobbies are bridge, gardening, and sports. He handles the following accounts: Western Airlines, Rexall Drug Co., L. A. Times-Mirror Co., DeSoto Dealers Assoc., Valiant Dealers Assoc.

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BALNAVES, DAVID W.

of MacManus, John & Adams, Inc., was born Feb. 8, 1930. He attended Wayne U., entered advertising with McCann-Erickson in 1953, as media buyer, and held posts with Grand Advertising. He is married to Shirley Casey and has two children. His hobbies are bowling, golf and handball. He handles the following accounts: Pontiac Motar Corp., Dow Chemical, MMM, Briggs Manuf. Co., Bull Dog Electric Co., Fairmont Railway Motor, Vaurhall Motor, Lyon, Inc.

BARDACH, PETER M.

of Foote, Cane & Belding, Inc., was born in 1929. He is a graduate of Hobart (BA), and entered advertising with Dancer-Fitzgerald-Sample in 1952, as time buyer. He handles the Liebmann Breweries account and special campaigns.

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BARNETT, DOROTHY JEAN

of Warwick & Legler, Inc., was born February 15, 1924. She attended N.Y.U., and later entered advertising with Roy J. Durstine, Inc., in 1954, as assistant time buyer. Her hobbies are music, dancing, and reading.

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BARRY, AILEEN M.

of Grey Advertising Agency, Inc., is a graduate of Mt. St. Vincent (BA). She entered advertising with McCann-Erickson in Radio-TV research, and held posts with Foote, Cone & Belding. Her hobbies are travelling and photography. She handles the following accounts: H. D. Lee, RCA Records, Shwayder Bros., Dan River Mills, Fruit of the Loom, Ronson.

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BEAN, RICHARD S.

of Warwick & Legler, Inc., was born in 1915. He entered advertising with Ruthrauff & Ryan in 1934, and held posts with Pedlar & Ryan, and Grey Advertising Agency. He is married to Ethel Jokumsen and has four children.

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BECKER, NOEL

of Compton Advertising, Inc., was born March 13, 1931. He is a graduate of NYU (MBA), and entered advertising with NBC in 1954. He handles the following accounts: Fizrin, Ivory Liquid, R. T. French, N. Y. Life Ins., Comet, Instantine.

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BENDER, JUDITH

of McCann-Erickson, Inc., is a graduate of Michigan (BA). She entered advertising with Huber Hoge & Sons in 1954, as asst. time buyer, and held posts with the Biow Co. Her hobbies are reading, painting and skiing. She handles the following accounts: Corn Products Refining Co., Tyre Inc., Lehn & Fink.

★ ★ ★

BENJAMIN, MARY LOU

of Grey Advertising Agency, Inc., was born Feb. 5, 1932. She attended the New School, entered advertising with NBC in 1950, as secretary, and held posts with WPIX, Peck Advertising, and L. H. Hartman Co. Her hobbies are bridge and golf. She handles the following accounts: Ward Baking Co., Chunky Chocolate Corp.

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BESTE, WILLIAM E.

of Batten, Barton, Durstine & Osborn, Inc., was born May 31, 1928. He is a graduate of Hofstra (BS) 1951, and entered advertising with Benton & Bowles in 1951 as a trainee. He is married and has three children. His hobbies are golf and swimming. He handles the following accounts: General Mills, Curtis Circulation & Publishing, Dow Janes.

BIRKBECK, WILLIAM D.

of Cunningham & Walsh, Inc., was born June 13, 1928. He attended Culford College, England, entered advertising with Foote, Cone & Belding in 1951, and held posts with Compton Advertising. His hobbies are record collecting, theatre, and travel. He handles the Andrew Jergens Co. account.

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BODLE, RALPH W.

of Kenyon & Eckhardt, Inc., was born March 19, 1928. He is a graduate of Syracuse (BS) 1959, and entered advertising with William Esty in 1951 as estimator. His hobby is golf. He handles the Lever Bros. Co. account.

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BRANCH, PHIL

of Grey Advertising Agency, Inc., was born Dec. 17, 1924. He is a graduate of Seton Hall (BS), entered advertising with Al Paul Lefton in 1949, and held posts with Ruthrauff & Ryan. He is married to Frances Friedlander. His hobbies are fishing, home movies, and cards. He handles the following accounts: Practer & Gamble and The Mennen Co.

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BRAUMULLER, HERMAN A., JR.

of Cunningham & Walsh, Inc., was born Jan. 23, 1917. He attended Lehigh, entered advertising with Blackett-Sample in 1941, as clerk, and held posts with Schuyler Hopper Co., James Thomas Chirurg, Inc. He is married to Grace O. Grivicich and has two children. He handles the following accounts: American Machine & Foundry, Brooklyn Union Gas, Chase Brass & Copper, Conn. General Life Inc., Andrew Jergens, Kennecott Copper, Kidde Manuf., Walter Kidde & Co., Mosler Safe Co., St. Regis Paper, Wheeling Steel Corp.

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BRAUN, JOSEPH P.

vice president, media director of Kenyan & Eckhardt, Inc., attended Fordham. He entered advertising with K&E in 1933. He is married to Sally Martin and has one child. He is a member of the AAAA, NOAB, Wee Burn Country Club, Friends of the Rowayton Library, and his hobbies are hi-fi and motoring.

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BRIDGE, ROBERT A.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Nov. 16, 1932. He graduated from Oklahoma (BBA) in 1955, and entered advertising with SSC & B in 1958, as time buyer. He handles the following accounts: American Tobacco Co.—Pall Mall Cigarettes.

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BROOKS, JACK

of Compton Advertising, Inc., was born Dec. 31, 1931. He is a graduate of Oklahoma (BA) 1954, and entered advertising with Compton in 1956, in media research. He handles the following accounts: Ivory Liquid, Chase Manhattan Bank, El Producto Cigars, Kelly-Springfield Tires, Goodyear Rubber Co., Neolite Div.

BROUWER, PATRICIA J.

of Compbell-Mithun, Inc., attended Syracuse U. She entered advertising with Grant Advertising in 1949, as secretary-assistant, and held posts with Young & Rubicam, Needham, Louis & Brorby. She handles the Pillsbury and Gold Seal accounts.

★ ★ ★

BROWN, STUART

of Cunningham & Walsh, Inc., was born Feb. 27, 1930. He is a graduate of Tufts (BS) 1952, and entered advertising with C & W in 1956, as statistical clerk. He is married and has two children. His hobbies are bridge, music, softball and football.

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BULLOCK, LOU

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 17, 1932. He is a graduate of Drew (BA) 1955, and entered advertising with DCS&S in 1957. His hobby is acting. He handles the following accounts: Bristol-Myers, Grove Labs., Eastman Chem., Standard Triumph.

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BUMSTEAD, ROGER C.

eastern division media director, of MacManus, John & Adams, Inc., attended Syracuse. He entered advertising with Katz Agency in 1948, in sales data, and held posts with Maxon, Campbell-Mithun, Inc., and David J. Mahoney, Inc. He is married to Lilo McFadden. He is a member of RTEs.

★ ★ ★

BUNDGUS, JULES

vice president in charge of Radio & Television at Kastor, Hilton, Chesley, Clifford & Atherton, Inc., attended Union College, and entered advertising with Bryan Houston Agency as manager of the Radio-TV department.

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BURBECK, JOSEPH G.

of Compton Advertising, Inc., was born April 3, 1931. He is a graduate of Dartmouth (BA) 1953, and entered advertising with Compton in 1955, as trainee. He handles the following accounts: Comet, Mobil Oil Co., N. Y. Life Ins., R. T. French.

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BURES, PAUL L.

of J. Walter Thompson Co. was born April 19, 1933. He is a graduate of Miami U. (O.), (BS) 1957, and entered advertising with J. Walter Thompson in 1957, as broadcast analyst. His hobbies are writing and painting. He handles the following accounts: Shell Oil Co., Shell Chemical, Schlitz.

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BUTNER, LAWRENCE

of Albert, Frank-Guenther Law, Inc., was born April 17, 1931. He graduated from C.C.N.Y. (BBA), and Brooklyn Law School (LLB), and entered advertising with Katz Agency in their accounting dept., and has also held posts with Maxon Inc. and National Export Adv. He is married to Eleanor Schwartz, and has one child.

AGENCY TIME BUYERS

CAMBRIDGE, MICHAEL

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born March 26, 1934. He entered advertising with SSC&B in 1959, and has held posts with William Esty. He is married. He handles the following accounts: Riviera Cigarettes, Arrid, S&H Green Stamps. ★ ★ ★

CAMPBELL, C. N.

head time buyer, Detroit office, of MacManus, John & Adams, Inc., was born in 1928. He attended Michigan, and entered advertising with Campbell-Ewald in 1950, as outdoor field rep. He is married to Joanne Hartwick and has two children. He handles the following accounts: Pontiac Motor Div., Cadillac Motor Div., Dow Chemical, Minnesota Mining & Mfg., S. S. Kresge Co. ★ ★ ★

CARVELL, FRANK

media supervisor of N. W. Ayer & Son, Philadelphia, has previously held posts with Benton & Bowles, Biow Co., and Pedlar & Ryan. He is married and has two children. ★ ★ ★

COHN, ENID K.

of McCann-Erickson, Inc., was born June 21, 1930. She is a graduate of Syracuse (BS), entered advertising with Good Housekeeping Magazine in 1950, as secretary, and held posts with J. Walter Thompson, Cunningham & Walsh, Edward Petry & Co. Her hobby is collecting antique Wedgwood pottery. She handles the Nestle Co. account. ★ ★ ★

COLEMAN, MARIE V.

of Danahue & Cae, Inc., was born May 30, 1917. She attended N. Y. U., entered advertising with Charles M. Storm in 1950, as media asst., and held posts with Kelly-Nason and Dancer-Fitzgerald-Somple. She handles the following accounts: Irish Linen Guild, Loew's Inc., Arthur Murray, N. Y. Herald-Tribune, N. Y. World-Telegram & Sun. ★ ★ ★

CONWAY, VIRGINIA M.

of McCann-Erickson, Inc., was born in 1929. She entered advertising in 1947, and has held posts with Ted Bates, Kenyon & Eckhardt, Bryan Houston. She handles the following accounts: Liggett & Myers Tobacco Co., Nestle Co. ★ ★ ★

COURY, JEAN

of Shaller-Rubin Co. was born Jan. 22, 1930. She is a graduate of U. of Bridgeport, entered advertising with Donahue & Coe in 1953, as space buyer, and held posts with McCann-Erickson, Inc. She handles the following accounts: Eagle Pencil Co., Thayer Labs. ★ ★ ★

COVERLEY-SMITH, JOHN F.

of N. W. Ayer & Son, Inc., was born Jan. 1, 1918. He graduated from U. of Penna. (BS) in 1938, entered advertising with Young & Rubicam in 1939, as a trainee, and has held posts with Geare-Marston, McKee, & Albright, and The Borden Co. He is married to Margaret Emhardt and has two children. His hobbies are golf and sailing. ★ ★ ★

CRADDOCK, BETTY L.

media director of MacManus, John & Adams, Inc., was born Oct. 13, 1926. She entered advertising with Van Hecker, Inc., in 1945, as secretary, and held posts with Ruthrauff & Ryan, Erwin Wasey Ruthrauff & Ryan, and Burke Dowling Adams, Inc. She is married. Her hobbies are bowling and golf. She handles the following accounts: American Electronics, Ling-Altec Electronics, Altec Lansing Corp., Western Gear Corp., MacFarlane's Candies, Kraloy Plastic Pipe Co., Wallace O. Leonard, Inc. ★ ★ ★

CRANDALL, JOHN B.

associate media director of McCann-Erickson, Inc., has held posts with Benton & Bowles and Kudner Agency. He handles the following accounts: Chesebrough-Pond's Mennen Co., National Cash Register, Nestle Co., Owens-Corning Fiberglas, Liggett & Myers, Schenley Industries, United Potash Co. ★ ★ ★

CROOKER, ROBERT H., JR.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Michigan, and entered advertising with C-E in 1938, in the outdoor dept. He is married to Jean Scholl. He handles the following accounts: Chevrolet Motors, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison. ★ ★ ★

CROWDER, SHIRLEY

media buyer of Fuller & Smith & Rass, was born July 18, 1928. She attended USC, entered advertising with Hearst Adv. Service in 1951, as secretary, and held posts with Tabery Corp. & Stramberger, Lavene, McKenzie. She is married. Her hobby is concert piano. She handles the following accounts: Plymouth Dealers, Kal-Kan Foods, Pacific Ocean Park, Systems Develop. Corp., CBS-KNX. ★ ★ ★

CUMMINGS, EILEEN

of Grey Advertising Agency, Inc., is a graduate of Fordham (BS). She entered advertising with Paris & Peart in 1949, as media asst., and held posts with Dancer-Fitzgerald-Somple and N. W. Ayer. Her hobby is music. She handles the following accounts: Magee, Kayser-Roth Necchi-Elna, Kleinert. ★ ★ ★

DAIGH, DONALD M.

director of Radio & TV for Henderson Advertising Agency, entered the advertising field with Pedlar & Ryan. He is married and has five children. ★ ★ ★

DALTON, PETER J.

of Donahue & Cae, Inc., was born Oct. 10, 1929. He is a graduate of U. of Pa., and entered advertising with Benton & Bowles, Inc. in 1952, as broadcast buyer. He is married to Jaan Potter. His hobbies are sailing, bridge, painting and literature. He handles the Best Foods Div. of Corn Products. ★ ★ ★

DAVIDSON, JOHN M.

of Gardner Advertising Co., was born in 1929. He is a graduate of U. of California (BA), and entered advertising in 1955 with National Outdoor Advertising as a field service rep. ★ ★ ★

DAVIS, HAROLD A.

of Botten, Barton, Durstine & Osborn, Inc., was born July 17, 1925. He is a graduate of Marietta (BA), entered advertising with Benton & Bowles in 1949, in budget control, and held posts with Compton, and Erwin Wasey. He is married and has two children. His hobby is wood working. He handles the Campbell Soup Co. account.

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DEKKER, WILLIAM C.

vice president, director of media at McCann-Erickson, Inc., was born in 1909. He is a graduate of New Hampshire U. (BA), entered advertising with Procter & Gamble in 1934, and held posts with Ted Bates. He is married to Mary McLane and has three children. He handles all accounts.

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DELANO, LESTER A.

vice president in charge of marketing service and account supervisor, of North Advertising Agency, attended Amherst, Brown, and Chicago (MBA). He entered advertising with Gould, Gleiss & Benn Marketing Consultants. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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DE VITO, GEORGE

of Weiss & Geller, Inc., was born August 13, 1933. He attended St. John's and Rutgers, and entered advertising in 1959, with Weiss & Geller as time buyer. He is married to Veronica Kramer, and has two children. He handles the following accounts: Proctor Electric, Doeskin, Terry Candy Co., Beacon Plastics, Davega Stores, Granco Products.

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DIAMOND, LYNN

of Mogul, Williams & Saylor, Inc., is a graduate of Michigan State Normal College. She first entered advertising with Cecil & Presbrey in 1950, as executive secretary, and held posts with Emil Mogul Co. Her hobbies are theatre, double-crests and bridge. She handles the following accounts: Rayco Manufacturing Co., Lite Diet Bread, Howard Clothes.

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DUCEY, JAMES

of Cunningham & Walsh, Inc., was born Dec. 8, 1926. He is a graduate of St. John's (BA) 1950, and entered advertising with William Esty in 1952, as time buyer. He is married to Anna Smith. His hobby is photography. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Decca Records, J. A. Folger, Sunshine Biscuits, E. R. Squibb & Sons, 21 Brands, Inc.

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DUNIER, LESLIE L.

vice president in charge of Radio & TV, at Magul, William & Saylor, Inc., was born Sept. 1, 1924. He is a graduate of N. Y. U. (BS) 1946, entered advertising with Reiss Advertising in 1946, and held posts with Sterling Adv., L. L. Dunier Agency, Emil Mogul. He is married to Norma Rich and has one child. His hobby is golf and he is a member of RTEs.

DUNLAVEY, MARY E.

of N. W. Ayer & Son, Inc., attended Columbio and N. Y. U., entered advertising with Ruthrauff & Ryan as time buyer, and held posts with Pedlor & Ryan, Harry B. Cohen, and Aitkin Kynett. Her club affiliations are TV Radio Adv. Club of Phila., Phila. Club of Adv. Buyers, Plays & Players, Phila. Art Alliance. Her hobbies are theatre, music, horseback riding, swimming, & cooking. She handles the following accounts: National Dairy (Sealtest) Products Corp., First Penna. Co.

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DUNNE, ARTHUR

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 25, 1931. He is a graduate of Fordham (BS) 1954, and entered advertising with Dancer-Fitzgerald-Sample in 1958, as time buyer. He is a member of the New Rochelle Shore Club, and his hobbies are swimming, skiing, music, and hunting. He handles the following accounts: Rexall, Westclox, U. S. Steel.

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DWYER, MARY

of Kenyon & Eckhardt Inc., attended Hunter College, and entered advertising with Pedlar & Ryan in 1940 as estimator. Her hobbies are theatre, movies, reading, opera and concerts. She handles the Lever Bros. Co. account.

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DYATT, DERRICK

of N. W. Ayer & Son, Inc., was born March 8, 1926. He graduated from American U. in 1952, entered advertising with WSan, Allentown, Pa., as staff announcer, and has held posts with WTOP-TV, Wash., D. C., and WGBl, Scranton, Pa. His club affiliations are Jr. Chamber of Commerce, Red Feather, Polio Foundation, and hobbies are drama (little theatre), horseback riding.

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ECKERT, STUART

of Doherty, Clifford, Steers & Shenfield, Inc., was born Dec. 3, 1932. He is a graduate of N. Y. U. (BS) 1953, and entered advertising with Lennen & Newell in 1955. He is married. His hobbies are sports, photography and travelling. He handles the following accounts: Vitalis, Noxzema, Instant Shaving Lather, Cutex-Nail Polish & Lipstick.

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ENGLISH, JAMES R., JR.

of Kenyon & Eckhardt, Inc., was born May 1, 1919. He is a graduate of Harvard (BA) 1939, entered advertising with Young & Rubicam in 1953, as media research director, and held posts with A. C. Neilson & Co. He is married to Caryl Hadsell and has two children. His hobbies are skiing, squash, golf and aviation. He handles Lever Bros. Co.

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ERHARDT, WARREN R.

of Fuller & Smith & Ross, Inc., was born Nov. 14, 1924. He is a graduate of Marquette 1950, and entered advertising with F&S&R in 1953, as asst. media buyer. He is married and has two children. He handles the following accounts: Edison Electric Institute, Coats & Clark, Coal-Ray Sunglasses.

AGENCY TIME BUYERS

FERGUSON, WILLIAM J., JR.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Jan. 10, 1931. He graduated from Fordham (BS) in 1952, and entered advertising with Young & Rubicam Inc. in 1958, as time buyer. He is married to Margaret M. O'Hagan, and has two children. His hobbies are bowling, handball, and woodcraft. He handles the following accounts: Riviera cigarettes, Arrid Cream Deodorant, S & H Green Stamps.

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FINN, FRANK

of Doherty, Clifford, Steers & Shenfield, Inc., was born July 21, 1921. He is a graduate of N. Y. U. (BS) 1948, entered advertising with Compton Advertising in 1949, as Radio & TV biller, and held posts with Kudner Agency. He is married and has one child. His hobby is bowling. He handles the following accounts: Bristol-Myers, Grove Labs.

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FIRESTONE, JERRY

of Grey Advertising Agency, Inc., was born April 9, 1930. He is a graduate of C.C.N.Y. (BBA), entered advertising with Dancer-Fitzgerald-Sample in 1950, as media researcher, and held posts with Television Magazine. He is married and has one child. His hobbies are reading, writing, and music. He handles the following accounts: Benrus, Westinghouse, Phillips-Van Heusen, NBC.

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FISCHER, RICHARD E.

of Campbell-Ewald Co., was born in 1912. He attended Quincy College, entered the advertising agency field with C-E in 1956, in network media, and has also held posts with Storer Broadcasting and WHAS, Louisville, Ky. He is married to Jane Anderson and has four children.

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FITZGERALD, PAUL

of J. Walter Thompson Co., was born Dec. 20, 1930. He attended N. Y. U., entered advertising with Erwin Wasey in 1949, as checker, and held posts with Kenyon & Eckhardt, BBD&O, and NBC. He is married. His hobbies are photography and fishing. He handles the RCA, Northeast Airlines, and Puro-lator accounts.

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FLERI, EDWARD C., JR.

media supervisor-spot broadcasting, Batten, Barton, Durstine & Osborn, Inc., was born May 22, 1925. He is a graduate of Hofstra (BA) 1949, and entered advertising with Benton & Bowles in 1949. He is married and has three children. His hobbies are gardening and drawing.

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FRICKE, WILLIAM A.

associate media director at McCann-Erickson, Inc., attended Calgate. He entered advertising with National Outdoor Advertising Bureau in 1927, as field man. He handles the following accounts: Westinghouse Electric, Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich, John Hancock Mutual Life Ins., Stegmaier Brewing Co.

FULLER, MARCELLEE J.

of Guild, Bascom & Bonfigli, Inc., was born Jan. 24, 1927. She is a graduate of U. of Calif. (BA) 1949, entered advertising with Brooke, Smith, French & Dorrance in 1953, as media asst., and held posts with Harrington-Richards. She is married. Her hobbies are skiing, golf and travel. She handles the following accounts: Ralston Purina Co., Best Foods, Tidyhouse Products, Mary Ellen's Jams & Jellies, Mother's Cakes & Cookies.

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GANS, JOSEPH C.

President of Joe Gans & Co., entered the advertising agency field with Thwing & Altman in 1947, as vice president and Radio TV director, and formed his own agency in 1958. He is married and has two children. He handles the following accounts: Time Magazine, American Heritage, Norkon Pharmaceutical, Inc.

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GARRABRANT, N. T.

media department head at North Advertising Agency, attended Northwestern. He entered advertising with Toni. He is married and has one daughter. He handles the following accounts: Englander Co., Gillette Labs, Jewel Tea, Phaezler Bros.

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GEFFERT, JAMES T.

of Cunningham & Walsh, Inc., was born April 2, 1930. He is a graduate of Penn State (BA) 1952, and entered advertising with Dowd, Redfield & Johnstone in 1954, as asst. to creative director. His hobbies are painting, photography, and athletics. He handles the following accounts: Texaco, Johns-Manville.

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GIEBEL, JOHN C.

of Grey Advertising Agency, Inc., was born Oct. 31, 1925. He is a graduate of N. Y. U. (BS), entered advertising with Young & Rubicam in 1949, in market research, and held posts with Dancer-Fitzgerald-Sample, Cunningham & Walsh, Benton & Bowles. He is married to Estelle McCarron and has one daughter. His hobbies are tennis and gardening. He handles the following accounts: The Greyhound Corp., GE.

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GOLDIS, SEYMOUR

of McCann-Erickson, Inc., was born Oct. 14, 1928. He is a graduate of N. Y. U. (BS) 1951, entered advertising with National Screen Service Corp. as production asst., and held posts with Lennen & Newell and J. Walter Thompson.

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GOULD, DORIS

of Product Services Inc., is a graduate of N. Y. U. (BS) 1951, entered advertising with Deutsch & Shea in 1944, as publicity writer, and held posts with C. J. LaRoche, Cecil & Presbrey, and J. D. Tarcher. Her hobbies are tennis, skiing, and sculpturing. She handles the following accounts: Continental Six Month Floor Wax, Technical Tape Corp.

GRAY, JOHN L.

of J. Walter Thompson Co., was born April 9, 1931. He is a graduate of Yale (BS), and entered advertising with J. Walter Thompson in 1957, as asst. time buyer. He is married to Cynthia A. Hunt and has one child. His hobbies are reading, photography, foreign affairs, tennis. He handles the Lever Bros. account. ★ ★ ★

GREY, EDWARD A.

director and senior vice president in charge of media operations at Ted Bates & Co., Inc., entered advertising in 1936. He has held posts with the Biow Co. ★ ★ ★

GRUBER, HERBERT

media director of Parkson Advertising, was born October 24, 1919. He graduated from C.C.N.Y. (BBA) in 1942, and entered advertising with The Biow Co. in media research. He is married and has two children. His hobbies are bridge, gardening. ★ ★ ★

HANSON, LEE C.

broadcast supervisor of MacManus, John & Adams, Inc., Bloomfield Hills, Mich., office, was born April 20, 1931. He is a graduate of Michigan State (BA) 1953, entered advertising with M. J. & A. in 1959, as time buyer, and held posts with stations WKMH, WILS, WILS-TV. He is married to Janet Good. His hobbies are sports and music. ★ ★ ★

HARABADIAN, LARRY N.

of Campbell-Ewald Co., is a graduate of the U. of Detroit (BS). He entered advertising with C-E in 1952, in the office service dept. He handles the following accounts: Chevrolet Motor Div. of General Motors, Kroger Co., Detroit Edison. ★ ★ ★

HAY, GRAHAM D.

associate head time buyer of Comptan Advertising, Inc., was born Sept. 10, 1926. He is a graduate of Missouri (BA) 1948, (BJ) 1949, and entered advertising with Biow Advertising in 1950, in media research. He is married and has one child. His hobbies are music and furniture making. ★ ★ ★

HELLER, DONALD K.

of N. W. Ayer & Son, Inc., was born April 29, 1931. He graduated from Dickinson (BA) in 1953, entered advertising with Warwick & Legler in 1953, as a clerk, and held posts with Al Paul Lefton. He is married to Barbara Lamb and has one child. His hobbies are sports, photography, reading. He handles the following accounts: Armour, John H. Breck, Inc., Hamilton Watch Co. ★ ★ ★

HILL, JACK

of N. W. Ayer & Son, Inc., was born March 23, 1928. He graduated from N. Y. U. (BA) in 1953, entered advertising with N. W. Ayer as research asst. analyst and held posts with Benton & Bowles. He is married to Joan Hansen. His hobbies are fishing, hillbilly music. He handles the following accounts: Plymouth, Cannon, Bostitch, Inc.

HOLLINGSHEAD, THOMAS J.

of Dancer-Fitzgerald-Sample, Inc., was born in 1929. He is a graduate of Missouri (BA), entered advertising in 1950, and has held posts with McCann-Erickson. He is married to Laura Bogert and has one child. ★ ★ ★

HOUGHNEY, DOROTHY T.

of Grey Advertising Agency, Inc., entered advertising with Biow Co. in 1945, in media research. Her hobbies are music and books. She handles the Procter & Gamble account. ★ ★ ★

HOWARD, MARY G.

of Gardner Advertising Co., was born in 1928. She entered advertising as a secretary, and has held posts of outdoor space buyer and estimator. She handles the following accounts: Pet milk, Ralston Purina, Monsanto Chemical Co., Grave Laboratories. ★ ★ ★

HUGHES, JOHN T.

of Kenyon & Eckhardt, Inc., was born March 6, 1928. He is a graduate of Manhattan College (BBA) 1949, entered advertising with Kelly-Nason in 1949, as an asst. in the media dept., and held posts with Cunningham & Walsh and Warwick & Legler. He is married to Anne O'Callaghan and has three children. His hobbies are basketball, softball and carpentry. ★ ★ ★

HUTCHINS, OTIS P.

of Doyle Dane Bernbach, Inc., was born July 5, 1932. He is a graduate of Colgate (BA) 1954, and entered advertising with DDB in 1956 as a trainee. His hobbies are photography and music. He handles the following accounts: American Export Lines, Chemstrand, Thom McAn, Volkswagen, Dreyfus Fund, Columbian Coffee Growers, Levy's Bread. ★ ★ ★

HUTSON, ANNE

media director of D'Arcy Advertising Co. of Los Angeles, was born Sept. 27, 1914. She entered advertising with D'Arcy in 1953, as secretary, and held posts with 20th Century-Fox Film Corp. Her hobby is golf. She handles the following accounts: Royal Crown Cola, Butter-Nut Coffee, General Tire & Rubber, General Teleradio. ★ ★ ★

JACKMAN, NORMAN G.

of Campbell-Ewald Co., was born in 1926. He attended Wayne U., and entered advertising in 1947. He is married to Helen Van Den Brauck and has four children. He handles the following accounts: United Motors Service, General Motors, Detroit Edison, National Bank of Detroit. ★ ★ ★

JAFFE, JEANE

of Doyle Dane Bernbach, Inc., entered advertising with Joseph Katz Co. in 1950, as media clerk, and held posts with J. Walter Thompson and Lennen & Newell. Her hobbies are writing and music. She handles the following accounts: Benson & Hedges, Alpine, ILGWU, Polaroid, IT&T, Lane Co., Ohrbachs, Bartons, Glendale, Clairol, Grolier, Wear Right, McCall's.

AGENCY TIME BUYERS

JOHNSON, ALLENE L.

media buyer of Kenyon & Eckhardt, Inc., was born Feb. 8, 1936. She entered advertising with Calif. Transit Adv. in 1956, as bookkeeper. Her hobbies are water skiing and hunting. She handles the following accounts: L. A. District Lincoln-Mercury Dealers Adv. Assn., Eastside Beer, Shell Oil Co.

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JOHNSON, HUGH H.

of Kudner Agency, Inc., was born Aug. 18, 1899. He attended Michigan State, entered advertising with Reo Motor Car Co. in 1922, as asst. advertising mgr., and held posts with Buick Motor Div. and Bell Aircraft Corp. He is married to Virginia Murner and has three children. His hobbies are golf and fishing. He handles the following accounts: Fisher Div. of GM, Colorforms, Sylvania, Arnold Bakers, Goodyear, Renault.

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JONES, EVELYN LEE

Business manager, Radio-TV at Donahue & Coe, Inc., was born August 4, 1910. She attended Rochester and Columbia, entered advertising with Donahue & Coe, Inc., in 1943, as copy writer, and held posts with various motion picture companies. She is married. Her hobbies are theatre and reading. She handles the accounts of MGM, Columbia Pictures, Allied Artists, Loew's Theatre, and other local N. Y. theatres.

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JONES, MARION A.

of Lennen & Newell, Inc., graduated from Elmira College (BA), and entered advertising with Compton Advertising in 1946, as an estimator and typist, and has held posts with Kastor, Farrell, Chesley & Clifford, Benton & Bowles, and Grey Advertising. Her hobbies are golf, reading, and sewing. She handles the following accounts: Armstrong Rubber Co., Reynolds Metals, American Gas Association, Paramount Pictures.

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KAHN, EDWARD D.

vice president of Victor A. Bennett Co., attended Northwestern. He entered advertising with a Boston agency. He is married and has two daughters. His hobby is golf. He handles the following accounts: Longine Watch Co., BOAC.

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KARLAN, ARTHUR E.

of J. Walter Thompson Co., was born June 11, 1925. He is a graduate of Illinois (BS), entered advertising with DCS in 1951, as space buyer, and has held posts with Benton & Bowles and Allied Stores. He is married to Elizabeth Cohen and has one child. His hobbies are song composing, record collecting, and bowling. He handles the following accounts: Eastman Kodak, Scott Paper Co., Boyle-Midway, Chesebrough-Pond's.

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KEARNS, JAMES

of Warwick & Legler, Inc., was born December 29, 1931. He attended N. Y. U., and entered advertising with Kenyon & Eckhardt in 1956, as estimator, and has also held posts with Dancer-Fitzgerald-Sample. He is married and has two children.

KEARNS, KEN

of Grey Advertising Agency, was born March 11, 1922. He is a graduate of the U. of California (BA), entered advertising with Compton Advertising, and held posts with Biow Adv. He is chief broadcast buyer.

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KELLY, THADDEUS S.

of McCann-Erickson, Inc., was born Jan. 23, 1924. He entered advertising with BBDO in 1940, and held posts with Cecil & Presbrey. He is married to Anne Fisher and has two children. He handles the following accounts: National Biscuit Co., Trans-Canada Airlines, Talon.

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KENNEDY, LOUIS J.

of Kenyon & Eckhardt, Inc., was born Nov. 20, 1925. He attended the U. of Pa., and entered advertising with A. E. Aldridge Assoc. in 1951 as advertising trainee. He handles the following accounts: Ford Inst., Mercury, Lincoln.

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KENNEY, PHILIP

vice president and associate media director of Kenyon & Eckhardt, Inc., entered advertising with Lever Bros. in 1939. He is married to Edna G. Brody and has four children. He is a member of the Darien Country Club, and his hobbies are gardening and golfing. He handles all accounts.

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KERWIN, LUCY

of Kenyon & Eckhardt, Inc., is a graduate of St. John's and Columbia, and entered advertising with K&E in 1941, as secretary. Her hobbies are swimming and reading. She handles the following accounts: Nabisco, Capital Airlines, Mead-Johnson.

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KIZENBERGER, PAUL F.

of N. W. Ayer & Son, Inc., was born Aug. 10, 1907. He entered advertising with H. K. McCann Co. in 1926 as a clerk, and held posts with Badger Brown-ing & Hersey. He is married to Julianna Wenzel and has one daughter. His hobbies are gardening, fishing, hunting. He handles the following accounts: Hills Bros., Pharmaco, International Corres. Schools, Armo Steel, Moore Bus. Forms, Container Corp.

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KOBZA, EDWARD A.

of Kenyon & Eckhardt, Inc., was born Nov. 18, 1927. He is a graduate of N. Y. U. (BS) 1953, and that year entered advertising with K&E as a clerk. He is married and has two children. His hobby is golf.

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KUTSCHE, ROBERT W.

of Lennen & Newell, Inc., was born April 22, 1927. He graduated from N. Y. U. (BA) in 1948, and entered advertising with Donahue & Coe in 1949, as a Radio & TV biller, and has also held posts with Benton & Bowles. He is married to Edna Kauffmann. His hobby is photography. He handles the following accounts: Corn Products—Mazola, Niagara & Karo.

LAFFEY, WILLIAM J., JR.

of Fuller & Smith & Ross, Inc., was born May 3, 1925. He is a graduate of N. Y. U. (BBA) 1952, entered advertising with Benton & Bowles in 1948, and held posts with Donahue & Coe, Inc. He is married and has four children. He handles the following accounts: Borden Chemical Co., C.I.T. Finance Corp., Hercules Powder Co., Paillard Products, Raytheon, Waring Products.

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LEIGHTON, BEN

of Campbell-Mithun, Inc., was born Feb. 8, 1917. He is a graduate of Hamline (BA) 1939, entered advertising with C-M in 1955, as production coordinator, and held posts with stations WEBC, WMIN, and KSTP. He is married to Verna L. Sundquist and has two children. His hobbies are swimming, sailing, and reading. He handles the following accounts: Northwest Orient Airlines, McCulloch Corp., Our Own Hardware.

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LEONARD, DONALD E.

director of media at Fuller & Smith & Ross, Inc., was born Nov. 29, 1926. He is a graduate of Columbia (BS) 1950, entered advertising with Marschalk & Pratt in 1946, as Radio-TV field rep., and held posts with McCann-Erickson and W. B. Doner. He is married to Jane Grey and has three children. His hobbies are gardening, music, and reading. He handles all accounts.

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LEVITAS, BERNICE

chief time buyer, Foote, Cone & Belding, Los Angeles, was born Sept. 26, 1922. She attended Northwestern, entered advertising with Vick Knight in 1948, as time buyer, and held posts with NBC. She handles the following accounts: Tidewater Oil Co., Sunkist Growers, Inc., Purex Corp., Hughes Aircraft.

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LEWIS, JAY J.

assistant spot buyer of Compton Advertising, Inc., was born Aug. 11, 1938. He is a graduate of U. of Pa. (BS), and entered advertising with Compton in 1959, as media trainee. His hobby is tennis. He handles the following accounts: Duncan Hines, Gleem, Ivory Bar & Liquid, Duz, Socony, El Producto Cigars, Sterling Drugs.

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LOEB, MILTON S.

of Shaller-Rubin Co., was born Jan. 19, 1933. He is a graduate of N. Y. U., entered advertising with Irving Davis A.A., in 1956, as an artist, and held posts with Armand Prusmack Assoc. His hobby is skiing. He handles the following accounts: Thayer Labs, Eagle Pencil Co., Reed & Carnrick, G. W. Carnrick.

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MacMULLAN, DOUGLAS T.

of Compton Advertising, Inc., was born Jan. 29, 1932. He is a graduate of Georgetown (BS), and entered advertising with Compton in 1957, as media trainee.

MANELOVEG, HERBERT D.

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 25, 1925. He is a graduate of Pittsburgh (BA) 1948, entered advertising with WOR in 1949, as a researcher, and held posts with Parade Magazine and Benton & Bowles. He is married and has two children. He handles the following accounts: Campbell Soup, Bristol-Myers, Coty, Penick & Ford, Armstrong.

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MARS, JANE

media buyer of Kenyon & Eckhardt, Inc., was born Aug. 8, 1927. She is a graduate of UCLA (BA) 1948, and entered advertising with Fortnight Magazine in 1953, as production mgr. She handles the following accounts: Max Factor & Co., Reddi-Wip.

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MARSHALL, FRANK F.

of J. Walter Thompson Co., was born Sept. 2, 1924. He graduated from Holy Cross (BS) in 1948, Harvard Bus. School (MBA) in 1950, entered advertising with J. Walter Thompson in 1951, and held posts with Stern Bros. Dept. Store. He is married to Lois J. Metcalf and has three children. His hobbies are gardening, sports, bridge. He handles the Lever Bros. account.

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MARSICH, JOHN PAUL

of Kudner Agency, Inc., was born Oct. 14, 1916. He is a graduate of N. Y. U. (BS) 1939, and entered advertising with NBC in 1940, as research asst. He is married to Gaye Reed. He is a member of the Plandome Country Club, and his hobbies are music, golf, and automobiles. He handles the following accounts: Renault, Arnold Bakers, Colorforms, Fisher Body Div. of GM, Sylvania.

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MARTI, RUDOLPH O.

of Campbell-Mithun, Inc., was born Dec. 15, 1926. He entered advertising with Radio KPNP, Pampa, Tex., in 1946, as announcer, and held posts with KMMT-TV, Austin, Minn. He is married to Eva Lamere and has four children. His hobbies are bowling, bridge, fishing and hunting. He handles the following accounts: Malt-O-Meal, Top Value Stamps, Nash Coffee, Allied Van Lines, N. W. Bank.

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MARTIN, FRANK

of Cunningham & Walsh, Inc., was born July 29, 1932. He is a graduate of Holy Ghost College of Phila., 1953, and entered advertising with Kenyon & Eckhardt in 1956, as time buyer. He is married to Kathleen Curran. He is a member of the Red Cross. and his hobby is woodcrafts.

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MARTINEZ, HOPE

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 29, 1920. She entered advertising with BBDO in 1945, in the accounting dept. She is married to John Anzolin and has one child. She handles the following accounts: American Tobacco Co., Philco, National Cranberries, Pan American Coffee.

AGENCY TIME BUYERS

MATTHEWS, WILLIAM E.

vice president and director of media relations at Young & Rubicam, attended Baylor and Missouri. He entered advertising with Y&R in 1944.

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MATZ, STANLEY

research director at North Advertising Agency, entered advertising with General Paint & Varnish Co., as advertising mgr. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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McAULAY, PEG

of J. Walter Thompson Co., was born Aug. 2, 1932. She attended N. Y. U., entered advertising with Compton Advertising in 1950, as media research asst., and held posts with Dancer-Fitzgerald-Sample. She is married to Stephen F. Byrd. Her hobbies are sculpturing and reading. She handles the Standard Brands, Inc., account.

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McEVROY, NEWMAN F.

of Cunningham & Walsh, Inc., was born April 7, 1904. He is a graduate of Catholic U., 1926. He handles the following accounts: Texaco, Sunshine Biscuits, Inc., American Machine & Foundry Co., Andrew Jergens.

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McGIVNEY, WILLIAM

of Compton Advertising, Inc., was born Jan. 7, 1931. He is a graduate of St. John's (BBA), and entered advertising with Compton in 1957, in media research. His hobbies are skiing and community theatre. He handles the following accounts: Duz Soap & Detergent, Royal Drene, Sterling Beer, Hotpoint Appliances, Schick Safety Razor.

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McKEEVER, CHARLES R.

network media supervisor at Batten, Barton, Durstine & Osborn, Inc., was born Sept. 5, 1926. He attended Pace College, entered advertising with Grant Advertising in 1946, and held posts with Walter Weir and William Esty. He is a member of AAAA, and his hobbies are hunting and fishing.

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McMICHAEL, MICKEY

of Batten, Barton, Durstine & Osborn, was born May 27, 1927. He is a graduate of Union (BA) 1949, and entered advertising with DuMont TV network in 1950, as billing supervisor. His hobbies are golf and finance. He handles the following accounts: General Mills, N. Y. Telephone, Curtis Circulation.

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MILLER, DONALD

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 26, 1933. He is a graduate of Cincinnati (BA), entered advertising with ABC in 1954, as biller, and held posts with N. W. Ayer. His hobbies are boating, golf, and basketball. He handles the following accounts: Bristol-Myers, Wiedemann Brewing Co., Patan Co., Pioneer Ice Cream Div. of Barden Co., Sanotone, Cigar Institute of America.

MILLER, HAROLD

vice president and associate media director of Benton & Bowles, is a graduate of C.C.N.Y. (BS). He is past president of the Radio & TV Research Council of New York, and a member of the Advertising Research Foundation's Radio-TV rating review committee. He is married and has two children.

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MOLEMA, MARTIN H.

of Batten, Barton, Durstine & Osborn, Inc., was born May 7, 1927. He is a graduate of Kenyon College (BA) 1950, and entered advertising with Lennen & Newell in 1953, as media biller. He is married. His hobby is photography. He handles the Chrysler and East Co. accounts.

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MORTON, ROBERT

of Kenyon & Eckhardt, was born Nov. 19, 1926. He is a graduate of N. Y. U. (BS) 1954, and entered advertising with Cohen, Dowd & Aleshire in 1955, as estimator. He is married and has two children. His hobbies are golf and chess. He handles the following accounts: Ford Inst., LMDA, Mercury.

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MURRAY, MAL

of Kudner Agency, Inc., was born June 12, 1933. He is a graduate of Lehigh (BS), entered advertising with BBDO in 1955, as trainee, and held posts with Ted Bates. He is married and has two children. He is a member of the N. Y. Athletic Club, and his hobby is sports. He handles the following accounts: Renault, Sylvania, Fisher Div. of GM, Goodyear, Colorforms, Arnold Bakers.

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NASSE, BETTY

of Grey Advertising Agency, Inc., entered advertising with J. Walter Thompson in 1947, as secretary. She has held posts with Joseph Katz Co., H. B. Humphrey Co., and Dowd, Redfield & Johnstone, Inc. Her hobby is collecting old china and silver. She handles the following accounts: Hudson Pulp & Paper Corp., Ideal Toy Co., Hassenfeld Bros., R. H. Macy.

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NEUGEBAUER, RALPH J.

of Gardner Advertising Co., was born in 1928. He is a graduate of Missouri (BA), and joined Gardner in 1956, as assistant media group supervisor.

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NYBORG, RICHARD V.

of J. Walter Thompson, was born March 22, 1930. He is a graduate of Bryant College (BS) 1951, entered advertising with Time, Inc. in 1953, in market research, and held posts with Procter & Gamble Co. His hobbies are sports and automobiles. He handles the Lever Bros. Co. account.

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OCHS, MALCOLM B.

of Grey Advertising Agency, was born Jan. 10, 1933. He is a graduate of N. Y. U. (BS, MBA), and entered advertising with Dancer-Fitzgerald-Sample in 1955, as media analyst. He is married to Libby Pescavitz and has one child. His hobbies are photography and gardening. He handles the following accounts: The Mennen Co., Big Top Peonut Butter.

O'KUNE, CAROL

of Batten, Barton, Durstine & Osborn, Inc., was born April 14, 1934. She is a graduate of Queens College (BA) 1955, entered advertising with BBDO in 1956, as secretary, and held posts with George P. Hollingbery Co. She handles the following accounts: Campbell Soup, GE.

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O'NEILL, DESMOND C.

of Kenyon & Eckhardt, Inc., was born Feb. 20, 1922. He graduated from Dartmouth in 1945, and entered advertising with Young & Rubicam in 1947, as acct. co-ordinator, and held posts with Bryan Houston, Inc. He is married and has one child. His hobbies are photography, painting and reading. He handles the following accounts: Capital Airlines, Quaker State Oil Co., Mead-Johnson.

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PALMER, ROBERT

of Cunningham & Walsh, Inc., was born July 16, 1930. He attended Fordham, entered advertising with Kenyon & Eckhardt in 1954, as estimator, and held posts with ABC-TV, Conklin Mann Co. He is married. His hobbies are photography, bowling and tennis. He handles the following accounts: American Chain & Cable, American Cyanamid, Italian Line, Jaguar Cars, Smith-Corona-Marchant, Southern Railway, Watchmakers of Switzerland.

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PANELLA, MARTHA G.

of N. W. Ayer & Son, Inc., graduated from Columbia U. (BS) in 1953, entered advertising with Al Paul Lefton in 1954, as time buyer, and held posts with Goodson & Todmann, and Warner Bros. She is married. Her hobbies are designing and making jewelry, ice skating, and modeling. She handles the following accounts: Pharmaco, French Lines, Whitman Chocolates, Armour, Sugar Creek Creamery.

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PAPE, ROBERT H.

Canadian supervisor & U. S. buyer of Compton Advertising, Inc., was born April 4, 1931. He is a graduate of Nichols (ABA) 1955, and entered advertising with Compton in 1956, in media research. He is a member of Siwanoy Country Club of Bronxville, and his hobbies are bowling, art, and photography. He handles the following accounts: Canadian P & P, Crisco, Cunard, Scott.

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PARDOLL, ARTHUR S.

group media supervisor of Foote, Cone & Belding, Inc., was born in 1913. He is a graduate of Yale (BA). He is married to Mary Kikoin and has three children. He handles the following accounts: Clairol, Lever Bros., Imperial Margarine, Pepsodent Paste, Antiseptic and Brushes, Sprezz, Norwich Pharmacal, Savarin.

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PARKER, DOUGLAS S.

of N. W. Ayer & Son, Inc., was born May 21, 1924. He graduated from Princeton in 1946, entered advertising with Ward Wheelock Co. in general Radio-TV work, and held posts with Al Paul Lefton Co. He is married to Virginia C. Barba and has two children. His hobbies are sports, golf.

PASSMORE, JOHN J.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Detroit, and entered advertising with C-E in 1948, as manager of magazine scheduling dept. He handles the following accounts: Firestone Tire & Rubber Co., Goebel Brewing Co.

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PELENZ, WILLIAM D.

of McCann-Erickson, Inc., was born in 1925. He is a graduate of Syracuse (BS) 1949, and entered advertising with McCann-Erickson in 1951. He handles the following accounts: Mennen Co., Chesebrough-Pond's, Inc., Nestle Co., Owens-Corning Fiberglas Corp.

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PERKINS, CHRISTINE M.

of MacManus, John & Adams, Inc., was born July 22, 1924. She attended Wilkes-Barre Business College, entered advertising with Cowan & Dangler in 1947, as media & space buyer, and held posts with Nursing World and Donahue & Coe. Her hobbies are theatre, sewing, and reading. She handles the following accounts: U. S. News & World Report, Riechhold Chemicals, U. S. Air Force, White Rock Corp., S. B. Thomas.

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PETER, GEORGE

of Cunningham & Walsh, Inc., was born Sept. 29, 1935. He attended C.C.N.Y., and entered advertising with C&W in 1956, as estimator. His hobbies are skiing, boating, swimming, golf, and reading. He handles the following accounts: American Machine & Foundry, Thos. Caak & San, Decca Records, E. R. Squibb & Sons, 21 Brands, Inc.

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PETERS, JOYCE

of Mogul, Williams & Saylor, Inc., attended Drake Business College. She entered advertising with Harry B. Cohen in 1952, as asst. time buyer, and held posts with Katz Agency and American Bestg. Co. Her hobbies are boating and bowling. She handles the following accounts: Barney's Clothes, Barricini Candy Corp., Costa Ice Cream, Breakstone, Gold Medal Candy, National Shoes, Tintex, Regal Shoes, Ronzoni Macarani.

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PETTICK, BEN

of Product Services, Inc., was born April 19, 1916. He entered advertising with Product Svcs. in 1954, as regional director. He is married and has three children. His hobbies are cards, hiking and camping. He handles the following accounts: Roto-Broil, Continental, Tech. Tape Corp.

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PICKETT, RICHARD C.

of Foote, Cone & Belding, was born Sept. 30, 1929. He is a graduate of Fordham (BA) 1952, and entered advertising with William Esty in 1954, as time buyer. His hobbies are golf and sailing. He handles the following accounts: Lever Bros. Co., S. A. Schonbrunn & Co.

AGENCY TIME BUYERS

POLOKOFF, BEVERLY

media buyer of Kenyon & Eckhardt, Inc., was born May 3, 1930. She attended Missouri, entered advertising with Allmayer, Fox & Reshkin in 1957, as media asst., and held posts with Frank Moreland Adv. She handles the following accounts: Caltex Distributors, Inc., Reddi-Wip & Top Wip.

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POTTER, HOWARD

of Compton Advertising, Inc., was born in May, 1931. He is a graduate of Williams (BA) 1953, and entered advertising with Compton in 1958, as asst. time buyer. He handles the following accounts: P & G Canada (7 Brands).

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RAMBERG, ARNE N.

of N. W. Ayer & Son, Inc., was born March 13, 1930. He attended Pace College, entered advertising with Lynn Baker in 1949, as office boy, and held posts with Paul Venze Assoc., and W. B. Doner & Co. He is married and has one child. His hobbies are oil painting, bowling, softball, and golf. He handles the following accounts: Corning Glass Works, Mich. Bell Tel. Co., G. E. Telechron, American Optical Assoc., Ill. Bell Tel. Co., Johnson & Johnson.

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RANDALL, ALEXANDER J.

of Cunningham & Walsh, Inc., was born Oct. 18, 1926. He is a graduate of Boston U. (BS) 1954, and entered advertising with N. W. Ayer in 1955. His hobby is photography. He handles the following accounts: American Machine & Foundry, Sunshine Biscuits, Inc.

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RASMUSSEN, BERNARD G.

of Fuller & Smith & Ross, Inc., was born May 27, 1919. He is a graduate of Fordham (BS) 1946, entered advertising with Ruthrauff & Ryan in 1946, as asst. time buyer, and held posts with Seagram Distillers. He is married to Mary Dooley and has five children. He handles the following accounts: Aluminum Co. of America, Libbey-Owens-Ford Glass Co., Commercial Solvent Corp., Edison Electric Institute, Sterling Silversmiths, Hercules Powder Co., Hans Holterbosch, Plymouth Cordage Co.

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REED, ALLAN

of Grey Advertising Agency, Inc., was born March 19, 1929. He is a graduate of Pace College (BBA), and entered advertising in 1947. He is married and has one child. His hobbies are golf and photography. He handles the following accounts: Block Drug, Palm Beach.

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REINECKE, WALTER

of Batten, Barton, Durstine & Osborn, Inc., was born May 24, 1931. He attended the U. S. Naval Academy, and entered advertising with William Esty Co. in 1949. He is married to Marianne Kraemer and has two children. He handles the following accounts: E. I. Du Pont, U. S. Steel, Shaeffer Pen Co., Westclox, Rexall Drug Co., Coty, General Mills.

REISENBACH, SANFORD E.

of Grey Advertising Agency, Inc., was born May 13, 1932. He is a graduate of N. Y. U. (BS), entered advertising with Dancer-Fitzgerald-Sample in 1952, as a trainee, and held posts with Transportation Displays and S. R. Leon Co. He is married and has one child. He handles the following accounts: Commonwealth Shoe, Hat Corp. of America, Lily Tulip Corp., Youngstown Kitchens, Topps Chewing Gum, Industrial Rayon Corp.

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RENFRO, HARRY K.

director of Radio & Television for D'Arcy Advertising Co., St. Louis office, was born in 1915. He entered the advertising field in 1951. He is married and has one child. He handles the following accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuory Norris Mfg.

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RIEMENSCHNEIDER, ROBERT R.

chief time buyer of Gardner Advertising Co., was born in 1928. He is a graduate of Northwestern (BS), entered advertising with Schwimmer & Scott, Inc., in 1950, as copywriter, and has held posts with North Advertising. He is married to Polly Caylor and has three children.

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RIND, NATE

of Doyle Dane Bernbach, Inc., was born Feb. 28, 1931. He is a graduate of Brooklyn College (BA) 1953, (MA) 1957, and entered advertising with Foote, Cone, & Belding in 1956, as media research asst. He is married and has one child. His hobby is books. He handles the following accounts: Utica Club Beer, Goodman's Noodle Products, Salada Tea, Five-Day deodorant.

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ROBINSON, DIANE

of Guild, Bascom & Bonfigli, Inc., was born Oct. 29, 1933. She is a graduate of Smith (BA) 1955, and entered advertising with Campbell-Mithun in 1956, as media asst. She is a member of the Jr. League. She handles the Ralston Purina Co.

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ROFFIS, MURRAY

of McCann-Erickson, Inc., was born March 5, 1926. He is a graduate of Cornell (BA) 1948, entered advertising with Compton Advertising as a print buyer, and has held posts with Maxon, Inc. He is married to Adele Jacobs. He handles the following accounts: Ajax Cleanser, Coca-Cola, Westinghouse.

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ROLFES, FRANK P.

of Campbell-Mithun, Inc., was born Feb. 6, 1929. He is a graduate of Loyola of Chicago (BA) 1950, U. of Chicago (MAB) 1958, entered advertising with CBS Radio in 1954, as sales service mgr., and held posts with Blair-TV Assoc. and Katz Agency. He is married to Julie K. Young. He is a member of the Illinois Athletic Club, and his hobbies are skiing, handball and golf.

ROSS, DONALD M.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born May 2, 1928. He entered advertising with SSC&B in 1956, as media research assistant. His hobbies are designing and constructing settings for model theatre, theatre-going, and making home movies. He handles the following accounts: Whitehall Pharamacal Co. — Bisodol, Infrarub, Duplexin; Block Drug Co.—Nytol, Py-Co-pay tooth brushes, green mint, CD-60; Bulova Watch Co., This Week Magazine.

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SACKS, ALLAN G.

of J. Walter Thompson Co., was born April 15, 1928. He is a graduate of C.C.N.Y. (BBA) 1949, (MBA) 1955, and entered advertising with J. Walter Thompson in 1949, in research. He is married to Sally Rutstein. His hobby is folk music. He handles the Ford Division account.

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SANDBERG, CARL

assistant time buyer of Compton Advertising, Inc., was born June 19, 1937. He is a graduate of Seton Hall (BS) 1958, and entered advertising with Compton in 1959, as trainee. His hobbies are golf, bowling, politics, basketball, and the saxophone. He handles the following accounts: Crisco, Comet, Duncan Hines, Gleem, Ivory Soap & Liquid.

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SANNO, ALFRED R.

media group supervisor at McCann-Erickson, Inc., was born in 1925. He is a graduate of Dartmouth (BA) 1946, entered advertising with Young & Rubicam in 1948, and later held posts with BBDO. He is married to Linda Ciccarelli and has one child. He handles Chesterfield and Oasis.

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SANTONI, WILLIAM

of Cunningham & Walsh, Inc., was born Aug. 27, 1929. He is a graduate of Florida (BS), entered advertising with Ruthrauff & Ryan in 1955, as media statistician, and held posts with Dancer-Fitzgerald-Sample. He is married to Amy Rivers and has one child. He handles the following accounts: Texaco, Johns-Manville, Automotive Manuf. Assoc.

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SAWYER, SEWALL C. II

of Lennen & Newell, Inc., was born August 21, 1930. He graduated from Dartmouth (BA), and entered advertising with William Esty Co. in 1955, as media trainee. His hobbies are skiing, golf, and bridge. He handles the following accounts: Colgate-Palmolive Co. — Ad, Lustre-Creme, Vel Liquid.

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SCHINZING, PAT

assistant media group supervisor and buyer of Gardner Advertising Co., was born in 1929. She entered advertising with Gardner in 1947, as secretary, and held the positions of estimator and outdoor buyer, before assuming her present post.

SCHOENFELD, JAY B.

broadcast supervisor at McCann-Erickson, Inc., was born April 16, 1930. He attended C.C.N.Y., and entered advertising with Ted Bates. He handles the following accounts: Avis, Corn Products, Esso, Lehn & Fink and Pertussin.

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SCHUEBEL, REGGIE

vice president of Guild, Bascom, Bonfigli, Inc., entered advertising with Duane Jones Co. in 1942, as radio director. He held posts with Biow Co. and Norman, Craig & Kummel. His club affiliations are RTES and Radio Pioneers.

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SENATORE, CARRIE

of J. Walter Thompson Co., was born March 12, 1929. She entered advertising with BBD & O in 1947, as secretary. Her hobbies are dramatics and skiing. She handles the following accounts: Standard Brands—Chase & Sanborn.

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SEYDEL, VICTOR

of Anderson & Cairns, Inc., was born March 9, 1909. He entered advertising with Walker & Downing in 1942, as eastern director of Radio and has also held posts with Anderson, Davis & Platt. He is married to Harriet E. Hann, and has two children. His club affiliations are The Player's Club, RTES, Huntington Yacht Club, and his hobbies are boating, fishing, and reading. He handles the following accounts: Alderney Dairy, Abarn's Coffee, White Rose Tea, Dow Corning Corp., Dynel Div. Union Carbide, Volvo, Merriam-Webster Dictionaries.

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SHAHINIAN, DOROTHY

of Fuller & Smith & Ross, Inc., is a graduate of Syracuse (BA) 1949, and entered advertising with F&S&R in 1953, as estimator. Her hobbies are piano and golf. She handles the following accounts: Commercial Solvents Corp., Grumman Aircraft, Ruberoid Co., Soundsciber.

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SHAPIRO, PAULE

of MacManus, John & Adams, Inc., was born June 11, 1932. She is a graduate of Boston U. (BS) 1953, and entered advertising with Sackel Co. as media buyer. Her hobbies are theatre arts, reading, water skiing, crossword puzzles, and languages. She handles the following accounts: Chas. Pfizer & Co., Garrett & Co., Riggio Tobacco, Good Humor, Hydrometals, Inc.

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SHEPPARD, RICHARD

of MacManus, John & Adams, Inc., was born March 19, 1932. He is a graduate of Wooster (BA) 1954, entered advertising with Brooke, Smith, French & Dorrance in 1956, as traffic coordinator, and held posts with W. B. Doner. His hobbies are swimming, music, and theatre. He handles the following accounts: Cadillac, Kresge, Detroit Times, Michigan Consolidated Gas, Packer Pontiac.

AGENCY TIME BUYERS

SHIMA, JOHN F.

of Kenyon & Eckhart, Inc., was born Nov. 28, 1929. He attended N. Y. U., entered advertising with Kenyon & Eckhardt in 1947, as checking clerk, and held posts with Crowell-Collier Pub. Co. His hobbies are music, photography and sailing. He handles the Lever Bros. Co. account.

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SIMKO, GEORGE J.

of Kenyon & Eckhardt, Inc., was born Oct. 19, 1935. He entered advertising with K&E in 1953. His hobbies are golf, tennis, swimming and skiing. He handles the Lever Bros. Co. account.

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SIMMONS, PENELOPE A.

of Foote, Cone & Belding, Inc., entered advertising with Federal Adv. Agency as secretary. Her hobby is photography. She handles the following accounts: Lever Bros. Co., Clairal, Inc.

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SLATTERY, ANNE H.

of Batten, Barton, Durstine & Osborn, Inc., was born March 21, 1928. She is a graduate of College of New Rochelle (BA) 1948, entered advertising with Geyer, Newell & Ganger in 1950, and held posts with Robert B. Grady Co., and CBS TV Network. She is married to Robert Bayley. Her accounts are American Tobacco Co., Armstrong Cork, Philco, Pittsburgh Plate Glass.

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SOWAAL, MARGUERITE

media buyer, of Fuller & Smith & Ross, was born Jan. 25, 1928. She attended MSU, and entered advertising with Stromberger. LaVene, McKenzie in 1955, as media assistant. She is married and has three children. Her hobbies are reading, writing and music. She handles the following accounts: McCulloch Motors & International, GE Dealers of So. Calif., Occidental Life Ins. Co., Pacific Tile & Porcelain Co., Capital Co.

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SPRUYTENBURG, FRED

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born July 22, 1932. He graduated from Pace (BBA), and entered advertising with SSC & B in 1956, as assistant time buyer. He handles the following accounts: American Tobacco Co.—Pall Mall Cigarettes, Holf & Half Smoking Tobacco, La Corona.

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STARK, JOAN G.

of Grey Advertising Agency, Inc., was born July, 1931. She attended Ohio State, entered advertising with William H. Weintraub in 1950, as time buyer, and held posts with Harris & Whitebrook. Her hobbies are horseback riding, tennis, and collecting jewelry. She handles the following accounts: Chock Full O'Nuts, Chunky Chocolate, Lionel, Ideal, Macy's, Hudson, Ward Hassenfeld, Hoffman, Krueger, Wm. Wrigley.

STONE, ROBERT M.

of Compton Advertising, Inc., was born April 3, 1934. He is a graduate of Michigan State (BA), and entered advertising with Compton in 1959, as media trainee. He is married and has two children. His hobbies are golf, reading, music, and athletics. He handles the following accounts: Gleem, Crisco, Mobil Oil, General Baking Cheesebrough.

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STUMBO, PHILIP A.

of McCann-Erickson, Inc., was born August 17, 1934. He attended Fordham and C.C.N.Y., entered advertising with Biow-Beirn-Toigo in 1954, as Radio-TV spot biller, and held posts with WABC-TV, Ted Bates. His hobbies are skiing, opera, theatre, ice skating and tennis. He handles the following accounts: National Biscuit Co., Bulova Watch, Westinghouse Electric, John Hancock, Look—Cowles Magazines.

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SULLIVAN, JEANNE

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Oct. 4, 1924. She entered advertising with Duane Jones, Co. in 1954, as secretary, and has held posts with Reggie Schuebel, Inc., and Norman, Craig & Kummel. She handles the following accounts: Carter Products — Rise Shave Cream; Lever Brothers—Breeze Detergent.

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SWICK, THOMAS F.

media group supervisor of McCann-Erickson, Inc., was born in 1920. He is a graduate of Dartmouth (BA), and entered advertising with Campbell Ewald Agency in 1950, as a media buyer. He handles the following accounts: Essa Standard Oil Co., Gilbert & Barker Manuf. Co., Penola Oil Co.

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TASHJIAN, EDWARD

of Mogul, Williams & Soyler, Inc., was born in 1930. He attended N. Y. U., and entered advertising with Emil Mogul Co. in 1950, as production dept. asst. He is married to Louise Ayvazian and has two children. He handles the following accounts: Revlon, Esquire Boot Polish.

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THULIN, KATHERINE

of Campbell-Mithun, Inc., was born Oct. 1, 1931. She is a graduate of Minnesota (BA), and entered advertising with Bulmer-Johnson in 1953, as secretary. Her hobby is skiing. She handles the following accounts: Larsen Co., Northern States Power Co., Minneapolis Symphony.

★ ★ ★

TREA, RICHARD

of Kenyon & Eckhardt, Inc., was born Nov. 17, 1926. He is a graduate of Dickinson (BA) 1952, entered advertising with Benton & Bowles in 1952, as media research analyst, and held posts with Carl S. Brown Co., Inc. He is married and has one child. He handles the following accounts: Harold F. Ritchie, National Biscuit Co., Pepsi-Cola Co.

TRONICK, LEONARD

of Donahue & Coe, Inc., was born Oct. 7, 1931. He is a graduate of L. I. U. (BS), entered advertising with Grey Advertising in 1955, as estimator, and has held posts with Lennen & Newell. He is married to Lois Stroch and has two children. He handles the following accounts: E. R. Squibb & Sons, E. F. Drew & Co., Scripto.

★ ★ ★

TULLY, TIM

of Compton Advertising, Inc., was born May 10, 1932. He is a graduate of Williams (BA), and entered advertising with Ted Bates in 1958, as mail-room trainee. His hobbies are theatre and tennis. He handles the following accounts: Duncan Hines, Drene.

★ ★ ★

TWIDDY, JOHN W.

of MacManus, John & Adams, Inc., was born Dec. 2, 1931. He attended Western Maryland College, entered advertising with Foote, Cone & Belding in 1955, as asst. media buyer, and held posts with TV Guide. He is married to Mary Kraft and has one child. He handles the following accounts: S. A. Schanbrunn & Co., S. B. Thomas, White Rock Corp., Van Munching Imports, U. S. Air Force.

★ ★ ★

VERNON, FRANK J.

of Cunningham & Walsh, Inc., was born March 4, 1933. He is a graduate of Penn State (BA), and entered advertising with C&W in 1959, as estimator. He is married to Annette Galbavy and has one child. His hobbies are reading and sports. He handles the following accounts: American Cyanamid Co., Watchmakers of Switzerland.

★ ★ ★

VITT, SAM B.

media supervisor of Doherty, Clifford, Steers & Shenfield, was born Oct. 23, 1926. He is a graduate of Dartmouth (BA) 1950, entered advertising with CBS in 1950, as a trainee, and has held posts with Benton & Bowles. He handles the following accounts: Bristol-Myers, Grove Labs, Paton McCormick, The Borden Co., Sonatone, Chemway, Noxema, Standard Triumph.

★ ★ ★

VORCE, RICHARD J.

of J. Walter Thompson Co., was born in 1926. He is a graduate of Syracuse (BA), and entered advertising with Wildrick & Miller, Inc. in 1951, as a trainee. He is supervisor of the Ford Dealer spot Radio-TV account.

★ ★ ★

WALLOWER, TED P.

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 21, 1918. He is a graduate of Missouri (BA) 1939, entered advertising with Birmingham Castleman in 1948, in accounting, and held posts with Morey Humm & Johnstone. He handles the following accounts: Du Pant, Penick & Ford, United Fruit, Pfeiffer's.

WALSH, DOLAN J.

of D'Arcy Advertising Co., St. Louis office, attended St. Louis U. He entered advertising with D'Arcy in 1951, in the outdoor dept. He is married and has one child. He handles the following accounts: Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe.

★ ★ ★

WERMAN, HERBERT J.

of Grey Advertising Agency, Inc., was born Sept. 6, 1930. He is a graduate of Upsala (BBA) 1956, and entered advertising that year with Dancer-Fitzgerald-Sample. His hobbies are reading, music, and bowling. He handles the following accounts: Chock Full O'Nuts, Krueger Brewing, Hoffman Beverage.

★ ★ ★

WEYMOUTH, E. G., JR.

of Kudner Agency, Inc., was born Aug. 15, 1917. He attended Lehigh, entered advertising with Kudner in 1939, as trainee, and held posts with Colgate-Palmolive Co. He is married to Rachel Williams and has two children. He is a member of the Bronxville Field Club and the Rear Guards. He handles the following accounts: Renault, Sylvania, Arnold Bakers, Goodyear, Fisher Div. of GM, Colorforms.

★ ★ ★

WHITE, WILLIAM G.

of Cunningham & Walsh, Inc., was born Oct. 24, 1918. He is a graduate of U. of Toronto (BA), entered advertising with CFRB in 1939, in sales, and held posts with Benton & Bowles and Pedler & Ryan. He is married to Patricia Anderson and has three children. His hobby is community activities.

★ ★ ★

WIDHOLM, ROBERT

of Doherty, Clifford, Steers & Shenfield, was born March 21, 1924. He is a graduate of Dartmouth (BA) 1947, and entered advertising with Lennen & Mitchell in 1948, as trainee. He handles the following accounts: Bristol-Myers, Borden Co., McCormick Co., Noxzema Chemical Co., Eastman Chemical Co.

★ ★ ★

WILBUR, HELEN M.

of Grey Advertising Agency, Inc., attended Brooklyn College and Columbia. She entered advertising with the N. Y. Times, and held posts with Pedlar & Ryan, Doherty, Clifford, Steers & Shenfield. She handles the following accounts: Benrus, Block Drug, GE, Greyhound, NBC, Norex, Palm Beach, Phillips-Van Heusen, Westinghouse.

★ ★ ★

WILSON, EDWIN F.

of McCann-Erickson, Inc., joined the media dept. of A. W. Erickson in 1920, and was media director of McCann-Erickson from 1930 to 1945. He handles the following accounts: Atlas Supply Co., Borrett Div., Canadian National Railroad, Durene Association, National Biscuit Co., Talon, Inc., Trans Canada Airlines.

AGENCY TIME BUYERS

WOLF, ALICE J.

of N. W. Ayer & Son, Inc., was born March 16, 1925. She graduated from Miami U. (O), entered advertising with J. Walter Thompson as secretary, and has held posts with Grey Adv. Agency and Dowling Adams, Inc. She is married to Seymour Kiel. Her hobbies are photography, coaking, deep-sea fishing, and travelling. She handles the following accounts: United Air Lines, Avondale Mills, Hilton Credit Cards, James Lee & Sons, Peoples Drug Co.

★ ★ ★

WOLFE, ROBERT D.

vice president in charge of Radio-TV, west coast, Grey Advertising Agency, Inc., was born Nov. 14, 1912. He is a graduate of Brown (PhB) 1934, entered advertising with Young & Rubicam in 1938, as script writer, and held posts with Kenyon & Eckhardt, Hicks & Greist, John W. Shaw Adv., Peck Agency, and Sweets Co. of America. He is married to Jeannette Scott and has two children.

★ ★ ★

WRIGHT, RICHARD C.

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 12, 1923. He is a graduate of the U. of Pa. (BS) 1944, entered advertising with Ward Wheelock Co., and held posts with Storer Bestg. Co. He is married and has two children. He is a member of the N. Y. Media Planners, and handles the following accounts: Lucky Strike, Valiant, DeSoto.

★ ★ ★

ZIEGEL, LEONARD

assistant spot buyer of Compton Advertising, Inc., was born Jan. 23, 1933. He is a graduate of CCNY (BBA), and entered advertising with Compton in 1959, as media trainee. He is married to Norma Nemeth and has one child. His hobby is photography. He handles the following accounts: Duz, Ivory Soap, El Producto Cigars, Sterling Beer, Yankee Beer.

★ ★ ★

ZIEGLER, ISABEL

media supervisor of N. W. Ayer & Son, Philadelphia, is a graduate of Simmons College. She entered advertising with J. Walter Thompson as an assistant time buyer.

★ ★ ★

ZIPPRICH, ANDREW

of Grey Advertising Agency, Inc., was born March 19, 1925. He is a graduate of Manhattan College (BBA), entered advertising with Cunningham & Walsh in 1947, as asst. to time buyer, and held posts with Kenyon & Eckhardt. He is a member of the New York Athletic Club, and his hobbies are swimming and sailing. He handles the following accounts: Shwayder Bros., RCA Victor, Wallace SilverSmith, Esquire, Coronet, Gentlemen's Quarterly, McCall's.

★ ★ ★

ZIZZAMIA, MARK H.

assistant time buyer of Compton Advertising, Inc., was born June 23, 1935. He is a graduate of Harvard (BA) 1957, and entered advertising with Compton in 1958, as media trainee. He handles the following accounts: Canada (7 Brands), Crisco.

ZOELLNER, DAVID B.

of Cunningham & Walsh, was born June 18, 1931. He is a graduate of Missouri, 1955, and entered advertising with C&W in 1958 as media estimator. He handles the following accounts: American Chain & Cable, Italian Line, Jaguar Cars, Smith-Corona-Morchant, Southern Railway.

FOR
ADVERTISING AGENCY
PERSONNEL LISTINGS
SEE PAGE 115

★ ★ ★ ★ ★

FOR
CANADIAN
ADVERTISING AGENCY
LISTINGS
SEE PAGE 168

RADIO—World-Wide Receivers and Sets

At the end of 1959 there were about 165,700,000 radio sets and an additional 38,900,000 wired speakers in the world, exclusive of the United States, its territories and Canada. These figures indicate an increase of 12,000,000 sets (8%) and 7,000,000 wired speakers (22%) during the year. The greatest expansion occurred in the Communist Bloc in Eastern Europe. The second greatest gainer was the Near East, South Asia and Africa Area, which almost doubled its 1958 increase. In terms of sub-areas, the visit of a USIA officer to Africa yielded up-to-date statistics for countries of this increasingly important continent. As a result an increase of 750,000 sets (40%) was indicated in the countries of non-Arabic Africa.

There appears to be a slowdown in the rate of increase in Western Europe and in the Far East. In this connection, the rapid growth of television, in many countries of Western Europe and in Japan, seems to have resulted in a gradual reduction in the rate of growth of radio, if not a decline in some cases. A typical example is that of Japan where the number of radio sets in use had been constantly and steadily increasing up to the end of 1958, and then began declining just as steadily for a net loss of more than half a million sets in 1959. Concurrently television is expanding at a tremendous rate in Japan and the United Kingdom.

WESTERN EUROPE

December 31, 1959

Country	Radio Sets	Wired Speakers (Additional)
Andorra	1,800
Austria	1,955,900	13,800
Belgium	2,409,400	134,800
Denmark	1,714,400
Finland	1,300,000
France	11,484,000
W. Germany (Incl. W. Berlin)	16,050,000	159,000
Gibraltar	4,900	500
Iceland	69,500
Ireland	485,100
Italy	7,851,200
Liechtenstein	3,200	400
Luxembourg	91,400
Malta	16,200	45,100
Monaco	5,100
Netherlands	2,715,300	490,500
Norway	1,250,000
Portugal	995,800
San Marino	1,900
Spain	6,000,000
Sweden	2,683,700	160,000
Switzerland	1,039,500	354,400
United Kingdom	15,584,400 ¹	1,048,400
Yugoslavia	1,380,000	175,000
Total	75,092,700	2,581,000

EASTERN EUROPE

Albania	40,000	18,000
Bulgaria	680,000	502,000
Czechoslovakia	3,200,000	516,000
East Germany	5,500,000
Hungary	1,800,000	300,000
Poland	3,600,000	1,400,000
Rumania	1,000,000	660,000
USSR	10,700,000	28,000,000
Total	26,520,000	31,396,000

¹ Includes 10,000,000 combined sound and television licenses.
Source: USIA.

(Continued on Next Page)

RADIO—World-Wide Receivers and Sets

(Continued from Page 189)

NEAR EAST, SOUTH ASIA AND AFRICA

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
<i>Arabic Countries</i>		
Aden	32,000
Algeria	504,500
Iraq	600,000
Jordan	94,400
Lebanon	111,000	2,400
Libya	73,500
Morocco	501,000
Saudi Arabia	18,000
Sudan	135,000
Tunisia	151,000
United Arab Republic		
Egypt	1,500,000
Syria	390,000
Total	4,110,400	2,400
<i>Non-Arabic Near East and South Asia</i>		
Afghanistan	21,000
Ceylon	285,600	18,000
Cyprus	95,000
Greece	846,400
India	2,000,000
Iran	1,100,000
Israel	405,000
Nepal	13,000
Pakistan	480,000
Portuguese India	1,900
Turkey	1,207,800
Total	6,455,700	18,000
<i>Non-Arabic Africa</i>		
Angola	70,000
Bechuanaland	3,500
Belgian Congo	175,000
British Somaliland	2,500
Cameroons	40,000
Central African Federation.....	150,000
Ethiopia (includes Eritrea).....	85,000
French Equatorial Africa.....	45,000
French Somaliland	5,000
French West Africa.....	100,000
Ghana	107,000	41,400
Guinea	12,000
Kenya	150,000	1,800
Liberia	38,000
Madagascar	60,000
Mozambique	60,000
Nigeria	250,000	62,500
Sierra Leone	23,000	5,000
Tanganyika	80,000
Uganda	80,000
Union of South Africa.....	1,019,000	12,300
Total	2,637,100	123,000

RADIO—World-Wide Receivers and Sets

FAR EAST

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
Australia	2,297,400
Borneo (North)	9,000
Burma	110,000
Cambodia	15,000
China (Communist)	3,500,000	4,570,000
Hong Kong	114,900	59,200
Indonesia	833,600	8,900
Japan	15,586,400
North Korea (C)	110,000	unknown
South Korea	600,000
Malaya	251,600	22,300
New Zealand	562,000
Philippines	550,000	4,400
Singapore	96,700	41,000
Taiwan	450,000
Thailand	1,000,000	5,000
North Vietnam (C)	300,000	unknown
South Vietnam	303,700	1,100
Totals—Communist	3,910,000	4,570,000
Non-Communist	22,849,000	141,900
Grand Totals	26,759,000	4,711,900

LATIN AMERICA

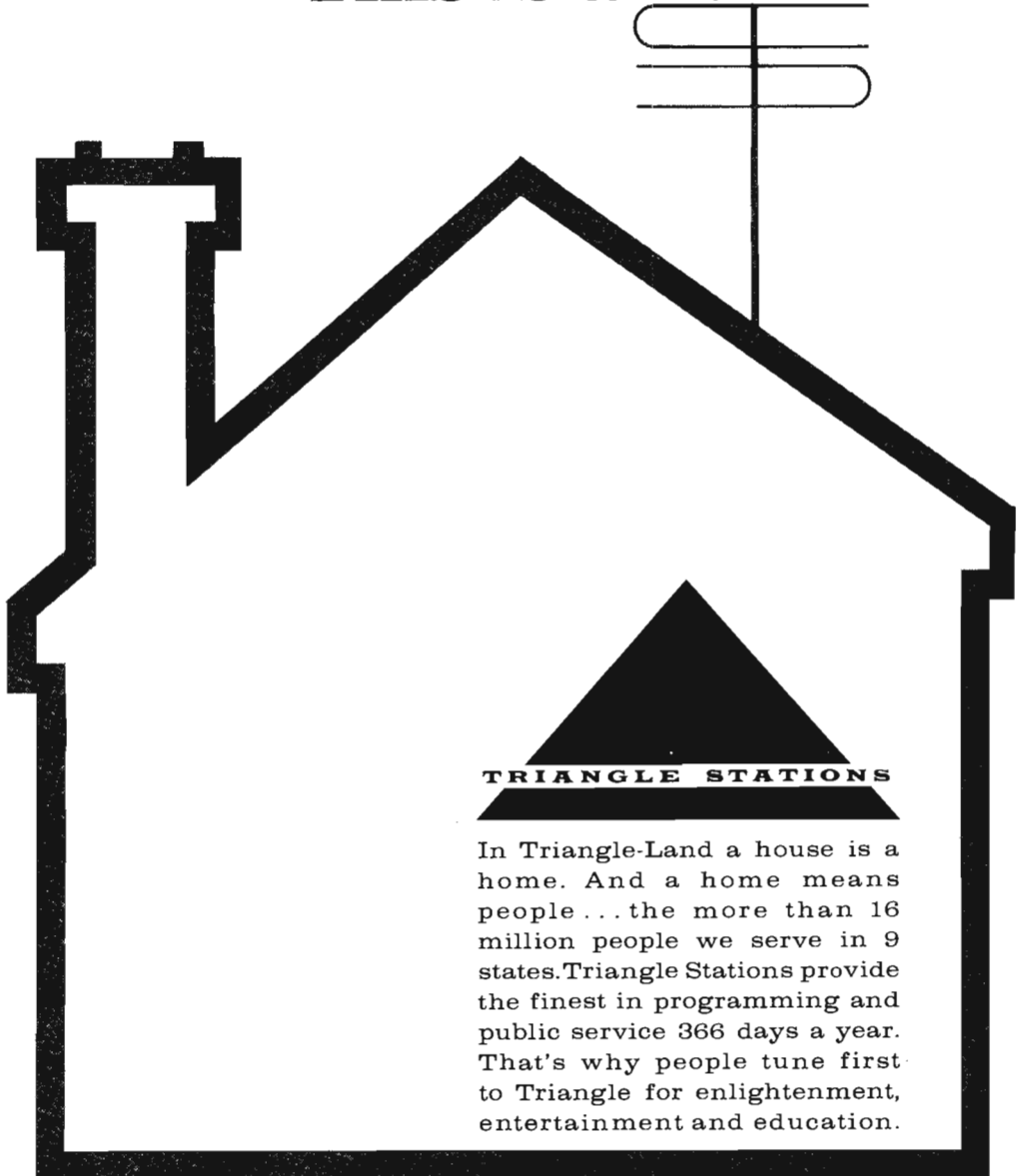
Argentina	5,500,000
Bolivia	150,000
Brazil	6,828,800
Chile	887,000
Colombia	2,084,300
Costa Rica	100,000
Cuba	1,300,000
Dominican Republic	100,000
Ecuador	450,000
El Salvador	225,000
Guatemala	210,000
Haiti	50,000
Honduras	125,000
Mexico	3,500,000
Nicaragua	75,000
Panama	145,000
Paraguay	150,000
Peru	820,000
Uruguay	500,000
Venezuela	565,700
Total	23,765,800

WESTERN HEMISPHERE POSSESSIONS

British	207,900	51,000
French	47,600
Netherlands	66,000
Greenland	4,500
Total	326,000	51,000
World Totals #1	165,667,000	38,884,200

#1—Exclusive of the United States, its territories, and Canada.
Source: USIA.

This is a house ad



TRIANGLE STATIONS

In Triangle-Land a house is a home. And a home means people . . . the more than 16 million people we serve in 9 states. Triangle Stations provide the finest in programming and public service 366 days a year. That's why people tune first to Triangle for enlightenment, entertainment and education.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

TELEVISION DAILY

presents

RADIO
NETWORKS



EXECUTIVE PERSONNEL
U. S. MAP OF NETWORK
OWNED AND OPERATED
& AFFILIATED OUTLETS

1960

NETWORK RADIO OFFERS

... Mass Out-Of-Home Audiences



By ROBERT R. PAULEY

Vice President in Chg., ABC Radio Network

NO matter how you look at it, it is practically impossible to find a bad network radio buy. Network radio continues to deliver the penetrating coverage, sizeable audiences and low costs that make it, to objective observers, advertising's most enticing medium. But network radio has been short changed by many who have tried to bury it, who consider it obsolete. How "obsolete" is radio?

To the people who bought some 22 million radio sets last year, radio is far from obsolete, it is vital. You don't buy radios to use as furniture. You buy them for listening. Every home in America listens to radio. People drive with radio, walk with radio, wake up to radio and pay attention to radio.

Advertisers who have paid attention to radio have found it pays off for them. ABC can, for example, give an advertiser 28 commercials a week with a cost per thousand homes of \$.84. If you add the out-of-homes audience, this cost is reduced to \$.64, and that is a conservative estimate.

To reach the home, network radio is a good buy. But the medium offers more: a mass out-of-home plus audience that has never been accurately measured. There are some indications as to its listening and buying strength, however.

There are 38 million radios in automobiles. There are over 18 million portable radios, 10 million radios in public places such as hotels, etc., and five million radios on boats.

This mobility and companionability which radio offers is equaled by no other media. It is a common sight to see people walking down city

streets listening to transistor radios. I have seen women in supermarkets carrying transistor radios listening to their favorite programs.

The advertiser is with the shopper as she drives to the retail outlet, and in cases I have observed, is actually with her as her hand moves toward the product. But radio's flexibility goes far beyond its mobile listening audience.

Radio's area of strongest flexibility is in its programming. No one need be told of the swiftness and completeness with which radio covers news events, bringing them to the American public faster than any other media.

The fifties saw network radio pulling back to put itself in a stronger position. At ABC Radio, our retrenchment state is over. Our affiliates and advertisers have increased in number. Our task now, and the task of all people in radio, is to be constantly aware of the strength in radio and to face the responsibilities it creates, and to honestly meet and overcome its problems.

One of the things we need in order to do this, is better qualitative research. More is needed than just counting noses. Radio must find ways to measure its penetration and its impact both in and out of the home.

Now is the time when this must be done; during 1960. And in the ensuing years of this decade, network radio must grow and become increasingly important to both advertisers and audiences to fill its rightful place in the world of communications.

AMERICAN BROADCASTING COMPANY RADIO NETWORK, INC.

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theatres, Inc.

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(A Division of American
Broadcasting-Paramount Theatres,
Inc.)

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NEW YORK

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Radio Network, Inc.**

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Richard Hamilton	Supr. of Communications
George Milne	Dir. of Traffic & Comm.
Clure Owen	Administrative Assistant
John Preston	Dir. of Engineering Facilities
Lawrence A. Ruddell	Recording Director
Reginald Willcocks	Traffic Manager

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Martin Brown	Asst. Treas. of AB-PT & V.P. & Asst. Treas. ABC
George Ast	Purchasing Agent
Michael P. Boland	Assistant Treasurer
Joseph Fitzpatrick	Internal Auditor
J. Russell Gavin	Assistant Treasurer
Edward Graessle	Manager of Treasury Affairs
Marie McWilliams	Director of Personnel
Joseph Spagnola	Dir. of Office & Studio Services

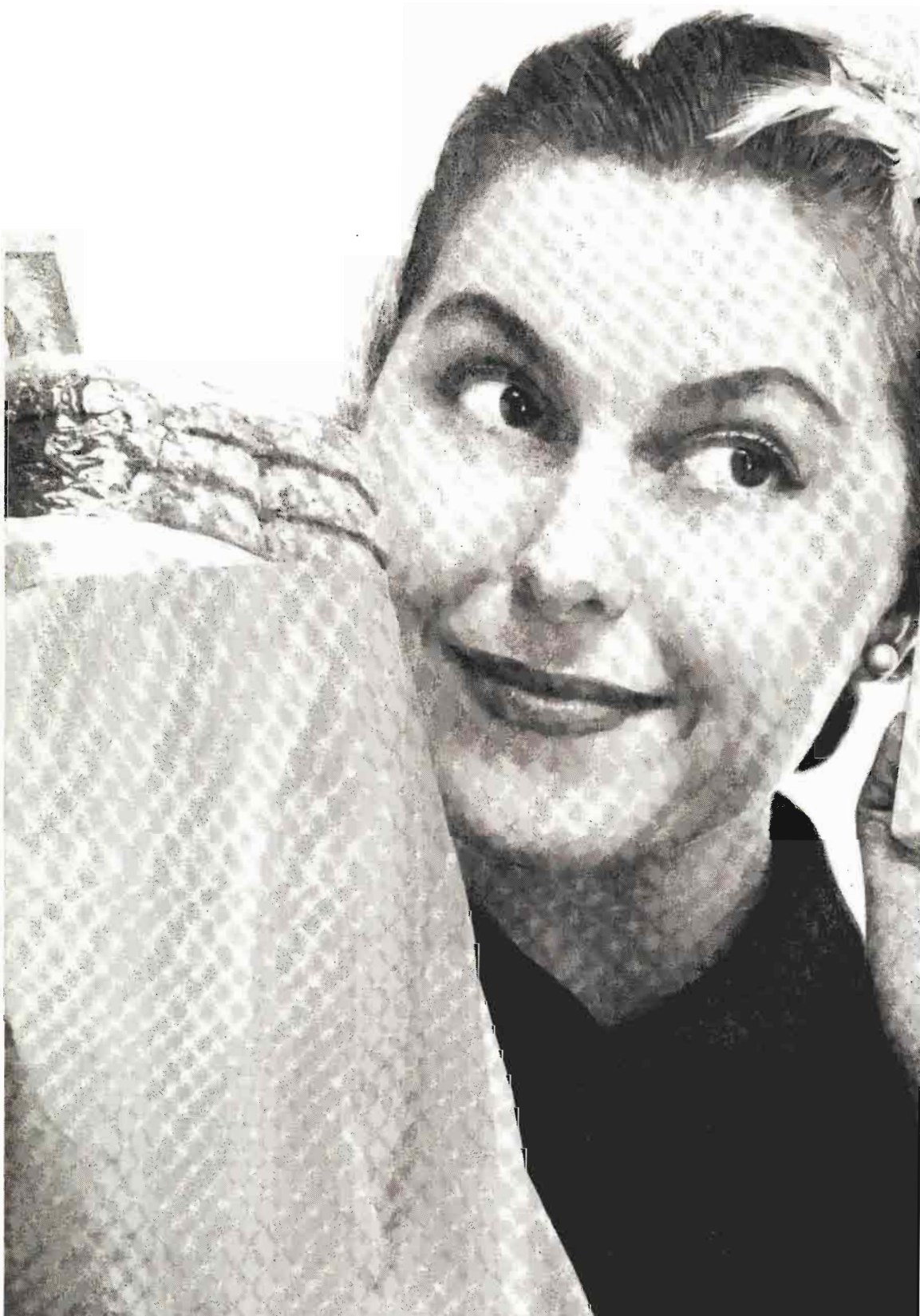
Legal & Labor Relations


Mortimer Weinbach	V.P. & General Counsel
Charles DeBare	Gen'l Council for AM Network & Owned & Operated Stations
Richard L. Freund	Dir. of Labor Relations

Special Events

& Public Affairs

John Daly	Vice President in Charge of News
Donald Coe	Director of Special Events & Operations
Francis N. Littlejohn	Director of News & Public Affairs
Wiley Hance	Manager of Public Affairs





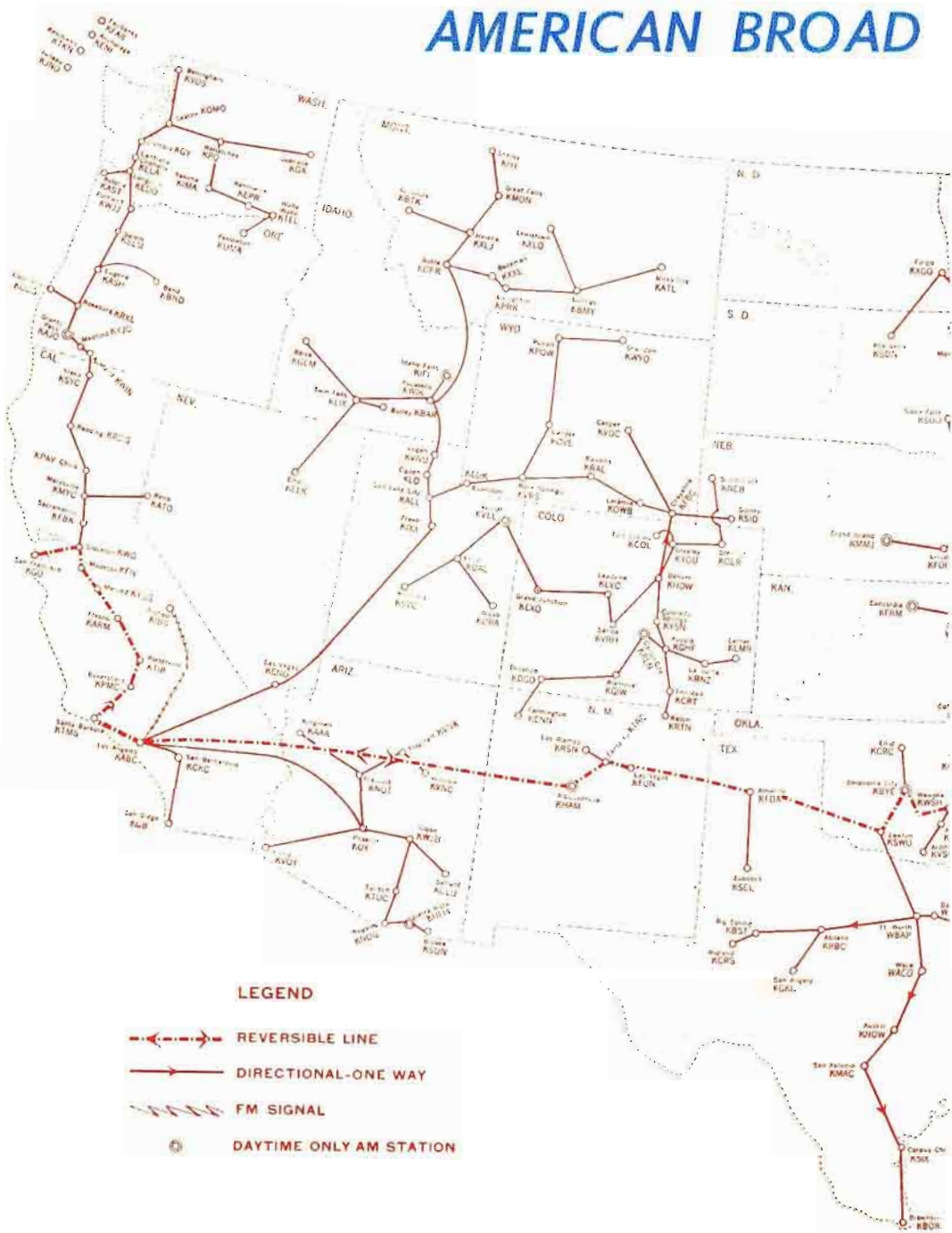
Somebody out there must be selling her . . .

It could be Don McNeill's Breakfast Club . . . it could be Eydie Gorme . . . it could be Dennis Day . . . it could be on an ABC Radio Network program or package. It could be a renewal sponsor (there are 57 of them). It could be a sponsor doing his network radio selling exclusively on ABC (there are 58 of them). All 119 advertisers (30 more than last year) . . . are out there selling her everything from corn pads to cars:

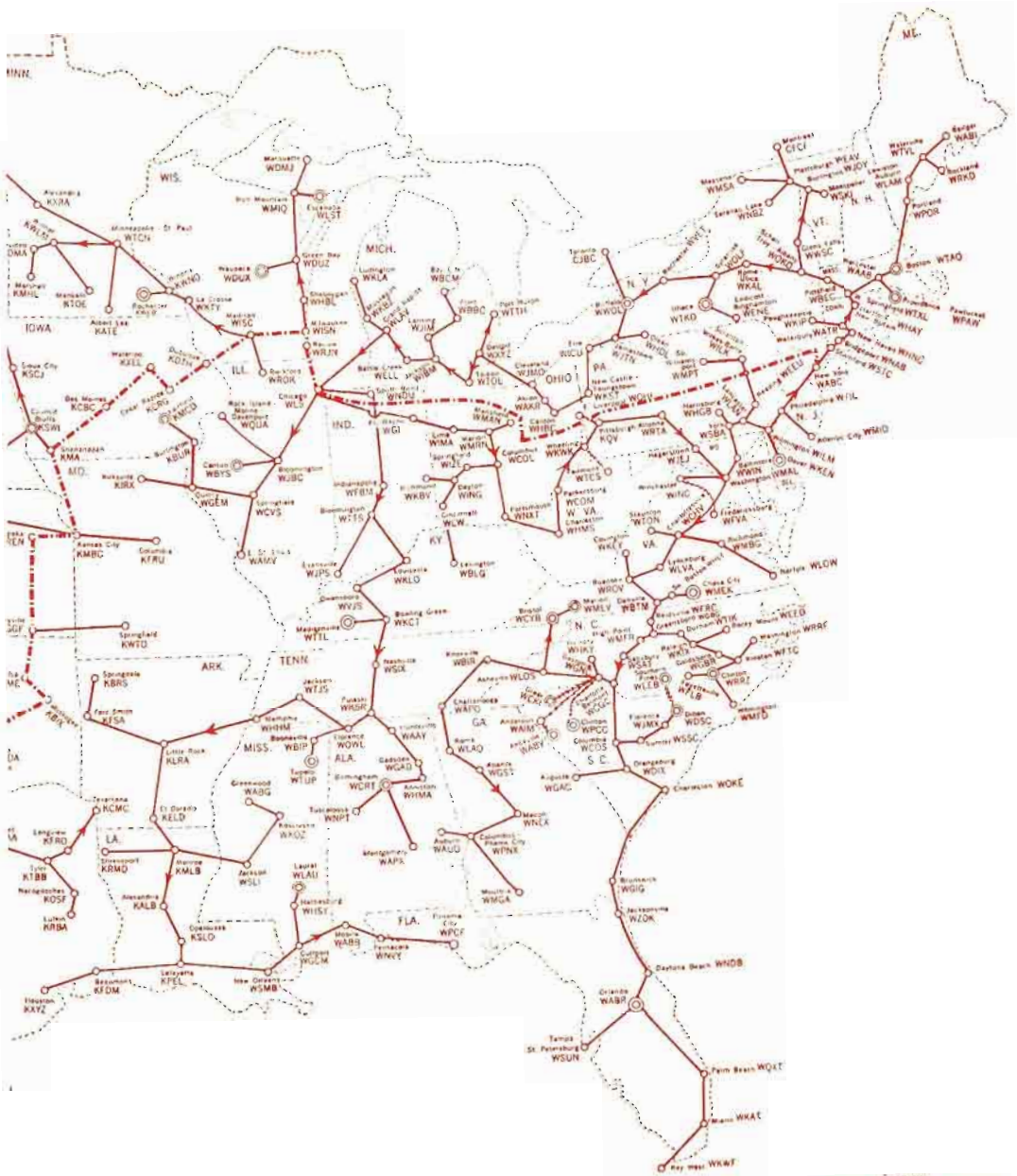
ABC ADVERTISERS AND PRODUCTS IN 1959

AFL-CIO • ACNECARE • AQUA-IVY • AERO-SHAVE, BLACK FLAG, WIZARD DEODORIZER • AMERICAN HOME MAGAZINE • AMERICAN TELEPHONE AND TELEGRAPH • APPIAN WAY PIZZA PIE MIX • APPLE VALLEY BUILDING DEVELOPMENT ASS'N • ARCHWAY COOKIES • ASSEMBLIES OF GOD • AYDS, ITALIAN BALM • BABY SWEET & SOOTHENE • BAPTIST BIBLE FELLOWSHIP, INC. • BELTONE HEARING AID CO. • BENRUS WATCH • BEN MONT PAPER, INC. • BILLY GRAHAM EVANGELISTIC ASSOCIATION • BROMO-QUININE COLD TABLETS • BRUCE CLEANING WAX • BURGESS VIBROCRAFTERS • CADILLAC (DIV. OF GENERAL MOTORS) • CALIFORNIA STATE DEMOCRATIC CENTRAL COMMITTEE • CAMEL AND WINSTON CIGARETTES • CAPE CORAL REAL ESTATE • CASITE • CHANGING TIMES MAGAZINE • CHEF-BOY-AR-DEE • CHICK-CHICK & PRESTO EASTER EGG COLORS • CHOOZ • CLAIROL • COLGATE DENTAL CREAM • DAB • DAWN BIBLE STUDENTS ASSOCIATION • DODGE (DIVISION OF CHRYSLER CORP.) • DR. CALDWELL LAXATIVE • DR. PEPPER CO. • DR. THOMAS WYATT • DRISTAN • EX-LAX • FAB • FOGLER'S COFFEE • FRED STREETER'S PLANT GROWTH TABLETS • GENERAL ASS'N OF DAVIDIAN 7TH DAY ADVENTISTS • GENERAL NUTRITION CORP. • GOSPEL BROADCASTING ASSOCIATION • GREY-ROCK • GROSSET & DUNLAP, INC. • GUARDIAN MAINTENANCE (DIV. OF GENERAL MOTORS) • HARRISON HOME PRODUCTS • HIGHLAND CHURCH OF CHRIST • HUDSON VITAMIN PRODUCTS • 6-12 INSECT REPELLENT • JELL-O • KVP CORP. • KAPP RECORDS • KOOL AID • KRETSCHMER CORP. • LEVOLOR VENETIAN BLIND • LUCKY LAGER BREWING CO. • LYON VAN AND STORAGE • MAGLA PRODUCTS • MAXWELL HOUSE COFFEE, MENTHOLATUM CO. • MERIT PLAN INSURANCE CO. • MIDAS MUFFLER CO. • MIRACLOTH & DOTTIE DUSTCLOTH • MUSSELMAN APPLE SAUCE • McCALL'S MAGAZINE • McCULLOCH MOTORS CORP. • NR TABLETS • OLDS-MOBILE (DIV. OF GENERAL MOTORS) • ORAL ROBERTS EVANGELISTIC ASSOCIATION • PABST BREWING CO. • PALL MALL CIGARETTES • PARKER PEN CO. • PEPSI-COLA CO. • PETER PAUL, INC. • PLANTABBS • PLYMOUTH (DIV. OF CHRYSLER CORP.) • PONTIAC MOTORS (DIV. OF GENERAL MOTORS) • PURITRON CORP. • QUAKER STATE OIL REFINING CO. OF CALIFORNIA • RADIO BIBLE CLASS • RENUZIT HOME PRODUCTS CO. • ROCK OF AGES CORP. • ROYAL GELATIN, CHASE & SANBORN INSTANT COFFEE • SARAN-WRAP • SAVINGS & LOAN FOUNDATION • SCAMPERS • SCANDINAVIAN AIRLINES SYSTEM INC. • SCHICK, INC. • SEALY MATTRESS CO. • SHIPSTADS & JOHNSON ICE FOLLIES OF 1960 • SIDNEY WALTON'S 7 LITTLE BOOKS • SLEEP-EZE • MISTER SOFTEE, INC. • SPRINGFIELD HOME PRODUCTS • SPRUANCE BREAD MIX • ST. JOSEPH ALMANAC CALENDAR • STA-FLO, STA-PUF, SYRUP CREAM CORN • STANDARD OIL OF INDIANA • STANDARD OIL OF CALIFORNIA • STEVENS TV ANTENNA • SUPER M-39 VITAMINS • SWANSDOWN CAKE MIXES • TRIP OF THE MONTH CLUB • U.S. POOL CORP. • UNITED ARTISTS CORP. • UNIVERSAL COFFEEMATIC • UNIVERSAL INTERNATIONAL PICTURES • VAN NUYS SAVINGS & LOAN ASSOCIATION • VOICE OF PROPHECY, INC. • WATCHMAKERS OF SWITZERLAND • WESTERN AIRLINE • WHITE CROSS HOSPITAL PLAN • WHITEHOUSE COMPANY • WORLD VISION, INC. • WALT DISNEY TOYS • ZINO PADS

AMERICAN BROAD



CASTING NETWORK



Prepared by
American Broadcasting Company Radio Network, Inc.

Program

William Rafael..... Nat'l Pgm. Dir.
Alexander MacCullum..... Asst. Nat'l Pgm. Dir.
James McConnochie..... Mgr. of Announcing Div.
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Ruth Smith..... Supr. of Production, Control Unit
Frank Vagnoni..... Manager of Music Division

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Stephen Strassberg..... Dir. Press Information

Continuity Acceptance

Grace Johnsen..... Dir. of Continuity Acceptance

Research

Morris Wattenberg... Dir. of Sls. Devel. & Research

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Elizabeth Boucher Kelley... Dir. of Sales Service

Station Relations

Earl Mullin..... Nat. Mgr.
Frank G. Atkinson..... Regional Manager

**CHICAGO (WLS)
190 North State Street
Chicago, Illinois**

Clar Heider..... National Spot Sales Mgr.
William P. Kusack..... Manager of Engineering
Department
James Duffy..... Dir. of ABC Radio
Network for Central Div.
Manuel Fingerhut..... Comptroller of Central Div.
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**DETROIT (WXYZ)
1700 Stroh Building
Detroit 26, Michigan**

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Hollywood 28, California**

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Ben Hoberman..... Gen. Mgr.
J. Clifford Anderson..... Dir. of Spec. Service
Dorothy L. Brown... Continuity Acceptance Mgr.,
Western Division
Philip Brestoff..... Sls. Mgr.
Ralph C. Denechand... Mgr. of Engineering
Operations, Western Division
Arthur Harvey..... Dir. Labor Rel.
Milt Fishman..... Dir. Radio-TV News, W.D.

Theodore Grenier..... Chief Engineer, Western
Division
Jon Meyers..... Prog. Mgr. KABC Radio
Robert P. Myers..... Pacific Coast Counsel—ABC
John H. Pace..... General Manager of KABC
Florence T. Schiro..... Personnel Director
John C. Wagner..... Controller, Western Division
Harry Woodworth..... Western Sales Mgr.,
ABC Network

**PITTSBURGH (KQV)
411 Seventh Avenue
Pittsburgh 19, Pa.**

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R. N. Thomson..... Sls. Mgr.
Edward Tracy..... Controller

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Maintenance Manager
George Rodman..... Dir. of Publ. Adv.
Jack Stahle..... Sls. Mgr.
Edith Kirby..... Traffic Manager
Arthur Abell..... Merchandising Mgr.
Chandler Meloy..... KGO Natl. Spot Sales Mgr.
Lorraine Pederson... Continuity Acceptance Editor
Henry Saroyan... Comptroller & Purchasing Agent
Edward Smith..... Dir. of Operations, KGO
& Prog. Dir.

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1735 DeSales Street, N.W.
Washington, D. C.**

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Edgar Shelton..... Vice President

**NEW YORK (WABC)
7 West 66th Street
New York 23, New York**

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Margaret Michaud..... Bus. Mgr.
Paul Kasander..... Program Director
Barrett Geoghegan..... Sales Manager

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NETWORK RADIO TODAY

... No Remote Controlled Jukebox

By ARTHUR HULL HAYES

President, CBS Radio



AN appraisal of network radio today reveals, more than any other single fact, the medium's extraordinary adaptability to modern conditions. Network radio, of course, is modern in much the same sense that plays on Broadway this season are modern. Theatrical techniques have changed greatly over the years—but the proscenium arch of Shakespeare's time is still here. Similarly, network radio's techniques have changed—but the central fact and form of communication by sound is still there.

The CBS Radio Network and its affiliated stations were the first in the medium to take a long, hard-headed look at the changing economics and new advertising requirements of network radio, and to come up with a real answer. Not a change in spare parts, but a change in the whole machinery. Our answer has been the Program Consolidation Plan. After a full year of operation under the plan, it is good to be able to say it works.

The fact that it works has enabled us to do two things. One: continue to broadcast what most critics and listeners believe to be the most effective, most complete program schedule in all radio. Two: continue to deliver to advertisers a method to reach millions of people, with top-caliber programs and personalities, at costs so low that they amortize the costs of other national media for the big advertiser . . . and offer low-budget advertisers (and low-budget brands) a national **medium complete in itself.**

Thus, by creating a workable, profitable economic structure, PCP has made it possible for this radio network to continue to operate under its own "proscenium arch." In other words, to continue as the branch of show-business that network radio inherently is.

Why is this good? Because radio is too useful, too powerful and too versatile an instrument to content itself with being merely a crier of headlines or an electronic, remote-controlled juke box. And because not only radio's capabilities but radio's public responsibilities go far beyond such limited functions.

There is the obligation to bring Americans more than hard news alone: to present thoughtful analysis; careful examinations of urgent topics; debates; interviews. There is the need to bring listeners directly to momentous events in history: political conventions; the coronation of a Pope; the President's trips abroad; the visit of a Khrushchev to the United States. There's the unique role network radio can play in continuing the nation's cultural heritage—especially with our young people in mind—through great symphonies, discussions of literature and the humanities, as in an Invitation to Learning.

Finally, there's an important place, too, for drama and comedy and the magic of inimitable personalities. In the nature of things, only a radio network is equipped to present such programming; it is beyond the compass of the individual station.

LOST?

IN THE NUMBERS MAZE



2 4 8 9 0

7 8 9 5 7 8 2

5522551
0011992
9933002

9 5

2 1 7 9 0 7 8 9 0

10 x 8 -

4 5 6 5
1 2 3 4 5 6
1 2 3 4 5 6
2 5 2 3 9 0 0 0 0

Any network radio count* you use – share of most popular sponsored programs or homes delivered per average commercial minute; listening in the big cities or across the country – you find the same name in the same place: CBS Radio, first.

It figures. The programs are here. Where else, for example, do you find a morning lineup to touch Arthur Godfrey, Garry Moore, Art Linkletter, Bing Crosby and Rosemary Clooney! Not to mention the daytime serials...the comedy...the variety and good music...the CBS News caliber of reporting.

In short, *this* is a network program schedule. It attracts the largest audiences, holds their interest and attention, and delivers to advertisers a strong, identifiable framework for sales messages that sell. Which are surely the best kind.

CBS RADIO NETWORK

**The numbers are immediately available, of course, on your request.*



CBS RADIO



NETWORK



COLUMBIA BROADCASTING SYSTEM, INC. CBS RADIO DIVISION

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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Norman Ober.....Director, Program Writing

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Irving Gitlin...Program Exec.: Creative Projects
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Duke Poklitar.....Manager, Music Clearance
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Lloyd Brownfield.....Director of Press Information, Hollywood
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Anne Harding.....Manager, Service Division

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WCBS and WCBS-FM

485 Madison Ave., New York 22

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Ralph Goshen.....Sales Manager
Allen Ludden.....Program Manager
Dave Driscoll.....Director of News and Special Events
Richard Stahlberger...Sales Promotion Manager
Lou Frankel.....Director of Publicity

KCBS and KCBS-FM

Sheraton-Palace Hotel.

San Francisco 5

Maurie Webster.....V.P. & General Manager
Seymour Whitelaw.....Sales Manager
Mrs. E. Deggendorfer.....Promotion Manager
Pede Worth.....Program Director
Don Mozley.....Director of News and Public Affairs

KMOX

1144 Hampton Ave., St. Louis

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Foster Brown, Jr.....Sales Manager
Paul Douglass.....Program Manager
Alice Koch.....Promotion Manager
Rex Davis.....News Director

**KNX and KNX-FM and
Columbia Pacific Network**

6121 Sunset Blvd., Los Angeles 28

Fred Ruegg.....V.P. & General Manager
Gordon F. Mason.....Sales Manager
Robert Sutton.....Program Director

(Continued on Next Page)

Phil Hillman..... Promotion Manager
John Beck..... News Director

WBBM and WBBM-FM
630 N. McClurg Court, Chicago 11

E. H. Shomo..... V.P. & General Manager
William Connelly, Jr..... Sales Manager
Arthur Thorsen..... Program Director
Loren Hollembaek..... Promotion Manager
C. W. Doebler..... Executive Assistant
William Garry..... News Director

WCAU and WCAU-FM
City & Monument Aves., Phila. 31

Thomas J. Swafford..... V.P. & General Manager
John Kline..... Sales Manager
Fred Birnbaum..... Promotion Manager
Charles Shaw..... News Director

WEEL and WEEL-FM
182 Tremont St., Boston 11

Thomas Gorman..... V.P. & General Manager
Robert Sinnett..... Sales Manager
Ken Ovenden..... Program Director
Joseph Cullinane..... Promotion Manager
Arthur King..... Director of News and
Public Affairs

**HOUSEWIVES' PROTECTIVE
LEAGUE**

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Edward O'Berst..... Research Manager
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Gilbert Christeon..... Sales Development

Atlanta Office, 800 Peachtree St.

George P. Crumbley, Jr..... Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt, Jr..... Sales Manager
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Los Angeles Office, Columbia Square

Roland H. McClure..... Sales Manager

San Francisco Office, Palace Hotel

Ralph Glazer..... Sales Manager

St. Louis Office, 9th & Sidney Sts.

Eugene R. Myers..... Sales Manager

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Promotion & Merchandising
David Herzbrun..... Director, Station Promotion
Service
Leon Luxenberg..... Director, Network Sales
Presentations
Naomi Andrews..... Network Copy Chief
Joseph Tole..... Production Manager

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Eric Salline..... Nat'l. Manager

CBS Inc., Broadcast Service Dept.
Building Operations—Ticket Div.

James Swenson..... Manager, Building Operations
John L. Page..... Manager, Building Services
Laurette Banks..... Manager, Ticket Bureau

General Purchasing

John E. Forsander..... Director of Purchases
Edward C. Drewes..... Purchasing Agent

Office Services Department

A. H. Bryant..... Manager
Maude Stubner..... Supervisor, Program Typing

Personnel Relations

Robert Kalaidjian..... Director
Dr. Jack Nelson..... Director of Medical Office
Charles Burt..... Salary and Policy Administrator
John Anderson..... Manager of Employee Benefits
Richard Stanley..... Employment Manager

Photographic

Walter I. Seigal..... Manager

Special Projects Department
of CBS News

William C. Ackerman..... Director
May Dowell..... Manager
Dorothy Boyle..... Mgr., Program Statistics, Info.

POWER OF LOCAL RADIO

...KBS Marks 20th Anniversary

By **SIDNEY J. WOLF**

President, Keystone Broadcasting Company



THIS year marks the 20th anniversary of the founding of the Keystone Broadcasting System, Inc. Inaugurated in 1940, Keystone started out with 66 member stations. Today we have 1091 affiliates, an increase of over 1500 per cent. And with the expansion of our national coverage, I am also happy to report our continuing growth in national billings. For the third year in succession, we have enjoyed peak business and, for self-evident reasons, I am confident that this trend will continue during the new decade.

In previous messages here, I have submitted extensive evidence in support of the importance of local radio on the local level at the point of sale to national advertisers and their respective agencies, and I feel that the dramatic resurgence of radio during the past three years has more than substantiated this firm conviction. Keystone's ability to provide effective broadcast impact upon over one hundred million listeners on the local level is becoming more and more recognized and accepted in the advertising field. Last year 86 national accounts used Keystone's facilities to reach the local consumer, and it is significant to note that many of these national advertisers have been our regular clients over many years. Such endorsement is surely ample proof of Keystone's basic soundness.

Now permit me to outline briefly how Keystone has been able to rationalize successfully the power of local radio, on the local level, at the point of sale in terms of a com-

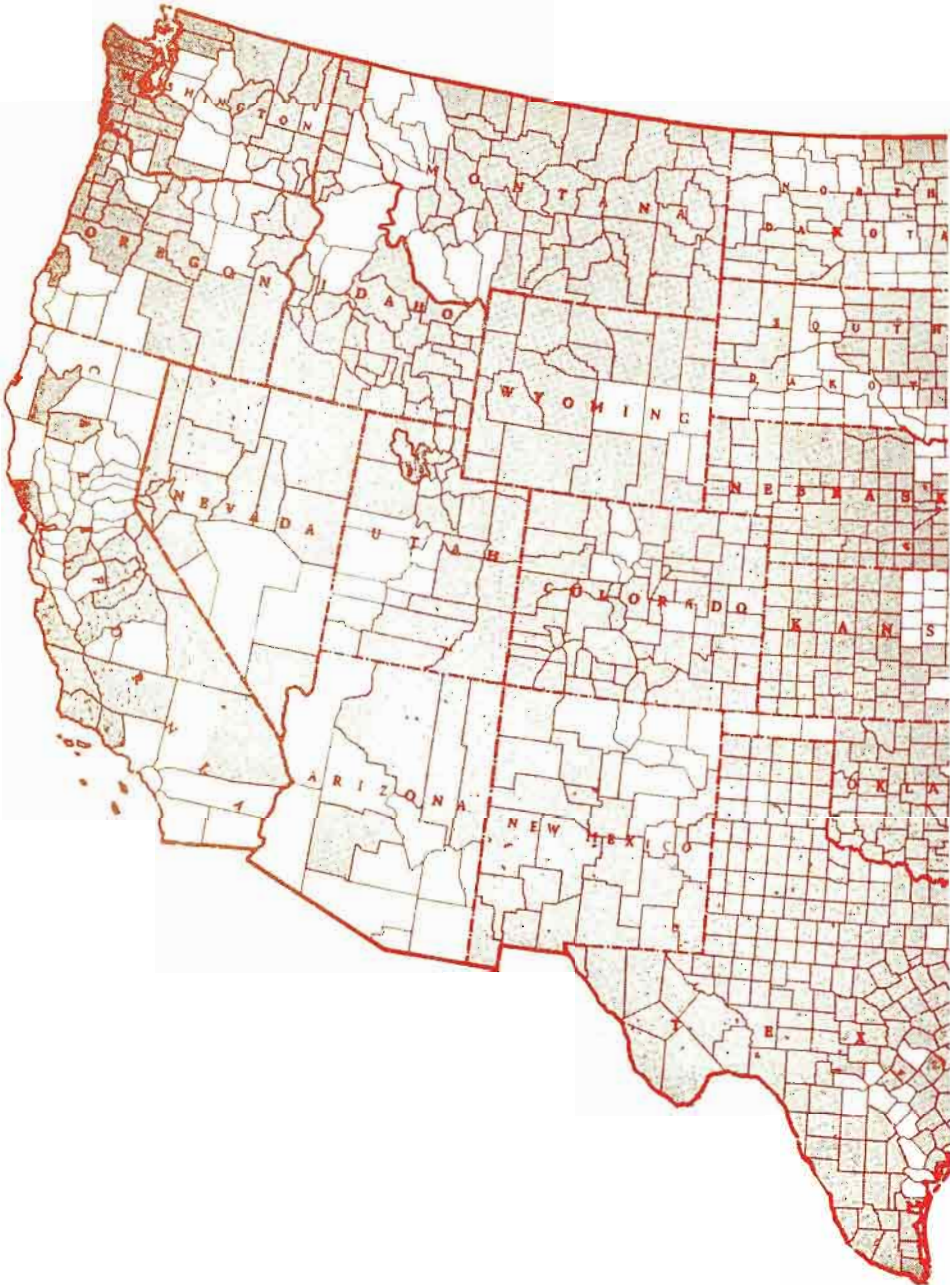
prehensive network operation at low economical cost. We hold a dominating position in four specific fields, namely: 1) the C & D counties of the U. S.; 2) the Farm Markets; 3) Essential broadcast coverage for the Automotive Industry; 4) Effective merchandising support at no additional cost to clients at the all important points of purchase.

One of the most striking developments in the history of Keystone is the growing emphasis placed by more and more national advertisers and their agencies on the importance of developing increased sales in the 2,308 C & D Counties of the U. S. In this respect Keystone can render practical service to such advertisers, for these C & D Counties represent no less than 31.4 per cent of the total U. S. Retail Sales with over 90 per cent of all KBS affiliates located exclusively in C & D markets.

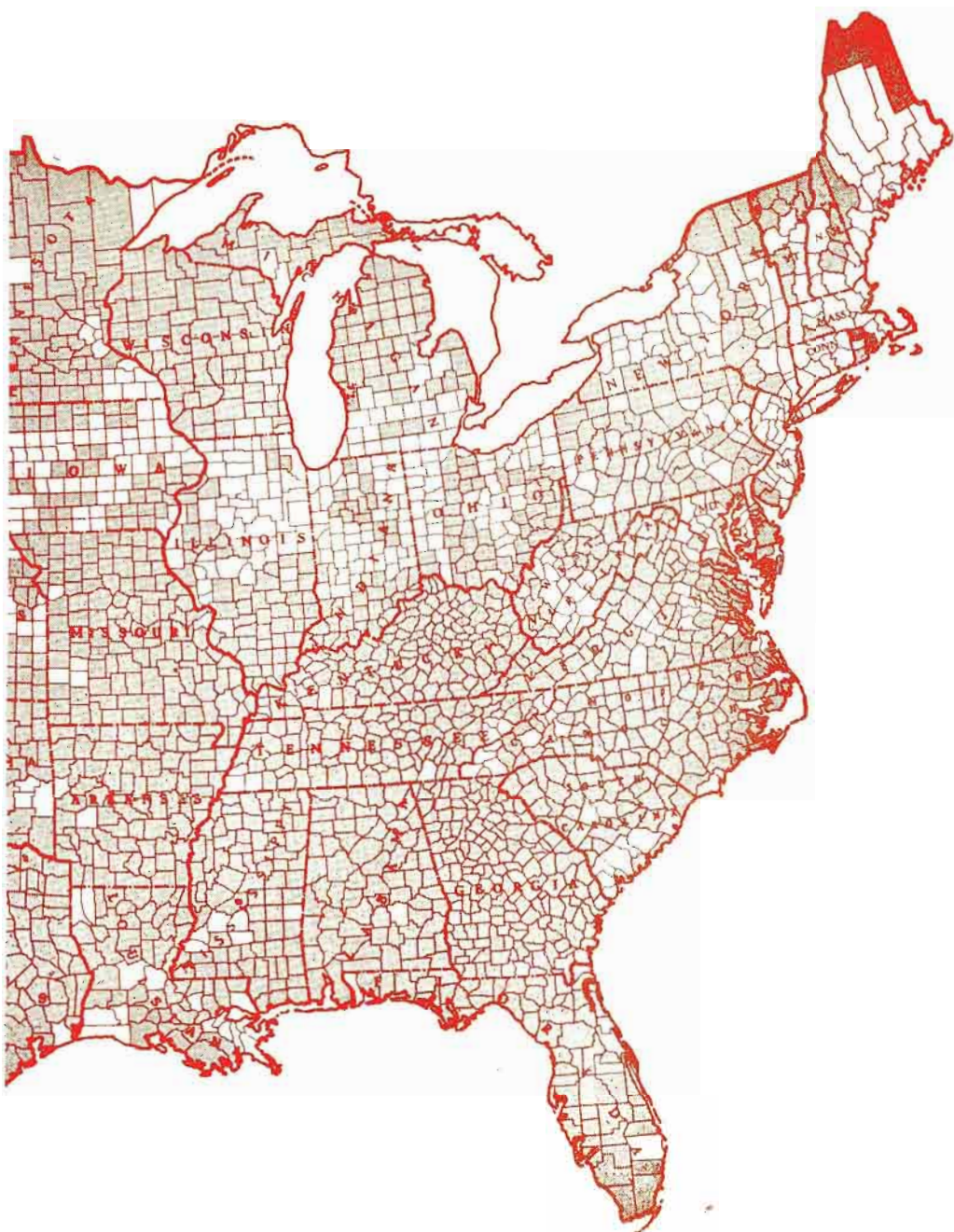
The effective merchandising support that we are able to offer national advertisers—at no additional cost—has been one of our outstanding features.

In conclusion, I would like to say that the above points I have touched upon, together with many other Keystone advantages, such as extremely low network rates, flexibility in selecting radio coverage patterned to an advertiser's specific requirements, high local listenership, and the effective means for an advertiser to establish a valuable sales franchise in the C & D markets make me confident of Keystone's great future during the coming decade.

KEYSTONE BROAD



CASTING SYSTEM



KEYSTONE BROAD

ALABAMA

WRFS Alexander City
 WCTA Andalusia
 WANA Anniston
 WBCA Bay Minette
 WEDR Birmingham
 WEBI Brewton
 WPRN Butler
 WRAG Carrollton
 WKLF Clanton
 WKUL Cullman
 WMSL Decatur
 WXAL Demopolis
 WOOF Dohlan
 WIRB Enterprise
 WULA Eufaula
 WBLO Evergreen
 WWWF Fayette
 WJOI Florence
 WHEP Foley
 WZOB Fort Payne
 WETO Gadsden
 WGEA Genuva
 WGYV Greenville
 WGSV Guntersville
 WJBB Haleyville
 WERH Hamilton
 WBHP Huntsville
 WTHG Jackson
 WWWB Jasper
 WJAM Marion
 WMOZ Mobile
 WMFC Monroeville
 WCRI Gneonta
 WJHO Opelika
 WPID Piedmont
 WELR Roanoke
 WWWR Russellville
 WROS Scottsboro
 WHBB Selma
 WFEB Sylacauga
 WNUZ Talladega
 WJDB Thomasville
 WTBV Troy
 WTBC Tuscaloosa
 WABT Tuskegee
 WETU Wetumpka

ARIZONA

KCKY Coolidge
 KAWT Douglas
 KCLS Flagstaff
 KNOG Nogales
 KONI Phoenix
 KZOK Prescott
 KMOP Tucson
 KVCN Winslow
 KOFA Yuma

ARKANSAS

KVRC Arkadelphia
 KBTA Batesville
 KBBA Benton
 KTCN Berryville
 KAHJ Camden
 KCON Conway
 KAGH Crassett
 KDQN De Queen
 KELD El Dorado
 KXJK Forrest City
 KTCG Fort Smith
 KH0Z Harrison
 KFAA Helena
 KXAR Hope
 KBHS Hot Springs
 KBTM Jonesboro
 KAJI Little Rock
 KBOK Malvern
 KPCA Marked Tree
 KUSA McGehee
 KENA Mena
 KBHM Monticello
 KTL0 Mountain Home
 KOSE Osceola
 KDRS Paragould
 KOTN Pine Bluff
 KPDC Pocahontas
 KXRI Russellville
 KWCB Searcy
 KUOA Siloam Springs

KBRS Springdale
 KWAK Stuttgart
 KRLW Walnut Ridge
 KWRF Warren
 KWYN Wynne

CALIFORNIA

KENL Arcata
 KAH1 Auburn
 KIBS Bishop
 KBMX Coalinga
 KCRE Crescent City
 KRDU Dinuba
 KXAO El Centro
 KQAC Fort Bragg
 KGST Fresno
 KPER Gilroy
 KCHV Indio
 KRKC King City
 KCVR Lodi
 KNEZ Lompoc
 KYOS Merced
 KVON Napa
 KSF E Needles
 KPRL Paso Robles
 KAFP Petaluma
 KPAP Redding
 XERB San Diego
 KR0G Sonoma
 KSUE Susanville
 KTKR Taft
 KGEN Tulare
 KTKR Turlock
 KUJI Ukiah
 KWSO Wasco
 KAGR Yuba City

COLORADO

KGIW Alamosa
 KRLN Canon City
 KVCFC Cartez
 KRRA1 Craig
 KLIR Denver
 KIUP Durango
 KZIX Fort Collins
 KFTM Fort Morgan
 KYOU Greeley
 KBNZ La Junta
 KLMR Lamar
 KLOV Loveland
 KSLV Monte Vista
 KUBC Montrose
 KDZA Pueblo
 KAVI Rocky Ford
 KVRH Salida
 KOLR Sterling
 KCRF Trinidad

DELAWARE

WSUX Seaford

FLORIDA

WAPG Arcadia
 WTRL Bradenton
 WWJB Brooksville
 WTAN Clearwater
 WSUG Clewiston
 WKKO Cocoa
 WCNU Crestview
 WDCF Dade City
 WDSP De Funiak Springs
 W000 Deland
 WDBF Delray Beach
 WFBF Fernandina Beach
 WINK Fort Myers
 WARN Fort Pierce
 WGGG Gainesville
 WZRO Jacksonville Beach
 WKWF Key West
 WKXB Kissimmee
 WDSR Lake City

WIPC Lake Wales
 WLBE Leesburg
 WNER Live Oak
 WMAF Madison
 WTOT Marianna
 WMIE Miami
 WNOG Naples
 WSSB New Smyrna Beach
 WTM C Deala
 WKIS Orlando
 WWP F Palatka
 WDL P Panama City
 WPFA Pensacola
 WPRY Perry
 WFLA Plant City
 WCNH Quincy
 WFOY St. Augustine
 WTRR Sanford
 WKXY Sarasota
 WJCM Sebring
 WRGR Starke
 WSTU Stuart
 WJEN Tallahassee
 WOL Tampa
 WAXE Vero Beach
 WAUC Wauchula

GEORGIA

WAAG Adel
 WJAZ Albany
 WCQS Alma
 WDEC Americus
 WDDL Athens
 WBJA Augusta
 WMGR Bainbridge
 WHAB Baxley
 WBBK Blakely
 WWC Bremen
 WMOG Brunswick
 WDMF Buford
 WGRA Cairo
 WCLB Camilla
 WCHK Canlon
 WLBB Carrollton
 WBHF Cartersville
 WGAA Cedartown
 WCLA Claxton
 WRWH Cleveland
 WJMJ Cordele
 WGF S Covington
 WBLJ Dalton
 WDWD Dawson
 WDMG Douglas
 WMLT Dublin
 WTJH East Point
 WSGC Elberton
 WBHB Fitzgerald
 WFPM Fort Valley
 WGA Gainesville
 WKEU Griffin
 WCEH Hawkinsville
 WGML Hinesville
 WBGR Jesup
 WLFA Lafayette
 WLAG La Grange
 WYTH Madison
 WFDR Manchester
 WBIE Marietta
 WDAX McRae
 WMVG Milledgeville
 WGSR Millen
 WMRE Monroe
 WMGA Moultrie
 WBBN Perry
 WSBF Quitman
 WRGA Rome
 WNSN Sandersville
 WSDK Savannah
 WNSN Statesboro
 WSYL Sylvania
 WSFT Thomaston
 WKTG Thomasville
 WTWA Thomson
 WWSG Tifton

WLET Toccoa
 WJEM Valdosta
 WOP Vidalia
 WAYX Waycross
 WBRO Waynesboro
 WBMK West Point
 WIMO Windsor

HAWAII

KILA Hilo
 KAIM Honolulu

IDAHO

KGEM Boise
 KBAR Burley
 KCID Caldwell
 KVIN Coeur d'Alene
 KORT Grangeville
 KIFI Idaho Falls
 KRPL Moscow
 KLER Orofino
 KEOK Payette
 KYTE Pocatello
 KRKX Rexburg
 KSRSA Salmon
 KSPT Sandpoint
 KBRV Soda Springs
 KEEP Twin Falls

ILLINOIS

WRMS Beardstown
 WBYS Canton
 WEIC Charleston
 WFIW Fairfield
 WEBQ Harrisburg
 WJPF Herrin
 WLDS Jacksonville
 WKEI Keokau
 WMOK Metropolis
 WINI Murburnboro
 WTAY Robinson
 WJBD Salati

INDIANA

WCBC Anderson
 WBNL Boonville
 WILO Frankfurt
 WHLT Huntington
 WITZ Jasper
 WBTO Linton
 WORX Madison
 WPCD Mount Vernon
 WPGW Portland
 WSLM Salem
 WJCD Seymour
 WTCJ Tell City
 WMFT Terre Haute
 WAMW Washington

IOWA

KLGA Algona
 KASI Ames
 KJAN Atlantic
 KWBG Boone
 KCOG Centerville
 KCHA Charles City
 KCHE Cherokee

KSWI Council Bluffs
 KSIB Creston
 KDEC Decatur
 KLJL Estherville
 KMCD Fairfield
 KXGI Fort Madison
 KGRN Grinnell
 KXIC Iowa City
 KLEM Le Mars
 KMAQ Maquoketa
 KSMN Mason City
 KWPC Miscatine
 KLEE Ottumwa
 KAYL Storm Lake
 KJFJ Webster City

KANSAS

KARE Atchison
 KCRB Chanute
 KCKK Concordia
 KWOC Emporia
 KMDD Fort Scott
 KIUL Garden City
 KBLR Goodland
 KAYS Hays
 KBWB Hutchinson
 KIND Independence
 KJCK Junction City
 KCLO Leavenworth
 KMAN Manhattan
 KNDY Marysville
 KNEX McPherson
 KJRG Newton
 KLLC Parsons
 KSEK Pittsburg
 KWSK Pratt
 KRSL Russell
 KT0P Topeka

KENTUCKY

WANY Albany
 WBRT Bardstown
 WCBL Benton
 WLBJ Bowling Green
 WTCO Campbellsville
 WNES Central City
 WAIN Columbia
 WCTT Corbin
 WCPM Cumberland
 WCYN Cythberland
 WHIR Danville
 WIEL Elizabethtown
 WSTL Eminence
 WFKY Frankfort
 WFKN Franklin
 WKAY Glasgow
 WHLN Harlan
 WHBN Harrodsburg
 WKIC Hazard
 WSON Henderson
 WKOA Hopkinsville
 WLBN Lebanon
 WMTL Leitchfield
 WBLG Lexington
 WFMW Madisonville
 WWXL Manchester
 WNGD Mayfield
 WFTM Maysville
 WMIK Middlesboro
 WFLW Monticello
 WMOR Morehead
 WMST Mt. Sterling
 WNKY Neon
 W0M1 Owensboro
 W0SI Paintsville
 WKLX Paris
 WPKE Pikeville
 WPRT Prestonsburg
 WPKY Princeton
 WEKY Richmond
 WRUS Russellville
 WLCK Scottsville
 WSCF Somerset

CASTING SYSTEM

LOUISIANA

KDBS Alexandria
 KGAN Bastrop
 WEND Baton Rouge
 WKOC Bogalusa
 WARB Covington
 KSIJ Crowley
 WLBI Denham Springs
 KDLA De Ridder
 KLFT Golden Meadow
 WFRP Hammond
 KVHL Homer
 KCIL Houma
 KJEF Jennings
 KTCC Jonesboro
 KLPL Lake Providence
 KLLA Leesville
 KDBC Mansfield
 KAPB Marksville
 KASO Minden
 KLIC Monroe
 KMRC Morgan City
 KNOC Natchitoches
 KANE New Iberia
 KWCL Oakdale
 KSLD Opelousas
 KCLP Rayville
 KRUS Ruston
 KCIJ Shreveport
 KBSF Springhill
 KTLD Tallulah
 KPFI Villa Platte
 KEVL White Castle
 KVCL Winnfield
 KMAR Winnsboro

MAINE

WRUM Rumford
 WGHM Skowhegan

MARYLAND

WABW Annapolis
 WAYE Baltimore
 WCEM Cambridge
 WFRB Frostburg
 WPTX Lexington Park
 WICO Salisbury
 WTTR Westminster

MASSACHUSETTS

WREB Holyoke
 WSRO Marlboro
 WMRC Milford
 WBEC Pittsfield
 WARE Ware

MICHIGAN

WALM Albion
 WOVE Allegan
 WLEW Bad Axe
 WBCM Bay City
 WBRN Big Rapids
 WMRP Flint
 WMPL Hancock
 WBCH Hastings
 WCSR Hillsdale
 WIKB Iron River
 WIMS Ironwood
 WJPD Ishpeming
 WKLA Ludington
 WMTA Manistee
 WDDG Marine City
 WDMJ Marquette
 WAGN Menominee
 WCEN Mt. Pleasant
 WMAB Munising
 WMUS Muskegon
 WNIL Niles

WHLS Port Huron
 WIOS Tawas City

MINNESOTA

KASM Albany
 KXRA Alexandria
 KANO Anoka
 KBUN Bemidji
 KBMO Benson
 KBMW Breckenridge
 WKLK Cloquet
 KROX Crookston
 WELY Ely
 WEVE Eveleth
 KOZY Grand Rapids
 KDUZ Hutchinson
 CFOB International Falls
 KLTF Little Falls
 KRFO Owatonna
 WOMP Pine City
 KLOH Pipestone
 KCUE Red Wing
 KWBE Rochester
 WAVN Stillwater
 KDOM Windom
 KAGE Winona

MISSISSIPPI

WAMY Amory
 WBLE Batesville
 WBCM Biloxi-Gulfport
 WBIP Boonville
 WJMB Brookhaven
 WDOB Canton
 WGLC Centerville
 WROX Clarksdale
 WCLD Cleveland
 WCJU Columbia
 WCBJ Columbus
 WCMA Corinth
 WMAG Forest
 WJPR Greenville
 WGRM Greenwood
 WNAG Grenada
 WXXX Hattiesburg
 WMDG Hazlehurst
 WCPG Houston
 WDLT Indianola
 WKOZ Kosciusko
 WAML Laurel
 WLSM Louisville
 WMBC Macon
 WSJC Magee
 WAFB Mc Comb
 WMOX Meridian
 WMIS Natchez
 WNAU New Albany
 WSUH Oxford
 WPMP Pascagoula
 WHCC Philadelphia
 WRJW Piquemore
 WSSO Starkville
 WELO Tupelo
 WQBC Vicksburg
 WABO Waynesboro
 WR0B West Point
 WONA Winona
 WAZF Yazoo City

MISSOURI

KBHM Branson
 KAOL Carrollton
 KDMO Carthage
 KCRV Caruthersville
 KCHR Charleston
 KCHI Chillicothe
 KRIA Columbia
 KDEx Dexter
 KREI Farmington
 KWOS Jefferson City
 KIRX Kirksville
 KLWT Lebanon
 KTCB Malden
 KRAM Maryville
 KNCM Moberly
 KRMO Monett
 KLRS Mountain Grove

KBTN Neesho
 KNEM Nevada
 KRMS Osage Beach
 KWOC Poplar Bluff
 KYRO Potosi
 KTTR Rolla
 KSGM Ste. Genevieve
 KRES St. Joseph
 KSMD Salem
 KDRO Sedalia
 KICK Springfield
 KALM Thayer
 KLPW Union
 KOKO Warrensburg
 KWRE Warrenton
 KWPM West Plains

MONTANA

KBMY Billings
 KBMN Bozeman
 KBOW Butte
 KUDI Great Falls
 KOJM Havre
 KXLJ Helena
 KGEZ Kalispell
 KPRK Livingston
 KATL Miles City
 KXLL Missoula
 KVCK Wolf Point

NEBRASKA

KCOW Alliance
 KCSR Chadron
 KJSK Columbus
 KHUB Fremont
 KHAS Hastings
 KUVR Holdrege
 KGFW Kearney
 KBRL Mc Cook
 KDDY North Platte
 KOGA Ogallala
 K000 Omaha
 KBRX O'Neill
 KSID Sidney
 KRFS Superior
 KAWL York

NEVADA

KPTL Carson City
 KVLV Fallon
 KRAM Las Vegas
 KATO Reno

NEW HAMPSHIRE

WKXL Concord
 WLNH Laconia

NEW JERSEY

WNNJ Newton

NEW MEXICO

KALG Alamogordo
 KHAM Albuquerque
 KSPV Artesia
 KAVE Carlsbad
 KLMX Clayton
 KGLV Clovis
 KOTS Deming
 KMIN Grants
 KWEW Hobbs

KOBE Las Cruces
 KRNS Los Alamos
 KENN Portales
 KRTN Raton
 KBIM Roswell
 KSIL Silver City
 KSRC Socorro
 KCHS Truth or
 Consequences
 KTNM Tucumanari

NEW YORK

WMBO Auburn
 WFLR Dundee
 WDOE Dunkirk
 WOSC Fulton
 WJTN Jamestown
 WLFH Little Falls
 WICY Malone
 WIRY Plattsburgh
 WGGO Salamanca
 WNBZ Saranac Lake
 WRSA Saratoga Springs
 WDLA Walton

N. CAROLINA

WRCS Ahoskie
 WABZ Albemarle
 WGWR Asheboro
 WCGC Belmont
 WATA Boone
 WBBB Burlington
 WEGO Concord
 WCKB Dunn
 WCDJ Edenton
 WNCN Elizabeth City
 WBLA Elizabethtown
 WFAI Fayetteville
 WBB0 Forest City
 WFSO Franklin
 WYFG Furry Springs
 WLTC Gastonia
 WPMC Goldsboro
 WKDX Hamlet
 WHNC Henderson
 WHKP Hendersonville
 WHEF High Point
 WLAS Jacksonville
 WELS Kinston
 WEWO Laurinburg
 WLOE Leaksville
 WJRI Lenoir
 WBUY Lexington
 WYRN Lumburg
 WTSB Lumberton
 WMMH Marshall
 WMAP Monroe
 WHIP Mooresville
 WMBL Morehead City
 WNNC Morganton
 WPAQ Mount Airy
 WHCK Murphy
 WRNB New Bern
 WNNC Newton
 WKBC N. Wilkesboro
 WPNC Plymouth
 WFRS Reidsville
 WCBT Roanoke Rapids
 WCCB Rocky Mount
 WSTP Salisbury
 WNGP Sanford
 WOHS Shelby
 WEEB Southern Pines
 WMSJ Sylva
 WTYN Tryon
 WADB Wadesboro
 WLSE Wallace
 W00W Washington
 WHCC Waynesville
 WENC Whiteville

OHIO

WNCO Ashland
 WILE Cambridge
 WBEX Chillicothe
 WJER Dover
 WJEH Gallipolis
 WSRW Hillsboro
 WIRO Ironton
 WLMJ Jackson
 WUIZ Lorain
 WTIG Massillon
 WMP0 Middleport
 WPTW Piqua
 W101 Portsmouth
 WBLV Springfield
 WCHO Washington Court
 House
 WK0V Welington
 W00T Wooster

OKLAHOMA

KADA Ada
 KLVW Afton
 KVSO Ardmore
 KLTR Blackwell
 KWCO Chickasha
 KWPR Claremore
 KW0E Clinton
 KUSH Cushing
 KRHD Duncan
 KBEK Elk City
 KCRC Enid
 KTAT Frederick
 KWRW Guthrie
 KGYN Guymon
 KTIJS Hobart
 KJHN Hugo
 KTMG McAlester
 KGLC Miami
 KBIX Muskogee
 KNOR Norman
 KBYE Oklahoma City
 KOKL Okmulgee
 KVLH Pauls Valley
 KLOD Poteau
 KOLS Pryor
 KTLQ Tahlequah
 KWSH Tri-City
 KVIN Vinita

OREGON

KWIN Astland
 KAST Astoria
 KBRK Baker
 KBND Bend
 KURY Brookings
 KRNS Burns
 KWRO Coquille
 KASH Eugene
 CGRO Gresham
 KUIK Hillsboro
 KFJI Klamath Falls
 KLBK La Grande
 KRIK Lakeview
 KGAL Lebanon
 KMCN McMinnville
 KBOY Medford
 KNPT Newport
 KSRV Ontario
 KUMA Pendleton
 KODL The Dalles

PENNSYLVANIA

WAVL Apollo
 WNCC Barnesboro
 WBFD Bedford
 WBRX Berwick
 WISR Butler
 WCDL Carbondale
 WESA Charleroi
 WCVI Connessville

NORTH DAKOTA

KQDI Bismarck
 KDLY Dickinson
 KNDK Heitinger
 KEYJ Jamestown
 KOVC Valley City

KEYSTONE BROADCASTING SYSTEM

WQTR Corry
WEZN Elizabethtown
WFAR Farrell
WHUN Huntingdon
WVAD Indiana
WADP Kane
WACB Kittanning
WAKU Latrobe
WTTT Lewisburg
WKRZ Dil City
WPTS Pittston
WPAZ Puttstown
WPME Punxsutawney
WKMC Roaring Spring
WATU Sayre
WMAJ State College
WAYZ Waynesboro
WLYC Williamsport

RHODE ISLAND

WWR1 West Warwick

S. CAROLINA

WABV Abbeville
WAKN Aiken
WAIM Anderson
WWBD Bamberg
WBAW Barrowell
WBLR Batesburg
WBEU Beaufort
WAGS Bishopville
WACA Camden
Woke Charleston
WCRE Cheraw
WGCD Chester
WPCC Clinton
WDSC Dillon
WELP Easley
WOLS Florence
WFGN Gaffney
WGTN Georgetown
WGSW Greenwood
WEAB Greer
WBHC Hampton
WHSC Hartsville
WDKO Kingstree
WLCM Lancaster
WYMB Manning
WJAY Mullins
WMYB Myrtle Beach
WKDK Newberry
WTFD Orangeburg
WRHI Rock Hill
WSNW Seneca
WTHE Spartanburg
WFIG Sumter
WBCU Union
WALD Walterboro

SOUTH DAKOTA

KABR Aberdeen
KRFS Belle Fourche
KBRK Brookings
KOBH Hot Springs
KTHV Huron
KJAM Madison
KOLY Mohrville
KGFX Pierre
KEZU Rapid City
KISD Sioux Falls
KWAT Watertown
KWYR Winner
KYNT Yankton

TENNESSEE

WEAG Alcoa
WLAR Athens
WFHG Bristol

WRKM Carthage
WRIP Chattanooga
WMCH Church Hill
WJZM Clarksville
WCLE Cleveland
WKRK Columbia
WRUB Cookeville
WLSB Copperhill
WKBL Covington
WAEW Crossville
WDNT Dayton
WDKN Dickson
WDSG Dyersburg
WEMB Erwin
WEKR Fayetteville
WAGG Franklin
WHIN Gallatin
WGRV Greenville
WHBT Harriman
WRIJ Humblet
WDXI Jackson
WCLC Jamestown
WKXV Knoxville
WLAJ La Follette
WDXE Lawrenceburg
WLIL Lenoir City
WJMM Lewisburg
WDXL Lexington
WMSR Manchester
WMMT McMinnville
KWAM Memphis
WHEY Millington
WGRK Morrisville
WGNB Murfreesboro
WNAH Nashville
WLIK Newport
WATO Oak Ridge
WTPR Paris
WTRB Ripley
WORM Savannah
WEPG S. Pittsburg
WDBL Springfield
WENK Union City
WCDT Winchester

TEXAS

KVLF Alpine
KACT Andrews
KBUD Athens
KALT Atlanta
KRUN Ballinger
KIOX Bay City
KWBA Baytown
KBLT Big Lake
KEVA Big Spring
KFYN Bonham
KBBB Borger
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KBOR Brownsville
KBVD Brownwood
WTAW Bryan
KBEN Carrizo Springs
KGAS Carthage
KCTX Childress
KCAR Clarksville
KVLB Cleveland
KSTA Coleman
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLE Del Rio
KDNT Denton
KDDD Dumas
KEPS Eagle Pass
KERC Eastland
KPSO Falfurrias
KFLD Floydada
KFST Ft. Stockton

KCUL Fort Worth
KNAF Fredericksburg
KBRZ Freeport
KGAF Clarksville
KCTI Gonzales
KSWA Graham
KRSN Grand Prairie
KGVJ Greenville
KCLW Hamilton
KWRD Henderson
KPAN Hereford
KHBR Hillsboro
KSSA Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KAML Kenedy
KERB Kermit
KERV Kerrville
KCOA Kilgore
KLEN Killeen
KPET Lamesa
KVZJ Laredo
KLVT Levelland
KVOW Littlefield
KLSB Livingston
KFRB Longview
KLLL Luback
KRBA Lufkin
KMHT Marshall
KCMR McCamey
KBUS Mexia
KJBC Midland
KORC Mineral Wells
KIRT Mission
KVKM Monahans
KIMP Mt. Pleasant
KZOL Muleshoe
KEEE Naegodoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KHHH Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Plesanton
KUKO Post
KOLJ Quanah
KSXX Raymondville
KTXL San Angelo
KBAL San Saba
KSMI Seminole
KSEY Seymour
KEVA Shamrock
KDSX Sherman
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSSS Sulphur Springs
KXOX Sweetwater
KTAE Taylor
KTFS Texarkana
KTLW Texas City
KTUE Tulia
KTBB Tyler
KVOU Uvalde
KVVC Vernon
KVIC Victoria
KBEC Waxahachie
KZEE Weatherford

UTAH

KVNU Logan
KOAL Price
KEYY Provo
KDXU St. George
KSOP Salt Lake City

KTUT Tooele City
KVEL Vernal

VIRGINIA

WKLV Blackstone
WELK Charlottesville
WBCR Christiansburg
WKEY Covington
WCVA Culpeper
WEVA Emporia
WFAX Falls Church
WYSR Franklin
WFTR Front Royal
WBOB Galax
WGAT Gate City
WDDY Gloucester
WMNA Gretna
WHAP Hopewell
WREL Lexington
WBRG Lynchburg
WMEV Marion
WMVA Martinsville
WSIG Mount Jackson
WNVA Norton
WJMA Orange
WPVA Petersburg
WPUV Pulaski
WRIC Richlands
WRIS Roanoke
WYTI Rocky Mount
WHLF South Boston
WLPM Suffolk
WESR Tasley
WEER Warrenton
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

WASHINGTON

KXRO Aberdeen
KAGT Anacortes
KPUG Bellingham
KELA Centralia
KCLX Colfax
KCVL Colville
KNBX Kirkland
KEDO Longview
KSEM Moses Lake
KGY Olympia
KRSC Othello
KONP Port Angeles
KARY Prosser
KAYE Puyallup
KAPA Raymond
KENE Toppenish
KKEY Vancouver
KTEL Walla Walla
KUEN Wenatchee

WEST VIRGINIA

WTIP Charleston
WHAR Clarksburg
WDNE Elkins
WTCS Fairmont
WKYR Keyser

WVOW Logan
WPEM Martinsburg
WHJC Martawan
WAJR Morgantown
WMOD Moundsville
WETZ New Martinsville
WPAP Parkersburg
WLOH Princeton
WMNF Richwood
WRON Ronceverte
WELC Welch
WHAW Weston

WISCONSIN

WHBY Appleton
WATW Ashland
WBEL Beloit
WWIS Black River Falls
WECL Eau Claire
WDUZ Green Bay
WTKM Hartford
WHSM Hayward
WLXC La Crosse
WLDY Ladysmith
WDLB Marshfield
WIGM Medford
WMNE Menomonie
WOSH Oshkosh
WFPF Park Falls
WSWV Platteville
WPLY Plymouth
WIBU Poyonette
WRDB Reedsburg
WJMC Rice Lake
WRCO Richland Center
WTCH Shawano
WCOW Sparta
WSPT Stevens Point
WOOR Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WDXU Waupaca
WHVF Wausau
WBKV West Bend

WYOMING

KBBS Buffalo
KATI Casper
KWVO Cheyenne
KWIV Douglas
KLUK Evanston
KIML Gillette
KOVE Lander
KOWB Laramie
KASL Newcastle
KPOW Powell
KRAL Rawlins
KVRK Rock Springs
KWYO Sheridan
KRTR Thermopolis
KGOS Torrington
KWOR Worland

VIRGIN ISLANDS

WIVI Christiansted

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

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Edwin R. Peterson..... **Senior Vice-President**
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Charles A. Hammarstrom..... **Vice-President**
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Martin Mills..... **Research Director**

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Phone: STate 2-8900

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NETWORKING THE NEWS

... Radio Provides Headline Punch

By ROBERT F. HURLEIGH

President, Mutual Broadcasting System



EVER since the first radio message was transmitted December 21, 1902, broadcasting has become paramount as a means of swift, completely flexible communications between the peoples of the world.

Code has been replaced by voice. Language barriers have been overcome by the need for understanding and comprehension. Radio was the kinetic force that set this pattern in motion.

Through the years radio ran diverse paths. It overshadowed its communications fortes with solid, quite exemplary presentations of entertainment features. Radio, due probably to limitations expressly placed in its path by persons with limited foresight, became enterprising and showed sufficient initiative to dominate the waking moments of every person within ear-shot.

Television changed this pattern, particularly in the years following the 1952 advent of coast-to-coast TV. Now television has become the dominant cost-free entertainment medium—and radio's again stressing its communications advantages.

Radio has no peer in this respect. A microphone can be toted into areas where cameras are taboo—or unwieldy and impractical. But, most importantly, radio permits news-hungry people to actually hear the words that make the news—with the voices of those actually uttering the words.

This is important. It is most dramatic—for it provides the headline punch. Because radio has today made the entire world a huge sound-

ing board for public opinion.

We at the Mutual Broadcasting System believe we have contributed immeasurably to this development. Always a network that devoted itself extensively to news, special events, public service and sports broadcasting, MBS—in the '50's—began to amplify already well-established services, increasingly devoting more of its network time and facilities to these, rather than to entertainment programming.

But Mutual went one step farther. On June 2, 1957 Mutual made a clean break with traditional network programming. Starting that day Mutual became a service network—keyed to the proposition of building the prestige, rapport, trust and community consciousness of its affiliated stations within their own communities.

That this has been effective is demonstrated by the rapid rise in the number of affiliates—a rise which, we hope this year, will return us to the 500-station mark, or more, which we enjoyed some years back.

I have repeatedly said in public appearances and I repeat it here—we care more that people listen to the Mutual affiliate in their community than that they recognize segments of that station's programming as Mutual feeds. We want our integration into the local station's programming concept to be so absolute that the network personalities on news program, and network feature news-in-depth shows, become recognizable primarily as features exclusive to the MBS affiliate.

MUTUAL BROADCASTING SYSTEM, INC.

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1440 Broadway, New York 18, N. Y.

Telephone: BRyant 9-7600

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Albert G. McCarthy Jr..... Ch. Exec. Comm.
Robert F. Hurleigh..... President
Albert G. McCarthy, III..... Secy.-Treas.

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Charles W. Godwin..... V. Pres., Stations
Albert G. McCarthy, III..... Secy.-Treas.
Dudley Cox..... Asst. Treas. Compt.
Frank Erwin..... Asst. to President

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George Tietjen..... Station Acct. Supervisor
Lillian Brinkman..... Personnel Records
Mrs. Violet Hutchinson..... Telephone Supervisor
Margaret Riordan..... Supervisor, Wire
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Frank Miller..... Mgr. Program Operations

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Miriam Brookman..... Asst. Dir. Press Info.

Research

Carolyn Hunter..... Director

Sales Development

Ray Diaz..... Director

Sales Department

Eugene H. Alnwick..... Mgr.

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Norman Baer..... Bureau Ch., New York

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Harold Wagner..... Manager
Peter Brandon..... Field Rep.

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Norman Baer..... Director

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Philip Lampkin..... Dir. Music, Special Pgs.
Bill Costello..... White House Corr.

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Van Patrick..... Director

Engineering

Leslie Learned..... Director of Engineering
James Chapman..... Asst. Director

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Carter C. Peterson... WCCP, Savannah, Ga., V. Ch.
Durwood Tucker... WRR, Dallas, Texas
E. Z. Jones... WBBB, Burlington, N. C.
Mike Layman... WSFC, Somerset, Ky., Sect.
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Wayne Phelps... KALG, Alamogordo, N. M.
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Henry Rau... WOL, Washington, D. C.
James Dowell... KIOA, Des Moines, Ia.
Keith Munger... KTOK, Tulare, Calif.
Cal Perley... KSON, San Diego, Calif.
George Hatch... KIMN, Denver, Colo.
George Mayoral... WJMR, New Orleans, La.
Willard Deason... KVET, Austin, Tex.

MUTUAL...



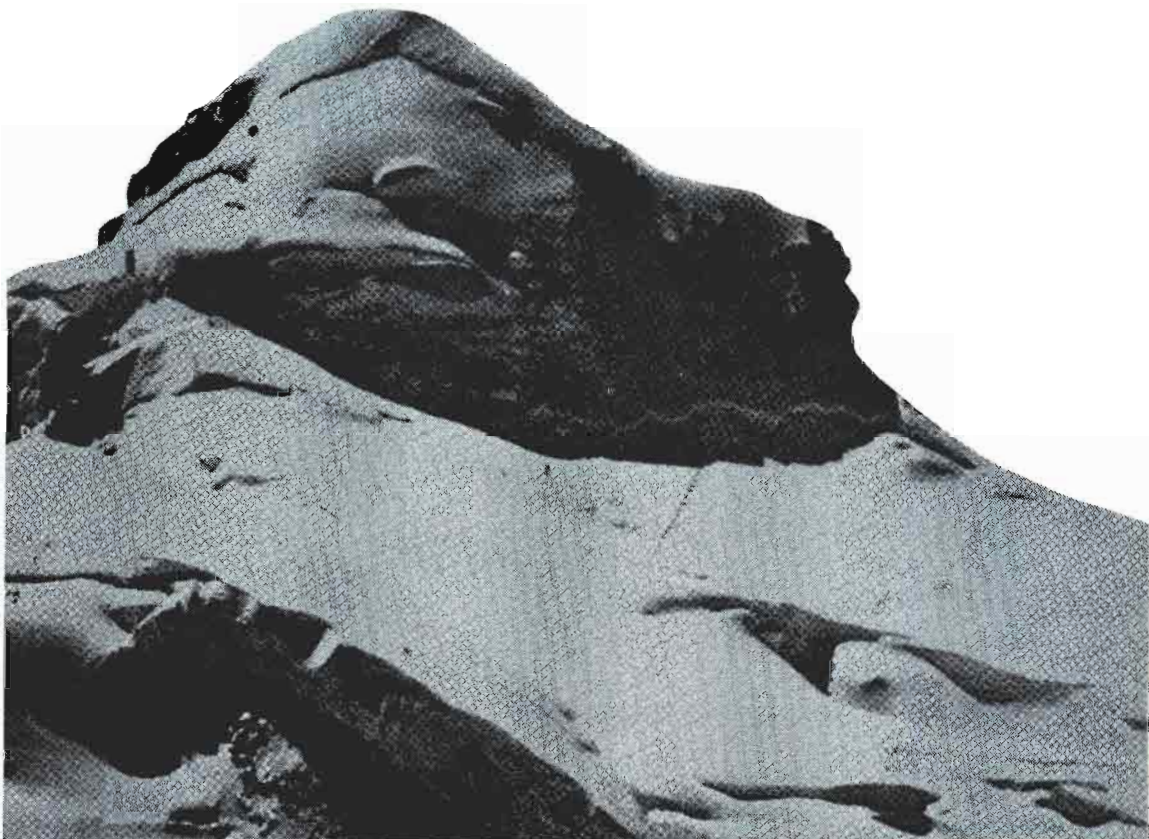
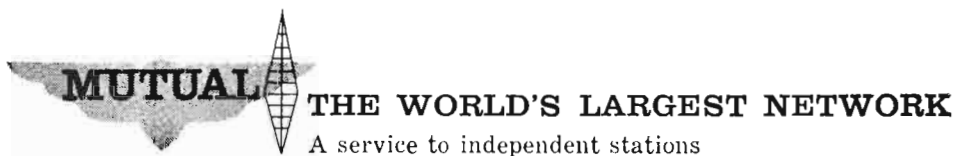
A SERVICE TO

Of all radio networks—Mutual and only Mutual serves the best interests of the independent stations.

It's the only service any dynamic independent needs to supplement its own creative format in its market.

With The Mutual Service the voice of the independent remains just that. The authority, the solid rock security and the prestige of an international news staff (incorporating some of the best known names in the broadcast field) are its own to use. Beyond that—there's every latitude—every freedom to create the distinctive voice that has made independent radio the vital selling force it is today.

You can live with Mutual. You can grow with Mutual. You can make money with Mutual. That's why with stations (and advertisers) **MUTUAL IS HERE TO STAY.**



INDEPENDENT STATIONS

MUTUAL BROADCAST

ALABAMA

WZLH Birmingham
 WMSL Dothan
 WXAL Demopolis
 WDRH Dothan
 WFLA Eufaula
 WJOT Escalante
 WJRH Haleyville
 WBRH Huntsville
 WJRH Opelika
 WFBZ Sylacauga
 WTHH Tuscaloosa
 WTRC Tuscaloosa

ARIZONA

KSTX Bismarck
 KVA Phoenix
 KWB Globe
 KNRB Nogales
 KOY Phoenix
 KRLD Safford
 KTTT Tucson
 KXN Winslow
 KVOY Yuma

ARKANSAS

KAMD Camden
 KPAY Fayetteville (D)
 KTCB Fort Smith (D)
 KFEA Helena
 KFTM Jonesboro
 KVMX Magnolia (D)
 KUGA Siloam Springs (D)

CALIFORNIA

KMAP Bakersfield
 KATV Barstow
 KPAY Chico
 KJOO El Centro-Calexico
 KJES Eureka
 KXSB Fresno
 KMYC Marysville
 KYOS Merced
 KPHL Paso Robles
 KJRG Redding
 KSHW Salinas-Monterey
 KPTD San Bernardino
 KSDN San Diego
 KOFY San Francisco
 KVEB San Luis Obispo
 KPOK Tulare-Visalia
 KVEN Ventura
 KPOL Los Angeles

COLORADO

KIMN Denver
 KGLN Glenwood Springs (D)

CONNECTICUT

WNE Hartford-Manchester
 WTRH Torrington
 WYVW Waterbury
 WAHS Ansonia-New Haven (D)
 WHJ Wilton

DELAWARE

WDOV Dover (D)

DISTRICT OF COLUMBIA

WOL Washington

FLORIDA

WXP Avon Park (D)
 WJHS Deland
 WJHR Gainesville
 WZOK Jacksonville
 WKWP Key West
 WWSB Lake City
 WJRH Leesburg
 WMMH Melbourne
 WKAT Miami
 WREY Milton-Yemassee (D)
 WNEF New Smyrna Beach
 WTMF Ocala
 WAFR Orlando (D)
 WCNH Quincy
 WLY St. Petersburg-Tampa
 WSTT Stuart
 WVAL Tallahassee
 WSNM Valparaiso
 WTPB Vero Beach
 WTKW West Palm Beach
 WSHL Winter Haven
 WRD Daytona Beach

GEORGIA

WYZE Atlanta (D)
 WBRG Augusta
 WMBL Brunswick
 WHPG Carterville
 WGRA Columbus (D)
 WMMI Cordele
 WMLT Dublin (D)
 WHRP Fitzgerald
 WGRA Gainesville
 WKFI Griffin
 WMAZ La Grange
 WMBW Milledgeville
 WCOH Newton
 WRGA Rome
 WCP Savannah
 WTV Thomson (D)
 WGVY Valdosta
 WAXX Waycross

ILLINOIS

WJIS Chicago
 WGLH Galesburg
 WJPF Herrin

INDIANA

WBC Anderson
 WASK Lafayette
 WSAI Logansport
 WJVA South Bend (D)
 WJOW Terre Haute
 WAQV Vincennes

IOWA

KROS Clinton
 KSWI Council Bluffs, Iowa
 (Omaha, Neb.) (D)
 KSTT Des Moines
 KIOA Des Moines
 WDRH Dubuque
 KRFI Fort Dodge
 KWWL Waterloo

KANSAS

KGSO Dodge City
 KBLR Goodland (D)
 KRAL Salina
 KTOP Topeka
 KAKE Wichita

KENTUCKY

WLLJ Bowling Green
 WJTP Corbin
 WJHR Fayetteville
 WTVT Louisville (D)
 WPMW Madisonville (D)
 WPTM Maysville
 WKBK Paducah
 WSDP Paducah
 WPKK Pikeville
 WSPK Somerset

LOUISIANA

WIKI Bogalusa
 KSH Crowley
 KJL N. Eunice
 KJL Monroe
 KMRG Morgan City (D)
 WJMR New Orleans (D)
 KENT Shreveport
 KLOT Lake Charles

MARYLAND

WPTI Baltimore
 WYVR Cumberland-Keyer,
 W. Va. (D)
 WJEE Hagerstown

MASSACHUSETTS

WROL Boston (D)
 WAEL Fall River
 WTYM Springfield (D)
 WSS Salem
 WCCM Lawrence (D)
 WSHS Great Barrington-
 Pittsfield

MICHIGAN

WHY Ann Arbor
 WJLM Westland-Warbur-
 ton, Joseph
 WKLA Detroit
 WDB Escanaba
 WAMM Flint
 WMAN Grand Rapids (D)
 WPTC Holland
 WKIZ Kalamazoo (D)
 WMTS Muskegon (D)

MINNESOTA

KATN Austin
 KRMW Iron-Kenridge
 WQMN Tujah-Superior (D)
 WPEY Elk
 WVE Eveleth
 KOZY Grand Rapids
 KEVE Minneapolis
 KWAD Washeta

MISSISSIPPI

WAMY Amory (D)
 WLAB Biloxi-Gulfport
 WMBB Brookhaven
 WROX Clarksdale
 WRIH Columbus
 WJRH Greenville
 WJQS Jackson
 WELD Tupelo
 WQIB Vicksburg
 WROB West Point
 WONA Winona (D)

MISSOURI

WYOS Jefferson City
 WMBH Joplin
 KJRK Kansas City (D)
 KXKO Mexico
 KJES St. Joseph
 WWSL St. Louis (D)

MONTANA

RACN Sidney



KVCK Wolf Point

NEBRASKA

KGFV Kearney
 KLMN Lincoln
 KBRI McCook (D)

NEVADA

KHET Reno

NEW JERSEY

WLDB Atlantic City
 WTTM Trenton

NEW MEXICO

KALO Alamogordo
 KHAM Albuquerque
 WETA Artesia
 KREW Hobbs
 KGFL Roswell
 WPEY El
 KSSL Silver City

NEW YORK

WOKO Albany
 WMOB Auburn
 WETA Batavia
 WKOQ Binghamton
 WBBR Buffalo
 WJLI Buffalo-Niagara
 Falls (D)
 WCLL Corning
 WLEA Hornell (D)
 WELH Horseheads-Elmira
 Heights (D)
 WJOW Jamestown
 WLY Malone
 WROB New York
 WNTA New York-Newark,
 N. J. (D)
 WSLB Ogdensburg
 WBY Plattsburg
 WJMK Syracuse (D)

NORTH CAROLINA

WVNC Asheville-Charlotte
 WJAL Elizabeth City
 WFNK Fayetteville
 WPGV Fuquay Springs (D)

WGRG Greensboro
 WJNC Henderson (D)
 WLOE Lenoirville
 WRI Lenoir
 WSYD Mt. Airy
 WHTP New Bern
 WYBT Roanoke Rapids
 WSTP Salisbury
 WOHK Shelby
 WJNT Wilmington
 WABR Winston-Salem
 KXON Wray
 WJTM Wilson

NORTH DAKOTA

KHBR Devils Lake
 KXON Fargo-Moorhead,
 Minn.
 WJTM Fargo

OHIO

WTRK Akron (D)
 WNCN Ashland
 WAND Canton (D)
 WPHX Chillihothe (Dual)
 WJPH Cincinnati (D)
 WJOW Cleveland
 WTVX Columbus
 WJER Dover
 WRO Findlay
 WLYK Findlay
 WSTY Steubenville
 WOHIO Toledo
 WBBW Youngstown

OKLAHOMA

KYON Bartlesville
 KTOP Oklahoma City
 WJAZ Ponca City
 KJFN Shawnee
 KTLI Tulsa

OREGON

KWIL Albany
 KASCT Astoria
 KORE Eugene
 KAGI Grants-Pass
 KGOB Portland

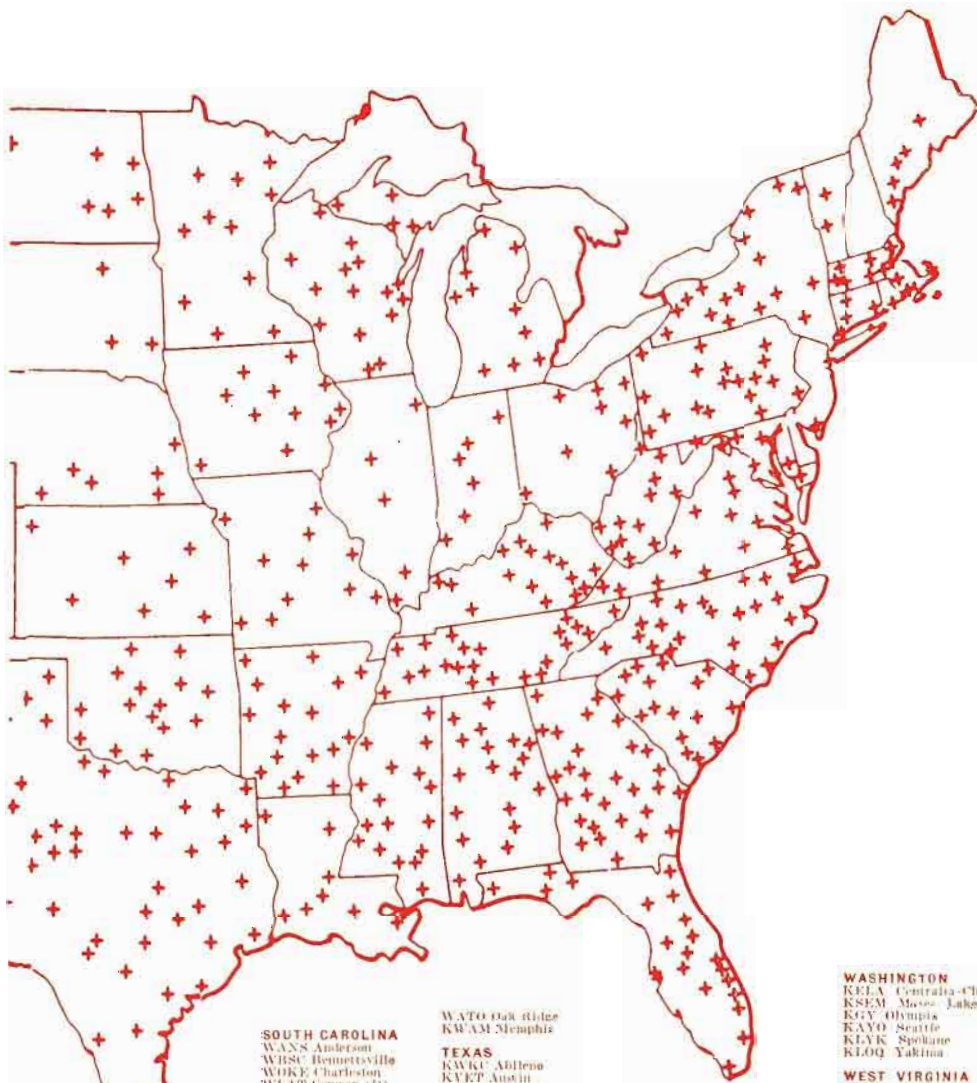
PENNSYLVANIA

WNCY Harrisburg (D)
 WJLA Bloomsburg
 WJPA Clearfield (D)
 WJBT Erie
 WFBP Franklin (D)
 WMMR Harrisburg
 WAZL Hazleton
 WCRD Johnstown
 WLAN Lancaster
 WAKT Lenoir (D)
 WJPE Lehigh Valley
 WTP Philadelphia
 WJPC Pottsville
 WKHS St. Mary's
 WML State College
 WTRN Tyrone-Altoona (D)
 WJPA Washington
 WJBT Williamsport

RHODE ISLAND

WRIH Providence (D)

CASTING SYSTEM



SOUTH CAROLINA

WANS Anderson
 WBSO Bennettsville
 WOKE Charleston
 WLAT Conway (D)
 WGTN Georgetown
 WMRB Greenville
 WBSR Hartsville
 WRHH Rock Hill
 WSNW Seneca (D)
 WTHE Spartanburg
 WFG Sumter
 WALD Walterboro (D)

SOUTH DAKOTA

KOBX Mitchell
 KWAT Watertown
 KJH Huron

TENNESSEE

WLAH Athens
 WBLA Chattanooga
 WZM Clarksville
 WBAV Cleveland
 WERK Fayetteville
 WETH Johnson City (D)
 WKXA Knoxville (D)
 WLMJ Lewisburg
 WLX Livingston (D)
 WMMT McMinnville
 WJH Morristown
 WGSN Murfreesboro
 WXLJ Nashville (D)

WATO Oak Ridge
 KWAM Memphis

TEXAS

KWKC "Arlene"
 KVET Austin
 KHOX Bay City
 KHIZ Bozler
 KBYD Brownwood
 KQCA Bryan
 WRR Dallas-Fort Worth
 KSET El Paso
 KRET Houston (D)
 KERE Jacksonville
 KLEY Killeen (D)
 KLLJ Lubbock (D)
 KTRF Lufkin
 KMTT Marshall
 KVKM Mesquite
 KPDN Pampa
 KEVL Perryton
 KJAM Port Arthur
 Beaumont
 KWAC San Antonio
 KRHY Sherman-Denison
 KSNY Snyder
 KVH Victoria
 KWTX Waco
 KATH Corpus Christi

UTAH

KLH Salt Lake City

VERMONT

WLMK Newport
 WTWS St. Johnsbury

WASHINGTON

KELA Centralia-Chelally
 KSEM Moses Lake
 KAYO Olympia
 KLYK Seattle
 KLOQ Yakima

WEST VIRGINIA

WKOY Bluefield
 WTH Charleston
 WTAH Clarksburg
 WTCB Fairmont
 WPLH Huntington (D)
 WLOG Logan
 WMOX Montrossburg
 WTAJ Parkersburg
 WYAR Richwood (D)
 WRTW Williamson

WISCONSIN

WIII Appleton
 WBEZ Beloit
 WBLZ Eau Claire
 KPTZ Fond du Lac
 WJPS Green Bay
 WISM Hayward (D)
 WJLD Janesville
 WBSL Madison
 WOMT Manitowish
 WFOK Milwaukee (D)
 WHT Payette
 WRD Rosburg
 WJMU Rice Lake
 WPHR Wisconsin Rapids

WYOMING

KYWO Cheyenne (D)

VIRGINIA

WPHG Bristol
 WCHV Charlottesville
 WTVL Culpeper
 WDMA Danville
 WAGE Leesburg (D)
 WWOY Lynchburg
 WLOV Norfolk
 WSSV Petersburg
 WLEE Richmond
 WRS Roanoke (D) (Dual)
 WLPN Suffolk
 WAYB Wayneboro

SOUNDS OF THE '60's

...Will Be The Sound Of Action

By WILLIAM K. McDANIEL

Vice President in Charge, NBC Radio Network



ON JANUARY 4, 1960 NBC Radio launched a dramatic, and we believe, highly progressive break with tradition. It could be called Action Programming. On that date, passive, put-your-feet-up program concepts were scrapped. In the exciting decade ahead America wants and must have a listening service that is as alive and as vibrant as the challenges we face. Man's imagination is limitless, but I doubt that even the most accurate crystal ball could prophesy all the dramatic developments we will witness within the next ten years.

In business, we have been intrigued and impressed by the recent stream of economic predictions, forecasts and expert opinions that seem to guarantee that our nation's economy will grow and prosper mightily in the next 10 years. We hear that 1970 will see us a nation of 200 million people with a gross national product of \$750 billion a year and a personal income that, in the aggregate, will exceed two thirds of a trillion dollars.

One of the key assumptions upon which that growth prediction is based is that we will have to raise present consumer sales a gigantic 52 per cent! In short, we are supposed to raise our standard of living as much in the next 10 years as we did in the previous 200 years. Can we do it? You can be sure we'll have to use every resource at our command—especially advertising.

Advertising is becoming more and more the only connection consumers can make with the vast, growing

array of goods and services multiplying endlessly about them. Automated selling is on the increase. We "buy" more often than we are "sold," persuaded by a personal, in-store salesman, that is. Advertising will become perhaps the chief arbiter of America's standard of living.

The growing need of radio audiences and advertisers for frequency around the clock is ideally met by such vehicles as NBC Radio's "News on the Hour," our new "Emphasis" series, and "Monitor."

Truth "is" stranger than fiction, and a great distinction in NBC Radio's Action Programming is in the actual material being aired. We base it on the contemporary scene. In this way, we avoid the task of changing fictional program material every hour ourselves. The actual scene itself does the changing. All we need do is be aware of those changes and then report them.

Our whole network has newly become one huge monitoring station continuously feeding back information and exploring areas and ideas.

We have referred to our current and future programming as Action Programming. We believe it fills today's needs and tomorrow's needs. Only an informed public can cope with the apparently endless Cold War, with the well-nigh unbelievable strides ahead in science, in manufacturing, in selling, in advertising—all of which will govern our standard of living. The decade ahead is no time for passive communications. Over NBC Radio, the Sounds of the Sixties will be the sounds of Action.

NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: **NATBROCAST NEW YORK**

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(Continued on Page 244)

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Howard Monderer, Washington Attorney
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California National Productions, Inc.

633 Fifth Ave., New York 22, N. Y.
(Wholly-owned Subsidiary)

Earl Rettig, President

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THornwald 5-7000

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 NBC SPOT SALES**

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 Circle 7-8300

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 Herman Maxwell.....Mgr., National Sales
 Joseph Murphy.....Mgr., Merchandising
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 & Operations
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WRC, WRC-FM, Washington

4001 Nebraska Ave., Wash. 16
 EMerson 2-4000

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 Weston J. Harris...Director, Programs, WRC-TV
 Joseph Goodfellow.....Station Manager
 William C. Grayson.....Program Mgr.
 Carl Bleiberg.....Publicity Manager
 Jack Lavan.....Business Mgr.

WAMP, WFMP, Pittsburgh

1459 Crane Ave., Pittsburgh 20
 LOcust 3-5238

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 Superior 7-8300

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 Terry DeZanek.....Traffic
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WRCV, Philadelphia

1619 Walnut St., Phila.
 LOcust 4-3700

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 George M. Mathews.....Business Mgr.

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 GRaystone 4-8700

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*“we
take you
now to”...*

*The most exciting words in radio –
and they carry a special meaning
on the NBC Radio Network
where microphones range far and near
to capture the Sound of the Sixties.*

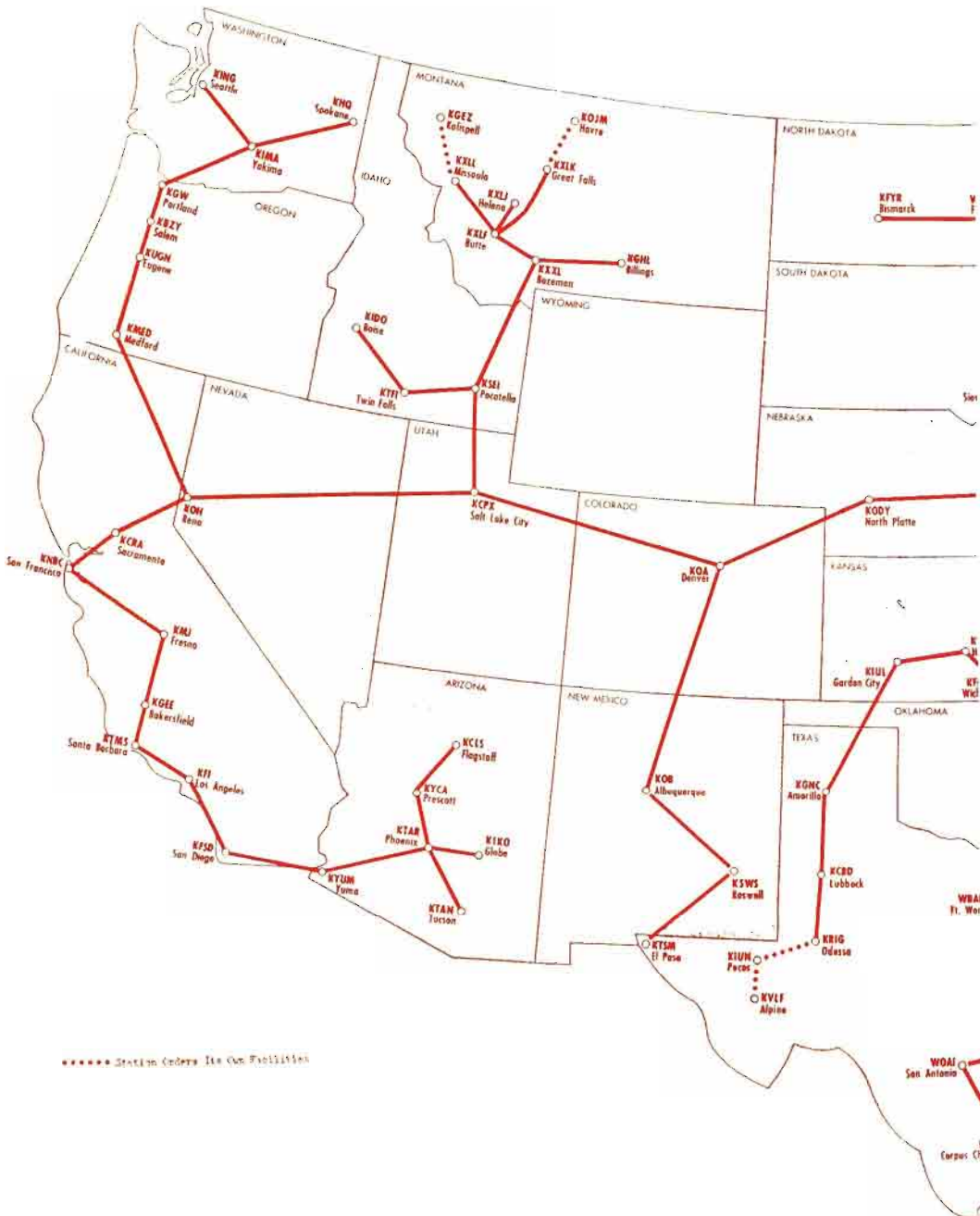


*The roar of a rocket ...
the din of a political convention ...
the familiar voices of headline
personalities and favorite
entertainers—these sounds are part
of the Listening Watch
which will be kept by NBC Radio
in the critical years ahead.*

*For advertisers,
an unparalleled opportunity
to capitalize on the
greatest listener-interest in history.*

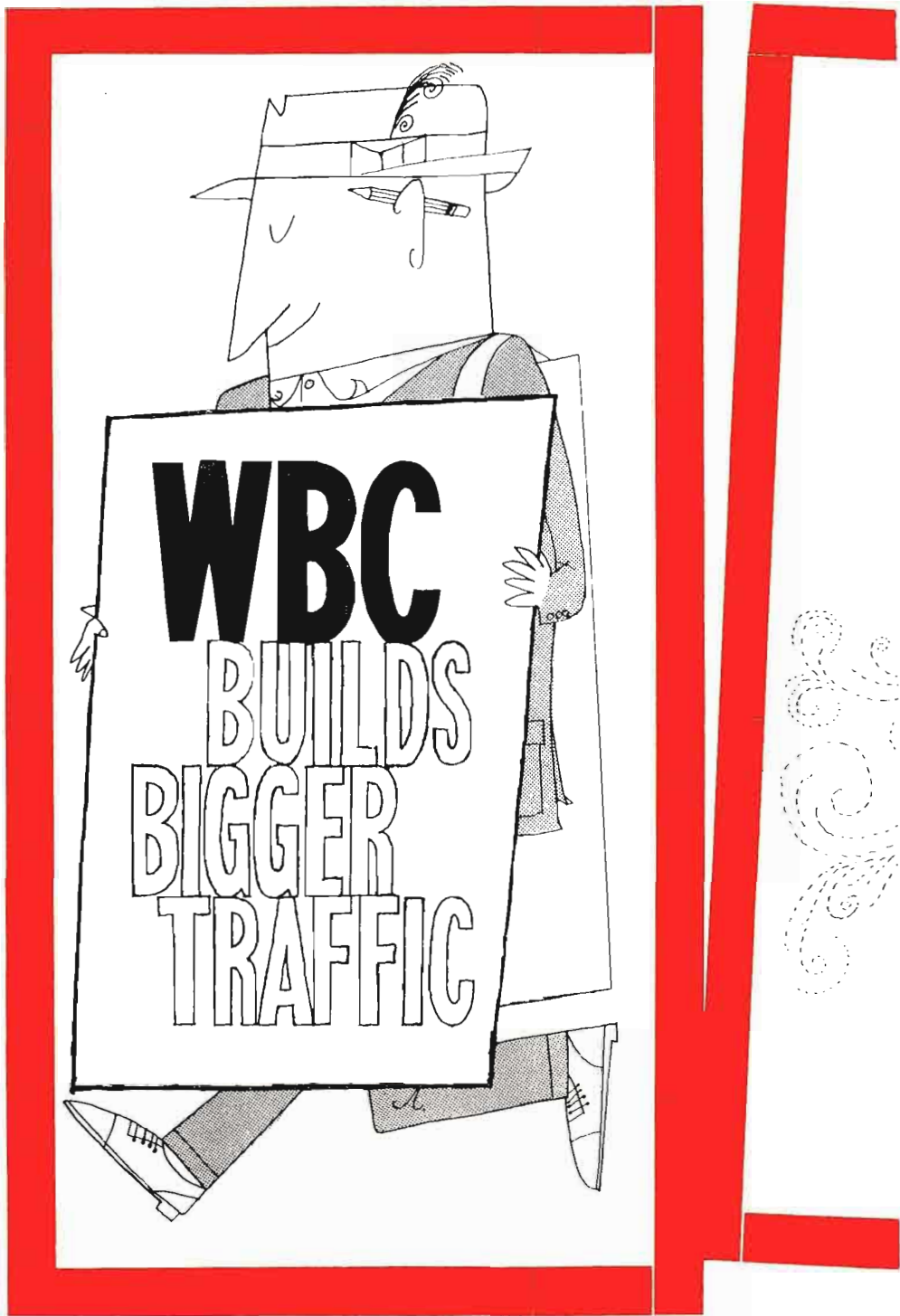
*the sound of the sixties on
THE NBC RADIO NETWORK*

NBC RADIO



NETWORK







RADIO

Boston-Springfield	WBZ + WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

TELEVISION

Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

No selling campaign is complete
without the **W B C** stations

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Radio represented by **AM RADIO SALES** Television represented by **TvAR**

Offices in New York, Detroit, Chicago,
San Francisco and Los Angeles.

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Phone: Decatur 2-9300**

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In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NAB Districts.

Director	District	States Comprising District
Daniel W. Kops.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WAVZ, New Haven, Conn.		
Simon Goldman	2	New York and New Jersey.
WJTN, Jamestown, N. Y.		
John S. Booth.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCHA, Chambersburg, Pa.		
Jack S. Younts.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WEEB, Southern Pines, N. C.		
Frank Gaither.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WSB, Atlanta, Ga.		
F. C. Sowell.....	6	Arkansas, Louisiana, Mississippi and Tennessee.
WLAC, Nashville, Tenn.		
Hugh O. Potter	7	Kentucky and Ohio.
WOMI, Owensboro, Ky.		
J. M. Higgins.....	8	Indiana and Michigan.
WTHI, Terre Haute, Ind.		
Mig Figi.....	9	Illinois and Wisconsin.
WAUX, Waukesha, Wisc.		

Director	District	States Comprising District
Richard W. Chapin.....	10	Iowa, Missouri and Nebraska.
KTOR, Lincoln, Neb.		
Odin S. Ramsland.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KDAL, Duluth, Minn.		
Allan Page	12	Kansas and Oklahoma.
KGWA, Enid, Okla.		
A. Boyd Kelley.....	13	Texas.
KTRN, Wichita Falls, Tex.		
George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KALL, Salt Lake City, Utah		
B. Floyd Farr.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KEEN, San Jose, Calif.		
Robert J. McAndrews.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
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 WSN, Nashville, Tenn.
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 WJR, Detroit

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 WKMH, Dearborn, Mich.
 Alvis Temple
 WKCT, Bowling Green, Ky.

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 Arthur Hull Hayes
 CBS-Radio, New York

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 WLBH, Mattoon, Illinois
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 WMRN, Marion, O.

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1960



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Manager.....Roy Smith

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Manager.....J. E. Cavanaugh
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Phone: MUtual 4-7461

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Manager.....Bob Allen

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Manager.....Henry M. Stanley

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Vice Pres. & Gen. Mgr.....W. H. Losee

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Phone: HOLlywood 5-0695

Manager.....Ray L. Taylor
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Phone: WOODward 5-2420

Manager.....Walter A. Schwartz

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Exec. V. P.....J. W. Knodel
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Phone: YUKon 2-2053

Pacific Coast Mgr., TV.....David B. Meblin
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Phone: DUmkirk 5-6394

Pacific Coast Mgr., Radio.....W. E. Moore
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Phone: JACkson 3-2545

Vice President.....Charles C. Coleman
320 Fidelity Life Bldg., Dallas 1, Texas
Phone: RIVERSide 7-7761

Exec. in Charge.....Wallis Ivy
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Phone: WOODward 1-9607

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Phone: JACkson 5-0459

President.....James S. Ayers

Branch Office

S. Church St. Bldg., Charlotte, N. C.
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Manager.....Guy Vaughn

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Asst. to President.....Rita Hughes
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Sales.....Dick Buchbinder

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(Continued on Page 239)

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(Continued from Page 237)

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 Mgrs.....Harlan Oakes, Hugh Wallace
 260 Kearny St., San Francisco 8, Calif.
Phone: EXbrook 7-4821
 Mgr.....Ed Gamrin, Don Ferrull

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Park Ave. Bldg., Detroit 26, Mich.
Phone: WOODward 2-7298
 President.....Hil F. Best
 General Manager.....Michael Best
Branch Offices
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Phone: LEXington 2-3783
 Geo. T. Hopewell, Joseph Cannon
 205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
 Executives-in-chargeHooper Jones,
 Betty Palmer
 111 N. LaCienega Blvd., Beverley Hills, Cal.
Phone: OLeander 5-8326
 Exec.-in-ChargeJames Walsh

WALTER BIDDICK COMPANY

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Phone: RICHmond 9-8800
 ManagerGuy Biddick
 Office Mgr.....Barbara McNey
 Traveling Rep.....Burt Zoul

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717 Fifth Ave., New York 22, N. Y.
Phone: PLaza 2-0400
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 Exec. Vice-Pres.....Arthur H. McCoy
 Stations Oper. Mgr.....Wells Barnett
 Vice-President.....Ward Dorrell
 Secretary-TreasurerBlake Blair
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Phone: SU 7-2300
 Vice-President.....Thomas C. Harrison
 1617 Pennsylvania Blvd., Philadelphia, Pa.
Phone: LOcust 8-0290
 ManagerHenry Chadwick
 3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 7-1333
 Vice-President.....Carleton E. Coveny
 937 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5686
 ManagerCarlos Reese
 617 Book Bldg., Detroit 26, Mich.
Phone: WOODward 1-6030
 ManagerCharles Fritz
 467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIVerside 1-4228
 ManagerFrank Carter
 118 Newbury St., Boston, Mass.
Phone: KE 6-1472
 Manager.....Ernest W. Kitchen
 101 Marietta St., Atlanta, Ga.
Phone: JA 5-6482

Vice-President..... Charles Dilcher
 3319 White-Henry-Stuart, Seattle, Wash.
Phone: MAIn 3-6270
 Manager.....John Burr

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 Exec. V.P.....Richard L. Foote
 V.P. & Research Dir.....W. Ward Dorrell
 Dir. Sales Develop.....Martin Katz
 Adv. Mgr.....Paul Blakemore
 TV Research Opera.....Edward G. O'Berst
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 333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-3819
 Vice-Pres., Mgr.....Arthur C. Stringer
 3460 Wilshire Blvd., Los Angeles, Cal.
Phone: DUnkirk 1-3811
 ManagerDavid Lundy
 155 Sansome St., San Francisco, Cal.
Phone: YUkon 2-7068
 ManagerNed Smith
 617 Book Bldg., Detroit 26, Mich.
Phone: WOODward 1-6030
 ManagerGabriel Dype
 937 Paul Brown Bldg., St. Louis, Mo.
Phone: CHestnut 1-5686
 ManagerRichard Quigley
 3028 Southland Center, Dallas 1, Tex.
Phone: RIVerside 1-4228
 ManagerSteve Beard
 118 Newbury St., Boston 16, Mass.
Phone: KENmore 6-1472
 ManagerBruce Pattysen
 1402 Barnett Bank Bldg., Jacksonville, Fla.
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 ManagerHarry Cummings
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 V.P. & Research Dir.....W. Ward Dorrell
Branch Offices
 520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-2300
 V. P., Manager.....Harry Smart
 155 Sansome St., San Francisco 4, Calif.
Phone: YUkon 2-7068
 ManagerEdward Smith
 3150 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811
 ManagerDavid Lundy
 937 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5686
 (Continued on Page 240)

STATION REPRESENTATIVES

Manager.....Richard Quigley, Jr.
617 Book Bldg., Detroit 26, Mich.
Phone: W**OODWARD** 1-6030

ManagerGabe Dype
3028 Southland Center, Dallas, Texas
Phone: R**IVERSIDE** 1-4228

ManagerSteve Beard
1402 Barnett Bank, Jacksonville, Fla.
Phone: E**LGIN** 6-5770

Manager.....Harry E. Cummings
118 Newbury St., Boston, Mass.
Phone: K**ENMORE** 6-1472

ManagerBruce Pattyson
White-Henry-Stuart Bldg., Seattle, Wash.
Phone: M**A**IN 3-6270

Manager.....John Burr
BOGNER & MARTIN
295 Madison Ave., New York 17, N. Y.
Phone: M**U** 9-2586

Exec. in Charge.....P. Bogner
Branch Offices
411 Glenn Bldg., Atlanta, Ga.
Phone: M**U** 8-3988

Exec. in Charge.....J. Whitehead
435 N. Michigan Ave., Chicago, Ill.
Phone: S**UPERIOR** 7-6048

Exec. in Charge.....C. G. O'Neill, Jr.
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Phone: O**LYMPIA** 2-1313

Exec. in Charge.....L. O'Connell
166 Geary St., San Francisco, Calif.
Phone: Y**U** 6-1689

Exec. in Charge.....D. Pickens

GUY BOLAM
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Bedford, N. Y.
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PresidentGuy Bolam
Vice President.....I. O'C. Bolam
Branch Office
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Treasurer.....Robert H. Bolling
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Sales Develop. Dept.....Morton A. Barrett
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Phone: GRand 1-7822

Manager.....Eugene F. Gray
 2121 Trail Mark Drive, Decatur, Ga.
Phone: MErose 6-4944

Manager.....Don Naylor
 705 Olive St., St. Louis 1, Mo.
Phone: CHestnut 1-4350

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 260 Denver Club Bldg., Denver 2, Colo.
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Manager.....Larry Gentile

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 Manager.....John Murphy

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 6-235 General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 1-0440

Executive-in-Charge.....Fred A. Weber
 1005 Fidelity Union Life Bldg., Dallas 3, Tex.
Phone: RIVERSide 8-5831

Executive-in-Charge.....George Harding
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Phone: JACKson 2-3025

Executive-in-Charge.....Horace L. Ratts
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Phone: CHestnut 1-6192

Executive-in-Charge.....John Henderson
 1028 Sterick Bldg., Memphis 3, Tenn.
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KDKA—Pittsburgh

KYW—Cleveland

WLOL—Minneapolis

KVI—Seattle

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KEX—Portland

WOWO—Fort Wayne

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 ManagerPeter Childs
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 Phone: WEBster 1-1551
 Executive-in-Charge.....Norman E. Noyes
 496 N.E. 29th Terrace, Miami, Fla.
 Phone: FRanklin 9-4685
 Executive-in-ChargeDan Gattoni

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 2449 Larkin St., San Francisco, Cal.
 Phone: PRospect 5-2725
 ManagerFrank Crennan
 Terminal Sales Bldg., Portland 5, Ore.
 Phone: CAPital 8-5191
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 Phone: SUTter 1-8656
 ManagerPaul Kinsley
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 Phone: WOODward 5-7618
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 Phone: HO 5-1755
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 SalesBill Keys

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 Phone: MU 2-3124-5

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 Phone: CEntRAL 6-4437

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 Phone: Dunkirk 2-3200

Mgr.Harlan G. Oakes
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 Phone: EX 7-4827

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Sales Manager.....Ralph F. Glazer
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Sales Manager.....Roland McClure
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Sales Manager.....George P. Crumbley, Jr.
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Sales Manager.....Eugene Myers

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 V.P. & Gen. Mgr.....Bruce R. Bryant
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 Phone: Whitehall 4-6000

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 805 Peachtree Bldg. N.E., Atlanta, Ga.
 Phone: TRinity 5-6677

Manager.....H. H. Holtshouser
 932 Fisher Bldg., Detroit 2, Mich.
 Phone: Trinity 2-5500

Manager.....John S. Logan
 Palace Hotel, San Francisco, Calif.
 Phone: YUkon 2-7000

Manager.....Richard R. Loftus
 1313 N. Vine St., Los Angeles 28, Calif.
 Phone: HOLlywood 9-1212

Manager.....George W. Faust

HENRY I. CRISTAL CO., INC.

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 Phone: MUrray Hill 8-4414

President.....Henry I. Cristal
 Vice-President.....Irvin Gross
 Sales Manager.....Philbin S. Flanagan

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: CE 6-6357

Manager.....Neil D. Cline
 1646 Russ Bldg., San Francisco 4, Calif.
 Phone: YU 2-1204

Manager.....Richard E. Green
 2107 Book Building, Detroit 26, Mich.
 Phone: WOODward 3-2365

Manager.....Joseph R. Spadea
 581 Boylston St., Boston 16, Mass.
 Phone: Copley 7-1180

Manager.....Robert N. Cloutier
 972 Peachtree St. N.E., Atlanta, Ga.
 Phone: TR 5-9311

Manager.....Neal W. Robbins

THOMAS F. CLARK COMPANY, INC.

608 Fifth Ave., New York 20, N. Y.
 Phone: JUdson 2-1622

Manager.....Thomas F. Clark
 Assistant Manager....Madeleine E. Miklos
 Sales Manager.....John Boyd

Branch Offices

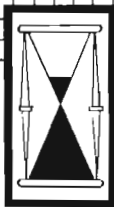
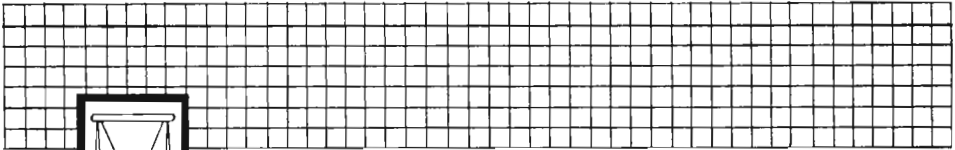
35 E. Wacker Drive, Chicago, Ill.
 Phone: State 2-1663

Manager.....Paul Elsberry
 Book Bldg., Detroit, Mich.
 Phone: WOODward 1-6036

Manager.....Paul Pequinot
 1021 William-Oliver Bldg., Atlanta, Ga.
 Phone: JACkson 4-7088

Manager.....Harry Cannon
 166 Geary St., San Francisco, Cal.
 Phone: YUkon 6-0621

(Continued on Page 246)



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(Continued from Page 244)

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ManagerRobert Hitchings

COLLEGE RADIO CORPORATION

135 E. 42nd St., New York 17, N. Y.

Phone: OXFord 7-0890

PresidentEdwards R. Hopple

Vice-president.....Robert R. Vance, Jr.

Branch Offices

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

Phone: ANdover 3- 5566

ManagerArthur Tauder

730 S. Western Ave., Los Angeles 5, Calif.

Phone: DUNKirk 7-4388

ManagerRobert Walker

57 Post St., San Francisco 4, Calif.

Phone: SUTter 1-5568

Manager.....Allan S. Young

CONTINENTAL RADIO SALES

545 Fifth Ave., New York, N. Y.

Phone: MURray Hill 7-6865

ManagerR. Butche

21st & Panama St., Philadelphia 3, Pa.

Phone: RITtenhouse 6-8139

ManagerS. Marshall

228 No. La Salle St., Chicago, Ill.

Phone: FRAnklin 2-2095

ManagerR. Olson

DONALD COOKE INC.

666 Fifth Ave., New York 19, N. Y.

Phone: JUDson 2-2727

PresidentDonald Cooke

Asst. to Pres.....Dorothy McLaughlin

Branch Offices

205 W. Wacker Dr., Chicago 1, Ill.

Phone: State 2-5096

ManagerHooper Jones

111 N. La Cienega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1313

ManagerLee O'Connell

166 Geary St., San Francisco, Cal.

Phone: YUKon 6-1681

ManagerDonald Pickens

F. T. CRENNAN & ASSOCIATES

2449 Larkin St., San Francisco 9, Calif.

Phone: PRospect 5-2725

Exec. in Charge.....F. T. Crennan

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,

Jacksonville 2, Fla.

Phone: ELgin 6-5770

Owner.....Harry E. Cummings

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Exec. V.P.....Russel Woodward
V.P.-Radio.....Robert H. Teter
Vice Pres.-TV.....Lloyd Griffin
V.P., Treas.....Jones Scovern
V.P., Dir. Sales TV Dev....Geo. C. Castleman
V.P., Radio Sales Mgr.....John A. Thompson
Sales Develop.....C. Luds Richards
Asst. V.P., TV Prom. Mgr.....Lon King
Asst. Sales Mgrs.....Arthur E. Muth,
Chas R. Kinney
Dir. Radio Prom.....Vincent C. Piano

Branch Offices

Prudential Plaza, Chicago 1, Illinois
Phone: FRanklin 2-6373

Vice Pres.....John A. Cory
V.P., Midwest Sales Mgr. (Radio)...A. Bagge

V.P., Midwest Sales Mgr. (TV)...W. Tynan
1372 Peachtree St., N.E. Atlanta, Ga.
Phone: MURray 8-5667

Radio Sales.....Barton C. Isbell, Jr.
Asst. V.P. TV Sales Mgr...William J. Stubbs
Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 1-4255

Vice Pres.....William W. Bryan
TV Sales.....Louis J. Hummel, Jr.
406 West 7th St., Forth Worth, Texas
Phone: Edison 6-3349

TV Sales.....W. Hal Thompson
Fidelity Union Life Bldg., Dallas, Tex.
Phone: RIVERSide 7-2398

Radio Sales.....Charles F. Payne
1750 North Vine St., Hollywood 28, Cal.
Phone: HOLLYwood 9-1683

V.P., West Coast Mgr.....Hal W. Hoag
TV Sales.....John P. Haskell
1375 Russ Bldg., San Francisco 4, Cal.
Phone: YUKon 2-9188

V.P. for TV.....John B. Sias
Radio Sales.....Frank A. Tessin, Jr.
TV Sales Mgr.....Andrew Powell

EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.
Phone: MURray Hill 8-0200

Radio Department

Board Chairman.....Edward Petry
President.....Edward E. Voynow
Exec. Vice-Pres.....Martin L. Niernan
Vice President.....Ben H. Holmes
Research Manager.....Wm. J. Mathews, Jr.
Eastern Sales Mgr.....Martin Percival
Sales Prom. Mgr.....William Steese

TV Department

Vice President.....Martin L. Niernan
V.P., Sales Prom. Mgr..Robert L. Hutton, Jr.
Eastern Sales Mgr.....Edward C. Page
Research Mgr.....George Johannessen

Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0011

President.....Edward E. Voynow
V.P., Sales Mgr. (TV).....Louis A. Smith
Sales Mgr. (Radio).....William P. Pipher
645 Griswold St., Detroit 26, Mich.
Phone: WOODward 3-0125

Sales Managers..William Cartwright (AM)
Bruce Mayer (TV)

101 Marietta St., Atlanta 3, Ga.
Phone: JACKson 4-8861

Sales Mgrs.....Joseph Sierer (AM)
Richard Hughes (TV)

Russ. Bldg., San Francisco 4, Cal.

Phone: YUKon 2-3631

Sales Managers....Lloyd McGovern (AM)
George Ledell (TV)
3424 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 8-1143

Sales Mgrs.....Garry Hollihan (AM)
L. D. Larimer (TV)

STATION REPRESENTATIVES

915 Olive St., St. Louis 3, Mo.
Phone: CHestnut 1-7091
 Sales Mgrs.....Bill Oldham (AM)
 Fred Johnson (TV)
 801 Statler Bldg., Boston 16, Mass.
Phone: HUbbard 2-6440
 Sales Mgrs.....Frank Howard (AM)
 William D. Walsh (TV)
 211 N. Ervay Bldg., Dallas 1, Tex.
Phone: RIverside 1-9454
 Sales Mgrs.....David C. Milan (AM)
 Hugh O. Kerwin (TV)

PHILADELPHIA SPOT SALES

310 Glen Echo Road, Phila., Pa.
Phone: CH 7-4510
 PresidentMorton Lowenstein

RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario
Phone: Empire 6-5471-2
 General Manager.....N. D. Brown
 Sales Mgr.....Alex E. Bedard
 Traffic Mgr.....Merlecn Wilson

RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.
Phone: MU 8-4340
 Board Chairman.....Harry Goodman
 PresidentPeggy Stone
 Vice President.....Thomas Carroll

Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FI 6-0982
 Vice-PresidentEdward Nickey
 111 No. LaCienega Blvd., Beverly Hills, Calif.
Phone: OL 5-7597
 ManagerLee O'Connell
 166 Geary St., San Francisco, Calif.
Phone: YUkon 6-0621
 Manager.....Don Pickens
 414 Statler Office Bldg., Boston 16, Mass.
Phone: HUbbard 2-4845
 ManagerWilliam Creed
 Tower Bldg., Seattle 1, Wash.
Phone: MA 3-1868
 Managers.....Hugh Feltis & Assoc.

PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570
 President.....Paul H. Raymer
 Exec. V.P., Natl. TV Sls. Mgr...F. C. Brokaw
 V.P., TV Sls. Mgr.....Stuart M. Kelly
 Promotion & Research...Mitchell DeGroot

Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-4473
 Vice President.....Clay E. Forker
 2949 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 3-0764
 Manager.....Robert B. Rains
 1680 Vine St., Hollywood 28, Calif.
Phone: HOLlywood 2-2376

ManagerJohn D. Gale
 2613 Russ Bldg., San Francisco 4, Calif.
Phone: DOUglas 2-8909

Vice Pres. & Manager.....L. Ray Rhodes
 1610 Ponce de Leon Ave., N.E., Atlanta, Ga.
 Manager.....Edward D. Brandt
 1006 Mercantile Securities Bldg., Dallas, Tex.
Phone: RIverside 1-5663

ManagerRalph Widman

WILLIAM J. REILLY INC.

55 E. Washington St., Chicago 2, Ill.
Phone: ANdover 3-6137
 Exec. in Charge.....William J. Reilly

DUNCAN SCOTT & COMPANY

85 Post St., San Francisco 4, Calif.
Phone: GARfield 1-7950

Owner.....D. A. Scott
Branch Office

1901 W. 8th St., Los Angeles 57, Calif.
Phone: DUrkirk 8-4151
 Exec. in Charge.....P. Schulz

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177-8
 President.....B. H. Sears

SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-1850
 Exec. in Charge.....Z. Golobe

Branch Offices

7 E. Lexington St., Baltimore 3, Md.
Phone: LExington 9-7808
 ManagerG. Shaffer
 6200 Broad Street Rd., Richmond 28, Va.
Phone: ATLantic 8-2835
 Exec. in Charge.....Larry Slon

SKYLINE ADVERTISERS' SALES, INDEX

1275 E. 17th St., Idaho Falls, Idaho
Phone: JACkson 3-4567
 PresidentA. W. Schwieder
 General Manager.....Melvin B. Wright
 Office Manager.....Melva Searle

SODERLUND, THE, CO.

807 Kilpatrick Bldg., Omaha, Neb.
Phone: ATLantic 7535
 President.....Harold A. Soderlund

SPANISH TIME SALES

635 S. Kenmore, Los Angeles 5, Calif.
Phone: DUrkirk 4-7981
 Chief Exec.....Norman G. Palmer

STORER BROADCASTING CO.

1177 Kane Conc., Miami Beach 54, Fla.
Phone: UNION 6-0211
 Pres. Bd. Chmn.....George B. Storer
 Senior V.P.....J. Harold Ryan
 Executive V.P.....Lee B. Wailes
 V.P. Operations.....Stanton P. Kettler

STATION REPRESENTATIVES

V.P. Radio Oper.....William E. Rine
V.P. TV Oper.....George B. Storer, Jr.
V.P. Plan., Fin., Secy.....John E. McCoy
Treasurer.....Harry A. Steensen
V.P. Engineering.....Glenn G. Boundy
V.P., Prog. Dir.....Ewald Kockritz
V.P. Adv. Sales Prom.....Arthur C. Schofield
Asst. Secretary.....Abiah A. Church

Branch Offices

625 Madison Ave., New York, N. Y.

Phone: PLaza 1-3940

Nat. Sales Dir.....Maurice McMurray
230 N. Michigan Ave., Chicago, Ill.

Phone: FRanklin 2-6498

Mid-West TV Sales Mgr.....George U. Lyons

TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.

Phone: JUdson 2-3456

Vice Pres. & Gen. Mgr.....Larry H. Israel
Eastern Sales Manager.....Jack Mohler
Business Manager.....R. M. Smith

Dir. of Marketing,
Research.....Robert M. Hoffman

Branch Offices

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

Mid West Mgr.....Lamont L. Thompson
2161 Penobscot Bldg., Detroit 26, Mich.

Phone: WOodward 5-6454

Manager.....Raymon L. Hamilton
155 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-5088

Manager.....Harry Diner
1717 Highland Ave., Los Angeles 28, Calif.

Phone: HOllywood 6-1144

Manager.....Dick Loughrin

UNITED BROADCASTING CO.

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

Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig

VENARD, RINTOUL & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.

Phone: MU 8-1088

President.....Lloyd George Venard

Vice President.....Stephen R. Rintoul

Vice President.....James V. McConnell

Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: ST 2-5260

Vice President.....Howard B. Meyers
1901 W. 8th St., Los Angeles 57, Calif.

Phone: DU 8-4151

Exec-in-Charge.....Peter Schulz
85 Post St., San Francisco 4, Calif.

Phone: GA 1-7950

Exec-in-Charge.....Duncan A. Scott
1915 Elm St., Dallas 1, Tex.

Phone: RIverside 8-5239

Clyde Melville

808 Penobscot Bldg., Detroit 26, Mich.

Phone: WOodward 3-4075

Manager.....James A. Brown

WALKER-RAWALT COMPANY, INC.

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

Phone: MUrray Hill 3-5830

President.....J. Wythe Walker

V.P.'s.....C. Otis Rawalt, Roy H. Holmes

Branch Offices

360 N. Michigan Ave., Chicago, Ill.

Phone: ANdover 3-5771

Manager.....Lionel Colton
100 Boylston St., Boston, Mass.

Phone: HUbbard 2-4370

Manager.....George C. Bingham
672 S. LaFayette Park Place, L. A., Calif.

Phone: DUnkirk 2-3200

Manager.....Harlan Oakes
260 Kearney St., San Francisco, Calif.

Phone: SUtter 1-7971

Manager.....Don M. Ferrull
KMBC Bldg., Kansas City, Mo.

Phone: GRand 1-7822

Eugene F. Gray

WAYNE-EVANS & ASSOCIATES

1410 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: FEderal 8-7017

Exec. V.P., Gen. Mgr.....Calden P. Stitt

GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-7550

President.....Grant Webb

Vice President.....Jack Baker

Dir. Prom., Pgs. & Research.....J. E. McCarty

Branch Offices

25 E. Washington St., Chicago 2, Ill.

Phone: STate 2-3155

Manager.....Franklyn Ferguson
605 Market St., San Francisco 5, Cal.

Phone: YUkon 2-3954

Manager.....Bob Babcock
1350 N. Highland Ave., Los Angeles 28, Cal.

Phone: HOllywood 2-0967

Manager.....Jim Lucas
1001 Tower Bldg., Seattle 1, Wash.

Phone: MA 4-6333

Manager.....Wm. Wagner

WEED RADIO CORP.

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

Phone: PL 9-4700

President.....Joseph J. Weed

V.P., Sales.....E. J. Fitzsimmons

East Sales Mgr.....H. W. Simmen

Sales-men (Radio).....Peter Orne

William Codias, Dave Harris, Joseph Aley

Sales Prom. Mgr.....Winifred Schaefer

Research Director.....William C. Crumley

Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: WHitehall 4-3131

Executive-in-Charge.....Ed Podofinsky
1610 Book Bldg., Detroit 26, Mich.

Phone: WOodward 1-2685

Executive-in-Charge.....Bernard P. Pearce
Glenn Bldg., Atlanta 3, Ga.

Phone: JAckson 3-1081

STATION REPRESENTATIVES

Exec-in-Charge Mel Whitmire
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 2-6676

Executive-in-Charge..... William Smith
625 Market St., San Francisco 5, Calif.
Phone: EXbrook 7-0535

Executive-in-Charge..... Boyd Rippey
1010 Statler Bldg., Boston 16, Mass.
Phone: HUBbard 2-5677

Executive-in-Charge.... Robert R. Reardon
Tower Bldg., Seattle, Wash.
Phone: MAin 4-6336

Exec-in-Charge..... William J. Wagner
915 Olive St., St. Louis 1, Mo.
Phone: CHEstnut 1-2724

Exec-in-Charge Fred Edwards

WEED TELEVISION CORP.

579 Fifth Avenue, New York 17, N. Y.
Vice President..... Joseph J. Weed
V.P.'s..... Neal Weed, Bernard P. Pearce,
E. Fitzsimmons, E. C. Matcalfe
Sales Staff.... Ed Matcalfe, Ray Smith, Mike
Wurster, Larry Wyman, Mathias O'Gorman,
Joseph Wells

Research Wm. Crumley
Traffic Florence Eimer
Sales Promotion..... Winifred Schaefer
Prudential Plaza, Chicago 1, Ill.

Vice President..... C. C. Ward
Sales Manager..... Ed Podolinsky
Staff Warren Tomassene, Richard
Gardner, Kenneth Johnson
(Other Branches same as Weed Radio Corp.)

HARRY WHEELER & COMPANY

Little Bldg., 80 Boylston St., Boston, Mass.
Phone: LIBerty 2-6481

Owner-Manager Harry Wheeler
Office Manager..... Gay Swankin

ADAM YOUNG, INC.

3 East 54th St., N. Y. 22, N. Y.
Phone: PLaza 1-4848

President..... Adam J. Young
Executive V.P.... Stephen A. Machcinski, Jr.
V.P., Adv., Research Prom... Frank G. Boehm
Eastern Sales Mgr..... James P. Smith

Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: MIchigan 2-6190

Manager..... Richard J. Kelliher
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOLlywood 2-2289

Exec-in-Charge..... William L. Wallace
915 Olive St., St. Louis, Mo.
Phone: MAin 1-5020

Manager Dell Simpson
Russ Bldg., San Francisco, Calif.
Phone: YUKon 6-6769

Manager Frank A. Waters
1182 W. Peachtree St., Atlanta, Ga.
Phone: TRinity 3-2564

Manager..... Charles E. Trainor
2940 Book Bldg., Detroit 26, Mich.
Phone: WOODward 3-6919

Manager..... E. A. W. Smith

YOUNG CANADIAN, LTD.

3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4848

President Adam Young
Vice-President..... Thomas F. Malone

Branch Offices & Personnel
(Same as Adam Young, Inc.)

YOUNG TV CORP.

3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4848

President Adam Young
Exec. V.P..... James F. O'Grady, Jr.
V.P. Research, Prom., Adv... Frank G. Boehm
Eastern Sales Mgr..... Harold M. Parks

Branch Offices & Personnel
(Same as Adam Young, Inc.)

**TO BE SURE —
YOU NEED THE BEST!**

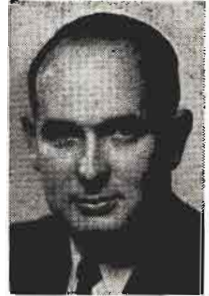
YOU CAN GET THE BEST,
WHY SETTLE FOR LESS?



STATUS OF TV CODE

... Guideposts and Standards Set

By DONALD H. MCGANNON
President, Westinghouse Broadcasting Co.



THE Television Code is about to enter the third stage in its development. The first stage represented its creation, adoption and development from 1951 through approximately 1958.

The second phase consisted of a period of adjustment to new dimensions of need and to an expanded base of implementation, effectiveness, and membership.

As we undertake this new year, the third phase might be called the "perfecting period." We currently have 372 stations, three television networks and 24 television producers as subscribers to the Code. From the station viewpoint, this represents over 70 per cent of that segment of the industry, 100 percent of the networks and in the case of the Hollywood alliance, it involves virtually every important producer of TV films.

At this time the following represent some of the goals yet to be achieved:

1. A higher level of informational service to the governmental and congressional people. This will engender a higher regard for the current effectiveness and overall ability of the Code to do a genuine self-regulatory job.

2. Stimulation of the broadcasters who subscribe to the Code to promote it and identify themselves with it. This has been an area of shortcoming in the past; only through adequate promotion and obvious pride will the public respond and give the Code the degree of public confidence, dependence and respect which is essential to its future.

3. The expansion of the number of members on the Television Code Review Board, further investment in expanded staff, and geographical locations of the Code offices, and a broadened financial base on which to project plans and activities beyond the current year.

4. A continuing, vigorous and alert approach to the task at hand by the Code Review Board and staff, and a further improvement of working liaison with the Association of National Advertisers, the 4A's, the American Federation of Advertisers, the FCC, and the FTC.

It is my belief and conviction that the future of the Code now depends on all of these steps being simultaneously perfected and accomplished.

In evaluating the importance of the task at hand, the broadcasters must realize that there are no alternatives to self-regulation except that of onerous and destructive governmental regulation. It is obvious that governmental officials charged with the responsibility of administering the media of radio and television are not going to permit the industry to operate in an atmosphere devoid of tangible guideposts and standards. Most know how difficult such standards are to write, interpret, and implement in a creative industry where subjective reaction is the only valid process of evaluation. We can be certain, therefore, that the industry is infinitely more able to compose and properly enforce such regulations than a governmental bureau, agency or individual.

RADIO DAILY
TELEVISION DAILY

presents

AM RADIO STATIONS

KEY PERSONNEL
ADDRESS & PHONE
ALPHABETICALLY LISTED
BY STATES AND CITIES

1960

GROWTH



Radio is a story of GROWTH — of an irresistible power to reach people. The Bartell Broadcasting Corporation is a story of GROWTH — 13 years of innovation and leadership in audience acceptance, in service.



BARTELL
BROADCASTING
CORPORATION

WADO - New York • WOKY - Milwaukee • WAKE - Atlanta • WYDE - Birmingham • KYA - San Francisco • KCBQ - San Diego

RADIO-TV HOMES IN STATES

Population, Number of Stations by State

PROJECTION FOR 1960

STATE	Population	Families	Radio Homes	TV Homes	Radio Stations	TV Stations
ALABAMA	3,461,000	866,000	821,000	636,000	108	10
ALASKA	233,000	67,400	66,400	46,000	13	5
ARIZONA	1,368,000	361,000	352,900	293,000	47	8
ARKANSAS	1,950,000	560,000	554,000	386,000	65	5
CALIFORNIA	15,210,000	4,875,000	4,969,000	4,330,000	190	31
COLORADO	1,809,000	526,000	486,000	418,000	57	8
CONNECTICUT	2,460,000	768,000	729,000	706,000	31	6
DELAWARE	462,000	132,000	130,000	119,000	9	—
DIST. OF COLUMBIA	956,000	293,000	289,000	267,000	9	4
FLORIDA	4,321,000	1,355,000	1,529,000	1,082,500	152	16
GEORGIA	3,865,000	1,050,000	1,030,000	809,000	130	12
HAWAII	575,000	153,000	132,500	110,500	15	4
IDAHO	774,000	210,000	203,000	157,500	34	5
ILLINOIS	10,319,000	3,215,000	3,129,000	2,925,000	94	16
INDIANA	4,710,000	1,495,000	1,471,000	1,411,000	60	16
IOWA	3,069,000	889,000	883,000	791,000	61	12
KANSAS	2,359,000	786,000	731,000	636,000	46	9
KENTUCKY	3,238,000	886,000	869,000	646,000	81	5
LOUISIANA	3,340,000	891,000	846,000	686,000	75	13
MAINE	1,009,000	283,500	273,000	248,000	25	6
MARYLAND	3,140,000	854,000	816,000	760,000	33	4
MASSACHUSETTS	5,315,000	1,568,000	1,655,000	1,441,000	57	6
MICHIGAN	8,246,000	2,375,000	2,368,000	2,175,500	95	15
MINNESOTA	3,350,000	974,000	955,000	835,000	61	9
MISSISSIPPI	2,380,000	590,000	573,000	360,000	72	6
MISSOURI	4,739,000	1,447,500	1,399,000	1,271,000	77	16
MONTANA	740,000	214,000	296,000	136,000	34	9
NEBRASKA	1,592,500	463,000	453,000	384,000	35	7
NEVADA	296,000	98,900	88,000	89,000	17	4
NEW HAMPSHIRE	654,000	187,900	184,000	169,000	18	1
NEW JERSEY	6,008,000	1,895,000	1,859,000	1,739,000	26	1
NEW MEXICO	925,000	252,000	243,000	182,000	43	6
NEW YORK	17,390,000	5,495,000	5,370,000	4,990,000	131	22
NORTH CAROLINA	4,810,000	1,282,000	1,331,000	991,000	139	11
NORTH DAKOTA	726,000	192,400	186,000	161,500	19	8
OHIO	9,890,000	2,997,500	2,879,000	2,750,000	89	20
OKLAHOMA	2,395,000	753,000	734,000	692,500	54	9
OREGON	1,940,000	598,000	591,000	466,000	68	7
PENNSYLVANIA	11,985,000	3,950,000	3,859,000	3,590,000	147	20
RHODE ISLAND	915,000	269,000	251,000	247,000	13	2
SOUTH CAROLINA	2,675,000	638,000	620,000	479,000	73	9
SOUTH DAKOTA	793,000	212,000	204,000	140,000	20	4
TENNESSEE	3,761,000	1,122,000	990,000	881,000	103	14
TEXAS	9,710,000	2,800,000	2,759,000	2,239,000	238	43
UTAH	884,000	242,500	234,000	213,500	27	5
VERMONT	418,000	115,000	111,000	98,000	15	1
VIRGINIA	4,019,500	1,020,000	969,000	818,000	93	12
WASHINGTON	2,975,000	888,000	869,000	736,000	80	12
WEST VIRGINIA	2,125,000	572,000	546,000	431,000	50	9
WISCONSIN	4,165,000	1,162,500	1,151,000	1,032,500	75	13
WYOMING	354,000	110,000	105,000	63,900	23	3
TOTAL	184,798,000	55,000,100	54,050,900	47,264,900	3,327	499

**Because it works,
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New York radio
or TV station.**

Broadcast Advertisers Report, National Spot and Local advertisers, Oct. 1959

WOR - Radio 1440 Broadway, New York 18, N. Y. an RKO General Station

AM RADIO STATIONS

Commercial Stations of the U. S., Territories and Possessions

Station	City	State	Page	Station	City	State	Page
CKLW	—	Detroit, Mich.	415	KARE	—	Atchison, Kan.	385
KAAA	—	Kingman, Ariz.	297	KARI	—	Blaine, Wash.	594
KAAB	—	Hot Springs, Ark.	303	KARK	—	Little Rock, Ark.	303
KABC	—	Los Angeles, Calif.	312	KARM	—	Fresno, Calif.	310
KABL	—	Oakland, Calif.	314	KART	—	Jerome, Ida.	363
KABQ	—	Albuquerque, N. M.	456	KARY	—	Prosser, Wash.	597
KABR	—	Aberdeen, S. D.	546	KASE	—	Austin, Tex.	557
KABY	—	Albany, Ore.	515	KASH	—	Eugene, Ore.	517
KACE	—	Riverside, Calif.	316	KASI	—	Ames, Iowa	380
KACI	—	The Dallas, Ore.	521	KASK	—	Ontario, Calif.	314
KACT	—	Andrews, Tex.	557	KASL	—	Newcastle, Wyo.	613
KACY	—	Port Hueneme, Calif.	316	KASM	—	Albany, Minn.	422
KADA	—	Ada, Okla.	511	KASO	—	Minden, La.	399
KADO	—	Marshall, Tex.	573	KAST	—	Astoria, Ore.	515
KADY	—	St. Charles, Mo.	441	KASY	—	Auburn, Wash.	594
KAFP	—	Petaluma, Calif.	315	KATE	—	Albert Lea, Minn.	422
KAFY	—	Bakersfield, Calif.	307	KATI	—	Casper, Wyo.	612
KAGE	—	Winona, Minn.	427	KATL	—	Miles City, Mont.	446
KAGH	—	Crossett, Ark.	302	KATR	—	Corpus Christi, Tex.	561
KAGI	—	Grants Pass, Ore.	517	KATY	—	San Luis Obispo, Calif.	319
KAGO	—	Klamath Falls, Ore.	517	KATZ	—	St. Louis, Mo.	441
KAGR	—	Yuba City, Calif.	322	KAUS	—	Austin, Minn.	422
KAGT	—	Anacortes, Wash.	594	KAVE	—	Carlsbad, N. M.	457
KAHI	—	Auburn, Calif.	307	KAVI	—	Rocky Ford, Colo.	327
KAHU	—	Waipahu, Hawaii	362	KAVL	—	Lancaster, Calif.	312
KAIM	—	Honolulu, Hawaii	360	KAVR	—	Apple Valley, Calif.	307
KAIR	—	Tucson, Ariz.	300	KAWL	—	York, Neb.	450
KAJI	—	Little Rock, Ark.	304	KAWT	—	Douglas, Ariz.	297
KAJO	—	Grants Pass, Ore.	517	KAYE	—	Puyallup, Wash.	597
KAKC	—	Tulsa, Okla.	514	KAYL	—	Storm Lake, Iowa	385
KAKE	—	Wichita, Kan.	389	KAYO	—	Seattle, Wash.	597
KALB	—	Alexandria, La.	397	KAYS	—	Hays, Kan.	387
KALE	—	Richland, Wash.	597	KAYT	—	Rupert, Ida.	364
KALG	—	Alamogordo, N. M.	456	KBAL	—	San Saba, Tex.	578
KALI	—	San Gabriel, Calif.	319	KBAM	—	Longview, Wash.	596
KALL	—	Salt Lake City, Utah	583	KBAR	—	Burley, Ida.	362
KALM	—	Thayer, Mo.	443	KBBA	—	Benton, Ark.	301
KALT	—	Atlanta, Tex.	557	KBBB	—	Borger, Tex.	559
KALV	—	Alva, Okla.	511	KBBC	—	Centerville, Utah	581
KAMD	—	Camden, Ark.	302	KBBS	—	Buffalo, Wyo.	612
KAML	—	Kenedy, Tex.	571	KBCH	—	Ocean Lake, Ore.	519
KAMO	—	Rogers, Ark.	305	KBCL	—	Shreveport, La.	402
KAMP	—	El Centro, Calif.	309	KBEC	—	Waxahachie, Tex.	581
KAMQ	—	Amarillo, Tex.	557	KBEE	—	Modesto, Calif.	313
KANA	—	Anaconda, Mont.	444	KBEK	—	Elk City, Okla.	512
KAND	—	Corsicana, Tex.	563	KBEL	—	Idabel, Okla.	512
KANE	—	New Iberia, La.	400	KBEN	—	Carrizo Springs, Tex.	560
KANI	—	Kailua, Oahu, Hawaii	362	KBET	—	Reno, Nev.	451
KANO	—	Anoka, Minn.	422	KBHM	—	Branson, Mo.	435
KANS	—	Independence, Mo.	437	KBHS	—	Hot Springs, Ark.	303
KAOK	—	Lake Charles, La.	399	KBIA	—	Columbia, Mo.	435
KAOL	—	Carrollton, Mo.	435	KBIF	—	Fresno, Calif.	310
KAPA	—	Raymond, Wash.	597	KBIG	—	Avalon, Calif.	307
KAPB	—	Marksville, La.	399	KBIM	—	Roswell, N. M.	459
KAPI	—	Pueblo, Colo.	326	KBIS	—	Bakersfield, Calif.	307
KAPR	—	Douglas, Ariz.	296	KBIX	—	Muskogee, Okla.	513

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KBIZ	— Ottumwa,	Iowa	384	KCCO	— Lawton,	Okla.	512
KBJT	— Fordyce,	Ark.	302	KCCR	— Pierre,	S. D.	547
KBKC	— Mission,	Kan.	388	KCCT	— Corpus Christi,	Tex.	561
KBKW	— Aberdeen,	Wash.	593	KCEE	— Tucson,	Ariz.	300
KBLA	— Burbank,	Calif.	398	KCFA	— Spokane,	Wash.	599
KBLF	— Red Bluff,	Calif.	315	KCFH	— Cuero,	Tex.	563
KBLI	— Blackfoot,	Ida.	362	KCFI	— Cedar Falls,	Iowa	381
KBLO	— Hot Springs,	Ark.	393	KCHA	— Charles City,	Iowa	381
KBLR	— Goodland,	Kan.	386	KCHE	— Cherokee,	Iowa	381
KBLT	— Big Lake,	Tex.	559	KCHI	— Chillicothe,	Mo.	435
KBLU	— Yuma,	Ariz.	301	KCHJ	— Delano,	Calif.	309
KBMI	— Las Vegas,	Nev.	451	KCHR	— Charleston,	Mo.	435
KBMN	— Bozeman,	Mont.	445	KCHS	— Truth or Consequences,	N. M.	460
KBMO	— Benson,	Minn.	423	KCHV	— Coachella,	Calif.	308
KBMW	— Breckenridge,	Minn.	423	KCHY	— Cheyenne,	Wyo.	613
KBMX	— Coalinga,	Calif.	308	KCID	— Caldwell,	Ida.	363
KBMY	— Billings,	Mont.	444	KCIJ	— Shreveport,	La.	402
KBND	— Bend,	Ore.	516	KCIL	— Houma,	La.	398
KBNZ	— La Junta,	Colo.	326	KCIM	— Carroll,	Iowa	380
KBOA	— Kennett,	Mo.	439	KCJB	— Minoi,	N. D.	500
KBOE	— Cskaloosa,	Iowa	384	KCKC	— San Bernardino,	Calif.	317
KBOI	— Boise,	Ida.	362	KCKN	— Kansas City,	Kan.	387
KBOK	— Malvern,	Ark.	304	KCKY	— Coolidge,	Ariz.	296
KBOL	— Boulder,	Colo.	323	KCLA	— Pine Bluff,	Ark.	305
KBOM	— Bismarck-Mandan,	N. D.	499	KCLE	— Cleburne,	Tex.	560
KBON	— Omaha,	Neb.	449	KCLF	— Clifton,	Ariz.	296
KBOP	— Pleafanton,	Tex.	576	KCLN	— Clinton,	Iowa	381
KBOR	— Brownsville,	Tex.	559	KCLO	— Leavenworth,	Kan.	387
KBOW	— Butte,	Mont.	445	KCLP	— Rayville,	La.	402
KBOX	— Dallas,	Tex.	564	KCLS	— Flagstaff,	Ariz.	297
KBOY	— Medford,	Ore.	518	KCLV	— Clovis,	N. M.	458
KBRC	— Mount Vernon,	Wash.	596	KCLW	— Hamilton,	Tex.	568
KBRI	— Brinkley,	Ark.	302	KCLX	— Colfax,	Wash.	595
KBRK	— Brookings,	S. D.	546	KCMC	— Texarkana,	Tex.	580
KBRL	— McCook,	Neb.	449	KCMJ	— Palm Springs,	Calif.	315
KBRO	— Bremerton,	Wash.	594	KCMO	— Kansas City,	Mo.	439
KBRS	— Springdale,	Ark.	306	KCMR	— McCamey,	Tex.	573
KBRV	— Soda Springs,	Ida.	364	KCMS	— Manitou Spring,	Colo.	326
KBRX	— O'Neill,	Neb.	450	KCNI	— Broken Bow,	Neb.	447
KBRZ	— Freeport,	Tex.	568	KCNO	— Alturas,	Calif.	306
KBSF	— Springhill,	La.	402	KCNY	— San Marcos,	Tex.	578
KBST	— Big Spring,	Tex.	559	KCOB	— Newton,	Iowa	384
KBTA	— Batesville,	Ark.	301	KCOG	— Centerville,	Iowa	381
KBIM	— Jonesboro,	Ark.	303	KCOH	— Houston,	Tex.	569
KBTN	— Neosho,	Mo.	440	KCOK	— Tulare,	Calif.	321
KBTO	— El Dorado,	Kan.	386	KCOL	— Ft. Collins,	Colo.	325
KBUC	— Corona,	Calif.	309	KCON	— Conway,	Ark.	302
KBUD	— Athens,	Tex.	557	KCOR	— San Antonio,	Tex.	577
KBUH	— Brigham City,	Utah	581	KCOW	— Alliance,	Neb.	447
KBUN	— Bemidji,	Minn.	423	KCOY	— Santa Maria,	Calif.	320
KBUR	— Burlington,	Iowa	380	KCPX	— Salt Lake City,	Utah	583
KBUS	— Mexia,	Tex.	574	KCRG	— Cedar Rapids,	Iowa	381
KBUZ	— Phoenix,	Ariz.	239	KCTI	— Gonzales,	Tex.	568
KBVM	— Lancaster,	Calif.	312	KCRA	— Sacramento,	Calif.	316
KBWD	— Brownwood,	Tex.	560	KCRB	— Chanute,	Kan.	386
KBYE	— Oklahoma City,	Okla.	513	KCRC	— Enid,	Okla.	512
KBYG	— Big Spring,	Tex.	559	KCRE	— Crescent City,	Calif.	309
KBYR	— Anchorage,	Alaska	295	KCRS	— Midland,	Tex.	574
KBZY	— Salem,	Ore.	520	KCRT	— Trinidad,	Colo.	327
KCAL	— Redlands,	Calif.	316	KCRV	— Caruthersville,	Mo.	435
KCAP	— Helena,	Mont.	446	KCSJ	— Pueblo,	Colo.	326
KCAR	— Clarksville,	Tex.	560	KCSR	— Chadron,	Neb.	447
KCBC	— Des Moines,	Iowa	382	KCTX	— Childress,	Tex.	560
KCBD	— Lubbock,	Tex.	572	KCUB	— Tucson,	Ariz.	300
KCBQ	— San Diego,	Calif.	317	KCUE	— Red Wing,	Minn.	426
KCBS	— San Francisco,	Calif.	318	KCUL	— Fort Worth,	Tex.	567
KCCB	— Corning,	Ark.	302	KCVL	— Colville,	Wash.	595
KCCL	— Paris,	Ark.	305	KCVR	— Lodi,	Calif.	312

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KCYL	Lampasas, Tex.		571
KDAC	Fort Bragg, Calif.		310
KDAL	Duluth, Minn.		423
KDAN	Eureka, Calif.		309
KDAV	Lubbock, Tex.		572
KDAY	Hollywood, Calif.		311
KDB	Santa Barbara, Calif.		320
KDBC	Mansfield, La.		399
KDBM	Dillon, Mont.		445
KDBS	Alexandria, La.		397
KDDD	Dumas, Tex.		566
KDEC	Decraah, Iowa		382
KDEF	Albuquerque, N. M.		457
KDEN	Denver, Colo.		324
KDEO	El Cajon, Calif.		309
KDES	Palm Springs, Calif.		315
KDET	Center, Tex.		560
KDEX	Dexter, Mo.		437
KDGO	Durango, Colo.		325
KDHL	Faribault, Minn.		424
KDIA	Oakland, Calif.		314
KDIO	Ortinville, Minn.		426
KDIX	Dickinson, N. D.		493
KDJI	Holbrook, Ariz.		297
KDKA	Pittsburgh, Pa.		533
KDKD	Clinton, Mo.		435
KDLA	DeRidder, La.		398
KDLK	Del Rio, Tex.		565
KDLM	Detroit Lakes, Minn.		423
KDLR	Devils Lake, N. D.		499
KDMA	Montevideo, Minn.		425
KDMO	Carthage, Mo.		435
KDMS	El Dorado, Ark.		302
KDNT	Denton, Tex.		565
KDOK	Tyler, Tex.		580
KDON	Salinas, Calif.		317
KDOT	Reno, Nev.		451
KDOV	Medford, Ore.		518
KDQN	De Queen, Ark.		302
KDRO	Sedalia, Mo.		443
KDRS	Paragould, Ark.		305
KDSJ	Deadwood, S. D.		546
KDSN	Denison, Iowa		382
KDSX	Denison-Sherman, Tex.		565
KDTA	Delta, Colo.		323
KDTH	Dubuque, Iowa		382
KDUB	Lubbock, Tex.		572
KDUZ	Hutchinson, Minn.		424
KDWB	St. Paul, Minn.		427
KDWT	Stamford, Tex.		579
KDXE	N. Little Rock, Ark.		305
KDXU	St. George, Utah		583
KDZA	Pueblo, Colo.		326
KEAN	Brownwood, Tex.		560
KEAP	Fresno, Calif.		310
KEBE	Jacksonville, Tex.		570
KECK	Odessa, Tex.		575
KEDO	Longview, Wash.		596
KEED	Springfield-Eugene, Ore.		521
EEEE	Nacogdoches, Tex.		575
KEEL	Shreveport, La.		402
KEEN	San Jose, Calif.		319
KEEP	Twin Falls, Idaho		364
KELA	Centralia-Chehalis, Wash.		594
KELD	El Dorado, Ark.		302
KELK	Elko, Nev.		450
KELO	Sioux Falls, S. D.		547
KELP	El Paso, Tex.		566

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KELY	Ely, Nev.		450
KENA	Mena, Ark.		304
KENE	Toppenish, Wash.		600
KENI	Anchorage, Alaska		295
KENL	Arcata, Calif.		307
KENM	Portales, N. M.		459
KENN	Farmington, N. M.		458
KENO	Las Vegas, Nev.		451
KENS	San Antonio, Tex.		578
KENT	Shreveport, La.		402
KENY	Bellingham, Wash.		594
KEOK	Payette, Ida.		364
KEOS	Flagstaff, Ariz.		297
KEPR	Kennewick, Wash.		595
KEPS	Eagle Pass, Tex.		566
KERB	Kermit, Tex.		571
KERC	Eastland, Tex.		566
KERG	Eugene, Ore.		517
KERN	Bakersfield, Calif.		307
KERV	Kerrville, Tex.		571
KEST	Boise, Ida.		362
KETX	Livingston, Tex.		572
KEUN	Eunice, La.		398
KEVA	Shamrock, Tex.		579
KEVE	Minneapolis, Minn.		425
KEVL	White Castle, La.		403
KEVT	Tucson, Ariz.		300
KEWB	Oakland, Calif.		314
KEX	Portland, Ore.		519
KEXO	Grand Junction, Colo.		325
KEXX	San Antonio, Tex.		577
KEYD	Oakes, N. D.		500
KEYE	Perryton, Tex.		576
KEYJ	Jamestown, N. D.		500
KEYS	Corpus Christi, Tex.		563
KEYY	Provo, Utah		582
KEYZ	Williston, N. D.		501
KEZY	Anaheim, Calif.		306
KFAB	Omaha, Neb.		449
KFAC	Los Angeles, Calif.		312
KFAL	Fulton, Mo.		437
KFAM	St. Cloud, Minn.		426
KFAR	Fairbanks, Alaska		295
KFAY	Fayetteville, Ark.		302
KFBB	Great Falls, Mont.		445
KFBC	Cheyenne, Wyo.		613
KFBI	Wichita, Kan.		389
KFBK	Sacramento, Calif.		317
KFDA	Amarillo, Tex.		557
KFDF	Van Euren, Ark.		306
KFDM	Beaumont, Tex.		558
KFDR	Grand Coulee, Wash.		595
KFEL	Pueblo, Colo.		327
KFEQ	St. Joseph, Mo.		441
KFFA	Helena, Ark.		303
KFH	Wichita, Kan.		389
KFHA	Lakewood, Wash.		596
KFI	Los Angeles, Calif.		312
KFIR	North Bend, Ore.		518
KFIV	Modesto, Calif.		314
KFIZ	Fond Du Lac, Wis.		606
KFJB	Marshalltown, Iowa		383
KFJZ	Fort Worth, Tex.		567
KFKA	Greeley, Colo.		325
KKFF	Bellevue, Wash.		594
KFLD	Floydada, Tex.		567
KFLJ	Walsenburg, Colo.		327
KFLW	Klamath Falls, Ore.		518

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KFLY	—	Corvallis, Ore.	516	KGLN	—	Glenwood Springs, Colo.	325
KFMA	—	Davenport, Iowa	381	KGLO	—	Mason City, Iowa	384
KFMB	—	San Diego, Calif.	317	KGLU	—	Safford, Ariz.	300
KFMJ	—	Tulsa, Okla.	514	KGMB	—	Honolulu, Hawaii	360
KFML	—	Denver, Colo.	324	KGMC	—	Englewood, Colo.	325
KFMO	—	Flat River, Mo.	437	KGMO	—	Cape Girardeau, Mo.	435
KFNF	—	Shenandoah, Iowa	384	KGMS	—	Sacramento, Calif.	317
KFNV	—	Ferriday, La.	398	KGNB	—	New Braunfels, Tex.	575
KFOR	—	Lincoln, Neb.	448	KGNC	—	Amarillo, Tex.	557
KFOX	—	Long Beach, Calif.	312	KGNO	—	Dodge City, Kan.	386
KFPW	—	Fort Smith, Ark.	303	KGO	—	San Francisco, Calif.	318
KFQD	—	Anchorage, Alaska	295	KGOL	—	Golden, Colo.	325
KFRB	—	Fairbanks, Alaska	295	KGON	—	Oregon City, Ore.	519
KFRC	—	San Francisco, Calif.	318	KGOS	—	Torrington, Wyo.	614
KFRD	—	Rosenberg, Tex.	577	KGPC	—	Grafton, N. D.	500
KFRE	—	Fresno, Calif.	310	KGRI	—	Henderson, Tex.	569
KFRM	—	Concordia, Kan.	386	KGRN	—	Grinnell, Iowa	383
KFRO	—	Longview, Tex.	572	KGRO	—	Gresham, Ore.	517
KFRU	—	Columbia, Mo.	435	KGRT	—	Las Cruces, N. M.	459
KFSA	—	Fort Smith, Ark.	303	KGST	—	Fresno, Calif.	310
KFSB	—	Joplin, Mo.	437	KGU	—	Honolulu, Hawaii	361
KFSC	—	Denver, Colo.	324	KGUD	—	Santa Barbara, Calif.	320
KFSD	—	San Diego, Calif.	317	KGVL	—	Greenville, Tex.	568
KFST	—	Ft. Stockton, Tex.	567	KGVO	—	Missoula, Mont.	446
KFTM	—	Fort Morgan, Colo.	325	KGVW	—	Belgrade, Mont.	444
KFTV	—	Paris, Tex.	576	KGW	—	Portland, Ore.	519
KFUN	—	Las Vegas, N. M.	459	KGWA	—	Enid, Okla.	512
KFVS	—	Cape Girardeau	435	KGY	—	Olympia, Wash.	596
KFWB	—	Los Angeles, Calif.	312	KGYN	—	Guymon, Okla.	512
KFXD	—	Nampa, Ida.	363	KHAM	—	Albuquerque, N. M.	457
KFXM	—	San Bernardino, Calif.	317	KHAS	—	Hastings, Neb.	448
KFYN	—	Bonham, Tex.	559	KHAT	—	Phoenix, Ariz.	297
KFYO	—	Lubbock, Tex.	573	KHBC	—	Hilo, Hawaii	360
KFYR	—	Bismarck, N. D.	499	KHBM	—	Monticello, Ark.	304
KG	—	Spokane, Wash.	599	KHBR	—	Hillsboro, Tex.	569
KGAF	—	Gainesville, Tex.	568	KHEM	—	Big Spring, Tex.	559
KGAK	—	Gallup, N. M.	458	KHEN	—	Henryetta, Okla.	512
KGAL	—	Lebanon, Ore.	518	KHEP	—	Phoenix, Ariz.	297
KGAN	—	Bastrop, La.	397	KHEY	—	El Paso, Tex.	566
KGAS	—	Carthage, Tex.	560	KHFH	—	Sierra Vista, Ariz.	300
KGAY	—	Salem, Ore.	521	KHHH	—	Pampa, Tex.	576
KGB	—	San Diego, Calif.	318	KHIL	—	Brighton, Colo.	323
KGBC	—	Galveston, Tex.	568	KHIT	—	Walla Walla, Wash.	600
KGBT	—	Harlingen, Tex.	568	KHJ	—	Los Angeles, Calif.	313
KG BX	—	Springfield, Mo.	443	KHMO	—	Hannibal, Mo.	437
KG CX	—	Sidney, Mont.	447	KHOB	—	Hobbs, N. M.	458
KGDN	—	Edmonds, Wash.	595	KHOE	—	Truckee, Calif.	321
KGEE	—	Bakersfield, Calif.	307	KHOG	—	Fayetteville, Ark.	302
KG EK	—	Sterling, Colo.	327	KHOT	—	Madera, Calif.	313
KGEM	—	Boise, Ida.	362	KHOW	—	Denver, Colo.	324
KG EN	—	Tulare, Calif.	321	KHOZ	—	Harrison, Ark.	303
KG ER	—	Long Beach, Calif.	312	KHQ	—	Spokane, Wash.	599
KG EZ	—	Kalispell, Mont.	446	KHSJ	—	Hemet, Calif.	311
KG FF	—	Shawnee, Okla.	514	KHSL	—	Chico, Calif.	308
KG FJ	—	Los Angeles, Calif.	312	KHUB	—	Fremont, Neb.	447
KG FL	—	Roswell, N. M.	459	KHUV	—	Borger, Tex.	559
KG FW	—	Kearney, Neb.	448	KHVH	—	Honolulu, Hawaii	361
KG FX	—	Pierre, S. D.	547	KIBE	—	Palo Alto, Calif.	315
KG GF	—	Coffeyville, Kan.	386	KIBH	—	Seward, Alaska	296
KG GG	—	Forest Grove, Ore.	517	KIBL	—	Beeville, Tex.	559
KG GM	—	Albuquerque, N. M.	457	KIBS	—	Bishop, Calif.	308
KG HF	—	Pueblo, Colo.	327	KICD	—	Spencer, Iowa	385
KG HL	—	Billings, Mont.	444	KICK	—	Springfield, Mo.	443
KG HM	—	Brookfield, Mo.	435	KICN	—	Denver, Colo.	324
KG IL	—	San Fernando, Calif.	318	KICO	—	El Centro, Calif.	309
KG IW	—	Alamosa, Colo.	323	KICY	—	Nome, Alaska	296
KG KB	—	Tyler, Tex.	580	KID	—	Idaho Falls, Ida.	363
KG KL	—	San Angelo, Tex.	577	KIDD	—	Monterey, Calif.	314
KG LC	—	Miami, Okla.	513				

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KIEV	Glendale, Calif.		310	KKOW	Madison, Wis.		607
KIFI	Idaho Falls, Ida.		363	KKSN	Dallas, Tex.		564
KIFN	Phoenix, Ariz.		297	KLAC	Los Angeles, Calif.		313
KIFW	Sitka, Alaska		296	KLAD	Klamath Falls, Ore.		518
KIHN	Hugo, Okla.		512	KLAK	Lakewood, Colo.		326
KIHO	Sioux Falls, S. D.		547	KLAM	Cordova, Alaska		295
KIHR	Hood River, Ore.		517	KLAN	Lemoore, Calif.		312
KIJV	Huron, S. D.		546	KLAS	Las Vegas, Nev.		451
KIKI	Honolulu, Hawaii		361	KLBM	La Grande, Ore.		518
KIKK	Bakersfield, Calif.		307	KLCN	Blytheville, Ark.		301
KIKO	Globe-Miami, Ariz.		297	KLCO	Poteau, Okla.		514
KIKS	Sulphur-Lake Charles, La.		403	KLEA	Lovington, N. M.		459
KILE	Galveston, Tex.		568	KLEE	Ottumwa, Iowa		384
KILO	Grand Forks, N. D.		500	KLEM	Le Mars, Iowa		383
KILT	Houston, Tex.		569	KLEN	Killeen, Tex.		571
KIMA	Yakima, Wash.		600	KLEO	Wichita, Kan.		389
KIMB	Kimball, Neb.		448	KLER	Orofino, Ida.		363
KIML	Gillette, Wyo.		613	KLEX	Lexington, Mo.		440
KIMM	Denver, Colo.		324	KLFD	Litchfield, Minn.		424
KIMO	Hilo, Hawaii		360	KLFT	Golden Meadow, La.		398
KIMP	Mount Pleasant, Tex.		575	KLGA	Algona, Iowa		380
KIND	Independence, Kan.		387	KLGN	Logan, Utah		581
KINE	Kingsville, Tex.		571	KLGR	Redwood Falls, Minn.		426
KING	Seattle, Wash.		597	KLIC	Monroe, La.		399
KINS	Eureka, Calif.		310	KLIF	Dallas, Tex.		564
KINT	El Paso, Tex.		566	KLIK	Jefferson City, Mo.		437
KINY	Juneau, Alaska		295	KLIL	Estherville, Iowa		383
KIOA	Des Moines, Iowa		382	KLIN	Lincoln, Neb.		448
KIOX	Bay City, Tex.		558	KLIQ	Portland, Ore.		519
KIPA	Hilo, Hawaii		360	KLIR	Denver, Colo.		324
KIRO	Seattle, Wash.		597	KLIX	Twin Falls, Ida.		364
KIRT	Mission, Tex.		575	KLIZ	Brainerd, Minn.		423
KIRX	Kirksville, Mo.		439	KLKC	Parsons, Kan.		388
KISD	Sioux Falls, S. D.		547	KLLA	Leesville, La.		399
KISN	Portland, Ore.		519	KLLL	Lubbock, Tex.		573
KIST	Santa Barbara, Calif.		320	KLMO	Lamont, Colo.		326
KIT	Yakima, Wash.		601	KLMR	Lamar, Colo.		326
KITE	San Antonio, Tex.		578	KLMS	Lincoln, Neb.		449
KITI	Chehalis-Centralia, Wash.		595	KLMX	Clayton, N. M.		458
KITN	Olympia, Wash.		596	KLO	Ogden, Utah		582
KITO	San Bernardino, Calif.		317	KLOG	Kelso, Wash.		595
KIUL	Garden City, Kan.		386	KLOH	Pipestone, Minn.		426
KIUN	Pecos, Tex.		576	KLOK	San Jose, Calif.		319
KIUP	Durango, Colo.		325	KLOO	Corvallis, Ore.		516
KIVY	Crockett, Tex.		563	KLOQ	Yakima, Wash.		601
KIXL	Dallas, Tex.		564	KLOS	Albuquerque, N. M.		457
KIXX	Provo, Utah		582	KLOU	Lake Charles, La.		399
KIXZ	Amarillo, Tex.		557	KLOV	Loveland, Colo.		326
KJAN	Atlantic, Iowa		380	KLPL	Lake Providence, La.		399
KJAX	Santa Rosa, Calif.		320	KLPM	Minot, N. D.		500
KJAY	Topeka, Kan.		388	KLPR	Oklahoma City, Okla.		513
KJBC	Midland, Tex.		574	KLPW	Union, Mo.		443
KJBS	San Francisco, Calif.		318	KLRA	Little Rock, Ark.		304
KJCF	Festus, Mo.		437	KLRS	Mountain Grove, Mo.		440
KJCK	Junction City, Kan.		387	KLTF	Little Falls, Minn.		424
KJEF	Jennings, La.		398	KLTR	Blackwell, Okla.		511
KJET	Beaumont, Tex.		558	KLTZ	Glasgow, Mont.		445
KJFJ	Webster City, Iowa		385	KLUB	Salt Lake City, Utah		583
KJIM	Fort Worth, Tex.		567	KLUE	Longview, Tex.		572
KJNO	Juneau, Alaska		296	KLUK	Evanston, Wyo.		613
KJOE	Shreveport, La.		402	KLUV	Haynesville, La.		398
KJOY	Stockton, Calif.		321	KLVI	Vivian, La.		403
KJR	Seattle, Wash.		597	KLVL	Pasadena, Tex.		576
KJRG	Newton, Kan.		388	KLVT	Levelland, Tex.		571
KJSK	Columbus, Neb.		447	KLWN	Lawrence, Kan.		387
KKEY	Vancouver, Wash.		600	KLWT	Lebanon, Mo.		440

Station	City	State	Page	Station	City	State	Page
KLYD	Bakersfield, Calif.		307	KNGS	Hanford, Calif.		311
KLYK	Spokane, Wash.		599	KNIM	Maryville, Mo.		440
KLYR	Clarksville, Ark.		302	KNIT	Abilene, Tex.		556
KLZ	Denver, Colo.		324	KNCC	Natchitoches, La.		400
KMA	Shenandoah, Iowa		384	KNOE	Monroe, La.		399
KMAC	San Antonio, Tex.		578	KNOG	Nogales, Ariz.		297
KMAE	McKinney, Tex.		573	KNOK	Fort Worth, Tex.		567
KMAK	Fresno, Calif.		310	KNOR	Norman, Okla.		513
KMAM	Tularosa, N. M.		460	KNOT	Prescott, Ariz.		299
KMAN	Manhattan, Kan.		337	KNOW	Austin, Tex.		558
KMAP	Bakersfield, Calif.		307	KNOX	Grand Forks, N. D.		500
KMAQ	Maquoketa, Iowa		383	KNPT	Newport, Ore.		518
KMAR	Winneshoro, La.		403	KNUJ	New Ulm, Minn.		426
KMBC	Kansas City, Mo.		439	KNUZ	Houston, Tex.		570
KMBL	Junction, Tex.		571	KNX	Los Angeles, Calif.		313
KMBY	Monterey, Calif.		314	KOA	Denver, Colo.		324
KMCD	Fairfield, Iowa		383	KOAL	Price, Utah		582
KMCM	McMinnville, Ore.		518	KOAM	Pittsburg, Kan.		388
KMCO	Conroe, Tex.		561	KOB	Albuquerque, N. M.		457
KMDO	Fort Scott, Kan.		386	KOBE	Las Cruces, N. M.		459
KMED	Medford, Ore.		518	KOBH	Hot Springs, S. D.		546
KMEL	Wenatchee, Wash.		600	KOBY	San Francisco, Calif.		319
KMGM	Albuquerque, N. M.		457	KCCA	Kilgore, Tex.		571
KMHL	Marshall, Minn.		425	KOCY	Oklahoma City, Okla.		513
KMHT	Marshall, Tex.		574	KODE	Joplin, Mo.		437
KMIL	Cameron, Tex.		560	KODI	Cody, Wyo.		613
KMIN	Grants, N. M.		458	KODL	The Dalles, Ore.		521
KMJ	Fresno, Calif.		310	KODY	North Platte, Neb.		449
KMLB	Monroe, La.		399	KOEL	Oelwein, Iowa		384
KMLW	Marlin, Tex.		573	KOFA	Yuma, Ariz.		301
KMMJ	Grand Island, Neb.		448	KOFE	Pullman, Wash.		597
KMMO	Marshall, Mo.		440	KOFI	Kalispell, Mont.		446
KMNS	Sioux City, Iowa		384	KOFO	Ottawa, Kan.		388
KMO	Tacoma, Wash.		599	KOFY	San Mateo, Calif.		320
KMON	Great Falls, Mont.		445	KOGA	Ogallala, Neb.		449
KMOP	Tucson, Ariz.		300	KOGT	Orange, Tex.		575
KMOX	St. Louis, Mo.		441	KOH	Reno, Nev.		451
KMPC	Los Angeles, Calif.		313	KOHU	Hermiston, Ore.		517
KMRC	Morgan City, La.		400	KOIL	Omaha, Neb.		449
KMRS	Morris, Minn.		425	KOIN	Portland, Ore.		519
KMUL	Muleshoe, Tex.		575	KOJM	Havre, Mont.		446
KMUR	Murray, Utah		582	KOKA	Shreveport, La.		402
KMUS	Muskogee, Okla.		513	KOKE	Austin, Tex.		558
KMVI	Wailuku-Maui, Hawaii		362	KOKL	Okmulgee, Okla.		514
KMYC	Marysville, Calif.		313	KOKO	Warrensburg, Mo.		444
KNAF	Fredericksburg, Tex.		588	KOKX	Keokuk, Iowa		383
KNAK	Salt Lake City, Utah		583	KOKY	Little Rock, Ark.		304
KNAL	Victoria, Tex.		586	KOL	Seattle, Wash.		598
KNBA	Vallejo, Calif.		322	KOLD	Tucson, Ariz.		300
KNBC	San Francisco, Calif.		318	KOLE	Port Arthur, Tex.		576
KNEX	Kirkland, Wash.		595	KOLJ	Quanah, Tex.		577
KNBY	Newport, Ark.		305	KOLO	Reno, Nev.		451
KNCK	Concordia, Kan.		386	KOLR	Sterling, Colo.		327
KNCM	Moberly, Mo.		440	KOLS	Pryor, Okla.		514
KNCO	Garden City, Kan.		386	KOLT	Scottsbluff, Neb.		450
KNCY	Nebraska City, Neb.		449	KOLY	Mabridge, S. D.		547
KNDC	Hettinger, N. D.		500	KOMA	Oklahoma City, Okla.		513
KNDE	Aztec, N. M.		457	KOMB	Cottage Grove, Ore.		516
KNDY	Marysville, Kan.		388	KOME	Tulsa, Okla.		514
KNEA	Jonesboro, Ark.		303	KONE	Reno, Nev.		451
KNEB	Scottsbluff, Neb.		450	KOMO	Seattle, Wash.		598
KNED	McAlester, Okla.		512	KOMW	Omak, Wash.		596
KNEL	Brady, Tex.		559	KOMY	Watsonville, Calif.		322
KNEM	Nevada, Mo.		440	KONG	Visalia, Calif.		322
KNET	Palestine, Tex.		576	KONI	Phoenix, Ariz.		297
KNEW	Spokane, Wash.		599	KONO	San Antonio, Tex.		578
KNEX	McPherson, Kan.		388	KONP	Port Angeles, Wash.		597
KNEZ	Lompoc, Calif.		312	KOOK	Billings, Mont.		444
				KOOL	Phoenix, Ariz.		299

Station	City	State	Page
KOOO	— Omaha, Neb.		449
KOOS	— Coos Bay, Ore.		516
KOPR	— Butte, Mont.		445
KOPY	— Alice, Tex.		557
KORA	— Bryan, Tex.		560
KORC	— Mineral Wells, Tex.		574
KORD	— Pasco, Wash.		596
KORE	— Eugene, Ore.		517
KORK	— Las Vegas, Nev.		451
KORN	— Mitchell, S. D.		547
KORT	— Grangeville, Ida.		363
KOSA	— Odessa, Tex.		575
KOSE	— Osceola, Ark.		305
KOSI	— Denver, Colo.		324
KOSY	— Texarkana, Ark.		306
KOTA	— Rapid City, S. D.		547
KOTE	— Fergus Falls, Minn.		424
KOTN	— Pine Bluff, Ark.		305
KOTS	— Deming, N. M.		458
KOVC	— Valley City, N. D.		500
KOVE	— Lander, Wyo.		613
KOVO	— Provo, Utah		582
KOWB	— Laramie, Wyo.		613
KOWH	— Omaha, Neb.		449
KOWL	— Bijou, Calif.		308
KOWN	— Escondido, Calif.		309
KOXR	— Oxnard, Calif.		315
KOY	— Phoenix, Ariz.		295
KOYE	— El Paso, Tex.		556
KOYL	— Odessa, Tex.		575
KOYN	— Billings, Mont.		444
KOZE	— Lewiston, Ida.		363
KOZI	— Chelan, Wash.		595
KOZY	— Grand Rapids, Mich.		424
KPAC	— Port Arthur, Tex.		577
KPAL	— Palm Springs, Calif.		315
KPAM	— Portland, Ore.		520
KPAN	— Hereford, Tex.		569
KPAP	— Redding, Calif.		316
KPAS	— Banning, Calif.		308
KPAY	— Chico, Calif.		308
KPBA	— Pine Bluff, Ark.		305
KPBM	— Carlsbad, N. M.		457
KPCA	— Marked Tree, Ark.		304
KPDN	— Pampa, Tex.		576
KPDQ	— Portland, Ore.		520
KPEG	— Spckane, Wash.		599
KPEL	— Lafayette, La.		399
KPEP	— San Angelo, Tex.		577
KPER	— Gilroy, Calif.		310
KPET	— Lamesa, Tex.		571
KPHO	— Phoenix, Ariz.		299
KPIG	— Cedar Rapids, Iowa.		381
KPIK	— Colorado Springs, Colo.		323
KPIN	— Casa Grande, Ariz.		296
KPKW	— Pasco, Wash.		596
KPLC	— Lake Charles, La.		399
KPLK	— Dallas, Ore.		516
KPLT	— Paris, Tex.		576
KPMC	— Bakersfield, Calif.		307
KPOA	— Honolulu, Hawaii		361
KPOC	— Pocahontas, Ark.		305
KPOD	— Crescent City, Calif.		309
KPOI	— Honolulu, Hawaii		361
KPOJ	— Portland, Ore.		520
KPOK	— Scottsdale, Ariz.		300
KPOL	— Los Angeles, Calif.		313
KPON	— Anderson, Calif.		306

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KPOP	— Los Angeles, Calif.		313
KPOR	— Quincy, Wash.		597
KPOW	— Powell, Wyo.		613
KPQ	— Wenatchee, Wash.		600
KPRB	— Redmond, Ore.		520
KPRC	— Houston, Tex.		569
KPRK	— Livingston, Mont.		446
KPRL	— Paso Robles, Calif.		315
KPRO	— Riverside, Calif.		316
KPRS	— Kansas City, Mo.		439
KPSO	— Falfurrias, Tex.		567
KPST	— Preston, Ida.		364
KPTL	— Carson City, Nev.		450
KPUG	— Bellingham, Wash.		594
KPVA	— Camas, Wash.		594
KQAQ	— Austin, Minn.		423
KQDE	— Renton, Wash.		597
KQDI	— Bismarck, N. D.		499
KQDY	— Minot, N. D.		500
KQEO	— Albuquerque, N. M.		457
KQIK	— Lakeview, Ore.		518
KQTE	— Missoula, Mont.		446
KQTY	— Everett, Wash.		595
KQV	— Pittsburgh, Pa.		533
KRAC	— Alamogordo, N. M.		456
KRAI	— Craig, Colo.		323
KRAK	— Stockton-Sacramento, Calif.		321
KRAL	— Rawlins, Wyo.		614
KRAM	— Las Vegas, Nev.		451
KRAY	— Amarillo, Tex.		557
KRBA	— Lulkin, Tex.		573
KRBC	— Abilene, Tex.		556
KRBI	— St. Peter, Minn.		426
KRBO	— Las Vegas, Nev.		451
KRCK	— Ridgecrest, Calif.		316
KRCO	— Prineville, Ore.		520
KRCT	— Pasadena, Tex.		576
KRDG	— Redding, Calif.		316
KRDO	— Colorado Springs, Colo.		323
KRDU	— Dinuba, Calif.		309
KRE	— Berkeley, Calif.		308
KREH	— Oakdale, La.		401
KREI	— Farmington, Mo.		437
KREM	— Spokane, Wash.		599
KREO	— Indio, Calif.		311
KRES	— St. Joseph, Mo.		441
KREW	— Sunnyside, Wash.		599
KREX	— Grand Junction, Colo.		325
KRFO	— Owatonna, Minn.		426
KRFS	— Superior, Neb.		450
KRGI	— Grand Island, Neb.		448
KRGV	— Weslaco, Tex.		581
KRHD	— Duncan, Okla.		511
KRIB	— Mason City, Iowa		384
KRIC	— Beaumont, Tex.		558
KRIG	— Odessa, Tex.		575
KRIO	— McAllen, Tex.		573
KRIZ	— Phoenix, Ariz.		299
KRKC	— King City, Calif.		311
KRMD	— Los Angeles, Calif.		313
KRKO	— Everett, Wash.		595
KRKS	— Ridgecrest, Calif.		316
KRLA	— Pasadena, Calif.		315
KRLC	— Lewiston, Ida.		363
KRLD	— Dallas, Tex.		565
KRLN	— Canon City, Colo.		323
KRLW	— Walnut Ridge, Ark.		306
KRMD	— Shreveport, La.		402

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KRMG	Tulsa,	Okla.	515	KSJO	San Jose,	Calif.	319
KRMO	Monett,	Mo.	440	KSKY	Dallas,	Tex.	565
KRMS	Osage Beach,	Mo.	440	KSL	Salt Lake City,	Utah	583
KRNO	San Bernardino,	Calif.	317	KSLM	Salem,	Ore.	521
KRNR	Roseburg,	Ore.	520	KSLO	Opelousas,	La.	402
KRNS	Burns,	Ore.	516	KSLV	Monte Vista,	Colo.	326
KRNT	Des Moines,	Iowa	382	KSLY	San Luis Obispo,	Calif.	320
KRNY	Kearney,	Neb.	448	KSMA	Santa Maria,	Calif.	320
KROC	Rochester,	Minn.	426	KSML	Seminole,	Tex.	578
KROD	El Paso,	Tex.	566	KSMN	Mason City,	Iowa	384
KROF	Abbeville,	La.	397	KSMO	Salem,	Mo.	443
KROG	Sonora,	Calif.	321	KSNY	Snyder,	Tex.	579
KROP	Brawley,	Calif.	308	KSO	Des Moines,	Iowa	382
KROS	Clinton,	Iowa	381	KSOK	Arkansas City,	Kan.	385
KROX	Crookston,	Minn.	423	KSON	San Diego,	Calif.	318
KROY	Sacramento,	Calif.	317	KSOO	Sioux Falls,	S. D.	547
KRPL	Moscow,	Ida.	363	KSOP	Salt Lake City,	Utah	583
KRRV	Sherman-Denison,	Tex.	579	KSOX	Raymondville,	Tex.	577
KRSC	Othello,	Wash.	596	KSPA	Santa Paula,	Calif.	320
KRSD	Rapid City,	S. D.	547	KSPI	Stillwater,	Okla.	514
KRSI	Minneapolis,	Minn.	425	KSPL	Diboll,	Tex.	565
KRSL	Russell,	Kan.	388	KSPR	Casper,	Wyo.	613
KRSN	Los Alamos,	N. M.	459	KSPT	Sandpoint,	Ida.	364
KRTN	Raton,	N. M.	459	KSRA	Salmon,	Ida.	364
KRTR	Thermopolis,	Wyo.	614	KSRC	Socorro,	N. M.	460
KRUN	Ballinger,	Tex.	558	KSRO	Santa Rosa,	Calif.	321
KRUS	Ruston,	La.	402	KSRV	Ontario,	Ore.	519
KRUX	Phoenix,	Ariz.	299	KSSS	Colorado Springs,	Colo.	323
KRVN	Lexington,	Neb.	448	KSST	Sulphur Springs,	Tex.	579
KRXK	Rexburg,	Ida.	364	KSTA	Coleman,	Tex.	561
KRXL	Roseburg,	Ore.	520	KSTB	Breckenridge,	Tex.	559
KRY5	Corpus Christi,	Tex.	563	KSTL	St. Louis,	Mo.	441
KSAL	Salina,	Kan.	388	KSTN	Stockton,	Calif.	321
KSAM	Huntsville,	Tex.	570	KSTP	St. Paul-Minneapolis,	Minn.	426
KSAN	San Francisco,	Calif.	319	KSTR	Grand Junction,	Colo.	325
KSAY	San Francisco,	Calif.	319	KSTT	Davenport,	Iowa	382
KSBW	Salinas,	Calif.	317	KSTV	Stephenville,	Tex.	579
KSCB	Liberal,	Kan.	387	KSUB	Cedar City,	Utah	581
KSCJ	Sioux City,	Iowa	385	KSUE	Susanville,	Calif.	321
KSCO	Santa Cruz,	Calif.	320	KSUM	Fairmont,	Minn.	424
KSD	St. Louis,	Mo.	441	KSUN	Bisbee,	Ariz.	296
KSDA	Redding,	Calif.	316	K SVC	Richfield,	Utah	582
KSDN	Aberdeen,	S. D.	546	KSVN	Ogden,	Utah	582
KSDO	San Diego,	Calif.	318	KSVP	Artesia,	N. M.	457
KSEI	Pocatello,	Ida.	364	KSWA	Graham,	Tex.	568
KSEK	Pittsburg,	Kan.	388	KSWI	Council Bluffs,	Iowa	381
KSEL	Lubbock,	Tex.	573	KSWO	Lawton,	Okla.	512
KSEM	Moses Lake,	Wash.	596	KSW5	Roswell,	N. M.	459
KSEN	Shelby,	Mont.	447	KSXX	Salt Lake City,	Utah	583
KSEO	Durant,	Okla.	511	KSYC	Yreka,	Calif.	322
KSET	El Paso,	Tex.	566	KSYD	Wichita Falls,	Tex.	581
KSEW	Sitka,	Alaska	296	KSYL	Alexandria,	La.	397
KSEY	Seymour,	Tex.	579	KTAC	Tacoma,	Wash.	600
KSFA	Nacogdoches,	Tex.	575	KTAE	Taylor,	Tex.	579
KSFE	Needles,	Calif.	314	KTAN	Tucson,	Ariz.	300
KSFO	San Francisco,	Calif.	319	KTAR	Phoenix,	Ariz.	299
KSGM	Ste. Genevieve,	Mo.	441	KTAT	Frederick,	Okla.	512
KSIB	Creston,	Iowa	381	KTBB	Tyler,	Tex.	580
KSID	Sidney,	Neb.	450	KTBC	Austin,	Tex.	558
KSIG	Crowley,	La.	398	KTCB	Malden,	Mo.	440
KSII	Gladewater,	Tex.	568	KTCN	Berryville,	Ark.	301
KSIL	Silver City,	N. M.	460	KTCS	Fort Smith,	Ark.	303
KSIM	Sikeston,	Mo.	443	KTEE	Carmel,	Calif.	308
KSIR	Wichita,	Kan.	389	KTEL	Walla Walla,	Wash.	600
KSIS	Sedalia,	Mo.	443	KTEM	Temple,	Tex.	579
KSIV	Woodward,	Okla.	515	KTER	Terrell,	Tex.	580
KSIX	Corpus Christi,	Tex.	563	KTFI	Twin Falls,	Ida.	365
KSJB	Jamestown,	N. D.	500	KTFS	Texarkana,	Tex.	580

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KTFY	Brownfield	Tex.	559	KUGN	Eugene	Ore.	517
KTHE	Thermopolis	Wyo.	614	KUIK	Hillsboro	Ore.	517
KTHS	Little Rock	Ark.	304	KUJ	Walla Walla	Wash.	600
KTHT	Houston	Tex.	569	KUKI	Ukiah	Calif.	322
KTIB	Thibodaux	La.	403	KUKO	Post	Tex.	577
KTIL	Tillamook	Ore.	521	KUKU	Willow Springs	Mo.	444
KTIM	San Rafael	Calif.	320	KULA	Honolulu	Hawaii	361
KTIP	Porterville	Calif.	315	KULE	Ephrata	Wash.	595
KTIX	Seattle	Wash.	598	KULP	El Campo	Tex.	566
KTJS	Hobart	Okla.	512	KUMA	Pendleton	Ore.	519
KTKN	Ketchikan	Alaska	296	KUNO	Corpus Christi	Tex.	563
KTKR	Taft	Calif.	321	KUOA	Siloam Springs	Ark.	306
KTKT	Tucson	Ariz.	300	KUPI	Idaho Falls	Ida.	363
KTLD	Tallahula	La.	403	KURA	Moab	Utah	582
KTLN	Denver	Colo.	324	KURL	Billings	Mont.	444
KTLO	Mountain Home	Ark.	304	KURV	Edinburg	Tex.	566
KTLQ	Tahlequah	Okla.	514	KURY	Brookings	Ore.	516
KTLU	Rusk	Tex.	577	KUSH	Cushing	Okla.	511
KT LW	Texas City	Tex.	580	KUSN	St. Joseph	Mo.	441
KTMC	McAlester	Okla.	513	KUTI	Yakima	Wash.	601
KTMS	Santa Barbara	Calif.	320	KUTY	Palmdale	Calif.	315
KTNC	Falls City	Neb.	447	KUVR	Holdrege	Neb.	448
KTNM	Tucumcari	N. M.	460	KUZN	West Monroe	La.	403
KTNT	Tacoma	Wash.	600	KVAS	Astoria	Ore.	516
KTOD	Sinton	Tex.	579	KBKR	Baker	Ore.	516
KTOE	Mankato	Minn.	424	KVCK	Wolf Point	Mont.	447
KTOH	Lihue	Kauai, Hawaii	362	KVCL	Winnfield	La.	403
KTOK	Oklahoma City	Okla.	513	KVCV	Redding	Calif.	316
KTOO	Henderson	Nev.	451	KVEC	San Luis Obispo	Calif.	319
KTOP	Topeka	Kan.	389	KVEL	Vernal	Utah	583
KTOW	Oklahoma City	Okla.	513	KVEN	Ventura	Calif.	322
KTRB	Modesto	Calif.	314	KVER	Clovis	N. M.	458
KTRC	Santa Fe	N. M.	459	KVET	Austin	Tex.	558
KTRF	Lufkin	Tex.	573	KVFC	Cortez	Colo.	323
KTRH	Thief River Falls	Minn.	427	KVFD	Ft. Dodge	Iowa	383
KTRH	Houston	Tex.	569	KVGB	Great Bend	Kan.	387
KTRI	Sioux City	Iowa	385	KVHL	Homer	La.	398
KTRM	Beaumont	Tex.	558	KVI	Seattle	Wash.	598
KTRN	Wichita Falls	Tex.	581	KVIC	Victoria	Tex.	580
KTRY	Bastrop	La.	397	KVIM	New Iberia	La.	400
KTSA	San Antonio	Tex.	578	KVIN	Vinita	Okla.	515
KTSM	El Paso	Tex.	566	KVIP	Redding	Calif.	316
KTTN	Trenton	Mo.	443	KVKM	Monahans	Tex.	575
KTTR	Rolla	Mo.	441	KVLB	Cleveland	Tex.	561
KTIS	Springfield	Mo.	443	KVLC	Little Rock	Ark.	304
KTUC	Tucson	Ariz.	301	KVLF	Alpine	Tex.	557
KTUE	Tulia	Tex.	580	KVLH	Pauls Valley	Okla.	514
KTUL	Tulsa	Okla.	515	KVLV	Fallon	Nev.	450
KTUR	Turlock	Calif.	322	KVMA	Magnolia	Ark.	304
KTUT	Tocele City	Utah	583	KVMC	Colorado City	Tex.	561
KTUX	Pueblo	Colo.	327	KVNA	Flagstaff	Ariz.	297
KTW	Seattle	Wash.	598	KVNC	Winslow	Ariz.	301
KTXJ	Jasper	Tex.	570	KVNI	Coeur D'Alene	Ida.	363
KTXL	San Angelo	Tex.	577	KVNU	Logan	Utah	582
KTXO	Sherman	Tex.	579	KVCC	Casper	Wyo.	613
KTYM	Inglewood	Calif.	311	KVOE	Emporia	Kan.	386
KUAM	Agana	Guam	614	KVOG	Ogden	Utah	582
KUBA	Yuba City	Calif.	322	KVOL	Lafayette	La.	399
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KUBO	San Antonio	Tex.	578	KVOO	Tulsa	Okla.	515
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WIRE	— Indianapolis, Ind.		377	WJLD	— Birmingham, Ala.		288
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WISH	— Indianapolis, Ind.		377	WJMR	— New Orleans, La.		400
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WOPA	Oak Park, Ill.		372	WPLY	Plymouth, Wis.		610
WOPI	Bristol, Tenn.		548	WPME	Punxsutawney, Pa.		534
WOR	New York, N. Y.		475	WPMP	Pascagoula, Miss.		432
WORA	Mayaguez, P. R.		615	WPNC	Plymouth, N. C.		495
WORC	Worcester, Mass.		413	WPNF	Brevard, N. C.		488
WORD	Spartanburg, S. C.		545	WPNX	Phenix City, Ala.		293
WORK	York, Pa.		538	WPOM	Pompano Beach, Fla.		345
WORL	Boston, Mass.		409	WPON	Pontiac, Mich.		421
WORM	Savannah, Tenn.		555	WPOP	Hartford, Conn.		329
WORX	Madison, Ind.		378	WPOR	Portland, Me.		405
WOSC	Fulton, N. Y.		464	WPOW	New York, N. Y.		481
WOSH	Oshkosh, Wis.		610	WPPA	Pottsville, Pa.		534
WOTR	Corry, Pa.		526	WPRA	Mayaguez, P. R.		615
WOTT	Watertown, N. Y.		487	WPRC	Lincoln, Ill.		371
WOTW	Nashua, N. H.		453	WPRE	Prarie Du Chien, Wis.		610
WOVE	Welch, W. Va.		605	WPRN	Butler, Ala.		288
WOW	Omaha, Neb.		450	WPRO	Providence, R. I.		538
WOWE	Allegan, Mich.		414	WPRP	Ponce, P. R.		616
WOWL	Florence, Ala.		290	WPRS	Paris, Ill.		372
WOWO	Ft. Wayne, Ind.		376	WPRT	Prestonsburg, Ky.		395
WOXF	Oxford, N. C.		495	WPRW	Manassas, Va.		588
WOZK	Ozark, Ala.		293	WPRY	Perry, Fla.		344
WPAB	Ponce, P. R.		616	WPTF	Raleigh, N. C.		495
WPAC	Patchogue, N. Y.		482	WPTR	Albany, N. Y.		461
WPAD	Paducah, Ky.		395	WPTS	Pittston, Pa.		534
WPAG	Ann Arbor, Mich.		414	WPTW	Piqua, Ohio		508
WPAL	Charleston, S. C.		541	WPTX	Lexington Park, Md.		407
WPAM	Pottsville, Pa.		534	WPUV	Pulaski, Va.		590
WPAQ	Mt. Airy, N. C.		494	WPVA	Petersburg, Va.		590
WPAR	Parkersburg, W. Va.		604	WPVL	Painesville, Ohio		508
WPAT	Paterson, N. J.		455	WQAM	Miami, Fla.		341
WPAW	Pawtucket, R. I.		538	WQBC	Vicksburg, Miss.		433
WPAX	Thomasville, Ga.		358	WQDY	Calais, Me.		404
WPAY	Portsmouth, Ohio		509	WQIC	Meridian, Miss.		432
WPBZ	Pottstown, Pa.		534	WQIK	Jacksonville, Fla.		339
WPBC	Minneapolis, Minn.		425	WQOK	Greenville, S. C.		543
WPCC	Clinton, S. C.		541	WQTE	Detroit, Mich.		416
WPCF	Panama City, Fla.		344	WQUA	Moline, Ill.		372
WPCO	Mount Vernon, Ind.		378	WQXI	Atlanta, Ga.		350
WPCT	Putnam, Conn.		331	WQXQ	Ormond Beach, Fla.		343
WPDM	Potsdam, N. Y.		482	WQXR	New York, N. Y.		481
WPDQ	Jacksonville, Fla.		339	WQSN	Charleston, S. C.		541
WPDR	Portage, Wis.		610	WQXT	Palm Beach, Fla.		344
WPDX	Clarksburg, W. Va.		602	WRAC	Racine, Wis.		610
WPEL	Montrose, Pa.		530	WRAD	Radford, Va.		590
WPEN	Philadelphia, Pa.		533	WRAG	Carrollton, Ala.		289
WPEO	Peoria, Ill.		373	WRAJ	Anna, Ill.		365
WPEP	Taunton, Mass.		413	WRAK	Williamsport, Pa.		537
WPET	Greensboro, N. C.		492	WRAL	Raleigh, N. C.		495
WPFA	Pensacola, Fla.		344	WRAM	Monmouth, Ill.		372
WPFB	Middletown, Ohio		508	WRAP	Norfolk, Va.		589
WPFJ	Park Falls, Wis.		610	WRAW	Reading, Pa.		534
WPGC	Washington, D. C.		334	WRAY	Princeton, Ind.		379
WPGW	Portland, Ind.		379	WRBC	Jackson, Miss.		431
WPHB	Philipsburg, Pa.		533	WRBL	Columbus, Ga.		353

Station	City	State	Page	Station	City	State	Page
WRC	Washington, D. C.		334	WRVM	Rochester, N. Y.		483
WRCA	New York, N. Y.		481	WRWB	Kissimmee, Fla.		339
WRCD	Dalton, Ga.		353	WRWH	Cleveland, Ga.		352
WRCO	Richland Center, Wis.		611	WRWJ	Selma, Ala.		294
WRCV	Philadelphia, Pa.		533	WRXO	Roxboro, N. C.		496
WRDB	Reedsburg, Wis.		610	WSAC	Ft. Knox, Ky.		391
WRDO	Augusta, Me.		403	WSAI	Cincinnati, Ohio		503
WRDW	Augusta, Ga.		351	WSAL	Logansport, Ind.		377
WREB	Holyoke, Mass.		411	WSAM	Saginaw, Mich.		421
WREC	Memphis, Tenn.		554	WSAN	Allentown, Pa.		523
WREL	Lexington, Va.		588	WSAR	Fall River, Mass.		410
WREM	Remsen, N. Y.		482	WSAT	Salisbury, N. C.		496
WREN	Topeka, Kan.		389	WSAU	Wausau, Wis.		612
WREV	Reidsville, N. C.		495	WSAV	Savannah, Ga.		357
WRFB	Tallahassee, Fla.		347	WSAY	Rochester, N. Y.		483
WRFC	Athens, Ga.		350	WSAZ	Huntington, W. Va.		603
WRFD	Worthington, Ohio		510	WSB	Atlanta, Ga.		350
WRFS	Alexander City, Ala.		287	WSBA	York, Pa.		538
WRGA	Rome, Ga.		357	WSBB	New Smyrna Beach, Fla.		343
WRGR	Starke, Fla.		347	WSBC	Chicago, Ill.		369
WRGS	Rogersville, Tenn.		555	WSBS	Great Barrington, Mass.		410
WRHC	Jacksonville, Fla.		339	WSBT	South Bend, Ind.		379
WRHI	Rock Hill, S. C.		545	WSCR	Scranton, Pa.		535
WRIB	Providence, R. I.		538	WSDB	Homestead, Fla.		338
WRIC	Richlands, Va.		590	WSDR	Sterling, Ill.		374
WRIG	Wausau, Wis.		612	WSEN	Baldwinsville, N. Y.		461
WRIM	Pahokee, Fla.		343	WSET	Glens Falls, N. Y.		464
WRIO	Rio Piedras, P. R.		616	WSEV	Sevierville, Tenn.		556
WRIP	Rossville, Ga.		357	WSFB	Quitman, Ga.		356
WRIS	Roanoke, Va.		592	WSFC	Somerset, Ky.		396
WRIT	Milwaukee, Wis.		609	WSFT	Thomaston, Ga.		358
WRIV	Riverhead, N. Y.		483	WSGA	Savannah, Ga.		357
WRJN	Racine, Wis.		610	WSGC	Elberton, Ga.		354
WRJW	Picayune, Miss.		433	WSGN	Birmingham, Ala.		288
WRKD	Rockland, Me.		405	WSGW	Saginaw, Mich.		421
WRKH	Rockwood, Tenn.		555	WSHE	Raleigh, N. C.		495
WRLD	West Point, Ga.		359	WSIC	Statesville, N. C.		497
WRMA	Montgomery, Ala.		293	WSID	Baltimore, Md.		407
WRMF	Titusville, Fla.		348	WSIG	Mount Jackson, Va.		589
WRMN	Elgin, Ill.		370	WSIP	Paintsville, Ky.		395
WRMS	Beardstown, Ill.		365	WSIR	Winter Haven, Fla.		349
WRNB	New Bern, N. C.		495	WSIV	Pekin, Ill.		372
WRNL	Richmond, Va.		591	WSIX	Nashville, Tenn.		555
WROA	Gulfport, Miss.		430	WSJC	Magee, Miss.		432
WROB	West Point, Miss.		433	WSJM	St. Joseph, Mich.		421
WROD	Daytona Beach, Fla.		337	WSJS	Winston-Salem, N. C.		499
WROK	Rockford, Ill.		373	WSKI	Montpelier, Vt.		584
WROM	Rome, Ga.		357	WSKP	Miami, Fla.		341
WRON	Ronceverte, W. Va.		604	WSKY	Asheville, N. C.		488
WRCS	Scottsboro, Ala.		293	WSLB	Ogdensburg, N. Y.		481
WROW	Roanoke, Va.		592	WSLI	Jackson, Miss.		431
WROW	Albany, N. Y.		461	WSLM	Salem, Ind.		379
WROX	Clarksdale, Miss.		428	WSLS	Roanoke, Va.		592
WROY	Carmi, Ill.		367	WSM	Nashville, Tenn.		555
WRPB	Warner Robbins, Ga.		359	WSMB	New Orleans, La.		401
WRR	Dallas, Tex.		564	WSME	Sanford, Me.		405
WRRF	Washington, N. C.		497	WSMI	Litchfield, Ill.		371
WRRR	Rockford, Ill.		373	WSMN	Nashua, N. H.		453
WRRZ	Clinton, N. C.		489	WSMT	Sparta, Tenn.		556
WRS	Saratoga Springs, N. Y.		483	WSNJ	Bridgeton, N. J.		454
WRSW	Warsaw, Ind.		380	WSNT	Sandersville, Ga.		357
WRTA	Altoona, Pa.		524	WSNW	Seneca, S. C.		545
WRUF	Gainesville, Fla.		338	WSNY	Schenectady, N. Y.		484
WRUM	Rumford, Me.		405	WSOC	Charlotte, N. C.		489
WRUN	Utica, N. Y.		487	WSOK	Savannah, Ga.		357
WRUS	Russellville, Ky.		396	WSOL	Tampa, Fla.		348
WRVA	Richmond, Va.		591	WSO	Henderson, Ky.		392
WRVK	Renfro Valley, Ky.		395	WSOO	Sault Ste. Marie, Mich.		422

Station	City	State	Page	Station	City	State	Page
WSOY	— Decatur, Ill.		369	WTHE	— Spartanburg, S. C.		545
WSPA	— Spartanburg, S. C.		545	WTHG	— Jackson, Ala.		291
WSPB	— Sarasota, Fla.		347	WTHI	— Terre Haute, Ind.		380
WSPD	— Toledo, Ohio		509	WTHR	— Panama City, Fla.		344
WSPN	— Saratoga Springs, N. Y.		484	WTIC	— Hartford, Conn.		329
WSPR	— Springfield, Mass.		413	WTIF	— Tifton, Ga.		358
WSPT	— Stevens Point, Wis.		611	WTIG	— Massillon, Ohio		508
WSRA	— Milton, Fla.		342	WTIK	— Durham, N. C.		490
WSRC	— Durham, N. C.		490	WTIL	— Mayaguez, P. R.		616
WSRO	— Marlborough, Mass.		411	WTIM	— Taylorville, Ill.		374
WSRW	— Hillsboro, Ohio		507	WTIP	— Charleston, W. Va.		602
WSSB	— Durham, N. C.		490	WTIV	— Titusville, Pa.		536
WSSC	— Sumter, S. C.		546	WTIX	— New Orleans, La.		401
WSSO	— Starkville, Miss.		433	WTJH	— East Point, Ga.		354
WSSV	— Petersburg, Va.		590	WTJS	— Jackson, Tenn.		551
WSTA	— St. Thomas, V. I.		617	WTKM	— Hartford, Wis.		607
WSTC	— Stamford, Conn.		331	WTKO	— Ithaca, N. Y.		465
WSTL	— Eminence, Ky.		391	WTLB	— Utica, N. Y.		487
WSTN	— St. Augustine, Fla.		345	WILO	— Somerset, Ky.		396
WSTP	— Salisbury, N. C.		496	WTLS	— Tallahassee, Ala.		294
WSTR	— Sturgis, Mich.		422	WTMA	— Charleston, S. C.		541
WSTS	— Massena, N. Y.		466	WTMB	— Tomah, Wis.		611
WSTU	— Stuart, Fla.		347	WTMC	— Ocala, Fla.		343
WSTV	— Steubenville, Ohio		509	WTMJ	— Milwaukee, Wis.		609
WSUB	— Groton, Conn.		329	WTMP	— Tampa, Fla.		348
WSUG	— Clewiston, Fla.		336	WTMT	— Louisville, Ky.		393
WSUH	— Oxford, Miss.		432	WINC	— Thomasville, N. C.		497
WSUN	— St. Petersburg, Fla.		345	WIND	— Orangeburg, S. C.		545
WSUX	— Seaford, Del.		333	WTNJ	— Trenton, N. J.		456
WSUZ	— Palatka, Fla.		344	WINS	— Coshocton, Ohio		506
WSVA	— Harrisonburg, Va.		588	WINT	— Tallahassee, Fla.		347
WSVS	— Crewe, Va.		586	WTOB	— Winston-Salem, N. C.		499
WSWN	— Belle Glade, Fla.		335	WTOC	— Savannah, Ga.		357
WSWV	— Pennington Gap, Va.		590	WTOE	— Toledo, Ohio		509
WSWW	— Platteville, Wis.		610	WTOF	— Spruce Pine, N. C.		497
WSYB	— Rutland, Vt.		584	WTOG	— Toledo, Ohio		509
WSYD	— Mt. Airy, N. C.		494	WTON	— Staunton, Va.		592
WSYL	— Sylvania, Ga.		358	WTOP	— Washington, D. C.		334
WSYR	— Syracuse, N. Y.		485	WTOR	— Torrington, Conn.		332
WTAB	— Tabor City, N. C.		497	WTOT	— Marianna, Fla.		340
WTAC	— Flint, Mich.		417	WTPR	— Paris, Tenn.		555
WTAD	— Quincy, Ill.		373	WTRA	— Latrobe, Pa.		529
WTAG	— Worcester, Mass.		413	WTRB	— Ripley, Tenn.		555
WTAL	— Tallahassee, Fla.		347	WTRC	— Elkhart, Ind.		375
WTAN	— Clearwater, Fla.		335	WTRL	— Bradenton, Fla.		335
WTAO	— Boston, Mass.		410	WTRN	— Tyrone, Pa.		536
WTAP	— Parkersburg, W. Va.		604	WTRO	— Dyersburg, Tenn.		550
WTAQ	— La Grange, Ill.		371	WTRP	— LaGrange, Ga.		355
WTAR	— Norfolk, Va.		590	WTRR	— Sanford, Fla.		345
WTAW	— Bryan, Tex.		560	WTRU	— Muskegon, Mich.		420
WTAX	— Springfield, Ill.		374	WTRW	— Two Rivers, Wis.		611
WTAY	— Robinson, Ill.		373	WTRX	— Flint, Mich.		416
WTBC	— Tuscaloosa, Ala.		294	WTRY	— Troy, N. Y.		485
WTBF	— Troy, Ala.		294	WTSB	— Brattleboro, Vt.		584
WTBO	— Cumberland, Md.		407	WTSB	— Lumberton, N. C.		494
WTCB	— Flomaton, Ala.		290	WTSL	— Hanover, N. H.		452
WTCH	— Shawano, Wis.		611	WTSN	— Dover, N. H.		452
WTCJ	— Tell City, Ind.		379	WTSV	— Claremont, N. H.		452
WTCM	— Traverse City, Mich.		422	WTTB	— Vero Beach, Fla.		348
WTCN	— Minneapolis, Minn.		425	WTHH	— Port Huron, Mich.		421
WTCO	— Campbellsville, Ky.		390	WTTL	— Madisonville, Ky.		393
WTCR	— Ashland, Ky.		390	WTTM	— Trenton, N. J.		455
WTCB	— Fairmont, W. Va.		602	WTTN	— Watertown, Wis.		612
WTCW	— Whitesburg, Ky.		396	WTRR	— Westminster, Md.		408
WTEL	— Philadelphia, Pa.		533	WTTS	— Bloomington, Ind.		375

Station	City	State	Page	Station	City	State	Page
WTTT	— Arlington, Fla.		335	WWJB	— Brooksville, Fla.		335
WTUG	— Tuscaloosa, Ala.		295	WWKY	— Winchester, Ky.		396
WTUP	— Tupelo, Miss.		433	WWL	— New Orleans, La.		401
WTUX	— Wilmington, Del.		333	WWNC	— Asheville, N. C.		488
WTVB	— Goldwater, Mich.		415	WWNH	— Rochester, N. H.		453
WTVL	— Waterville, Me.		405	WWNR	— Beckley, W. Va.		601
WTVN	— Columbus, Ohio		505	WWNS	— Statesboro, Ga.		358
WTWA	— Thomson, Ga.		358	WWNY	— Watertown, N. Y.		487
WTWB	— Auburndale, Fla.		335	WWOD	— Lynchburg, Va.		588
WTWN	— St. Johnsbury, Vt.		585	WWOK	— Charlotte, N. C.		489
WTXL	— West Springfield, Mass.		413	WWOL	— Buffalo, N. Y.		463
WTYC	— Rock Hill, S. C.		545	WWON	— Woonsocket, R. I.		539
WTYM	— Springfield, Mass.		413	WWPA	— Williamsport, Pa.		537
WTYN	— Tryon, N. C.		497	WWPF	— Palatka, Fla.		344
WTYS	— Marianna, Fla.		340	WWRI	— West Warwick, R. I.		539
WULA	— Eufaula, Ala.		290	WWRJ	— White River Junction, Vt.		585
WUSJ	— Lockport, N. Y.		466	WWRL	— New Yerk, N. Y.		481
WUST	— Washington, D. C.		334	WWSC	— Glens Falls, N. Y.		464
WVAM	— Altoona, Pa.		524	WWSR	— St. Albans, Vt.		584
WVCG	— Coral Gables, Fla.		336	WWST	— Wooster, Ohio		510
WVCH	— Chester, Pa.		526	WWSW	— Pittsburgh, Pa.		534
WVEC	— Hampton, Va.		588	WWVA	— Wheeling, W. Va.		605
WVET	— Rochester, N. Y.		483	WWWB	— Jasper, Ala.		291
WVIM	— Vicksburg, Miss.		433	WWWF	— Fayette, Ala.		290
WVIP	— Mt. Kisco, N. Y.		466	WWWR	— Russellville, Ala.		293
WVJP	— Caguas, P. R.		615	WWWW	— Rio Piedras, P. R.		616
WVJS	— Owensboro, Ky.		394	WWXL	— Manchester, Ky.		393
WVKO	— Columbus, Ohio		506	WWYO	— Pineville, W. Va.		604
WVLD	— Valdosta, Ga.		359	WXAL	— Demopolis, Ala.		289
WVLK	— Lexington, Ky.		392	WXGI	— Richmond, Va.		591
WVLN	— Olney, Ill.		372	WXLI	— Dublin, Ga.		354
WVMC	— Mcunt Carmel, Ill.		372	WXLW	— Indianapolis, Ind.		377
WVMI	— Biloxi, Miss.		428	WXOK	— Baton Rouge, La.		398
WVNA	— Tuscumbia, Ala.		295	WXRf	— Guayama, P. R.		615
WVNJ	— Newark, N. J.		455	WXXX	— Hattiesburg, Miss.		430
WVOK	— Birmingham, Ala.		288	WXYZ	— Detroit, Mich.		416
WVOL	— Nashville, Tenn.		555	WYCL	— Yerk, S. C.		546
WVOP	— Vidalia, Ga.		359	WYDE	— Birmingham, Ala.		288
WVOS	— Liberty, N. Y.		466	WYFE	— New Orleans, La.		401
WVOT	— Wilson, N. C.		498	WYLD	— New Orleans, La.		400
WVOW	— Logan, W. Va.		603	WYMB	— Manning, S. C.		544
WVOX	— New Rochelle, N. Y.		466	WYND	— Sarasota, Fla.		347
WVPO	— Stroudsburg, Pa.		536	WYNG	— Warwick, R. I.		539
WVSC	— Somerset, Pa.		535	WYNN	— Florence, S. C.		542
WVVW	— Grafton-Fairmont, W. Va.		622	WYOU	— Newport News, Va.		589
WWBC	— Bay City, Mich.		414	WYRN	— Louisville, N. C.		493
WWBD	— Bamberg, S. C.		540	WYSE	— Lakeland, Fla.		340
WWBZ	— Vineland, N. J.		456	WYSL	— Buffalo, N. Y.		462
WWCA	— Gary, Ind.		376	WYSR	— Franklin, Va.		587
WWCC	— Bremen, Ga.		351	WYTH	— Madiscn, Ga.		356
WWCO	— Waterbury, Conn.		332	WYTI	— Rocky Mount, Va.		592
WWDC	— Washington, D. C.		334	WYVE	— Wytheville, Va.		593
WWGP	— Sanford, N. C.		496	WYZE	— Atlanta, Ga.		350
WWGS	— Tifton, Ga.		358	WZEP	— De Funiak Springs, Fla.		337
WWHG	— Hornell, N. Y.		435	WZIP	— Cincinnati, Ohio		503
WWIL	— Ft. Lauderdale, Fla.		337	WZKY	— Ahsokie, N. C.		487
WWIN	— Baltimore, Md.		407	WZOB	— Ft. Payne, Ala.		290
WWIS	— Black River Falls, Wis.		606	WZOK	— Jacksonville, Fla.		339
WWIT	— Canton, N. C.		488	WZRO	— Jacksonville Beach, Fla.		339
WWIZ	— Lorain, Ohio		507	WZYX	— Cowan, Tenn.		549
WWJ	— Detroit, Mich.		416	XEAK	— San Diego, Calif.		318

RADIO—1960 STYLE

...It's A Pleasure To Welcome You

By PAUL F. HARRON

President, World Broadcasting System, Inc.



THROUGHOUT my many years in the broadcasting business I don't believe I enjoyed any period more than the first few months of 1960. For during this key period the return to improved radio programming began to become apparent. Broadcasters threw off the yoke of sameness worn by so many of their fellow operators and adopted a creative individualistic approach.

It seemed to occur all over the country at about the same time. I was even lucky enough to hear a change take place in mid-air, so to speak . . . wherein at a given time a station dramatically portrayed the old abandoned sound, then a sample of the new. What particularly heartened me about these changes toward a more conservative and varied pattern of sounds was the way the announcers and disc jockeys welcomed them.

To set forth the type of programming that was being ditched right and left would be a waste of space. Anyone with a modicum of taste knows the patterns of sound that were so heavily criticized. Also, let me make plain, it was not any specific element or elements which provoked the listener groans, rather it was the way such were used so frequently, or consecutively, or simultaneously! But don't get me wrong—I'm all for making radio as distinctive and creative as possible, just so it all goes to make the medium more appreciated and thereby more productive.

But now that the old-sound interment is definitely under way, let's

spend some time with the new-born programming concepts that are proving interesting even to venerable 30-hour-a-week TV addicts. Take music, for instance—station managers are experiencing welcome surprise in discovering it is not imperative to program 'down' to win audiences. They're playing all kinds of music, and once again using their show business horse sense as to whether the sound is good, and thereby worthy of play, or not. Some managers, almost as if in a fit of frenzy, chucked charts, polls and whole segments of their obscurely labeled records into the rubbish pile—and began to listen to their own stations again! More than one has explained, "It is not necessary for me to play the same stuff as everybody else to survive. I'm trying my own ideas and apparently listeners like what I like because I've been besieged by letters and calls urging me to continue the new way." Now when this happens, I'm sure that sales—including merchandise sales off the counter—will follow.

At World, of course, we're pleased with these new trends. We believe them to be right for the industry, and we know they point straight in our direction. For we're geared, as always, to help stations program in numerous ways—all tasteful and all productive. We already have the new styled production tools so drastically needed by so many stations—as well as the features, promotions, and talk-shows. Radio programming, 1960 style, it's a pleasure to welcome you.

Pop.: 3,461,000
Families: 866,000
Radio Homes: 821,000

ALABAMA

TV Homes: 636,000
AM Stas. in State: 108
TV Stas. in State: 10

WAVU—Albertville—1947

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 411
Tel.: 830 Independent
Newspaper Affilia Sand Mt. Reporter
Pres., Gen. Mgr. Pat M. Courington
Comm. Prom. Mgr. John Culp
Prog. Dir., Sales Prom. Bill Hagler
Chief Engineer Delbon Hooper

WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By Piedmont Service Corp.
Business-Studio Address 138 Main St.
Tel.: Adams 4-2566. KBS
Representative Sears & Ayer, Dixieland
General Mgr. Jim Whatley

WCTA—Andalusia—1946

Frequency: 920 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Oper. By Andalusia Bcstg. Co., Inc.
Address Sanford Rd., P. O. Box 29
Tel.: CA 2-1144. KBS
Pres., Gen. Mgr. J. Dige Bishop
Comm. Mgr. Donald Cooke
Program Director Bob Duck
Chief Engineer J. D. Bishop

WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned Anniston Radio Co.
Address 115 W. 33rd St.
Tel.: AD 7-1627. KBS
Owner C. L. Graham

WDNG—Anniston—1957

Frequency: 1450 Kc. Power: 250 Watts
Owned By Potts Broadcasting Co. Inc.
Address Box 1280
Tel: Adams 6-4152. Independent
President, Gen. Mgr. Thomas S. Potts
Commercial Mgr. Ralph Burgess
Program Dir. Winston Maxwell
Sales Prom. Mgr. Robert M. Price
Chief Engineer Harry Dickinson

WHMA—Anniston—1938

Frequency: 1390 Kc. Pw: 5000 d.; 1000 Kw. n.
Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radto Bldg.
Tel.: AD 6-7545. ABC
Newspaper Affil. Anniston Star
Representative Walker-Rawalt Co.
President Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Commercial Manager George Rutledge
Program Director W. Hall Wray
Publicity Director E. Cody Hall
Sales Prom. Mgr. Frank Burgess
Chief Engineer James A. Hudson

WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Athens Bcstg. Co., Inc.
Business-Studio Address P.O. Box 386
Tel.: 565 Independent
Pres.-Gen. Mgr. Homer F. Dunnivant
Chief Eng. William G. Mitchell

WATM—Atmore—1949

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By Southland Bcstg. Co.
Address P. O. Box 59
Tel: 50. Independent
Gen. Mgr., Ch. Eng. T. C. Miniard
Comm. Mgr. Julia Miniard
Program Director Jimmie Crews

WAUD—Auburn—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Auburn Bcstg. Co.
Address Box 391
Tel.: TU 7-3401. ABC
Pres., Gen.-Sta. Mgr. Elmer G. Salter
Sales Prom. Mgr. Bob Sanders
Program Director Jean Jetton
Publicity Director Elmer Salter
Chief Engineer George Murphy

WBCA—Bay Minette—1957

Frequency: 1150 Kc. Power: 1 Kw., d.
Owned SW Alabama Bcstg. Co., Inc.
Address Box 428
Tel.: 2281. KBS
Newspaper Affiliation Baldwin Times
President J. H. Faulkner
Gen. Mgr. Jim Stewart
Prog. Dir. Billy Walker
Station Mgr. Clem Courtney
Publicity Sls. Prom. Bob Robinson
Chief Engineer R. A. Switzer

WEZB—Bessemer—1953

Frequency: 1450 Kc. Power: 250 Kw. d.
Owned Bessemer Bcstg. Co.
Address P.O. 1469
Pres. Gen. Mgr. Gene Newman
Commercial Mgr. Gaines Allen
Chief Engineer V. Cicero

WAPI—Birmingham—1922

Frequency: 1070 Kc. Power: 50 Kw d.; 5 Kw n.
Oper. By Alabama Bcstg. Sys. Inc.
Address P. O. Box 2553
Tel.: FAirfax 3-6141. NBC
Representative Henry I. Christal
Pres. & Gen. Mgr. Charles F. Grisham
V.P. & Admin. Dir. Ray A. Furr
V.P. & Sales Dir. Albert J. Gillen
Program Dir. Horace Pumphrey
Promotion Director James Chenoweth
Chief Engineer J. V. Sanderson

ALABAMA

WATV—Birmingham—1958

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: American Electronix
Address: 710 S. 22nd St.
Tel.: FA 4-2541 Independent
Sta. Representative: Avery-Knodel
President: E. C. Atkerson
General Sta. Mgr.: Maury Farrell
Program Dir.: Rick Maze
Publicity Dir.: Stan Vainrib
Chief Engineer: Robert L. Du Priest

WBRC—Birmingham—1925

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By: Taft Broadcasting Co.
Address: 1729 2nd Ave., N.
Tel.: AL 2-3172 Independent
Sta. Representative: Katz
President: Hulbert Taft, Jr.
General Sta. Mgr.: Lloyd B. Taft
Comm. Prom. Mgr.: William O. Mogge
Program Director: Claude Raney
Chief Engineer: Hardy Carl

WCRT—Birmingham—1953

Frequency: 1260 Kc. Power: 5000 Watts d.
Owned-Oper. By: Chapman Radio-TV Co.
Business Address: 725 S. 22nd St.
Tel.: AL 2-3019 ABC
Sta. Representative: Weed
Owners: G. K. & W. A. Chapman
Comm., Public Dir.: W. R. Kennedy
Program Dir.: George Chapman
Sales Prom. Mgr.: Rody Clark
Chief Engineer: Bill Chapman

WEDR—Birmingham—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio Birmingham, Inc.
Business Address: 1490 Fourth Ave., N.
Tel.: FA 3-1220 Independent
Representative: Dore
President, Gen. Mgr.: James R. Bonfils
Chief Engineer: Charles Kirkpatrick

WENN—Birmingham—1950

Frequency: 1320 Kc. Power: 5000 d.
Owned By: John McLendon & Assoc.
Business Address: Box 1469
Tel.: FA 4-4518 Independent
Representative: John E. Pearson Co.
President: John McLendon
Gen. & Sta. Manager: William Anderson
Commercial Manager: Ed. Phelan
Sales Promotion Manager: Paul Bishop
Program Director: Erskine Faush
Publicity Dir.: Joe Lackey
Chief Engineer: Carl Martens

WJLD—Birmingham—1942

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Johnston Bcstg. Co.
Business Address: P.O. Box 5367
Tel.: FA 4-3466 Independent

Representative: Forjoe
President: George Johnston, Jr.
Gen. Manager: James Connolly
Program Director: Mary Vail
Chief Engineer: Cliff Goggans

WSGN—Birmingham—1927

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned: Winston-Salem Broadcasting Co.
Address: 2320 7th Avenue South
Tel.: FA 2-3440 Independent
Rep.: Venard, Rintoul & McConnell; Ayers
President: James W. Coan
Gen. Mgr.: Ben K. McKinnon
Chief Engineer: Emmett J. Smith

WVOK—Birmingham—1947

Frequency: 690 Kc. Power: 50,000 Watts d.
Owned-Oper. By: Voice of Dixie, Inc.
Address: P. O. Box 2468
Tel.: ST 7-2601 Independent
Representative: Radio-TV Repts., Inc.
P. es., Gen., Sta. Mgr.: Irabee W. Benms
Comm., Sales Mgr., Prog., Pub. Dir.: Ira Leslie
Chief Engineer: R. G. Blaskow

WYDE—Birmingham—1957

Frequency: 850 Kc. Power: 10 Kw. d.; 1 Kw. n.
Owned-Oper. By: I. Herbert, B. Judis
Address: 1901 Montgomery Hi-Way
Tel.: FAirfax 2-4511 Independent
Representative: Adam Young
President: Ira Herbert
Gen. Mgr.: Tom Whitley
Program Director: Peter Pride
Chief Engineer: James Gray
OWNERS OF: KCBQ, SAN DIEGO, CALIF.; WAKE, AT-
LANTA, GA.; WOKY, MILWAUKEE, WISC.; KYA,
SAN FRANCISCO, CALIF.; WADO, NEW YORK, N.Y.

WAVC—Boaz—1959

Frequency: 1300 Kc. Power: .5 Kw.
Owned By: Cicero Broadcasting Co.
Address: Box 367
Tel.: 8741 Independent
President: Vearl Cicero
V.P., Gen. Mgr.: Charles K. Sparks
Comm., Sta. Mgr.: Jack Kirby
Program Dir.: Ray Estes
Sales Prom. Mgr.: Sam Minor
Publicity Dir.: Dale Johnson
Chief Engineer: Verbon Rives

WEBJ—Brewton—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Brewton Bcstg. Co.
Business Address: Brewton, Ala.
Tel.: 1000 KBS
Representative: Dora-Clayton
Gen. Mgr. Chief Eng.: J. Wesley Gardner

WPRN—Butler—1959

Frequency: 1320 Kc. Power: 1000 Watts

Owned By..... Radio Butler Co.
 Address..... Butler
 Tel.: GL 9-3222..... KBS
 Commercial Mgr..... Houston L. Pearce
 Program Director..... William C. Reid
 Publicity Dir..... Margaret Dolin
 Sta. Mgr. Ch. Eng..... Paul D. Nichols

WBYE—Calera—1957

Frequency: 1370 Kc..... Power: 1000 Watts
 Owned By..... Shelby County Adv. Corp.
 Address..... Calera, Ala.
 Tel.: NOrth 8-7751..... Independent
 President..... Ralph W. Sears
 Gen. Mgr., Ch. Eng..... Marion P. Jones
 Program, Publicity Dir..... Ed Ewing

WRAG—Carrollton—1951

Frequency: 590 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Pickens County Bcstg. Co.
 Address..... Box 71
 Tel.: 2364..... KBS
 Representative..... Continental
 President..... R. E. Hook

WKLF—Clanton—1947

Frequency: 980 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Southeastern Bcstg. Co.
 Address..... 703 W. 2nd Ave., N.
 General Mgr..... L. L. Hudson

WFMH—Cullman—1949

Frequency: 1460 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Voice of Cullman
 Address..... 206 Second Ave. West
 Tel.: RE 4-3271..... Independent
 General Commercial Manager..... B. C. Eddins
 Program Director..... V. E. Waters

WKUL—Cullman—1946

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Cullman Bcstg. Co.
 Address..... Drawer 820
 Tel.: 864..... KBS
 Pres., Gen., Sta. Mgr..... Hudson C. Millar, Jr.
 Program Director..... Charles Richard
 Chief Eng..... Art Bachman

WAJF—Decatur—1953

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... J. B. Falt, Jr.
 Business Address..... 112 Grant St., S.E.
 Tel.: Elgin 3-9231..... Independent
 Station Representative..... Dixieland
 Owner..... J. B. Falt, Jr.
 Gen. Comm. Mgr..... Alvin Wood
 Sales Prom. Mgr..... Bayne Hill
 Program, Publicity Dir..... Tommy Allen

WHOS—Decatur—1948

Frequency: 800 Kc..... Power: 1000 Watts d.
 Owned..... John H. & Jeffie Jones
 Address..... Box 1127
 Tel.: EL 3-1810..... Independent
 Representative..... T. F. Clark
 General Station Manager..... Louis C. Blizzard

Commercial Manager..... Ross Hawkins
 Program Director..... Mims Jones
 Chief Engineer..... Ed. Buxton

WMSL—Decatur—1935

Frequency: 1400 Kc..... Power: 250 Watts
 Owned..... Tennessee Valley Bcstg. Co.
 Address..... Box 72, Banks St.
 Tel.: EL 3-0361..... MBS-KBS
 Representative..... Masla-Clark Brown
 Pres. Gen. Mgr..... Frank Whisenant
 Program Director..... Elice Mullican
 Sales Prom. Mgr..... Jack McNutt
 Chief Engineer..... Alvin Millwood

WXAL—Demopolis—1948

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Demopolis Bcstg. Co.
 Address..... P.O. Box 261
 Tel.: 1400..... MBS-KBS
 Pres. Gen. Mgr..... W. M. Jordan

WAGF—Dothan—1932

Frequency: 1320 Kc..... Power: 1000 Watts
 Owned-Operated By..... Dothan Bcstg. Co.
 Address..... 204½ E. Main Street
 Tel.: SY 2-1101..... Independent
 Representative..... Sears & Ayer
 Gen. Mgr., Ch. Eng..... Julian C. Smith
 Commercial Mgr..... Fred C. Moseley
 Program Dir..... Tommy Underwood

WDIG—Dothan—1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Houston Bcstg. Co.
 Address..... P.O. Box 828
 Tel.: 3-4100..... MBS
 Representative..... Hil F. Best
 Gen. Mgr..... Jess Swicegood
 Prog. Dir..... M. McGowen

WOOF—Dothan—1946

Frequency: 560 Kc..... Power: 5000 Watts d.
 Owned-Oper. By..... The WOOF Trust
 Bus. Add..... Columbia Hi-Way, P. O. Box 1427
 Tel.: SY 2-1149..... KBS
 Representative..... Thomas F. Clark
 General Manager..... R. A. Dowling
 Commercial Mgr..... Truman Duckett
 Station Mgr..... Johnny LaCarter
 Chief Engineer..... George Anderson

WELB—Elba—1959

Frequency: 1350 Kc..... Power: 1 Watt d.
 Owned By..... Howard Parrish
 Address..... Route #5
 Tel.: Twin Brook 7-2344..... Independent
 Station Mgr..... J. Cogan
 Chief Engineer..... M. Danford

WIRB—Enterprise—1948

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... The Wiregrass Bcstg. Co.
 Address..... Dothan Highway
 Tel.: Enterprise..... KBS
 Gen. Mgr..... R. E. James

ALABAMA

WULA—Eufaula—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Dixie Radio Inc.
Address: Box 301
Tel.: 744-5
MBS
President, Gen. Mgr.: C. A. McClure
Station, Program Dir.: William Bryant
Commercial, Prom Mgr.: John T. Lingo
Chief Engineer: F. Keith Brown

WBLO—Evergreen—1957

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned: Evergreen Bcstg. Co.
Address: Box 350
Tel.: 500
KBS
President: C. W. Mapoles
Gen. Sta. Mgr.: John M. Raines, Jr.
Chief Engineer: Wendell Tolbert

WWWF—Fayette—1949

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Bankhead Bcstg. Co., Inc.
Address: 505 Temple Ave.
Tel.: Webster 2-5294
KBS
Gen. Mgr.: Jack Black
Chief Engineer: P. Slatton

WTCB—Flomaton—1955

Frequency: 990 Kc. Power: 500 Watts d.
Owned: Tri-City Broadcasting Co., Inc.
Address: P. O. Box 386
Tel.: CY 6-2466
Independent
Representative: Hil F. Best
President, Gen. Mgr.: George B. Haskew
Commercial Mgr.: William J. Dykes
Program Dir.: Robert L. Atkins
Sales Prom. Publicity Dir.: Bill Davis
Chief Engineer: Hoyt Bonds

WJOI—Florence—1945

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Florence Bcstg. Co., Inc.
Address: 624 S. Chestnut
Tel.: AT 2-8121
MBS-KBS
President, Gen. Mgr.: Joe T. Van Sandt
Prog. Dir.: G. Manush
Sales Prom. Mgr.: Madison Davis
Publicity Dir.: Sherry Witt
Chief Engineer: Paul Shannon

WOWL—Florence—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Muscle Shows
Business Address: P.O. Box 600
Tel.: AT 2-7711
ABC
President: Richard B. Biddle
General, Prom. Mgr.: William A. Mapes
Sta., Comm. Mgr.: Ronald S. Walker
Publicity Dir.: Betty Marks
Program Director: Bill Wynne
Chief Engineer: Mel G. Hunt

WHPE—Foley—1953

Frequency: 1310 Kc. Power: 1000 Watts d.

Owned-Oper. By: Southwest Ala. Bcstg. Co., Inc.
Address: P. O. Drawer F
Tel.: WH 3-7131
Independent
Newspaper Affiliation: Baldwin Times
President: J. H. Faulkner
General Manager: Jim Stewart

WFPA—Ft. Payne—1949

Frequency: 1400 Kc. Power: 250 watts
Owned: Gotherberg's Community Bcstg. Co.
Address: Box 391
Tel.: 643
Independent
Representative: Hil F. Best
Pres.: George Gotherberg, Jr.
Gen. Mgr.: Ozelle Gotherberg
Sta. Mgr.: W. D. Holderfield
Program Director: Hal Comello
Chief Engineer: Edwin Walker

WZOB—Ft. Payne—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By: Glenn M. Gravitt
Address: P. O. Box 126
Tel.: 1250
KBS
Pres., Gen. Mgr.: Glenn M. Gravitt
Comm. Mgr.: Bill McPherson
Program Dir.: Willard Howell
Publicity Dir.: F. L. Pierce
Chief Engineer: Jess R. Moore

WCAS—Gadsden—1947

Freq.: 570 Kc. Power: 5 Kw. d., 500 Kw., n.
Owned-Oper. By: Etowah Bcstrs., Inc.
Address: P. O. Box 272
Tel.: LI 6-6301
Independent
Newspaper Affiliation: Gainesville D. Times
Pres., Gen. Mgr.: E. F. MacLeod
Secy.-Treas.: Charles Smithgall
Asst. Mgr., Prog. Dir.: J. W. Woody, Jr.
Chief Engineer: W. G. Anderson

WETO—Gadsden—1950

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By: Gadsden Radio Co.
Address: P.O. Box 937
Tel.: Liberty 6-9201
KBS
Owner: Cary L. Graham
General Mgr.: Mac Thomas
Chief Engineer: Calvin C. Williamson

WGAD—Gadsden—1947

Freq.: 1350 Kc. Power: 5 Kw. D., 1 Kw. N.
Owned-Oper. By: Coosa Bcstg. Co., Inc.
Address: Box 351
Tel.: Liberty 61-611
ABC
Representative: Walker-Rawalt-D. Clayton
President, General Manager: Ed. Z. Carrell
Prog., Publicity Dir.: Robert Mayne
Chief Engineer: H. Williams

WGEA—Geneva—1952

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned: Radio South Alabama, Inc.
Address: P.O. Box 337
Tel.: Murray 4-2271
KBS
Gen. Mgr.: J. C. Helms

WGYV—Greenville—1948

Frequency: 1390 Kc. Power: 1000 Kw., d.
 Owned-Oper. By... Greenville Bcstg. Corp.
 Business Address... P. O. Box 227
 Tel.: DU 2-4444... KBS
 Representative... Sears and Ayer
 General Mgr... W. H. Miller

WGSV—Guntersville—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By... Guntersville Bcstg. Co.
 Address... P. O. Box 32
 Tel.: JU 2-4131... KBS
 Gen. Comm. Ch. Eng... Lavelle Jackson

WJBB—Haleyville—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Haleyville Bcstg. Co.
 Address... Box 191
 Tel.: HU 6-2277... MBS-KBS
 Representative... Dixieland
 Gen. Sta. Mgr... J. L. Slatton
 Comm. Mgr... Otis Williams
 Program Director... Pat Slatton
 Chief Engineer... Paul E. Kelly

WERH—Hamilton—1950

Frequency: 970 Kc. Power: 5000 Watts d.
 Owned-Oper. By... Kate F. Fite
 Address... P. O. Box 187
 Tel.: Walnut 1-3481... KBS
 Representative... Hil F. Best Co.
 Pres. Gen. Mgr... Kate F. Fite
 Comm. Mgr... Kermit Minga
 Chief Engineer... Johnnie Lott

WHRT—Hartselle—1956

Frequency: 860 Kc. Power: 250 Watts: d.
 Owned By... Dorsey E. Newman
 Address... Radio Bldg.
 Tel.: Spruce 3-7370... Independent
 Pres. Gen. Mgr... D. G. Newman
 Chief Engineer... F. D. Boster

WAAY—Huntsville—1949

Freq.: 1550 Kc. Power: 5000 W. d.; 500 W. n.
 Owned By... Smith Bcstg. Inc.
 Business Address... P. O. Box 986
 Tel.: Jefferson 2-8471... ABC
 Representative... Walker-Rawalt
 President, Sta. Mgr... M. D. Smith III
 Commercial Mgr... Ernie Gord
 Publicity Dir... K. J. Smith
 Program Director... Dewey Webb
 Chief Engineer... Richard Essner

WBHP—Huntsville—1937

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Wilton H. Pollard
 Address... P.O. Box 770
 Tel.: Jefferson 2-3521... Independent
 Manager... Fred Still

WEUP—Huntsville—1958

Frequency: 1600 Kc. Power: 5000 Watts

Owned By... Garrett Broadcasting
 Business Address... 902 Oakwood Ave.
 Tel.: Jefferson 6-0713... Independent
 President, Station Manager... Leroy Garrett
 Program Director... Viola Garrett
 Chief Engineer... Euple Palmer

WFUN—Huntsville—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Huntsville Bcstg. Co., Inc.
 Address... 410 Holmes Ave., N.W.
 Tel.: JE 2-5641... Independent
 Sta. Reps... Sears & Ayers; Dora-Clayton
 Pres., Gen. Mgr... J. B. Falt, Jr.
 Sta. Mgr. Ch. Eng... John Garrison

WTHG—Jackson—1950

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By... Jackson Bcstg. Co.
 Address... Jackson, Ala.
 Tel.: 2413... KBS
 Pres., Gen. Mgr... T. H. Gaillard, Jr.

WARF—Jasper—1956

Frequency: 1240 Kc. Power: 250 Watts
 Owned... Walker County Bcstg. Co.
 Address... 1809 B Fourth Ave.
 Tel.: FU 4-5577... Independent
 President... Hudson C. Millar, Jr.
 Gen. & Comm. Mgr... Jerdan Bullard
 Sta. Mgr., Ch. Eng... Wayne Sims
 Program Dir... Bill Clark

WWWB—Jasper—1946

Frequency: 1360 Kc. Power: 1 Kw. d.
 Owned-Operated By... Bankhead Bcstg. Co., Inc.
 Address... P.O. Box 622
 Tel.: FU 4-3461... KBS
 Representative... Hil F. Best
 President... W. W. Bankhead
 Gen. Mgr... William C. Edgemon
 Program, Ch. Eng... C. C. Watts, Jr.

WJAM—Marion—1951

Frequency: 1310 Kc. Power: 5000 Watts d.
 Owned-Oper. By... Radio Marion, Inc.
 Address... Marion, Ala.
 Tel.: MU 3-7111... Independent
 Representative... Keller
 President... J. Dige Bishop
 Gen. Mgr., Prog. Dir... John M. Driskill
 Comm., Prom. Dir... Lamar Mangham
 Publicity Dir... Pat Walden
 Chief Engineer... L. Mangham

WABB—Mobile—1948

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By... Northern Virginia Bcstg. Inc.
 Business Address... P. O. Box 1476
 Tel.: Glendale 6-7686... ABC
 Representative... Branham Co.
 General Manager... Robert E. Cobbins
 Chief Engineer... Stephen J. Hart

ALABAMA

WALA—Mobile—1930

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By: Pape TV Co., Inc.
Bus. Studio Address: 210 Government St.
Tel.: HE 3-3754
Representative: H.R.
General Station Manager: W. B. Pape
Commercial Manager: Jim McNamara
Sales Promotion Publicity: Chuck Thompson
Chief Engineer: Raymond Hurley

WGOK—Mobile—1958

Frequency: 900 Kc. Power: 1000 Watts d.
Owned By: WGOK, Inc.
Address: 800 Gum St.
Tel.: HE 2-8681
Sta. Representative: Bernard Howard
President: Jules J. Paglin
General Manager: Stanley Ray Jr.
Commercial Mgr.: Otis M. Parker
Sales Prom. Mgr.: Pete Hagerity
Chief Engineer: H. B. Greene

WKAB—Mobile—1947

Frequency: 840 Kc. Power: 1000 Watts
Owned: Radio Mobile, Inc.
Address: 525 Donald Street
Tel.: GR 7-6345
Representative: Venard, Rintoul & McConnell
President: Jim Smith
Vice Pres.: Jack Dress
Station Mgr.: Tom Jackson
Chief Engineer: Clifford Sizemore

WKRK—Mobile—1946

Freq.: 710 Kc. Power: 1000 Kw. d.; 500 W. n.
Owned-Operated By: WKRK-TV, Inc.
Address: 162 St. Louis St.
Tel.: HE 2-6789
Newspaper Affiliation: Mobile Press Register
Representative: Avery-Knodel
President: Kenneth R. Giddens
Gen. Mgr.: W. S. Baskerville, Jr.

WMOZ—Mobile—1952

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By: Edwin H. Estes Corp.
Address: P.O. Box 228
Tel.: HE 2-0548
Sta. Reps.: Dora Clayton; Bob Dore
Pres. Gen. Mgr.: Edwin H. Estes
Station Mgr.: W. H. Dutton
Comm. Program Dir.: Pat Ray
Sales Prom. Mgr.: C. R. Horne
Publicity Dir.: A. J. Crawford
Chief Engineer: Vernon Floyd

WMFC—Monroeville—1952

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By: Monroe Bdcstg. Co.
Address: P.O. Box 641
Tel.: 1360
Newspaper Affiliation: Monroe Journal
Representative: Keystone
President, General Manager: W. M. Stewart

Commercial Manager: Al Goree
Chief Engineer: Harold Harris

WAPX—Montgomery—1947

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By: Southland Bcstg. Co.
Business, Studio Address: 118 Catoma St.
Tel.: AM 3-7569
Representative: ABC-MBS
Walker Co.
President, Gen. Mgr.: R. M. Allgood
Chief Engineer: R. Olin

WBAM—Montgomery—1953

Frequency: 740 Kc. Power: 50 Kw. d.
Owned: Deep South Bcstg. Co.
Address: P.O. Box 1147
Tel.: AMherst 2-3851
Independent
Radio-TV Reps.
President, General Manager: W. J. Brennan

WCOV—Montgomery—1939

Freq.: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By: Southern Bcstg. Co.
Address: P. O. Box 2505
Tel.: AMherst 5-3561
CBS
Representative: Venard, Rintoul & McConnell
President: Oscar P. Covington
General Manager: Hugh M. Smith
Station Mgr.: Henry Amerson
Program Director: Ray Butts
Chief Engineer: W. D. Weatherly

TO BE SURE —
YOU NEED THE BEST!

YOU CAN GET THE BEST,
WHY SETTLE FOR LESS?



WHY—Montgomery—1930

Freq.: 1440 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Oper. By... Bcatg. Serv. of Montgomery
 Business Address... Box 1841
 Tel.: AM 4-2288... NBC
 Representative... Headley-Reed
 Manager... Robert Robinson

WGY—Montgomery—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By... Radio Montgomery Inc.
 Address... 358 N. Capitol Pkwy.
 Tel.: AM 2-5245... Independent
 Station Rep... Clark
 General Mgr... L. D. Hargreaves

WRMA—Montgomery—1953

Frequency: 950 Kw. Power: 1000 Watts d.
 Owned-Oper. By... WRMA Bcstg. Co.
 Business Address... 135 Commerce St.
 Tel.: AM 2-1475... Independent
 Representative... Everett-McKinney
 Exec. V.P. & Gen. Mgr... Gene Tibbett

WLAY—Muscle Shoals—1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By... Slatton-Quick Co.
 Business Address... Box 230, Sheffield
 Tel.: EV 3-2525... Independent
 Rep... Hill F. Best
 Pres., Gen. Mgr... J. L. Slatton

WCRL—Oneonta—1952

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper... Blount County Bcstg. Serv., Inc.
 Address... H'way 75
 Tel.: CR 4-2289... KBS
 General Mgr... L. D. Bentley, Jr.

WJHO—Opelika—1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned Oper. By... Opelika-Auburn Bcstg. Co.
 Address... P.O. Box 710
 Tel.: SHerwood 5-2084... KBS
 Representative... Indie Sales
 Gen. Mgr., Ch. Eng... John E. Smollon
 Comm. Mgr... Lurline M. Smollon

WAMI—Opp—1953

Frequency: 860 Kc. Power: 1000 Watts. d.
 Owned-Oper. By... Opp Bcstg. Co.
 Business Address... Box 169
 Tel.: 2-6591... Independent
 Gen. Mgr... Bert F. Moore

WOZK—Ozark—1953

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Ozark Bcstg. Corp.
 Address... Box 742
 Tel.: PProspect 4-5600... Independent
 General Mgr... Howard Parrish, Jr.
 Commercial Mgr... Wade Sullivan
 Program Dir... Miriam B. Miller
 Chief Eng... H. Parrish, Jr.

WFHK—Pell City—1956

Frequency: 1430 Kc. Power: 1Kw; d.
 Owned By... St. Clair Bcstg System
 Address... P. O. Box 68
 Tel.: Edgewood 8-2238... Independent
 President, Gen. Mgr... Fate L. Gossett, Sr.
 Comm., Sta. Mgr... Charles L. Abbott
 Program, Publicity Dir... Fred L. Kelley
 Chief Engineer... Roland Walls

WPNX—Phenix City—1952

Freq.: 1460 Kc. Power: 5000 W. d.; 1000 W. n.
 Owned-Oper. By... Community Bcstg. Co.
 Address... P. O. Box 831
 Tel.: CY 8-8787... ABC
 President, General Manager... Roy M. Greene

WPID—Piedmont—1952

Frequency: 1280 Kc. Power: 1000 watts d.
 Owned-Oper. By... C. L. Graham
 Address... P.O. Box 228
 Tel.: GIlbson 7-2231... KBS
 President... C. L. Graham
 Gen. Comm. Mgr... Hank Smith

WAIP—Prichard—1954

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By... Prichard Bcstg. Co.
 Address... 74 Main St.
 Tel.: GL 2-2202... Independent
 Representative... Walker-Rawalt
 President... G. V. Dismukes
 General Station Manager... Eugene Miller

WELR—Roanoke—1949

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By... Roanoke Bcstg. Co.
 Address... 705 N. Main St.
 Tel.: 3811... KBS
 Pres., Gen. Mgr... J. W. Buttram

WWWR—Russellville—1949

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Bankhead Bcstg. Co., Inc.
 Address... P. O. Box 47
 Tel.: 647... KBS
 Rep... Hil F. Best
 President... W. W. Bankhead
 Gen. Mgr... Hal Kirby
 Prog. Dir. Ch. Eng... Jim Elliott

WCRI—Scottsboro—1950

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By... Pat M. Covington
 Address... P.O. Box 394
 Tel.: 123... Independent
 Gen. Mgr... Jim Thompson
 Program Director... Larry Garner

WROS—Scottsboro—1952

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Scottsboro Bcstg. Co.
 Business Address... 717 Scott St.
 Tel.: 156... KBS
 President... Hugh T. Kirby, Sr.

ALABAMA

Gen. Mgr. Rose M. Kirby
Program Dir. Jerry Gvltle
Sales Prom. Dir. Bill Prickett, Jr.
Publicity Dir. Hugh T. Kirby, Jr.
Comm., Ch. Eng. Bill Prickett, Sr.

WGWC—Selma—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Dallas Broadcasters, Inc.
Address Box 686
Tel.: TR 4-6687 CBS
Representative Hal Holman, Ayers
President. Judge W. E. Farrar
Station Manager W. L. Rowland, Sr.
Program Director. Dorothy Herzog
Chief Eng. Stanley Smith

WHBB—Selma—1935

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Selma Bcstg., Inc.
Business Address P. O. Box 26
Tel.: Selma KBS
Representative Dixieland
Pres., Gen. Mgr. John F. Townshend

WRWJ—Selma—1956

Frequency: 1570 Kc. Power: 1000 Kw.
Owned. Central Alabama Bcstg. Co.
Address Hotel Albert Bldg.
Tel.: TR 4-9062 Independent
Sta. Representative Thomas F. Clark
Gen. Mgr., Chief Eng. Roland Jordan, Jr.
Comm. Mgr. H. S. Chapman
Program Dir. Charles Moore

WFEB—Sylacauga—1945

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Alabama Bcstg. Co.
Address 527 No. Broadway
Tel.: CHapel 5-3281 MBS-KBS
President. J. M. Forbes
General, Comm. Mgr. George W. Carr
Program Director. Kit Carson
Chief Engineer. Conrad Pickren

WMLS—Sylacauga—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By. Marble City Bcstg. Co., Inc.
Business Address P. O. Box 511
Tel.: CH 5-4354 Independent
Representative Hil F. Best
Pres., Gen. Manager. Curtis O. Liles
Commercial Manager. Lloyd Ross
Prog. Dir. Myron Craddock
Chief Engineer. James C. Rutledge

WNUZ—Talladega—1945

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Radio Ala. Inc.
Address Talladega
General Mgr. Cecil Hornady

WJHB—Talladega—1956

Frequency: 1580 Kc. Power: 1000 Watts d.
Owned. Confederate Broadcasting Co., Inc.

Address 104 West Battle Street
Tel.: EM 2-4965 Independent
President J. T. Hemphill

WTLS—Tallassee—1954

Frequency: 1300 Kc. Power: 1 Kw. d.
Owned Ne-Ler Co.
Address P.O. Box 786
Tel.: ATwater 3-8535 Independent
Gen. Mgr. Ned Butler

WJDB—Thomasville—1956

Frequency: 630 Kc. Power: 1000 Watts d.
Owned WJDB Radio Inc.
Address Box 757
Tel.: Medford 6-4438 KBS
Pres., Gen. Mgr. Cecil Goodreau
Chief Engineer. Virgil Moore

WTBF—Troy—1946

Freq.: 970 Kc. Power: 5 Kw. d., 500 W., n.
Owned-Operated By. Troy Bcstg. Corp.
Address McKinley Drive
Tel.: 980 MBS-KBS
Pres. J. Roy Crow
Gen. Mgr. Jess Jordan

WACT—Tuscaloosa—1958

Frequency: 1420 Kc. Power: 5,000 Wtts
Owned By New South Radio
Business Address P. O. Box 112
Tel.: PLaza 9-5786 Independent
Station Representative Grant Webb
President. F. E. Holladay
General Manager. Joseph W. Carson
Station Manager. Jo Stephens
Commercial Manager. Dan Hollinsworth
Program Director. Norman Beebe
Chief Engineer. Boyd Cagel

WJRD—Tuscaloosa—1936

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By. Wilhelmina Echols
Business-Studio Address 2216½ Broad St.
Tel.: PL 4-4464 Independent
Representative Dore
General Manager. John C. Cooper Jr.
Station Manager. Mercer L. King
Commercial Manager. Jean Phillips
Chief Engineer. J. B. McLester, Jr.

WNPT—Tuscaloosa—1951

Freq.: 1280 Kc. Power: 5000 Kw. d.: 500 W. n.
Owned-Oper. By. W. Alabama Bdcstg. Co.
Address P. O. Box 487
Tel.: PL 8-3311 ABC
President, General Manager. Ruth Harris
Commercial Mgr. Lehman M. Mayer
Station Manager. Joe Langston
Sales Promotion Manager. Clyde Price
Chief Engineer. William G. Harris

WTBC—Tuscaloosa—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned By. Tuscaloosa Bcstg. Co.
Address Radio Center

ALABAMA-ALASKA

Tel.: PL 8-5523.....MBS-KBS
 Representative.....Sears & Ayer
 General Station Manager.....Bert Bank
 Program Director.....Stan Segal
 Chief Engineer.....Alvin D. Sisk

WTUG—Tuscaloosa—1958

Frequency: 790 Kc.....Power: 500 Watts; d.
 Owned By.....Tri Cities Bcstg. Co. Inc.
 Address.....P. O. Box 33
 Tel.: Plaza 2-4581.....Independent
 Station Rep.....National Time Sales
 President.....E. O. Roden
 General Manager.....U. J. Gilbert
 Commercial Mgr.....V. Banks

WVNA—Tuscumbia—1955

Frequency: 1590 Kc.....Power: 5 Kw. d.
 Owned-Oper. By.....Elton H. Darby
 Address.....112 S. Main St.
 Tel.: EV 3-2727.....Independent
 Representative.....Masla

Gen. Manager.....Eulus O. Whitehead

WABT—Tuskegee—1952

Frequency: 580 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....John M. Winder
 Address.....P. O. Box 577
 Tel.: 580.....KBS
 Pres., Gen. Mgr.....J. Dige Bishop
 Comm. Mgr. Prog. Dir.....Fred Huggins
 Sales Promotion Director.....Mike Tate
 Publicity Director.....Barbara Neudecker
 Chief Engineer.....Oscar E. Lanman

WETU—Wetumpka—1954

Frequency: 1250 Kc.....Power: 5000 Watts. d.
 Owned.....Elmore Service Corp.
 Address.....P.O. Box 60
 Tel.: Jordan 7-6481.....KBS
 Sta. Representative.....Sears & Ayer
 President.....Lem Coley
 General Mgr.....Ed Morgan
 Chief Engineer.....David Conley

Pop.: 233,000
 Families: 67,400
 Radio Homes: 66,400

ALASKA

TV Homes: 46,000
 AM Stas. in State: 13
 TV Stas. in State: 5

KBYR—Anchorage—1948

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Anchorage, Inc.
 Business-Studio Address.....P. O. Box 1960
 Tel.: BR 2-4122.....Independent
 Sta. Reps. National Time Sales: Oakes: Feltis
 President.....J. C. Gordon
 General Manager.....E. Pournelle
 Commercial Mgr.....Mrs. Gale Kasbou
 Program Dir.....Merrill Mael
 Chief Engineer.....Gail Allred

KENI—Anchorage—1948

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Oper. By.....All-Alaska Bcstg. Inc.
 Address.....Box 1160
 Tel.: 2-0301.....MBS-ABC-NBC
 Representative.....James Fletcher, Del Day
 President.....Harry J. Hill
 General Manager.....Alvin Bramstedt
 Comm. Mgr.....Jim Lawson
 Chief Engineer.....Charles Gray

KFQD—Anchorage—1924

Frequency: 730 Kc.....Power: 10,000 Watts
 Owned.....Anchorage Broadcasters, Inc.
 Address.....Box 1040
 Tel.: FA 2-2410.....Independent
 Sta. Reps. Weed: Wm. J. Wagner & Assoc.
 President, Chf. Engr.....William E. Duck
 Gen. Sta. Mgr.....Ernest Spink
 Commercial Mgr.....Wesley Burton
 Program Director.....Allen Walters

KLAM—Cordova—1954

Frequency: 1450 Kc.....Power: 250 Watts

Owned.....Northern Light Broadcasting Corp.
 Address.....Box 278
 Tel.: 209.....Independent
 Sta. Representative.....Weed
 Pres., Gen. Mgr.....Charles L. Buck
 Comm. Sta. Mgr.....V. E. McCulloch
 Program Director.....Donna McCulloch
 Chief Engineer.....Jesse Gates

KFAR—Fairbanks—1939

Frequency: 680 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....All-Alaska Bcstg., Inc.
 Business Address.....516 Second Ave.
 Tel.: 2125.....MBS-NBC-ABC
 Representative.....Fletcher, Del Day
 President.....Harry J. Hill
 Manager.....Alvin O. Bramstedt
 Comm. Mgr.....Ralph L. Crider
 Station Mgr.....Donald Andon
 Program Director.....Robert Pegves
 Chief Engineer.....Don Porter

KFRB—Fairbanks—1948

Frequency: 900 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Radio Anchorage, Inc.
 Business Address.....556 2nd Ave., Box 950
 Tel.: 2155.....CBS
 Station Representative.....National Time Sales
 President.....J. Chester Gordon
 General Manager.....E. "Doc" Pournelle
 Station Mgr.....Richard H. Garvin
 Program Director.....Elmer "Buck" Emery
 Chief Engineer.....J. D. King

KINY—Juneau—1934

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By.....Juneau Bcstg. Inc.

ALASKA-ARIZONA

Business Address..... Decker Bldg.
Station Rep..... Alas. Radio TV Sales; Weed
Station Manager..... Jerry McKinley

KJNO—Juneau—1952

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..... Baranof Bcstrs. Inc.
Address..... Box 2231
Tel.: 6-3630..... ABC-MBS-NBC
Representative..... Day, Fletcher
President, Gen. Mgr..... Mrs. Dodie Wheeler
Program Dir..... Chuck Cavanaugh
Sales Prom. Mgr..... Kay Long
Chief Engineer..... Dennie O'Day

KTKN—Ketchikan—1942

Frequency: 930 Kc..... Power: 1000 Watts
Owned-Oper. By..... All-Alaska Bcstg., Inc.
Address..... Box 1308
Tel.: 2191..... CBS
Gen. Mgr..... Alvin O. Bramstedt

KICY—Nome—1959

Frequency: 850 Kc..... Power: 5000 Watts
Owned By..... Arctic Broadcasting Assoc.
Address..... P. O. Box 303
Tel.: Black 51..... Independent
Station Representative..... Jamison Ross
President..... Ralph P. Hanson
Gen. Station Mgr..... Arthur R. Zylstra
Program Director..... Howard D. Nelson
Chief Engineer..... Ralph V. Fondell

Pop.: 1,368,000
Families: 351,000
Radio Homes: 352,000

ARIZONA

TV Homes: 293,000
AM Stas. in State: 47
TV Stas. in State: 8

KSUN—Bisbee—1933

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... Carleton W. Morris
Address..... Drawer C, Lowell St.
Tel.: HE 2-2277..... MBS
President..... C. W. Morris
General Station Manager..... Arlo Woolery
Program Director..... Jack Jaquay

KPIN—Casa Grande—1956

Frequency: 1260 Kc..... Power: 1000 Watts d.
Owned By..... John W. Parham
Address..... P. O. Box 755
Tel.: TE 6-7427..... Independent
Station Representative..... Grant Webb
Owner, General Manager..... John W. Parham
Commercial Manager..... Edna Bigham
Sales Promotion Manager..... Larry West
Program Director..... Bettie Parham
Publicity Director..... Jim Wise
Chief Engineer..... John Griffith

KCLF—Clifton—1950

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Gila Bcstg. Co.

KIBH—Seward—1949

Frequency: 1340 Kc..... Power: 250 watts
Owned-Operated By..... Seward Bcstg. Corp.
Address..... Box 575
Tel.: MAin 25..... Independent
Representative..... Alaska Radio-TV Sales
Pres..... Robert Baumgartner
Sta. Mgr..... Donald Lowell
Comm. Mgr..... M. Gilliland

KIFW—Sitka—1949

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Sitka Broadcasting Co., Inc.
Business Address..... Box 299
Tel.: 747..... CBS-KBS
Representative..... Alaska Radio-TV Sales
Pres., Sta. Mgr., Ch. Engr..... Harry C. Lanz
Program Director..... John Hope
Publicity Director..... Jim Davis

KSEW—Sitka—1954

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper..... Voice of Sheldon Jackson, Inc.
Address..... Box 258
Tel.: 3236..... Independent
Rep..... Midnight Sun Bcstg. Co.
President..... Brian Cleworth
General Manager..... Austin Van Pelt
Commercial Manager..... Randolph McCluggage
Chief Engineer..... Keith Le May

Address..... Box 1446
Tel.: UN 4-4114..... NBC
Gen. Mgr..... Paul Merrill
Sta. Mgr..... Tom Moore

KCKY—Coolidge—1948

Frequency: 1150 Kc..... Power: 1,000 Watts
Owned-Oper. By..... Gila Bcstg. Co., Inc.
Address..... 400 S. Main St.
Tel.: PA 3-5341..... CBS
Representative..... Hil F. Best
General Manager..... Harriet Anderson

KAPR—Douglas—1958

Frequency: 930 Kc..... Power: 1000 Watts
Owned By..... Copper State Enterprises
Address..... P. O. Box 505
Tel.: EMpire 4-8403..... Independent
Station Representative..... Harlan Oaks
President..... David Harman
General Manager..... H. H. Packard
Commercial Manager..... Dick Miller
Program Director..... Lowell Huffman
Publicity Director..... Helen Dillon
Chief Engineer..... Henry Griffiths

KAWT—Douglas—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Hillcrest Bcstg. Co.
 Address Box 1118
 Tel.: EMpire 4-3484 NBC-KBS
 Sta. Representative Hil Best
 President Herb Newcomb
 Program Dir. Jackie Newcomb
 Sales Prom. Mgr. Bill Stevens
 Publicity Dir. Jeanne Clear
 Chief Engineer Fred Wuenschal

KCLS—Flagstaff—1950

Freq.: 800 Kc. Power: 5 Kw. d., 500 W. n.
 Owned-Operated By Saunders Bcstg. Co.
 Address Box 1580
 Tel.: PRospect 4-2581 NBC
 General Manager Charles J. Saunders
 Sta. Mgr. Dorothy J. Saunders
 Sales Prom. Mgr. Bill Mitchell
 Chief Engineer Miles Shepherd

KEOS—Flagstaff—1959

Frequency: 1290 Kc. Power: 1000 Watts
 Owned By KEOS, Inc.
 Address Gables Restaurant
 Tel.: PR 4-7511 Independent
 President E. O. Smith
 General Station Mgr. John E. Smith
 Commercial Manager Martin Welch
 Sales Promotion Manager Rusty Lee
 Program Director Clint Wager
 Chief Engineer William Grimsley

KVNA—Flagstaff—1950

Freq.: 890 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Roy L. Albertson, Jr.
 Address P.O. Box 300
 Tel.: PRospect 4-6638 ABC-MBS
 Sta. Representative John Blair
 President John L. Hogg
 General. Comm. Mgr. Harl Barnett
 Program Dir. Steve Boyle
 Publicity Dir. Hank Alcott
 Chief Engineer Michael Stevens

KWJB—Globe—1938

Frequency: 1240 Kc. Power: 250 Watts, d.
 Owned-Operated By Gila Bcstg. Co., Inc.
 Address P. O. Box 2343
 Tel.: GA 5-4483 ABC-MBS
 Representative Raymer
 President L. F. Long
 General Commercial Manager H. Barnett

KIKO—Globe-Miami—1958

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Willard Shoecraft
 Address Copper Hills Motor Hotel
 Tel.: GA 5-4471 NBC
 Representative Avery-Knode
 President, Gen. Mgr. Willard Shoecraft
 Commercial Manager Darrell Tucker
 Program Director Bob Early
 Chief Engineer Frank C. Hancock

KDJI—Holbrook—1955

Frequency: 1270 Kc. Power: 1000 W. d.
 Owned-Oper. By H. J. Arnoldus
 Address 720 Navajo Blvd.
 Tel.: JAcson 4-3523 Independent
 Sta. Reps. Tracy Moore; Hil F. Best
 Owner Harold J. Arnoldus
 Gen. Comm. Mgr. Sam Taylor, Jr.
 Program Director Bill Cross
 Chief Engineer Fred Mull

KAAA—Kingman—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Stonybrook Broadcasting Co.
 Business Address Jackson & Monroe
 Tel.: SKYline 3-2537 ABC
 Representative Harlan G. Oakes
 Pres., Gen. Mgr. Wallace E. Stone
 Program Director Bill Rose
 Publicity Director W. E. Stone
 Chief Engineer Fred Kay

KNOG—Nogales—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Carleton W. Morris
 Address Box 1881
 Tel.: ATwater 7-2882 ABC-MBS-KBS
 Representative Hil F. Best
 President Carl Morris
 General Manager Arlo Wooley
 Station Mgr., Chief Engineer Ralph Anderson

KHAT—Phoenix—1958

Frequency: 1480 Kc. Power: 500 Watts
 Owned By KHAT Radio Inc.
 Business Address 337 W. Maryland
 Tel.: CR 9-2321 Independent
 President, Gen. Mgr. Ray Odom
 Chief Engineer J. Lapping

KHEP—Phoenix—1956

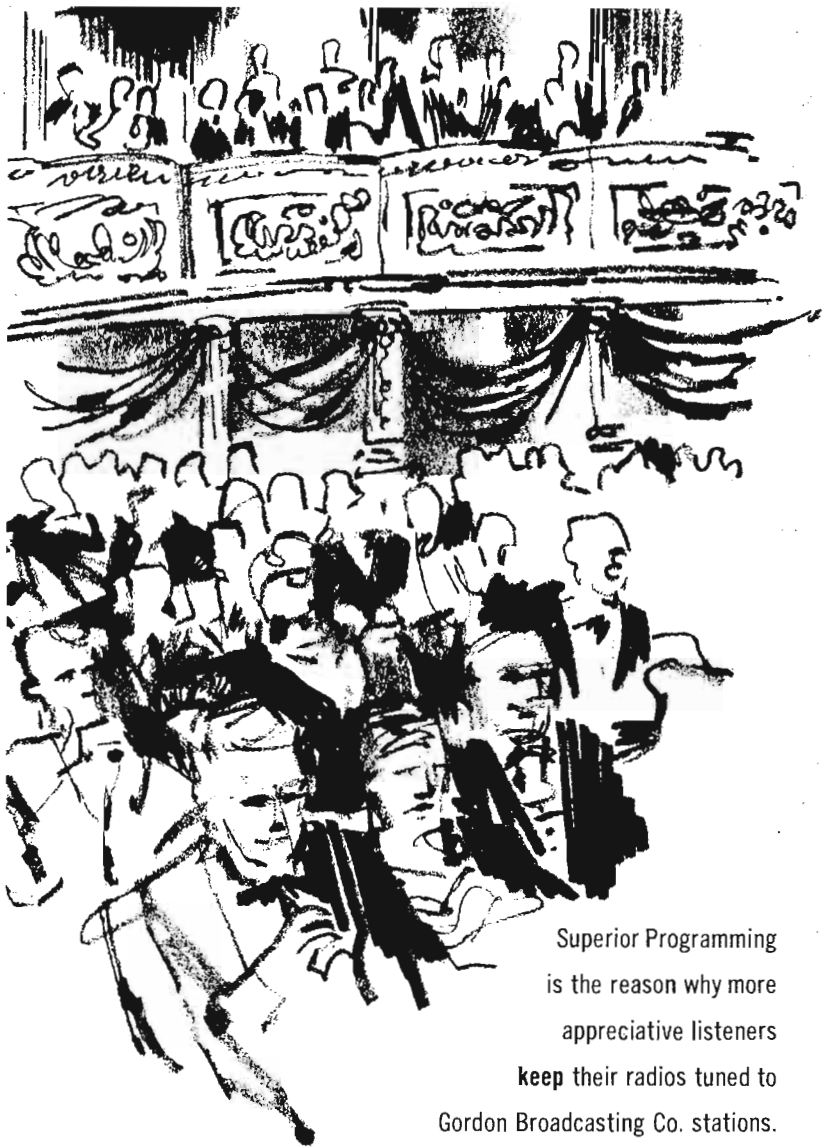
Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned Grand Canyon Bcstg. Co.
 Address 3883 N. 38th Ave.
 Tel.: AP 8-5555 Independent
 President A. A. Wallace
 General Mgr. John Hoeksema
 Program Dir. Tom Hay
 Chief Engineer Don Bradley

KIFN—Phoenix—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Western Bcstg. Co.
 Address Box 430
 Tel.: AL 3-6155 Independent
 Station Representative Harlan Oakes, NTS
 President H. Walker Harrison
 General Station Manager John K. Redfield
 Chief Engineer Jose O. Armendariz

KONI—Phoenix—1954

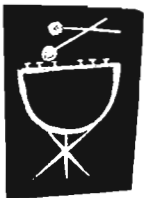
Frequency: 1400 Kc. Power: 250 Watts
 Owned Camelback Bcstg.



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is the reason why more
appreciative listeners
keep their radios tuned to

Gordon Broadcasting Co. stations.

Careful selection of the best interpretations in fine music,
together with News in Depth, means **fine radio** . . .
with advertising limited timewise—screened tastewise.



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San Diego

Best Fine Radio Buy In The Booming-Buying Southwest

KBUZ
Phoenix

The Gordon Broadcasting Company
KSDO San Diego AM KBUZ Phoenix AM and FM

Address 2300 N. Central Ave.
 Tel.: AL 8-8044 Independent
 President E. J. Churchill
 Gen. Mgr. Bruce McWilliams
 Station Comm. Manager Sheldon Gibbs
 Chief Engineer Paul Hedges

KBUZ—Phoenix—1958

Frequency: 1310 Kc. Power: 5000 Wts. d.; 5 n.
 Owned By Greater Phoenix Bcstg. Co.
 Address 3336 E. Van Buren
 Tel.: BRidge 5-4466 Independent
 Station Representative Adam Young
 Pres., Gen. Mgr. Sherwood R. Gordon
 Program Director William Freeman
 Sales Promotion Mgr. Robert L. Holladay
 Chief Engineer Ray Van Drusen

KOOL—Phoenix—1947

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By KOOL Radio-TV Inc.
 Business-Studio Address 511 W. Adams
 Tel.: AL 3-3121 CBS
 Representative AM Radio Sales
 Board Chairman Gene Autry
 President Tom Chauncey
 General Manager Homer Lane
 Station Manager Richard H. Brader
 Program Director Al McCoy
 Publicity Director Milt Dean Hill
 Chief Engineer Nelson Nichols

KOY—Phoenix—1922

Frequency: 550 Kc. Powers: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By KOY Bcstg. Co.
 Address 840 N. Central Ave.
 Tel.: ALpine 8-8181 ABC-MBS
 Representative John Blair
 Pres., Gen. Mgr. John L. Hogg
 Comm. Mgr. James W. Ross
 Program Dir. Jack Williams
 Chief Engineer Edward R. Janney

KPHO—Phoenix—1940

Frequency: 910 Kc. Power: 5000 Watts
 Owned Meredith Publishing Co.
 Address 631 N. 1st Ave.
 Tel.: AL 8-4511 Independent
 Representative Katz
 V.P. & Gen. Mgr. Richard B. Rawls
 Station Mgr. Gene Spry
 Commercial Mgr. John R. Crowley
 Sales Prom. Mgr. Jo Hitchcock
 Program Director Larry Burroughs
 Chief Engineer George McClanathan

KRIZ—Phoenix—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Radio Phoenix
 Address-Trans. Loc. 2345 Westward Blvd.
 Tel.: AL 4-8436 KBS
 Station Representative Robert Eastman
 Pres., Gen., Manager Richard B. Wheeler
 Station Manager Sheldon Engel
 Comm. Prom. Manager Wayne Vann
 Program Director Michael D'Arcy

Publicity Director Jim Titus
 Chief Engineer Sonny Knight

KRUX—Phoenix—1947

Freq.: 1360 Kc. Power: 5000 Watts d., 500 n.
 Owned-Oper. By Leland Bisbee Bcstg. Co. Inc.
 Bus.-Studio Address 417 N. 1st St.
 Tel.: AL 8-1551 Independent
 Representative D. F. McGavren Co.
 President Leland S. Bisbee, Jr.
 General Manager Ira Lavin
 Program Director Lucky Lawrence
 Chief Engineer Joe Brandt

KTAR—Phoenix—1922

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By KTAR Bcstg. Co.
 Business Studio Address 1101 North Central
 Tel.: AL 4-4161 NBC
 Representative Avery-Knodel
 Chrmn. of the Board John J. Louis
 Pres., Gen. Mgr. Richard O. Lewis
 V.P. in Chg. Sales Ray G. Smucker
 Prog. Director Jack Willis
 Commercial Manager Robert Nelson
 V. P. Programs Paul J. Hughes
 Sales Prom., Publicity Dir. Ray Thompson
 Chief Engineer Harold Haughawout

KUEQ—Phoenix—1958

Frequency: 740 Kc. Power: 1 Kw., d.
 Owned By Dynamic Communications, Inc.
 Address 3321 N. Central Ave.
 Tel.: CRestwood 9-5577 Independent
 Station Representative Meeker Co.
 President Carson E. Cowherd
 Gen. Comm. Manager Hugh E. Bader
 Sales Promotion Manager L. R. Johnson
 Publicity Director Louis Henderson
 Prog. Dir. Bob McNulty
 Chief Engineer Gene Boos

KNOT—Prescott—1957

Frequency: 1450 Kc. Power: 250 Watts
 Owned Thunderbird Bcstg. Corp.
 Address P. O. Box 151
 Tel.: Hlckory 5-5211 Independent
 Representative Masla, O'Connell
 Pres., Gen. Mgr. Roy L. Albertson, Jr.
 Commercial Director Warren Rashleigh
 Program Director Sandy Gibbons
 Sales Prom. Director Paul Inkmann
 Chief Engineer F. E. Brown

KYCA—Prescott—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address East Gurley St.
 Tel.: Hlckory 5-2710 NBC
 Representative Avery-Knodel
 Pres., Gen. Mgr. Harold Ritter
 Commercial Manager Wallace Norman
 Publicity Director Byron McCall
 Chief Engineer George Eitel

ARIZONA

KZOK—Prescott—1958

Frequency: 1340 Kc. Power: 250 Watts
Owned By: H. R. Odom
Address: P. O. Box 1033
Tel.: Hickory 5-1590. KBS
President: Dick Gilbert
General Manager: Phil Haynes
Commercial Manager: M. Z. Moore
Program Director: Bing Brown

KGLU—Safford—1938

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Gila Bcstg. Co.
Business-Studio Address: 520 Main St.
Tel.: 15. MBS
President: Louis F. Long
General Mgr.: Paul Merrill

KPOK—Scottsdale—1956

Frequency: 1440 Kc. Power: 5 Kw.
Owned: Scottsdale Bcstg. Co.
Address: Safari Hotel
Tel.: Whitney 5-1440. Independent
Representative: Forjoe
President, Gen. Mgr.: Morris Mindel
Commercial Mgr.: Lee Walker
Program Dir.: Russ Upton
Sales Prom. Mgr.: John Hatton
Publicity Dir.: Ray Maxwell
Chief Engineer: Evert Fruitman

KVWM—Show Low—1957

Frequency: 1050 Kc. Power: 250 Watts
Owned: Peak Bcstg. Co.
Address: Box 606
Tel.: Keystone 7-2345. Independent
Pres. Gen. Mgr., Ch. Eng.: S. J. Woodworth
Program Dir.: Dorothy L. Woodworth

KHFH—Sierra Vista—1957

Frequency: 1420 Kc. Power: 1000 Watts
Owned: C. W. Morris
Address: Carmichael at De Palma
Tel.: Gladstone 8-3379. Independent
President: Carleton W. Morris
General Mgr.: John Bonnett, Jr.

KAIR—Tucson—1956

Frequency: 1490 Kc. Power: 250 Watts
Owned By: KAIR Broadcasting, Inc.
Address: P. O. Box 951
Tel.: MAin 4-0401. Independent
Station Representative: Branham Co.
President, Gen. Manager: Jerome K. McCauley
Station Manager: Ron Barrington
Comm. Public Director: Isa S. Crino
Program Director: John Hyde
Chief Engineer: Jack Saelid

KCEE—Tucson—1958

Frequency: 790 Kc. Power: 1000 Watts d.
Owned By: Assoc. Bcstrs. of Tucson, Inc.
Address: Box 5803
Tel.: MA 2-7788. Independent
Sta. Representative: Forjoe
President: David S. Drubeck

General, Station Manager: Ray Owen
Program Director: Helen Miller
Chief Engineer: Craig Kepner

KTAN—Tucson—1946

Freq.: 580 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Operated By: Catalina Bcstg. Co.
Address: P. O. Box 2348
Tel.: MA 2-4664. Independent
Representative: Gill-Perna
Pres., Gen. Mgr.: Harry B. Chambers
Pub. Dir.: Pat Palmer
Chief Engineer: Eugene E. Stough

KCUB—Tucson—1929

Frequency: 1290 Kc. Power: 1000 Watts
Owned By: Boffard Bcstg. Corp.
Business Address: 219 W. Elm St.
Tel.: MAin 3-4323. Independent
Station Representative: Meeker Co.
President, Gen. Mgr.: Ralph R. Boffard
Station Mgr., Prog. Dir.: Bill Rudd
Chief Engineer: Ray H. Holsclaw

KEVT—Tucson—1953

Frequency: 690 Kc. Power: 250 Watts d.
Owned-Oper. By: Tucson Radio Inc.
Business Address: 57 W. Congress
Tel.: MA 4-5588. Independent
Representative: Oakes, Nat. Time Sls.
President, General Mgr.: Peter Trowbridge
Comm. Mgr.: De Witt Wray
Program Director: Henry Villegas
Sales Prom., Pub. Dir.: Arturo Aguilar

KMOP—Tucson—1957

Frequency: 1330 Kc. Power: 500 Watts. d.
Owned: Pima Broadcasting Co.
Address: P.O. Box 5084
Tel.: MA 3-6662. Independent
Sta. Reps: Grant; Barnard
President: L. B. Clayton
Gen. Mgr., Ch. Eng.: K. W. Ferguson
Commercial Mgr.: James Johnson
Program Dir.: Bob Wolfe
Publicity Dir.: Dorothy Gallagher
Sales Prom. Mgr.: Bob Clayton

KOLD—Tucson—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Old Pueblo Bcstg. Co.
Business Address: 115 W. Drachman St.
Tel.: MA 4-2511. CBS
Station Representative: AM Radio Sales
President: Tom Chancey
V.P., General Manager: E. S. Mittendorf
Commercial Manager: Bernie Perlin
Sales Prom., Pub. Dir.: E. R. McKane
Program Director: Ed Tucker
Chief Engineer: Vern Cinmiyotti

KTKT—Tucson—1949

Frequency: 990 Kc. Power: 10,000 W., d.
Owned-Operated By: Copper State Bcstg.
Business-Studio Address: Box 5585
Tel.: MAin 2-6711. Independent

ARIZONA-ARKANSAS

Station Representative.....McGavren Co.
 President.....Thomas J. Wallace
 General Manager.....George Wallace
 Chief Eng.....Nat Talpis

KTUC—Tucson—1929

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Tucson Bcstg. Co.
 Address.....1511 E. 16th St.
 Tel.: MA 2-3344.....MBS
 Representative.....Radio TV Reps. Inc.
 V.P., Gen., Sta. Mgr.....C. Van Haften
 Chief Engineer.....Robert Lebsock

KVNC—Winslow—1952

Freq.: 1010 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....Gila Bdcstg. Co.
 Address.....Box 373
 Tel.: 1010.....ABC-MBS-KBS
 President.....L. F. Long
 Gen. Comm Mgr.....Chuck Mizner
 Program Pub. Mgr.....Pat Moore
 Pub. Director.....Connie Mizner
 Chief Engineer.....Jerry Graham

KBLU—Yuma—1959

Frequency: 1320 Kc.....Power: 500 Watts
 Owned By.....Desert Bcstg. Co.
 Address.....Stardust Hotel
 Tel.: SUNset 2-3882.....Independent
 Gen. Mgr., Chief Engineer... Robert W. Crites
 Commercial Manager.....John Ghiotto
 Program Manager.....Tom Breneman
 Publicity Director.....Ken Field

KOFA—Yuma—1952

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Broadcasters, Inc.
 Address.....P. O. Box 1430
 Tel.: SU 3-8341.....KBS
 Sta. Reps.....Tracy Moore; Bob Dore
 President.....T. R. Williams
 General. Sta. Mgr.....Neil W. Sargent
 Comm. Prom. Mgr.....Cliff Canyon
 Program, Publicity Dir.....Denny Gallagher
 Chief Engineer.....Doc Holiday

KVOY—Yuma—1950

Frequency: 1400 Kc.....Power: 250 W/atts
 Owned-Oper. By.....KYMA-Yuma, Inc.
 Address.....P. O. Box 671
 Tel.: SUNset 2-4321.....ABC-MBS
 Sta. Representative.....Radio-TV Reps.
 Pres., Gen. Mgr.....William L. Lindsey
 Sta. Comm. Manager... Leo A. Newsome, Jr.
 Sales Prom. Mgr.....C. D. Burton
 Program Director.....Bob Nimmo
 Publicity Dir.....Larry Snow
 Chief Engineer.....Richard Davis

KYUM—Yuma—1940

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Yuma Bcstg. Co.
 Address.....P. O. Box 352
 Tel.: SU 3-3305.....NBC
 Sta. Representative.....Avery-Knodel
 President.....R. O. Lewis
 General Manager.....Leonard P. Burkland
 Sales Prom. Mgr.....Hobart Lewis
 Program Director.....Fred A. Pelger
 Chief Engineer.....Maurice W. Higgins

Pop.: 1,950,000
 Families: 560,000
 Radio Homes: 554,000

ARKANSAS

TV Homes: 386,000
 AM Stas. in State: 65
 TV Stas. in State: 5

KVRC—Arkadelphia—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Arkadelphia Bcstg. Co.
 Business-Studios Address.....506 Main St.
 Tel.: CHapel 6-4561.....KBS
 Representative.....Hil F. Best
 Gen., Sta. Mgr.....Bill Deaton
 Chief Engineer.....John Riggie

KBTA—Batesville—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....White River Valley Bdcsts. Co.
 Address.....P.O. Box 1112
 Representative.....Best
 Pres., Gen. Mgr.....J. F. Higginbottom
 Sales Prom. Mgr.....Murray Schroyer
 Chief Engineer.....C. Smith

KBBA—Benton—1953

Frequency: 690 Kc.....Power: 250 Watts. d.
 Owned-Oper. By.....Benton Bcstg. Service

Business Address.....Box 294
 Tel.: SP 8-2690.....KBS
 General Manager.....Lavelle Langley
 Program Director.....Jim Landers
 Chief Engineer.....Preston Bridges

KTCN—Berryville—1958

Frequency: 1480 Kc.....Power: 1 Kw; d.
 Owned By.....Ozark Radio-Equip. Co.
 Address.....P. O. Box 191
 Tel.: GARfield 3-2148.....KBS
 President.....T. W. Rogers
 Gen., Comm. Mgr.....Mel Lymbery
 Promotion Mgr.....Louise Lymbery
 Chief Engineer.....Fred Ward

KLCN—Blytheville—1922

Frequency: 910 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Harold L. Sudbury
 Address.....Sudbury Bldg., Main St.
 Tel.: POplar 2-2093.....Independent
 Station Representative.....John E. Pearson

ARKANSAS

Gen. Sta. Mgr. Harold I. Sudbury
Sales Prom., Pub. Dir. J. T. Sudbury
Chief Engineer Joe Nearns

KBRI—Brinkley—1959

Frequency: 1570 Kc. Power: 250 Watts
Owned By Tri-County Bcstg. Co.
Address 212 West Cedar St.
Tel.: 308 Independent
Newspaper Affiliation Brinkley Argus
President Mason W. Clifton
Gen. Commercial Manager W. Hi Mayo
Program Director Vernon Kuehn
Publicity Director Don Thompson
Chief Engineer Edward Travis

KAMD—Camden—1946

Freq.: 910 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Operated By Camden Radio Inc.
Address P. O. Box 5859
Tel.: TE 6-5091 MBS-KBS
President Walter E. Hussman
Station Comm. Mgr. Donald Cathey
Program, Pub. Director Cal Carter
Chief Engineer Tom Graves

KLYR—Clarksville—1957

Frequency: 1360 Kc. Power: 500 Watts
Owned By Clarksville Radio Broadcasters
Business Address P. O. Box 489
Tel.: Pleasant 4-3092 Independent
Gen. Sta. Chg. Eng. Roy Forrester
Comm. Sales Prom. Mgr. Reece Adkison
Prog. Pub. Dir. Wayne Bradley

KCON—Conway—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Conway Bcstg. Co.
Address ASTC Campus
Tel.: 189 KBS
Gen. Mgr. James E. Clayton
Program Dir. S. F. Morehead
Chief Engineer Edwin McClendon

KCCB—Corning—1959

Frequency: 1260 Kc. Power: 500 Wts. d.
Owned By Eulis W. Cochran
Address 434 W. 2nd Street
Tel.: ULster 7-2261 Independent
General, Comm. Mgr. W. Mayo
Program, Prom. Mgr. James Reedy
Chief Engineer Edward Travis

KAGH—Crossett—1951

Frequency: 800 Kc. Power: 250 Watts, d.
Owned-Operated By Radio KAGH
Address 900 Main
Tel.: FO 4-2181 KBS
Representative Clyde Melville
General Mgr. Julian Haas
Chief Engineer Preston Derryberry

KDQN—De Queen—1956

Frequency: 1390 Kc. Power: 500 Watts, d.
Owned Asher & Sizemore
Address 1923 S. Fourth St.

Tel.: JU 4-2446 KBS
Sta. Representative Continental
President R. G. McKeever
General, Comm. Mgr. Jerry Hammons
Chief Engineer Tommy Jones

KDMS—El Dorado—1950

Frequency: 1290 Kc. Power: 5000 Watts d.
Owned-Oper. By El Dorado Bcstg. Co.
Address 208 N. Cleveland
Tel.: UN 3-5121 Independent
General Manager J. A. West, Jr.
Commercial Manager Rodney Smith
Program Dir. D. R. McLelland
Chief Engineer Bob Russell

KELD—El Dorado—1935

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Radio Enterprises, Inc.
Business-Studio Address Radio Center Bldg.
Tel.: UN 3-6126 CBS-KBS
Representative Walker-Rawalt
Pres., Gen. Mgr. W. N. McKinney
Comm. Mgr. J. R. Duerson
Sales Prom., Prog. Dir. Jerome Orr
Chief Engineer Troy B. Eddins

KFAY—Fayetteville—1957

Frequency: 1250 Kc. Power: 500 Watts
Owned By H. Weldon Stamps
Address Box 112, University Sta.
Tel.: Hillcrest 2-9859 MBS
Station Representative Bob Dore
Gen. Mgr. H. Weldon Stamps
Program Director Mildred Stamps
Chief Engineer Donald Hogan

KHOG—Fayetteville—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Fayetteville Bcstg. Co., Inc.
Business-Studio Address 103 West Mountain
Tel.: HI 2-2322 Independent
Station Representative Walker-Rawalt
President Hayden McIlroy
Gen. Mgr. Fred J. Stevenson
Comm. Sls. Prom. Mgr. Ed. Gideon
Program, Publicity Director Steve Starwyck
Chief Engineer Harold Lindsey

KBJT—Fordyce—1959

Frequency: 1570 Kc. Power: 250 Watts, d.
Owned By KBJT, Inc.
Address P.O. Box 626
Tel.: 1570 KBS
President, Gen. Mgr. K. F. Tracy
Commercial Mgr. Edwin Zoch
Program Dir. J. Bagwell

KXJK—Forrest City—1949

Frequency: 950 Kc. Power: 5000 Watts, d.
Owned By Forrest City Bcstg. Co., Inc.
Address Natl. Bank Bldg.
Tel.: ME 3-1252 KBS
Representative Burn-Smith
Gen., Sta. Mgr. William Fogg
Sls., Comm. Mgr. James Pearson
Chief Engineer Walter Smith, Jr.

KFPW—Fort Smith—1930

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....KFPW Bcstg. Co.
 Business Address.....2415 N. Albert Pike
 Tel.: SU 3-4105.....CBS
 Sta. Reps.....Gill-Perna; Clarke Brown
 President, General Mgr.....G. T. Hernreich
 Station Mgr.....Charles E. Jones
 Comm. Manager.....Jack Freeze
 Program Director.....Joe Roppolo
 Chief Engineer.....Ron Peshra

KFSA—Fort Smith—1947

Frequency: 950 Kc. Power: 1 Kw. d., 500 W. n.
 Owned By.....Fort Smith Bcstg. Co.
 Address.....1016 Rogers Ave.
 Tel.: SU 2-9125.....ABC, CBS
 Newspaper Affiliation.....Times Record
 President.....Donald W. Reynolds
 General Station Mgr.....James E. Fesperman
 Comm. Manager.....Edwin P. Hicks
 Program Director.....Harry Freeman
 Sales Prom., Pub. Director.....Shirley Holstein
 Chief Engineer.....Willard Matten

KTCS—Fort Smith—1956

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned By.....United Bcstg Co.
 Business Address.....4120 Towson Ave.
 Tel.: SUNset 3-3049.....MBS-KBS
 Station Representative.....Bob Dore
 President.....Chas. Fite

KWHN—Ft. Smith—1947

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By...KWHN Bcstg. Co., Inc.
 Address.....421 Garrison Ave.
 Tel.: SU 3-8967.....Independent
 Representative.....Dora Clayton
 President.....M. Bershof
 Sect. & Gen. Mgr.....J. H. Friedman
 Station Mgr.....Glenn A. O'Neal
 Chief Engineer.....Raymond Armstrong

KHOZ—Harrison—1946

Frequency: 900 Kc. Power: 1000 Watts, d.
 Owned-Operated by...Harrison Bcstg. Corp.
 Address.....P. O. Box 120
 Tel.: EMpire 5-2301.....KBS
 Station Representative.....Walker-Rawalt
 Gen. Mgr.....Robert S. Wheeler, Jr.
 Sta., Comm. Mgr.....Everett Horton
 Prom. Mgr.....Marc Williams
 Chief Engineer.....Carl Martin

KFFA—Helena—1941

Frequency: 1360. Power: 1,000 Watts
 Owned-Operated By.....Helena Bcstg. Co.
 Address.....215 York St.
 Tel.: HI 4-2361.....MBS-KBS
 Station Representative.....Hil F. Best
 General Station Manager...Sam W. Anderson
 Sales Prom. Mgr.....Katherine M. Kizer
 Comm. Manager.....Gene Bearden
 Program Director.....Bill Holland
 Chief Engineer.....Earl Hodges

KXAR—Hope—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Hope Bcstg. Co.
 Address.....P. O. Box 138
 Tel.: PProspect 7-3601.....KBS
 General Manager.....Haskell Jones

KAAB—Hot Springs—1941

Freq.: 1350 Kc. Power: 1 Kw., d., 500 W. n.
 Owned-Operated By.....Phoenix Co.
 Address.....Box 1038
 Tel.: NAtional 3-0657.....CBS
 Station Rep.....Clyde Melville
 President.....Harman I. Mosely II
 Comm. Manager.....Bill Lydon
 Program Director.....Shila Shelp
 Chief Engineer.....James Melton

KBHS—Hot Springs—1953

Frequency: 590 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....Resort Bdcstg. Co., Inc.
 Address.....113 Third St.
 Tel.: NA 3-6661.....KBS
 Sta. Rep.....Clark
 President.....A. M. McGregor
 V.P., General Mgr.....Gene Kelley
 Station, Sales Prom. Mgr.....Ed Appller
 Chief Engineer.....Clint Norman

KBLO—Hot Springs—1953

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Hot Springs Bcstg., Inc.
 Address.....1011 Central
 Tel.: NA 4-3313.....MBS
 Pres., Gen. Mgr.....C. J. "Gus" Dickson
 Chief Engineer.....R. G. King

KBTM—Jonesboro—1930

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Patteson Brothers
 Address.....603 Madison
 Tel.: WE 5-5597.....MBS-KBS
 General Manager.....Alan Patteson, Jr.
 Sta. Mgr.....Clarence Adams
 Chief Engineer.....Norman Bowman

KNEA—Jonesboro—1950

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Radio Jonesboro, Inc.
 Address.....Citizens Bank Bldg.
 Tel.: WE 2-8381.....Independent
 Representative.....Gill-Perna
 President.....Ernest Farabee
 Gen., Sta. Mgr.....Harold Gregson
 Comm. Mgr.....Bob Blackwood
 Program Director.....Ed Goetze
 Chief Engineer.....Harold Baker

KARK—Little Rock—1928

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Oper. By.....Arkansas Radio & Equip. Co.
 Address.....10th & Spring Sts.
 Tel.: FR 6-2481.....NBC
 Representative.....Edward Petry

ARKANSAS

Exec. V.P. T. K. Barton
 V.P., Sta. Mgr. Douglas Romine
 Program Director Harris Owen
 Commercial Manager Lee Bryant
 Sales Prod., Pub. Dir. Shirley R. Kennedy
 Chief Engineer Dan Winn

KAJI—Little Rock—1927

Freq.: 1250 Kc. Power: 1 Kw. d., 500 w n.
 Owned-Oper. By Helmar, Inc.
 Address P. O. Box 3099
 Tel.: FR 2-0166
 Station Representative Hollingbery
 President Michael J. Heller
 General Manager Tom Bishop
 Chief Engineer Dalton Sanders

KLRA—Little Rock—1926

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Operated By KLRA, Inc.
 Business-Studio Address Box 550
 Tel.: Windsor 5-3206 Independent
 Station Representative H.R. Rep.
 President, General Manager Leonard Coe
 Nat. Sales Manager Ernest Howard
 Comm. Manager Ollie Bales
 Program Director Mary Heffington
 Sales Prom., Pub. Director Anne Lumpkin
 Chief Engineer Blande Perry

KOKY—Little Rock—1956

Frequency: 1440 Kc. Power: 5000 Watts d.
 Owned-Operated By Ebony Radio of Ark.
 Address P. O. Box 1956
 Tel.: FR 2-0391 Independent
 Representative John E. Pearson
 Pres., Gen. Mgr. John M. McLendon

KTHS—Little Rock—1924

Frequency: 1090 Kc. Power: 50,000 Watts
 Owned-Oper. Radio Bcstg., Inc.
 Business-Studio Address 8th & Izard
 Tel.: FR 4-3764 Independent
 Newspaper Afil. Shreveport Times
 Representative Christal
 President W. H. Bronson
 Gen., Sta. Manager F. A. Watkins
 Comm. Manager Robert Riley
 Sales Prom. Mgr. R. Brown
 Program Director Robert L. Hicks
 Chief Engineer Cecil L. Sultt

KVLC—Little Rock—1948

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By Southwestern Bcstg. Co.
 Address 319 West 2nd Street
 Tel.: FR 5-5321 Independent
 Representative Richard O'Connell
 Gen., Sta. Mgr. Dale D. Mahurin

KVMA—Magnolia—1948

Frequency: 830 Kc. Power: 1000 Watts d.
 Owned-Oper. By Magnolia Bcstg. Co.
 Business-Studio Address 212 N. Jefferson St.
 Tel.: CE 4-5862 MBS
 Representative John E. Pearson
 President Dr. J. F. Rushton

Gen. Mgr. William M. Bigley
 Comm. Mgr. Norman Hunnicut
 Chief Engineer Anson Clark

KBOK—Malvern—1951

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Operated By Malvern Bcstg. Co.
 Address Highway 270 West
 Tel.: 1800 KBS
 Representative Devney, Melville
 Pres., Gen. Mgr. Kermit L. Richardson
 Commercial Manager W. D. Stroud
 Chief Engineer Robert Padgett

KPCA—Marked Tree—1956

Frequency: 1580 Kc. Power: 250 Watts, d.
 Owned By Poinsett Cy. Bcstg Co.
 Address Box 17
 Tel.: 1580 KBS
 Station Representative Continental
 General Mgr. Carlton Garner
 Program Director Gail Johnson
 Publicity Director Mack Howerton
 Chief Engineer Jim Weston

KVSA—McGehee—1953

Frequency: 1220 Kw. Power: 1000 Watts d.
 Owned-Oper. By S. E. Arkansas Bcstgs. Inc.
 Address Box 1220
 Tel.: CA 2-2400 KBS
 Representative Best
 Pres., Gen. Mgr. Abbott F. Kinney

KENA—Mena—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KENA Bcstg. Co.
 Address S. Reine St.
 Tel.: 1450 KBS
 General Mgr. E. M. Hoge
 Comm. Mgr. Bill Hughes
 Program Dir. Esther Trolinder
 Chief Engineer Wayne Ramsey

KHBM—Monticello—1955

Frequency: 1430 Kc. Power: 1 Kw. d.
 Owned-Operated By Baker Bcstg. Co.
 Address Box 446
 Tel.: Empire 7-5136 KBS
 President, Gen. Manager Keith Baker
 Program Director Elbert Hardcastle
 Pub., Sales Prom. Evelyn H. Baker
 Chief Engineer Al Cooper

KVOM—Morrilton—1952

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By Morrilton Bcstg. Co.
 Address P. O. Box 541
 Tel.: 506 Independent
 President, General Manager J. C. Willis
 Comm. Manager Gene Cooper
 Program Director Ella Mae Willis
 Pub., Chief Engineer Hugh C. Jones

KTLO—Mountain Home—1953

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By. Mountain Home Bcstg. Corp.
Address. Hwy 5, N.
Tel.: 1490. **KBS**
Representative Best
Pres., Gen. Mgr. A. Stricklen
Commercial Mgr. L. E. Cranor
Chief Engineer. Kenneth Wilkins

KNBY—Newport—1949

Frequency: 1280 Kc. **Power:** 1000 Watts d.
Owned-Operated By. Newport Bcstg. Co.
Business Address V. S. Highway 67
Tel.: 749 **Independent**
President Harold Sudbury
General Station Manager. Gene Howe
Program Director. Jerry Grojean
Chief Engineer. Anson Clark

KDXE—N. Little Rock—1957

Frequency: 1380 Kc. **Power:** 1 Kw.
Owned-Oper. By. Arkansas Valley Bcstg. Corp.
Address. P. O. Box 666
Tel.: FR 6-1997. **Independent**
President. Claude Carpenter, Jr.
General Manager. Ray Bartlett
Commercial Manager. Bill Campbell
Program Director, Ch. Eng. Ed Bailey
Publicity Director. Rita Newsom

**KXLR—North Little Rock
1946**

Frequency: 1150 Kc. **Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By. Arkansas Bcstg., Inc.
Address. P. O. Box 89
Tel.: FR 2-2155. **Independent**
Representative Billing
President. J. M. Sanders
General Manager Roy Nichols
Commercial Mgr. Ray Green
Chief Engineer. V. O. Van Dusen

KOSE—Osceola—1949

Frequency: 860 Kc. **Power:** 1000 Watts d.
Owned-Oper. By. Osceola Bcstg. Corp.
Business Address. P. O. Box 311
Tel.: LO 3-2641. **KBS**
Representative Cont. Radio Sales
General Station Manager. Don Whitney

KDRS—Paragould—1947

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By. Progressive Bcstg. Co.
Business Address Box 491
Tel.: CE 2-7627. **KBS**
General Manager. Ted Rand
Business Manager. T. M. Self
Commercial Manager. Doyne F. Bateman
Program Dir. Wilma Wilman Wheelis
Chief Engineer. W. O. Driskell

KCCL—Paris—1959

Frequency: 1460 Kc. **Power:** 500 Watts, d.

Owned By. Gordon Hixson
Address Paris, Ark.
Tel.: Paris **KBS**
President E. W. Cochran
General Mgr. Bob Cochran
Commercial Mgr. V. Kuehn
Chief Engineer Manuel Johnson

KCLA—Pine Bluff—1947

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By. Radio Engineering Service
Business-Studio Address. 2900 W. 28th Ave.
Tel.: JE 5-1241. **Independent**
Station Representative. Hil Best
General Mgr. Kenneth Kesterson
Commercial Manager. Clyde Martin
Prog.; Ch. Eng. Charles Penix

KOTN—Pine Bluff—1934

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By. Universal Bcstg. Corp.
Address. Simmons Bank Bldg.
Tel.: JE 4-8732 **KBS**
Pres., Gen. Mgr., Chief Engr. B. J. Parrish
Sales Prom. Mgr. Joe Wallace
Program Dir. Alva Holt

KPBA—Pine Bluff—1957

Frequency: 1590 Kc. **Power:** 1 Kw. d.
Owned-Operated By. Radio Pine Bluff, Inc.
Address. 1607 W. 6th Ave.
Tel.: JE 4-1523. **Independent**
Station Representative. Gene Bolles Co.
President. W. L. Kent
Gen., Sta. Mgr. Howard M. Peters
Program Director. Howard Watson
Chief Engineer. Robert N. Meador

KPOC—Pocahontas—1950

Frequency: 1420 Kc. **Power:** 1,000 Watts d.
Owned-Operated By. Pocahontas Radio, Inc.
Address. P. O. Box 250
Tel.: TW 2-5234. **KBS**
General Mgr. Adrian L. White
Sales Mgr. Virgil Pace

KAMO—Rogers—1954

Frequency: 1390 Kc. **Power:** 1000 Watts
Owned KAMO, Inc.
Business Address. American Natl. Bank Bldg.
Tel.: MEIrose 6-4611. **Independent**
Station Rep. Walker-Rawalt
Pres., Gen. Mgr. G. Don Thompson
Sta., Comm. Mgr. W. E. Dacus
Program Director. Charles A. Davis
Chief Engineer. Bud Williams

KXRJ—Russellville—1947

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By. C. R. Horne
Address. Second and Commerce
Gen., Sta. Mgr. C. R. Horne
Comm. Mgr. L. L. Bryan
Prog. Director. Ora Mae Lee
Chief Engineer. William C. McKenney

ARKANSAS-CALIFORNIA

KWCB—Searcy—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned By White County Bcstg. Co.
 Address P. O. Box 95
 Tel.: 1281. KBS
 Representative Hil F. Best
 General Mgr. Don P. Jones

KUOA—Siloam Springs—1923

Frequency: 1290 Kc. Power: 5,000 Watts d.
 Owned-Operated By KUOA, Inc.
 Business-Studio Address Siloam Springs
 Tel.: 777. MBS-KBS
 Station Representative Devney, Inc.
 President John E. Brown, Jr.
 Gen. Mgr. Cecil Smith
 Program Director Ralph Kennedy, Jr.
 Sales Prom. Director Darrell D. Willis
 Chief Engineer Cecil E. Smith

KBRS—Springdale—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. Northwest Ark. Bcstg. & TV Co.
 Address P.O. Box 591
 Tel.: Pleasant 1-4675. ABC
 Newspaper Affiliation Southwest American
 Representative Hil F. Best
 President Donald W. Reynolds
 General Manager Phil H. Phillips
 Commercial Manager Curtis C. Hornor, Jr.
 Program Director Jim G. Wilkerson
 Chief Engineer Virgil Smith

KWAK—Stuttgart—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Stuttgart Bcstg. Corp.
 Business Address P.O. Box 271
 Tel.: WA 2-5212. KBS
 Gen. Manager Melvin P. Spann
 Station Mgr. June S. Spann
 Chief Engineer C. R. Sandine

KOSY—Texarkana—1951

Freq.: 790 Kc. Power: 1 Kw. d. 500 w. n.
 Owned-Operated By Gateway Bcstg. Co.
 Address P.O. Box 1318
 Tel.: 22-3771. Independent
 Representative Pearson
 Gen. Manager Tom E. Dillchunty

KDFD—Van Buren—1958

Frequency: 1580 Kc. Power: 1 Watt, d.
 Owned By Broadcasters, Inc.
 Address P.O. Box 550
 Tel.: Granite 4-6811. Independent
 President H. R. Fischer
 Chief Engineer J. P. Freeman

KRLW—Walnut Ridge—1951

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lawrence Cty. Bcstg. Co.
 Address P.O. Box 30
 Tel.: Turner 4-3131. KBS
 Gen. Mgr. Wm. H. Cate

KWRF—Warren—1953

Frequency: 860 Kc. Power: 250 Watts d.
 Owned By Pines Broadcasting Co.
 Address Box 480
 Tel.: 353-354. KBS
 Representative Hil F. Best
 President, Gen. Manager Weldon Sledge
 Station Comm. Manager Bill Wells

KWYN—Wynne—1956

Frequency: 1400 Kc. Power: 250 Watts
 Owned E. Arkansas Bcstrs, Inc.
 Address P. O. Box 225
 Tel.: 1188. KBS
 President J. L. Shaver, Jr.
 Gen., Sta. Mgr. Raymond O. Raley
 Program Dir. Larry Futrell
 Chief Engineer Art Rogers

Pop.: 15,210,000
 Families: 4,875,000
 Radio Homes: 4,969,000

CALIFORNIA

TV Homes: 4,330,000
 AM Stas. in State: 190
 TV Stas. in State: 31

KCNO—Alturas—1951

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Operated By R. W. Hansen
 Address P. O. Box 1358
 Tel.: 2531. Independent
 Representative Tracy Moore
 Sta. Mgr., Chief Engineer Dick Barrett

KEZY—Anaheim—1959

Frequency: 1190 Kc. Power: 1000 Watts
 Owned By Radio Orange Cty, Inc.
 Address 1213 N. Highland, Hollywood 38
 Tel.: Prospect 4-5170. Independent
 Sta. Reps. Rbt. Allen; Jack Masla

President, Gen. Mgr. Cliff Gill
 General Sales Mgr. Ira Laufer
 Station, Prog. Mgr. Dan Russell
 Chief Engineer John Ledbetter

KPON—Anderson—1959

Frequency: 1580 Kc. Power: 1000 Watts
 Owned By Universal Electronics
 Address White City Shopping Center
 Tel.: EM 5-2711. Independent
 General Manager George Norman
 Station Mgr. Doug Wildfoerster
 Production Dir. Von Lytell
 Chief Engineer Robert Mulligan

KAVR—Apple Valley—1954

Frequency: 960 Kc.....Power: 5 Kw. d.
Owned.....Apple Valley Bcstg. Co.
Address.....P.O. Box 1
Tel.: VI 7-7251.....Independent
Representative.....W. S. Grant
President.....Newton T. Bass
Managing Dir.....J. C. Thomas
Commercial Mgr.....Ken Barton

KENL—Arcata—1956

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Humboldt Bcstrs.
Address.....KENL Bldg.
Tel.: VA 2-2941.....Independent
Representative.....W. S. Grant
Pres., Gen. Mgr.....Mel Marshall
Comm. Sta Mgr.....Geo. Schafer

KAHI—Auburn—1957

Frequency: 950 Kc.....Power: 1000 Watts
Owned By.....Don C. Reeves
Address.....Box 950
Tel.: TU 5-5636.....KBS
Sta. Representative.....Robert Allen
President, Ch. Eng.....Don C. Reeves
General, Comm. Mgr.....Gene Ragle
Program Dir.....Wes Meyers

KBIG—Avalon—1952

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd., Los Angeles 28
Tel.: HO 3-3205.....Independent
Representative.....Weed
President, Gen. Mgr.....John Poole
Sta. Comm. Mgr.....Robert J. McAndrews
Oper. Program Dir.....Alan Lisser
Sales Prom. Publicity.....R. J. McAndrews
Chief Engineer.....Beull Dalton

KAFY—Bakersfield—1946

Frequency: 550 Kc.....Power: 1000 Watts
Owned.....Paschall, Tullis & Hearne
Address.....P.O. Box 6128
Tel.: Empire 6-4411.....Independent
Representative.....McGavren
Gen. Mgr.....Glenn D. Lockhart
Comm. Mgr.....Roy Licordell
Sales Promotion Manager.....Dick Brown
Program Director.....Al Anthony
Chief Engineer.....B. Tanner

KBIS—Bakersfield—1950

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Eastern Electrosonic Industries
Studio Address.....2013 Chester Ave.
Tel.: FAirview 4 6093.....Independent
Sta. Representative.....Headley-Reed, Inc.
President.....Robert Straus
General Mgr.....C. R. Christianson
Commercial Mgr.....Si Darrach
Program Dir.....Ron Zimmer
Chief Engineer.....Leon K. Jones

KERN—Bakersfield—1932

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....McClatchy Newspapers
Business Address.....1535 17th St.
Tel.: FA 5-7475.....CBS
Representative.....Paul H. Raymer
President.....Eleanor McClatchy
Sta. Mgr.....Tom Flynn
Chief Engineer.....Don Gatz

KGEE—Bakersfield—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Marterto Corp.
Business-Studio Address.....1415 17th Street
Tel.: FA 7-3587.....Independent
Sta. Reps.....Adam Young; O'Connell
President.....Danny Thomas
General Manager.....Thurston S. Holmes
Program Director.....James Stoke
Chief Engineer.....Ed. Andress

KIKK—Bakersfield—1958

Frequency: 800 Kc.....Power: 250 Watts; d.
Owned By.....Valley Bcstg. Co.
Address.....910 Chester
Tel.: FAirview 7-4401.....Independent
Station Representative.....John E. Pearson
President.....Joe M. Arnoff
General Manager.....Lee Batch
Program Director.....Al Daneri
Chief Engineer.....Elbert Gallimore

KLYD—Bakersfield—1958

Frequency: 1350 Kc.....Power: 1000 Watts;d.
Owned By.....Urner Broadcasting Co.
Business Address.....1709 30th Street
Tel.: FAirview 7-4831.....Independent
Station Representative.....Grant
Gen. Sta. Mgr.....Edward E. Urner
Commercial Manager.....Dave Maxwell
Program Director.....Dan Speare
Sales Prom. Publ. Dir.....Mary L. Bender
Chief Engineer.....Vernon G. Tucker

KMAP—Bakersfield—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....KMAP, Inc.
Address.....P.O. Box 693
Tel.: FA 7-3541.....MBS
Representative.....ForJoe
Pres., Gen. Mgr.....Clifford E. Ball

KPMC—Bakersfield—1932

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....307 East 21st St.
Tel.: FA 7-5121.....ABC
Sta. Reps.....Allen Co.; Burns-Smith
President.....F. G. R. Schamblin
Station Manager.....I. A. Schamblin
Comm. Mgr.....Paul R. Bhermann
Chief Eng.....Leo P. Jarvis

KPAS—Banning—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned: Stevens Bcstg. Inc.
Address: 200 E. Ramsey St.
Tel: VI 9-4557. Independent
Station Representative: Harlan Oakes
President: Calvin Jasspon
Station, Comm. Mgr.: Don Metzger
Asst. Mgr., Program Dir.: Jack Kellner
Chief Engineer: Fred Brady

KWTC—Barstow—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Mojave Valley Bcstg. Co.
Address: Box 697
Tel: 4001. MBS
Station Representative: John E. Pearson Co.
Pres., Gen. Mgr.: W. T. Brown
Station Mgr., Pub. Director: R. F. Cruse
Commercial Mgr.: James Parler
Sales Prom Mgr.: Jean McAdams
Chief Engineer: Bill Schultz

KRE—Berkeley—1923

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Central Calif. Bcstrs., Inc
Address-Trans.: 601 Ashby Avenue
Tel: THornwall 8-7715. Independent
Representative: W. S. Grant
General Mgr.: Arthur Westlund
Sta. Mgr.: Don Hambly
Prog. Dir.: Les Avery
Chief Engineer: Charles Odgen

KOWL—Bijou—1956

Frequency: 1490 Kc. Power: 250 Watts
Owned: Tahoe Broadcasters, Inc.
Address: Box 756
Tel: KI 4-2400. Independent
Pres., Gen. Mgr.: Ed. French
Sta. Comm. Mgr.: John J. Murphy
Chief Engineer: Keith Mealey

KIBS—Bishop—1953

Frequency: 1230 Kc. Power: 250 Watts
Owned: Southeastern Sierra Bcstg. Corp.
Address: Box 757
Tel: UPTon 2-4411. ABC
Pres., Gen. Mgr., Pub. Dir.: J. Oliver
Commercial Manager: R. S. Deming
Station Manager: Dorothy Cowley
Program Director: Joe Arnold
Chief Engineer: Elwayne Clement

KYOR—Blythe—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned: Imperial Broadcasting Systems, Inc.
Address: Box 668
Tel: 2231. ABC
Representative: John E. Pearson
President, Gen. Mgr.: Frank K. Danzig

KROP—Brawley—1946

Frequency: 1300 Kc. 1000 Watts d., 500 n.
Owned-Oper. By: Imperial Bcstg. System

Address: 6331 Hollywood Blvd.
Tel: 1300. ABC
Representative: John E. Pearson Co.
President: Frank K. Danzig
V.P., Gen. Mgr.: F. W. Crane

KBLA—Burbank—1952

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Bdcstrs. of Burbank
Address: 11516 Oxnard St., N. Hollywood
Tel: POplar 2-1195. Independent
Station Representative: Grant Webb
President: G. A. Rogers
Chief Engineer: H. May

KTEE—Carmel—1957

Frequency: 1410 Kc. Power: 500 W'atts; d.
Owned By: Carmel Bcstg. Co.
Address: P. O. Box 2050
Tel: MAyfair 4-1215. Independent
Sta. Rep.: Duncan Scott & Co.
Gen. Sta. Manager: Paul F. Hanson
Chief Engineer: Marvin Johns

KHSL—Chico—1935

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated: Golden Empré Bcstg. Co.
Address: Box 1041
Tel: Flreside 2-0141. CBS
Representative: McGavren
Pres., Gen. Mgr.: Mrs. Mickey McClune
Station Manager: Charles H. Kinsley, Jr.
Commercial Mgr.: Brian Loughran
Program Dir.: Tim Armstrong
Sales, Public Dir.: Don Miller
Chief Engineer: Russell Pope

KPAY—Chico—1949

Frequency: 1080 Kc. Power: 10,000 Watts
Owned: J. Ned. Richardson
Address: P.O. Box 523
Tel: Flreside 2-4211. MBS
Representative: Hollingbery
Gen. Mgr.: J. Ned Richardson
Comm. Mgr.: Robert Campbell
Program Director: Tim Armstrong
Chief Engineer: William Pope

KCHV—Coachella—1954

Frequency: 970 Kc. Power: 1 Kw., d.
Owner: Coachella Valley Bcstg. Co.
Address: Box 112, Indio, Calif.
Tel: EXpress 8-5534. KBS
Representative: Moore & Assoc.
Pres.: Edward Gorges
Gen. Mgr.: I. E. Staples
Comm. Mgr.: Doug Caplette
Sales Prom. Mgr.: Bob Stewart
Program Director: Doc Robinson
Publicity Director: Walter Duggan
Chief Engineer: Bill Keith

KBMX—Coalinga—1950

Frequency: 1470 Kc. Power: 500 W. d.
Owned By: Meldean Bcstg Co.

Address.....P.O. Box 561, Hanford, Calif.
 Tel.: LU 2-0583Independent
Sta. Rep......Grant Webb
 President.....Meldean Upp
 V.P., Gen. Mgr.....Mel Vierra
 Comm. Sta. Mgr.....Jack Miller
 Program, Publicity Dir.....Annette McLellan
 Chief Engineer.....Dick Howard

KBUC—Corona—1948

Frequency: 1370 Kc. Power: 1 Kw. d., 500 W. n.
 Owned.....Radio K-BUC, Inc.
 Business Address.....Box 368
 Tel.: RE 7-1370.....Independent
 Station Representative.....Forjoe
 President.....James F. Hadlock
 V.P., Gen. Mgr.....Naum Healy
 Comm. Manager.....Steve Schoen
 Program Director.....Ed Cornell
 Sales Prom. Manager.....Jan Wallace
 Publicity Director.....Elaine Kremper
 Chief Engineer.....Walter Rees

KCRE—Crescent City—1950

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Norte Bcstg. Co.
 Address.....Box 248
 Tel.: INgersoll 4-2155.....KBS
 Station Representative.....W. S. Grant
 President, Gen. Manager.....M. D. Marshall
 Comm. Station Manager.....H. Frank Walters
 Program, Sales Prom.....Alfred G. Curven
 Publicity Director.....Phyllis J. Wren
 Chief Engineer.....Herbert Newman

KPOD—Crescent City—1959

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned By.....KPOD Broadcasting
 Address.....251 H St.
 Tel.: IN 4-2151.....Independent
 General Manager.....George Norman
 Station, Ch. Eng.....Larry Marvin
 Production Dir.....Fred Bohlen
 Promotion Dir.....Bob Hansen

KCHJ—Delano—1951

Freq.: 1010 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Charles Herman Johns
 Address.....P.O. Box 966
 Tel.: DElano 8876.....Independent
 President, Chief Eng.....Charles H. Johns
 General Manager.....Jean G. Johns
 Comm. Mgr.....Jim Turner
 Program Dir.....Joe McFolin

KRDU—Dinuba—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Dinuba Co.
 Business-Studio Address.....Box 157
 Tel.: DI 500.....KBS
 Station Representative.....W. Ayres
 Pres., Gen., Sta. Mgr.....Egon A. Hofer
 V.P.....Dave Hofer, Jr.
 Chief Engineer.....Warren Nystrom

KDEO—El Cajon—1955

Frequency: 910 Kc.....Power: 1 Kw.

Owned-Operated By.....Dandy Bcstg. Corp.
 Address.....3911 Pacific Highway, San Diego
 Tel.: CY 8-8371.....Independent
 Station Representative.....Robert Eastman
 President.....Robert E. Sharon
 Comm. Manager.....Joe Cahill
 Program Director.....Sam Babcock
 Sales Prom. Mgr.....Ted C. Millan
 Publicity Director.....Jim Dandy
 Chief Engineer.....Ed Murphree

KAMP—El Centro—1958

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned By.....El Centro Radio, Inc.
 Address.....6th & Main
 Tel.: ELgin 2-2277.....Independent
 Sta. Reps.....Harlan Oakes; Walker-Rawalt
 President.....A. E. Andreotti
 Gen. Station Manager.....Wm. H. Ellison
 Commercial Mgr.....Chap Rollins
 Prog. Dir., Sales Prom. Mgr.....Bob Weaver
 Publicity Dir.....Marylou Pangle
 Chief Engineer.....Arch Thistle

KICO—El Centro—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles R. Love
 Address.....P.O. Box 1697
 Tel.: ELgin 2-1490.....MBS-KBS
 Sta. Reps.....Jacobson; Felts
 Owner.....Charles R. Love
 General Manager.....W. L. Gleeson
 Commercial Manager.....Jim Reeves
 Pub. Director.....Wally Blake

KXO—El Centro—1927

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Feldman Enterprises, Inc.
 Business Address.....Box 140
 Tel.: EL 2-1230.....ABC-CBS-KBS
 Representative.....Paul H. Raymer
 President.....Leonard Feldman
 General Manager.....Bob Michels
 Commercial Manager.....Marc Hanan
 Program Director.....Tony Temple
 Chief Engineer.....Arch Thistle

KOWN—Escondido—1958

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Palomar Broadcasting Co.
 Address.....1226 Hale Ave.
 Tel.: SHERwood 5-5811.....Independent
 Pres., Gen. Mgr.....Julie G. Owen
 Chief Engineer.....Joseph Dessert

KDAN—Eureka—1956

Frequency: 790 Kc.....Power: 5 Kw.
 Owned.....Radio KDAN
 Address.....Box 993
 Tel.: HI 2-0611.....Independent
 Representative.....Bcst. Time Sales, Hall
 President.....James F. Hadlock

KIEM—Eureka—1933

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.

CALIFORNIA

Address.....P. O. Box 1021
 Tel.: HI 3-1621.....MBS
 Station Rep.....Hollingsbery
 President.....William B. Smullin
 Opera. Manager.....Barry Adams
 Station Manager.....Newton L. Steward
 Chief Engineer.....Don King

KINS—Eureka—1946

Freq.: 980 Kc.....Power: 5 Kw., d., 500 W. n.
 Owned-Oper. By.....Eureka Bcstg.
 Address.....Box 1015
 Tel.: HI 2-5744.....CBS
 Representative.....Weed
 Pres., Gen. Mgr.....Wendell Adams
 Comm. Sta. Mgr.....Tim Crowley
 Prog.-Publicity.....Doyle Seely
 Chief Engineer.....Dean Elliott

KDAC—Fort Bragg—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Mendocino Coast Bcstg. Co.
 Address.....2100 E. Oaks St.
 Tel.: YO 4-3251.....KBS
 Owner.....Edward Mertle
 General Manager, Ch. Eng.....Craig N. Smith
 Sales Prom. Mgr.....Matthew V. Huber

KARM—Fresno—1938

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Oper. By.....H. & G. Harm
 Address.....7535 N. Van Ness Ave.
 Tel.: BA 24441.....ABC
 Representative.....Hollingsbery
 President, Gen. Mgr.....George Harm
 Comm. Sales Prom. Mgr.....Gordon Jacobs
 Program Director.....Bill Dallas
 Chief Engineer.....Elbert Dean

KBIF—Fresno—1947

Frequency: 900 Kc.....Power: 1000 Watts, d.
 Owned.....KBIF, Inc.
 Address.....857 Van Ness Ave.
 Tel.: AM 6-0791.....Independent
 Representative.....Weed
 Pres., Gen. Mgr.....David T. Harris
 Chief Engineer.....Bob Love

KEAP—Fresno—1957

Frequency: 980 Kc.....Power: 500 W. d.
 Owned By.....KEAP Broadcasting Co. Inc.
 Address.....2344 S. Railroad Ave.
 Tel.: AD 7-1871.....Independent
 Station Representative.....Daren F. McGavren
 Pres., Gen. Mgr.....Herbert J. Edelman
 Program Director.....Eddie Briggs
 Chief Engineer.....Elbert Dean

KFRE—Fresno—1936

Frequency: 940 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Triangle Publications
 Business-Studio Address.....T. W. Patterson Bldg.
 Tel.: AM 8-6441.....CBS
 News Affil.....Phila. Inquirer, Phila. D. News
 Representative.....John Blair
 General Mgr.....Leslie H. Peard, Jr.

Sales Manager.....Wayne Decker
 Program Dir.....Robert Fulton
 Dir. of Eng. Opera.....Keith L. Mealey
 OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;
 WNBC-AM-FM-TV, BINGHAMTON, N. Y.; WFBG-
 AM-TV, ALTOONA, PA.; WNHC-AM-FM-TV, NEW
 HAVEN, CONN.; WLYH-TV, LEBANON, PA.; KFRE-
 AM-FM-TV, FRESNO, CALIF.

KGST—Fresno—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Juan Mercado
 Address.....1244 'O' St.
 Tel.: AM 6-9901.....KBS
 Representative.....Nat'l Time Sales
 Program Director.....Larry Walters
 Chief Engineer.....Elbert Dean

KMAK—Fresno—1953

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....McMahan Bcstg. Co.
 Address.....2020 McKinley Ave.
 Tel.: AM 6-9448.....Independent
 Representative.....Meeker Co.
 President.....R. O. McMahan
 Gen., Sta. Mgr.....Coyle Chambers
 Comm. Manager.....Walter Novell
 Chief Engineer.....Ed Nickels

KMJ—Fresno—1922

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Business-Studio Address.....1515 Van Ness Ave.
 Tel.: AM 8-5771.....NBC
 Newspaper Affiliation.....McClatchy Newspapers
 Representative.....Paul H. Raymer
 President.....Eleanor McClatchy
 Station Manager.....Ramsey G. Elliott
 Sales Mgr.....Roy Swanson
 Chief Engineer.....William Wallace

KYNO—Fresno—1947

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio KYNO
 Address.....2125 N. Barton Ave.
 Tel.: CL 5-8383.....MBS
 Representative.....Headley-Reed
 General Manager.....Gene Chenault
 Sta. Mgr.....Jim Carroll
 Chief Engineer.....Bert Williamson

KPER—Gilroy—1957

Frequency: 1290 Kc.....Power: 500 Watts, d.
 Owned.....Radio KPER
 Address.....615 Swanston Lane
 Tel.: VI 2-3155.....KBS
 Representative.....Lucas & Webb
 General Manager.....John Gregory
 Chief Engineer.....Don Bernard

KIEV—Glendale—1933

Frequency: 870 Kc.....Power: 250 Watts
 Owned-Operated By.....Cannon System, Ltd.
 Address.....106 N. Glendale Ave.
 Tel.: CHapman 5-2388.....Independent
 President.....David H. Cannon
 General Mgr.....Cal Cannon

KNGS—Hanford—1948

Freq.: 620 Kc. Power: 1 Kw.
 Owned-Oper. By John C. Cohan
 Business Address P.O. Box 620
 Tel.: LUDlow 2-0361 Independent
 Representative Theo. B. Hall
 Owner & Gen. Mgr. John C. Cohan
 Sales Promotion Mgr. Doris Ferreira
 Publicity Director Jack Ball
 Prog. Chief Engineer Stan Vestal

KHSJ—Hemet—1959

Frequency: 1320 Kc. Power: 500 Watts
 Owned By L & B Bestg Co.
 Address P.O. Box 1196
 Tel.: Olive 8-7113 Independent
 General Manager W. L. Miller
 Program Director Chas. B. Watson
 Chief Engineer L. V. Pillow

KDAY—Hollywood—1947

Frequency: 1580 Kc. Power: 10 Watts; d.
 Owned By Radio California, Inc.
 Address 1549 No. Vine St.
 Tel.: HO 1-9981 Independent
 Representative Young
 President John D. Keating
 Gen. Sta. Mgr. Irving C. Phillips
 Chief Engineer Bob Dye

KREO—Indio—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned Imperial Broadcasting System, Inc.
 Address 3401 Russell St., Riverside
 Tel.: Diamond 7-3403 Independent
 Representative John E. Pearson
 President Frank K. Danzig
 General Manager Frank W. Crane
 Comm. Station Manager Ed. Silvera
 Program, Prom. Manager Bill Viking
 Chief Engineer Dave Matton

KTYM—Inglewood—1958

Frequency: 1460 Kc. Power: 1000 Watts
 Owned By A. J. Williams
 Address 125 S. Grevillea Ave.
 Tel.: OREGon 8-6400 Independent
 Representative Grant
 President A. J. Williams
 Comm. Manager C. O. Grady, Jr.
 Program Director F. P. McDonald
 Chief Engineer C. Simpson

KRKC—King City—1958

Frequency: 1570 Kc. Power: 250 Watts; d.
 Owned By KRKC, Inc.
 Address P. O. Box 1167
 Tel.: 1070 KBS
 Station Representative W. S. Grant
 President, Gen. Manager Bob McVay

KDAY

LOS ANGELES

50,000 WATTS

KDAY

LOS ANGELES

50,000 WATTS

KDAY

LOS ANGELES

50,000 WATTS

KDAY

LOS ANGELES

50,000 WATTS

KDAY

LOS ANGELES

50,000 WATTS

IRV PHILLIPS, GEN. MGR.

**REPRESENTED BY
 ADAM YOUNG, INC.**

KDAY, Santa Monica, California

CALIFORNIA

Program, Chief Engineer.....John McAdam
Sales Prom. Director.....Joan Brown
Pub. Director.....Gloria Manss

KAVL—Lancaster—1950

Freq.: 610 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Tel.: WH 2-1121.....Independent
Station Representative.....Broadcast Time Sales
President.....W. B. Carter
General Mgr.....H. L. Comstock
Chief Engineer.....M. Anderson

KBVM—Lancaster—1956

Frequency: 1380 Kc.....Power: 1000 Watts
Owned By.....Tri-County Bcstgrs., Inc.
Address.....43321 N. Sierra Highway
Tel.: WH 2-8461.....Independent
Station Representative.....B-N-B Time Sales
President.....Roy Hinkel
General Manager.....Jack J. Bankson
Chief Engineer.....Geo. Patterson

KLAN—Lemoore—1959

Frequency: 1320 Kc.....Power: 1000 Watts, d.
Owned By.....Radio Lemoore
Address.....110 N. Eldorado St., Stockton, Cal.
President, General Mgr.....Joseph E. Gamble
Chief Engineer.....Fred Volken

KCVR—Lodi—1946

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lloyd Burlingham
Business Address.....P. O. Box 600
Tel.: EN 8-0628.....KBS
Station Representative.....Wm. Ayres
General Mgr.....Lloyd Burlingham
Chief Engineer.....George Sampson

KNEZ—Lompoc—1958

Frequency: 960 Kc.....Power: 500 Watts
Owned By.....KNEZ, Inc.
Business Address.....P.O. Box 338
Tel.: Lompoc 2965.....KBS
Station Representative.....B-N-B Time Sales
President.....Thomas B. Friedman
Gen. Mgr., Ch. Eng.....Thomas J. Wallace, Jr.

KFOX—Long Beach—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....KFOX Inc.
Address.....220 E. Anaheim Street
Tel.: HE 6-7281.....Independent
President.....Kenyon Brown
Sta. Rep.....Hollingsbery
General Mgr.....Cal Perley
Station, Comm Mgr.....Willard Kline
Program Dir.....Ed Dyer
Sls. Prom., Publicity Dir.....Barbara Ashbrook
Chief Engineer.....Gordon Calcote

KGER—Long Beach—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By.....John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic

Tel.: GARfield 7-7907.....Independent
President.....Dr. John E. Brown
Gen., Sta., Comm. Mgr.....E. William George
Program Dir.....Irene Cook
Chief Engineer.....Luke Crumbaugh

KABC—Los Angeles—1929

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....AB-PT, Inc.
Address.....1539 N. Vine St.
Tel.: NO 3-3311.....ABC
Representative.....Katz
President.....James G. Riddell
Gen. Sta. Mgr.....Ben Hoberman
Chief Engineer.....Ralph Denechaud

KFAC—Los Angeles—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....Los Angeles Bcstg. Co.
Bus.-Studio Address.....5773 Wilshire Blvd.
Tel.: WE 8-0181.....Independent
Representative.....Bolling
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Program Director.....Howard Rhines
Chief Engineer.....Ron Oakley

KFI—Los Angeles—1922

Frequency: 840 Kc.....Power: 50,000 Watts
Owned-Operated By.....Earle C. Anthony, Inc.
Business-Studio Address.....141 N. Vermont Ave.
Tel.: DU 2-2121.....NBC
Representative.....Henry I. Christal
Pres., Gen. Mgr.....Earle C. Anthony
Asst. to Pres.....Charles E. Hamilton
Program Director.....Pat Kelly
Comm. Manager.....Elmer Wayne
Sales Prom., Pub. Director.....Robert J. Boyne
Co-Chief Engrs.....H. L. Blatterman, C. W. Mason

KFWB—Los Angeles—1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KFWB Bcstg. Corp.
Business-Studio Add.....6419 Hollywood Blvd.
Tel.: HO 3-5151.....Independent
Representative.....Blair
Pres., Gen. Mgr.....Robert M. Purcell
Dir. of Operations.....Theola Sanders
General Sls. Mgr.....James Simons
Sales Devel.....Allan MacDonald
V.P., Prog. Dir.....Chuck Blore
Publicity Dir.....Ruth Levy
Advertising Mgr.....Richard Mulford
Chief Engineer.....Leonard Hayden

KGFJ—Los Angeles—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address.....6314 Sunset Blvd.
Tel.: HO 4-0201.....Independent
Sta. Reps.....Howard; Robt. Allen
Owner.....Ben S. McGlashan
General, Station Manager.....Thelma Kirchner
Sales Mgr.....Molly C. Low
Program Director.....Jim Randolph
Publicity Dir.....Tom Hawkins
Sales Prom. Mgr.....Juanita McCuroy
Chief Engineer.....Homer Obuchon

KHJ—Los Angeles—1922

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Oper. By RKO General
 Address: 1313 N. Vine St., Hollywood
 Tel.: HO 2-3133
 MBS Representative H-R Reprs.
 Gen. Mgr. Norman Boggs
 Nat. Sls. Mgr. Paul H. Martin
 Program Director A. J. LaFrano
 Chief Engineer Robert Bullock

KLAC—Los Angeles—1924

Freq.: 570 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By Hall Broadcasting Co.
 Address: 6363 Sunset Blvd
 Tel.: HO 2-7271
 Independent Station Representative Robert Eastman
 President M. W. Hall
 Vice President Richard Westman
 Gen. Sales Manager Morton Sidley
 Mdsq. Dir. Armand La Pointe
 Program Director Ron McCoy
 Sales Prom., Pub. Director Betty Hudson
 Chief Engineer Paul Holton

KMPC—Los Angeles—1928

Freq.: 710 Kc. Power: 50 Kw. d.; 10 Kw. n.
 Owned-Oper. By Golden West Bcstg.
 Address: 5939 Sunset Boulevard
 Tel.: HOLLYWOOD 9-5341
 Independent Representative AM Radio Sales
 Ch. of Board Gene Autry
 President Robert O. Reynolds
 Gen. Sales Mgr. Stanley Spero
 Mgr., Sls. Prom. John M. Asher
 Prog. Dir. Robert H. Forward
 Chief Engineer L. C. Sigmon

KNX—Los Angeles—1920

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned By Columbia Bcstg. System, Inc.
 Business-Studio Address: 6121 Sunset Blvd.
 Tel.: HO 9-1212
 CBS Sta. Representative CBS Spot Sales
 V.P., General Manager Fred Ruegg
 Commercial Mgr. Gordon Mason
 Prog. Dir. Robert Sutton
 Promotion Manager Arthur Wittum
 Pub. Dir. Lloyd Brownfield
 Chief Engineer Ted Denton

KPOL—Los Angeles—1952

Frequency: 1540 Kc. Power: 10,000 Watts
 Owned-Oper. By Coast Radio Bdcstg. Corp.
 Address: 4628 Wilshire Blvd.
 Tel.: WE 8-2345
 Independent Station Representative Raymer Co.
 President, Gen. Mgr. Hugh R. Murchison
 Station, Comm. Mgr. Frederick Custer
 Program Director Robertson Scott
 Chief Engineer Conrad Sprenger

KPOP—Los Angeles—1924

Frequency: 1020 Kc. Power: 5,000 Watts
 Owned By Standard Bcstg. Co.
 Business-Studio Add.: 338 S. Western Ave.

Tel.: DU 8-2345
 Independent President George B. Storer
 General Mgr. Wendell Campbell
 Commercial Mgr. Dale Petersen
 Program Dir. Bill Wheatley
 Prom., Publicity Dir. Patt Wright
 Ch. Eng. Leonard Reeves
 OWNERS OF: WJBK-AM-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-AM-FM-TV, CLEVELAND; WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; WITI-TV, MILWAUKEE.

KRKD—Los Angeles—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Cont. Tele. Corp.
 Business-Studio Address: 1050 Montecito Drive
 Tel.: CA 5-4116
 Independent President Frank Oxarant
 Gen. Mgr. Jack Feldmann
 Gen. Sales Rep. Bob Fox
 Prog. Dir. Charles A. Clifton
 Ch. Eng. Ben Brown

KHOT—Madera—1956

Frequency: 1250 Kc. Power: 500 Watts, d.
 Owner Glomar Music Bcstg. Co.
 Address: 2818 Ave 15
 Tel.: OR 4-8501
 Independent Representative Ayres
 Mgr. Bob L. Moran
 Chief Engineer Tom Bracanovich

KMYC—Marysville—1940

Frequency: 1410 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owner By Carlton Broadcasting
 Business Address: P. O. Box 631
 Tel.: SH 2-2396
 MBS Sta. Representative Theo. B. Hall
 President Jack Sterling
 General, Comm. Mgr. Carroll V. Hansen
 Chief Engineer Jim Parrish

KWIP—Merced—1956

Frequency: 1580 Kc. Power: 500 Watts, d.
 Owned By HDH Stations, Inc.
 Address: Hotel Tioga
 Tel.: RA 2-3838
 Independent Station Representative Robert R. Allen
 Pres., Gen. Manager Maxwell Hurst
 Comm. Mgr. Reg Streeter
 Chief Engineer Mal Beavers

KYOS—Merced—1936

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By KYOS, Inc.
 Business Address: 1735 "L" St.
 Tel.: RA 2-6251
 ABC-MBS Sta. Repr. Baron, B-N-B- Time Sales
 Pres., Gen., Sta. Mgr. Frank Flynn
 Chief Engineer Dwayne D. Caldwell

KBEE—Modesto—1951

Frequency: 970 Kc. Power: 1000 Watts
 Owned McClatchy Bcstg. Co.
 Address: 14th & Eye St.
 Tel.: LA 3-7756
 Independent

CALIFORNIA

Newspaper Affil. McClatchy Newspaper
Representative Paul Raymer
President Eleanor McClatchy
Station Manager Hugh Shelley
Sales Manager Milton Hibdon
Chief Engineer Albert Schneider

KFIV—Modesto—1950

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By KFIV, Inc.
Address Box 1360
Tel.: LA 4-1360 ABC
President A. J. Krisik
Gen. Mgr. Ted Wolf

KTRB—Modesto—1933

Frequency: 860 Kc. Power: 10,000 d.: 1000 n.
Owned-Operated By KTRB Bcstg. Co., Inc.
Address P. O. Box 593
Tel.: LA 3-0737 Independent
Sta. Representative Daren McGavren
Pres.-Gen.-Station Mgr. William H. Bates, Jr.
Comm., Sales Prom. Mgr. Richard Brown
Program, Publicity Dir. Cal Purviance
Chief Engineer W. H. Bates

KIDD—Monterey—1955

Frequency: 630 Kc. Power: 1 Kw.
Owned By Monterey Pen Bcstg. Inc.
Address 150 Franklin St.
Tel.: FRontier 2-8154 Independent
Representative Hollingbery
President Robert Sherry
Commercial Mgr. Jack G. Hamilton
Chief Engineer Jan King

KMBY—Monterey—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By John Burroughs
Business Address 468 Calle Principal
Tel.: FR 2-4541 CBS
Pres., Gen., Sta. Mgr. John Burroughs
Comm. Mgr. James T. Timothy

KWSD—Mt. Shasta—1947

Frequency: 620 Kc. Power: 1000 Watts, d.
Owned-Oper. By .. Shasta Cascade Bcstg. Corp.
Address E. Alma St.
Tel.: WA 6-2124 Independent
Representatives Continental, Ayres
Co-Owner, Ch. Eng. David H. Rees

KVON—Napa—1947

Frequency: 1440 Kc. Power: 500 Watts
Owned-Oper. By J. L. & A. M. Powell
Address 1124 Foster Road
Tel.: BAldwin 6-2023 KBS
Sta. Representative John E. Pearson
Owner, Gen. Mgr., J. L. Powell
Program Director Sam Gordon
Sales Prom. Mgr. Beryle Gonzales
Publicity Dir. Gil Gordon
Chief Engineer Don Brown

KSFE—Needles—1952

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By Needles Bdcstg. Co.
Address P. O. Box C-2
Tel.: EAstgate 6-2101 KBS
Station Representative Continental
Owner, Mgr. B. J. Fitzpatrick
Program Director H. L. Fitzpatrick
Chief Engineer Albert Lincoln

KABL—Oakland—1959

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By McLendon Corp.
Address 464 19th St.
Tel.: TW 3-9600 Independent
Station Representative Daren F. McGavren
Ch. of Board B. R. McLendon
President Gordon B. McLendon
General Manager Homer H. Odom
Sales Manager Bok Reltzel
Program Director Robert S. Stevens
Chief Engineer Howard Immekus

KEWB—Oakland—1922

Frequency: 910 Kc. Power: 5 Watts, d., 1 W. n.
Owned-Oper. By KEWB, Bcstg. Corp.
Business Address 2150 Franklin St.
Tel.: TEmplebar 6-0910 Independent
Station Representative Katz
President Robert M. Purcell
General Manager Milton H. Klein
Comm. Manager Robert S. Calender
Prog. Director William Enis
Chief Eng. Roswell S. Smith

KDIA—Oakland—1920

Frequency: 1310 Kc. Power: 1000 Watts
Owned Egmont Sonderling Assoc.
Business-Studio Address 327 22nd St.
Tel.: HI 4-1212 Independent
Station Rep. Bernard Howard
Station Manager F. Wellington Morse
Chief Engineer Logan Z. Edwards

KUDE—Oceanside—1956

Frequency: 1320 Kc. Power: 500 Watts
Owned By Dolph-Petty Bcstg. Co.
Address Box 779
Tel.: SA 2-8294 Independent
Station Representative Robert R. Allen
President Herbert L. Petty
Gen. Station Mgr. Lyle R. Richardson
Comm. Manager Larry Thomas
Program Director Ted Porter
Publicity Director Bud Handy
Chief Engineer Ted Brown

KASK—Ontario—1947

Frequency: 1510 Kc. Power: 1000 Watts
Owned-Operated By The Daily Report Co.
Address P.O. Box 593
Tel.: YUkon 2 8888 Independent
Newspaper Affiliation Daily Report
Representative Hil F. Best
President Mrs. Jerene A. Harnish
General Manager Gerald O. Jones
Program Director Al Pierce
Chief Engineer Manual Barraza

KOXR—Oxnard—1955

Frequency: 910 Kc. Power: 1 Kw. d.
 Owned-Oper. By: Oxnard Broadcasting Corp.
 Address: 1280 So. Oxnard Blvd.
 Tel.: HU 3-2303 Independent
 Sta. Representative: United Spot Sales
 Pres., Chief Eng.: Paul R. Schneider
 Comm., Sales Prom. Mgr.: J. Alan Rinehart

KUTY—Palmdale—1957

Frequency: 1470 Kc. Power: 1 Kw.
 Owned By: Palmdale Broadcasters
 Address: 806 East Ave., Q-10
 Tel.: Windsor 7-3107 Independent
 Representative: W. S. Grant
 President: Harold C. Singleton
 Chief Engineer: Don Reitzke

KCMJ—Palm Springs—1946

Freq.: 1010 Kc. Pwr: 1 Kw., d.; 500 W., n.
 Owned-Operated By: KCMJ, Inc.
 Business Address: Box KK
 Tel.: FA 4-2253 CBS
 Representative: Stanley
 Pres., Gen. Mgr.: Robert D. Blashek
 Chief Engineer: Glenn Garnett

KDES—Palm Springs—1956

Frequency: 920 Kc. Power: 1000 Watts
 Owned: Cameron Bcstg. Co.
 Address: 174 N. Palm Canyon Dr.
 Tel.: FA 4-1212 Independent
 Newspaper Affiliation: Desert Sun
 Representative: W. S. Grant
 President: George Cameron
 Gen. Sta. Mgr.: John Michel
 Comm. Mgr.: Harry Voelker
 Prog. Ch. Eng.: Cliff Miller

KPAL—Palm Springs—1954

Frequency: 1450 Kc. Power: 250 Watts
 Owner: KPAL Bcstg. Corp.
 Address: P. O. Box 1450
 Tel.: FAirview 4-9171 Independent
 Rep.: For Joe
 Gen. Mgr.: Al Yallen
 Chief Engineer: Paul Wieman

KIBE—Palo Alto—1949

Frequency: 1220 Kc. Power: 1,000 Watts d.
 Owned-Oper. By: Sundial Bcstg. Corp.
 Address: P.O. Box 1151
 Tel.: DA 3-1341 KBS
 Rep.: Walker-Rawalt
 General Mgr.: Edward Davis
 Program Director: Martin Cantisano

KWKW—Pasadena—1942

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By: Southern Calif. Bcstg. Corp.
 Address: 800 Sierra Madre Villa
 Tel.: MURray 1-6744 Independent
 Representative: Nat'l Time Sales
 President: Marshall S. Neal
 General Manager: William J. Beaton

Comm. Manager: Andy James
 Prog., Publicity Dir.: Bob Griffin
 Chief Engineer: Robert Fisher

KRLA—Pasadena—1959

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By: 1110 Bcstg. Corp.
 Address: 6381 Hollywood Blvd.
 Tel.: HO 2-7388 Independent
 Representative: Cooke
 President: Donald R. Cooke
 Gen. Mgr.: Edwin Y. Schulz
 Comm. Sls. Prom. Mgr.: Lou Silverstein
 Chief Engineer: Jack Reeder

KPRL—Paso Robles—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Radio KPRL
 Address: P.O. Box 96
 Tel.: 205 MBS-KBS
 Representative: W. S. Grant
 Gen., Sta., Mgr., Chief Eng.: Dale Schwartz
 Mdsq. Mgr.: Bernard Schwartz
 Comm. Mgr.: Dorothy Schwartz

KAFP—Petaluma—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned: Bcst. Assoc., Inc.
 Address: Box 590
 Tel.: PO 3-1505 KBS
 Sta. Representative: United Spot Sales
 General Manager: R. E. Thomlinson
 Commercial Mgr.: Donald Ramsbottom
 Program Director: Donald Davis
 Chief Engineer: Ken Phillips

KKIS—Pittsburg—1949

Frequency: 990 Kc. Power: 5 Kw.
 Owned-Oper. By: Kay Kis Corp.
 Business: 235 Railroad Ave.
 Tel.: HE 2-2964 Independent
 President: Ronald B. Woodyard
 General Station Manager: Jerry Bassett
 Program Director: Nat Stevens
 Sales Prom. Manager: Jack Fitzwater
 Publicity Director: Wm. T. Simmons
 Chief Engineer: James R. Bird, Jr.

KWOW—Pomona—1947

Freq.: 1800 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By: Valley Bdcstg. Co.
 Business-Studio Address: So. Mills & Olive
 Tel.: NAtional 2-1293 Independent
 General Mgr.: Dean H. Wickstrom

KTIP—Porterville—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Gateway Bcstgrs., Inc.
 Business-Studio Address: Box 1312
 Tel.: SU 4-1450 ABC
 President, Gen. Mgr.: Gareth F. Garland
 Comm. Manager: B. Harland Ohde
 Program Director: Lawrence D. Colta
 Chief Engineer: Hugh A. Leach

CALIFORNIA

KACY—Port Hueneme—1958

Frequency: 1520 Kc. Power: 250 Watts
Owned By Lincoln Dellar
Business Address P.O. Box 1520
Tel.: HUnter 3-1520 Independent
Gen. Mgr. Lincoln Dellar

KBLF—Red Bluff—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Victor Indust., Corp.
Address Box 431
Tel.: LAwrence 7-3511 Independent
Station Mgr. W. F. Baumgarten

KRDG—Redding—1956

Frequency: 1230 Kc. Power: 250 Watts
Owned Redding Broadcasting Co.
Address 1347 Yuba St.
Tel.: CHestnut 3-0343 ABC-MBS
Representative Tracy Moore
Gen. Mgr., Chief Eng. Howard N. Martineau
Comm. Manager Charles Hess
Program Director Edith Martineau
Sales Prom. Mgr. Joe LaLonde

KSDA—Redding—1954

Frequency: 1400 Kc. Power: 250 Watts
Owner Radio Redding, Inc.
Address 1943-B Pine St.
Tel.: CHestnut 3-2454 Independent
Station Representative John Pearson
President, Prog. Director Paul B. Patrick
Gen. Comm. Manager Roger C. Patrick
Sales Prom. Manager Ed Devlin
Chief Engineer James Newill

KPAP—Redding—1958

Frequency: 1270 Kc. Power: 1 Watt, d.
Owned By Hi Fidelity Stations, Inc.
Address P.O. Box 997
Tel.: CHestnut 3-5511 Independent
Station Rep. Grant
General Manager Jack Hampton
Commercial Mgr. A. Loeffler
Program Dir. Harry Carmichel
Chief Engineer K. Machin

KVCV—Redding—1937

Frequency: 600 Kc. Power: 1000 Watts
Owned-Oper. By Golden Empire Bcstg. Co.
Address Hotel Redding
Tel.: CH 3-1515 CBS
Sta. Representative Avery Knodel
President, Gen. Mgr. Mickey McClung
Station Manager Fred M. Stuelpnage
Commercial Mgr. H. E. McCarty
Program, Prom. Mgr. Lyle Mathys
Publicity Director Charles Castor
Chief Engineer Russ Pope

KVIP—Redding—1957

Frequency: 540 Kc. Power: 1 Kw.
Owned Shasta Bcstg. Corp.
Address Box 919
Tel.: CHestnut 1-5540 Independent

Representative Hollingbery
Pres., Gen. Mgr. George C. Fleharty
Chief Engineer Lynn Olson

KCAL—Redlands—1954

Frequency: 1410 Kc. Power: 1000 Watts
Owner Southwest Bcstg. Co., Inc.
Address P. O. Box 390
Tel.: PYramid 3-2358 ABC
Representative Pearson
President Dr. B. Corren
Prog., Chief Eng. Dick Kitzing

KRCK—Ridgecrest—1956

Frequency: 1360 Kc. Power: 1 Kw.
Owned Indian Wells Radio
Address 350 W. Ridgecrest Blvd.
Tel.: RI 8-4061 Independent
Representative Pearson
Owner, Gen. Mgr. Victor M. Farel
Program Director Norman Woodruff

KRKS—Ridgecrest—1956

Frequency: 1240 Kc. Power: 250 Watts
Owned Gilson Broadcasting, Inc.
Address Box 696
Tel.: RI 8-9211 Independent
Station Representative Robert R. Allen
President Leland Gillette
Gen. Sta. Manager L. M. Laby
Program Director Jim Klucker

KACE—Riverside—1957

Frequency: 1570 Kc. Power: 1 Kw., d.
Owned KACE Radio, Inc.
Address 7351 Lincoln Ave.
Tel.: OV 8-1570 Independent
Representative Harlan G. Oakes
Pres., Gen. Mgr. Ray Lapica
Prog., Chief Eng. Jack Wiseley

KPRO—Riverside—1941

Frequency: 1440 Kc. Power: 1000 Watts
Owned Imperial Broadcasting System, Inc.
Address 3401 Russell Street
Tel.: OV 6-0260 Independent
Sta. Reps. John E. Pearson; Ira Laufer
V.P., General Mgr. Frank Crane
Station Comm. Manager Mal Ewing
Program Director Bill Gebeau
Publicity Director Bill Warren
Chief Engineer David Matton

KCRA—Sacramento—1945

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By KCRA, Inc.
Business Studio Address 310 Tenth St.
Tel.: HICKory 4-7300 NBC
Representative Peaty
President-General Mgr. Ewing C. Kelly
Asst. Gen. Mgr. Howard J. Smiley
Nat. Comm. Mgr. Fred C. Beckwith
Station Mgr. Raymond J. Smith
Commercial Mgr. Lou Coppola
Program Dir. William C. Jones

Sales Prom. Mgr. Ted Hardy
 Chief Engineer W. Herbert Hartman

KFBK—Sacramento—1922

Frequency: 1530 Kc. Power: 50,000 Watts
 Owned-Oper. By McClatchy Newspapers
 Business Studio Address Twenty-First & Q
 Tel.: GI 2-5011 ABC
 Newspaper Affiliation McClatchy Newspapers
 Representative Paul H. Raymer
 President Eleanor McClatchy
 Station Manager Frank M. Devaney
 Program Director Edward Boyle
 Sales Mgr. A. C. Williams
 Chief Engineer Stam Sronce

KGMS—Sacramento—1952

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By KBMS, Inc.
 Address 13th & H. Sts.
 Tel.: GI 1-3133 MBS
 Representative Forjoe Co.
 President Anthony C. Morici
 Chief Engineer Bob LaRue

KROY—Sacramento—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By John Carey, Inc.
 Business-Studio Address 1010 11th St.
 Tel.: GI 3-2525 CBS
 Representative Hollingbery
 President John Carey

KXOA—Sacramento—1945

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By Cal-Val Radio
 Business Address Box 3094
 Tel.: WA 5-2717 Independent
 Station Representative Daren F. McGavren
 President Riley R. Gibson
 General Mgr. Howard Haman
 Comm. Manager Bill Weaver
 Prog. Dir. Jack Lawson
 Chief Engineer Maurice Hill

KDON—Salinas—1935

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By KDON, Inc.
 Business Address 933 N. Main St.
 Tel.: HA 2-6464 Independent
 Representative Pearson
 Pres., Gen. Mgr. Richard Bott
 Chief Engineer Don Runyon

KSBW—Salinas—1947

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By Salinas Valley Bcstg. Corp.
 Business Address 238 John St.
 Tel.: H Harrison 2-7484 ABC-MBS
 Station Representative Daren F. McGavren
 Pres., Gen. Mgr. John C. Cohan
 Sta., Comm. Manager Roy Jorgenson
 Pub. Sales Prom. Mgr. Clarke Bradley
 Chief Engineer Bill Hargan

KCKC—San Bernardino—1947

Frequency: 1350 Kc. Power: 500 Watts

Owned-Oper. By M. V. W. Radio Coro
 Business Address 770 Mill St.
 Tel.: TU 8-0245 Independent
 Representative Ayers, Smith
 President Raymond T. McKenzie
 Station Mgr. Clair A. Weidenaar
 Commercial Mgr. Lee Batch
 Chief Engineer James Blaine

KFXM—San Bernardino—1929

Frequency: 590 Kc. Power: 1000 Watts
 Owned KFXM Broadcasting Co.
 Address 512 Fifth Street
 Tel.: TU 9-3636 Independent
 Representative McGavren
 General Manager Norman Keats
 Prog. Dir., Chief Engineer Lyle Kilgore

KITO—San Bernardino—1947

Frequency: 1290 Kc. Power: 5000 Watts
 Owned By Radio Associates, Inc.
 Address Box 889
 Tel.: GLenview 8-8183 MBS
 Representative Hollingbery
 President Kenyon Brown
 General Mgr. Cal Perley
 Station Mgr. Tom Papich

KRNO—San Bernardino—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned KRNO, Inc.
 Address 990 Colton Ave
 Tel.: TU 8-0771 Independent
 Co-Owners C. Trigg & Jack Vaughn

KCBQ—San Diego—1946

Freq.: 1170 Kc. Power: 50 Kw. d; 5 Kw. n.
 Owned-Oper. By Bartell Family Radio
 Business Address 7th Ave. at Ash
 Tel.: BE 2-7161 Independent
 Representative Adam Young
 Pres., Mgr. Dir. Lee Bartell
 Program Director Scotty Day
 Chief Engineer Morris Jones
 OWNERS OF: WYDE, BIRMINGHAM, ALA.; WAKE,
 ATLANTA, GA.; WOKY, MILWAUKEE, WISC.; KYA,
 SAN FRANCISCO, CALIF.; WADO, NEW YORK, N. Y.

KFMB—San Diego—1949

Frequency: 540 Kc. Power: 5 Kw.
 Owned By Transcontinent TV Corp.
 Bus-Studio Address 1405 Fifth Ave.
 Tel.: BE 2-2114 CBS
 Representative Petry
 President David C. Moore
 V.P., Gen. Mgr. George Whitney
 Station Manager Jack Keiner
 Gen. Sis. Mgr. Virgil Clemons
 Program Director Don Ross
 Chief Engineer Charles Abel

KFSD—San Diego—1925

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By KFSD, Inc.

CALIFORNIA

Business Address.....P.O. Box 628
Tel.: CO 2-2421.....NBC
Representative.....Katz Agency
President.....James G. Rogers
Exec. V.P., Gen. Mgr......W. E. Goetze
Prog. Dir......T. Markle
Comm. Sales Prom......Ray Baker

KGB—San Diego—1922

Frequency: 1360 Kc.....**Power:** 1000 Watts
Owned-Operated By.....KGB, Inc.
Address.....4141 Pacific
Tel.: CYPress 7-2201.....ABC
Representative.....H-R
President, Gen. Manager.....Marion B. Harris
Comm. Sales Prom. Dir......Herbert H. Wixson
Station Program Director.....Robert S. Regan
Publicity Director.....Joe Harris
Chief Engineer.....Charles N. Duncan

KSDD—San Diego—1947

Freq.: 1130 Kc.....**Power:** 5000 Wts. d.
Owned By.....Gordon Bcstg., Inc. of S. D.
Bus-Studio Address.....1023 Second Ave.
Tel.: BE 2-2041.....Independent
Station Representative.....Daren F. McGavren
President.....Sherwood R. Gordon
General Manager.....Phillip A. Meltzer
Program Director.....Richard L. Venturino
Chief Engineer.....Vern A. Milton

KSON—San Diego—1947

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper By.....Broadmoor Bcstg. Corp.
Address.....U.S. Grant Hotel
Tel.: BE 3-3131.....MBS
Sta. Representative.....Hollingbery
President.....Kenyon Brown
V.P., Gen. Mgr......Cal Perley
Station Mgr......Wilson Edwards
Program Dir......Blaine Cornwell
Publicity Director.....Ted Beebe
Chief Engineer.....Jack Rabell

XEAK—San Diego—1934

Frequency: 690 Kc.....**Power:** 50 Kw.
Owned By.....Radiodifusora del Pacifico
Address.....Mission Valley Inn, San Diego
Tel.: CYPress 8-0528.....Independent
Station Rep......Peters, Griffin, Woodward
Board Chmn......H. M. Alvarez
General, Sta. Mgr......James M. Harmon
Comm. Mgr......Robert J. Harman
Sls. Prom. Mgr., Pub. Dir......Kelly Thompson
Program Dir......Robert Donnelly
Chief Eng......George I. Rivera

KGIL—San Fernando—1947

Frequency: 1260 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Pierce Brooks Bcstg. Corp.
Address.....13325 Van Nuys Blvd.
Tel.: Empire 6-9555.....Independent
Representative.....Branham
President.....P. P. Brooks
Gen., Sta. Mgr......Howard P. Gray
Comm. Mgr......Harold B. Arkoff
Chief Engineer.....Jay Rice

KCBS—San Francisco—1921

Frequency: 740 Kc.....**Power:** 50,000 Watts
Owned-Operated By.....CBS
Address.....Sheraton Palace Hotel
Tel.: YU 2-7000.....CBS
Representative.....CBS Radio Spot Sales
President (CBS Radio).....Arthur Hull Hayes
Gen., Sta. Mgr......Maurie E. Webster
Commercial Mgr......Kay Lever
Program Director.....Pede Worth
Sales Prom. Public......Evelyn Clark
Chief Engineer.....Alan Cormack

KFRC—San Francisco—1924

Frequency: 810 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....RKO General
Business Address.....415 Bush St.
Tel.: YUKon 2-9200.....Independent
Representative.....H-R
President.....Thomas F. O'Neil
General Manager.....William E. Nichols
Business Manager.....Ernest G. Underwood
Program Director.....Lee W. McEachern
Sales Prom. Manager.....Frank B. Willis
Chief Engineer.....Thos. D. Razovich

KGO—San Francisco—1924

Frequency: 810 Kc.....**Power:** 50,000 Watts
Owned-Oper. By.....ABC-PT
Business Address.....277 Golden Gate Ave.
Tel.: UNderhill 3-0077.....ABC
Representative.....John Blair
V.P., Gen. Mgr......John H. Mitchell
Commercial Manager.....Jack Stahle
Sales Prom. Mgr., Pub. Dir......George T. Rodman
Program Director.....Edward Smith
Chief Engineer.....Harry N. Jacobs

KJBS—San Francisco—1924

Frequency: 1100 Kc.....**Power:** 1000 Watts
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Tel.: OR 3-4148.....Independent
Station Representative.....Headley-Reed
Gen. Sta. Mgr......Robert N. Kindred
Commercial Manager.....Jack Campbell
Program Director.....E. Larry Kithcart
Sales Prom. Manager.....Robert J. Cody
Publicity Director.....Patricia Robbins
Chief Engineer.....Roger Roberts

KNBC—San Francisco—1922

Frequency: 880 Kc.....**Power:** 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Address.....420 Taylor St.
Tel.: GR 4-8700.....NBC
Representative.....NBC Spot Sales
President (NBC).....Robert Kintner
General Manager.....George W. Fuerst
Comm. Mgr......Richard H. Gravett
Program Director.....Jack Wagner
Publicity Director, Prom. Mgr......Jane Morrison
Chief Engineer.....Curtis D. Peck

KOBY—San Francisco—1956

Frequency: 1550 Kc. Power: 10 Kw.
 Owned-Oper. By... Mid-America Bdcstrs., Inc.
 Address... 340 Mason St.
 Tel.: YUkon 2-9771. MBS
 Representative... Petry
 Pres., Gen. Mgr.... David M. Segal
 Station Mgr.... Joe Miller
 Commercial Mgr.... Jerry Friedman
 Chief Engineer.... Velkko West

KSAN—San Francisco—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned... Golden Gate Broadcasting Corp.
 Address... 1111 Market Street
 Tel.: MA 1-8171. Independent
 Sta. Reps.... Bob Dore; Dora Clayton
 President.... Sherwood H. Patterson
 General, Sta. Mgr.... Norwood J. Patterson
 Comm. Prom. Mgr.... J. Walter Carroll
 Chief Engineer... John J. Rolih

KSAY—San Francisco—1957

Frequency: 1010 Kc. Power: 10 Kw.
 Owned... Bay Radio
 Address... 1550 California St.
 Tel.: PProspect 6-6337. Independent
 Representative... Hollingbery
 Pres., Chief Eng.... Grant Wrathall
 General Mgr.... Clair G. Halverson
 Commercial Mgr.... Stanley G. Breyer
 Sales Prom. Mgr.... Hal H. Hoffman

KSFO—San Francisco—1925

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned By... Golden West Bcstera.
 Business Address... 950 California St.
 Tel.: YU 2-5500. Independent
 Representative... AM Radio Sales
 President.... Robert Reynolds
 V.P., Gen. Manager... William D. Shaw
 V.P., Comm. Manager... Bert S. West
 Program Director... Hugh Heller
 Chief Engineer... Harry Bartolomei

KYA—San Francisco—1926

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned... Golden State Broadcasting, Inc.
 Business Address... 1 Nob Hill Circle
 Tel.: DO 2-2536. Independent
 Representative... Adam Young
 Pres., Mgr. Dir.... Lee B. Bartell
 Exec. V.P., Gen. Mgr.... Morton J. Wagner
 Asst. Mgr. & Dir. Sales... James Jordan
 Dir. of Oper.... Chris Lane
 Sales Prom. Publicity... George Goldman
 Program Director... Bob Brannon
 Chief Engineer... Paul Beck
 OWNERS OF: WYDE, BIRMINGHAM, ALA.; KCBQ, SAN
 DIEGO, CALIF.; WAKE, ATLANTA, GA.; WOKY,
 MILWAUKEE, WISC.; KYA, SAN FRANCISCO,
 CALIF.; WADO, NEW YORK, N. Y.

KALI—San Gabriel—1946

Frequency: 1430 Kc. Power: 5000 W. d.
 Owned... Tele-Broadcasters of Calif., Inc.
 Address. 758 E. Colorado Blvd., Pasadena, Cal.

Tel.: MUrray 1-7148 Independent
 Sta. Representative... John E. Pearson
 President... H. Scott Kilgore
 Gen. Mgr.... James Coyle
 Chief Engineer... Charles McKee

KEEN—San Jose—1947

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By... United Bcstg. Co.
 Business Studio Address... Hotel De Anza
 Tel.: CY 4-0344. Independent
 Representative... Hollingbery
 President... George M. Mardikian
 Gen. Mgr.... Floyd Farr
 Commercial Mgr.... Robert J. Blum
 Sales Prom. Mgr.... Phil Philley
 Publicity Director... Ray Hollingsworth
 Prog. Dir., Chief Eng.... George Snell

KLOK—San Jose—1946

Freq.: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By... Radio KLOK, Inc.
 Business Address... P. O. Box 327B
 Tel.: CY 5-7313. Independent
 Representatives... Clarke; Pickens
 President... E. L. Barker
 Gen., Sta. Mgr.... R. E. Ryan
 Program Director... Ruth P. Fish
 Chief Engineer... Bill Cunningham

KSJO—San Jose—1946

Freq.: 1590 Kc. Power: 1 Kw. d., 500 w. n.
 Owned-Operated By... Santa Clara Bcstg. Co.
 Business Address... P. O. Box 995
 Tel.: CY 3-8030. Independent
 Representative... Pearson
 Pres., Gen. Mgr.... Norman Paul
 Comm. Sales Prom. Mgr.... Earle Russell
 Prog. Director... Lee Kopp
 Publicity Dir.... Richard Haist
 Chief Engineer... Ernest McDaniel

KRRX—San Jose—1948

Frequency: 1500 Kc. Power: 1000 Watts
 Owned-Operated By... San Jose Bcstg. Co.
 Address... 501 N. Bayshore
 Tel.: CY 2-5080. Independent
 Station Representative... Daren F. McGavren
 Pres., Gen. Mgr.... Joe E. Levitt
 Opera. Manager... Frank G. Kilpatrick
 Publicity Director... Helen McDonald
 Chief Engineer... Herman Stalberg

KATY—San Luis Obispo—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... KATY Inc.
 Address... 1146 Monterey St.
 Tel.: LI 3-1340. Independent
 Sta. Representative... Meeker Co.
 Pres., Gen., Sta., Comm. Mgr.... M. F. Marquardt
 V.P., Ch. Eng.... Glenn O. Porter
 Prog. Dir.... Barbara Rice

KVEC—San Luis Obispo—1937

Frequency: 920 Kc. Power: 1 Kw. d., 500 w. n.

CALIFORNIA

Owned By.....John C. Cohan
Address.....P.O. Box 787
Tel.: Liberty 3-8830.....ABC-MBS
Pres., Gen. Mgr.....John C. Cohan
Sta., Comm. Mgr.....Bob Brown
Program Director.....Les Leslie
Chief Engineer.....Charlie Mitchell

KSLY—San Luis Obispo—1959

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....KSLY Broadcasting
Address.....1214 Higuera
Tel.: LI 3-9400.....Independent
General Manager.....George Norman
Station Mgr.....Jim Dana

KOFY—San Mateo—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tele Broadcasters
Address.....212 Hillside Mall
Tel.: Flreside 5-9030.....Independent
Representative.....Forjoe
President.....Frank Oxarat
V.P., General Mgr.....John McRae
Program Dir.....Jack G. Carnegie

KTIM—San Rafael—1947

Frequency: 1510 Kc.....Power: 1000 Watts
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1040 B Street
Tel.: Glenwood 6-1510.....Independent
Newspaper Affil....S. R. Independent Journal
Representative.....Hil F. Best
President.....Roy A. Brown
Gen. Mgr., Chief Eng.....Hugh Turner
Comm. Sales Prom. Manager.....Jon Barkhurst
Program Director.....Bill Thompson
Publicity Dir.....Karl Barron

KWIZ—Santa Ana—1926

Frequency: 1480 Kc.....Power: 1000 Watts
Owned.....Voice of the Orange Empire Inc.
Business Address.....105 E. 5th St.
Tel.: KI 7-5581.....Independent
Station Representative.....Meeker Co.
Pres., Gen Mgr.....Ernest L. Spencer
Exec. V.P. Sta. Mgr.....Ben Paschall
Comm. Mgr.....H. Guzik
Program Dir.....Ed Nix-Jim Harrison
Publicity Dir.....Jeanine Paquette
Chief Engineer.....Jim Blaine

KDB—Santa Barbara—1926

Frequency: 1480 Kc.....Power: 250 Watts
Owned-Oper. By.....KDB Broadcasting Co.
Business-Studio-Transmitter.....Radio Square
Tel.: WO 4131.....Independent
Station Representative.....Robert Allen
Gen. Comm. Mgr.....Len Menard
Program Dir.....Dick Johnston
Publicity Dir.....Len Ross
Chief Engineer.....Bill Binford

KGUD—Santa Barbara—1960

Frequency: 990 Kc.....Power: 1000 Watts, D.
Owned By.....Sherrill C. Corwin

Address:.....122 S. Robertson Blvd., L.A.
Tel.: BRadshaw 2-8282.....Independent
President.....Sherrill C. Corwin
General Manager.....Tom Baxter
Chief Engineer.....R. A. Jeu Devine

KIST—Santa Barbara—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Western States Radio
Business-Studio Address.....Balboa Bldg.
Tel.: WO 3981.....Independent
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Karl A. Rembe
Commercial Mgr.....James S. Blomfield

KTMS—Santa Barbara—1937

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....News-Press Publish. Co.
Business-Studio Address...de la Guerra Plaza
Tel.: WO 3911.....ABC-MBS
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Vice-President.....Charles A. Storke
Gen. Mgr.....Joe Bemis
Chief Engineer.....John Clowes

KSCO—Santa Cruz—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....2300 Portola Drive
Tel.: GR 5-1080.....Independent
Representative.....BTS
Gen. Mgr., Chief Eng.....Charles V. Berlin

KCOY—Santa Maria—1946

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arenze B'casters
Business Address.....Box 166
Tel.: WALnut 5-2644.....Independent
Station Representative.....Robert Allen
Pres., Gen., Sta. Mgr.....James H. Ranger
Program. Pub. Director.....Robert E. Smith
Sales Prom. Director.....Ed L. Zuchelli
Chief Engineer.....Fred Ray

KSMA—Santa Maria—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...J. Hagerman, J. I. Groom
Address.....510 W. Morrison
Tel.: WALnut 5-2582.....Independent
Sta. Rep.....Grant
Managers...James M. Hagerman, John I. Groom

KSPA—Santa Paula—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KSPA Radio
Business-Studio Address.....110 Middle Rd.
Tel.: JACkson 5-6395.....Independent
Sta. Representative.....Spanish Time Sales
General Manager.....Frank James

KJAX—Santa Rosa—1959

Frequency: 1150 Kc...Power: 5000 W.d., 5 n.
Owned By.....Radio Santa Rosa

Address Hotel Santa Rosa
 Tel.: Liberty 5-4550 Independent
 Sta. Representative John E. Pearson
 Presidents Joe & Lew Gamble
 General Manager Willard Outlaw
 Program Director Paul Wagner
 Chief Engineer Jim Young

KSRO—Santa Rosa—1937

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By Finley Bcstg. Co.
 Business Address Flamingo Hotel
 Tel.: LI 5-3313 Independent
 Station Representative Hollingbery
 President Mrs. E. L. Finley
 General Manager Frank W. McLaurin
 Commercial Manager Dan Galvin
 Program Director John Douglas
 Sales Prom. Manager Greg Prichard
 Chief Engineer Hilmar Cann

KROG—Sonora—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned By H. L. Egan-R. P. Bown
 Address Box 967
 Tel.: JE 2-7426 KBS
 Representative W. S. Grant
 President, Gen. Mgr. R. P. Bown

KJOY—Stockton—1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By Joseph Gamble Stations, Inc.
 Business-Studio Address 110 N. Eldorado St.
 Tel.: HOward 5-4437 Independent
 Representative McGavren
 President J. E. Gamble
 General Manager Ort Lofthus
 Commercial Manager Jack Blake
 Sales Prom. Mgr. Carolyn Pribyl
 Program Director Alan Oak
 Chief Engineer James Tracewell

**KRAK—Stockton-Sacramento
 1925**

Frequency: 1140 Kc. Power: 5000 Watts
 Owned By Hercules Bcstg.
 Address 2644 Pacific Ave., Stockton
 Tel.: HO 4-4551 Independent
 Representative Headley-Reed
 Pres., Co-Owner Gene Chenault
 Gen. Mgr. Co-Owner Alan Torbet
 Commercial Manager Dwight Case
 Program Dir. Jim Smallwood
 Publicity Director Jim Longe
 Chief Engineer Ralph Click

KSTN—Stockton—1949

Freq. 1420 Kc. Power: 5 Wts. d., 1 Wt. n.
 Owned-Operated By ... San Joaquin Bcstg. Co.
 Business Address 2171 Ralph Ave.
 Tel.: HOward 4-7338 Independent
 Representative Hollingbery
 Pres., Gen. Manager Knox La Rue
 Commercial Manager John Fern
 Publicity Director Jay Jones
 Chief Engineer Lynn Johnson

KWG—Stockton—1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned By KMO, Inc.
 Address P. O. Box 569
 Tel.: HOward 5-5728 ABC
 Station Representative W. S. Grant
 Pres., Gen. Manager Hale Bondurant
 Program Director Jim O'Neill
 Sales Prom., Pub. Director Bob Mulroy
 Chief Engineer Paul Elstad

KSUE—Susanville—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned By James E. McKahan
 Business Address P.O. Box 501
 Tel.: 2020 KBS
 Representative Tracy Moore
 Pres., Gen. Mgr. James E. McKahan
 Commercial Manager Gwen W. Burr
 Program Director Ernest W. Moffett
 Chief Engineer Harold C. Houston

KTKR—Taft—1948

Frequency: 1310 Kc. Power: 500 Watts d.
 Owned-Oper. By Mann Bcstg. Co.
 Business Address P.O. Box "WW"
 Tel.: ROger 5-6101 Independent
 Station Manager Gerald Mann
 Program Director Louise E. Mann
 Sales Prom. Manager Jim Lester
 Chief Engineer K. Aitken

KHOE—Truckee—1959

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Squaw Valley Truckee Bcstg. Co.
 Address Truckee
 Tel.: LU 7-3561 Independent
 General Manager George Norman
 Station, Prod. Mgr. John MacKay

KCOK—Tulare—1945

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By KCOK, Inc.
 Business Address P. O. Box 119
 Tel.: MU 6-2866 MBS
 Representative Pearson
 Pres., Gen. Mgr. Keith Munger
 Comm. Sales Prom. Mgr. Dene Simpson
 Program Director Mike Kirmeyer
 Chief Engineer Bob Johansen

KGEN—Tulare—1956

Frequency: 1370 Kc. Power: 1 Kw.
 Owned By Melden Bcstg. Co.
 Address P. O. Box 561, Hanford, Calif.
 Tel.: LU 2-0583 Independent
 Sta. Representative Webb
 President Meldgan Upp
 V.P., Gen. Mgr. Mel Vierra
 Comm. Sta. Mgr. A. J. Scott
 Program Dir. Larry Daniles
 Prom. Publicity Dir. Gary Gilbert
 Chief Engineer Dick Howard

CALIFORNIA

KTUR—Turlock—1949

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By.....KTUR, Inc.
Address.....P. O. Box 1390
Tel.: ME 2-1390.....KBS
Station Representative.....W. S. Grant
Pres., Gen. Manager.....Danny Landau
Commercial Manager.....Dean Huttman
Chief Engineer.....Maxon Sayre

KUKI—Ukiah—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Radio Station KUKI
Address.....P. O. Box 638
Tel.: HO 2-4771.....KBS
Representative.....Grant
Owner.....Marguerite Siems
General Mgr. Ch. Eng.....John Franklin
Asst. Mgr., Program Dir.....Phil Trine
Sales Prom. Mgr.....Rod Pacini

KNBA—Vallejo—1947

Frequency: 1190 Kc. Power: 250 Watts d.
Owned.....M. Elizabeth Ashbacker-Gunberg
Business Address.....Box 1112
Tel.: MI 4-8944.....Independent
Representative.....Hall
General Mgr.....Don Curzon

KUDU—Ventura—1948

Frequency: 1590 Kc. Power 1000 Watts
Owned.....Tri-Counties Public Service
Business Address.....Box 1411
Tel.: Miller 2-2125.....Independent
Representative.....Ayers, Allen Smith
General Mgr.....Bill Rea, Jr.
Chief Engineer.....Cullen Tendick

KVEN—Ventura—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address.....Box 1611
Tel.: MI 3-8675.....MBS
Representative.....Grant Webb
President.....Carroll Hauser
Gen. Mgr., Sta. Mgr.....Sid Held
Commercial Manager.....Mike Thomas
Sales Prom. Manager.....Chris Pappas
Publicity Director.....Frank Haines
Program-Chief Eng.....Fred Hall

KONG—Visalia—1949

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Airwaves, Inc.
Address.....Box 1429
Tel.: RE 4-5811.....Independent
Representative.....Hollingbery
President & Gen. Mgr.....Harry E. Layman

KWSO—Wasco—1950

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Tel.: PL 8-6425.....KBS
President.....E. J. Peters
Station Mgr.....Robert T. Bann
Program Dir.....Norm Berg
Chief Engineer.....Herbert J. Ratzlaff

KOMY—Watsonville—1937

Frequency: 1340 Kc. Power: 250 Watts
Owned By.....KOMY, Inc.
Business Address.....40 Atkinson Lane
Tel.: Parkway 4-5641.....Independent
Representative.....W. S. Grant
President.....F. T. Crennan
General Manager.....John F. Bayliss
Assistant Manager.....Merle Rossman
Comm. Prom. Manager.....Bob Early
Program Director.....Mark Ford
Publicity Director.....John Gund
Chief Engineer.....Carl Roliff

KSYC—Yreka—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane, S. Oregon St.
Tel.: VI 2-4158.....ABC
Representative.....T. Moore
President.....E. G. Milbourne
General Manager.....D. C. Holfinger
Sta., Comm. Manager.....Holt C. Wardrip
Chief Engineer.....W. R. Maginnis

KAGR—Yuba City—1953

Frequency: 1450 Kc. Power: 100 Watts
Owner.....James E. Jaeger
Address.....322 A St.
Tel.: SH 3-7343.....KBS
Sta. Representative.....Grant
President.....James E. Jaeger
Gen. Mgr., Chief Eng.....James E. Walley
Program Director.....Jeri Doeden

KUBA—Yuba City—1947

Freq.: 1600 Kc. Power: 1Kw., d., 500 w. n.
Owned-Operated By...Peachbowl Bcstrs., Inc.
Bus. Add...Hotel Marysville, Marysville, Cal.
Tel.: SH 3-7309.....Independent
Sta. Representative.....Continental Sales
Pres., Co-Owner.....C. V. Ullom
Gen. Mgr., Co-Owner.....Roger R. Hunt
Comm. Mgr.....Lloyd Klemp
Prog. Dir.....Erika E. Ryan
Pub. Dir.....Carol Tadlock
Chief Engineer.....Orval M. Pond

Pop.: 1,809,000
Families: 526,000
Radio Homes: 486,000

COLORADO

TV Homes: 418,000
AM Stas. in State: 57
TV Stas. in State: 8

KGIW—Alamosa—1929

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By D. L. & Katholeen Allen
Address P. O. Box 179
Tel.: JUniper 9-2569 ABC-MBS-KBS
Rep. Avery-Knodel
Gen. Station Manager D. L. Allen
Comm. Manager Katholeen Allen
Program Director Charles Allbee
Pub., Sales Prom. Mgr. Dave Melton
Chief Engineer Lloyd Allen

KBOL—Boulder—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Boulder Radio KBOL, Inc.
Address Box 146
Tel.: HI 2-2242 Independent
Station Rep. Holman
Pres., Gen. Mgr. Russel Shaffer
Sales Manager Gene Palm
Program Dir. John Kirkwood
Chief Engineer Blair Dobbins

KHIL—Brighton—1956

Frequency: 800 Kc. Power: 500 Watts
Owned By A. H. Steinbach
Business Address Box 357
Tel.: ATlas 8-0956 Denver Independent
General Manager George Wilson
Chief Engineer Carl Stahnke

KRLN—Canon City—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Royal Gorge Bcstrs., Inc.
Address 1615 Central Ave.
Tel.: CRestwood 5-2400 ABC-MBS-KBS
Pres.-Gen.-Sta. Mgr. Ray M. Beckner
Chief Engineer Ed Wood

KPIK—Colorado Springs—1957

Frequency: 1580 Kc. Power: 5 Kw. d.
Owned Western Bcstg. Co.
Address 120 E. Platte, Box 2422
Tel.: ME 4-1503 Independent
Representative Charles Bernard
Gen. Mgr. Jack Wallace
Sls. Mgr. Jay Drennan

KRDO—Colorado Springs—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Pikes Peak Bcstg. Co.
Business-Studio Address 399 S. 8th St.
Tel.: ME 2-1515 Independent
Station Representative Branham Co.
Pres., Gen. Mgr. Harry W. Hoth
Station Mgr. Sheldon C. Singer
Publicity Director H. E. Shippy
Chief Engineer C. Upton

KVOR—Colorado Springs—1924

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By KVOR, Inc.
Address 512 So. Tejon
Tel.: ME 2-3536 CBS
Sta. Rep. Venard, Rintoul, McConnell
President James Dudley
General Manager Edwin W. Stevens
Commercial Manager G. H. McKinnon
Program Director Charles Rutledge
Chief Engineer Rolan Cobb

KSSS—Colorado Springs—1959

Frequency: 740 Kc. Power: 250 Watts, d.
Owned-Oper. By Music Broadcasting Corp.
Address Box 764
Tel.: ME 4-5511 Independent
Station Representative Gill-Perna
President J. D. Hill
General Station Manager Leo R. Morris
Program Director Wallace H. Engelhart
Sales Prom. Manager Joe Salvi
Chief Engineer Kenneth Metzger

KYSN—Colorado Springs—1956

Freq.: 1460 Kc. Power: 1000 W. d., 500 W. n.
Owned-Operated By General Brcstg. Corp.
Address P.O. Box 762
Tel.: MEIrose 3-2698 ABC-MBS
Representative Avery-Knodel
Pres., Gen. Manager Kenneth E. Palmer
Commercial Manager Wayne Costner
Sales Prom., Publicity Dir. Mary Ann Lee
Program Director Pat Brown
Chief Engineer Sheridan Gilbert

KVFC—Cortez—1956

Frequency: 740 Kc. Power: 1 Kw.
Owned-Oper. By KVFC, Inc.
Address Radio Center
Tel.: LO 5-3463 KBS
Station Representative Hil F. Best
Gen., Sta. Mgr. Jack Hawkins
Comm. Mgr. George Fender
Sales Prom. Manager Lloyd Hutchings
Program, Chief Engineer James Hawkins

KRAI—Craig—1948

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.
Owned By Northwestern Colo. Bcstg. Co.
Address P. O. Box 85
Tel.: TA 4-6574 KBS
President George Cory
Station Mgr. Dick Bonderud

KDTA—Delta—1955

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Monarch Broadcasting Co.
Address P.O. Box 452
Tel.: TRinity 4-4544 Independent

COLORADO

Pres., Gen., Sta. Mgr. D. E. Towne
Prog. Dir. Rose Mary Towne

KDEN—Denver—1956

Frequency: 1340 Kc. Power: 250 Watts
Owned KDEN Broadcasting Co.
Address 1601 West Jewell Ave.
Tel.: WE 5-3525 Independent
Representative Breen & Ward
Pres., Sta. Mgr. E. E. Koepke
General Manager Frank E. Amole, Jr.
Comm. Mgr. Wally Geiger
Sales Prom. Mgr. Tom Moore
Program Dir. Lloyd Knight
Publicity Director Jack White
Chief Engineer Walt Wilson

KFML—Denver—1953

Frequency: 1390 Kc. Power: 1000 Watts d.
Owned-Oper. By Note Bcstg. Corp.
Address 262 Fillmore St.
Tel.: DEXter 3-1509 Independent
Station Representative Meeker Co.
President E. A. Bancker, Jr.
General Manager Art Peterson
Gen. Sales Mgr. Arthur L. Knott
Sales Prom. Mgr., Pub. Dir. Dave Downs
Program Dir. Dick Stevens
Chief Engineer Don Witherspoon

KFSC—Denver—1954

Frequency: 1220 Kc. Power: 1 Kw.
Owned Francisco V. Sanchez
Address 3340 Lafayette St.
Tel.: AC 2-8935 Independent
Station Representative Oakes
President F. V. Sanchez
Gen. Mgr. Levi Beall
Chief Engineer Walter Green

KHOW—Denver—1925

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Western Brcstg. Enterprises
Address Petroleum Club Bldg.
Tel.: AMherst 6-2611 ABC
Representative Peters, Griffin, Woodward
President Robert L. Howsam
General Manager Robert S. Hix
Sta. Relations Dir. Orville Rennie
Program Dir. Harvey Ellsworth
Chife Engineer James D. Church

KICN—Denver—1941

Frequency: 710 Kc. Power: 5000 Watts
Owned-Operated By Empire Bcstg. Inc.
Address 814 14th St.
Tel.: AMherst 6-3703 Independent
Representative Adam Young
President Don W. Burden
General Manager Charles Crabtree
Commercial Manager Tom Duggan
Program Director Jim Tate
Chief Engineer Joe Finch

KIMM—Denver—1923

Frequency: 950 Kc. Power: 5 Kw.

Owned Miles High Stations
Address 5350 W. 20th Ave.
Tel.: BE 7-2734 Independent
Station Representative Avery-Knodel, Inc.
President, Gen. Mgr. Cecil Heftel
Chief Engineer George Vogel

KLIR—Denver—1953

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By KLIR, Inc.
Address 6535 W. Jewell
Tel.: WA 2-1189 KBS
Representative Best, Biddick
Pres., Gen. Manager G. B. Anderson
Commercial Mgr. L. L. Tracy
Bus. Mgr. H. G. Kincaid
Chief Engineer D. M. Smith

KLZ—Denver—1922

Frequency: 560 Kc. Power: 5000 Watts
Owned By Aladdin Broadcasting Corp.
Business-Studio Address 131 Speer Blvd.
Tel.: MA 3-4271 CBS
Representative Katz
President, Gen. Mgr. Hugh B. Terry
Asst. to Pres. Clayton H. Brace
Station Mgr. E. Lee Fondren
Commercial Mgr. Lew Hunter
Prom. Publicity Dir. Jerry Weidenkeller
Program Dir. Charles Roberts
Chief Engineer Harvey E. Wehrman

KOA—Denver—1924

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Operated By Metropolitan TV Co.
Address 1044 Lincoln St.
Tel.: CHerry 4-4141 NBC
Representative Christal
Pres., Gen. Mgr. William W. Grant
Commercial Manager Gene Grubb
Station Mgr. Ralph Radetsky
Sales Prom., Pub. Dir. Dean Faulkner
Program Director Jim Atkins
Chief Engineer Sid Davidson

KOSI—Denver—1954

Freq.: 1430 Kc. Power: 5 Kw. d.: 500 W. n.
Owned-Oper By Armstrong Bcstg. Co.
Address Box 98
Tel.: EM 6-2695 Independent
Station Representative Daren F. McGavren
Exec. V.P. W. L. Armstrong
Station Mgr. Vernon Wickre
Chief Engineer David F. White

KTLN—Denver—1947

Frequency: 1280 Kc. Power: 5 Kw.
Owned-Operated By Radio-Denver, Inc.
Address 431 W. Colfax
Tel.: AC 2-4811 Independent
Representative John Blair
Pres., Gen. Mgr. Richard B. Wheeler
Program Director Arch Andrews
Prom. Publicity Dir. Jetta S. Lee
Chief Engineer Norman Peterson

KDGO—Durango—1958

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Basin Bcstg. Co.
 Address: 3112 N. Main Ave.
 Tel.: CHerry 7-1407
 Station Representative: Avery-Knodel
 Pres., Gen. Manager: Henry M. Long

KIUP—Durango—1935

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: San Juan Bcstg. Corp.
 Address: P. O. Box 641
 Tel.: CHerry 7-4464
 Representative: Independent
 President: Holman Co., McGuire
 Price Wyatt
 Gen., Sta. Mgr.: R. E. O'Brien
 Sales Prom. Manager: Bob Atkins
 Program Director: Herb Jobs
 Commercial Manager: Al Gore
 Chief Engineer: Lou Shaw

KGMC—Englewood—1952

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned By: MacLee Radio Corp.
 Address: 3355 S. Broadway
 Tel.: SU 1-4481
 Sta. Representative: Independent
 Weed
 Pres., Publ. Dir.: Robert B. McWilliams
 General, Comm. Mgr.: Lee P. Mehlig
 Chief Engineer: D. F. White

KCOL—Ft. Collins—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By: Northern Colo. Bcstg. Co.
 Address: P. O. Box 574
 Tel.: HUnter 2-5991
 Representative: ABC
 Devney
 President: Herb Hollster
 General Manager: Ellis Atteberry
 Commercial Manager: Bob Behling
 Program Director: Kent Miller
 Chief Engineer: Joe Kilgore

KFTM—Fort Morgan—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Morgan County Bcstg. Co.
 Address: Highway 6 & 34
 Tel.: UN 7-5674
 Station Representative: KBS
 Gene Holles
 President: Robert M. Dolph
 Gen. Station Manager: Mason Dixon
 Commercial Manager: Sam Kerr
 Program Dir.: J. Dawson Jelinek
 Chief Engineer: Kent Roberts

KGLN—Glenwood Spgs.—1950

Frequency: 980 Kc. Power: 1000 Watts, d.
 Owned-Oper. By: KGLN, Inc.
 Address: P. O. Box C
 Tel.: WH 5-6501
 Representative: MBS
 Holman
 President: Rex Howell
 Gen. Mgr.: Jerry Fitch
 Program Director: Marcie Fitch
 Chief Engineer: Al Maggard

KGOL—Golden—1956

Frequency: 1250 Kc. Power: 1 Kw.
 Owned: Golden Radio, Inc.
 Address: Box 202
 Tel.: CR 9-3378
 Independent
 President: Bill Finch
 V.P. & Prog. Dir.: Conrad F. Schader
 Comm. Mgr.: Frank Schader

KXXI—Golden—1957

Frequency: 1250 Kc. Power: 1 Wts.
 Owned By: Golden Radio Inc.
 Address: 5801 W. 44th Ave., Denver
 Tel.: GENesse 3-6848
 Independent
 Station Rep.: Bernard Howard
 President: A. V. Bamford
 General Manager: Cameron Lee
 Commercial Mgr.: James Lewis
 Chief Engineer: Irv Johnson

KEXO—Grand Junction—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Voice of Western Colo., Inc.
 Address: 2508 North Ave.
 Tel.: CH 3-1230
 Representative: Independent
 Harlan Oakes
 President: D. Spencer Grow
 Vice Pres., Gen. Manager: Abbott Tessman
 Chief Engineer: Jim Eicher

KREX—Grand Junction—1926


Freq.: 920 Kc. Power: 5 Kw., d.; 500 W. n.
 Owned-Oper. By: Western Slope Bcstg. Co.
 Business-Studio Address: Box 30
 Tel.: CHapel 2-5000
 CBS
 Representative: Hal Holman
 Pres., Gen. Mgr.: Rex Howell
 Station Comm. Manager: Doug Weikle
 Program Director: Ted Ford
 Chief Engineer: James Meyer

KSTR—Grand Junction—1957

Frequency: 620 Kc. Power: 5 Kw., d.
 Owned: Mountain States Bcstg. Corp.
 Address: Box 1110
 Tel.: CH 3-1722
 Independent
 Representative: W. S. Grant
 President, Gen. Mgr.: E. Anson Thomas
 Commercial Manager: Jim Schaeffer
 Station Program Dir.: Jack Lewis
 Sales Prom. Manager: Sharol Biber
 Publicity Director: June Lee
 Chief Engineer: Norm Price

KFKA—Greeley—1921

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By: Mid-Western Radio Corp.
 Business-Studio Address: 620 8th Ave.
 Tel.: ELgin 2-4421
 Independent
 Newspaper Afil.: Record-Spockman, Denver
 Representative: Hal Holman
 President: H. E. Green
 Gen. Station Manager: Ralph H. Green
 Comm. Mgr.: Virginia Sears
 Program Director: Lorene Briggs
 Chief Engineer: Harry Brewer

COLORADO 

KYOU—Greeley—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Meroco Bcstg. Co.
 Address 2424 Sixth Ave.
 Tel.: ELgin 2-0262 ABC-MBS-KBS
 Pres., Gen. Manager Ellwood Meyer
 Commercial Manager George Drew
 Station Prom. Manager Everett Shupe
 Program Director Edward Venable
 Chief Eng. Roland Reed

KBNZ—La Junta—1937

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Otero Broadcasting Co.
 Address 117 W. Third St.
 Tel.: 985 MBS, KBS
 Representative Indie Sales
 President M. S. Morrison
 General Manager Fred Abernathy
 Comm. Mgr., Prog. Dir. John A. Doenges
 Sales Promotion Mgr. Zack Hernandez
 Chief Engineer Mike Alger

KLAK—Lakewood—1955

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. Lakewood Bcstg Service, Inc.
 Address 1315 Oak St.
 Tel.: BE 7-1553 Independent
 Representative Oakes
 Pres., Gen., Sta. Mgr. Maurice J. DeVolt
 Business Manager Julia W. DeVolt
 Program Director Edythe G. Walker
 Chief Engineer C. Pinkley

KLMR—Lamar—1948

Freq.: 920 Kc. Power: 1000 W. d., 500 W. n.
 Owned-Oper. By SE Colorado Bcstg. Co.
 Address P. O. Box 632
 Tel.: 804 MBS-KBS
 Representative Continental
 President Ralph Eaton
 Gen., Sta. Mgr. Dennis Behan
 Sales Mgr. William Jack
 Pub., Prog. Director William Adams
 Chief Engineer Jack Connolly

KUDY—Littleton—1957

Frequency: 1510 Kc. Power: 1000 Watts
 Owned By M-O-R Bcstg.
 Address 140 Woodlawn Center
 Tel.: PYramid 4-4211 Independent
 Pres., Gen. Mgr. Dean D. Jarvis
 Comm., Publ. Dir. Ted Haas
 Program Dir. Tony Larson
 Chief Engineer Walt Wilson

KLMO—Longmont—1949

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned By Radio Longmont, Inc.
 Address Box 799
 Tel.: PRespect 6-2323 Independent
 Station Representative Continental
 President Judson Rosebush
 Gen. Station Manager William G. Stewart
 Program, Comm. Manager Fred Cox

Sales Prom. Manager Bill Stewart
 Publicity Director Virgil Cox
 Chief Engineer Gene Baldwin

KLOV—Loveland—1955

Frequency: 1570 Kc. Power: 250 Watts
 Owned-Oper. By Regional Bcstg. Corp.
 Address 1440 E. 6th St.
 Tel.: NO 7-1570 KBS
 General Mgr. William R. Vogel
 Chief Engineer Hal Bartz

KCMS—Manitou Spring—1953

Frequency: 1490 Kc. Power: 100 Watts
 Owned By Garden of Gods Bcstg. Co.
 Address 68 Minnehaha Ave.
 Tel.: MULberry 5-5776 Independent
 Pres., Chief Eng. C. M. Edmonds
 General Manager Nort Frykman

KSLV—Monte Vista—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Colorado Radio Corp.
 Business Address 109 Adams St.
 Tel.: 553 KBS
 President George O. Cory
 Gen., Sta. Mgr. D. Lee DeMoss
 Commercial Manager Darrell Leach
 Chief Engineer Norm Price

KUBC—Montrose—1947

Freq.: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By Uncompaghre Bcstg. Co.
 Business-Studio Address P. O. Box 279
 Tel.: CHerry 9-4546 KBS
 President Dr. Ross C. McCafferty
 Gen. Sta. Mgr. George O. Cory
 Commercial Mgr. Leo Bendon
 Publicity Dir. Don Gallardo
 Chief Engineer Norman Price

KCSJ—Pueblo—1947

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Star Bcstg. Co.
 Address 2226 TV Lane
 Tel.: LI 4-5782 Independent
 Representative Meeker Co.
 Station Mgr. Cliff Hendrix
 Comm. Mgr. Howard Myers
 Chief Engineer Kenneth Renfrow

KDZA—Pueblo—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Pueblo Radio Co.
 Address 3011 Elizabeth
 Tel.: LI 4-5646 KBS
 Representative Devney
 Pres., Gen. Mgr., Chief Eng. D. B. Crouch
 Comm. Prog. Dir. William H. Beck

KAPI—Pueblo—1958

Frequency: 690 Kc. Power: 250 Watts d.
 Owned By Centennial Radio Corp.
 Address 2829 Lowell
 Tel.: LIncoln 5-2884 Independent

President, Gen. Mgr. Ray J. Williams
 Commercial Mgr. Del Kinkle
 Program Dir. Bob Burch
 Prom. Director John Lambert
 Chief Engineer D. Redingshafer

KFEL—Pueblo—1956

Frequency: 970 Kc. Power: 1000 Watts
 Owned KFEL, Inc.
 Address 4411 Goodnight Ave.
 Tel.: LI 2-6884 Independent
 Representative Continental
 Owner, Mgr. Frank Donald Hall
 Chief Eng., Asst. Mgr. John T. Roscoe
 Sales Mgr. J. M. Johns

KGHF—Pueblo—1928

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned By Colorado Bcstg. Co.
 Address Box 293
 Tel.: LI 2-5570 ABC
 Sta. Rep. Gill-Perna, Inc.
 President Gifford Phillips
 Station Manager John C. Lee
 Oper. Dir. Robert D. Ellis
 Program Director Bob Mahaffey
 Chief Engineer Tony Mejia

KTUX—Pueblo—1959

Frequency: 1480 Kc. Power: 1000 Watts
 Owned By Steel City Broadcasting Co., Inc.
 Address 4211 Elizabeth St.
 Tel.: Lincoln 4-9586 Independent
 Station Rep. Breen & Ward
 Pres., Gen. Manager A. S. Perry
 Comm., Prom. Manager William W. Bruce
 Program, Pub. Director Martin F. Mendine
 Chief Engineer Q. Thomas Bryan

KAVI—Rocky Ford—1955

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned By Patrick Rutledge Bcstg. Co.
 Address P. O. Box 632
 Tel.: 248 KBS
 Sta. Representative John E. Pearson
 General Mgr. Edward J. Patrick
 Sta., Comm. Mgr. Lloyd A. Ridner
 Program Dir. Dick Farrell
 Chief Engineer James Craig

KVRH—Salida—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Regional Bcstg. Corp.
 Address P. O. Box 166
 Tel.: KEystone 9-2575 KBS
 President W. R. Vogel
 Gen. Comm. Mgr. Bill Corrick
 Program Dir. Jim Stritcko
 Chief Engineer John Kirby

KGEK—Sterling—1925

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By A. A. & B. C. Ross
 Address Fleming Road
 Tel.: LA 2-1607 KBS-MBS
 Pres., Chief Eng. Barnett Ross
 Sta., Comm. Mgr. Al Ross
 Program Dir. Al Casey

KOLR—Sterling—1955

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Sterling Broadcasting Corp.
 Address 114 Main St.
 Tel.: LA 2-1740 MBS
 Representative Hal Holman
 President Eugene Dodds
 General Mgr. Kerm Kath
 Chief Engineer J. Duffy

KCRT—Trinidad—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. KCRT, Inc.
 Address 100 Fisher Drive; Box 772
 Tel.: VI 6-3212 MBS, KBS
 Representative Indie Sales
 Pres., Gen. Mgr., Ch. Eng. E. M. Cooper
 Sales Promotion Mgr. Mrs. Francis Hayes
 Program Director Pete Deluca

KFLJ—Walsenburg—1957

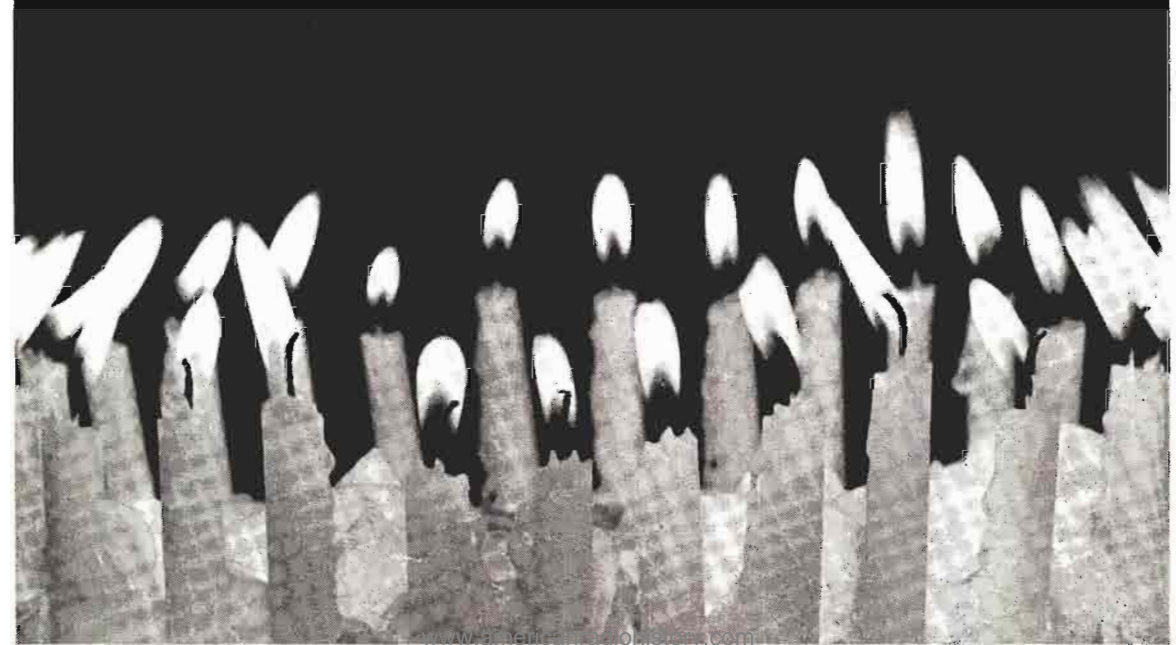
Frequency: 1380 Kc. Power: 1 Kw., d.
 Owned By Floyd Jeter
 Address Box 593
 Tel.: 111 Independent
 President, Ch. Eng. Floyd Jeter
 Prog. Dir. Lee Jeter

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50,000 WATTS HARTFORD CONNECTICUT

**SERVING SOUTHERN
NEW ENGLAND**



Pop.: 2,460,000
Families: 768,000
Radio Homes: 729,000

CONNECTICUT

TV Homes: 706,000
AM Stas. in State: 31
TV Stas. in State: 6

WADS—Ansonia—1956

Freq.: 690 Kc. Power: 500 Watts d.
Owned By: Valley Broadcasting Co.
Address: 290 Main St.
Tel.: RE 5-4606. Independent
Pres., Gen., Sta. Mgr.: Sydney E. Byrnes
Program Director: Wes Hobby
Chief Engineer: Lisle Dorrian

WICC—Bridgeport—1926

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By: Conn.-N. Y. Broadcasters
Address: 2190 Post Rd., Fairfield, Conn.
Tel.: CL 6-0461. N.Y. CI 5-0663. Independent
Representative: Adam Young
President, Gen. Mgr.: Kenneth M. Cooper
Vice Pres.: John E. Metts
Sales, Sta. Mgr.: Ray Colonari
Program Director: Frank Dellino
Publicity Dir.: Tony Brunton
Chief Engineer: Russ Adams

WNAB—Bridgeport—1941

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WNAB, Inc.
Business-Studio Address: 991 Broad St.
Tel.: ED 3-3112. ABC
Sta. Reps.: McGavren; Kirby
President: Harold Thomas
General, Comm. Mgr.: John Ellinger
Prog. Director: Harry Luke
Sales Prom. Manager: Fred Murphy
Publicity Dir.: Carl Grande
Chief Engineer: Norman Howard

WBIS—Bristol—1948

Frequency: 1440 Kc. Power: 500 Watts
Owned-Oper. By: The Bristol Bcastg. Corp.
Business-Studio Address: 183 Main St.
Tel.: LU 3-9265. Independent
President: Eric Hatch
General Manager: Richard C. Kilbourn
Commercial Mgr.: Valentine McCormack
Chief Engineer: Justin Tarnowski

WLAD—Danbury—1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By: Berkshire Bcastg. Corp.
Business-Studio Address: 207 Main St.
Tel.: PI 8-3565. Independent
Station Reps.: O'Connell; Foster & Creed
President: John P. Previdi
Gen., Comm. Mgr.: Sol Robinson
Program Director: Paul Baker
Chief Engineer: Rudi Cehak

WSUB—Groton—1958

Frequency: 980 Kc. Power: 1000 Watts
Owned By: Lawrence A. Reilly, Jas. L. Spates
Business Address: 119 Bridge St.
Tel.: Hilltop 5-2494. Independent
Representative: Walker-Rawalt
Gen. Mgr., Prog. Dir.: Lawrence A. Reilly
Commercial Manager: Warren F. Haas
Chief Engineer: James L. Spates

WDRC—Hartford—1922

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By: Buckley-Jaeger Bcastg. Corp.
Address: Box 151, Blue Hills Sta.
Tel.: CH 2-5596. CBS
Station Reps.: Peters, Griffin & Woodward
Gen. Station Manager: Victor E. Forker
Commercial Manager: Mike Boudreau
Program Director: Charles R. Parker
Publicity Director: Jack Zaiman
Chief Engineer: Henry M. Broderick, Jr.

WPOP—Hartford—1935


Frequency: 1410 Kc. Power: 5,000 Watts
Owned: Tele-Broadcasters of Conn., Inc.
Business-Studio Address: 600 Asylum Ave.
Tel.: JA 7-9131. MBS-ABC
Representative: Adam Young
Pres., Gen. Mgr.: H. Scott Killgore
Commercial Mgr.: Phillip Zoppi
Chief Engineer: R. Holt

WTIC—Hartford—1925

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Oper. By: Travelers Bcastg. Service
Business-Studio Address: 28 Grove St.
Tel.: JA 5-0801. NBC
Representative: Christal
President: Paul W. Morency
V.P., Gen. Mgr.: Walter C. Johnson
V.P., Program Director: Bernard Mullins
Vice President, Sales: Robert S. Tyrol
Promotion Mgr.: Eugene J. Muriaty
Publicity Director: Paul E. Lucas
Dir. of Engineering: Harold A. Dorschug
Plant Mgr., Ch. Eng.: Herman D. Taylor

WINF—Manchester—1958

Frequency: 1230 Kc. Power: 250 Watts
Owned By: Manchester Broadcasting Co.
Business Address: P.O. Box 946
Tel.: Mitchell 3-3491. MBS
Station Representative: Charles Bernard Co.
Owner, Gen. Manager: John Deme
Program Director: T. R. Safford
Sales Prom. Manager: Robert W. Andrews
Publicity Director: Whitney Jacobs
Chief Engineer: Henry L. Roberts

CONNECTICUT 

WCCC—Hartford—1947

Frequency: 1290 Kc. Power: 500 Watts, d.
 Owned By... Greater Hartford Bcstg. Co. Inc.
 Address Hotel Bond
 Tel.: JA 5-6648 Independent
 Sta. Representative Weed
 President William M. Savitt
 Sec't, Treas M. Savitt
 Sta., Comm. Mgr. R. H. Klein
 Sales Prom. Mgr. Everett Seltzer
 Program Director Jack Brooks
 Chief Engineer Michael Cookish

WMMW—Meriden—1947

Frequency: 1470 Kc. Power: 1000 Watts, d.
 Owned Silver City Crystal Company
 Address 99 Colony St.
 Tel.: BE 5-5747 Independent
 Representative Thomas F. Clark
 President C. A. Schultz
 General Manager G. A. Kruttschnitt
 Commercial Manager Jack Durkin
 Program Director Les Fox
 Chief Engineer John Roache

WCNX—Middletown—1948

Frequency: 1150 Kc. Power: 500 Watts
 Owned-Oper. By Middlesex Bcstg. Co.
 Address River Road
 Tel.: Diamond 7-2565 ABC

Representative Devney, Nona Kirby
 Managing Dirs. R. J. W. J. O'Brien
 Station Mgr. Bill Glynn
 Chief Engineer T. Pollitt

WHAY—New Britain—1949

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By... Central Conn. Bcstg. Co.
 Business Address 22 Grove Hill
 Tel.: Baldwin 3-2721 ABC
 Representative Pearson; Kirby
 President Patrick Goode
 General Mgr. Aldo DeDominicis
 Station Comm. Mgr. Edward C. Obrist
 Sales Prom. Manager John Dyno
 Asst. Prog. Dir. Bob Regan
 Production Mgr. Fred Swanson
 Chief Engineer Hillits W. Holt

WKNB—New Britain—1946

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned By Beacon Broadcasting Co.
 Address 1422 New Britain Ave., W. Hartford
 Tel.: AD 6-1277 Independent
 Station Reps. McGavren; Wheeler
 President Sheldon Smerling
 General Manager Bruno M. Kern
 Comm. Manager William F. Schnaudt
 Station Manager Norton Virgine
 Program Dir. Bob Leonard
 Publicity & Prom. Michael Dreschler



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 IN THE LUCRATIVE
HARTFORD
 MARKET

WCCC

AM ————— FM

Hartford, Connecticut

WAVZ—New Haven—1947

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By: WAVZ Bcstg. Corp.
 Business-Studio Address: 152 Temple St.
 Tel.: SP 7-4761 Independent
 Representative: Hollingbery, Kettell Carter
 Pres., Gen. Mgr.: Daniel W. Keps
 V.P., Comm. Mgr.: Richard J. Monahan
 V.P. & Sta. Mgr.: Marvin B. Rosenblatt
 Oper. Manager: George T. Phillips
 Program Director: Gene Stuart
 Sales Prom., Pub. Director: S. L. Barstein
 Chief Engineer: Frederick Brill

WELI—New Haven—1935

Frequency: 960 Kc. Power: 5 Kw. d, 1 Kw. n.
 Owned By: Conn. Radio Foundation, Inc.
 Business-Studio Address: 221 Orange St.
 Tel.: UN 5-1133 Independent
 Sta. Representative: H. R. Rep
 Pres., Sta., Gen. Mgr.: Richard W. Davis
 Chief Engineer: Frederick T. King

WNHC—New Haven—1944

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Triangle Publications, Inc.
 Address: 135 College St.
 Tel.: Spruce 7-3611 ABC
 Newsp. Affil.: Phila. Inquirer, Phila. D. News
 Representative: McGavren
 Dir. of Operations: Leone Mancinelli
 Chief Engineer: Howard W. Wessenberg
 OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;
 WNBZ-AM-FM-TV, BINGHAMTON, N. Y.; WFBG-
 AM-TV, ALTOONA, PA.; WNHC-FM-TV, NEW HA-
 VEN, CONN.; WLYN-TV, LEBANON, PA.; KFRE-
 AM-FM-TV, FRESNO, CALIF.

WNLC—New London—1936

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: The Thames Bcstg. Corp.
 Business-Studio Address: 281 State St.
 Tel.: Gibson 2-4365 Independent
 Station Reps.: Masla & Co.; Kettell-Carter
 Pres., Gen. Manager: Gerald J. Morey
 V.P., Comm. Mgr.: Edwin H. Schweitzer
 Program, Pub. Director: William Hoffman
 Chief Engineer: Randolph Barrett

WNLK—Norwalk—1948

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Operated By: Norwalk Bcstg. Co., Inc.
 Address: 11 Wall St.
 Tel.: TE 8-5566 Independent
 Pres., Gen. Mgr.: James Stolcz
 Program Director: Richard Bounerba
 Chief Engineer: Clarence Burnham

WICH—Norwich—1946

Freq: 1310 Kc. Power: 1 Kw.
 Owned-Oper. By: Eastern Conn. Bcstg. Co.
 Business-Studio Address: Cuprak Rd.
 Tel.: TU 7-1613 Independent
 Representative: Everett-McKinney, R. C. Foster
 Pres., Gen. Mgr.: D. Lasser
 Sta., Comm. Manager: Richard Reed
 Sales Prom., Pub. Director: Edward Adler
 Program Dir.: H. Arthur Bouldin
 Chief Engineer: Alexander Dubenetsky

WLIS—Old Saybrook—1956

Frequency: 1420 Kc. Power: 500 Watts
 Owned: Long Island Sound Radio Corp.
 Address: Conn. Turnpike
 Tel.: EV 8-3546 Independent
 Sta. Representative: Hopewell
 Pres., Gen. Mgr.: Joseph P. Trantino
 Commercial Mgr.: Alex Pernal
 Station Mgr.: Vivian N. Trantino
 Chief Engineer: Armand Romeo

WPCT—Putnam—1953

Frequency: 1350 Kc. Power: 1 Kw. d.
 Owned-Oper. By: Israel Putnam Bcstg. Co.
 Address: 42 Main St.
 Tel.: WA 8-2721-2 Independent
 President: Rene Cote
 Gen. Mgr.: James Kelly
 Program Director: Frank Carroll
 Chief Engineer: J. Iodice

WSTC—Stamford—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: W. Conn. Bcstg. Co.
 Business-Studio Address: 270 Atlantic St.
 Tel.: DA 4-7575 ABC
 Newspaper Affiliation: Stamford Advocate
 Station Rep.: Everett-McKinney
 President: Kingsley Gillespie
 Gen. Manager: Julian Schwartz
 Program Director: John Louthier
 Chief Eng.: R. A. Reynolds

WAVZ... by

all standards...

New Haven's BEST

- Audience size and composition (Pulse & Hooper).
- Sales to local and national advertisers.
- Community awareness, participation and leadership.
- Broadcast industry leadership and recognition.
- Cooperation of staff and management.

Celebrating our 13th Anniversary

Represented in New England by
KETTEL-CARTER

Represented nationally by
GEORGE P. HOLLINGBERY CO.

CONNECTICUT =====

WBZY—Torrington—1948

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned By Bernard J. Zucker
Business-Studio Address.....127 Main St.
Tel.: HU 9-4173.....Independent
Station Rep.....Breen & Ward
General Manager.....Donald E. MacFarlane
Program Director.....Alan B. Finn
Chief Engineer.....Don Morrison

WTOR—Torrington—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By... Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Tel.: HU 9-4181.....MBS
Station Rep. Walker-Rawalt
Pres., Gen. Mgr..... Edmund W. Waller
Sta., Comm. Mgr..... Alfred G. Eyre
Chief Engineer.....David M. Eller

WATR—Waterbury—1934

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WATR, Inc.
Business-Studio Address.....440 Meadow St.

WWCO

*** PULSE RATED #1**

By an overwhelming margin in
the Waterbury area.

WWCO—21 Quarter Hour "First's"
Sta. Y — 3 Quarter Hour "First's"
Sta. Z — NO Quarter Hour "First's"

WWCO — Average Rating —
7 A.M.-7 P.M. — 6.5

WWCO

1240 Non-Directional
Waterbury Connecticut
Representative: Radio-TV Reps.

* Pulse November 1959

Tel.: PL 5-1121ABC, MBS
Representative McGavren
President Harold Thomas
Gen., Sta. Mgr..... Sam R. Elman
Chief Engineer..... Andrew Toross

WBRY—Waterbury—1934

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By.....WBRY Bcstg. Corp.
Address.....136 Grand St.
Tel.: PL 3-1125.....CBS
Sta. Reps.....O'Connell; Reilly; Foster-Creed
President.....Michael Gourd
Gen. Station Manager..... Robert S. Holczer
Comm. Prom. Manager..... Alton Lenoce
Program Director..... Lou Frank Dennis
Publicity Director..... Jerry Fisher
Chief Engineer..... John Tomaszewicz

WWCO—Waterbury—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.WWCO, Inc.
Business-Studio Address.....65 Bank St.
Tel.: PLaza 4-5141MBS
Representative Radio TV Rep.
President Herbert Bloomberg
General Manager..... Gene Valentino
Program Director..... Charles Day
Chief Engineer..... Martin Miller

WMMM—Westport—1959

Frequency: 1260 Kc.....Power: 1000 Watts
Owned By Donald Flamm
Business Address.....163 Main St.
Tel.: CApital 7-5133.....Independent
President, Gen. Mgr..... Sidney J. Flamm
V.P., Station Mgr..... Bob Roberts
Comm. Manager..... Jules Labert
Chief Engineer..... James M. Orre

WILI—Willimantic—1957

Frequency: 1400 Kc.....Power: 250 Watts
Owned By....."Willie" Corp.
Address.....Route 6, Airport Road
Tel.: HA 3-1621.....Independent
Station Representative..... W. S. Grant
Pres., Gen. Manager..... Herbert C. Rice
Comm. Manager..... Robert C. Rice
Sales Prom. Manager..... Ethel A. Rice
Program Director..... Edward Read
Chief Engineer..... C. E. O'Neil

Pop.: 462,000
Families: 132,000
Radio Homes: 130,000

DELAWARE

TV Homes: 119,000
AM Stas. in State: 9
TV Stas. in State: —

WDOV—Dover—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned Dover Bcstg. Co.
Business Address Box 727
Tel.: REDfield 4-5816 Independent
Representative Headley Reed
President Henry Rau
Comm. Manager Allen Hedgecock
Program Director Edward Miller
Station Mgr. W. S. Cook
Chief Engineer Lloyd Smith

WKEN—Dover—1957

Frequency: 1600 Kc. Power: 500 Watts, d.
Owned Coastal Carolina Bcstrs.
Address Box 549
Tel.: RE 4-5797 ABC
Stz. Representative Grant Webb
President J. Olin Tice, Jr.
General Mgr. John Masters
Commercial Mgr. Ed Bowen
Program Dir. Jerry Gillies
Chief Engineer Jim Gentry

WJWL—Georgetown—1951

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Rollins Bcstg., Inc.
Address DuPont Highway
Tel.: Georgetown 2567 Independent
Representative Rollins, Grant
President O. Wayne Rollins
General Manager Charles R. Maillet
Program Director John C. Calhoun
Chief Engineer Edward Marzoca

WKSB—Milford—1953

Frequency: 930 Kc. Power: 500 Watts d.
Owned-Oper. By Kent-Sussex Bcstg. Co.
Address Box 444
Tel.: GArden 2-8881 Independent
Gen., Comm., Prom. Mgr. H. M. Griffith, Jr.
Ch. Eng., Oper Mgr. C. V. Lundstedt
Prog. Dir. Borden E. Smith

WSUX—Seaford—1955

Frequency: 1280 Kc. Power: 1000 Watts
Owner-Oper. By E. & W. C. Evans
Address Dual Hwy. 13
Tel.: NAtional 7-7933 Independent
Pres., Gen. Mgr. Elizabeth Evans

WAMS—Wilmington—1947

Frequency: 1380 Kc. Power: 1000 Watts
Owned Rollins Broadcasting Co.
Address 414 French St.
Tel.: OL 4-8881 Independent
Station Representative Eastman
President O. Wayne Rollins
General Manager Charles W. Stone
Commercial Mgr. Dick Lee
Chief Engineer Fitzgerald McDaniel

WDEL—Wilmington—1922

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By Delmarva Bcstg. Co., Inc.
Business-Studio Address 10th & King Sts.
Tel.: OL 8-7268 NBC
Representative Robert Meeker
Station Executive Clair R. McCollough
Station Manager Harvey C. Smith
Gen. Sales Mgr. J. Robert Gulick
Natl. Sales Mgr. Thomas R. Nunan, Jr.
Technical Director J. E. Mathiot

WILM—Wilmington—1922

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Delaware Bcstg. Co.
Business-Studio Address 920 King St.
Tel.: OL 4-7771 ABC
Representative Bolling Co.
President Ewing B. Hawkins
Gen. Comm. Manager Jackson F. Lee
Program Director Dan Casey
Chief Engineer Eugene Szymanski

WTUX—Wilmington—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By Port Frere Bcstg. Co., Inc.
Address 1400 Market St.
Tel.: OL 5-8821 Independent
Representative Walker-Rawalt
Pres., Gen. Mgr. Gordon K. MacIntosh
Comm. Mgr. William S. Ewing
Sales Prom. Mgr. Henry Cook
Program Director Donald Mathewson
Publicity Director Bill Pfeiffer
Chief Engineer Ed Kennedy

**TO BE SURE —
YOU NEED THE BEST!**

YOU CAN GET THE BEST,
WHY SETTLE FOR LESS?



Pop.: 956,000
 Families: 293,000
 Radio Homes: 289,000

DIST. OF COLUMBIA

TV Homes: 267,000
 AM Stas. in State: 9
 TV Stas. in State: 4

WGMS—Washington, D. C.—1946

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned By: Gordon McLendon
 Address: Hotel Harrington
 Tel.: EXecutive 3-8676 Independent
 Representative: Avery-Knodel
 President: Thomas F. O'Neil
 Sales Manager: Perry S. Ury
 Program Director: Chas. D. Wood
 Promotion Mgr.: Sol Horwitz
 Chief Engineer: Roger B. Holt

WMAL—Washington, D. C. 1925

Freq.: 630 Kc. Power: 5,000 Watts
 Owned: Evening Star Bcstg. Co., Inc.
 Address: 4461 Connecticut Ave., N.W.
 Tel.: KE 7-1100 ABC
 Newspaper Affiliation: The Evening Star
 Representative: H-R
 President: John W. Thompson, Jr.
 General Manager: Fred S. Houwink
 Station Manager: Kenneth Carter
 Prom. Mgr., Prog. Dir.: Rupe Werling
 Chief Engineer: Allan Powley

WOL—Washington, D. C.—1924

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Wash. Bcstg. Corp.
 Address: 2000 P. St., N.W.
 Tel.: HObart 2-3900 MBS
 Representative: Headley-Reed
 Pres., Gen. Mgr.: Henry Rau
 Commercial Manager: George Oliviere
 Sales Prom. Manager: Stan Barclay
 Chief Engineer: Lloyd Smith

WOOK—Washington, D. C. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: United Bcstg. Co.
 Business-Studio: 8th & I Sts., N.W.
 Tel.: RE 7-8000 Independent
 Station Rep.: United Bcstg., Harlan Oakes
 President: Richard Eaton
 V.P. & Gen. Mgr.: John A. Panagos
 Program Director: Cliff Holland
 Chief Engineer: Ernest E. Stephens

WPGC—Washington, D. C. 1954

Frequency: 1580 Kc. Power: 10,000 Watts d.
 Owned-Operated By: WPGC, Inc.
 Business Address: 4421 Southern Ave., SE
 Tel.: JORDAN 8-6677 Independent
 Station Representative: Adam Young
 President: M. E. Richmond

Gen. Comm. Manager: Robert Howard
 Station Prog. Director: Melvin E. Winters
 Chief Engineer: George R. Sanner

WRC—Washington, D. C.—1923

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: National Bcstg. Co.
 Address: 4001 Nebraska Ave., NW
 Tel.: EM 2-4000 NBC
 Sta. Representative: NBC Spot Sales
 President (NBC): Robert Kintner
 General Manager: Carleton D. Smith
 Station Mgr.: Joseph W. Goodfellow
 Commercial Mgr.: Harry A. Karr, Jr.
 Prog. Mgr.: William Grayson
 Publicity Dir.: Charlotte Walch
 Chief Engineer: John Rogers

WTOP—Washington, D. C. 1932

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Oper.: Washington Post Bcst. Div.
 Address: Broadcast House
 Tel.: EM 2-9300 CBS
 Representative: CBS Radio Spot Sales
 Pres., Bcst. Div.: John S. Hayes
 General Manager: Lloyd Dennis, Jr.
 Comm. Mgr.: R. W. Schellenberg
 Sales Prom. Manager: Charles Crawford
 Prog. Dir.: P. A. Searight
 Publicity Adv. Director: Laurel S. Gordon
 Chief Engineer: Granville Klink

WUST—Washington, D. C. 1951

Frequency: 1120 Kc. Power: 250 Watts
 Owned-Oper. By: Broadcast Management, Inc.
 Address: 1815 V St., N.W.
 Tel.: HO 2-0011 Independent
 Representative: Pearson
 President: Milton Diener
 Gen., Comm. Mgr.: Daniel Diener
 Program Mgr.: Ben Gordon
 Chief Engineer: Norman Woods

WWDC—Washington, D. C. 1941

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By: WWDC, Inc.
 Business-Studio Address: 1627 K St., N.W.
 Tel.: TU 2-7600 Independent
 Representative: Blair
 Pres., Gen. Mgr.: Ben Strouse
 Comm. Manager: Herman Paris
 Program Director: Ed Studney
 Sales Prom. Mgr.: Jo Wilson
 Publicity Director: Norman Reed
 Chief Engineer: Ross H. Beville

Pop.: 4,321,000
Families: 1,355,000
Radio Homes: 1,529,000

FLORIDA

TV Homes: 1,082,000
AM Stas. in State: 152
TV Stas. in State: 16

WAPC—Arcadia—1956

Frequency: 1480 Kc. Power: 1000 Watts d.
Owned. Arcadia-Punta Gorda Bcstg. Co.
Address Box 676
Tel.: WA 8-6111 Independent
President. H. D. Ryals
General Manager. W. W. Benton
Comm. Prog. Dir. Bert G. Erickson
Chief Engineer. Bill Lee

WTTT—Arlington—1957

Frequency: 1220 Kc. Power: 250 Watts
Owned By. Allen Markelson
Address 936 Arlington Rd., Jacksonville
Tel.: RAYmond 4-2188 Independent
Station Representative. Paul Raymer
Pres., Gen. Manager. Theodore Weber
Program Director. L. E. Bodkin
Chief Engineer. E. F. Grossholz

WKTZ—Atlantic Beach—1958

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned. Ocean Beach Bcstg. Co.
Address 1611 Atlantic Blvd.
Tel.: CH 6-3695 Independent
President. W. H. Adams, Jr.
Gen. Mgr., Chief Eng. Robert K. Lynch
Program Dir. Bernie Adams

WTWB—Auburndale—1956

Frequency: 1570 Kc. Power: 1 Kw., d.
Owned By. WTWB Broadcasting Station
Address P. O. Box 7
Tel.: WOODlawn 7-1129 Independent
President. L. M. Hughey
Gen. Mgr., Program Dir. Richard Boyce
Commercial Mgr. Bruce L. Parker
Chief Engineer. Fred N. Potter

WAVP—Avon Park—1957

Frequency: 1390 Kc. Power: 1 Kw., d.
Owned By. Mid-Florida Bcstrs., Inc.
Address Jacaranda Hotel
Tel.: GL 2-6001 Independent
Representative. Hil F. Best
President. John Marshall
General Manager. Albert B. Gale
Commercial Manager. William E. Hudson
Program Director. Ilda E. Gale
Publicity Director. Douglas L. Way
Chief Engineer. William Ferguson

WBAR—Bartow—1954

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By. WBAR, Inc.
Address Box 820, Lakeland Hwy.
Tel.: CApitol 3-8021 Independent
President. A. W. Wynne
Station Manager. Kenneth E. Shroyer

Comm. Manager. Morton C. Cook
Chief Engineer. J. A. Duncan

WSWN—Belle Glade—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By. Seminole Bcstg. Co.
Address P. O. Box 8
Tel.: WYman 6-2063 Independent
Representative. Bernard Howard
Chrm. of Bd. E. D. Rivers, Jr.
General Manager. Marvin Smith
Program Director. Al Harris
Chief Engineer. C. S. Clemens

WBRD—Bradenton—1957

Frequency: 1420 Kc. Power: 1 Kw. d.
Owned. Sunshine State Bcstg. Co., Inc.
Address P. O. Box 1038
Tel.: 6-2183 Independent
Station Rep. John E. Pearson Co.
Pres., Gen. Mgr. Robert R. Nelson
Commercial Manager. Hal Meyer
Program Director. B. F. Nelson
Chief Engineer. Richard Wetherbee

WTRL—Bradenton—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned By. Fletcher-Mitchell Corp.
Address Memorial Pier
Tel.: 6-1107
KBS
Station Representative. Bob Dore Assn.
Pres., Gen. Manager. Dick Doty
Comm. Mgr. Ken McKendree
Program Director. Gordon Wyllie
Publicity Director. Norma Jean Hill
Chief Engineer. Marlen Hager

WWJB—Brooksville—1958

Frequency: 1450 Kc. Power: 250 Watts
Owned By. Brookville Bstg. Service
Address 30 E. Liberty St.
Tel.: BRookville 2920
KBS
General Manager. W. W. Johnson
Station Mgr. Charles Grant
Chief Engineer. Robert A. Hermann

WBGC—Chipley—1956

Frequency: 1240 Kc. Power: 250 Watts
Owned By. Lee-San Corp.
Address P. O. Box 605
Tel.: ME 8-0234 Independent
President, Gen. Mgr. John Sanders
Sta. Publicity Mgr. Mrs. Lee Sanders
Program Dir. Don Stephens
Chief Engineers. Gerald McKenzie

WTAN—Clearwater—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Clearwater Radio, Inc.
Business Address 200 Pierce Blvd.
Tel.: 3-3084
KBS

FLORIDA

Station Representative.....Devney, Inc.
Pres., Gen. Mgr.....H. Dennison Parker
Program Director.....Harry C. Lytje
Chief Engineer.....Frank L. Reid

WSUG—Clewiston—1959

Frequency: 1050 Kc.....Power: 250 Watts
Owned By.....Sugarland Broadcasting Co.
Address.....Arcadia, Fla.
Tel.: WA 8-5771. Arcadia.....KBS
Pres., Comm. Manager.....Frank Denmead
Station Prog. Director.....Roy C. Collins
Sales Prom. Manager.....Myrtle Embrey
Publicity Director.....Dolores Collins
Chief Engineer.....Bill Lee

WEZY—Cocoa—1957

Frequency: 1350 Kc.....Power: 500 Watts, d: 1 n.
Owned By.....WEZY, Inc.
Business Address.....P. O. Box 472
Tel.: Newton 6-4411.....Independent
Station Representative.....Grant Webb
President.....Irving Braun
General Manager.....Jay Schoof
Program Director.....Richard Olson
Chief Engineer.....John Shelton

WKKO—Cocoa—1953

Frequency: 860 Kc.....Power: 1 Kw. d.
Owned By.....WKKO, Inc.
Address.....Box 1308
Tel.: NE 6-2411.....KBS
Station Representative.....Dora Clayton
President.....Marvin Rothschild
General Manager.....Roy F. Nilson
Comm. Manager.....Ben Rothschild
Program Dir.....Dale Wright
Chief Engineer.....William Basler

WVCG—Coral Gables—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peninsular Bcstg. Corp.
Business Address.....377 Alhambra Circle
Tel.: HI 8-7411.....Independent
Sta. Representative.....Broadcast Time Sales
President, Gen. Mgr.....George W. Thorpe

WCNU—Crestview—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gulf Shores Bcstg. Co.
Business-Studio Address.....Box 518
Tel.: MU 2-2330.....KBS
General Manager.....S. F. Townsend
Comm. Mgr.....Vernon Cooper
Chief Engineer.....James Whitaker

WJSB—Crestview—1954

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crestview Bcstg. Co.
Address.....Box 267
Tel.: MU 2-3040.....Independent
Pres., Gen. Mgr.....Everett M. McCrary
Commercial Manager.....Joel Hughes
Program Director.....Cordel Whitlock
Sales Prom. Mgr.....Al Robinson

Publicity Dir.....Pat Miller
Chief Engineer.....Russ White

WGTO—Cypress Gardens 1955

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Operated By.....KSTP, Inc.
Address.....Box 123
Tel.: CY 3-4103.....Independent
Sta. Representative.....Edward Petry & Co.
President.....Stanley E. Hubbard
Commercial Mgr.....Marvin L. Rosene
Station Manager.....Max Kimbrel
Program Director.....Bill Gramer
Sales Prom. Mgr., Pub. Dir.....Gary Miller
Chief Engineer.....Dave Schick

WDCF—Dade City—1954

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned.....Pasco Bcstg. Co.
Address.....Box 1077
Tel.: LO 7-3879.....KBS
Pres., Sta. Mgr.....Stuart Picard
Commercial Manager.....Thelma Picard
Publicity Director.....Margrete Francisco
Chief Engineer.....John Andre

WELE—Daytona Beach—1957

Frequency: 1590 Kc.....Power: 1 Kw.
Owned.....Quality Bcsters. of Daytona, Inc.
Address.....Box 1940
Tel.: CL 2-8222.....Independent
Sta. Representative.....Gill-Perna
Station Manager.....Chet Wise

WMFJ—Daytona Beach—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WMFJ, Inc.
Business Address.....Daytona Plaza Hotel
Tel.: CL 2-6491.....Independent
Representative.....Jack Masla
President.....John Crevtz
General Mgr.....Jack Siegel
Sta. Mgr.....Dick Clark
Commercial Mgr.....Jay Caldwell
Program Director.....Kenny Mercer
Sales Prom. Mgr.....Sari Smith
Publicity Dir.....Ross Knight
Chief Engineer.....Jerry Norman

WNDB—Daytona Beach—1947

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Operated By.....News-Journal Corp.
Business-Studio Address.....128 Orange Ave.
Tel.: CL 2-1511.....ABC
Newspaper Affil.....News-Journal Corp.
Sta. Representative.....Thomas F. Clark
President.....Julius Davidson
Gen. Sta. Mgr.....R. Y. Huffman
Comm. Mgr.....Daniel F. Carroll
Sales Promotion Manager.....John Pitts
Prog. Dir.....Ken Lueck
Publicity Dir.....M. E. Hogman
Chief Engineer.....Stephen B. Searle

WROD—Daytona Beach—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned Radio of Daytona, Inc.
 Business Address Box 991
 Tel.: CL 2-4626 NBC
 Representative Pearson
 President Frank J. Russell
 Gen. Mgr. Ch. Eng. James P. McDonough
 Commercial Mgr. James Crist
 Sales Prom. Mgr. Bill Seitz

**WDSP—De Funiak Springs
 1956**

Frequency: 1280 Kc. Power: 5000 Watts d.
 Owned By. Euchee Valley Bcstg. Co.
 Business Address 8th Street
 Tel.: TW 4-8361 KBS
 Sta. Representative Hil F. Best
 President Mrs. Marie F. Douglass
 General Mgr. H. L. Wiles
 Commercial Mgr. Mrs. H. O. Hinton
 Sta. Mgr., Ch. Eng. Laverne Foster
 Sales Prom. Mgr. Herbie Wiles
 Program Director Mary Harper
 Publi-city Director Jim Schofield

**WZEP—DeFuniak Springs
 1959**

Frequency: 1460 Kc. Power: 1 Kw. d.
 Owned-Oper. By Leonard Zepp
 Address Box 387
 Tel.: TW 4-7161 Independent
 President Ch. Eng. Leonard S. Zepp
 Program Dir. Max Holland
 Sales P. om., Pub. Dir. Jim Sims

WJBS—DeLand—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned WJBS, Inc.
 Address P.O. Bcx 808, 220 E. Hubbard
 Tel.: RE 4-1725 MBS
 Sta. Representative James Ayers Co.
 President Charles B. Britt
 General Mgr. Gil Murray
 Chief Engineer Dan O'Keeke

WOOO—Deland—1956

Frequency: 1310 Kc. Power: 5000 Watts
 Owned Trio Bcstg. Co., Inc.
 Address 112½ W. New York Ave.
 Tel.: RE 4-3422 KBS
 Rep. Charles Bernard
 President Herbert A. Saxe
 Gen., Sta. Mgr. Wally King
 Comm. Prom. Mgr. Arthur Beckwith
 Publi-city Dir. Denver Lee Duff
 Program Director Brian Tolby
 Chief Engineer Edwin Carson

WDBF—Delray Beach—1954

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned Boca Raton Bible Conf. Grds., Inc.

Address P.O. Box 2516
 Tel.: CR 6-7311 KBS
 General Mgr. W. Loveless
 Chief Engineer Robert Schulz

WMEG—Eau Gallie—1956

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned Mel-Eau Broadcasting Corp.
 Address Box 98
 Tel.: AL 4-2282 ABC
 Pres., Gen. Mgr. A. V. Catterton
 Sta. Mgr., Prog. Dir. Victoria C. Martin
 Program Dir. Donna Walters
 Chief Engineer Arthur Gliner

WLCO—Eustis—1955

Frequency: 1240 Kc. Power: 250 Watts
 Owned Radio Station WLCO
 Address Box 1505
 Owner, Gen. Mgr. Floyd W. Hess
 S.a., Comm. Mgr. Morlon C. Cook
 Chief Engineer James Wall

**WFBB—Fernandina Beach
 1955**

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned Murray Bcstg.
 Address 118 Atlantic Ave.
 Tel.: 3667 KBS
 Representative Ted Steele
 President Edward G. Murray
 Gen. Mgr., Ch. Eng. Bob Chase

WFTL—Fort Lauderdale—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WFTL Bcstg. Corp.
 Address P.O. Box 1400
 Tel.: JA 4-0346 Independent
 Sta. Representative Jack Masla & Co.
 President, Gen. Mgr. Joseph C. Amature
 Commercial Mgr. Walter B. Dunn
 Program Dir. Mavis Jackson
 Sales Prom., Publi-city Dir. Dave Davis

WWIL—Ft. Lauderdale—1955

Frequency: 1580 Kc. Power: 1 Kw.
 Owned Florida Air-Power, Inc.
 Address Box 8067
 Tel.: LU 1-1580 Independent
 P resident L. M. Browning, Jr.
 V. P. Program Dir. Jack Swart
 Chief Engineer George Ralston

WINK—Ft. Myers—1940

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. Ft. Myers Bcstg. Co., Inc.
 Address 2824 Palm Beach Blvd.
 Tel.: EDison 4-1141 KBS
 Station Representative Walker-Rawalt
 General Manager A. J. Bauer
 Chief Engineer B. Bachman

FLORIDA

WMYR—Ft. Myers—1952

Freq.: 1410 Kc. Power: 5 Kw. d., 5 w. n.
Owned-Operated By Robert Hecksher
Address WMYR Bldg.
Tel.: ED 5-1175 Independent
Owner-Gen. Mgr. Robert Hecksher

WARN—Fort Pierce—1953

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By South Jersey Bcstg. Co.
Address P. O. Box 1343
Tel.: Howard 4-1330 ABC
President Maj. Ramulf Compton
General Mgr., Ch. Eng. Charles C. Castile
Commercial Mgr. Dennis O'Day
Program Dir. Douglas Dickens

WIRA—Fort Pierce—1946

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Indian River Bcstg. Co.
Business Address Melody Lane
Tel.: HOWard 4-1400 NBC
Sta. Representative United Spot Sales
Pres., Gen. Mgr. James L. Howe
Sta., Program Mgr. Sam Lawder
Commercial Manager J. Kingsley Butt
Chief Engineer Robert Money

WFBS—Ft. Walton Beach 1956

Frequency: 950 Kc. Power: 1 Kw.
Owned W. Florida Bcstg. Service
Address Box 488
Tel.: CH 4-5685 Independent
Sta. Representative Geo. Hopewell
Pres., Gen. Mgr. H. French Brown, Sr.
Prog. Dir. Mrs. H. French Brown, Sr.
Chief Engineer Samuel A. Eaton

WFTW—Ft. Walton Beach 1953

Frequency: 1260 Kc. Power: 1000 Watts d.
Owner Vacationland Bcstg. Co.
Address Box 687
Tel.: CH 3-3123 Independent
President Wilbur R. Powell
Gen. Sta. Mgr. Milford A. Reynolds
Chief Engineer Jimmy Waits

WDVH—Gainesville—1954

Frequency: 980 Kc. Power: 5 Kw. d.
Owned-Operated By WDVH, Inc.
Business Address P.O. Box 289
Tel.: FR 2-2528 Independent
Sta. Representative Everett McKinney
President R. A. Vaughn
Gen. Mgr., Chief Engr. Tom Hanssen
Comm. Prom. Mgr. Bob Morris
Program, Publicity Dir. Bill Marr

WGGG—Gainesville—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Radio Gainesville, Inc.
Business Address Box 501
Tel.: FR 6-5791 MBS-KBS
Sta. Representative Jack Masla
President Thompson K. Cassel
Gen. Comm. Mgr. Leon E. Mims
Program Director William Mansfield
Chief Engineer Iottis Adams

WRUF—Gainesville—1928

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By State of Fla.
Business Address P.O. Box 2757
Tel.: FR 6-7575 NBC
Representative Burn-Smith
General Manager Kenneth F. Small
Commercial Mgr. Robert L. Black
Program Dir. Pierre A. Bejanc
Chief Engineer Bertram MacNamara

WGMA—Hollywood—1953

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned By Melody Music, Inc.
Address 1909 Harrison St.
Tel.: WA 2-2903 Independent
President Jack Barry
Gen. Prom. Mgr. C. Edward Little
Station Mgr. Jerry Wichner
Commercial Mgr. Bill Day
Program Dir. Kenneth Roth
Publicity Dir. Ronnie Ames
Chief Engineer Edward Temmel

WSDB—Homestead—1957

Frequency: 1430 Kc. Power: 500 Watts, d.
Owned S. Dade Bcstg. Co.
Business Address 507 N.W. 2nd St.
Tel.: CI 7-2445 Independent
President J. Abney Cox
Gen., Sta. Mgr. Merritt Hilliard
Comm., Sales Prom. Mgr. Hank Cutshall
Program Director John Triplett
Publicity Director Hap Henderson
Chief Engineer Erwin Fuller

WAPE—Jacksonville—1958

Frequency: 690 Kc. Power: 250 Watts, d.
Owned By Brennan Bcstg. Co.
Address P. O. Box 1103
Tel.: COngress 4-9555 Independent
Station Rep. Radio-TV Reps.
Pres., Gen. Mgr. William J. Brennan
Commercial Mgr. F. Robinson, Jr.
Chief Engineer C. G. Brennan

WIVY—Jacksonville—1948

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By WIVY, Inc.
Address 4343 Spring Grove Rd.
Tel.: PO 4-4545 Independent
Sta. Representative Jack Masla

President.....Edward J. Oberle
 General Mgr.....Baldwin Goodwin, Jr.

WJAX—Jacksonville—1925

Frequency: 930 Kc.....Power: 5,000 Watts
 Owned-Operated By...City of Jacksonville, Fla.
 Business-Studio Address.....1 Broadcast Pl.
 Tel.: EL 4-1681.....NBC
 Rep.....Headley-Reed
 Commissioner in Charge.....J. D. Kennedy
 General Mgr.....J. W. Douglass
 Program Supervisor.....Mrs. Margaret Scott
 Publicity Dir.....Ed McCullers
 Chief Engineer.....Kenneth L. Kroier

WMBR—Jacksonville—1927

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WMBR, Inc.
 Business Address.....Hotel George Washington
 Tel.: ELgin 5-9001.....CBS
 Sta. Representative.....John Blair & Co.
 President.....Ben Strouse
 General Mgr.....Sidney L. Beighley, Jr.
 Opera Mgr.....Donald R. Smith
 Chief Engineer.....C. Roy King

WOBS—Jacksonville—1948

Frequency: 1360 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Mel-Lin, Inc.
 Business-Studio Address.....1036 Mary St.
 Tel.: EX 8-3411.....Independent
 Sta. Reps.....Gill-Perna; Dora Clayton
 President.....Larry R. Pincus
 General Mgr.....Alexander Keirsey
 Program Director.....Johnny Shaw
 Comm. Mgr.....G. W. Johnston
 Sales Prom. Mgr.....George Lasker
 Publicity Dir.....Amos J. Barrs
 Chief Engineer.....Arl M. Thomas

WPDQ—Jacksonville—1942

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By...Jacksonville Bcstg. Corp.
 Studio Address.....Gulf Life Bldg.
 Tel.: EL 4-4421.....ABC
 Rep.....Venard, Rintoul & McConnell, Ayers
 President.....James R. Stockton
 Gen. Mgr., Vice-Pres.....Robert R. Feagin
 Operations Mgr.....Richard C. Fellows
 Chief Engineer.....Ernest E. Haralson

WQIK—Jacksonville—1955

Frequency: 1280 Kc.....Power: 5,000 Watts d.
 Owned-Operated By...Rowland Bcstg. Corp.
 Address.....121 E. 8th St.
 Tel.: ELgin 4-4501.....Independent
 Station Rep.....ForJoe
 Pres., Gen. Mgr.....M. W. Rowland
 Program Director.....Robert T. Rowland
 Sales Prom. Mgr.....Ed. Jordan
 Chief Engineer.....F. O. Thies

WRHC—Jacksonville—1950

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By.....WRHC, Inc.
 Address.....247 Margaret St.
 Tel.: EL 6-0461.....Independent
 Sta. Representative.....Joe Wootton
 President.....Harold S. Cohn Sr.
 Gen. Mgr.....Harold S. Cohn, 2nd
 Station Mgr.....Ronald H. Cohn
 Program Dir.....Mrs. Patricia Hargreen
 Chief Engineer.....William E. Alexander

WZOK—Jacksonville—1957

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned.....Radio Jax
 Business Address.....Peninsular Life Bldg.
 Tel.: ELgin 6-1373.....ABC-MBS
 President, Gen. Mgr.....John J. Wheeler
 Program, Publicity Dir.....Ronald E. Martin
 Sales Prom. Mgr.....Wayne Mashburn
 Chief Engr.....W. A. Cooper

**WZRO—Jacksonville Beach
 1947**

Frequency: 1010 Kc.....Power: 1 Kw. d.
 Owned By.....A. B. Letson
 Address.....P.O. Box 278
 Tel.: Cherry 6-3222.....KBS
 President.....Andrew B. Letson
 Gen. Mgr.....Jim Kirk

WKIZ—Key West—1959

Frequency: 1550 Kc.....Power: 250 Watts
 Owned By.....Florida Keys Bcstg. Corp.
 Address.....P.O. Box 1487
 Tel.: CY 4-2523.....Independent
 President.....Joe Fernandez
 Gen. Sta. Mgr.....Harold Shedd
 Comm. Prom. Mgr.....Bill Bass
 Program Dir.....Bob Castle
 Publicity Dir.....Bob Schmidt
 Chief Engineer.....Ray Dickson

WKWF—Key West—1945

Frequency: 1600 Kc.....Power: 500 Watts
 Owned-Operated By...John M. Spottswood
 Business Address.....P.O. Box 1300
 Tel.: CY 6-2222.....MBS-ABC
 Owner, Gen. Mgr.....John M. Spottswood
 Sta., Sales Prom. Mgr.....Ray A. Schoneck
 Comm. Mgr., Prog. Dir.....Mary S. Spottswood
 Chief Eng.....Charles R. Lowe

WRWB—Kissimmee—1954

Frequency: 1220 Kc.....Power: 250 Watts
 Owned.....Frank A. Taylor
 Address.....Lago Vista Blvd.
 Tel.: TL 6-7181.....KBS
 Owner, Gen. Mgr.....Frank A. Taylor

WDSR—Lake City—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WDSR, Inc.
 Business Address.....U.S. Hghwy. 41 S.
 Tel.: 525.....MBS, KBS
 President.....C. B. Britt

FLORIDA

General Mgr. Ted Powers
Commercial Manager..... Ivan E. Perry
Chief Engineer..... Pat Webster

WGRO—Lake City—1958

Frequency: 960 Kc. Power: 500 Watts
Owned By..... Columbia County Bcstg. Co.
Address..... 30 N. Hernando St.
Tel.: 3450 Independent
Sta. Representative..... Hopewell
President..... Donald E. Dockery
Comm. Sta. Mgr..... Robert E. Dobelstein
Program Dir..... Jack Singer
Sales Prom. Mgr..... Stacy Kelly
Publicity Dir..... Brenda V. Libert
Chief Engineer..... Philip L. Corbin

WLAK—Lakeland—1936

Freq.: 1430 Kc. Power: 5 Kw. d. 1 Kw. n.
Owned-Oper. By... Florida Central Bcstg. Co.
Business Address..... P. O. Box 1211
Tel.: MU 2-3143 NBC
Station Representative..... John E. Pearson
Pres., Gen. Mgr..... Frank W. Nesbitt
Commercial Manager..... Powell Adams
Station Manager..... Garland Burt
Chief Engineer..... William P. Lee

WONN—Lakeland—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Noyes Enterprises, Inc.
Business Address..... Lake Hunter Drive
Tel.: MU 5-1171 MBS
Representative..... Donald Cooke, Inc.
Pres., Gen., Sta. Mgr..... Robert W. Jonscher
Chief Engineer..... L. Dunlap

WYSE—Lakeland—1957

Frequency: 1330 Kc. Power: 1 Kw.
Owned..... WYSE Radio, Inc.
Address..... 207½ E. Main St.
Tel.: Mutual 6-8127 Independent
Representative..... Clark
President Gen. Mgr..... William Evans
Vice President..... Allen Huckleberry
Comm. Mgr., Ch. Eng..... Tom Barber
Program Prom. Mgr..... Marx Wheeler

WIPC—Lake Wales—1951

Frequency: 1280 Kc. Power: 1000 Watts
Owned..... Imperial Polk Bcstg. Corp.
Address..... P. O. Box 712
Tel.: 2-9831 KBS
President..... K. H. Berkeley
V.P., Gen. Mgr..... Charles D. Bishop
Chief Engineer..... William Johnson

WBIL—Leesburg—1957

Frequency: 1410 Kc. Power: 1000 Watts
Owned By..... WBIL, Inc.
Address..... P. O. Box 638
Tel.: SState 7-2313 Independent
Representative..... Cooke
President, Ch. Eng..... Duane F. McConnell
Commercial Mgr..... Herb Stoer, Jr.
Program, Publicity Dir..... Richard E. Smith

WLBE—Leesburg—1949

Frequency: 790 Kc. Power: 5 Watts d. l. n.
Owned-Operated By..... WLBE, Inc.
Address..... P.O. Box 1231
Tel.: ST 7-2790 MBS-KBS
Sta. Representative..... Hil F. Best
President, Gen. Mgr..... Paul A. Husebo
Commercial Mgr..... W. H. Reedy
Sales Prom., Publicity Dir..... Wendell Husebo
Chief Engineer..... Martin Kirkland

WNER—Live Oak—1949

Frequency: 1250 Kc. Power: 1 Kw. d.
Owned..... Norman O. Protsman
Business Address..... P. O. Box 637
Tel.: FOrEst 2-1250 KBS
Owner, Gen. Mgr..... Norman O. Protsman
Program Director..... Faith Protsman
Chief Engineer..... C. S. Parker

WMAF—Madison—1956

Frequency: 1230 Kc. Power: 250 Watts
Address..... Box 621
Tel.: HU 3-6333 KBS
Owner..... Norman O. Protsman

WTOT—Marianna—1958

Frequency: 980 Kc. Power: 1 Kw.
Owned By..... Chipola Corp.
Address..... 104 S. Caledonia St.
Tel.: HUDson 2-3046 Independent
President..... C. Davis Turner
Gen. Mgr., Chief Eng..... John Boggess
Commercial Mgr..... James W. Hart
Program Dir..... Lloyd Hart
Publicity Dir..... Art Larsen

WTYS—Marianna—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Jack Mann
Address..... Box 777
Tel.: HU 2-2131 MBS, KBS
Owner..... Jack Mann
Station Manager..... B. W. Lincoln
Chief Engineer..... J. Anderson

WMMB—Melbourne—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Indian River Radio, Inc.
Business-Studio Address..... Box 908
Tel.: 574 MBS
General Manager..... Howard L. Green
Chief Engineer..... Edward Murdoch

WAME—Miami—1958

Frequency: 1260 Kc. Power: 5000 Watts
Owned By..... WAME Broadcasting Co.
Address..... Chamber of Commerce Bldg.
Tel.: FRanklin 3-5533 Independent
Sta. Representative..... Daren McGavren
General Manager..... Ted Wilson
Station Mgr..... Murry Woroner
Program Dir..... Fred Hohl
Chief Engineer..... Stan Brown

WCKR—Miami—1956

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By Biscayne TV Corp.
 Address 1401 N. Bay Causeway
 Tel.: PL 1-6692 NBC
 Representative Henry I. Christal
 President Niles Trammell
 Station Mgr. Alan Henry
 Comm. Manager L. L. Zimmerman
 Sales Prom. Dir. John Hiser
 Chief Engineer Gene Rider

WFAB—Miami—1959

Frequency: 990 Kc. Power: 5000 Watts
 Owned By WFAB, Inc.
 Address 1775 Southwest Third Ave.
 Tel.: Franklin 1-5531 Independent
 President, Gen. Mgr. Harold E. King
 Station Mgr. L. G. Jacobs

WFEC—Miami—1949

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Oper. By Fla. East Coast Bcstg.
 Address 350 N.E. 71st St.
 Tel.: PL 1-7534 Independent
 Sta. Representative Bob Dore
 President Harry Trenner
 General, Comm. Mgr. Bert Noble
 Publicity Director Blanche Galloway
 Chief Engineer William Reeder

WGBS—Miami—1944

Freq.: 710 Kc. Power: 50 Kw. d., 10 Kw. n.
 Owned Storer Bcstg. Co.
 Address 1605 Biscayne Blvd.
 Tel.: FR 9-2401 CBS
 Newspaper Affiliation Miami Beach Sun
 Station Representative Katz Agency, Inc.
 President George B. Storer
 General Manager Bernard E. Neary
 Commercial Mgr. Norman A. Palmer
 Prom. Mgr., Prog. Dir. Sam Elber
 Chief Engineer Edward C. Lockwood
 OWNERS OF: WJBK-AM-TV, DETROIT; WSPD-AM-
 FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-AM-
 FM-TV, CLEVELAND; WWVA-AM-FM, WHEELING,
 W. VA.; WGBS-FM, MIAMI, FLA.; WIGB-AM-FM,
 PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MIL-
 WAUKEE.

WINZ—Miami—1946

Freq.: 940 Kc. Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By Rand Bcstg. Co.
 Business Address Biscayne Terrace Hotel
 Tel.: FR 1-6641 Independent
 Representative Petry
 President Rex Rand
 V.P., Gen. Mgr. Robert E. Mitchell
 Program Dir. Ned Powers
 Chief Engineer Lee Caput

WMIE—Miami—1947

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Operated By WMIE, Inc.
 Address 139 N.E. 1st St.
 Tel.: FR 3-5556 Independent
 Representative Charles Bernard

President E. D. Rivers, Sr.
 General Mgr. Jack E. Nobles
 Commercial Manager Lawrence Lunker
 Program Director Douglas Hatton
 Chief Engineer Russell Bennett

WQAM—Miami—1921

Frequency: 560 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Storz Brcstg. Co.
 Business-Studio Address 1723 duPont Bldg.
 Tel.: FR 4-6121 Independent
 Representative John Blair
 President Todd Storz
 Gen., Sta., Comm. Mgr. Jack Sandler
 Program Dir. Charles Murdock
 Publicity Dir. Alan Courtney
 Chief Engineer Morris Barwick

WSKP—Miami—1956

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WSKP, Inc.
 Business-Studio Address 734 W. Flagler St.
 Tel.: FR 1-1585 Independent
 President Bill O'Neil

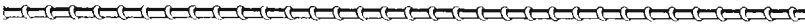
WKAT—Miami Beach—1937

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By WKAT, Inc.
 Trans. Address 1759 Bay Road
 Tel.: JE 1-5711 MBS-ABC
 Sta. Representative Jack Masla
 General Mgr. Fred W. Wagenvoord

**TO BE SURE —
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?



FLORIDA 

Program Director.....Bill Smith
Publicity Dir.....Sid Levin
Chief Engineer.....Arthur P. Smith

WMBM—Miami Beach—1947

Frequency: 790 Kc.....Power: 5000 Watts
Owned.....Rounsaville of Miami Beach, Inc.
Address.....Causeway Terminal
Tel.: JE 1-5586.....Independent
Sta. Reps.....Pearson; Dora-Clayton, Inc.
President.....Robert W. Rounsaville
General Mgr.....Arnold C. Kaufman
V.P., Nat. Sls. Mgr.....Harold F. Walker
Program Dir.....Carl Glicken
Chief Engineer.....James Hall

WMET—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned By....Community Service Bcstrs, Inc.
Business Address.....814 First St.
Tel.: Jefferson 8-0411.....Independent
Station Representative.....Forjoe
President.....James R. Williams
Ex. V.P., Gen. Mgr.....R. B. Baker
Station Mgr.....Thomas E. Wood, Jr.
Program Dir.....Spencer E. Danes
Publicity Dir.....Lillian Aronson
Chief Engineer.....V C. Roberts

WEBY—Milton—1954

Frequency: 1330 Kc.....Power: 5000 Watts
Owned.....Milton Best & Co.

Address.....Ward Basin Rd.
Tel.: NA 3-3425.....MBS
Owner, Gen. Mgr.....C. W. Mapoles
Comm. Sta. Mgr.....H. Byrd Mapoles
Program Dir.....Mrs. C. W. Mapoles

WSRA—Milton—1958

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Santa Rosa Bcstg. Co.
Address.....31 Mohawk Trail, Pensacola
President.....E. T. Sudduth

WMDF—Mount Dora—1958

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned By:.....Frank A. Taylor
Address.....Old Eustis Road
Tel.: Evergreen 2-6621.....Independent
General Mgr.....Francis Toomey
Chief Engineer.....Paul Sealy

WNOG—Naples—1954

Frequency: 1270 Kc.....Power: 500 Watts d.
Owned and Oper. By.....Radio Naples Inc.
Business Address.....S. Tamiami Trail
Tel.: Midway 2-5127.....KBS
Representative.....Hil F. Best
President, Gen. Mgr.....William J. Ryan
Commercial Manager.....John D. Beaty
Program Director.....Mrs. Eileen Eilers
Publicity Director.....Barbara Pritchard
Chief Engineer.....David S. Traer

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wonderful cooperation in bringing
the Miami Beach Story to the eyes
and ears of the nation.

WARMEST THANKS from the
warmest part of the nation.

HANK MEYER
Public Relations Consultant,
CITY OF MIAMI BEACH”

**WSBB—New Smyrna Beach
1950**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Broadcasters, Inc.
Business Address: Box 125
Tel.: GA 8-9091 MBS
President: A. V. Tidmore
Commercial Manager: A. L. Pruitt
Chief Engineer: Sim Eagleson

WHYS—Ocala—1957

Frequency: 1370 Kc. Power: 1 Kw. d.
Owned: Associated Broadcasters, Inc.
Business Address: P.O. Box 779
Tel.: MA 2-8174 Independent
President: C. D. Davenport
General Mgr.: Kenneth H. Brown, Jr.
Program Dir.: Deane Kane

WMOP—Ocala—1953

Frequency: 900 Kc. Power: 1000 Watts
Owner: A. B. Letson
Address: P. O. Box 648
Tel.: MArion 2-4118 Independent
President: A. B. Letson
General Mgr.: Jim Kirk
Comm. Sls. Mgr.: Vernon Arnette
Program Dir.: Gene Turner
Chief Engineer: Lloyd Lutz

WTMC—Ocala—1938

Frequency: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By: WTMC, Inc.
Business Address: Box 831
Tel.: MA 2-4127 NBC
Representative: Devney; Dora-Clayton
President: Ray Gunckel, Jr.
Sta. Mgr.: Tom Catalano
Chief Engineer: Bill Callahan

WABR—Orlando—1954

Frequency: 1440 Kc. Power: 5 Kw.
Owned By: Contemporary Bcstg. Co.
Address: P. O. Box 7547
Tel.: Garden 5-6631 ABC-MBS
Sta. Rep.: Gill-Perna
Pres., Gen. Mgr.: I. Edward Edwards
Commercial Mgr.: Preston M. Ward
Program Dir.: R. B. Farrington
Sales Prom. Mgr.: Dick Williams
Publicity Dir.: Vern King
Chief Engineer: J. A. Thomas

WDBO—Orlando—1924

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Cherry Bcstg. Co.
Business Address: 30 S. Ivanhoe Blvd.
Tel.: CH 1-1491 CBS
Representative: John Blair
President: Wm. S. Cherry, Jr.
Exec. V. P. Gen. Mgr.: Arnold F. Schoen, Jr.
Commercial Mgr.: Carl F. Hallberg
Chief Engineer: James E. Yarbrough

WHIY—Orlando—1957

Frequency: 1270 Kc. Power: 5 Kw. d.
Owned: Orlando Radio & TV Bcstg. Corp.
Address: Ft. Gatlin Hotel Bldg.
Tel.: GA 4-8561 Independent
Representative: Pearson
President: Gordon Sherman
General Manager: Gene G. Cook
Commercial Mgr.: Marvin Picard
Program Dir.: Robert Irving
Chief Engineer: Peter Wiltjer

WHOO—Orlando—1947

Freq.: 990 Kc. Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By: WHOO, Inc.
Business Address: 311 N. Rosalind Ave.
Tel.: GArden 5-3591 Independent
Representative: Venard, Rintoul, McConnell
Pres., Gen. Mgr.: John T. Rutledge
Commercial Manager: Don Welsh
Program Director: Ray Holbrook
Chief Engineer: Charles Chrisman

WKIS—Orlando—1946

Frequency: 740 Kc. Power: 5 Kw. 1 Kw. n.
Owned-Oper. By: Central Florida Bcstg. Co.
Address: P. O. Box 1353
Tel.: GA 2-2451 NBC
Pres., Gen. Mgr.: Mrs. Naomi T. Murrell
Station Manager: William O. Murrell, Jr.
Program Director: Ray Olech, Jr.
Chief Engineer: W. R. Miller

WLOF—Orlando—1940

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Mid-Fla. Radio Corp.
Business-Studio Address: Box 5156
Tel.: Cypress 3-2431 Independent
Station Representative: Ayers
President: Joseph L. Brechner
Gen. Sta. Mgr.: Howard S. Kester
Commercial Mgr.: Gene Cook
Program Director: Ernie Legge
Publicity Director: Thomas Doyle
Chief Engineer: W. Dodd Daniels

WQXQ—Ormond Beach—1957

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned By: Volusia County Bcstg. Corp.
Address: Box 5038, Daytona Beach
Tel.: ORange 7-4122 Independent
President Ch. Eng.: Lyman W. Menard
General Mgr.: Don Ritter
Commercial Mgr.: Ann Hicks

WRIM—Pahokee—1958

Frequency: 1250 Kc. Power: 500 Watts
Owned By: Garden of Glades, Inc.
Address: P.O. Box 548
Tel.: 682 Independent
President: Max E. Mace
Gen., Sta. Mgr.: A. B. Robinson
Publicity Dir.: Lewis Poole
Chief Engineer: R. Nemetz

FLORIDA

WSUZ—Palatka—1957

Frequency: 800 Kc. Power: 1000 Watts d.
Owned By Raymond P. McMillin
Business Address 423 Lemon St.
Tel.: EAst 5-3844 Independent
General Manager R. P. McMillin
Comm. Ch. Eng. Robert E. James
Program Dir. Charles Elston

WWPF—Palatka—1947

Freq.: 1260 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Operated By Hall Bcstg. Co.
Address P.O. Box 86
Tel.: EA 5-4555 KBS
Owner George W. Hall
Gen. Mgr. William R. Terry
Sta., Program Dir. James N. Jobs
Commercial Manager Herb Young
Sales, Publicity Dir. Dick Unger
Chief Engineer Isaac Lee

WQXT—Palm Beach—1957

Frequency: 1340 Kc. Power: 250 Watts
Owned By Flame R-TV Co.
Address 3000 S. Ocean Blvd.
Tel.: JU 2-7401 ABC
Exec. V.P., Gen. Mgr. Art Rivera
Station Mgr. T. James Mullins
Chief Engineer Clyde Walkden

WDLP—Panama City—1940

Frequency: 590 Kc. Power: 1000 Watts
Owned Panama City Bcstg. Co.
Address 323 West Beach Drive
Tel.: PO 3-1777 NBC-KBS
Representative Hollingbery
President Denver Brannen
General Manager R. B. Mann
Chief Engineer D. Priest

WPCF—Panama City—1949

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By Bay County Bcstg. Co.
Address 300 E. 15th St.
Tel.: Sunset 5-6176 ABC
Sta. Reps. Walker-Rawalt; Dora-Clayton
Pres., Gen. Sta. Mgr. E. L. Dukate
Program Director Robert Badger
Sales Prom., Publicity Dir. G. T. Dukate
Comm. Ch. Eng. Donnell Brookins

WTHR—Panama City—1957

Frequency: 1480 Kc. Power: 500 Watts. d.
Owned Regional Bcstg. Co.
Address P.O. Box 788
Tel.: Adams 4-2781 Independent
Representative Burn-Smith
Gen. Mgr. Harold E. King
Sta. Mgr. Rex Parnell
Chief Engineer Paul Demeree

WBOP—Pensacola—1956

Frequency: 980 Kc. Power: 500 Watts d.
Owned-Oper. By Tri-Cities Brcstg. Co.
Business Address 431 West Belmont

Tel.: HE 8-7543 Independent
Sta. Reps. National Time Sales; B. I. Ochs
President E. O. Roden
Gen. Sta. Mgr. Zane D. Roden
Comm. Prom. Mgr. John Hofen
Program, Publicity Dir. W. I. Dove
Chief Engineer George Tisdale

WBSR—Pensacola—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By WBSR, Inc.
Business Address P.O. Box 5668
Tel.: HE 2-6173 CBS
Representative Venard, Rintcul, McConnell
Pres., Gen. Mgr. Don J. Lynch
Comm. Mgr. Bo Mitchell
Program Director Jim Young
Chief Engineer Glenn Nichols

WCOA—Pensacola—1926

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By D'Arbe Radio, Inc.
Address Box 1669
Tel.: Glendale 6-5751 NBC
Representative Hollingbery
President Denver Brannen
Gen. Mgr. H. Lloyd
Chief Engineer Frank McKinney

WNVY—Pensacola—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned By Florida Radio Bcstg Corp.
Address 807 W. Garden St.
Tel.: Hemlock 3-5666 ABC
Sta. Representative Jack Masla
President, Gen. Mgr. Ronald C. Tuten
Comm. Sales Prom. Mgr. Geo. R. Bose
Program Director Thomas Smith
Publicity Director Andez Tuten
Chief Engineer Gene Pfalzner

WPFA—Pensacola—1954

Frequency: 790 Kc. Power: 1,000 Watts d.
Owned-Operated By Edwin H. Estes
Address 4151 N. Pace Blvd.
Tel.: HE 3-1141 KBS
President Edwin H. Estes
Program Director Marshall Bradley

WPRY—Perry—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Taylor County Bcstg. Co.
Address P. O. Box 67
Tel.: 540 KBS
Representative Continental Radio Sales
President Alpha B. Martin
Gen. Sta., Comm. Mgr. C. E. Roye
Program Director B. J. Roye
Chief Engineer W. H. McHargue

WPLA—Plant City—1949

Frequency: 910 Kc. Power: 1 Kw. d.
Owned-Operated By WPLA Bcstg. Co.
Address 1570 S. Collins St.
Tel.: 2-1551 KBS

Station Representative **Best**
 President **W. A. Smith**
 Gen. Mgr., Chief Eng. **George Friend**
 Comm. Mgr. **Al Berry**
 Program Director **Jack Rushing**
 Sales, Prom. Mgr. **Terry Nichols**
 Publicity Dir. **Joe Wilson**

WPOM—Pompano Beach—1958

Frequency: 1470 Kc. Power: 5000 Watts d.
 Owned By **Gold Coast Broadcasters, Inc.**
 Business Address **P.O. Box 1470**
 Tel.: LU 3-1470 **Independent**
 President **James C. Dean**
 General Sta. Mgr. **Chris McDonald**
 Chief Engineer **Les Follette**

WJOE—Port St. Joe—1956

Frequency: 1570 Kc. Power: 250 Watts, d.
 Owned By **National Radio of P. St. Joe**
 Address **P.O. Box GG**
 Tel.: Ball 7-2426 **Independent**
 Co. Managers. **Martin Begley, Jr.; R. D. Sidwell**

WCNH—Quincy—1948

Frequency: 1230 Kc. Power: 260 Watts
 Owned-Operated By **Big Ben Broad. Corp.**
 Address **P.O. Box 630**
 Tel.: MA 7-6700 **Independent**
 President, Gen. Mgr. **William S. Dodson**
 Station Mgr. **W. J. Taylor**
 Commercial Mgr. **Ken Harmon**
 Program Dir. **Guy Flanders**
 Chief Engineer **James Seaborn**

WHEW—Riviera Beach—1960

Frequency: 1690 Kc. Power: 1 Watts, d.
 Owned By **Public Service Bcstg.**
 Address **P.O. Box 2905, W. Palm Beach**
 Tel.: Overland 3-1600 **Independent**
 Owner, General Mgr. **Robert Hecksher**

WFOY—St. Augustine—1936

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By **Ponce de Leon Bcsting**
 Address **Fountain of Youth Gardens**
 Tel.: VA 9-3416 **CBS, KBS**
 Pres., Gen. Mgr. **John E. Bernhard, Jr.**
 Commercial Mgr. **Fred H. Schilling**
 Program Dir. **Mrs. Frank C. Walker**
 Sales Prom., Publicity Dir. **Mrs. Alberta Dillin**
 Chief Engineer **R. J. Sheppe**

WSTN—St. Augustine—1954

Frequency: 1420 Kc. Power: 1 Kw. d.
 Owned By **H. W. Critchlow**
 Address **900 Anastasia Blvd.**
 Tel.: VA 9-9094 **Independent**
 President, Gen. Mgr. **H. W. Critchlow**
 Commercial Mgr. **Bill Keating**
 Station Mgr. **Harry Critchlow**
 Program Dir. **John Gilbert**
 Sales Prom Mgr. **Paul Critchlow**
 Publicity Dir. **Anne Reid**
 Chief Engineer **W. V. Johnson**

WLCY—St. Petersburg—1939

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By **Rahall Enterprises**
 Address **11450 Gandy Blvd.**
 Tel.: HE 5-2131 **Independent**
 Representative **Weed**
 President **Joe Rahall**
 General, Sta. Mgr. **Sam G. Rahall**
 Sales Mgr. **Donald L. Jones**
 Sales Promotion Mgr. **Walter Kirkwood**
 Program Director **Marshall Clever**
 Publicity Director **Harry Wagner**
 Chief Engineer **Neil Spencer**
 OWNERS OF: WKAP, ALLENTOWN, PA.; WWNR,
 BECKLEY, W. VA.; WNAR, NORRISTOWN, PA.

WPIN—St. Petersburg—1950

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Oper. By **Fla. W. Coast Bcstrs., Inc**
 Business Address **28th St. N. at 62nd Ave.**
 Tel.: HEMlock 5-6161 **Independent**
 Representative **Walker-Rawalt**
 President **Dr. Charles Farrington**
 Gen. Comm. Mgr. **Arthur Mundorff**
 Program Director **James Carley**
 Chief Engineer **Bert Coyle**

WSUN—St. Petersburg—1927

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By **City of St. Petersburg**
 Business Address **Municipal Pier**
 Tel.: 5-4121 **ABC**
 Representative **Venard, Rintoul, McConnell**
 General Manager **Fred P. Shawn**
 Commercial Manager **Jack Weldon**
 Program Director **Bob Vaughn**
 Chief Engineer **William C. Coddin**

**WILZ—St. Petersburg Beach
1957**

Frequency: 1590 Kc. Power: 1 Kw. d.
 Owned **Holiday Isles Bcstg. Co.**
 Address **P. O. Box 6267**
 Tel.: 233-001 **Independent**
 Representative **Jack Masla**
 Vice Pres., Ch. Eng. **W. D. Mangold**
 Gen. Mgr., Prog. Dir. **Jack Faulkner**
 Commercial Manager **Ed Paro**

WIOD—Sanford—1956

Frequency: 1360 Kc. Power: 500 Watts
 Owned **Sanford Seminole Bcstg. Co.**
 Address **Box 679**
 Tel.: FA 2-5314 **Independent**
 Representative **Jack Masla**
 President **Joseph R. Hornstein**

WTRR—Sanford—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By **Radio Station WTRR**
 Business Address **Box 1541**
 Tel.: FA 2-6112 **KBS**
 General Manager **Myron A. Reck**
 Commercial Manager **Jack Weible**

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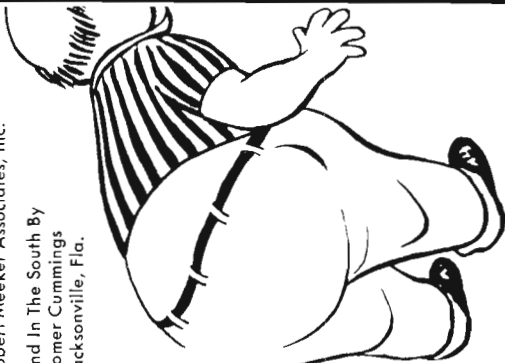
Incomes of \$341,921,000

Retail Sales \$290,452,000

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Homer Cummings
Jacksonville, Fla.



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WHLM
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WHOL
ALLENTOWN, PA.

REPRESENTED BY
PAUL H. RAYMER CO.

Chief Engineer.....James S. Williamson, Jr.

WKXY—Sarasota—1949

Frequency: 930 Kc....Power: 1 Watts d., 500 n.
Owned-Operated By.....Sarasota Bcstg. Co.
Address.....2500 Tenth St.
Tel.: RI 7-1151.....KBS
Sta. Representative.....Thomas Clark
President, Gen. Mgr.....A. G. Fernandez
Station Mgr.....Charles Fernandez
Chief Eng.....Robert L. Kohlmeier

WSPB—Sarasota—1939

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WSPB Bcstg. Co.
Business Address.....Box 1110, City Island
Tel.: FU 8-2121.....CBS
Sta. Representative.....Walker-Rawalt
V. P. Gen. Mgr.....Hamilton M. Woodle
Program Director.....David Hale
Publicity Director.....Charles Shaw
Chief Engineer.....G. W. McGougan

WYND—Sarasota—1959

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned By.....Gulf-Coast Bcstg Co., Inc.
Address.....3439 S. McIntosh Road
Tel.: RI 6-3647.....Independent
President, Gen. Mgr.....Kelsey L. Hutchinson

WJCM—Sebring—1950

Frequency: 960 Kc.....Power: 1 Kw.
Owned-Operated By...Progressive Publ. Co.
Business Add.....Assembly Pt. on Dinner Lake
Tel.: 5-1811.....KBS
Gen. Mgr.....A. J. Frank
Commercial Mgr.....Jack Hughes

WRGR—Starke—1957

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Radio Starke, Inc.
Business Address.....North Temple Ave.
Tel.: WO 4-5001.....KBS-MBS
Sta. Representative...Continental Radio Sales
President.....Murray C. Tillman
General Sta. Mgr.....Will Shawver
Program Director.....Chuck Dent

WSTU—Stuart—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Water Bcstg. Co.
Address.....Drawer 417
Tel.: Atlantic 7-2020.....MBS-KBS
Pres., Gen. Mgr.....Lester M. Combs
Commercial Mgr.....Jim Driscoll
Program Dir.....Rush Hughes
Chief Engineer.....Fred Chapman

WMEN—Tallahassee—1954

Frequency: 1330 Kc....Power: 5,000 Watts d.
Owned-Oper. By.....WMEN, Inc.
Address.....Hotel Floridan
Tel.: 3-2550.....KBS
Sta. Representative.....Bernard-Howard
President.....B. F. J. Timm
General Sta. Mgr.....Clayton Wilkie

Commercial Prom. Mgr.....Carl Swanbon
Program Dir.....Bill Adams
Chief Engineer.....Lyle Schuman

WRFB—Tallahassee—1959

Frequency: 1580 Kc....Power: 5000 Watts, d.
Owned By.....Emerson W. Browne
Address.....P.O. Box 3127
Tel.: 4-6818.....Independent
Pres., Chief Eng.....Emerson W. Browne
Commercial Mgr.....Jerry Conrad
Program Director.....George Roberts

WTAL—Tallahassee—1935

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAL, Inc.
Business Address.....Drawer "A"
Tel.: 2-1270.....MBS
Representative.....Meeker, Cummings
President.....Victor C. Diehm
General Mgr.....Arthur Deters
Commercial Mgr.....Bill Nichols
Program Director.....Ron Martin
Publicity Director.....Dave Mack
Chief Engineer.....Kenneth McNaron

WTNT—Tallahassee—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tallahassee Appli. Corp.
Business-Studio Address.....P.O. Box 1047
Tel.: 2-1450.....CBS
Representative.....Devney; Ayers
Pres., Gen. Mgr., Ch. Eng...Frank W. Hazelton

WALT—Tampa—1946

Frequency: 1110 Kc.....Power: 10 Kw. d.
Owned.....Tampa Broadcasting Co., Inc.
Address.....401 West Tyler Street
Tel.: 2-7921.....Independent
Sta. Representative.....Gill-Perna
General Manager.....Frank Knorr, Jr.
Station Manager.....George W. Fee
Program Director.....Bob Walters
Chief Engineer.....Paul Gossett

WDAE—Tampa—1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address.....Franklin at Washington
Tel.: 2-0404.....CBS
Representative.....Katz
President.....David E. Smiley
General Manager.....L. Spencer Mitchell
Chief Engineer.....William P. Moore

WFLA—Tampa—1924

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....905 Jackson St.
Tel.: 2-0131.....NBC
Newspaper Affiliation Tampa Tribune-Times
Representative.....John Blair
President.....John C. Council
General Manager.....George W. Harvey
Sta., Comm. Mgr.....John Alexander
Prog. Director.....Edward C. Walker

FLORIDA

Publicity Director.....Byron Taggart
Chief Engineer.....Joseph Mitchell

WHBO—Tampa—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Gateway Broadcasters, Inc.
Business Address.....P.O. Box 8145
Tel.: WE 5-3171.....Independent
Rep.....Charles Bernard
President.....John A. Boling
Gen. Mgr.....Bob A. Martin
Commercial Manager.....Bob Ross
Program Director.....Bonita Fishback
Chief Engineer.....Bill Polk

WSOL—Tampa—1947

Frequency: 1300 Kc.....Power: 5 Kw. d.
Owned By.....WPIT, Inc.
Address.....113 E. La Fayette St.
Tel.: 2-8024.....KBS
President.....John L. Laux
General Mgr.....Don Loset
Station Mgr.....Tom Underwood
Sales Prom. Mgr.....Frank McGlynn
Publicity Dir.....Nick Stemmler
Program Director.....Bill Beatty
Chief Engineer.....J. B. Tison

WTMP—Tampa—1954

Frequency: 1150 Kc.....Power: 5000 Watts d.
Owned:.....Rounsaville Radio Stations
Address.....Box 1101, Washington Blvd.
Tel.: 4-1109.....Independent
Sta. Reps.....Pearson; Dora Clayton
President, Gen. Mgr.....R. W. Rounsaville
Sta. Mgr.....Jack Everbach
Chief Engineer.....Warren Kauffman

WDCL—Tarpon Springs—1954

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Clearwater Bcstg. Corp.
Address.....Box 1558, Clearwater
Tel.: 37-157.....Independent
Newspaper Affil.....Democrat Times
President.....Hodding Carter
General, Comm. Mgr.....Ross Charles
Program Director.....Leo McDevitt
Sales Prom. Publicity Dir.....Fred Sample
Chief Engineer.....Ted Seaman

WRMF—Titusville—1957

Frequency: 1050 Kc.....Power: 500 Watts
Owned-Operated By.....WRMF, Inc.
Address.....Box 666
Tel.: Amheast 7-2141.....Independent
President.....Richard M. Fairbanks
Gen., Sta. Mgr.....Robert L. Bright
Sales Promotion Mgr.....W. H. Davis
Program Director.....Al Smith
Publicity Director.....John Dighton
Chief Engineer.....Fob Gettys

WNSM—Valparaiso—1958

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Bay Bcstg. Co.
Address.....Box 608
Tel.: Orange 1-3281.....Independent

General Mgr.....K. M. Richards
Chief Engineer.....E. C. Allmon

WAXE—Vero Beach—1954

Frequency: 1370 Kc.....Power: 1 Kw.
Owned By.....R. M. Chamberlin
Address.....P. O. Box 397
Tel.: Jordan 2-5405.....KBS
Sta. Representative.....Burn-Smith
Pres., Gen. Mgr., Ch. Eng.. R. M. Chamberlin
Comm. Sta. Mgr.....John Scheoniane
Program Dir.....Tom Fallin
Sales Prom. Mgr.....Madge Roemer
Publicity Dir.....Valerie Waites

WTTB—Vero Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Tropics, Inc.
Address.....1536 20th St.
Tel.: JORDAN 2-5454.....MBS
President.....Sen. Merrill P. Barber
Gen., Sta. Mgr.....William E. Turner
Comm. Publicity Dir.....Robert Henderson
Sales Prom. Mgr.....Richard Jackson
Chief Engineer.....Stanley E. Wood

WAUC—Wauchula—1958

Frequency: 1310 Kc.....Power: 500 Watts, d.
Owned By.....Hardee Bcstg. Co.
Address.....P.O. Box 936
Tel.: PProspect 3-4271.....KBS
President.....R. S. Taylor
Station Manager.....William F. Ferguson

WEAT—West Palm Beach 1948

Frequency: 850 Kc.....Power: 1 Kw.
Owned.....WEAT-TV Inc.
Address.....P. O. Box 70
Tel.: TE 3-9668.....NBC
President.....Rex Rand
V.P., Gen. Mgr.....Bertram Lebharr, Jr.
Chief Engineer.....J. Ross McPherson

WIRK—West Palm Beach 1947

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....711 S. Flagler Drive
Tel.: TE 3-1711.....MBS
Sta. Representative.....Jack Masla
Pres., Gen. Mgr.....Joseph S. Field, Jr.
Comm. Sales Prom. Mgr.....Rome J. Hartman
Program Director.....Fred A. Allen
Publicity Director.....William S. Gordon
Chief Engr.....William Heitzman

WJNO—West Palm Beach 1936

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WINO, Radio
Bus. Address.....1500 N. Flagler Dr., Box 189
Tel.: TE 2-3638.....CBS

FLORIDA-GEORGIA

Representative Meeker
 Gen., Comm. Mgr. H. V. McMillan
 Sales Prom. Mgr. Charles M. Curtin
 Chief Eng. Curtis Brinson

WOKB—Winter Garden—1958

Frequency: 1600 Kc. Power: 1 Kw.
 Owned By John B. Cook, Jr.
 Business Address P.O. Box 1308, Orlando
 Tel.: Olympic 6-3709 Independent
 Station Reps. Walker-Rawalt; Dora Clayton
 President John B. Cook, Jr.
 General Mgr. Edward T. Martin
 Chief Engineer Milton Sutton

WINT—Winter Haven—1958

Frequency: 1360 Kc. Power: 1 kw., d.

Owned By Winter Haven Bcstg. Co.
 Address P.O. Box 568
 Tel.: Cypress 3-5036 Independent
 Manager, Chief Eng. A. L. Fazzari
 Commercial Mgr. E. E. Sturgeon

WSIR—Winter Haven—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Hundred Lakes Bcstg.
 Address P.O. Box 633
 Tel.: CY 4-2144 MBS
 Representative Devney & Co.
 Pres., Gen. Mgr. Lawrence Rollins
 Commercial Manager Harry Carroll
 Program Director Richard Eyrich
 Chief Engineer L. Orden Craig

Pop.: 3,865,000
 Families: 1,050,000
 Radio Homes: 1,030,000

GEORGIA

TV Homes: 809,000
 AM Stas. in State: 130
 TV Stas. in State: 12

WAAG—Adel—1955

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By Cook County Bcstg. Co.
 Address P. O. Box 508
 Tel.: 8571 KBS
 President W. M. Forshee
 Gen., Sta. Mgr. Esther Shepherd
 Comm. Mgr., Prog. Dir. Don H. Wingate
 Chief Engineer E. R. Ridenour

WALB—Albany—1941

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Herald Publishing Co.
 Address N. Stuart Ave.
 Tel.: HE 5-8386 Independent
 Newspaper Affiliation Herald
 Representative Burn-Smith
 President James H. Gray
 Gen. Sta. Mgr. Raymond E. Carow
 Program Dir. Roger Mansfield
 Chief Engineer Bruce Singleton

WGPC—Albany—1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Albany Bcstg. Co.
 Business-Studio Address New Albany Hotel
 Tel.: HE 2-1277 CBS
 Representative George P. Hollingbery
 President J. W. Woodruff, Jr.
 V. P. & General Mgr. L. M. George
 Program Director Walter H. Flint
 Chief Engineer R. A. Carlton

WJAZ—Albany—1952

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Oper. By James S. Rivers, Inc.
 Address N. Slappey Drive
 Tel.: HE 2-7447 KBS
 Representative Thomas F. Clark
 President James S. Rivers
 Gen. Mgr. Richard B. Smith
 Chief Engineer R. Caldwell

WCQS—Alma—1957

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Queen City Bcstg. System
 Business Address P.O. Box 304
 Tel.: 4681 KBS
 President Farnell O'Quinn
 Gen. Sta. Mgr. Dane Bruce
 Comm. Sales Prom. Dir. Joyce Holton
 Program Director Denzil Mixon
 Ch. Engs. Mervin Hill & William Allnoch

WDEC—Americus—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By The Americus Bcstg. Co.
 Business-Studio Address Rembert Bldg.
 Tel.: 3681 KBS
 Representative Dora-Clayton, Indie Sales
 Pres., Gen. Mgr. Charles C. Smith
 Commercial Mgr. Paul Filben
 Chief Engineer Raymond C. LaPrade

WDOL—Athens—1957

Frequency: 1470 Kc. Power: 1 Kw. d.
 Owned S.E. Bcstg. System
 Address Box 429
 Tel.: LI 8-1354 KBS
 Sta. Representative Thomas Clark
 President James S. Rivers
 General Manager William B. Hill
 Sta. Publicity Dir. Jerome Keane
 Commercial Manager Comer Owens
 Chief Engineer M. D. Brown

WGAU—Athens—1938

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Clarke Bcstg. Corp.
 Address Bobbin Mill Rd.
 Tel.: LI 6-6575 CBS
 Representative Pearson

GEORGIA

President, Gen. Mgr. H. Randolph Holder
Comm. Mgr. J. Thomas Lloyd
Program Director Mary Bettes
Chief Engineer Les Brooks

WRFC—Athens—1948

Freq.: 960 Kc. Power: 5000 Wts. d., 500 n.
Owned-Operated By Radio Athens, Inc.
Business-Studio Add. 279½ N. Lumpkin St.
Tel.: LI 3-3411 Independent
Representative Bob Dore
Pres., Gen. Mgr. L. H. Christian
Comm., Sta. Mgr. Claude Williams, Jr.
Chief Engineer Lester Hall

WAKE—Atlanta—1955

Frequency: 1340 Kc. Power: 250 Watts
Owned By I. Herbert & B. Judis
Address Georgian Terrace Hotel
Tel.: TR 5-8511 Independent
Representative Adam Young
President Ira Herbert
General Manager Mrs. Jayne Swayne
Commercial Mgr. Jack M. Horowitz
Program Dir. John Gray
Sales Prom. Mgr. Martha Garstin
Publicity Dir. Georgia Steele
Chief Engineer Robert G. Appling
OWNERS OF: WYDE, BIRMINGHAM, ALA.; KCBQ,
SAN DIEGO, CALIF.; WOKY, MILWAUKEE, WISC.;
KYA, SAN FRANCISCO, CALIF.; WADO, NEW YORK,
N. Y.

WAOK—Atlanta—1954

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By Atlanta OK Bcstg. Co.
Business Address 70 Houston St., N.E.
Tel.: JA 5-1515 Independent
Representative McGavren
Pres., Comm. Mgr. Stan Raymond
Prog. Dir. Zenas Sears
Chief Engineer I. Miles

WERD—Atlanta—1948

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Operated By Radio Atlanta, Inc.
Studio Address 330 Auburn Ave., N.E.
Tel.: JA 4-0666 Independent
Representative Dora Clayton
General Manager J. B. Blayton, Jr.
Comm. Mgr. Albert H. Saddler

WGKA—Atlanta—1955

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By Glenkaren Associates, Inc.
Address 1140 Peachtree St., N.E.
Tel.: TR 6-8228 Independent
Representative Good Music Bcstrs.
President Locke E. Glenn
General Manager John P. Culver
Comm. Mgr. E. Lee Nance
Chief Engineer J. J. Killinsworth

WGST—Atlanta—1924

Frequency: 920 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned Bd. of Regents, Univ. Sys. of Ga.
Bus.-Studio Address Box 7254
Tel.: TR 5-8441 ABC

Sta. Representative Branham Co.
Gen., Sta. Manager Jack Collins
Commercial Mgr. Bill Estes
Prom., Publicity Dir. Peter Thomas
Ch. Eng. John M. Van Horn

WIIN—Atlanta—1949

Frequency: 970 Kc. Power: 5 Kw.
Owned-Operated By Arthur Long Assoc.
Address Atlanta Biltmore Arcade
Tel.: TR 5-8453 Independent
General Manager Dale S. Phares
Program Director Don Meyers
Chief Engineer M. Munford

WPLO—Atlanta—1937

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By Plough Brcstg. Co., Inc.
Address 805 Peachtree St., N. E.
Tel.: Trinity 2-5851 Independent
Sta. Representative Radio-TV Rep.
President Harold R. Krelstein
General Mgr. Claude H. Frazier
Commercial Mgr. Walter E. Moore
Program Director Les Hendrikson
Chief Engineer James D. Ellzey

WQXI—Atlanta—1948

Frequency: 790 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By Rounsaville of Atlanta, Inc.
Bus.-Studio Address 3165 Mathieson Dr.
Tel.: CE 3-2195 Independent
Station Rep. Gill-Perna, Inc.
Pres., Gen. Mgr. R. W. Rounsaville
V.P., Comm. Mgr. John Fulton
Station Manager Frank Erwin
Sales Prom. Mgr. Lee Smith
Program Dir. Joyce Monroe
Chief Engineer Elton B. Chick

WSB—Atlanta—1922

Frequency: 750 Kc. Power: 50,000 Watts
Owned-Oper. By Atlanta Newspapers, Inc.
Business Address 1601 W. Peachtree N.E.
Tel.: TRinity 5-7221 NBC
Newspaper Affiliation Journal, Constitution
Representative Edward Petry
Gen. Manager Frank Gaithe
Exec. Dir. J. Leonard Reinsch
Commercial Manager Lee Morris
Sales Promotion Manager Holt Gewinner
Prog. Dir. Elmo Ellis
Ch. Eng. R. H. Holbrook

WYZE—Atlanta—1956

Frequency: 1480 Kc. Power: 5 Kw. d.
Owned Atlanta Bcstg. Co., Inc.
Business Address 200 Henry Grady Bldg.
Tel.: JA 4-1953 MBS
Pres., Gen. Mgr. George C. Nicholson
Commercial Manager Maurie Rich
Chief Engineer Lawson Leake

WAUG—Augusta—1952

Frequency: 1050 Kc. Power: 1000 Watts d.

Owned.....Garden City Bcstg.
 Address.....Bon Air Hotel
 Tel.: REgent 3-4441.....Independent
 Sta. Rep.....Clarke Brown
 Gen. Mgr.....Geo. C. Nicholson
 Sta., Comm. Mgr.....J. Louie Solomon
 Chief Engineer.....J. C. Atkinson

WBBQ—Augusta—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Savannah Valley Bcstg. Inc.
 Address.....515 15th St.
 Tel.: PArk 4-5441.....MBS
 Representative.....Everett-McKinney, Inc., For Joe
 President.....George Weiss
 Gen., Sta., Comm. Mgr.....Edward H. Dunbar
 Program, Publicity Dir.....George Fisher
 Sales Prom. Mgr.....Patrick Mulherin
 Chief Engineer.....Kenneth Freeman

WBIA—Augusta—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Augusta Broadcasting Co.
 Address.....15-Eighth Street
 Tel.: PArk 4-2421.....NBC-KBS
 Sta. Representative.....Walker-Rawalt
 President, Gen. Mgr.....W. Ray Ringson
 Sta., Comm. Mgr.....J. R. Owens, Jr.
 Program Director.....Frank Doyle
 Chief Engineer.....C. M. Callicott

WGAC—Augusta—1940

Frequency: 580 Kc.....Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....The Twin States Bcstg. Co.
 Business-Studio Address.....664 Broad St.
 Tel.: PA 2-2692.....ABC
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....A. D. Willard, Jr.
 Comm. Prom. Mgr.....Douglas L. Alford
 Program Dir.....Ben Mayo
 Chief Engineer.....James E. Clegg

WRDW—Augusta—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned By.....Southeastern Newspapers, Inc.
 Business Address.....News Bldg.
 Tel.: TA 4-5432.....CBS
 Newspaper Affiliation.....Chronicle; Herald
 Representative.....Branham
 General Manager.....J. W. Hicks
 Sta., Comm. Mgr.....Cliff W. Bowers
 Program Director.....Paul T. Reidy
 Publicity Director.....Don Shepherd
 Chief Engineer.....Joseph P. Gill

**WAVO—Avondale Estates
 1958**

Frequency: 1420 Kc.....Power: 500 Watts
 Owned By.....Great Commission Gospel Assoc.
 Business Address.....P.O. Box 25
 Tel. DRake 8-8808.....Independent
 Pres., Gen. Mgr.....L. E. Latham
 Commercial Mgr.....Wayne Houser
 Program Dir.....H. King Elliott
 Chief Engineer.....J. Carl Meeks

WAZA—Bainbridge—1958

Frequency: 1360 Kc.....Power: 1000 Watts, d.
 Owned By.....Radio Bainbridge, Inc.
 Business Address.....108 E. Broughton St.
 Tel.: 838.....Independent
 Station Representative.....Dora-Clayton
 President.....J. W. Woodruff, Jr.
 General Mgr.....L. M. George
 Station Mgr.....Joe Hill
 Program Director.....Ray Read

WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kw.
 Owned-Operated By.....J. A. Dowdy
 Address.....Box 375
 Tel.: Cherry 6-1650.....KBS
 Representative.....Grant Webb
 Pres., Gen. Mgr.....John A. Dowdy
 Sta. Mgr., Ch. Engr.....Walter Freeman
 Commercial Manager.....Paul L. Brigham
 Sales Prom., Pub. Dir.....Doug Cutts
 Program Director.....Lewis F. Johnson

WHAB—Baxley—1954

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WHAB Radio, Inc.
 Address.....Box 265
 President.....Farnell O'Quinn
 General Mgr.....Dane Bruce
 Sta. Mgr., Chief Eng.....Max McKenzie
 Comm. Mgr.....Joan O'Quinn
 Program Director.....Chuck Taylor
 Publicity Director.....Ann Lee Lightsey

WWCC—Bremen—1957

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned By.....W. Georgia Bcstg. Co.
 Address.....111 Parkway Circle
 Tel.: LE 7-3275.....KBS
 President.....J. J. Manghan
 Gen., Sta. Mgr.....Tom W. Smith, Jr.
 Commercial Mgr.....Lee Williams
 Program Dir.....Blanche Mangham
 Sales Prom. Mgr.....Mrs. T. W. Smith, Jr.
 Publicity Dir.....Bill Brown
 Chief Engineer.....J. V. Schell, Jr.

WGIG—Brunswick—1949

Frequency: 1440 Kc.....Power: 5 Kw.
 Owned-Operated By.....Brunswick Bcstg. Corp.
 Business-Studio Address.....1514 Union St.
 Tel.: Amherst 5-3870.....ABC
 Sta., Gen. Mgr.....Hugh K. Tollison
 Comm. Mgr.....John Lane
 Ch. Eng.....Herman Lange

WMOG—Brunswick—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Brunswick Inc.
 Business Address.....Torras Causeway
 Tel.: AMherst 5-5980.....KES-MBS
 Sta. Representative.....James Aye's

GEORGIA

President, Gen. Mgr. Allen M. Woodall
Station Mgr. Tom Doughty
Commercial Mgr. Charles Bowen
Program Dir. Rex Dennon
Publicity Dir. John Vroman
Chief Engineer. Beth Kerchoff

WDMF—Buford—1956

Frequency: 1460 Kc. Power: 1 Kw.
Owned. Lanier Broadcasting Co.
Address. P.O. Box 307
Tel.: 3555 KBS
General Manager. John P. Strength, Jr.
Program Dir. Robert Thomas
Chief Engineer. Ernest Church

WGRA—Cairo—1950

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By. Grady Mitchell Bcstg. Co.
Address. P.O. Box 120
Tel.: 2-4392 KBS
Station Rep. Indie
Gen. Mgr. Lowell E. Takles
Chief Engineer. G. Strang

WCGA—Calhoun—1953

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By. Gordon Cty. Bcstg. Co.
Address. 315 S. Wall St.
Tel.: Main 9-2111 Independent
Pres., Gen. Mgr., Ch. Eng. R. R. Magill
Commercial Mgr. Richard M. Bowman
Program Dir. Buddy Grant
Sales Prom. Mgr. Mrs. R. R. Magill
Publicity Dir. James Bridges

WCLB—Camilla—1954

Frequency: 1220 Kc. Power: 1000 Watts
Owned. Capel Bcstg. Co.
Address. P. O. Box 147
Tel.: 2776 KBS
General Mgr. Russell A. Browne
Commercial Mgr. Charlie Browne
Chief Engineer. R. L. Cook

WCHK—Canton—1957

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned. Cherokee Bcstg. Co., Inc.
Business Address. Box 1290
Tel.: Greenwood 9-2101 Independent
Representative. Dixieland
President. Charles McClure
Sta. Mgr. Mike McDougald
Comm. Mgr. Bob Peterson
Program Director. Gene Mikell
Sales Prom. Mgr. Jack Turner
Publicity Director. Don McClellan
Chief Engineer. Carl Shaw

WLBB—Carrollton—1946

Frequency: 1100 Kc. Power: 250 Watts d.
Owned-Oper. By. Carroll Bcstg. Co., Inc.
Business-Studio Address. Bremen Road
Tel.: TE 2-7041 KBS
Representative. Indie Sales
Pres., Gen., Sta. Mgr. Thomas K. Vassy
Chief Engineer. James McKay

WBHF—Cartersville—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. W. R. Frier
Address. 250 W. West Ave.
Tel.: 1200 MBS-KBS
Newspaper Affiliation. Barton Herald
General Manager. W. R. Frier
Commercial Manager. Richard J. Sjoblom
Prog. Dir. Roland Brooks
Ch. Eng. Horace E. Bridges

WGAA—Cedartown—1941

Frequency: 1340 Kc. Power: 250 Watts
Owned. Polk County Bcstg. Co.
Address. P.O. Box 807
Tel.: 777 KBS
Representative. Dora-Clayton
Sta. Mgr. Frank Proctor

WCLA—Claxton—1958

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Oper. By. Evans County Bcstg. Co.
Business Address. P.O. Box 431
Tel.: 970 KBS
Representative. Harry J. Cannon
Pres., Ch. Engr. Howard C. Gilreath
Gen., Sta. Mgr. Lowell L. Register
Commercial Mgr. Don Sports
Program Director. Janice J. Register

WRWH—Cleveland—1959

Frequency: 1350 Kc. Power: 500 Watts
Owned By. Newsie, Inc.
Address. Box 181
Tel.: UN 5-3161 KBS
President. Clay Strange
General, Comm. Mgr. B. L. Williamson
Program Director. Charles Dennis
Chief Engineer. Robert Dennis

WCPK—College Park—1959

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned By. College Park Bcstg. Co., Inc.
Address. 126½ Main St.
Tel.: Poplar 6-2781 Independent
President, Gen. Mgr. Robert A. Corley
Commercial Mgr. Joan Rice
Station Manager. David P. McLain
Program Director. Hugh Coburn
Sales Prom. Mgr. Blanche Chatham
Publicity Director. Bill Yancy
Chief Engineer. Lloyd Perkins

WCLS—Columbus—1955

Frequency: 1580 Kc. Power: 1,000 Watts, d.
Owned-Oper. By. Muscogee Bcstg. Co.
Address. 1028½ Broadway
Tel.: FA 7-3648 Independent
Sta. Reps. Dora Clayton; Bernard Howard
Pres., Gen. Mgr. Charlie H. Parish, Jr.
Commercial Manager. Kent Woodfin

WOKS—Columbus—1959

Frequency: 1340 Kc. Power: 250 Watts
Owned By. OK Radio, Inc.

Address P.O. Box 374
 Tel.: CYpress 7-4515 Independent
 Sta. Representative John E. Pearson
 President Tathel Holley
 Commercial Mgr. John A. O'Shields
 Station Manager Mary O'Shields

WDAK—Columbus—1943

Freq.: 540 Kc....Power: 5000 Watts d. 500 n.
 Owned-Operated By...Radio Columbus, Inc.
 Business-Studio Address.....Martin Bldg.
 Tel.: FA 2-5447.....NBC
 Station Representative.....Headley Reed
 Pres., Gen. Mgr.....Allen M. Woodall
 Commercial Manager.....William Massie
 Nat. Sales Mgr.....Mrs. Louise Morris
 Sales Promotion Mgr.....James R. Bryant, Jr.
 Program Director.....Lamar Lynn
 Publicity Director.....Jimmy Deer
 Chief Engineer.....Max Harper

WGBA—Columbus—1947

Frequency: 1270 Kc....Power: 5000 Watts d.
 Owned-Oper. By.....WGBA, Inc.
 Address.....1415 Wynnton Road
 Tel.: FA 3-3603.....MBS
 Representative.....Bob Dore
 Pres., Gen. Mgr.....C. A. McClure
 Station Manager.....Carolyn Milstead
 Comm. Prom. Mgr.....Harry Harkins
 Prog. Dir.....W. L. Bowick Jr.
 Publicity Director.....R. H. Ruppel
 Chief Engineer.....F. Keith Brown

WRBL—Columbus—1928

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....Columbus Bdcstg. Co.
 Business-Studio Address.....1350-13th Ave.
 Tel.: FA 2-0601.....CBS
 Newspaper Affil.....Ledger & Enquirer
 Sta. Rep.....Hollingbery
 Pres., Gen. Mgr.....J. W. Woodruff Jr.
 Asst. Manager.....Glenn Siddall
 Station Manager.....Walter Graham
 Sales Prom. Mgr.....Eleanor Whitelaw
 Prog. Dir.....David Lea
 Chief Engineer.....Joseph Gamble

WJJC—Commerce—1957

Frequency: 1270 Kc.....Power: 1 Kw.
 Owned.....Jackson County Bcstg. Co.
 Address.....Box 239
 Tel.: FEderal 5-3155.....Independent
 Newspaper Affiliation.....Commerce News
 Sta. Representative.....Harry Cannon
 President.....Albert S. Hardy
 Gen., Comm. Mgr.....Grady Cooper
 Program Director.....Elizabeth Layton
 Publicity Director.....Frank Scharf, Jr.
 Chief Engineer.....Thomas Ashworth

WMJM—Cordele—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..Southeastern Bcstg. System

Business-Studio Address...20th Ave. & B St.
 Tel.: 666.....MBS-KBS
 Representative.....T. F. Clark
 President.....James S. Rivers
 General Mgr.....William E. Blizzard, Jr.
 Chief Engineer.....R. Caldwell

WCON—Cornelia—1953

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Habersham Bcstg. Co.
 Address.....1 Burrell St.
 Tel.: 1450.....Independent
 Representative.....Indie Sales, Inc.
 President.....Jack Bradley
 V. P. General Mgr.....Bill C. Massey
 Comm. Prom. Mgr.....Bobby Massey
 Program Director.....Beth Roberts
 Chief Engineer.....Boyd Anderson

WGFS—Covington—1953

Frequency: 1430 Kc....Power: 1000 Watts d.
 Owned.....R. William & Betty J. Hoffman
 Address.....P. O. Box 869
 Tel.: 2337.....KBS
 Representative.....Sears & Ayer
 Gen., Comm. Mgr.....Bill Hoffman
 Program Dir.....Joe Kenney
 Publicity Director.....Grier Stephenson
 Chief Engineer.....B. Hoffman

WBLJ—Dalton—1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Northern Ga. Radio
 Business Address.....River Bend Rd.
 Tel.: Broadway 8-3300.....MBS, KBS
 Pres., Gen. Mgr. Ch. Eng.....L. C. McCall
 Commercial Mgr.....Lester Smith

WRCD—Dalton—1954

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Whitefield Bcstg. Co.
 Address.....P.O. Box 140
 Tel.: Broadway 8-4511.....Independent
 General Manager.....Jim Honey
 Comm. Manager.....Ed Jordan
 Chief Engineer.....S. Willis

WDWD—Dawson—1948

Frequency: 990 Kc.....Power: 1000 Watts D.
 Owned-Operated By.....Dawson Bdcstg. Co.
 Address.....P.O. Box 390
 Tel.: Wyatt 5-5521.....KBS-MBS
 Representative.....Indie Sales
 General Manager.....W. C. Woodall, Jr.
 Program Director.....Barney Parnacott
 Chief Engineer.....Joe Stephens

WEAS—Decatur—1947

Frequency: 1010 Kc.....Power: 50 Kw. d.
 Owned.....WEAS, Inc.
 Business Address...217 W. Ponce de Leon Ave.
 Tel.: DR 3-2521.....Independent
 Representative.....Bernard Howard
 Station Manager.....Warren Roberts

GEORGIA

Commercial Manager.....Dewey May
Program Director.....Bob Prather
Chief Engineer.....Malcolm Moore

WDMG—Douglas—1947

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Operated By.....WDMG, Inc.
Address.....620 E. Ward St.
Tel.: Evergreen 4-3250.....Independent
Representative.....Dora-Clayton
President.....B. F. J. Timm
General Mgr.....Mary Jarrard
Comm. Mgr.....Roy L. Jones

WMLT—Dublin—1945

Frequency: 1330 Kc.....Power: 1 Kw.
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address.....P.O. Box 659
Tel.: Broad 2-4422.....MBS-KBS
President.....W. Newton Morris
General Mgr.....Frank Floyd Jr.
Chief Engineer.....T. Berliner

WXLI—Dublin—1958

Frequency: 1440 Kc.....Power: 1 kw., d.
Owned By.....Radio South, Inc.
Address.....P. O. Box 826
Tel.: Broad 2-4282.....Independent
President.....J. A. Boling
Comm., Chief Eng.....W. C. Courson

WTJH—East Point—1949

Frequency: 1260 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Radio WTJH
Address.....2146 Dodson Drive
Tel.: DI 4-2233.....KBS
President.....James S. Rivers
Sales Promotion Mgr.....Ray Kinnamon
Program Director.....Claude V. Jones
Publicity Director.....Elizabeth Hall
Chief Engineer.....William J. Hill III

WSGC—Elberton—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address.....Elberton
Tel.: Elberton.....KBS
Representative.....Continental
Manager.....Melvin C. Gorman

WBHB—Fitzgerald—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address.....Box 472
Tel.: 2077.....MBS-KBS
Representative.....Dora-Clayton
President.....Otto Griner
Gen. Mgr.....Paul E. Reid
Commercial Manager.....Tony Carter
Program Director.....Janet Willingham
Chief Engineer.....Mike Pelton

WFPM—Fort Valley—1951

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Address.....Atlantic Highway

Tel.: TA 5-5547.....KBS
Representative.....Indie Sales, Keystone
President.....E. J. Young
Gen. Sta. Mgr.....Harris H. Hafer
Program Director.....Fantroy Fore
Chief Engineer.....J. C. Shy

WDUN—Gainesville—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....N.E. Ga. Bcstg. Co.
Address.....1140 Thompson Bridge Rd.
Tel.: LE 4-7331.....Independent
Representative.....Thomas F. Clark
Pres., Gen. Manager.....John W. Jacobs, Jr.
Comm. Mgr.....Claire Palmour
Chief Engineer.....Gilmer Hulsey

WGGA—Gainesville—1941

Frequency: 550 Kc.....Power: 5 Kw. d.; 500 W. n.
Owned-Operated By.....Blue Ridge Bdcstg. Co.
Business Address.....Press-Radio Center
Tel.: LE 2-6211.....MBS-KBS
Newspaper Affil.....Daily Times
President.....Charles A. Smithgall
General Manager.....Robert Schwab
Commercial Manager.....James A. Hartley
Program Dir.....William A. Sellers
Publicity Director.....Ed Storie
Chief Engineer.....Wilbert Darracott

WLBA—Gainesville—1956

Frequency: 1580 Kc.....Power: 5 Kw., d.
Owned.....Hall County Bcstg. Co.
Business Address.....117½ W. Washington St.
Tel.: LE 2-6331.....Independent
Representative.....Dora-Clayton
Pres., Gen. Mgr.....Ernest H. Reynolds, Jr.
Comm., Sales Prom. Mgr.....Larry Lathem
Program Dir. Ch. Eng.....John H. Bennett

WHIE—Griffin—1952

Frequency: 1320 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Telerad, Inc.
Address.....Box 971
Tel.: 9451.....Independent
President, Gen. Mgr.....John T. Williams
Sta., Program Dir.....Fred L. Watkins
Publicity Dir.....Mrs. Genie Keene
Chief Engineer.....Ralph Gaskins

WKEU—Griffin—1934

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WKEU
Address.....Macon Rd.
Tel.: 5507.....MBS-KBS
General Mgr., Ch. Eng.....A. W. Marshall, Jr.

WKLY—Hartwell—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKLY Bcstg. Co.
Business Address.....P.O. Box 430
Tel.: FR 6-2233.....Independent
Newspaper Affil.....Hartwell Sun
Representative.....Harry J. Cannon
Pres., Gen. Mgr.....Max G. Plaender
Commercial Manager.....Burch Griffin

Program Director.....Ken Winchester
 Chief Engineer.....Broadus McLane

WCEH—Hawkinsville—1952

Frequency: 610 Kc.....Power: 500 Watts
 Owned.....Tri-County Bcstg. Co., Inc.
 Address.....Box 184
 Tel.: TW 3-3381.....KBS
 Station Representative.....Harry J. Cannon
 President.....D. R. Jackson
 Gen., Sta. Mgr.....J. D. Popwell
 Comm. Sales Prom. Mgr.....Rivers Jackson
 Program Director.....Odell Floyd
 Publicity Director.....Cleve Scovill
 Chief Engineer.....John Lancaster

WGML—Hinesville—1958

Frequency: 990 Kc.....Power: 250 Watts
 Owned By.....Liberty Bcstg. Co., Inc.
 Address.....Box 15
 Tel.: TR 6-3599.....KBS
 Sta. Representative.....Harry Cannon
 President.....Roscoe Denmark
 General Manager.....James H. Watson
 Chief Engineer.....David Harrison

WBGR—Jesup—1949

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Altamaha Bcstg. Co.
 Address.....P. O. Box 147
 Tel.: GA 7-2444.....KBS
 Representative.....Cannon
 President.....W. G. Thomas, Sr.
 Sta., Comm. Mgr.....Edward Lynch
 Prog. Dir.....Paul Elliot
 Chief Engineer.....Art Manning

WLFA—Lafayette—1954

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Radio Dixie, Inc.
 Business Address.....41-B N. Main St.
 Tel.: 4-7676.....KBS
 Representative.....Harry Cannon
 President.....J. A. Gallimore
 Gen., Sta. Mgr.....C. W. Gwyn
 Chief Engineer.....Charles M. Lowry Jr.

WLAG—La Grange—1941

Frequency: 1240 Kc. Power: 1 Watts d; 250 n.
 Owned-Operated By.....LaGrange Bdcstg. Co.
 Business Address.....WLAG Bldg.
 Tel.: TUXedo 2-3505.....MBS, KBS
 Newspaper Affil.....Daily News
 Sta. Representative.....Indie Sales
 President.....Roy C. Swank
 General Manager.....Edwin Mullinax
 Program Director.....Faye Scarbrough
 Chief Engineer.....James McKay

WTRP—LaGrange—1953

Frequency: 620 Kc.....Power: 1000 Watts
 Owned.....Chattahoochee Bcstg. Co., Ltd.
 Address.....Hammett Bldg.
 Tel.: Tuxedo 4-9879.....Independent
 Sta. Representative.....Devney Inc.
 President, Gen. Mgr.....Byron H. Hurst

Sta. Mgr., Publicity Dir.....Frank E. Hurst
 Comm. Prom. Mgr.....Julian P. Hurst
 Program Director.....Matha Anderson
 Chief Engineer.....Ray L. Relihan

WBBT—Lyons—1959

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Collins Corp.
 Address.....P.O. Box 389
 Tel.: 2321.....Independent
 President.....R. L. Tollison
 Exec. V.P.....Hugh Tollison
 Station Mgr.....Jack Lenz
 Commercial Mgr.....Ted Kirby
 Prom. Director.....L. Lane
 Chief Engineer.....C. Tankersley

WBML—Macon—1940

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Middle Georgia Bdcstg. Co.
 Business Address.....230 Second St.
 Tel.: Sherwood 3-5454.....Independent
 Representative.....Forjoe
 President.....C. R. Rader
 Gen. Sta. Mgr.....George W. Patton
 Program Director.....Don King
 Chief Engineer.....C. L. Wilder

WCRY—Macon—1957

Frequency: 900 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Bill Keller
 Address.....P.O. Box 490
 Tel.: SHERwood 3-9348.....Independent
 Sta. Representative.....Bernard Howard
 President.....William H. Keller
 Gen. Sta. Mgr.....Robert V. Rogers
 Chief Engineer.....Bill Keller

WIBB—Macon—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Peach State Bcstg. Co., Inc.
 Business Address.....Professional Bldg.
 Tel.: SHERwood 2-2505.....Independent
 Sta. Reps.....Bernard Howard, Dora-Clayton
 Pres., Gen. Mgr.....Thomas H. Maxwell
 Commercial Manager.....Donald C. Frost

WMAZ—Macon—1922

Freq.: 940 Kc. Power: 50,000 Wts. d., 10,000 n.
 Owned-Oper. By.....Southeastern Bcstg. Co.
 Address.....Bankers Insurance Bldg.
 Tel.: SHERwood 2-7373.....CBS
 Representative.....Avery-Knodel
 Pres., Ch. Engr.....George P. Rankin, Jr.
 General Manager.....Wilton E. Cobb
 Commercial Mgr.....Frank Crowther
 Sales Prom., Pub. Dir.....Joe Andrews
 Tech. Dir.....James D. Lawhon

WNEX—Macon—1945

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Macon Bcstg. Co.
 Business-Studio Address.....2254 Rogers Place
 Tel.: SH 5-3301.....Independent
 Newspaper Affil.....Macon Telegraph Pub. Co.
 Representative.....Bramham
 President.....E. M. Lowe

GEORGIA

Gen., Sta. Mgr. Alfred Lowe
Program Director. Charlie Stewart
Sales Prom. Mgr. Ken Lowe
Ch. Eng. E. Farber

WYTH—Madison—1955

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By. Central Ga. Bcstg. Co.
Business Address. Beacon Heights; Box 29
Tel.: 761. KBS
President, Gen. Mgr. James F. Small
Station Manager. Annie Lee Small
Program Director. James Biggers
Chief Engineer. Charles Cunningham

WFDR—Manchester—1957

Frequency: 1370 Kc. Power: 1 Kw. d.
Owned. Radio Manchester, Inc.
Address. Box 447
Tel.: TH 6-2490. KBS
President. Elmer Loftin
General, Sta. Mgr. Jack Whitehorn
Comm. Prom. Mgr. William Jarrell
Program Director. Charlene Livingston
Publicity Director. Fred McCurdy
Chief Engineer. J. C. Loftin

WBIE—Marietta—1955

Frequency: 1050 Kc. Power: 500 Watts
Owned-Oper. By. Marietta Bcstg. Co.
Address. Box 91
Tel.: 8-0469. KBS
Gen. Mgr., Chief Eng. James Wilder
Program Dir. Don Kordecki
Commercial Manager. Dudley D. McCaskill

WFOM—Marietta—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Woofum, Inc.
Address. Box 131
Tel.: 8-3396. Independent
President, Gen. Mgr. Albert L. Jones
Program Director. Gerow Carr
Chief Engineer. Jean Ludwick

WDAX—McRae—1957

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned. Radio Telfair, Inc.
Address. McRae, Ga.
Tel.: 6006. KBS
Sta. Representative. James Ayers
President, Gen. Mgr. Allen M. Woodall
Station Mgr. G. Ed Snyder
Commercial Manager. John Hulett
Program Dir. Lucy C. Jacobs

WMVG—Milledgeville—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Michael T. Landy
Address. 701 S. Jefferson St.
Tel.: GL 2-2250. MBS-KBS
Representative. Harry Cannon
President. Michael T. Landy
Sta. Mgr., Ch. Engr. Joseph S. Boone

WGSR—Millen—1958

Frequency: 1570 Kc. Power: 250 Watts
Owned By. Jenkins Broadcasting Sys.
Business Address. P.O. Box 773
Tel.: 1080. KBS
President. W. Herbert Brannen
Gen. Comm. Mgr., Ch. Eng. Jack V. LoPresti

WMRE—Monroe—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned. Walton Bcstg. Co.
Address. Box 191
Tel.: 8-1711. KBS
Pres., Gen. Mgr. Warren G. Gilpin
Station Manager. Derral Morris

WMGA—Moultrie—1939

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. WMGA
Business Address. Box 310
Tel.: YU 5-1400. ABC-KBS
Representative. James S. Ayers
Gen. Mgr. John F. Pidcock
Sta., Comm. Mgr. Roy F. Zess
Program Director. Everett Griner
Chief Engineer. Louis Muller

WMTM—Moultrie—1953

Frequency: 1300 Kc. Power: 5 Kw. d.
Owned-Oper. By. Colquitt Bcstg. Co.
Address. P. O. Box 531
Tel.: YU 5-4517. Independent
Representative. T. F. Clark
President. N. B. Mills
Sta. Mgr., Chief Engr. D. J. Turner

WCOH—Newnan—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Newnan Bcstg. Co.
Address. Line Street
Tel.: Alpine 3-4636. MBS
Representative. Ochs
Pres., Gen. Mgr. James O. Hardin, Jr.
Comm., Sales Prom. Mgr. J. T. Williams, Jr.
Chief Engineer. Harold Ward

WBBN—Perry—1956

Frequency: 980 Kc. Power: 500 Watts d.
Owned. Gateway Broadcasting Co.
Address. Highway 41 South
Tel.: GA 9-2980. KBS
Representative. Thomas F. Clark
Gen., Sta., Comm. Mgr. Al H. Evans
Program Director. Jim Lee
Publicly Director. Lyndol C. Evans
Chief Engineer. Marvin D. Strickland

WSFB—Quitman—1955

Frequency: 1490 Kc. Power: 250 Watts
Owned. Quitman Broadcasting Co.
Address. P. O. Box 632
Tel.: 2681. KBS
Gen. Sta. Mgr., Ch. Eng. Emerson W. Browne
Program Director. Margle Bowman

WPLK—Rockmart—1959

Frequency: 1220 Kc. Power: 250 Watts
 Owned By: Georgia Radio Inc.
 Address: American Legion Hill
 Tel.: Rockmart 3202. Independent
 Sta. Representative: Weed
 President, Ch. Eng.: L. E. Gradick
 General Manager: John P. Frew
 Program Director: Jim McRee
 Publicity Director: Bob Liles

WLAQ—Rome—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By: Mitchell Melof
 Address: Box 228
 Tel.: 7767. ABC
 President: Mitchell Melof
 General Manager: Don Mitchell
 Chief Engineer: Fred Sheehan

WRGA—Rome—1929

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By: Rome Bcstg. Corp.
 Business Address: P.O. Box 1187
 Tel.: 9742. MBS, KBS
 Newspaper Affil.: Gainesville Daily Times
 Representative: Walker-Rawalt
 Pres., Gen. Mgr.: Mather Payne
 Secretary-Treasurer: Charles Smithgall
 Station Manager: Clarence Salmon
 Commercial Manager: Ben Lucas
 Sales Promotion Mgr.: Rube Jackson
 Program Director: Jim Roberts
 Publicity Director: Lee Mowry
 Chief Engineer: R. A. Starr

WROM—Rome—1946

Frequency: 710 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Coosa Valley Radio Co.
 Address: Dempsey-Covington Bldg.
 Tel.: 2-0833. Independent
 Sta. Representative: Devney
 General Comm. Mgr.: Charles E. Doss
 Program Dir.: Barbara Austin
 Chief Engineer: T. H. Robertson

WRIP—Rossville—1958

Frequency: 980 Kc. Power: 500 Watts
 Owned By: Southern Broadcasting
 Address: Box 438
 Tel.: WYman 8-3346. Independent
 President: I. Jay Sadow
 Chief Engineer: John Andrews

WSNT—Sandersville—1956

Frequency: 1490 Kc. Power: 250 Watts
 Owned: Washington Bcstg. Co., Inc.
 Business Address: Box 150
 Tel.: 2583. KBS
 Representative: Dixieland, Indie
 President: Herschel L. Webster
 Gen. Mgr.: John C. Foster
 Station Manager: Robert A. Kilgore
 Program Director: Mrs. Iola J. Daniel
 Publicity Director: Frank M. Roughton
 Chief Engineer: John L. Cooper

WCCP—Savannah—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Dixieland Bcstg. Co.
 Bus.-Studio Address: Georgia State Bank Bldg.
 Tel.: AD 2-4182. MBS
 Representative: Walker-Rawalt
 Pres., Gen. Mgr.: Carter C. Peterson
 Sta., Comm. Mgr.: Weldon Herring
 Chief Engineer: Max Harper

WSOK—Savannah—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Fisher Bcstg. Co.
 Bus. Address: 219 S. Charlton St.
 Tel.: ADams 3-0478. ABC, KBS
 Sta. Reps.: Walker-Rawalt; Dora Clayton
 President: Albert T. Fisher, Jr.
 General Mgr.: J. B. Winstead

WJIV—Savannah—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By: WJIV, Inc.
 Business Address: 128 W. Taylor St.; Box 737
 Tel.: AD 4-7264. Independent
 Representative: Bernard Howard
 President: Marie B. Rivers
 General. Sta. Mgr.: James L. Woods
 Comm., Prom. Mgr.: Abram Eisenman
 Chief Engineer: Michael F. J. Warth

WSAV—Savannah—1939

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: WSAV, Inc.
 Address: East Victory Drive
 Tel.: AD 6-0303. NBC
 Representative: Eastman; Ayers
 Pres., Gen. Mgr.: Harben Daniel
 Comm. Mgr.: Robert Ward
 Exec. V. P.: Charle E. Bell
 Opera. Mgr.: M. E. Thompson
 Program Dir.: Burl Womack
 Publicity Director: Mrs. Shirley Slater
 Chief Engineer: Byron Strong

WSCA—Savannah—1956

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Coastal Bcstg. Inc.
 Business-Studio Address: 409 E. Liberty St.
 Tel.: AD 3-8807. Independent
 Representative: George P. Hollingbery
 Pres., Gen. Mgr.: Donald K. Jones
 Comm., Prom. Mgr.: John M. Williamson
 Program Director: Chuck Rawlinson
 Publicity Director: Susan Perry
 Chief Engineer: Edward Richardson

WTOC—Savannah—1929

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By: Savannah Bcstg. Co.
 Business-Studio Address: 516 Abercorn St.
 Tel.: AD 2-0127. CBS
 Representative: Avery-Knodel
 Pres., Gen. Mgr.: William T. Knight, Jr.
 Commercial Manager: Ben Williams
 Program Director: Dwight J. Bruce

GEORGIA

Sls. Prom. Mgr., Pub. Dir. . . . Frank S. Bryson, Jr.
Chief Engineer Kyle E. Goodman

WWNS—Statesboro—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By WWNS, Inc.
Address East Oliff St.
Tel.: PO 4-5446 KBS
Sta. Reps. Keystone; Harry J. Cannon
P.es., Gen. Mgr. Donald McDowgald
Chief Engineer John Carlisle

WGTA—Summerville—1950

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By Tri-State Bcstg. Co.
Business Address Box 200
Tel.: 295-6 Independent
Sta. Representative Bernard Howard
General Manager William B. Farrar
Program Director Rogers Allison
Chief Engineer James S. Stowers

WJAT—Swainsboro—1950

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By WJAT, Inc.
Address Covena Rd., Box 371
Tel.: Belmont 7-2011 Independent
Sta. Representative Gene Bolles
President, Gen. Mgr. James R. Denny
Comm. Sta. Mgr. John J. Bailes
Program Dir. Mrs. Doris M. Lewis
Sales Prom., Publicity Dir. Chuck Goddard
Chief Engineer John H. All, Jr.

WSYL—Sylvania—1955

Frequency: 1490 Kc. Power: 250 Watts
Owned By Sylvania Bcstg. Sys.
Tel.: LO 4-6601 KBS
Gen., Sta. Mgr. Edwin H. Bass
Sales Prom. Mgr. Mildred E. Bass
Program Director Shirley Scott

WSFT—Thomasston—1947

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By Thomaston Bcstg. Co.
Address P.O. Box 689
Tel.: Midway 7-5421 KBS
Representative Dora-Clayton
Gen. Mgr. S. J. Carswell
Sta. Mgr., Prog. Dir. Bill Heule
Comm. Mgr. Claude Thamer
Chief Eng. Walt MacTammany

WKTG—Thomasville—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Radio WKTG
Address P. O. Box 358
Tel.: CA 6-5343 Independent
Representative Thomas F. Clark
President James Rivers
Gen. Mgr. Jack Rathbun

WPAX—Thomasville—1934

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By H. Wimpy

Address P.O. Box 229
Tel.: Canal 6-4110 Independent
Owner H. Wimpy
Commercial Manager Al Feinberg

WTWA—Thomson—1948

Frequency: 1240 Kc. Power: 250 Watts d.
Owned-Oper. By Hickory Hill Bcstg. Co., Inc.
Business Address 127 Journal St.
Tel.: 141 MBS-KBS
Newspaper Affiliation McDuffie Progress
Pres., Gen. Mgr. Frank F. Hash
Station Mgr., Chief Eng. Gene D. Hardin
Commercial Mgr. H. E. Buffington, Jr.

WTIF—Tifton—1957

Frequency: 1340 Kc. Power: 250 Watts
Owned By WTIF, Inc.
Address P. O. Box 260
Tel.: 2400 Independent
Station Rep. Dora-Clayton
Pres., Gen. Mgr. C. N. Todd
Program Dir. Carl Wendell
Chief Engineer H. C. Clark, Jr.

WWGS—Tifton—1946

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By Tifton Bcstg. Corp.
Address 800 S. Main St.
Tel.: 1430 KBS
Representative Thomas F. Clark
Pres., Gen. Mgr. Ralph N. Edwards
Station Mgr. W. E. Sides
Comm. Mgr. Evelyn K. Edwards
Sales Prom. Mgr. Frank Raley
Publicity Dir. Jack Chambers
Chief Engineer Eugene Payne

WLET—Toccoa—1941

Frequency: 1420 Kc. Power: 5000 Watts d.
Owned By R. G. & E. Letourneau, V. E. Craig
Address 423 Prather Bridge Rd.
Tel.: TU 6-2191 KBS
Sta. Representative Thomas F. Clark
Station Manager Virgle E. Craig
Commercial Manager Gene Bollinger
Chief Engineer C. H. Sutton

WNEG—Toccoa—1956

Frequency: 1320 Kc. Power: 1 Kw.
Owned Stephens County Bcstg. Co.
Address 108 E. Savannah St.
Tel.: TU 6-3131 Independent
Pres., Gen. Mgr. Charles H. Gaines
Sta., Comm. Mgr. Roy E. Gaines
Program Director Jim Marquardt
Publicity Director Betty Faye Stowe
Chief Engineer Thomas Shockley

WGAF—Valdosta—1951

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By Valdosta Bcstg. Co.
Address 116 W. Hill Ave.
Tel.: Cherry 2-5520 Independent

Rep..... John E. Pearson
 President..... George B. Cook
 Program Dir..... Willard Belote
 Chief Engineer..... E. W. Green

WGOV—Valdosta—1940

Frequency: 950 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. Georgia-Florida Radio & TV Co.
 Bus. Address. Quitman Highway; Box 1182
 Tel.: CH 2-4513..... MBS
 Representative. Bernard Howard; Dora-Clayton
 President, Sta. Mgr..... W. H. Keller, Jr.
 Commercial Manager..... Mrs. A. B. Smith
 Chief Engineer..... Irvin F. Key

WJEM—Valdosta—1955

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Lowndes County Brdcasters
 Address..... Hwy. 84, Box 368
 Tel.: CH 2-1565..... KBS
 Representative..... Dixieland
 President..... J. E. Massey, Jr.
 General, Sta. Mgr..... J. C. Johnson
 Program Dir..... Bob Wickus
 Chief Engineer..... C. A. Christensen

WVLD—Valdosta—1959

Frequency: 1450 Kc. Power: 250 Watts
 Owned By..... Radio Station WVLD
 Address..... P.O. Box 1281
 Tel.: Cherry 2-4821..... Independent
 President..... Norman O. Protsman
 General, Sta. Mgr..... Willard Belote
 Program Director..... Grace D. Belote
 Comm., Prom. Mgr..... Bryant Lane
 Chief Engineer..... Ernest Green

WVOP—Vidalia—1946

Frequency: 970 Kc. Power: 5 Kw., d.
 Owned-Operated By..... Vidalia Bcstg. Co.
 Address..... Box 391
 Tel.: 3029..... KBS
 Sta. Reps..... Continental; Harry J. Cannon
 Pres., Gen., Sta. Mgr..... Howard C. Gilreath
 Commercial Manager..... Fred Tippett
 Program Director..... Mrs. Dobbie Thompson
 Sales Prom. Mgr..... Bon Goode
 Publicity, Ch. Eng..... Les Pitts

**WRPB—Warner Robbins
 1954**

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Oper. Warner Robbins Bcstg. Co., Inc.
 Business Address..... Box 727
 Tel.: Walker 3-4261..... Independent
 Rep..... Cont. Radio Sales
 Pres., Ch. Engr..... Edgar M. Nobles
 Commercial Manager..... Charles G. Hill, Jr.

WKLE—Washington—1955

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By..... Radio Station WKLE
 Address..... P.O. Box 158
 Tel.: Osborn 8-2125..... Independent
 Pres., Owner..... Max G. Pfander
 Commercial Manager..... Burch Griffin

WACL—Waycross—1951

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... Teletronics Inc.
 Business Address..... P.O. Box 858
 Tel.: Atlas 3-4660..... Independent
 Representative..... Thomas Clark
 President..... James S. Rivers
 General Manager..... James S. Rivers, Jr.
 Commercial Manager..... M. L. Dixon
 Program Director..... Mrs. June Smith
 Chief Engineer..... L. E. McKinney

WAYX—Waycross—1936

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Radio WAYX, Inc.
 Business-Studio Address..... 1600 Carswell Ave.
 Tel.: AT 3-7100..... MBS, KBS
 Newspaper Affil. Waycross Journal American
 Representative..... Hal Holman
 Gen. Mgr..... Ed. L. Von Nordeck
 Commercial Manager..... Frank Walton
 Prog. Dir..... R. Williamson
 Chief Eng..... Milt Lovus

WBRO—Waynesboro—1954

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned..... Radio WBRO
 Address..... Box 151
 Tel.: 2139..... KBS
 President..... Frank Graham
 Comm. Mgr..... J. Kennon McNutt
 Chief Engineer..... J. Clegg

WBMK—West Point—1958

Frequency: 1310 Kc. Power: 1000 Watts
 Owned By..... Radio Valley, Inc.
 Address..... 4th Avenue
 Tel.: 5-2453..... KBS
 President..... J. Dige Bishop
 Gen., Sta. Mgr..... Jim Murphy
 Program Dir..... Bill Scott
 Publicity Dir..... Virginia Smith
 Chief Engineer..... Albert Stancil

WRLD—West Point—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Miles H. Ferguson
 Business Address..... 57 N. Cherry Dr., Lanett, Ala.
 Tel.: 2-2771..... Independent
 Sta. Representative..... Thomas F. Clark
 General, Comm. Mgr..... W. L. Rowland, S.
 Program, Publicity Dir..... Aileen Love
 Chief Engineer..... Clarence White

WIMO—Winder—1952

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Winder-Monroe Bcstg.
 Business Address..... P. O. Box 526
 Tel.: 4831..... KBS
 Representative..... Hil F. Best
 President..... W. C. Woodall, Jr.
 Gen., Comm., Sta., Sls. Mgr..... C. H. Grider
 Chief Engineer..... D. E. Stafford

Pop.: 575,000
 Families: 153,000
 Radio Homes: 132,500

HAWAII

TV Homes: 110,500
 AM Stas. in State: 15
 TV Stas. in State: 4

KHBC—Hilo—1936

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By: Honolulu Star Bulletin
 Address: P. O. Box 581
 Newspaper Affiliation: Honolulu Star Bulletin
 Representative: Peters, Griffin, Woodward, Inc.
 President: J. Howard Worrall
 General Mgr.: Frank Warren
 Chief Engineer: Dan Hunter

KIMO—Hilo—1951

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By: James E. Jaeger
 Address: Nanilca Hotel
 Tel.: Hilo 4-372
 Station Representative: Young
 President, Ch. Eng.: James Jaeger
 General Manager: M.s. Lillian Cunningham

KIPA—Hilo—1947

Frequency: 1110 Kc. Power: 1,000 Watts
 Owned-Oper. By: Big Island Bcstg. Co., Ltd.
 Business-Studio Address: P. O. Box 1602
 Tel.: 40225
 MBS

Representative: Hollingbery
 Pres., Gen. Mgr.: A. Harper Pollock
 Chief Engineer: R. W. Jaderstrom

KAIM—Honolulu—1956

Frequency: 870 Kc. Power: 1 Kw.
 Owned: Christian Bcstg. Assoc.
 Address: 1148 12th Avenue
 Tel.: 7-1985
 President: Robert C. Loveless
 Gen. Mgr.: Cornelius Keur

KGMB—Honolulu—1930

Frequency: 590 Kc. Power: 5000 Watts
 Owned By: Honolulu Star Bulletin
 Address: 1534 Kapiolani Blvd.
 Tel.: 9-2011
 Newspaper Affiliation: Star-Bulletin
 Representative: Peters, Griffin, Woodward, Inc.
 President: Arthur L. Wood
 General Manager: M. Franklyn Warren
 Commercial Mgr.: Charles C. Crockett
 Prom. Publicity Dir.: Colleen Ling
 Chief Engineer: Ronald T. Miyahira

KPOA RADIO

DOMINATES!



ALL OF HAWAII with
10,000 WATTS

AT 650 ON THE DIAL

AUTHENTIC NEWS COVERAGE
 FAMILY PROGRAMMING
 OUTSTANDING EXPERIENCED AIR SALESMEN
 CREATIVE SELLING COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founder's groups of Stations including KPOA, Honolulu; WFBL, Syracuse, New York; WSMB New Orleans, Louisiana

KGU—Honolulu—1922

Frequency: 760 Kc. Power: 10,000 Watts
 Owned-Operated By . . . Advertiser Pub. Co., Ltd.
 Address Advertisers Bldg.
 Tel.: 5-2977 NBC
 Representative NBC Spot Sales
 Newspaper Affil. Advertiser
 President Lorrin P. Thurston
 General Mgr. William O. Paine
 Comm. Mgr. George C. Mansfield
 Chief Engineer T. Shigetani

KHVH—Honolulu—1957

Frequency: 1040 Kc. Power: 5 Kw.
 Owned-Oper. By . . . Kaiser Hawaiian Vil. Radio
 Business Address 1290 Ala Moana Blvd.
 Tel.: 5-3991 Independent
 Station Representative Adam Young
 President Henry J. Kaiser, Sr.
 General Sta. Mgr. Richard C. Block
 Program Director William H. Conell
 Sales Prom., Publicity Dir. Lynn Morrow
 Chief Engineer Dan O. Hunter

KIKI—Honolulu—1951

Frequency: 830 Kc. Power: 250 Watts
 Owned-Oper. By KIKI, Ltd.
 Address 320 Ward Ave.
 Tel.: 6-3456 Independent
 Sta. Representative Meeker Co.
 Pres., Chief Eng. Royal V. Howard
 Gen., Sta. Mgr. Angelo J. Rossi

KPOA—Honolulu—1946

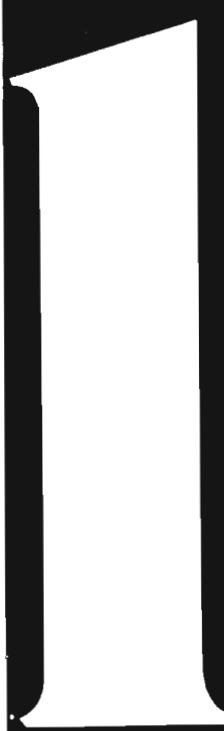
Frequency: 530 Kc. Power: 10,000 Watts
 Owned-Operated By Founders Corp.
 Business Address 575 Kamoku St.
 Tel.: 9-5236 MBS
 Representative George P. Hollingbery
 President J. M. Shaheen
 Chief Engineer Bob Lang

KPOI—Honolulu—1946

Frequency: 1380 Kc. Power: 5,000 Watts
 Owned-Oper. By . . . KPOI Broadcasters Co., Inc.
 Business Address 1701 Ala Wai Blvd.
 Tel.: 995-395 Independent
 Sta. Representative Masla
 President H. G. Fearnhead
 General, Sta. Mgr. Fin Hollinger
 Commercial Mgr. Ray Gallagher
 Program Dir. Ron Jacobs
 Chief Engineer Frank Fitch


KULA—Honolulu—1947

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Operated By . . . Burnett Bcstg. Co., Inc.
 Business Address P.O. Box 1479
 Tel.: 6-3666 Independent
 Station Representative McGavren
 General Manager Jack A. Burnett
 Station Manager John DeMarco
 Commercial Manager Charles Powers
 Chief Engineer R. T. Miyahira



st
ALL DAY
ALL NIGHT

HOOPER
PULSE



K-poi
 The Aloha Station in the Aloha State

HAWAII-IDAHO

KANI—Kailua, Oahu—1953

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Windward Bcstg. Co., Ltd.
 Address...P.O. Box 697, Oahu
 Tel.: 24-2576 Independent
 President...Merril K. Riley
 Manager...Don Carter

KTOH—Lihue, Kauai—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...Garden Island Publ., Ltd.
 Address...Box 1748
 Tel.: LI 2061 NBC
 General Mgr...Charles J. Fern
 Station Mgr...Tadashi Eto
 Chief Engineer...K. Nose

KMVI—Wailuku-Maui—1947

Frequency: 550 Kc. Power: 1000 Watts

Owned-Oper. By...Maui Publ. Co., Ltd.
 Business Address...Box 374
 Tel.: 33-981 NBC
 Newspaper Affil...Maui News
 Representative...Thomas A. Clarke
 President...J. Walter Cameron
 General Manager...Ezra J. Crane
 Sta., Asst. Gen. Mgr...Richard E. Mawson
 Chief Engineer...Spencer Shiraishi

KAHU—Waipahu—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By...Rural Bcstg. Co., Ltd.
 Business Address...P. O. Box 1007
 Tel.: 27-3121 Honolulu Independent
 Station Representative...Pearson
 President...Dr. Timothy Wee
 General Manager...Harry En Chu
 Program Director...John Livingston
 Chief Engineer...Robert Pearson

Pop.: 774,000
 Families: 210,000
 Radio Homes: 203,000

IDAHO

TV Homes: 157,000
 AM Stas. in State: 34
 TV Stas. in State: 5

KBLI—Blackfoot—1951

Frequency: 690 Kc. Power: 1 Kw.
 Owned-Oper. By...KBLI, Inc.
 Address...Box 192
 Tel.: Sunset 5-1400 Independent
 Station Representative...Forjoe
 President...Howard Johnson
 Prog. Dir...Bruce Allen
 Commercial Mgr...Gloria Dillard
 Chief Engineer...Don Clark

KBOI—Boise—1947

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By...Boise Valley Bcstrs., Inc.
 Bus-Studio Address...1007 W. Jefferson
 Tel.: 3-2511 CBS
 Rep...Peters, Griffin, Woodward, Inc.
 Pres., Gen. Mgr...Westerman Whillock
 Sta., Comm. Mgr...Earl Glade, Jr.
 Production Supervisor...Vestal Baker
 Sales Mgr...Floyd Bain
 Publicity Director...John Clark
 Chief Engineer...James Jhantz, Jr.

KGEM—Boise—1946

Frequency: 1140 Kc. Power: 10,000 Watts
 Owned...Idaho Bcstg. & TV Corp.
 Address...5601 Cassia St.
 Tel.: 4-3511 MBS, KBS
 Representative...Avery-Knodel
 V. P., Gen. Mgr...Cecil Heffel
 Station Mgr...David Miles
 Commercial Mgr...Robert Weisenburger
 Chief Engineer...Robert V. Beadles

KEST—Boise—1960

Frequency: 790 Kc. Power: 250 Watts

Owned By...Bois Bcstg. Assoc.
 Address...c/o Norman Ent., 2141 Lincoln Lane,
 Salt Lake City, Utah
 Owners...Mr. & Mrs. Carl Hansen

KIDO—Boise—1928

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By...Mesabi Western Corp.
 Address...1528 Vista
 Tel.: 4-8661 NBC
 Sta. Representative...Weed
 President...William E. Boeing, Jr.
 General, Comm. Mgr...Jack J. Link
 Program, Prom. Mgr...Vern E. Moore
 Chief Engineer...John A. Maxson

KYME—Boise—1955

Frequency: 740 Kc. Power: 500 Watts
 Owned-Operated By...Keith & Ellen Patterson
 Address...P. O. Box 2794
 Tel.: 2-3575 Independent
 Representative...Meeker Co.
 Pres., Gen. Mgr...Keith E. Patterson
 Comm. Mgr...Lou Clemens
 Prog. Dir...Richard Sybert
 Chief Engineer...Roy Pack

KBAR—Burley—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...KBIO, Inc.
 Business-Studio Address...P. O. Box 461
 Tel.: OR 8-2244 ABC-KBS
 Newspaper Affiliation...D. Herald-Bulletin
 Sta. Representative...Art Moore
 President...Jessica L. Longston
 General Mgr...Robert E. Pollock

Station Mgr. Charles T. Brownlow
 Commercial Mgr. Vern Wheeler
 Sales Prom. Mgr. John Miller
 Program Dir. Eileen Shumway
 Publicity Dir. Frank Burke
 Chief Engineer. Terry Carter

KCID—Caldwell—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Caldwell Bcstg. Co.
 Address 819 Main St.
 Tel.: 9-3608 KBS
 Station Rep. Harlan G. Oakes
 Pres., Gen. Mgr. Clair B. Hull
 Sta., Comm. Mgr. Duane D. Wolfe
 Program Director. Howard F. Shaw
 Publicity Director. Larry L. Blankenburg
 Chief Engineer. James L. Young

KVNI—Coeur D'Alene—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Rexard Co.
 Business-Studio Address. Blackwell Island
 Tel.: MOhawk 4-2196 Independent
 Pres., Sta. Mgr. Rex Koury
 Program Dir., Chief Eng. Dex Dexter
 Sales Prom. Mgr. Bernard Merriman

KORT—Grangeville—1954

Frequency: 1230 Kc. Power: 250 Watts d.
 Owner Kebco, Inc.
 Address Box 72
 Tel.: 51 KBS
 President, Gen. Mgr. Edward M. Brainard
 Chief Engineer. Lance Carpenter

KID—Idaho Falls—1928

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By. Idaho Radio Corp.
 Address Box 2603
 Tel.: JACKson 2-5100 CBS
 Representative Walker-Rawalt
 President. A. W. Schwieder
 Sta., Comm. Mgr. Leonard Wasden
 Program Dir. Leo Higham
 Sales Prom. Mgr. Mel Richardson
 Chief Engineer. Carroll Secrist

KIFI—Idaho Falls—1946

Frequency: 1260 Kc. Power: 5000 Watts d.
 Owned-Oper. By. E. Idaho Bcstg. & TV Co.
 Address. P.O. Box 2148
 Tel.: JA 3-1171 ABC-MBS-KBS
 Newspaper Affil. Post. Register
 Representative Avery-Knodel
 Pres., Gen. Mgr. J. M. Brady
 Sta. Mgr. Dewain Silvester
 Chief Engineer. B. Nelson

KUPI—Idaho Falls—1957

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned. J. Ronald Bayton
 Address. P.O. Box 2557
 Tel.: JA 2-1101 Independent
 Rep. W. S. Grant

Owner, Gen. Mgr. J. Ronald Bayton
 Chief Engineer. B. J. Bayton

KART—Jerome—1956

Frequency: 1400 Kc. Power: 250 Watts
 Owned. K. Clark
 Address L'Herisson Bldg.
 Tel.: EA 4-2321 Independent
 Pres., Gen. Mgr. K. Clark
 Chief Engineer. Bob Phillips

KOZE—Lewiston—1955

Frequency: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By. Lewis Clark Bcstg. Co.
 Address. 2829 Country Club Dr.
 Tel.: SH 3-2502 Independent
 Sta. Representative Gill-Perna
 Gen. Mgr., Co-Owner. J. H. Matlock
 Sta. Mgr., Co-Owner. E. A. Hamblin
 Commercial Mgr. George Walton
 Program Director. Dick Ragan
 Publicity Director. Doug Woodall
 Chief Engineer. Tim Waide

KRLC—Lewiston—1935

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned By. Donald A. & E. S. Thomas
 Address. P. O. Box 287
 Tel.: SH 3-1551 Independent
 Representative Forjoe, Art Moore
 General, Sta. Mgr. Donald Thomas
 Program Director. Alben Nelson
 Commercial Mgr. Douglas McKelvie
 Sales P om. Mgr. Beverly Swanson
 Publicity Dr. Ben Cook
 Chief Engineer. Steve Thomas

KRPL—Moscow—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned KRPL, Inc.
 Address Box 396
 Tel.: TU 2-1283 KBS
 Representative Moore, Hil F. Best
 Pres., Gen. Mgr. Gale Mix
 Comm. Mgr. James Sanberg
 Station Mgr. John Mix
 Sales Prom. Mgr. Shirley Mix
 Program Director. Bob Gese
 Publicity Dir. Doris Mix
 Chief Engineer. Dale Bobbitt

KFXD—Nampa—1930

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By. E. G. Wenrick Bcstg. Co.
 Business Address. 1024 12th Ave. S.
 Tel.: 6-4611 Independent
 Representative Pearson
 Co-Owner, Gen. Mgr. Ken Kilmer
 Sta. Comm. Manager. Doyle Chain
 Prog. Dir. Shirl Black
 Chief Engineer. G. M. Rose

KLER—Orofino—1958

Frequency: 950 Kc. Power: 500 Watts d.
 Owned By. Clearwater Broadcasting Co.

IDAHO

Address.....P.O. Box 32
Tel.: Granite 2-5011.....KBS
Station Representative.....Feltis, Jacobson
Co-Owners.....J. H. Matlock, E. A. Hamblin
Commercial Mgr.....Dale Daniels
Sta., Ch. Eng.....Edward A. Carle
Program Dir.....George Williamson

KWAL—Osburn—1938

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Metals Bcstg. Co.
Address.....Box 512
Tel.: Skyline 2-6101.....Independent
Representative.....Holman, Art Moore
Pres., Gen. Mgr.....R. Lee Black
Commercial Mgr.....James F. Wylie
Prog. Publicity Dir.....Wesley Roberts
Chief Engineer.....Robert Tremblay

KEOK—Payette—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Treasure Valley Bcstg. Co.
Address.....P.O. Box 420
Tel.: Midway 2-3351.....KBS
Co-Owner.....A. V. Bamford
Co-Owner, Gen. Mgr.....E. S. Graham
Chief Engineer.....Rus Myer

KSEI—Pocatello—1926

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Pioneer Bcstrs. Corp.
Business-Studio Address.....Box 31
Tel.: CEdar 3-2121.....NBC
Representative.....Weed; Art Moore
Pres., Gen. Mgr.....Henry H. Fletcher
Commercial Mgr.....John R. Taylor
Program Director.....Ruthe A. Fletcher
Publicity Director.....Olive L. Greene
Chief Engineer.....Ellis W. Call

KWIK—Pocatello—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Pocatello Radio, Inc.
Address.....P.O. Box 2005
Tel.: Cedar 3-1133.....MBS-KBS
Representative.....Avery-Knodel
President.....Don W. Burden
General Manager.....W. J. Adelstein
Chief Engineer.....D. L. Lewis

KYTE—Pocatello—1956

Frequency: 1290 Kc.....Power: 1 Kw. d.
Owned.....Pocatello Bcstg. Co.
Address.....355 Yellowstone Ave.
Tel.: 1290.....KBS
Representative.....Ayres
President.....Thomas R. Becker
Chief Engineer.....Dwight L. Zundel

KPST—Preston—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Voice of The Rockies, Inc.
Address.....P.O. Box 395
Tel.: 600.....KBS
President.....Leo R. Hawkes
Gen. Mgr., Chief Eng.....D. A. Nash, Jr.

KRXK—Rexburg—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Snake River Radio & TV Co., Inc.
Address.....455 S. 2nd East
Tel.: EL 6-5488.....KBS
Station Representative.....Broadcast Time Sales
Pres., Gen. Mgr.....Gene Shumate
Comm. Mgr.....Wes Lawrence
Program Director.....Phil Nash
Chief Engineer.....Dan Coltrane

KAYT—Rupert—1955

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Inland Bcstg. Co.
Address.....P.O. Bin M
Tel.: HE 6-3746.....Independent
Representatives.....Feltis, Jacobson
Pres., Gen. Mgr.....Mervin V. Ling
Sta. Comm. Mgr.....George McDonald
Chief Engineer.....E. C. Miller

KSRA—Salmon—1959

Frequency: 960 Kc.....Power: 1000 Watts, d.
Owned By.....Salmon River R-TV Co., Inc.
Address.....Main & Water Sts.
Tel.: Skyline 6-2218.....KBS
President, Gen. Mgr.....David G. Ainsworth
Chief Engineer.....Louis A. Peressini

KSPT—Sandpoint—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Address.....P. O. 431
Tel.: CO 3-2179.....KBS
General Mgr.....Norman Bauer

KBRV—Soda Springs—1957

Frequency: 540 Kc.....Power: 500 Watts, d.
Owned By.....J. C. Wallentine
Business Address.....Box 1267, Pocatello
Tel.: Soda Springs 775.....KBS
Station Representative.....Feltis
President.....Wendell P. Marshall
General Manager.....Glen S. Marshall
Station Manager.....R. Dale Dunn
Program Director.....Curtis Empey
Chief Engineer.....Paul Haviland

KEEP—Twin Falls—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Radio Sales Corp.
Address.....P. O. Box 511
Tel.: RE 3-7512.....KBS
Station Rep.....Broadcast Fec. Co.
President, Gen. Mgr.....R. W. Burden
Commercial Mgr.....Ken Simkins
Program Dir.....Bill Denney
Chief Engineer.....Walt Snow

KLIX—Twin Falls—1946

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Southern Idaho Bcstg. & TV Co.
Business Address.....Eastland & Elizabeth Ave.

Tel.: REDwood 3-5840.....Independent
 Rep.Avery-Knodel
 President.....A. L. Glasmann
 V.P., Gen. Sta. Mgr.....G. O. Glasmann
 Sales Prom. Mgr.....Juneau Shinn
 Program Director.....Dave Eardley
 Chief Engineer.....Dennis Lowe

KTFI—Twin Falls—1928

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcstg. Corp.
 Address.....241 Main Ave. W.
 Tel.: RE 3-3381.....NBC

Representative.....Weed
 Pres., Gen. Sta. Mgr.....F. M. Gardner
 Pub., Prog. Dir., Sales Prom. Mgr....L. Parker
 Chief Engineer.....Carl Norris

KWEI—Weiser—1947

Frequency: 1220 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Inland Bcst. Co.
 Business-Studio Address.....Box 791
 Tel.: 790.....Independent
 Station Representative.....Jacobson, Fellis
 Pres., Gen. Mgr.....M. V. Ling
 Chief Engineer.....Edwin C. Miller

ILLINOIS

Pop.: 10,319,000
 Families: 3,215,000
 Radio Homes: 3,129,000

TV Homes: 2,925,000
 AM Stas. in State: 94
 TV Stas. in State: 16

WOKZ—Alton—1948

Frequency: 1570 Kc....Power: 1000 Watts, d.
 Owned-Oper. By.....Palen Bcstg. Corp.
 Address.....Godfrey Road
 Tel.: HO 6-3535.....Independent
 Rep.Sears & Ayer
 President, Gen. Mgr.....Edward N. Palen
 Comm., Sta. Mgr.....H. Bunyan
 Program Director.....Russ Benson
 Sales Prom. Mgr.....Jim Pegg
 Publicity Dir.....James C. Palen
 Chief Engineer.....Nicholas Bono

WIBV—Belleville—1947

Frequency: 1260 Kc....Power: 1000 Watts, d.
 Owned-Operated By.....Belleville Bcstg. Co.
 Bus.-Studio-Transmitter Address...2100 W. Main
 Tel.: AD 3-5000.....Independent
 Representative.....Indie Sales
 President, Gen. Mgr.....John W. Lewis

WJBC—Bloomington—1924

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bloomington Bcstg. Corp.
 Address.....209 E. Washington
 Tel.: 5-2078.....ABC
 Newspaper Affil.....Daily Pantagraph
 Representative.....John E. Pearson
 President.....Loring C. Merwin
 Exec. V.P., Gen. Mgr.....Vernon A. Nolte
 Commercial Manager.....John McDermott
 Program Dir.....Jerry Collins
 Chief Engineer.....Ted Bailey

WRAJ—Anna—1957

Frequency: 1440 Kc.....Power: 500 Watts
 Owned.....Anna Bcstg. Co., Inc.
 Address.....Anna Hotel
 Tel.: 1113.....Independent
 Sta. Representative.....Bernard Howard
 President.....Pierce E. Lackey
 Prog. Dir., Ch. Engr.....Donald C. Michel

WKRO—Cairo—1942

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Cairo Broadcasting Co.
 Business Address.....Box 311
 Tel.: 1490.....Independent
 Sta. Representative.....Headley-Reed Co.
 Gen.-Station-Comm. Mgr.....Merrill C. Currier
 Program Director.....Eugene S. Meyers

WMRO—Aurora—1938

Frequency: 1280 Kc. Power: 1 Watt, d. 500 n.
 Owned-Oper. By...V. G. Coffey & B. A. Oswalt
 Business-Studio Address.....184 River St.
 Tel.: 7-4215.....Independent
 Managers.....Cofey; Oswalt
 Prog. Dir.....Jeanne M. Doran
 Chief Engineer.....J. R. Kintner

WBYS—Canton—1947

Frequency: 1560 Kc....Power: 250 Watts, d.
 Owned-Operated By.....Fulton Cty. Bcstg. Co
 Address.....P.O. Box 554
 Tel.: 1877.....ABC
 President.....Harriett B. Winsor
 General Manager.....Charles E. Wright
 Program Director.....Elizabeth Sawyer
 Chief Engineer.....Wayne Miller

WRMS—Beardstown—1959

Frequency: 790 Kc.....Power: 500 Watts
 Owned By.....Beardstown Bcstg. Co.
 Address.....108 East Main St.
 Tel.: 790.....KBS
 Sta. Representative.....Grant Webb
 General Manager.....R. W. Sudbrink
 Station Manager.....Warren Hewitt
 Commercial Manager.....Don L. Chipman
 Program Director.....Andy L. Andersen
 Chief Engineer.....O. D. Kost

WCIL—Carbondale—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
 Owned-Operated By...Southern Illinois Bcstg.

*Owned and operated by Chicagoans and dedicated
to providing the finest programming and quality
community service to the great Chicago market.*



***WGN-Radio—reaching
more homes than any
other Chicago station***

Business-Studio Address.....218 W. Main St.
Tel.: Glenview 7-8114.....Independent
General Manager.....Paul F. McRoy
Commercial Manager.....Larry Doyle
Chief Engineer.....Pat Beevns

WROY—Carmi—1948

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carmi Bdcstg Co.
Address.....P.O. Box 31
Tel.: 4161.....Independent
Gen., Sta. Mgr.....S. A. Hassan
Chief Engineer.....R. Cole

WCAZ—Carthage—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Superior Bcstg. Service, Inc.
Address.....502 Wabash Ave.
Tel.: 520.....Independent
Manager.....John Palmer

WCNT—Centralia—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned.....Southern Illinois Bcstg. Co.
Address.....Box 428
Tel.: 2-5151.....Independent
Representative.....Bob Dore
President.....C. W. Rodgers
Comm. Prom. Mgr.....A. C. Mainer
Co. Sta. Mgrs.....A. C. Mainer-E. Hubbard
Program Director.....Errol Hubbard
Chief Engineer.....R. Millmaker

WDWS—Champaign—1937

Frequency: 1400 Kc.....Power: 250 Watts
Owner...The Champaign News Gazette, Inc.
Business Address.....48 Main St.
Tel.: Fleetwood 6-1855.....CBS
Newspaper Aff.....News-Gazette
Representative.....The Meeker Co.
President.....Mrs. Helen M. Stevick
Gen., Sta. Mgr.....Larry Stewart
Program Dir.....Constance Vogt
Chief Engineer.....Robert Brown

**WKID—Champaign-Urbana
1948**

Frequency: 1580 Kc.....Power: 250 Watts, d.
Owned-Operated By.....WKID Bcstg. Co.
Address.....P. O. Box 192
Tel.: EM 7-5431.....Independent
Representative.....John E. Pearson
President, Gen. Mgr.....Robert F. Meskill
Chief Engineer.....Al Jester

WEIC—Charleston—1954

Frequency: 1270 Kc.....Power: 1000 Watts
Owner.....The Friendly City Bcstrs.
Address.....Box 107
Tel.: DI 5-2149.....KBS
Rep.....Sears & Ayer
Pres., Gen. Mgr.....Jack Owens
Commercial Manager.....Betty Owens
Prog., Pub. Dir.....Bill Carmody
Ch. Eng.....William Setliffe

WGN—Chicago—1924

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Bus.-Studio Address.....441 N. Michigan Ave.
Tel.: MI 2-7600.....Independent
Newspaper Affiliation...The Chicago Tribune
Representative.....Edward Petry
President.....J. Howard Wood
V.P., Gen. Mgr.....Ward L. Quaal
Commercial Mgr.....Charles E. Gates
Sales Promotion Manager...Charles A. Wilson
Program Director.....Bruce Dennis
Publicity Director.....James Hanlon
Dir. of Engineering.....Carl J. Meyers

WBBM—Chicago—1923

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Operated By.....CBS, Inc.
Address.....630 N. McClurg Ct.
Tel.: WH 4-6000.....CBS
Sta. Rep.....CBS Spot Sls.
General Manager.....H. Leslie Atlass
Asst. Gen. Mgr.....E. H. Shomo
Executive Ass't.....C. W. Doebler
Sales Manager.....W. J. Connelly
Sales Prom. Mgr.....Loren R. Hollenbaek
Publicity Director.....George Condon
Program Director.....Arthur Thorsen
Production Manager.....Kenneth Carbone
Chief Engineer.....J. J. Beloungy

WBEE—Chicago—1955

Frequency: 1570 Kc.....Power: 1000 Watts
Owned By.....Continental Broadcasting
Address.....75 E. Wacker Drive
Tel.: Randolph 6-6842.....Independent
Sta. Representative.....Continental
President.....O. Wayne Rollins
General Manager.....Harry Wilber
Opera Mgr.....Bill German
Chief Engineer.....J. R. Burdeau

WCFL—Chicago—1926

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned.....Chicago Federation of Labor
Business-Studio Address...686 Lake Shore Dr.
Tel.: MO 4-2400.....Independent
Rep esentative.....Burke-Stuart
General Manager.....Martin F. Hogan

WCRW—Chicago—1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Tel.: DI 8-4440.....Independent
General Mgr.....C. R. White

WEDC—Chicago—1926

Frequency: 1240 Kc.....Power: 240 Watts
Owned-Operated By.....Emil Denmark, Inc.
Address.....3860 W. Ogden Ave.
Tel.: CR 7-4100.....Independent
President.....Emil Denmark
General. Comm. Mgr.....Bill Mack
Chief Engineer.....Edward Jacker

WAIT—Chicago—1941

Frequency: 820 Kc....Power: 5000 Watts, d.
Owned-Operated By.....Radio Station WAIT
Bus.-Studio Address.....188 W. Randolph St.
Tel.: FR 2-0660.....Independent
Station Rep.....Avery-Knodel
Gen. Mgr., Prog. Dir.....Robert O. Miller
Chief Engineer.....Harry Berg

WGES—Chicago—1924

Frequency: 1390 Kc....Power: 5000 Watts d.
Owned By.....Radio Station WGES
Bus. Address.....2708 W. Washington Blvd.
Tel.: SA 2-1700.....Independent
General Manager.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinsman
Sales Promotion Manager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer.....William Shunk

WAAF—Chicago—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....221 N. LaSalle St.
Tel.: RA 6-1932.....Independent
Representative.....Forjoe
President.....H. Thieman
General, Comm. Mgr.....Thomas L. Davis
Publicity Director.....Jack McQuire
Chief Engineer.....Carl W. Ulrich

WHFC—Chicago—1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Address.....3350 S. Kedzie Ave.
Tel.: CL 4-7411.....Independent
Rep.....Charles Bernard
General Manager.....Richard W. Hoffman
Chief Engineer.....E. P. Hayes

WIND—Chicago—1927

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By....Westinghouse Bcstg. Co.
Business Address.....400 N. Michigan Ave.
Tel.: Whitehall 4-2170.....Independent
Representative.....AM Radio Sales
Vice President.....Ralph L. Atlas
General Manager.....Gordon W. Davis
Commercial Manager.....Bennett O. Scott
Sales Prom., Publicity Dir.....John P. Holland
Chief Engineer.....Kenneth C. Shirk
Owners of: KPXN, San Francisco, Calif; WOWO,
Fort Wayne, Ind; WBZ-WBZA, Boston-Spring-
field, Mass; WBZ-TV, Boston, Mass; KYW, Cleve-
land, O.; KYW-TV, Cleveland, O.; KEN, Portland,
Ore; KDKA, Pittsburgh, Pa; KDKA-TV, Pitts-
burgh, Pa; WJZ-TV, Baltimore, Md; WBZ-FM,
Boston, Mass; KDKA-FM, Pittsburgh, Pa; KYW-
FM, Cleveland, O; KEN-FM, Portland, Ore;

WJJD—Chicago—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Plough Bcstg. Co.
Bus.-Studio Address...230 N. Michigan Ave.
Tel.: ST 2-5466.....Independent

WAIT

*THE WORLD'S MOST
BEAUTIFUL MUSIC*

MUTUAL AWARD WINNING NEWS

820 on the dial

Chicago, Ill.

Representative Radio-TV Representatives, Inc.
 President.....Harold R. Krelstein
 Gen., Sta. Mgr.....Frederick G. Harm
 Commercial Mgr.....Lloyd Webb
 Sales Prom., Pub. Dir.....Fred Livingston
 Program Dir.....Ralph Blank
 Chief Eng.....Walter F. Myers

WLS—Chicago—1924

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....American Bcstg.
 Business Address.....1230 Washington Blvd.
 Tel.: MO 6-9700.....ABC
 Representative.....John Blair
 President.....James E. Edwards
 Gen., Sta. Mgr.....Ralph Beaudin
 Sales Prom., Pub. Dir.....Roland Sack
 Program Director.....Harold Safford
 Chief Engineer.....Thomas Rowe

WMAQ—Chicago—1922

Frequency: 670 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Bcstg. Co., Inc.
 Business-Studio Address.....Merchandise Mart
 Tel.: SU 7-8300.....NBC
 Representative.....NBC Radio Spot Sales
 President (NBC).....Robert E. Kintner
 V.P. (NBC), Gen. Mgr.....Lloyd E. Yoder
 Sales Manager.....Robert McAuliffe
 Sales Promotion Manager.....John M. Keys
 Prog. Mgr.....Richard Johnson
 Publicity Director.....Chet Campbell
 Chief Engineer.....Howard Lutgens

WSBC—Chicago—1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WSBC Bcstg. Co., Inc.
 Business-Studio Address.....2400 W. Madison St.
 Tel.: MO 6-9060.....Independent
 Representative.....Devney
 Pres., Gen. Mgr., Ch. Eng.....Louis B. Lee
 Comm. Mgr.....Marge Strasser
 Program Dir.....Robert J. Lee

WCGO—Chicago Heights—1959

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned By.....South Cook Bcstg., Inc.
 Address.....119 Olympia Plaza
 Tel.: Skyline 6-6100.....Independent
 President, Gen. Mgr.....A. V. Santucci
 Commercial Manager.....Anthony D'Amico
 Program Director.....Joe Franchina
 Publicity Director.....Bill Biendorff

WHOW—Clinton—1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 Business Address.....401½ S. Side Sq.
 Tel.: 305.....Independent
 Representative.....Holman
 President.....J. R. Livesay
 Gen Mgr., Chief Eng.....Rolland O. Looper
 Comm. Sales Prom. Mgr.....Jim Williams

WDAN—Danville—1938

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Northwestern Pub. Co.
 Address.....1500 N. Washington
 Tel.: Hickory 2-1700.....CBS
 Representative.....Everett-McKinney, Inc.
 General Manager.....Robert J. Burow
 Sta. Mgr.....Max Shaffer
 Program Dir.....Honore Ronan
 Chief Engineer.....Norlyn Dossey

WITY—Danville—1953

Frequency: 980 Kc.....Power: 1 Kw.
 Owned.....Vermilion Bcstg. Corp.
 Address.....P. O. Box 142
 Tel.: Hickory 6-1312.....Independent
 Representative.....Burn-Smith
 President.....Gilbert E. Metzger
 Gen., Sta. Mgr.....Elzer Marx
 Commercial Manager.....Tom Zeppelin
 Program Director.....Robert Bivans
 Chief Engineer.....Taylor Clawson

WDZ—Decatur—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Mid-States Bcstg. Co.
 Business-Studio Address.....265 S. Park St.
 Tel.: 3-9744.....Independent
 Representative.....Peters, Griffin, Woodward
 Pres., Gen. Mgr.....Frank C. Schroeder, Jr.
 Commercial Manager.....Clark O. Whitman
 Program Director.....Harry Michaels
 Chief Engineer.....Willard F. Hall

WSOY—Decatur—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Illinois Bcstg. Co.
 Address.....1100 E. Pershing Road
 Tel.: 5371.....CBS
 Representative.....Weed
 President.....Frederick W. Schaub
 Station Manager.....Robert B. King
 Program Director.....H. Downey Hewey
 Chief Engineer.....Allan Doyle

WLBK—De Kalb—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....DeKalb Radio Studios, Inc.
 Business-Studio Address.....711 N. First St.
 Tel.: 6-3485.....Independent
 Representative.....Sears & Ayer
 Pres., Gen. Mgr.....George C. Biggar
 Commercial Manager.....Richard Meier
 Program Director.....R. C. Brown
 Chief Engineer.....W. Dean Clayton

WDQN—Du Quoin—1951

Frequency: 1580 Kc.....Power: 250 Watts
 Owned-Oper. By.....DuQuoin Bcstg. Co.
 Address.....Music Center
 Tel.: LI 2-3894.....KBS
 Representative.....Devney
 Pres., Gen. Mgr.....M. R. Lankford
 Comm. Sales Prom. Mgr.....Gene Showalter
 Chief Engineer.....E. Neil Pike

ILLINOIS

WAMV—East St. Louis—1935

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Hess-Hawkins Co.
Business Address 5th & Boadway
Tel.: BRidge 1-4625 Independent
Sta. Representative Gill-Perna
President Louis Strick
General, Sta. Mgr. Earl Harper
Program, Publicity Dir. Dan Stengel
Sales Prom. Mgr. Elmer Willrich
Chief Engineer Erle White

WCRA—Effingham—1947

Frequency: 1090 Kc. Power: 250 Watts, d.
Owned-Operated By Effingham Bcstg. Co.
Address 110 N. Banker St.
Tel.: 1090 Independent
Newspaper Affil. Daily News; Pekin Times
Representative Devney
President Joseph E. McNaughton
Gen. Mgr. George Walker
Commercial Mgr. Burl Lauter
Ch. Eng., Program Dir. Joe Spear

WRMN—Elgin—1949

Frequency: 1410 Kc. Power: 500 Watts
Owned-Oper. By The Elgin Bdcstg Co.
Address 156 Division St.
Tel.: SH 1-7700 Independent
News Affil. Pekin Times, Yuma Sun
Representative Devney
Pres., Gen. Mgr. J. Richard Sutter

WEAW—Evanston—1953

Frequency: 1330 Kc. Power: 1000 Watts
Owned. By No. Shore Bcstg. Co., Inc.
Address Box 1330
Tel.: UN 4-7600 Independent
Reps. Good Music Ccstrs., Walker-Rauait
Pres., Gen. Sta. Mgr. Edward A. Wheeler
Commercial Manager Don Springgate
Chief Engineer Donald Larsen

WNMP—Evanston—1946

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Evanston Broadcasting Co.
Bus.-Studio-Transmitter 1580 Sherman Ave.
Tel.: GR 5-1590 Independent
Representative Devney
President Angus D. Pfaff
Program Director Channing Overton
Sales Prom. Mgr. Glenn L. Hammer
Chief Engineer Eugene Cummings

WFIW—Fairfield—1953

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By Wayne County Bcstg. Co.
Address Box 72
Tel.: 2159 KBS
Representative Grant Webb
General Manager Thomas S. Land
Commercial Mgr. Garnet Williams
Program Director Gladys Onstott
Chief Engineer Gil Wallace

WFRL—Freeport—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned By Triad TV Corp.
Business-Studio Address 9 N. Chicago Ave.
Tel.: Adams 2-5171 Independent
Representative Headley-Reed
President C. Wayne Wright
General Mgr. Dave Taylor
Prog. Dir. Bud Walters
Publicity Dir. Dick Carroll
Chief Engineer LaVerne G. Bawinkei

WGIL—Galesburg—1937

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Galesburg Bcstg. Co., Inc.
Business Address 60 S. Kellogg
Tel.: 4626 Independent
Newspaper Affiliation Daily Register Mail
Gen., Sta. Mgr. George D. Donaldson
Chief Engineer R. L. Baughman

WAIK—Galesburg—1959

Frequency: 1590 Kc. Power: 5000 Watts d.
Owned By Webster Broadcasting Co.
Address 36 Park Plaza
Tel.: Dickens 2-3161 Independent
Sta. Representative Burn-Smith Co.
President F. C. Webster, Jr.
General, Sta. Mgr. J. Kent Hackleman
Comm., Prom. Mgr. Ed F. Libby

WEBQ—Harrisburg—1923

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By First Trust Association
Business-Studio-Transmitter 100 E. Poplar St.
Tel.: Clearbrook 3-7282 KBS
Gen.-Station-Comm. Mgr. Inglls M. Taylor
Sales Prom. Mgr. Ed Topper
Program Director Norma Slaton
Publicity Director Charles Branum
Chief Engineer Harvey H. Slaton

WMCW—Harvard—1955

Frequency: 1600 Kc. Power: 500 Watts
Address 205 E. Brainard
c/o Mrs. Esther Blodgett

WJPF—Herrin—1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Egyptian Bcstg. Co.
Business Address P.O. Box 173
Tel.: 381-382 MBS
Representative Holman
President Maybelle J. Lyerla
Gen., Sta. Mgr. Charles R. Cook
Sales Promotion Manager Fred Simmons
Program Director Louise Samuel
Publicity Director Frank Samuel
Chief Engineer Ben E. Orf

WLDS—Jacksonville—1941

Frequency: 1180 Kc. Power: 1000 Watts d.

Owned. Jacksonville Radio & TV Bcstg. Corp.
Business Address. Fox Theatre Bldg.
 Tel.: Chestnut 5-7171.....Independent
Newspaper Affil. Journal-Courier
Representative Hal Holman
President Robert Fay
Gen., Sta. Mgr. R. Karl Baker
Program Director. Byron Halter, Jr.
Chief Engineer. G. J. Cassens

WJOL—Joliet—1929

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By WJOL, Inc.
Business-Studio-Transmitter. 601 Walnut St.
 Tel.: Joliet 6-4761.....Independent
Representative John Pearson
Pres., Gen. Mgr Joseph F. Novy
Station Manager. J. F. Cerny
Prog. Dir. Eileen Caron
Chief Engineer. Frank Woodcroft

WKAN—Kankakee—1947

Frequency: 1320 Kc.....**Power:** 1000 Watts d.
Owned-Operated By WKAN Radio, Inc.
Business Address. 183 N. Schuyler Ave.
 Tel.: Wells 3-6633.....Independent
Newspaper Affiliation Daily Journal Co.
Representative Sears-Ayer
President Burrell Small
General Manager Bruce Brown
Station Manager Robert Hawkins
Sales Manager Donald R. Hoover
Program Director Orren Allain
Chief Engineer Richard Eckels

WKEI—Kewanee—1952

Frequency: 1450 Kc.....**Power:** 100 Watts
Owned-Operated By WKEI Bcstg. Co.
Address. 202½ N. Tremont
 Tel.: 4471.....KBS
Representative H. F. Best
Pres., Gen. Mgr., Chf. Eng. E. D. Scandrett

WTAQ—La Grange—1950

Frequency: 1300 Kc.....**Power:** 500 Watts n.
Owned-Oper. By S & S Bcstg. Co.
Address Box 408
 Tel.: FL 2-1300.....Independent
President Charles Sebastian
Station Manager. Arthur L. Schlamman
Program Dir. Ted Carlson
Sales Prom. Mgr. Ralph Faucher
Chief Engineer William Wardle

WLPO—La Salle—1947

Frequency: 1220 Kc.....**Power:** 1000 Watts d.
Owned By La Salle County Bcstg. Corp.
Address. P.O. Box 215
 Tel.: CApitol 3-3100.....Independent
Newspaper Affiliation Daily News Tribune
Representative Grant Webb
President Peter Miller
Gen. Mgr. William Holm
Program Director Dan Dunlap
Publicity Director Laverne Waltman
Chief Engineer Lawrence McCann

WAKO—Lawrenceville—1959

Frequency: 910 Kc.....**Power:** 500 Watts, d.
Owned By Lawrenceville Bcstg. Co.
Address Box 210
 Tel.: 910.....Independent
Partner Ray J. Lankford

WPRC—Lincoln—1951

Frequency: 1370 Kc.....**Power:** 500 Watts d.
Owned-Oper. By Prairie Radio Corp.
Address P. O. Box 37
 Tel.: 1370.....KBS
Representative Sears & Ayer
Pres., Gen. Mgr. Ray F. Knochel
Chief Engineer Donald Thompson

WSMI—Litchfield—1950

Frequency: 1540 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By Mid-Illinois Bcstg. Co.
Address Box 241
 Tel.: 100.....Independent
Pres., Gen. Mgr. Hayward L. Talley
Program Director Don Yaeger

WKAI—Macomb—1947

Frequency: 1510 Kc.....**Power:** 250 Watts d.
Owned-Operated By WKAI Bcstg. Co.
Address 113 E. Carroll St.
 Tel.: TEmple 3-4129.....KBS
Newspaper Affiliation Daily Journal
President William H. Rudolph
General Manager Robert E. Douglas

WGGH—Marion—1949

Frequency: 1150 Kc.....**Power:** 5000 Watts d.
Owned-Operated By Marion Bcstg. Co.
Business Address P. O. Box 311
 Tel.: WYandotte 3-8102.....Independent
Representative Sears & Ayer
Pres., Chief Eng. George W. Dodds
Gen., Sta., Comm. Mgr. Jim Duncan

WLBH—Mattoon—1946

Frequency: 1170 Kc.....**Power:** 250 Watts d.
Owned-Operated By Mattoon Bcstg. Co.
Bus-Studio Address 1632½ B'way Ave.
 Tel.: AD 4-6464.....Independent
Representative Holman
President, Gen.-Station Mgr. J. R. Livesay
Commercial Manager Ken Wooddell
Sales Prom. Mgr. Robert Veech
Program Director Robert Guess
Chief Engineer Ray Livesay

WMOK—Metropolis—1951

Frequency: 920 Kc.....**Power:** 1,000 Watts d.
Owned-Oper. By Fort Massac Bcstg. Co.
Business Address 409 Ferry St.
 Tel.: 2106.....KBS
Sta. Representative Grant Webb
General, Sta. Mgr. V. G. Smith
Program Director Ben Smith
Chief Engineer Carlos M. Steele

WQUA—Moline—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Radio Moline
 Address 1319 Fifth Ave.
 Tel.: 4-6727 ABC
 Representative Geo. P. Hollingbery Co.
 Co-owners L. H. & B Small
 General Manager J. Maxim Ryder
 Commercial Manager Lester Johnson
 Program Director James McKinney
 Chief Engineer Jack Teiken

WRAM—Monmouth—1957

Frequency: 1330 Kc. Power: 1 Kw.
 Owned Prarieland Bcstrs.
 Address First & Main St.
 Tel.: 666 Independent
 Representative Pearson
 Gen. Mgr. Stephen P. Bellinger
 Comm. Mgr. Richard V. Taber
 Chief Engineer Fred Hoy

WVMC—Mount Carmel—1948

Frequency: 1360 Kc. Power: 500 Watts
 Owned WVMC
 Business Address Box 450
 Tel.: 1360 Independent
 President Stephen P. Bellinger
 Gen., Comm. Mgr. Charles H. Green
 Program Director David K. Naber
 Chief Engineer Eugene Garrett

WMIX—Mt. Vernon—1946

Frequency: 940 Kc. Power: 5000 Watts, d.
 Owned-Oper. By Mt. Vernon Radio & TV Co.
 Address 121½ N. 9th Street
 Tel.: 3500 Independent
 Representative John E. Pearson Co.
 President John Russell Mitchell
 General Manager Claude E. Schock
 Comm. Mgr. Bob Whitaker
 Program Director Frank Lewis
 Chief Engineer Dick Cole

WINI—Murphysboro—1954

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By Martha D. & Robert M. Rapp
 Business Address P.O. Box 647
 Tel.: 282 KBS
 Representative Hil F. Best
 Gen., Sta. Mgr. Lew Barwick
 Chief Engineer Lester D. Bilderback

WOPA—Oak Park—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Tel.: VI 8-5760 Independent
 Representative Howard
 General Manager E. Sonderling
 Station Mgr. Al Michel
 Chief Engineer Sidney Schneider

WVLN—Olney—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Illinois Bcstg.
 Address 302½ Main St.
 Tel.: EX 3-2156 Independent
 Newspaper Affil. Decatur Herald-Review
 Sta. Representative Holman
 Pres. Fred W. Schaub
 Exec. V.P. M. Lindsay
 General. Comm. Mgr. Charles R. Griggs
 Prog. Dir. Joe Kosack
 Chief Engineer Donald Schnell

WCMY—Ottawa—1952

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Carl H. Meyer
 Address 417 W. Madison St.
 Tel.: Hempstead 3-1430 Independent
 Sta. Representative Sears & Ayer
 Pres., Gen. Mgr., Ch. Eng. Carl H. Meyer
 Comm. Mgr. D. M. Meyer

WPRS—Paris—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.
 Address Box 262
 Tel.: 5-0153 Independent
 Pres., Gen. Mgr. Adlai C. Ferguson, Jr.
 Commercial Mgr. James D. Savoye
 Prog. Dir. John Powell
 Publicity Dir. Gene Tyler
 Chief Engineer Richard Slater

WSIV—Pekin—1946

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Pekin Bcstg. Co., Inc.
 Business Address 15 South Capitol St.
 Tel.: 6-2134 Independent
 Representative Sears & Ayer
 Pres., Gen. Mgr. W. Kenneth Patterson
 Sta. Mgr., Pub. Dir. George C. Udry
 Comm., Sales Prom. Mgr. William Hill
 Program Director Roland Struhbar
 Chief Engineer Lowell Lovely

WAAP—Peoria—1960

Frequency: 1350 Kc. Power: 1000 w. d., 1 wt. n.
 Owned By Peoria Bcstg.
 Address P. O. Box 1350
 Tel.: 4-9113 NBC
 Sta. Rep. Headley-Reed
 President John Cleary
 General Mgr. Irving S. Raskin
 Asst. Station Mgr. Andrew G. Spiegel
 Chief Engineer Arthur Hardenbrook

WIRL—Peoria—1948

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Frudeger Bcstg. Co.
 Bus. Studio Address 121 N. Jefferson Ave.
 Tel.: 4-9239 Independent
 Representative H-R
 President Robert W. Frudeger
 General Mgr. Howard H. Frederick
 Program Director Robyn Weaver
 Chief Engineer Ray Schneider

WMBD—Peoria—1927

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By: WMBD, Inc.
 Address: 212 S.W. Jefferson Ave.
 Tel.: 6-0711. CBS
 Reprs.: Peters, Griffin, Woodward, Inc.
 Pres.: Charles C. Caley
 Vice Pres.: Robert O. Runnerstrun
 Station Mgr.: Hal Sunberg
 Program Dir.: Bill Mayer
 Publicity Dir.: Mike Uhrh
 Chief Engineer: George Pyle

WPEO—Peoria—1946

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Radio One Corp.
 Address: 614-A Main St.
 Tel.: 4-9249. Independent
 Sta. Representative: Adam Young
 General Manager: Guy Fowler
 Commercial Manager: Kenneth V. Baugh
 Program Director: Harry Harrison
 Chief Engineer: Gerald Devore

WBBA—Pittsfield—1954

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned: Pike Broadcasting Co.
 Address: P.O. Box 329
 Tel.: 650. Independent
 Representative: Continental Radio Sales
 President: G. B. Meyer
 Sta. Mgr., Chief Eng.: Frank Luepke

WGEM—Quincy—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Operated By: Quincy Bcstg. Co.
 Business-Studio Address: Hotel Quincy
 Tel.: BA 2-6840. ABC
 Newspaper Affiliation: Quincy Herald Whig
 Representative: Young Reprs., Inc.
 President: T. C. Oakley
 General Manager: Joe Bonansinga
 Comm. Mgr.: J. Ben Stewart
 Prog. Dir.: Fred Colgan
 Pub. Dir.: Hal Heidebreder
 Chief Engineer: Frank E. Laughlin

WTAD—Quincy—1927

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: Lee Bcstg., Inc.
 Address: WCV Bldg.
 Tel.: BA 2-6200. CBS
 Newspaper Affiliation: Hannibal Courier Post
 Sta. Representative: Branhan
 President: Lee P. Loomis
 Exec. Vice Pres.: Herbert R. Ohrt
 Gen., Nat'l Sales Mgr.: Walter J. Rothschild
 Asst. Nat'l Sls., Comm. Mgr.: Wayne W. Cribb
 Admin. Asst.: Robert W. Eickmeyer
 Program Director: Hal Barton
 Prom. Dir.: Richard Moore
 Chief Engineer: J. E. Gray

WTAY—Robinson—1956

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By: Ann Broadcasting Corp.
 Business Address: P.O. Box 266
 Tel.: 1373. KBS
 Representative: Hil F. Best
 Pres., Gen. Mgr.: Kathryn A. Duncan
 Station, Comm. Mgr.: Jack Weber
 Program Director: Laura L. Nolen
 Publicity Dir.: Dick Stevens
 Chief Engineer: Harold Vandament

WROK—Rockford—1929

Freq.: 1440 Kc. Power: 1 Kw. d.; 500 W. n.
 Owned-Operated By: Winnebago News, Inc.
 Bus. Studio Address: Rockford News Tower
 Tel.: Woodland 2-6621. ABC
 Representative: H.R.
 President: E. K. Todd
 Gen., Sta. Mgr.: John J. Dixon
 Commercial Manager: David Salisbury
 Sls. Prom. Mgr., Pub. Dir.: Betty L. Thro
 Program Director: Maurice P. Owens
 Chief Engineer: Maurice H. Nelson

WRRR—Rockford—1953

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated by: Radio Rockford, Inc.
 Address: 113 S. Court St.
 Tel.: Woodland 8-1869. Independent
 Newspaper Affil.: Daily Journal
 Representative: Radio-TV Reprs.
 President: Burrell L. Small
 General, Comm. Mgr.: Ward W. Hartman
 Program Director: H. Irving Tingley
 Chief Engineer: George Reynolds

WHBF—Rock Island—1925

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: Rock Island Bcstg. Co.
 Business-Studio Address: Telco Bldg.
 Tel.: RI 6-5441. CBS
 Newspaper Affiliation: Rock Island Argus
 Representative: Hyett, Avery-Knodel
 President: Ben H. Potter
 V.P., Gen., Sta. Mgr.: Leslie C. Johnson
 Asst. Mgr., Dir. Sales: Maurice Corken
 Sales Prom. Mgr.: Heber Darton
 Program Dir.: Frank S. Hicks
 Publicity Dir.: Fern Hawks
 Chief Engineer: Robert J. Sinnett

WJBD—Salem—1956

Frequency: 1350 Kc. Power: 500 Watts, d.
 Owned: Salem Bcstg. Co.
 Address: 121 S. Walnut St.
 Tel.: 2000. Independent
 Representative: Grant Webb
 Partnership: B. Davidson & T. S. Land
 President: Thomas S. Land
 General, Sta. Mgr., Ch. Eng.: Bryan Davidson
 Prog. Dir.: Coley Cowan
 Comm., Prom. Mgr.: John Scrivner

ILLINOIS-INDIANA

WHCO—Sparta—1955

Frequency: 1230 Kc. Power 250 W.
 Owned... Hirsch Communication Eng. Corp.
 Address... 324 Broadway, Cape Girardeau, Mo.
 Tel.: SP 333... Independent
 Sta. Representative... Headley-Reed
 President... Robert O. Hirsch
 Station Manager... Jack Scheper

Address... Lawrence Bldg.
 Tel.: Main 5-3400... Independent
 Pres., Gen. Mgr... Sam Bartlett
 Comm. Mgr... Lillian Bartlett
 Asst. Sta. Mgr... John Rohwer
 Chief Engineer... Ed Fisher

WCVS—Springfield—1926

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... WPFA Radio, Inc.
 Address... 3001 S. Fourth St., Springfield, Ill.
 Tel.: Kingswood 4-9855... ABC
 Sta. Representative... Weed
 President... J. William O'Connor
 General. Sta. Mgr... Ken Spengler
 Commercial Mgr... Clark Whitman
 Sales Prom. Mgr... Jim Williams
 Program Dir... Doc Neeld
 Publicity Dir... Rock Hudson
 Chief Engineer... Dick Ashenfelter

WIZZ—Streator—1953

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Oper. By... Streator Bcstg. Co.
 Address... Box 377
 Tel.: 2-2947... Independent
 Representative... John E. Pearson
 General Manager... Vernon R. Nunn
 Comm. Mgr... Jack Hallstrom
 Program Director... Kes Pollock
 Chief Engineer... Verne Buland

WMAY—Springfield—1950

Freq.: 970 Kc. Power: 1 Kw. d.; 500 W. n.
 Owned-Oper. By... Lincoln Bcstg. Corp.
 Address... 711 Myers Bldg.
 Tel.: Kingswood 5-1766... NBC
 Representative... John E. Pearson
 President, Gen. Mgr... Gordon Sherman
 Commercial Mgr... John O'Shea
 Program Director... Syl Binklin
 Sales Prom. Publicity Dir... Mel Kampe
 Chief Engineer... Melvin Feldman

WTIM—Taylorville—1949

Frequency: 1410 Kc. Power: 1000 Watts d
 Owned-Operated By... Moyer Bcstg. Co.
 Address... Hotel Frisini
 Tel.: VAn Dyke 4-3366... Independent
 Representative... Continental
 President... Roger Moyer
 General Manager... James C. Hilderbrand
 Chief Engineer... Max Cline

WTAX—Springfield—1930

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... WTAX, Inc.
 Business Address... 712 S. 31st St.
 Tel.: 2-4441... CBS
 Sta. Representative... Gill-Perna
 Pres., Gen. Mgr... Oliver J. Keller
 Commercial Manager... O. J. Keller, Jr.
 Sales Promotion Manager... W. J. Simon
 Chief Engineer... Bill Gustafson

WKRS—Waukegan—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By... News-Sun Bcstg. Co.
 Business Address... P. O. Box 500
 Tel.: Delta 6-7900... Independent
 Newspaper Affiliation... Waukegan News-Sun
 Representative... Devney
 Gen., Comm. Mgr... Alfred F. Sorenson
 Program Director... Frank Linn
 Sales Prom. Mgr... Jerry Cray
 Chief Engineer... Stanley G. Chadwick

WSDR—Sterling—1949

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By... Blackhawk Bdcstg. Co.

WFRX—West Frankfort—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned... Pyramid Radio Bcstg. & TV Co.
 Address... P. O. Box 359
 Tel.: 1300... Independent
 Representative... Hal Holman
 President... Dr. Guy W. Lambert
 General Comm. Mgr... Walter C. Schafer
 Program Director... Kenneth E. Knight
 Publicity Director... Eilly E. Spangler
 Chief Engineer... Everett T. Kennedy

Pop.: 4,710,000	INDIANA	TV Homes: 1,411,000
Families: 1,495,000		AM Stas. in State: 60
Radio Homes: 1,471,000		TV Stas. in State: 16

WCBC—Anderson—1946

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By... Civic Bdcstg Corp.
 Address... 2000 State Rd. 67 West
 Tel.: 3-5321... MBS-KBS
 Station Rep... Hll Best
 President... Alfred B. Smith

General Manager... Loren F. Bridges
 Publicity Director... Brandt Gustavson
 Chief Engineer... Vern Leighton

WHBU—Anderson—1923

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Anderson Bcstg. Corp.

Business-Studio.....640 Citizens Bank Bldg.
 Tel.: 7791.....CBS
Representative.....Walker-Rawalt
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Chief Engr......W. J. Hecht

WBIW—Bedford—1948

Frequency: 1340 Kc.Power: 250 Watts
Owned-Oper. By.....Bedford Bcstg. Co.
Address.....P. O. Box 127
 Tel.: BRowning 5-7555.....Independent
Co-owners.....A. I. & J. H. McGillvra

WTTS—Bloomington—1949

Freq.: 1370 Kc.....Power 5 Kw. d., 500 W. n.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business-Studio Address....535 S. Walnut St.
 Tel.: 2-3366.....ABC
Representative.....Meeker
President.....Sarkes Tarzian
Gen. Mgr., Prog. Dir......Glenn Van Horn

WBNL—Boonville—1950

Frequency: 1540 Kc....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address.....Lynnville Road
 Tel.: 980.....KBS
Pres., Chief Eng......H. C. Sanders
Gen., Program Dir......Norman Hall
Comm., Sales Prom. Mgr......David B. Gentry
Publicity Dir......Olus Justus

WCSI—Columbus—1950

Frequency: 1010Kc.....Power: 500 Watts d.
Owned-Oper. By.....White River Bcstg.
Address.....Box 469
 Tel.: DRexel 6-7411.....Independent
Newspaper Affilia....Rep.-Courier, Findlay, O.
Representative.....Clark
President.....R. L. Heminger
Gen. Mgr......Jack E. Douglas
Commercial Mgr......J. F. Kauper
Program Dir......Donald Pille
Chief Engineer.....Max Cockley

WCNB—Connersville—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address....406 Central Ave.
 Tel.: 1950.....Independent
Newspaper Affil......News Examiner
Representative.....Gill-Perna
Secretary.....G. S. Tatman
Station, Comm. Mgr......E. M. Jackson
Program Dir......Francis E. Chomel
Chief Engineer.....Arthur J. Smith

WCMR—Elkhart—1956

Frequency: 1270 Kc.....Power: 5 Kw. d.
Owned By.....Clarence C. Moore
Business Address.....Box 261
 Tel.: JA 3-4567.....Independent
Sta. Representative.....Gill-Perna

President, Gen. Mgr......Clarence C. Moore
Commercial Manager.....Brooks Dawson
Chief Engineer.....Samuel C. Smeltzer

WTRC—Elkhart—1931

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Truth Radio Corp.
Business Address.....3600 Oakland Ave.
 Tel.: JA 3-1960.....NBC
Newspaper Affiliation.....Elkhart Truth
Representative.....H-R Reps
President.....John F. Dille, Jr.
Gen. Mgr......Paul C. Brines
Commercial Mgr......Gerard Maloney
Asst. Mgr......Edwin J. Lasko
Prog. Dir......Edwin Huot
Sales Prom., Publicity Dir......Ken Owens
Chief Engineer.....Lester Zellmer

WEOA—Evansville—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....WEHT, Inc.
Business-Studio Address.....Box 395
 Tel.: HARRison 2-4171.....CBS
Representative.....Gill-Perna
President.....Edwin G. Richter, Jr.
General Manager.....William R. Right
Prog. Dir......Peter Dooley
Publicity Director.....Priscilla Finberg
Chief Engineer.....William Schultz

WGBF—Evansville—1923

Frequency: 1280 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Address...1001 Diamond Ave.
 Tel.: HA 2-1171.....NBC
Representative.....Weed & Co.
President.....Henry B. Walker
General. Sta. Mgr......Martin L. Leich
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny

WIKY—Evansville—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....Box 148
 Tel.: HARRison 4-8284.....Independent
Representative.....John E. Pearson Co.
Pres., Gen.-Sta. Mgr......John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS—Evansville—1948

Frequency: 1330 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
 Tel.: HARRison 5-2221.....ABC
Representative.....Bolling
President.....Robert S. Davis
General, Public Dir......Verne Paule
Commercial Manager.....R. L. Byers
Program Director.....James G. Hearon
Sales Prom. Director.....Howard Bright
Chief Engineer.....John F. Brown

INDIANA

WANE—Ft. Wayne—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned. Indiana Broadcasting Corp.
Address. 2915 W. State Blvd.
Tel.: ANthony 9411. CBS
Sta. Representative. H.R. Rep.
President. C. Wrede Petersmeyer
General Manager. Reid D. Chapman
Commercial Mgr. Merlin Smith
Program Dir. James Holston
Chief Engineer. C. E. Wallace
Owners of: WISH-AM-TV, Indianapolis; WANE-TV, Fort Wayne; KOTV, Tulsa, Okla.; KHOU-TV, Houston, Tex.; KXTV, Sacramento, Calif;

WGL—Ft. Wayne—1924

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By. News-Sentinel Bcstg. Co., Inc.
Bus.-Studio Address. 201½ W. Jefferson St.
Tel.: Estabrook 3366. ABC
Newspaper Affiliation. News-Sentinel
Representative. Headley-Reed
President. Helene R. Foellinger
Gen., Sta., Comm. Mgr. Merrill C. Johnson
Program Director. William Hausman
Publicity, Prom. Mgr. Jean Huntley
Chief Engineer. Damon Wilson

WKJG—Ft. Wayne—1947

Frequency: 1380 Kc. Power: 5000 Watts
Owner. WKJG, Inc.
Business-Studio Add. 2633 W. State Blvd.
Tel.: ANthony 2295. NBC
Representative. H.R.
President. John F. Dille, Jr.
Vice Pres. Paul Brynes
Gen. Sta. Mgr. Edward G. Thoms
Commercial Manager. Carleton Evans
Program Dir. Paul Dawson
Chief Eng. Eugene A. Chase

WOWO—Ft. Wayne—1926

Frequency: 1190 Kc. Power: 50 Kw.
Owner. Westinghouse Broadcasting Co., Inc.
Bus. Studio Address. 124W. Washington Blvd.
Tel.: AN 9436. Independent
Sta. Representative. AM Radio Sales
President. Donald H. McGannon
General, Sta. Mgr. Edward Wallis
Commercial Manager. H. D. Longworth
Sales Prom. Mgr. Paul Lindsay
Program Dir. Cal Bollwinkel
Chief Engineer. Hal Brokaw
Owners of: KPIN, San Francisco, Calif.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, O.; KYW-TV, Cleveland, O.; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-FM, Boston, Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM, Cleveland, O.; KEX-FM, Portland, Ore;

WILO—Frankfort—1953

Frequency: 1570 Kc. Power: 250 Watts
Owned. Lake Erie Radio & TV Corp.
Address. 52½ E. Washington St.
Tel.: 3338. Independent
Station Rep. Hil Best
President. Theodore M. Nelson

Gen. Mgr. Howard G. Percy
Commercial Manager. Phil Wise
Program Director. James Cronkright
Chief Engineer. D. L. Head

WGRY—Gary—1950

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By. WGRY, Inc.
Address. 3669 B'way
Tel.: TUrner 4-9409. Independent
Station Rep. Grant Webb
President, Gen. Mgr. George Whitney

WWCA—Gary—1949

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By. Lake Bdcastg Co., Inc.
Address. Hotel Gary
Tel.: TU 6-9171. Independent
Station Rep. John E. Pearson Co.
Pres., Gen. Mgr. Dee O. Coe
Asst. Gen. Mgr. Joseph A. Haas
Sales Prom. Mgr. Thomas B. March
Chief Engineer. Victor Voss

WKAM—Goshen—1954

Frequency: 1460 Kc. Power: 1000 Watts, d.
Owned-Operated By. Kosclusko Bcstg. Corp.
Address. Hotel Goshen
Tel.: 3-2219. Independent
President. William N. Udell
General Mgr. C. J. Pajakowski
Chief Engineer. Henry Weaver

WJOB—Hammond—1928

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Colby Bcstg.
Address. 6405 Olcott
Tel.: TI 4-1230. Independent
Pres., Gen. Mgr. R. C. Adair
Station Manager. Len Ellis
Publicity Director. Hugh Pieron
Chief Engineer. R. Duensing

WHLT—Huntington—1957

Frequency: 1300 Kc. Power: 500 Watts
Owned-Operated By. Radio Huntington, Inc.
Business Address. Hotel LaFontaine
Tel.: 3404. Independent
Pres., Gen. Mgr. William J. Warren
Chief Engineer. Charles Yelverton

WFBM—Indianapolis—1926

Frequency: 1260 Kc. Power: 5000 Watts
Owned By. Time, Inc.
Address. 1330 N. Meridian St.
Tel.: MEIrose 4-8521. ABC
Representative. Katz
President. W. C. Pullen, Jr.
V.P., Gen. Mgr. Eldon Campbell
Nat. Sales Mgr. Hugh L. Kirby
Gen. Sales Mgr. Henry H. Franz
Station Mgr. Franklin H. Small
Prom. Mgr. Jerry Chapman
Program Dir. Robert Yeager
Chief Engineer. Bob Flanders

WGEE—Indianapolis—1956

Frequency: 1590 Kc. Power: 5 Kw. d.
 Owned.....Rollins Bcstg. Co.
 Address.....4800 E. Raymond St.
 Tel.: FL 9-5591.....Independent
 Representative.....Rollins, Grant
 President.....O. Wayne Rollins
 General Manager.....Kersh Walters
 Program Director.....Ernie Forrester
 Chief Engineer.....Warren Fooks

WIBC—Indianapolis—1938

Freq. 1070 Kc. Power: 50 Kw. d.; 10 Kw. n.
 Owned-Operated By.....WIBC, Inc.
 Business Address.....2835 N. Illinois St.
 Tel.: WA 4-2661.....Independent
 Representative.....John Blair
 President, Gen. Mgr.....Richard M. Fairbanks
 V.P., Commercial Manager.....Gilbert I. Berry
 Prog. Dir.....William L. Dean
 Chief Engineer.....Robert W. Minton

WIRE—Indianapolis—1924

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By.....Indianapolis Bcstg., Inc.
 Business-Studio Add...307 N. Pennsylvania St.
 Tel.: ME 5-1541.....NBC
 Newspaper Affil.....News: Star
 Representative.....Peters, Giriffin & Woodward
 President.....Eugene C. Pulliam
 General Manager.....Willard C. Worcester
 Commercial Mgr.....Bill J. Shuel
 Sta. Program Dir.....Donald Bruce
 Prom., Publicity Dir.....Paul L. Raikes
 Chief Eng.....Eugene E. Alden

WISH—Indianapolis—1941

Frequency: 1310 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....Indiana Bcstg. Corp.
 Business-Studio Address...1440 N. Meridian St.
 Tel.: ME 4-6411.....CBS
 Sta. Representatives.....H. R. Reys.
 President.....C. Wrede Petersmeyer
 V.P., General Manager.....Robert McConnell
 Sta. Comm. Mgr.....Robert Ohleyer
 Program Director.....William E. Frosch, Jr.
 Prom., Publicity Dir.....James R. Nesbit
 Chief Engineer.....Stokes Gresham, Jr.
 Owners of: WISH-TV, Indianapolis, Ind; WANE-
 AM-TV, Fort Wayne, Ind; KOTV, Tulsa, Okla.;
 KIOU-TV, Houston, Tex; KNTV, Sacramento,
 Calif;

WXLW—Indianapolis—1948

Frequency: 950 Kc. Power: 5 Kw. d.
 Owned-Oper. By.....Radio Indianapolis, Inc.
 Address.....3003 Kessler Blvd.
 Tel.: WALnut 5-6494.....Independent
 Representative.....John Pearson Co.
 President.....Lyman S. Ayres
 General Manager.....Robert D. Enoch
 Program Director.....Greg Smith
 Chief Engineer.....Bert Goetzinger

WITZ—Jasper—1948

Frequency: 990 Kc. Power: 1000 Watts d.

Owned-Operated By ..Jasper on the Air Inc.
 Address.....South on Hgwy. 45
 Tel.: 678.....Independent
 President.....Dr. Gilbert E. Metzger
 General Manager.....Dennis J. Keller
 Commercial Manager.....Al Farber
 Program Director.....Jack Brandt
 Sales Prom. Publicity Dir.....Shirley Brenner
 Chief Engineer.....Peter Russo

WAWK—Kendallville—1955

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Noble DeKalb Bcstg. Co.
 Address.....Box 47
 Tel.: 764.....Independent
 V.P., General Manager.....Paul L. King
 Commercial Manager.....Weldon Cornell
 Program Director.....Fred Manahan
 Sales Prom. Dir.....
 Chief Engineer.....John Riddle

WIOU—Kokomo—1948

Frequency: 1350 Kc. Power: 1000 Watts
 Owner.....Booth Broadcasting
 Business Address.....210½ North Main St.
 Tel.: GL 7-1194.....CBS
 Representative.....Wood
 President.....John L. Booth
 General, Comm. Mgr.....John Carl Jeffrey
 Prog. Dir.....Hugo J. DiSalvo
 Pub. Dir.....Dorothy Overton
 Chief Engineer.....Elvin Cunningham

WASK—Lafayette—1942

Frequency: 1450 Kc. Power: 250 watts
 Owned.....Lafayette Bcstg., Inc.
 Business-Studio Address ...McCarty Lane
 Tel.: Gibson 7-2186.....MBS
 President.....E. Joseph Bannon
 General, Comm. Mgr.....Dick Pittenger
 Program, Prom. Mgr.....Henry Rosenthal
 Chief Engineer.....Joe McLean

WLOI—La Porte—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By.....La Porte County Bcstg. Co.
 Address.....P. O. Box 385
 Tel.: 4144.....Independent
 Sta. Rep.....Pearson
 President.....Dee O. Coe
 Gen. Mgr.....Robert L. Harris
 Chief Engineer.....Victor Voss

WBTO—Linton—1953

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By.....The Linton Bcstg. Co.
 Business Address.....Highway 54
 Tel.: 63.....KBS
 President.....H. C. Sanders
 General Manager.....H. D. Boardman

WSAL—Logansport—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By ..Logansport Bcstg. Corp.

INDIANA

Address P. O. Box 399
Tel.: 3111..... MBS
President..... Glenn L. Miller
Gen. Sta. Mgr..... Richard E. Jackson
Comm. Mgr..... Joe Wiler
Program Director..... Gene A. Waters
Chief Engineer..... Raymond A. Olson

WORX—Madison—1953

Frequency: 1270 Kc..... Power: 1000 Watts
Owned-Oper. By..... Electronic Lab. Inc.
Address Telegraph Hill
Tel.: 1270..... KBS
Representative..... Hil F. Best Co.
President..... C. E. Henson
General Manager..... Dick Witty
Chief Engineer..... Roger Bradley

WBAT—Marion—1947

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By Marion Radio Corp.
Address P.O. Box 1199
Tel.: North 4-6239..... CBS
Representative Everett-McKinney
President..... Lester G. Spencer
V. P., Gen. Mgr..... William Fowler
Comm. Mgr..... A. G. Von Dielingen
Sales Prom. Mgr..... William Kniesly
Program Director..... Mel Strasser
Chief Engineer..... Warren Arnett

WORX

MADISON, INDIANA

Your

Prescription

For

Sure-Fire

Sales

WMRI—Marion—1955

Frequency: 860 Kc..... Power: 250 Watts
Owned By..... WMRI, Inc.
Business Address..... Pennsylvania St.
Tel.: 5705 Independent
Newspaper Affil..... Chronicle Leader-Tribune
Representative Burn-Smith
Gen. Mgr..... Robert Fincannon
Comm. Sales Prom. Mgr..... Robert Wright
Program Director..... James Landry, Jr.
Publicity Director..... Don Tillman
Chief Engineer..... Robert Shively

WIMS—Michigan City—1947

Freq: 1420 Kc..... Power: 5 Kw. d.: 500 Wts. n.
Owned..... Northern Indiana Besters., Inc.
Business-Studio Address... Old Chicago Road
Tel.: TR 4-5245..... Independent
Pres., Gen. Mgr..... William N. Udell
Comm. Mgrs..... Al Halus-S. C. McDonnell
Program Dir..... Robert E. Pfister
Sale Prom. Mgr..... Sam Searfoss
Publicity Dir..... Henry Lange
Chief Engineer..... Robert E. Schilling

WPCO—Mount Vernon—1955

Frequency: 1590 Kc..... Power: 500 Watts d.
Owned..... Mt. Vernon Broadcasting Co.
Address Box 231
Tel.: PO 3-4484..... KBS
President..... H. C. Sanders
General Comm. Mgr..... F. Courtney Smith
Program Dir..... Kenneth Kessler
Chief Engineer..... Bob Smiley

WLBC—Muncie—1926

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address..... Box 271
Tel.: AT 8-4403..... CBS
Representative Hal Holman
Pres., Gen. Sta. Mgr..... D. A. Burton
Program Director..... William F. Craig
Chief Engineer..... Pat Finnegan

WLRP—New Albany—1949

Frequency: 1570 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Frenz & Brown
Business Address..... P.O. Box 528
Tel.: WH 4-2235..... Independent
Station Rep..... Hil F. Best Co.
Pres., Gen. Sta. Mgr..... Roy L. Hickox
Comm., Sales Prom. Mgr..... Ronald Watson
Program Director..... Jerry Fordyce
Chief Engineer..... Robert Metzler

WOCH—North Vernon—1955

Frequency: 1460 Kc..... Power: 500 Watts
Owned Dorrell Ochs
Address P. O. Box 46
Tel.: FI 9-8421..... Independent
Station Representative..... Hopewell
President Dorrell Ochs

General Sta. Mgr. Eddie Sears
 Commercail Mgr. Don Edwards
 Program Dir. Ernie Kerns
 Publicity Dir. Don Padgett
 Chief Engineer. Jim Ochs

WARU—Peru—1954

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By. Wabash-Peru Bcstg Co., Inc.
 Address Hwy. 24
 Tel.: GRidley 3-4448. Independent
 President. S. L. Hoffman
 Station Manager. D. I. Dever

WPGW—Portland—1950

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Oper. By. Glenn West
 Address Box 608
 Tel.: 1094. KBS
 Owner, Gen. Mgr. Glenn West

WRAY—Princeton—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Princeton Bcstg. Co.
 Address Box 8
 Tel.: FU 5-4861. Independent
 Representative Devney
 Gen., Sta. Mgr. M. R. Lankford
 Chief Engineer. John S. Sanders

WKBV—Richmond—1926

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Central Bcstg. Corp.
 Address W. Main St.
 Tel.: 3-1156 ABC
 Sta. Representative. Everett-McKinney
 Pres., Gen., Sta. Mgr. Lester G. Spencer
 Commercial Manager. Jim Wickemeyer
 Publicity, Prom. Mgr. Bill Woehрман
 Program Director. Marie Robbins
 Chief Engineer. L. J. Duning

WSLM—Salem—1953

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Don H. Martin
 Address Box 472
 Tel.: 700. KBS
 Owner, Gen. Mgr. Don H. Martin
 Commercial Mgr. Herb Arms
 Chief Engineer. Darrell Dixon

WJCD—Seymour—1949

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By. Dr. Azra C. Baker
 Address 1534 Ewing St.
 Tel.: JAcKson 2-1390. Independent
 Station Mgr. Bob Shippee
 Program Dir. Fred Osborne
 Chief Engineer. Arthur T. Kindell

WJVA—South Bend—1947

Frequency: 1580 Kc. Power: 1000 Watts, d.
 Owned By. Booth Broadcasting Co.
 Address Box 179

Tel.: CE 4-1111. MBS
 President. John L. Booth
 General, Sta. Mgr. Martin G. Creel
 Commercial Mgr. Robert Niedner
 Program Dir. Al Waters
 Ch. Eng., Prom. Mgr. Louis Ellis

WNDU—South Bend—1944

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Michiana Telecasting Corp.
 Address Box 989
 Tel.: CE 3-7111. ABC
 Sta. Rep. Venard, Rintoul & McConnell
 Pres. Rev. Theodore M. Hesburgh
 General Manager. W. Thomas Hamilton
 Comm. Sta. Mgr. Daniel Martin
 Program Director. John E. McCullough
 Sales Prom. Mgr. Walter Purcell
 Publicity Dir. Paul A. Listek
 Chief Engineer. Bazil O'Hagen

WSBT—South Bend—1921

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Bus.-Studio Address. 300 W. Jefferson Blvd.
 Tel.: CE 3-3141. CBS
 Newspaper Affiliation. South Bend Tribune
 Representative. Paul H. Raymer
 President. Franklin D. Schurz
 General Manager. Neal B. Welch
 Commercial Manager. Will R. Darch
 Prom., Publicity Dir. Nobert Gassensmith
 Program Dir. Robert Drain
 Chief Engineer. Arthur R. O'Neill

WTCJ—Tell City—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Tell City Bcstg. Co.
 Address Tell City
 Tel.: Kingsdale 7-2345. KBS
 Owner, Manager. James R. Brewer

WBOW—Terre Haute—1927

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Radio WBOW, Inc.
 Business-Studio Address. 303 S. 6th St.
 Tel.: CR 5034. MBS
 Representative. Wood
 President, Gen. Mgr. J. W. O'Connor
 Station Mgr. Ralph S. McHargue
 Commercial Manager. Karl Walwik
 Program Dir. Robert L. Karr
 Chief Engineer. Frank Casteel

WMFT—Terre Haute—1958

Frequency: 1300 Kc. Power: 500 Watts d.
 Owned. Citizens Bcstg. Co., Inc.
 Business Address. 641 E. Ohio St.
 Tel.: CRawford 9618. Independent
 Representative. Burn-Smith
 General Manager. Richard Beiser
 Publicity Director. Mrs. Wilma Sapp
 Chief Engineer. P. Ford

INDIANA-IOWA

WTHI—Terre Haute—1948

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address: 918 Ohio St.
 Tel.: CR 9481 CBS
 Representative: Bolling
 President: Anton Hulman, Jr.
 V.P. & Gen. Mgr.: Joseph M. Higgins
 Commercial Mgr.: George Foulkes
 Sales Prom. Mgr.: Bill Hawkins
 Program Director: Ben Falber, Jr.
 Chief Engineer: Russ Arnold

WAOV—Vincennes—1940

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: H. N. Greenlee
 Business Address: Grand Hotel
 Tel.: TU 2-6060 MBS
 Newspaper Affil.: Sun Commercial
 Representative: Peters, Griffin & Woodward
 Gen. Mgr.: Howard N. Greenlee
 Station Mgr.: A. H. Edmondson, Sr.
 Comm. Prom. Mgr.: W. B. Kepler
 Program Director: Robert Duckworth
 Publicity Dir.: John R. Cutshall
 Chief Engineer: Ralph Baldwin

WRSW—Warsaw—1951

Frequency: 1480 Kc. Power: 500 Watts
 Owned-Oper. By: Reub Williams & Sons, Inc.
 Address: Times Building
 Tel.: Amherst 7-3111 Independent
 Newspaper Affil.: Times-Union
 President: R. B. Williams
 General Manager: C. R. Williams
 Station Prom., Pub. Dir.: William Mollenhour
 Commercial Manager: Jack Essenberg
 Program Director: Marie Snyder
 Chief Engineer: Fred Gresso

WAMW—Washington—1955

Frequency: 1580 Kc. Power: 250 W., d.
 Owned-Operated By: Washington Radio, Inc.
 Address: 615 S.E. 11th St.
 Tel.: CL 4-4300 KBS
 Newspaper Affil.: Wash. Herald
 Representative: Hil F. Best
 President: Mrs. H. B. Bausman
 General Manager: Joe Edwards
 Commercial Manager: Joe Floerke
 Prog. Dir.: Gene Cabel
 Chief Engineer: Joe Fox

Pop.: 3,069,000
 Families: 889,000
 Radio Homes: 883,000

IOWA

TV Homes: 791,000
 AM Stas. in State: 61
 TV Stas. in State: 12

KLGA—Algona—1956

Frequency: 1600 Kc. Power: 5 Kw. d.
 Owned: Kossuth County Bcstg.
 Address: Box 47
 Tel.: CY 4-2475 KBS
 President: Frederick Epstein
 General Sta. Mgr.: James M. Watt
 Commercial Mgr.: Elaine Hutchins
 Chief Engineer: John Moline

KASI—Ames—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By: Story County Bcstg. Co.
 Address: Main & Burnett Sts.
 Tel.: CE 2-3152 Independent
 Sta. Representative: Holman
 President, Gen. Mgr.: William Ray
 Commercial Mgr.: James Orngard
 Program Dir.: Carol Farmer
 Sales Prom. Mgr.: W. Ray, Jr.
 Chief Engineer: James Stevens

KJAN—Atlantic—1950

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By: Nishna Valley Bcstg. Co.
 Address: North Olive
 Tel.: 1717 KBS
 Pres., Comm. Mgr.: E. G. Faust
 Co-Mgrs.: F. G. Miller-H. A. Preston

Program, Publicity Dir.: Robert Einhaus
 Chief Engineer: Arnold E. Wilson

KWBG—Boone—1950

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 Wts. n.
 Owned-Operated By: Boone Bcstg. Co.
 Address: P. O. Box 36
 Tel.: 1590 KBS
 Newspaper Affil.: News-Republican
 President: Mary G. Garvey
 General Manager: H. A. Garvey
 Chief Engineer: John W. Stribling

KBUR—Burlington—1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Burlington Bcstg. Co.
 Address: Roosevelt Road
 Tel.: PL 2-2701 ABC
 President: G. B. McDermott
 General Mgr.: D. H. Steinle
 Commercial Manager: Willis Schwartz
 Program Director: Richard Mosena
 Sales Prom. Mgr.: Capps Sutherland
 Publicity Dir.: Thomas Holmquist
 Chief Engineer: Cletus Paul

KCIM—Carroll—1950

Frequency: 1380 Kc. Power: 1000 Watts

Owned-Oper. By Carroll Broadcasting Co.
Address Box 431
Tel.: 4321 Independent
Representative Pearson
General Manager Leo R. Mayr
Commercial Manager Lee Sandberg
Program Director Neil Trobak
Chief Engineer Roger Belke

KCFI—Cedar Falls—1958

Frequency: 1250 Kc. Power: 500 Watts d.
Owned By Jane A. Roberts
Address P.O. Box 256
Tel.: Colfax 6-1077 Independent
Owner Jane A. Roberts
General Manager R. W. Cox
Commercial Mgr. Milton Gary, Jr.
Chief Engineer Edward West

KCRG—Cedar Rapids—1947

Frequency: 1600 Kc. Power 5000 Watts
Owned-Oper. By Cedar Rapids TV Co.
Address 104 1st St., S.W.
Tel.: Empire 4-4194 ABC
Newspaper Affil. Gazette
Sta. Representative Branham Co.
President Joseph F. Hladky, Jr.
General Manager Redd Gardner
Sales Manager Charles F. Butler
Program Director Jim Young
Sales Prom. Publicity Dir. Edna A. Herbst

KPIG—Cedar Rapids—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cedar Rapids Bcstg.
Business Address 1225 First Ave., S.E.
Tel.: EM 3-8265 Independent
Sta. Representative Everett McKinney
President John C. Kelly
Gen., Sta. Mgr. James I. Mitchell
Commercial Manager David W. Albright
Program Director Robert Carpenter
Chief Engineer Wayne C. Cornils

WMT—Cedar Rapids—1922

Frequency: 600 Kc. Power: 5000 Watts
Owned American Bcstg. Stations, Inc.
Bus.-Studio Address Paramount Theater Bldg.
Tel.: EM 4-0171 CBS
Representative Katz
President Mrs. Helen S. Mark
V.P., General Manager William B. Quarton
Station Mgr. Kenneth L. Hastie
Commercial Mgr. Beryl W. Starbuck
Promotion Mgr. Jim Eowermaster
Program Manager Dean Landfear
Chief Engineer George Hixenbaugh

KCOG—Centerville—1949

Frequency: 1400 Kc. Power: 100 Watts
Owned Hope Co.
Address 1910 S. Main St.
Tel.: 407 KBS
Newspaper Affil. Daily Iowegian
President Robert K. Beck
Gen., Sta. Mgr. Clyde Holbrook

Comm. Mgr., Ch. Eng. W. H. Lemen
Program Director Richard Kirg

KCHA—Charles City—1949

Frequency: 1580 Kc. Power: 500 Watts d.
Owned-Oper. By Radio Incorporated
Address 300½ N. Main St.
Tel.: CApitol 8-1231 KBS
Pres., Gen. Mgr. L. J. Bromberg
Commercial Manager Robert Brown
Program Director Richard Snyder
Publicity Director Kay Sullivan
Chief Engineer Vern Bromberg

KCHE—Cherokee—1952

Frequency: 1440 Kc. Power: 500 Watts d.
Owned-Operated By Cherokee Bcstg. Co.
Address 219½ W. Main St.
Tel.: CAnal 5-2511 Independent
Representative Best
President, Gen. Mgr. Charles Reznikov
Publicity Dir. Hal Mann
Chief Engineer Sterling Heil

KCLN—Clinton—1956

Frequency: 1390 Kc. Power: 1 Kw.
Owned Salter, Moran & Noyes
Address 514 S. Second St.
Tel.: CH 3-2174 Independent
General Mgr. R. Ambrose
Chief Engineer John Wilson

KROS—Clinton—1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Clinton Bcstg Corp.
Address 246 Fifth Avenue South
Tel.: CH 2-1252 MBS
Representative Pearson
President, General Manager B. M. Jacobson
Oper. Dir., Ch. Eng. G. A. Parker

KSWI—Council Bluffs—1947

Frequency: 1560 Kc. Power: 500 Watts d.
Owned-Operated By Nonparell Bcstg. Co.
Address 120 S. Main
Tel.: 4041 ABC-MBS
President Robert O'Brien
General, Publicity Mgr. David A. DoBell
Sales Prom. Mgr. Clarence Hoover
Program, Ch. Eng. Bob Hallgren

KSIB—Creston—1946

Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Oper. By Southwest Iowa Bcstg. Co.
Address Radio Center
Tel.: ST 2-2155 KBS
Representative Pearson
President Arden D. McKee
Gen., Sta., Comm. Mgr. E. M. Horning
Prog., Pub. Dir. J. R. Mills
Chief Engineer William Zollman

KFMA—Davenport—1952

Frequency: 1580 Kc. Power: 500 Watts d.
Owned-Oper. By Doralcar Assc. Inc.

Address 415 S. Perry St.
 Tel.: 6-4407 Independent
 President Howard Dorsey
 General Manager Robert L. Harris
 Sales Prom. Mgr. Bob Rodrick
 Chief Engineer Larry Andrews

KSTT—Davenport—1946

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Operated By Quint Cities Bcstg. Co.
 Address 736 Federal St.
 Tel.: 6-2541 MBS
 Representative Forjoe
 Pres., Gen. Mgr. Frederick Epstein
 Commercial Manager William Parker
 Program Director Kenneth Draper
 Chief Engineer George Stephenson

WOC—Davenport—1922

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By Tri-City Bdcstg. Co.
 Address 805 Brady Street
 Tel.: 3-3661 NBC
 Representative Peters, Griffin, Woodward
 President Col. B. J. Palmer
 Station Manager Ernest C. Sanders
 Sales Manager F. Pax Shaffer
 Sales Prom. Mgr. Richard Upp
 Program Dir. Raymond E. Guth
 Chief Eng. P. Arvidson

KDEC—Decorah—1947

Frequency: 1240 Kc. Power: 250 Watts d.
 Owned-Operated By Scenic Bcstg. Co.
 Business-Studio Address 308½ W. Water St.
 Tel.: 1240 KBS
 Pres., Gen. Mgr. Verne Koenig
 Commercial Mgr. Kenneth Bjerke
 Chief Engineer John Hibbard

KDSN—Denison—1956

Frequency: 1580 Kc. Power: 500 Watts
 Owned By Denison Bcstg. Co.
 Address Box 337
 Tel.: AMhurst 3-3141 Independent
 Pres., Gen. Mgr. Walter F. Morrison
 Prog., Chief Engineer Jim A. Peterson

KCBC—Des Moines—1946

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Fletcher-Mitchell Corp.
 Address Box 1404
 Tel.: CRestwood 7-4483 ABC
 Representative Devney
 President James I. Mitchell
 Gen., Sta. Mgr. Claire E. Grant
 Commercial Manager Bob Bunce
 Sales Prom. Mgr. Don Purdy
 Program Director Bob Lutz
 Chief Engineer Robt. S. Brown

KIOA—Des Moines—1948

Freq.: 940 Kc. Power: 10 Kw. d., 5 Kw. a.
 Owned Public Radio Corp.
 Business Address 503 Park St.
 Tel.: ATlantic 2-9191 MBS

Sta Representative Adam Young
 President Lester Kamin
 Gen., Sta. Mgr. James C. Dowell
 Program Director Frosty Mitchell
 Publicity Director Rosemary Bowen
 Sales Prom. Mgr. Joyce A. Patterson
 Chief Engineer Lyle W. Nolan

KRNT—Des Moines—1935

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Business Address 9th & Pleasant Sts.
 Tel.: CH 3-4141 CBS
 Newspaper Affiliation Register-Tribune
 Station Representative Katz
 General-Station Manager Bob Dillon
 Commercial Manager Paul Elliott
 Chief Engineer C. F. Quentin

KSO—Des Moines—1921

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By KSO Inc.
 Address 1910 Ingersoll Ave.
 Tel.: CH 3-0571 Independent
 Sta. Representative H-R Rep.
 President Larry Bentson
 V.P., Sta. Mgr. Tony Moe
 Comm., Asst. Gen. Mgr. Bill Bengtson
 Program, Prom. Mgr. Dick Vance
 Publicity Dir. Jack Westerbard
 Chief Engineer Samuel Mazza

KWDM—Des Moines—1948

Frequency: 1150 Kc. Power: 1000 Watts
 Owned By Gen. Bcstg. of Ia. Inc.
 Business-Studio Address 419½ Locust
 Tel.: AT 2-8363 MBS
 Pres., Comm. Mgr. George W. Webber
 Gen., Sta. Mgr. Robert L. Webber
 Program Director Edith D. Webber
 Chief Engineer Werner Schwarz

WHO—Des Moines—1924

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By Central Bcsta. Co.
 Address 1100 Walnut St.
 Tel.: AT 8-6511 NBC
 Representative Peters, Griffin & Woodward
 President Col. B. J. Palmer
 V. Pres. & Resident Mgr. Paul A. Loyet
 Exec. V. Pres. Ralph Evans
 Sales Manager Robert H. Harter
 Program Director Cecil C. Huntzinger
 Sales Prom. Mgr. Robert O. Link
 Chief Engineer Roy W. Pratt

KDTH—Dubuque—1941

Frequency: 1370 Kc. Power: 1000 Watts
 Owner Dubuque Telegraph-Herald
 Address 8th & Bluff St.
 Tel.: 3-7351 ABC
 Station Representative Pearson
 President Fred Woodward
 General Manager K. S. Gordon
 Commercial Manager A. C. Newburgh

Publicity Dir.....Gordon Kilgore
 Program Director.....Robert J. Gribben
 Chief Engineer.....Donald Abitz

WDBQ—Dubuque—1933

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WDBQ Bcstg. Co.
 Business Address.....2763 Pennsylvania Ave.
 Tel.: 3-8241.....MBS
 Sta. Representative.....Walker-Rowalt
 President.....Oswald Friend
 General Manager.....Philip T. Kelly
 Commercial Manager.....Patrick G. Fleming
 Program Director.....Terry Dorsey

KLIL—Estherville—1952

Frequency: 1340 Kc.....Power: 100 Watts
 Owned.....KLIL, Inc.
 Address.....Box 155
 Tel.: EMerson 2-3521.....KBS
 Sta. Representative.....Bob Dore
 Pres., Gen. Mgr.....Jack Turnbull
 Commercial Manager.....Lucille Turnbull
 Program Director.....Don Gard
 Sales Prom. Mgr.....R. A. Peterson
 Publicity Director.....Larry O'Toole
 Chief Engineer.....Wilbur Ralph

KMCD—Fairfield—1958

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Bcstg. Engineering Services
 Business Address.....Highway 34 West, Box 31
 Tel.: 345.....ABC
 President.....G. B. McDermott
 Gen., Sta. Mgr.....William W. Hansen
 Publicity Director.....Donald Picken
 Sales Prom. Mgr.....Robert E. Shunick
 Chief Engineer.....Richard J. Caldwell

KVFD—Ft. Dodge—1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Bcstg. Co.
 Business-Studio Address.....Warden Bldg.
 Tel.: 4-0351.....MBS
 Representative.....Pearson
 President, Gen., Sta., Mgr.....Edward Breen
 Comm., Sales Prom. Mgr.....Max E. Landes
 Program Director.....Drexel Peterson
 Chief Engineer.....David G. Sinclair

KWMT—Fort Dodge—1956

Frequency: 540 Kc.....Power: 1000 Watts d.
 Owned.....American Bcstg. Stations, Inc.
 Business Address.....540 A. Street
 Tel.: 8-4711.....Independent
 Representative.....Everett-McKinney
 President.....Mrs. Helen Mark
 Gen. Mgr.....Burns Nugent
 Commercial Manager.....James Maurer
 Program Director.....Deane Johnson
 Chief Engineer.....Roy Chase

KXGI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....KXGI, Inc.

Business-Studio Address.....Marquette Bldg.
 Tel.: DRake 2-1241.....Independent
 Representative.....Devney
 President, Gen. Mgr.....Richard Gillespie
 Station, Program Dir.....Jack Lee
 Commercial Mgr.....Gary Bye
 Sales Prom. Mgr.....Joe Young
 Chief Engineer.....James Tschantz

KGRN—Grinnell—1957

Frequency: 1410 Kc.....Power: 500 Watts d.
 Owned.....Mitchell Bcstg.
 Address.....P. O. Box 67
 Tel.: BE 6-5444.....KBS
 Pres., Gen. Mgr.....Jerroil Henry
 Commercial Mgr.....Vic Sayer
 Program Dir.....Robert Armstrong

KXIC—Iowa City—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Johnson County Bcstg. Corp.
 Business Address.....108½ E. Washington St.
 Tel.: 8-1181.....Independent
 Representative.....Pearson
 President.....Scott Swisher
 General Sta. Mgr.....Gene Claussen
 Commercial Mgr.....F. M. Broders
 Program Director.....Robert Shellady
 Chief Engineer.....Elliott Full

KOKX—Keokuk—1947

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
 Owned-Operated By.....Keokuk Bcstg. Co.
 Business Address.....Hotel Iowa Bldg.
 Tel.: 3670.....Independent
 Representative.....John E. Pearson
 President.....H. W. Stadler
 General Manager.....Robert W. Erickson
 Program Director.....John Husak
 Chief Engineer.....Joe Malkin

KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By.....George M. DeRuyter
 Address.....Box 1410
 Tel.: 1410.....KBS
 Manager.....George M. DeRuyter

KMAQ—Maquoketa—1958

Frequency: 1320 Kc.....Power: 500 Watts
 Owned By.....Jackson County Bcstg. Co.
 Business Address.....136½ S. Main St.
 Tel.: OLive 2-2426.....KBS
 President.....Nathan Goetz
 Station Manager.....Duane A. Willey
 Program Director.....Stan Barton
 Sales Prom. Mgr.....Claude Beck
 Chief Engineer.....Raymond Shields

KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts
 Operated By.....Marshall Electric Co.
 Address.....133 E. Main St.
 Tel.: 3361.....Independent
 Newspaper Affil.....Times-Republican

IOWA

Representative Pearson
President John W. Norris
General Manager Paul G. Norris, Jr.
Station Manager William P. White
Comm. Mgr. William C. Doll
Program Director Dale Smith
Chief Engineer Herbert Anderson

KGLO—Mason City—1936

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By Lee Radio, Inc.
Bus. Studio Address 2nd & Pennsylvania
Tel.: GArden 3-2540 CBS
Sta. Representative Branham
President Lee P. Loomis
Exec. V.P., Gen. Mgr. Herbert R. Ohrt
Nat. Sales Mgr. Walter J. Rothschild
Commercial Manager Lloyd Loers
Program Director Bob Clausen
Chief Engineer Roger Sawyer

KRIB—Mason City—1952

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Western Broadcasting Co.
Address 402 19th St., S.W.
Tel.: 5400 Independent
President Wm. T. Johns, Jr.
Gen., Sta. Mgr. Chas. Loufek
Chief Engineer Earle Fritz

KSMN—Mason City—1948

Frequency: 1010 Kc. Power: 1000 W., d.
Owned-Oper. By Land O'Com Bcstg. Inc.
Address 5 W. State
Tel.: GArden 3-8634 Independent
Representative Hil F. Best
General Manager Robert L. Booe
Sales Prom. Dir. Richard Brinkmann
Chief Engineer Hubert Marshall

KWPC—Muscatine—1947

Frequency 860 Kc. Power: 250 Watts
Owned-Operated By Muscatine Bcstg. Co.
Address Mulberry & Houser
Tel.: AM 3-2442 Independent
Representative Pearson
Partner, Gen. Mgr. George J. Vogler
Commercial Manager Vince Beckey
Program Director Marion Templeman
Chief Engineer David McGowan

KCOB—Newton—1955

Frequency: 1280 Kc. Power: 1000 W. d.
Owned By Richard C. Brandt
Address Box 190
Tel.: 2100 Independent
Representative Grant Webb
General Manager Jack Kohrnel

KOEL—Oelwein—1950

Freq.: 950 Kc. Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By Northeast Iowa Radio Corp.
Address 109 S. Frederick Ave.
Tel.: 120 Independent
President C. W. Crahan

Gen., Sta. Mgr. W. J. Teich
Commercial Mgr. Donald McKee
Prog., Pub. Dir. Dale Wood
Chief Engineer Arnold Zaruba

KBOE—Oskaloosa—1950

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Oskaloosa Bcstg. Co.
Address Box 518
Tel.: OR 3-3493 Independent
Representative Pearson
President E. G. Wenrick
Gen., Sta., Comm. Mgr. Glen Stanley
Program Director Lester Wright
Publicity Director John Halligan
Chief Engineer William Brubaker

KBIZ—Ottumwa—1941

Frequency: 1240 Kc. Power: 250 Watts
Owned by Wapello County Bests Co., Inc.
Address New Union Bank Bldg.
Tel.: MUrray 2-7588 CBS
Sta. Representatives Bolles; Hyett
President G. La Verne Flambo
General Comm. Mgr. Dale Cowle
Program Director Larry Shepard
Chief Engineer Larry Stout

KLEE—Ottumwa—1954

Frequency: 1480 Kc. Power: 500 Watts d.
Owned Carroll H. Marts
Address P.O. Box 391
Tel.: MUrray 2-7551 KBS
Pres., Gen. Mgr. Carroll Marts
Program Director Lawrence Weller
Chief Engineer Les Thompson

KFNF—Shenandoah—1924

Freq.: 920 Kc. Power: 1000 Wts. d., 500 n.
Owned-Operated By KFNF Bcstg. Co. Inc.
Address P.O. Box 98
Tel.: 1302 Independent
Sta. Reps. Bolling; Bowden
President Nicholas Tedesco
General Mgr. G. W. Diefenderfer, Jr.
Program Dir. Don Johnson

KMA—Shenandoah—1925

Frequency: 960 Kc. Power: 5 Kw. d.
Owned-Operated By May Bcstg. Co.
Address KMA Auditorium
Tel.: 192 ABC
Representative Edward Petry
President Edward W. May
General Mgr. Owen Saddler
Station Mgr. Anthony Koelker
Commercial Mgr. Cecil H. Hamilton, Jr.
Prog., Publicity Dir. Duane Modrow
Program Director Dean Naven
Chief Engineer Don Burrichter

KMNS—Sioux City—1949

Frequency: 620 Kc. Power: 1000 Watts
Owned-Oper. By Siouxland Bcstg. Inc.
Address 620 Insurance Exchange Bldg.

Tel.: 8-0628.....Independent
 Sta Representative.....Paul H. Raymer
 President.....James Stuart
 Ex. Vice Pres.....Richard Chapin
 General Manager.....Jan Dellinger
 Program Director.....Donald Frost
 Sales Prom. Mgr.....Shirley Fisher
 Chief Eng.....Philip Maher

KSCJ—Sioux City—1927

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Business-Studio Address.....415 Douglas St.
 Tel.: 5-7993.....ABC
 Newspaper Affiliation.....Journal-Tribune
 Representative.....George P. Hollingbery
 President.....W. R. Perkins
 Sia., Comm. Mgr.....Eugene T. Flaherty
 Sales Prom. Mgr., Pub. Dir.....Jean Harraday
 Program Dir.....Elizabeth Sammons
 Chief Engineer.....S. C. Dier

KTRI—Sioux City—1938

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sioux City Bcstg. Co.
 Address.....400 Commerce Bldg.
 Tel.: 8-0165.....Independent
 Representative.....Everett-McKinney
 President.....John C. Kelly
 General Manager.....Lennon Kelly
 Chief Engineer.....Sam Seldon

KICD—Spencer—1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Iowa Great Lakes Bcstg. Co.
 Address.....Highway 71, N.
 Tel.: 1240.....Independent
 Representative.....Pearson
 Pres., Gen. Mgr.....Ben B. Sanders
 Commercial Mgr.....Mary Lundt
 Program Director.....Chet Andrews
 Chief Engineer.....Eldon Kanago

KAYL—Storm Lake—1948

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 Address.....Park Building
 Tel.: RE 2-3520.....KBS

President.....O. J. Grau
 Sta. Mgr., Prog. Dir.....Paul Benson
 Chief Engineer.....Robert L. Lamb

KWWL—Waterloo—1947

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Black Hawk Bdcstg Co.
 Address.....Insurance Bldg.
 Tel.: AD 4-4404.....MBS
 Representative.....Avery-Knodel, Inc.
 President.....Ralph J. McElroy
 Gen., Sta. Mgr.....Bill C. Baldwin
 Chief Engineer.....E. M. Tink

KXEL—Waterloo—1942

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....KXEL Bcstg. Co.
 Address.....P.O. Box 2395
 Tel.: AD 3-3371.....ABC
 Representative.....Bolling
 President.....Cy N. Bahakel
 General, Sta. Mgr.....Frank Tirico
 Comm. Prom. Mgr.....Al Laval
 Ch. Eng., Program Dir.....Don Kassner
 Publicity Dir.....George Patrick

KWVY—Waverly—1958

Frequency: 1470 Kc.....Power: 1 kw., d.
 Owned By.....Cedar Valley Bcstg. Co.
 Address.....123 1st St. S.E.
 Tel.: 1470.....Independent
 President, Gen. Mgr.....John W. Talbott
 Commercial Manager.....George Mills
 Program Dir.....J. A. Meyer
 Chief Engineer.....Gene Landau

KJFJ—Webster City—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Triangle Bcstrs.
 Address.....Box 222
 Tel.: Temple 2-1410.....KBS
 Representative.....Hil F. Best
 President.....D. D. Treu
 General, Comm. Mgr.....Don Treu
 Program, Public Dir.....G. D. Warland
 Sales Prom. Mgr.....Cal Haworth
 Chief Engineer.....Aldis Hendrickson

Pop.: 2,359,000
 Families: 786,000
 Radio Homes: 731,000

KANSAS

TV Homes: 636,000
 AM Stas. in State: 46
 TV Stas. in State: 9

KSOK—Arkansas City—1947

Freq.: 1280 Kc.....Power: 1 Kw. d., 100 W. n.
 Owned-Operated By.....The KSOK Bdcstg. Co.
 Address.....P.O. Drawer 917
 Tel.: 2666.....Independent
 President.....Oscar S. Stauffer
 Gen. Sta. Mgr.....S. C. Thompson
 Program Director.....W. C. Embry
 Commercial Manager.....Tom Parmley
 Chief Engineer.....N. Wayne Owens

KARE—Atchison—1939

Frequency: 1470 Kc.Power: 1000 Watts
 Owned-Oper. By.....Griffith-Buenning Bdcstg. Co.
 Address.....Fifth & Kansas Ave.
 Tel.: 2477.....KBS
 Representative.....Sears & Ayer
 Co-Owners.....J. M. Griffith, Paul H. Buenning
 General Mgr.....James M. Griffith
 Comm. Mgr.....Paul H. Buenning
 Chief Engineer.....L. H. Winegardner

KANSAS

KCRB—Chanute—1952

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Operated By: Midwest Bdcstg System
Address: P.O. Box 132
Tel.: 434. KBS
Representative Best
President Cecil W. Roberts
Comm. Mgr. J. LeRoy, Jr.
Program Director Evelyn Beech
Station Manager Glen A. Halbe
Chief Engineer R. Still

KGGF—Coffeyville—1930

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By: The Midwest Bcstg. Co., Inc.
Address: 306 W. 8th
Tel.: Clinton 1-3800. ABC
News. Affil. Journal, Winfield Courier, Others
Representative Hollingbery
President Richard M. Seaton
General, Comm. Mgr. Robert L. Pratt
Commercial Manager E. B. Spoonamore
Program Dir. Richard S. Embody
Chief Engineer J. S. Jaminet

KXXX—Colby—1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned Town & Farm Co., Inc.
Address Grand Island, Neb.
Tel.: HO 2-3305. Independent
Rep. H-R Reps.
President Don Searle
Exec. V.P. William A. Martin
Station Manager Ed. Mason
Commercial Mgr. Bill Moore
Business Mgr. Willard Morton

KFRM—Concordia—1947

Frequency: 550 Kc. Power: 5000 Watts d.
Owned-Oper. By KMBC Bcstg. Co.
Address KMBC Building
Tel.: HA 2650. ABC-MBS
Representative Peters, Griffin & Woodward
Pres., Comm. Mgr., Pub. Dir. Don Davis
Chief Eng. Henry Goldenberg

KNCK—Concordia—1954

Frequency: 1390 Kc. Power: 500 Watts d.
Owned General Bcstg. Co., Inc.
Address Concordia, Kans.
Tel.: 1414. KBS
Pres., Gen., Sta. Mgr. W. F. Danenbarger
Comm. Mgr., Prog. Dir. Oscar W. Allen
Chief Engineer Don Sasnett

KGNO—Dodge City—1930

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By Dodge City Bcstg. Co.
Business Address 705 Second St.
Tel.: HU 3-3151. MBS
Newspaper Affil. Dodge City Daily Globe
Representative Venard-Rintoul & McConnell
President J. C. Denious, Jr.
Gen., Station Mgr. W. Elliott

Comm., Prom. Mgr. Ruth Petersen
Program Director Herschel Holland
Chief Eng. Bob Ellinger

KBTO—El Dorado—1953

Frequency: 1360 Kc. Power: 500 Watts d.
Owned-Oper. By El Dorado Bcstg. Co.
Address 205½ S. Main
Tel.: HUnter 3-3151. KBS
Representative Indie Sales
Owner O. A. Tedrick
General Manager Jim Platt

KVOE—Emporia—1939

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Bluestem Bcstg. Co., Inc.
Address Box 350
Tel.: DI 2-1400. Independent
Representative Clark
Pres., Gen. Mgr. E. J. McKernan, Jr.
Commercial Mgr. Ed Kernan, III
Sales Prom. Mgr. Betty Wiershing
Operations Head Curt Stallings
Chief Engineer Charles Stark

KMDO—Fort Scott—1954

Frequency: 1600 Kc. Power: 500 Watts d.
Owned Ft. Scott Bcstg. Co.
Address Box 72
Tel.: 2545. KBS
Pres., Gen. Mgr. Lloyd C. McKenney
Comm., Sta. Mgr. Jim McKenney
Sales Prom. C. Stevens
Publicity Dir. Jim Ross
Chief Engineer Dale Holland

KIUL—Garden City—1935

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By KIUL, Inc.
Address 509 Main St.
Tel.: BRidge 6-3251. NBC-KBS
Newspaper Affil. Telegram
Representative Hal Holman
President, General Mgr. Robert Wells
Sales Prom. Mgr. Lucille Kaiser
Program Dir. Tony Jewell
Publicity Dir. Mary Connors
Chief Eng. Joe Tennesen

KNCO—Garden City—1949

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Oper. By Ark Valley Bcstg. Co., Inc.
Address Box 247
Tel.: BRidge 6-4366. Independent
Representative Continental
President Ellsworth Sherman
General Manager John Hendry
Chief Engineer Gene Conjurske

KBLR—Goodland—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-State Radio, Inc.
Address 17th & Broadway
Tel.: TWinooks 9-2332. MBS
Sta. Representative Gill-Perna

General Manager.....Leslie E. Whittemore
 Commercial Mgr.....Jack Kaufman
 Program, Sta. Mgr.....E. R. Jones
 Chief Engineer.....Paul Bateman

KVGB—Great Bend—1937

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned-Operated By.....KVGB, Inc.
 Address.....2007 17th St.
 Tel.: Gladstone 3-4318.....NBC
 Newspaper Affil.....Daily Tribune
 Representative.....Hollingbery
 President.....Helen Townsley Coogan
 General Mgr.....Grover C. Cobb
 Asst. Mgr.....Robert D. Hilgendorf
 Commercial Mgr.....Sherwood R. Parks
 Program Dir.....Ray H. Beals
 Chief Engineer.....Gilbert Hanzlicek

KAYS—Hays—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KAYS, Inc.
 Address.....2300 Hall St.
 Tel.: Market 4-2578.....Independent
 Representative.....Hal Holman
 President.....Ross Beach, Sr.
 General Mgr.....Robert E. Schmidt
 Sta. Comm. Mgr.....Kay Melia
 Prom. Director.....Don Gill
 Chief Engineer.....Leo Leglieter

KWBW—Hutchinson—1935

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nation's Center Bcstg. Co.
 Business-Studio Address.....17th & Harding
 Tel.: MO 2-4486.....NBC-KBS
 Representative.....Devney
 Pres., Sta. Mgr.....Fred L. Conger
 Commercial Director.....Robert Hanna
 Prog. Dir.....Dick Fraley
 Chief Engineer.....Marvin Reese

KWHK—Hutchinson—1946

Frequency: 1260 Kc...Power: 1 Kw. d.; 500 n.
 Owned-Operated By.....Hill Smith Bcstg., Inc.
 Address.....525 N. Main
 Tel.: Mohawk 5-4461.....Independent
 Station Representative.....Gill-Perna
 Pres., Gen. Mgr.....J. D. Hill
 Commercial Manager.....Virginia Ater
 Station Manager.....Vern Minor
 Program Director.....Del King
 Sales Prom. Mgr.....Stan Gribble
 Publicity Director.....Chuck Bennett
 Chief Engineer.....Howard O'Brate

KIND—Independence—1947

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Central Bcstg., Inc.
 Bus.-Studio Transmitter.....114 North 8th St.
 Tel.: 1010.....MBS-KBS
 President.....Nels Rupard
 Commercial Mgr.....T. J. Campbell
 Program Director.....Jimmy Goodman

KJCK—Junction City—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.
 Owner-Oper. By.....Junction City Bcstg. Co.
 Address.....724½ No. Washington St.
 Tel.: Cedar 8-3165.....Independent
 Representative.....Indie Sales
 President, Gen. Mgr.....R. L. Weir, Jr.
 Station Mgr.....A. B. Valencia
 Sales Prom. Mgr.....Pat Powers
 Chief Engineer.....Royce Baery

KCKN—Kansas City—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Cy Blumenthal
 Address.....4121 Minnesota
 Tel.: FA 1-3200.....Independent
 Representative.....Grant Webb
 President.....Cy Blumenthal
 Gen. Sta. Mgr.....Ed Charles
 Commercial Mgr.....Dale Neal
 Program Director.....Jack Call
 Chief Engineer.....Marvin Bredemeier

KLWN—Lawrence—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Lawrence Bcstrs. Inc.
 Address.....Route 5
 Tel.: VI 3-1320.....Independent
 Representative.....Indie Sales
 President.....Lee Morgan
 General Mgr., Prog. Dir.....Arden Booth
 Commercial Manager.....Cliff Kimberling
 Chief Engineer.....Earl Sundbye

KCLO—Leavenworth—1948

Frequency: 1410 Kc. ...Power: 500 Watts d.
 Owned-Oper. By.....KCLO, Inc.
 Address.....P. O. Box 809
 Tel.: Mutual 2-1410.....KBS
 General Manager.....George B. Anderson

KSCB—Liberal—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Seward County Bcstg. Co.
 Business Address.....East 8th St.
 Tel.: MA 4-3891.....Independent
 Representative.....Hil F. Best
 President.....Alf M. Landon
 General Manager.....Leon S. Salathiel
 Commercial Manager.....Mark Shor
 Program Director.....Joe Young
 Chief Engineer.....Alvin Peters

KMAN—Manhattan—1950

Frequency: 1350 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Manhattan Bcstg. Co.
 Address.....114 No. 4th St.
 Tel.: Prescott 8-4451.....Independent
 President.....Fred A. Seaton
 Gen., Sta. Manager.....Lowell E. Jack
 Commercial Manager.....David Jackson
 Program Director.....Shel Smith

KANSAS

Sales Program Mgr. Richard Hoff
Chief Engineer Harold Luehring

KNDY—Marysville—1956

Frequency: 1570 Kc. Power: 250 Watts, d.
Owned W. N. Schnepf
Address 803½ Broadway
Tel.: Hillcrest 3-4361 KBS
Station Representative Hil F. Best
President W. P. Glaspey
General, Comm. Mgr. James D. Kastner
Program Director Mrs. Jane Ready
Chief Engineer Jack G. Haller

KNEX—McPherson—1949

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Operated By K. R. Krehbiel
Address Box 186
Tel.: 1540 KBS
Newspaper Affil. Daily Republican
Gen. Mgr., Ch. Eng. Claude Hughes
Prog., Pub. Dir. M. Heitschmidt

KBKC—Mission—1957

Frequency: 1480 Kc. Power: 1000 Watts d.
Owned By Public Radio Corp.
Address 5913 Woodson Ave.
Tel.: HEdrick 2-1480 MBS
President Lester Kamin
General, Comm. Mgr. Bill Allred
Program Director Ed Knight
Chief Engineer Robert Arzi

KJRG—Newton—1953

Frequency: 950 Kc. Power: 500 Watts, d.
Owned KJRG, Inc.
Address Box 77
Tel.: ATwater 3-5150 KBS
Station Rep. Best, Biddick
President, Gen. Mgr. Geo. Basil Anderson
Comm. Mgr., Prog. Dir. Roy Lichtenberger
Chief Engineer Dean Grice

KOFO—Ottawa—1949

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By Ottawa Bcstg. Co.
Address P. O. Box 46
Tel.: CHerry 2-1220 Independent
General Mgr. Roderick B. Cupp
Commercial Mgr. Ronald G. Reed
Program Director Barry Rohde
Sales Program Mgr. William Dahlsten
Chief Engineer Don Willis

KLKC—Parsons—1948

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By Community Bcstg. Co.
Address P.O. Box 696
Tel.: 4050 KBS
President, Gen. Mgr. Richard R. Combs

KOAM—Pittsburg—1937

Freq.: 860 Kc. Power: 10 Kw. d., 5 Kw. n
Owned-Oper. The Pittsburg Bcstg. Co., Inc.

Address P.O. Box F
Tel.: Adams 1-7200 NBC
Representative Hollingbery
President E. V. Baxter
Gen., Sta. Mgr. John O. Bartlow
Program Dir. Marge Bartlow
Prom., Publicity Dir. Paul Hudson
Chief Engineer Leo Stafford

KSEK—Pittsburg—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Stauffer Publications, Inc.
Address 1340 E. Quincy
Tel.: ADams 1-2800 KBS
Newspaper Affil. Headlight & Sun
Representative Avery-Knodel
President O. S. Stauffer
General Mgr., Chief Eng. Jim Treat
Commercial Manager Jean More
Program Director Michael Trepa
Sales Program Mgr. John Hayden

KWSK—Pratt—1952

Frequency: 1570 Kc. Power: 250 Watts
Owned Clem Morgan
Address 209½ S. Main St.
Tel.: GRGreenwood 2-4405 Independent
General Manager Clem Morgan
Program Dir. Eddie Sherman
Publicity Dir. Agnes R. Morgan
Chief Engineer F. C. Morgan

KRSL—Russell—1956

Frequency: 990 Kc. Power: 250 Watts
Owned KIL0 Broadcasting Co.
Address Box 666
Tel.: HUDson 3-3121 KBS
Representative Rest
Owner, Gen. Mgr. Fred L. Thompson
Comm., Chief Eng. Charles Thompson

KSAL—Salina—1937

Frequency: 1150 Kc. Power: 5000 Watts
Owned By Salina Bcstg., Inc.
Bus.-Studio Address 7th & Iron
Tel.: TA 3-3701 MBS
Exec. V. Pres. R. W. Chapin
General Mgr. R. M. McKune
Operations Mgr. John Henshall
Chief Eng. Don Englehart

WIBW—Topeka—1927

Frequency: 580 Kc. Power: 5000 Watts
Owned By Stauffer Publications, Inc.
Address Box 119
Tel.: CR 2-3456 CBS
Newspaper Affil. Journal, Capital
Representative Avery-Knodel
President O. S. Stauffer
General Manager Thad Sandstrom
Sales Mgr. Hilton Hodges

KJAY—Topeka—1949

Frequency: 1440 Kc. Power: 5 Kw. d.: 1 Kw. n.

KANSAS-KENTUCKY

Owned-Oper. By KJAY, Inc.
Address 916 Kansas Ave.
Tel.: CE 3-1336 Independent
Representative Gill-Perna
President Dale S. Helmers
General, Comm. Mgr. Robert Stohrs
Program Director Joe Stavos
Chief Engineer Rae Bowman

KTOP—Topeka—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned Charles Bailey Axton
Address Box 538
Tel.: CE 4-3444 MBS
General Manager Bailey Axton
V. Presidents Louise-Charle Axton
Commercial Mgr. Tom Murray
Program Director Merle Blair
Station Manager Bob Barber
Chief Engineer Harold Grant

WREN—Topeka—1926

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By ... WREN, Bdcstg. Co., Inc.
Address 1001 Fillmore St.
Tel.: CE 2-0505 ABC
Representative Hollingbery
President Alf M. Landon
Gen., Sta. Manager Max G. Falkenstein
Commercial Manager Paul Dixon
Program Manager Bob Richmond
Sales Promotion Manager Bonnie Purnell
Chief Engineer Al King

KAKE—Wichita—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned KAKE Broadcasting Co., Inc.
Address Box 1240
Tel.: WH 3-4221 MBS
Representative .. Venard, Rintoul & McConnell
President Mark H. Adams
General Manager Dale McCoy, Jr.
Station Mgr. Wyman Schepp
Commercial Manager Roger Peppard
Program Director Scott McCullough
Chief Engineer Gene Courtney

KFBI—Wichita—1922

Freq.: 1070 Kc. Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By ... Jayhawk Bdcstg. Corp.
Address 42nd & N. Broadway
Tel.: TE 8-3377 Independent
Representative Avery-Knode

President Charles "Buddy" Rogers
General, St. Mgr. Howard O. Peterson
Program Director Joe Holcomb
Chief Engineer Franz Smith

KFH—Wichita—1922

Frequency: 1330 Kc. Power: 5000 Watts d.
Owned-Operated By ... Radio Station KFH Co.
Address Market at Williams St.
Tel.: AM 2-4491 CBS
Newspaper Affiliation Eagle
Representative Blair
President John Rigby
Executive Vice Pres. M. M. Murock
Gen. Mgr. T. P. Bashaw
Comm. Mgr. John Merrell
Program Director Donald Anderson
Sales Prom. Mgr. Rick Weaver
Chief Engineer Leslie Campbell

KLEO—Wichita—1936

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By Radio Active, Inc.
Address 148 Misco Bldg.
Tel.: HO 4-2387 Independent
Station Representative Eastman
General Mgr. K. R. Greenwood
Commercial Mgr. Ron Blue
Program Dir. Tom Dunn
Sales Program Mgr. Robert Metheny
Chief Engineer Len Eallard

KSIR—Wichita—1958

Frequency: 900 Kc. Power: 250 Watts d.
Owned By KSIR, Inc.
Business Address Box 933
Tel.: WH 2-3253 Independent
Station Representative Pearson
Pres., Comm. Mgr. Mack Sanders
Gen. Sta., Chief Eng. K. W. Pyle

KWBB—Wichita—1951

Frequency: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ... Wichita Beacon Bcstg. Co.
Address 2829 Saina Ave.
Tel.: TE 8-3331 Independent
Representative Hollingbery
President O. E. Bradley
V.P., General Manager J. Milton Hall
Comm. Prog. Mgr. Harold H. Hale
Program Director Virginia Welch
Chief Engineer M. W. Mulanix

Pop.: 3,238,000
Families: 886,000
Radio Homes: 869,000

KENTUCKY

TV Homes: 646,000
AM Stas. in State: 81
TV Stas. in State: 5

WANY—Albany—1958

Frequency: 1390 Kc. Power: 1000 Watts
Owned By Albany Bcstg. Co.
Business Address Box 1471

Tel.: 150 KBS
Sta. Reps. Geo T. Hopewell; Kentucky Sales
Presidents Wallace Allred-Cecil Speck
General, Station Mgr. Welby Hoover
Commercial Manager Sidney H. Scott

KENTUCKY

Sales Prom., Prog. Dir. Darrell Speck
Publicity Director. Robert E. Lee
Chief Engineer. Pat Hall

WCMI—Ashland—1935

Frequency: 1340 Kc. Power: 250 Watts
Owned By. Gregg Radio Group
Address. P.O. Box 949
Tel.: EA 4-6111 Independent
Sta. Representative. Pearson
President. Frederic Gregg, Jr.
General, Comm. Mgr. Henry E. Grad
Program, Publicity Dir. William B. Pierce
Chief Engineer. Eugene P. Henson

WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts d.
Owned WTCR, Inc.
Address. 4000 Albemarle St., N.W., Wash. D.C.
Tel.: EMerson 3-8110 Independent
Representative Bolling
President Connie B. Gay
Gen. Mgr., Comm. Mgr. H. S. Tweel
Program Director. Margaret Stephens
Chief Engineer. Edwin Walters

WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By. Brown Radio & TV Co.
Address. 107 Sycamore St.
Tel.: 498 Independent
Representative Hil F. Best
Pres., Gen. Mgr. Dwight L. Brown
Sales Prom. Mgr. Homer L. Jackson
Chief Eng. Everett Lawson

WBRT—Bardstown—1955

Frequency: 1320 Kc. Power: 1000 W. d.
Owner. Bardstown Broadcasting Co.
Address. 216 N. 3rd
Tel.: FI 8-3943 KBS
President. Lawrence W. Adams
Prog. Dir. Glenn Nickels
Sales Prom., Chief Eng. Don Allen

WCBL—Benton—1954

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By. Purchase Bcstg. Co.
Address. Highway 408
Tel.: LA 7-2581 KBS
Representative Continental
President. J. Shelby McCallum
General, Sta. Mgr. Jerry Crutchfield
Program Dir. Globe Pollock
Commercial Mgr. Margaret Allen
Sales Prom. Mgr. Roger Allen
Chief Engineer. Paul Herrington, Jr.

WBGH—Bowling Green—1959

Frequency: 1340 Kc. Power: 250 Watts
Owned By. Bowling Green Bcstg. Co.
Address. 913½ College St.
Tel.: VI 2-1638 Independent
Station Representative. Hil F. Best
General, Sta. Mgr. Clement Coker
Comm., Program Mgr. William H. Howell
Chief Engineer. Eugene Hornback

WKCT—Bowling Green—1947

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.
Owned-Oper. By. Daily News Bcstg. Co.
Address. 804½ College St.
Tel.: VI 3-4325 ABC
Newspaper Affiliation. Park City Daily News
Representative Pearson
President J. Ray Gaines
General, Station Mgr. Al Temple
Commercial Mgr. Henry Brosche
Program Dir. Jack Eversole
Chief Engineer. Jack Hendrick

WLBK—Bowling Green—1939

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By. Bowling Green Bcstrs., Inc.
Address. 901 Fairview
Tel.: VI 3-3212 MBS-KBS
Sta. Representative. Burn-Smith
President. Cy N. Bahakel
General, Comm. Mgr. Bob Proctor
Program, Ch. Eng. Bud Tyler

WTCO—Campbellsville—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Taylor City Bcstg. Co.
Address. P.O. Box 248
Tel.: 380 KBS
Representative Hil F. Best
President. H. T. Parrott
General Manager. Redman L. Turner
Sta. & Comm. Mgr. Thomas Kerr

WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watt
Owner. Central City, Greenville Bcstg. Co.
Address. 110 North First St
Tel.: 818 Independent
Representative Hil F. Best
Station Mgr. Bobby Anderson
Chief Engineer. B. J. Stone

WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts, d.
Owner. Muhlenberg Bcstg. Corp.
Address. Box 323
Tel.: 1000 KBS
Rep. Kentucky Radio Sales
President. Andy Anderson
Gen., Mgr. Ronald L. Peane

WAIN—Columbia—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By. Tri-County Bcstg. Corp.
Address. Columbia
Tel.: FULTON 4-4111 KBS
Station Representative. Hil F. Best
President, Gen. Mgr. John B. Horton
Commercial Manager. Lanier Bu chett
Station Manager. Ray Doss
Program Director. James M. Gaskins
Sales Program Mgr. Edwin Cundiff
Chief Engineer. Lewis Owens

WCTT—Corbin—1947

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Oper. By... Corbin Times-Tribune, Inc.
 Business Address... Corbin
 Tel.: 1071... MBS-KBS
 Newspaper Affil... Corbin Times-Tribune
 President... J. Springer Robinson
 General Manager... John L. Crawford
 Station Manager... Art Grunewald
 Program Director... Archie Wyatt
 Commercial Mgr... S. G. Hembree
 Chief Engineer... Chas. Sulfredge

WCPM—Cumberland—1951

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By... Cumberland Bcstg. Co.
 Address... P. O. Box 955
 Tel.: 260... KBS
 Representative... Best
 Pres., Gen. Mgr... Elmo Mills
 Station Manager... Clyde Beal

WCYN—Cynthiana—1956

Frequency: 1400 Kc. Power: 100 Watts
 Owned... WCYN Radio, Inc.
 Address... Pike & Walnut Sts.
 Tel.: 1480... KBS
 President, Ch. Eng... Estil A. Anderson
 Gen. Mgr... Bob Doll
 Comm. Mgr... Mrs. Helen Williams

WHIR—Danville—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Commonwealth Bcstg. Corp.
 Business Address... P.O. Box 632
 Tel.: DANville 1230... MBS, KBS
 Representative... Hal Holman Co.
 Pres., Gen. Mgr... W. T. Isaac
 Program Director... Raymond L. Ramsey
 Chief Engineer... Paul Smith

WIEL—Elizabethtown—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Elizabethtown Bcstg. Co.
 Business Address... Leitchfield Road
 Tel.: RO 5-5151... KBS
 Station Representative... Hil Best
 President... J. W. Hodges
 General Manager... Dee Huddleston
 Commercial Manager... Calvin Skaggs
 Program Director... Thomas Skinner
 Chief Engineer... Thomas Baldwin

WSTL—Eminence—1956

Frequency: 1600 Kc. Power: 500 Watts, d.
 Owned... Eminence Broadcasting Co.
 Business Address... P.O. Box 147
 Tel.: Vinewood 5-4111... Independent
 President... Victor M. Bellamy
 General, Station Mgr... Kendell C. McCloskey
 Program Director... Quida McCloskey
 Chief Engineer... Paul D. Milby

WSAC—Ft. Knox—1955

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By... Fort Knox Bcstg. Corp.
 Address... Fort Knox, Ky.
 Tel.: ELgin 1-3121... Independent
 Pres., Gen. Mgr... B. E. Cowan
 Commercial Mgr... J. R. Cowan
 Program Dir... R. J. Campbell

WFKY—Frankfort—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Frankfort Bcstg. Co.
 Address... 309 W. Main St.
 Tel.: CA 3-8281... Independent
 Representative... Hollingsbery
 Pres., Gen. Mgr... Ken Hart
 Station Mgr... Bud McClain
 Program Dir... Loren Hooker
 Sales Prom. Mgr... Jim Stivers
 Publicity Dir... Patsy Flynn
 Chief Engineer... K. P. Graham

WFKN—Franklin—1954

Frequency: 1220 Kc. Power: 250 Watts, d.
 Owned By... Franklin Favorite-WFKN, Inc.
 Address... 103 N. High St.
 Tel.: Justice 6-4481... KBS
 Pres., Gen. Mgr... L. L. Valentine
 Comm., Sales Prom. Mgr... Howard H. Ogles
 Program Director... A. W. Kockritz, Jr.
 Publicity Director... Stanley Portmann
 Chief Engineer... Frank Wakefield

WFUL—Fulton—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Ken-Tenn Bcstg. Corp.
 Business Address... Box 482
 Tel.: 1270... Independent
 Newspaper Affiliation... Fulton County News
 President... Paul Westpheling
 Gen., Sta. Mgr... Mrs. P. Westpheling
 Sales Prom. Mgr., Ch. Eng... Kenneth Turner
 Prog., Pub. Dir... Mary Nelle Wright

WGOR—Georgetown—1957

Frequency: 1580 Kc. Power: 10 Kw. d.
 Owned-Operated By... Robert E. Johnson
 Business Address... First National Bank Bldg.
 Tel.: 1580... MBS
 Representative... Hopewell
 Pres., Ch. Eng... Robert E. Johnson
 General, Comm. Mgr... Arno Walker
 Program Director... John Bock
 Sales Program Mgr... Robert Wa d
 Publicity Director... Bill Thompson

WKAY—Glasgow—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Glasgow Bcstg. Co., Inc.
 Address... Happy Valley Rd.
 Tel.: OLive 1-2141... KBS
 President... Jack Pedigo

KENTUCKY

Gen., Sta., Comm. Mgr., Chief Eng. Clovis Sadler
Sales Prom. Mgr. J. M. Barrick
Pub., Prog. Dir. Moena E. Sadler

WHLN—Harlan—1941

Frequency: 1410 Kc. Power: 5 Kw. d.
Owned-Oper. By Radio Harlan, Inc.
Business Address Box 898
Tel.: 625 KBS
Representative Burn-Smith
President J. Francke Fox, Jr.
Gen., Sta. Mgr. James T. Morgan
Sales Prom. Mgr. Larry Dean
Program Director Jack Hoskins
Chief Engineer Marvin Johnson

WHBN—Harrodsburg—1955

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By Fort Harrod Bcstg. Corp.
Address Box 247
Tel.: 1420 KBS
Rep. Continental
President, Comm. Mgr. I. G. Spencer
Gen., Sta. Mgr. Vic Bellamy

WKIC—Hazard—1947

Frequency: 1390 Kc. Power: 5000 Watts d.
Owned-Oper. By Mt. Bcstg. Service, Inc.
Address Box 239
Tel.: GEneral 6-2121 KBS
Representative Kentucky Radio Sales
President Fred B. Bullard
General Manager Ernest Sparkman
Commercial Manager Julius Lasslo
Prog. Dir. Norma Strong
Chief Engineer Doug Slough

WSON—Henderson—1941

Frequency: 860 Kc. Power: 500 Watts d.
Owned-Oper. By Henderson Bcstg. Co., Inc.
Address P. O. Box 418
Tel.: VA 6-3923 KBS
Pres., Gen. Mgr. Hecht S. Lackey
Station Manager William F. Russell
Sales Manager Ewing Graham
Chief Engineer D. E. Gibson

WHOP—Hopkinsville—1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Hopkinsville Bcstg. Co., Inc.
Business Address Bass Arcade
Tel.: TU 5-5331 CBS
Pres., Gen. Mgr. F. Ernest Lackey
Sta., Comm. Mgr. Katherine Peden
Program Director Frank Cameron
Sales Program Mgr. Hal King
Publicity Director Margaret Wyatt
Chief Engineer Walter Wilson

WKOA—Hopkinsville—1954

Frequency: 1480 Kc. Power: 1000 Watts d.
Owned By Pennyryle Broadcasting Co.
Address 808½ South Main St.
Tel.: TU 6-1204 KBS
Sta. Reprs. Geo. T. Hopewell; Kentucky Sales

Pres. Gen. Mgr. William H. Higgins
Com. Mgr. Mrs. Reginald Catlett
Program Director James M. Suddeth
Sales Program Mgr. David A. Cooper
Publicity Director James E. Wilkens
Chief Engineer Marvin J. Mahoney

WLBN—Lebanon—1953

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned Lebanon-Springfield Bcstg. Co.
Address P. O. Box 647
Tel.: 486 KBS
Representative Hil F. Best Kentucky
Gen., Sta. Mgr. J. T. Whitlock
Commercial Manager Allen Baker
Program Director Bruce Lankford
Chief Engineer W. B. Kelly

WMTL—Leitchfield—1959

Frequency: 1580 Kc. Power: 250 Watts
Owned By Rough River Bcstg. Co.
Address 53 Court Square
Tel.: 351 Independent
President, Gen. Mgr. James Shacklette
Commercial Mgr. Ralph Flood
Chief Engineer Graham Peck

WLAP—Lexington—1922

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By WLAP Radio, Inc.
Business-Studio Address 177 N. Upper St.
Tel.: 3-2727 ABC
Representative John E. Pearson
President John B. Poor
General Manager L. C. Redmon
Program Director William Lacker
Chief Engineer Robert Jones

WBLG—Lexington—1946

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Lexington Bcstg. Co.
Address 134 N. Limestone St.
Tel.: 3-0433 ABC
Representative Meeker
Pres., Gen. Mgr. Roy B. White, Jr.
Assistant Manager Bob Peters
Commercial Mgr. Jim Tomblin
Program Director Robert Barton
Chief Engineer James Patrick

WVLK—Lexington—1947

Freq.: 590 Kc. Power: 5000 Wts. d., 1000 n.
Owned-Oper. By Bluegrass Bcstg. Co., Inc.
Address Phoenix Hotel
Tel.: LE 4-6470 MBS
Representative Hollingbery
President Donald J. Horton
General Mgr. Ted Grizzard
Commercial Manager George T. Webb
Program Director Claude Sullivan
Chief Engineer Paul Dunbar

WFTG—London—1955

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By London Broadcasting Co.

Address.....Box 333
Tel.: VO1unteer 4-2148.....Independent
Sta. Representative.....Hil F. Best Co.
Pres., Gen., Sta. Mgr......Elmo Mills
Chief Engineer.....Russell Henson

WAVE—Louisville—1933

Frequency: 970 Kc.....**Power:** 5000 Watts
Owned-Operated By.....**WAVE, Inc.**
Business Address.....725 S. Floyd
Tel.: JU 5-2201.....NBC
Rep......NBC Spot Sales
President.....George W. Norton, Jr.
General Mgr......Nathan Lord
Commercial Manager.....Woody Dulaney, Jr.
Program, Sales Prom. Mgr......James Caldwell
Chief Engineer.....Wilbur Hudson

WAKY—Louisville—1936

Frequency: 790 Kc. ...**Power:** 5000 d. 1000 n.
Owned-Operated By.....McLendon Corp.
Bus. Studio Address.....Ky. Home Life Bldg.
Tel.: JU 7-8871.....MBS
Representative.....Blair
President.....Gordon B. McLendon
Gen. Mgr......Jack Lee
Chief Engineer.....G. Callison

WHAS—Louisville—1922

Frequency: 840 Kc. ...**Power:** 50,000 Watts
Owned-Oper. By.....**WHAS, Inc.**
Address.....525 W. Broadway
Tel.: JU 5-2211.....CBS
Newspaper Affil......Courier-Journal, Times
Representative.....Henry I. Christal Co.
President.....Barry Bingham
Director.....Victor A. Sholis
Sales Director.....John M. Fouts
Program Director.....George Walsh
Sales Prom., Publicity Dir......William F. Leader
Chief Engineer.....Orin Townner

WINN—Louisville—1940

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper. By.....WBC, Inc.
Bus. Studio Address.....409 Speed Bldg.
Tel.: JU 5-5148.....Independent
Representative.....Avery-Knodel
Pres., Gen. Mgr......Glen A. Harmon
Comm. Mgr......James Nathan
Program Dir......Bill Gerson
Promotion Mgr......Helen Roberts
Chief Engineer.....Melvin Scarsdale

WKLO—Louisville—1946

Freq.: 1080 Kc....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Address.....2000 Commonwealth Bldg.
Tel.: JU 3-4441.....Independent
News, Affil....Lanchester (Ohio) Eagle-Gazette
Representative.....Robt. Eastman
President.....Charles Sawyer
General, Comm. Mgr......William H. Spencer
Program Dir......Barney Groven
Chief Engineer.....William H. Faulkner

WKYW—Louisville—1946

Frequency: 900 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus. Studio Address.....431 W. Jefferson St.
Tel.: JU 3-4811.....Independent
Sta. Representative.....Broadcast Time Sales
Pres., Gen. Mgr......F. Eugene Sandford
VP., Oper. Mgr......E. Halsey Sandford
Commercial Manager.....John M. Thompson
Program Dir......Carl Shook

WLou—Louisville—1948

Frequency: 1350 Kc.....**Power:** 5000 Watts d.
Owned-Oper. By.....Rounsaville of Louisville, Inc.
Business-Studio Address.....2549 S. Third St.
Tel.: ME 7-6531.....Independent
Sta. Reps......Pearson; Dora-Clayton
President.....Robert W. Rounsaville
General Mgr......E. F. Shadburne
Comm. Program Dir......William Summers
Chief Engineer.....Steve Dawson

WTMT—Louisville—1958

Frequency: 620 Kc.....**Power:** 500 Watts
Owned By.....Jefferson Bdcstng. Co. Inc.
Business Address.....1300 S. 4th St.
Tel.: ME1rose 7-2527.....MBS
Pres., Gen. Mgr......Earl F. Hash
Program Director.....Jack Tipton
Sales Program Mgr......Lee Stinson
Chief Engineer.....Theodore E. Jones

WFMW—Madisonville—1949

Frequency: 730 Kc.....**Power:** 250 Watts d.
Owned By.....Messenger Bdcstg. Co., Inc.
Address.....Box 351
Tel.: TA 1-4096.....KBS
Newspaper Affiliation.....Messenger
Representative.....Best
President.....Edgar Arnold, Sr.
Gen. Sta. Manager.....H. W. Wells
Comm. Mgr......Elmer L. Kelley, Jr.
Sales Promotion Mgr......Leslie Legrand
Program Director.....J. G. Gatlin
Chief Eng......Charles Lee

WTTL—Madisonville—1956

Frequency: 1310 Kc.....**Power:** 500 Watts, d.
Owned.....Hopkins County Bcstrs.
Business Address.....111 S. Main St.
Tel.: TAYlor 1-7420.....ABC
General Mgr., Chief Eng......Conway Smith
Commercial Manager.....Jerry McKonly
Program Director.....George Vought
Publicity Director.....Hobert Thomson

WWXL—Manchester—1956

Frequency: 1580 Kc.....**Power:** 250 Watts d.
Owned.....Wilderness Rd. Bcstg. Co.
Address.....P.O. Box 368
Tel.: LY 8-4694.....KBS
President.....J. L. Tighe
Gen., Sta. Mgr......Roy A. Redmond
Chief Engineer.....Robert Banks

KENTUCKY

WNGO—Mayfield—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By..... West Ky. Bcstg. Co.
Business Address..... Paducah Rd.; Box 431
Tel.: 1597.....KBS
Representative.....Indie Sales
President.....Mose Bohn
Gen. Sta. Mgr.....Charles W. Stratton
Commercial Manager.....Jim Freeland
Program Director.....Bill Scarbrough
Chief Engineer.....Joe Hargrove

WFTM—Maysville—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....Standard Co.
Bus. Address.....626 Forest Ave.
Tel.: Logan 4-3361.....MBS-KBS
President.....Charles P. Clarke
General Manager.....John W. Betts
Commercial Manager.....Herbert Williams, Jr.
Program Director.....Lawrence McGill
Chief Engineer.....Harold Sagraves

WMIK—Middlesboro—1948

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg.
Address.....N. 19th St. Extension
Tel.: 980.....KBS
Representative.....Devney
President.....U. G. Brummett
Gen. Mgr.....Maurice K. Henry
Program Director.....Bill Baker
Chief Engineer.....Frank Folsom, Jr.

WFLW—Monticello—1955

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By.....Wolf Creek Bcstg. Co.
Address.....Box 36
Tel.: Fillmore 8-3166.....KBS
Station Manager.....Fred A. Staples
Chief Engineer.....L. Cook

WMOR—Morehead—1955

Frequency: 1330 Kc. Power: 1000 Watts, d.
Owned & Operated By.....Morehead Bcstg. Co.
Business Address.....Main St.
Tel.: State 4-4141.....KBS
Sta. Representative.....Kentucky Radio Sales
President.....J. Earl McBrayer
General Manager.....W. M. Whitaker
Chief Eng.....Earl S. Young

WMST—Mt. Sterling—1957

Frequency: 1150 Kc. Power: 500 Watts
Owned By.....Mt. Sterling Broadcasting Co.
Business Address.....34 Broadway
Tel.: 1150.....KBS
Station Representative.....Geo. T. Hopewell
President.....Jack Reynolds
General Manager.....Gary Lister
Chief Engineer.....William McGuire

WLOC—Munfordville—1956

Frequency: 1150 Kc. Power: 1 Kw., d.

Owned.....S. Central Ky. Bcstg. Co.
Address.....Munfordville
Tel.: JA 4-4111.....Independent
President.....H. T. Parrott
Gen. Mgr., Sales Prom.....J. W. Pickett
Program Dir.....Mary Goodman
Chief Engineer.....W. H. Edwards

WNBS—Murray—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Service Bcstg. Co.
Address.....P. O. Box 548
Tel.: Plaza 3-3411.....Independent
Representative.....Dore
Pres., Sta. Mgr.....Charles Shuffet
Gen. Mgr., Ch. Engr.....C. H. Hulse
Commercial Manager.....Ed Griffin

WNKY—Neon—1956

Frequency: 1480 Kc. Power: 1000 Watts d.
Owned.....Letcher Bcstg. Corp.
Business Address.....Neon
Tel.: 7714.....KBS
President.....Dave L. Craft
Gen. Sta. Mgr.....Jack Burkich
Commercial Mgr.....Hence Eversale
Program Dir.....Patsy Darnell
Sales Prom. Mgr.....Lovell Williams
Publicity Dir.....Nolan Webb
Chief Engineer.....Howard Williams

WNOP—Newport—1948

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....806 Monmouth St.
Tel.: JU 1-7100.....Independent
Representative.....Devney
President.....James G. Lang
General Manager.....Ann Rolles Lang
Station Mgr.....R. D. Nunn
Commercial Mgr.....R. L. Pike
Chief Engineer.....Chas. Hettesheimer

WOMI—Owensboro—1938

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Owensboro Bcstg. Co., Inc.
Address.....Box 538
Tel.: MU 3-1558.....CBS
Newspaper Affiliations.....Messenger, Inquirer
Station Representative.....Everett-McKinney
President.....Lawrence W. Hager
General Manager.....Hugh O. Potter
Assistant Manager.....Marshall Bruner
Program Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS—Owensboro—1947

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By.....Owensboro On The Air, Inc.
Address.....Highway 60 West
Tel.: MU 3-3521.....ABC
President.....V. J. Steele
General Manager.....Malcolm Greep
Commercial Manager.....Parker Smith

Station Program Dir. Earl Fisher
 Asst. Program Dir. Jim Orten
 Publicity Dir. Ruth Steele
 Chief Engineer Earl Jagoe

WDXR—Paducah—1957

Frequency: 1560 Kc. Power: 1 kw.
 Owned By E. W. McKinney-Smith
 Address 10 N. 7th St.
 Tel.: 3-1737 NBC
 Station Rep. Dora-Clayton
 President, Gen. Mgr. E. W. McKinney-Smith
 Chief Engineer Paul Lawrence

WKYB—Paducah—1946

Freq.: 570 Kc. Power: 1 Kw. d., 500 Wts., n.
 Owned-Oper. By Barrington Co. of Ky.
 Business Address 526 Jefferson
 Tel.: 2-1678 MBS
 Representative Bolling
 Pres. Bruce Barrington
 General Mgr. Richard B. Friend
 Comm. Sta. Mgr. Jim M. Page
 Program, Prom. Mgr. Lee Davis
 Ch. Eng. Tom Summers

WPAD—Paducah—1930

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By .. Paducah Bdcstg. Co., Inc.
 Address Taylor Bldg
 Tel.: 2-8231 CBS
 Sta. Representative Bernard Howard
 President, Gen. Mgr. Pierce E. Lackey
 Commercial Mgr. Linn Wolff
 Station, Program Dir. Robert P. Joseph
 Publicity Dir. Bonnie Jarrett
 Chief Engineer U. C. Morris

WSIP—Paintsville—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Big Sandy Bcstg. Co.
 Address 121 Main St.
 Tel.: 1196 MBS-KBS
 Station Rep. Hil Best, Ky. Radio Sales
 Owner, General Mgr. Ted Arnold Silvert
 Program Dir. Bill Barker
 Chief Engineer Richard Conley

WKLX—Paris—1955

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned & Operated By Paris Bcstg. Co.
 Address 630 Main St.
 Tel.: 1440 KBS
 Representative Continental
 Pres., Gen. Mgr. C. W. Krause
 Comm., Sta. Mgr. Asher Sizemore
 Program Director Gertrude Clem
 Sales Prom., Publicity Dir. Curt Smith
 Chief Engineer James L. Thompson

WLSI—Pikeville—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Mayo Trail

Tel.: GEneral 7-7323 Independent
 Newspaper Affiliation Pike County News
 President Mrs. W. J. Ward, Jr.
 General, Comm. Mgr. Roy E. Alexander
 Prog., Pub. Dir. John C. Adkins
 Chief Engineer Lawson Paxton

WPKE—Pikeville—1949

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Address Pikeville, Ky.
 Tel.: GEneral 7-4051 MBS-KBS
 Station Rep. Continental
 Pres., Gen. Mgr. Jack L. Hatcher
 Commercial Manager H. G. Sturgill
 Chief Engineer James K. Hoskins

WMLF—Pineville—1957

Frequency: 1230 Kc. Power: 250 Watts
 Owned Ken-Te-Va-Bcstg. Co.
 Address P.O. Box 26
 Tel.: ED 7-2100 Independent
 Representative ... Continental; Ky-Radio Sales
 President South C. Bevins
 Commercial Mgr. T. F. Hendrickson, Jr.
 Chief Engineer Hubert Turner

WDOC—Prestonsburg—1957

Frequency: 1310 Kc. Power: 5000 Watts d.
 Owned WDOC Radio
 Address No. Lake Drive
 Tel.: 2338 KBS
 President Gordon Collins
 General Mgr. Rex Osborne
 Chief Engineer Doc Harmon

WPRT—Prestonsburg—1952

Frequency: 960 Kc. Power: 1000 Watts, d.
 Owned By Stephens Industries, Inc.
 Address South Lake Drive
 Tel.: 2050 KBS
 Representative Hil F. Best
 President D. C. Stephens
 General Mgr. Dora S. Stephens
 Station Mgr. David L. Stephens
 Commercial Mgr. Clarence Robinson, Jr.
 Program, Chief Eng. Walter E. May

WPKY—Princeton—1950

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address Dawson Rd.
 Tel.: 2072 KBS
 Gen. Mgr., Chief Eng. Leslie Goodaker
 Comm. Mgr. Ellis Burnam
 Sales Prom. Mgr. Wilburn Wilson
 Program Dir. Twyman Boren

WRVK—Renfro Valley—1956

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned Renfro Valley Bcstrs., Inc.
 Representative Kentucky Radio Sales
 V.P., Gen. Mgr. Tom Hargis
 Comm. Mgr. Benton Stokes

KENTUCKY

WEKY—Richmond—1953

Frequency: 1340 Kc. Power: 250 Watts
Owned WEKY, Inc.
Address McKee Bldg.
Tel.: 1340 MBS-KBS
Pres., Gen. Mgr. O. C. Halyard, Jr.
Commercial Manager Robert J. Spradlin
Sales Promotion Mgr. Charles L. Mastin
Program Director Mrs. Loretta Canfield
Chief Engineer John D. Jennings, Jr.

WRUS—Russellville—1953

Frequency: 610 Kc. Power: 500 Watts d.
Owned-Oper. By So. Kentucky Bcsters.
Address P. O. Box 110
Tel.: PArkview 6-2471 KBS
Station Representative Hil F. Best
President Roth E. Hook
Gen., Comm. Mgr. Woodrow P. Sosh
Station Manager Earl Johnson
Program Director Mrs. Jo Davis

WLCK—Scottsville—1958

Frequency: 1250 Kc. Power: 500 Watts, d.
Owned By State Line Bcstg. Co.
Address 217½ W. Main St.
Tel.: 490 KBS
Station Rep. Best
President R. L. Turner
General Mgr. Bobby Colvin
Commercial Mgr. Marvin J. Nafus
Chief Engineer Eugene Harston

WTLO—Somerset—1958

Frequency: 1480 Kc. Power: 1 Watt d.
Owned By Pulaski Bcstg. Corp.
Address P.O. Box 443
Tel.: 1680 Independent
President, Gen. Mgr. O. Gowen
Commercial Mgr. H. Edwards
Program, Prom. Dir. C. Smith
Chief Engineer B. Thompson

WSFC—Somerset—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Southeastern Bcstg. Co.
Address Hwy. 1247
Tel.: 1240 MBS
Representative Ky. Radio Sales
Pres., Gen. Mgr. Mike Layman
Commercial Manager Donald Orwin
Program Director John A. Hartnett
Technical Dir. Ralph F. Denton
Chief Engineer Robert L. Shoopman

WKKS—Vanceburg—1958

Frequency: 1570 Kc. Power: 250 Watts
Owned By Karl Kegley
Address 1106 Fairlane Drive
Tel.: SWift 6-3411 Independent
President, Owner Karl Kegley
General, Comm. Mgr. Robert Keller
Chief Engineer Jesse Stamm

WMTC—Vancleve—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By Kentucky Mt. Holliness Assn.
Bus. Studio Address Vancleve
Tel.: NOrmandy 6-5006 Independent
Representative Continental
President Dr. Lela G. McConnell
General, Comm. Mgr. Willfred Fisher
Program Dir. Violet Person
Chief Engineer Kenneth Amspaugh

WTCW—Whitesburg—1953

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By Folkways Bcstg. Co., Inc.
Address Whitesburg
Tel.: 2711 Independent
President Ernest Tubb
General Mgr. Donald F. Crosthwaite
Comm. Mgr. Wallace R. Day
Program, Publicity Dir. Hazel A. Yontz
Chief Engineer Joe W. Goode

WEZJ—Williamsburg—1959

Frequency: 1440 Kc. Power: 500 Watts d.
Owned By County Bcstg. Co
Address Williamsburg
Tel.: 6125 Independent
President R. D. Ingram
General, Comm. Mgr. J. H. Reynolds
Chief Engineer B. Collier

WWKY—Winchester—1954

Frequency: 1380 Kc. Power: 1000 Watts d.
Owner Winchester Bcstg. Co., Inc.
Address 17½ W. Broadway
Tel.: Pioneer 4-2864 Independent
Sta. Representative Gene Bolles; Reilly
Pres., Gen. Mgr. Charles Drew
Commercial Manager D. Joe Abbott
Program Director Herman Kelly
Chief Engineer Tommy Bratton

**TO BE SURE —
YOU NEED THE BEST!**

YOU CAN GET THE BEST,
WHY SETTLE FOR LESS?



Pop.: 3,340,000
Families: 891,000
Radio Homes: 846,000

LOUISIANA

TV Homes: 686,000
AM Stas. in State: 75
TV Stas. in State: 13

KROF—Abbeville—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address... P.O. Box 306
Tel.: 90... Independent
President... H. Frenzel Pere
General Manager... George P. Martin

KALB—Alexandria—1935

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By... Alexandria Bdcstg. Co., Inc.
Address... 601 Washington St.
Tel.: Hillcrest 3-2543... ABC
Representative... Weed
President... T. B. Lanford
Gen. Manager... Walter D. Melson
Station Manager... Alex Marchand
Program Dir... Skip Wilkerson
Chief Engineer... Lee Worthy

KDBS—Alexandria—1953

Frequency: 1410 Kc. Power: 1 Kw.
Owned... Dixie Bcstg. Ser.
Address... 1515 Jackson St.
Tel.: Hillcrest 3-7454... Independent
Pres., Gen. Mgr... Irving Ward Steinman
Station Manager... William G. Lynch
Local Commercial Mgr... Chris Alexander
Production Manager... Wayne Whisenhunt
Sales Prom. Mgr... Bill Travis
Chief Engineer... Henry J. Lazarone

KSYL—Alexandria—1947

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By... KSYL, Inc.
Address... Box 1489
Tel.: Hillcrest 2-6611... NBC
Rep... McKinney, Clarke, Brown
Pres., Comm. Mgr... Milton Fox
Gen., Sta. Mgr... Sylvan Fox
Chief Engineer... Leonard Dupree

WABL—Amite—1955

Frequency: 1570 Kc. Power: 500 Watts, d.
Owned-Oper. By... Amite Broadcasting Co.
Address... P.O. Box 787
Tel.: 8385... Independent
Gen. Sta., Comm. Mgr... C. W. Fitz
Program Director... Leonard Giacone
Chief Engineer... Vernon E. Dudley

KGAN—Bastrop—1957

Frequency: 1340 Kc. Power: 250 Watts
Owned... Bolton & McCleary
Address... Box 1340
Tel.: 1340... Independent
Co-owners... N. Bolton; H. R. McCleary
Gen. Mgr... Bill Davis

KTRY—Bastrop—1948

Frequency: 730 Kc. Power: 250 Watts d.

Owned-Oper. By... Paul R. Schilling
Address... 217 S. Washington St.
Tel.: 1400... KBS
President... P. R. Schilling
General Mgr... William G. Darland, Jr.
Chief Engineer... Hugh Smith

WAIL—Baton Rouge—1957

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By... Merchants Bcstrs.
Bus. Address... 3150 College Dr.; Box 14657
Tel.: Dickens 4-5275... Independent
Station Representative... John E. Pearson
Pres., Gen. Mgr... Ralph L. Burge
Commercial Manager... Harold G. Herthum
Sta. Mgr., Program Dir... Ronnie Gomez
Chief Engineer... Ed Van Valkenburg

WEND—Baton Rouge—1956

Frequency: 1380 Kc. Power: 500 Watts, d.
Owned By... Vox, Inc.
Address... Commerce Bldg.
Tel.: Dickens 3-6606... KBS
President, General Mgr... Bruce Broussard
Commercial Manager... Al Tabler
Program Director... Donald Sharp
Sales Program Mgr... Ross Gravoires
Publicity Director... Janile Higginbotham
Chief Engineer... William Temple

WIBR—Baton Rouge—1948

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Community Bcstg. Co.
Address... P. O. Box 1226
Tel.: DI 8-6716... Independent
Station Representative... Forjoe; Brown
President, Gen. Mgr... R. Earle
Prog. Dir... Bernard Zuccaro
Comm. Mgr... Olas Olsen
Sta. Mgr., Pub. Dir... Scott W. Erwin
Chief Engineer... H. Cossov

WJBO—Baton Rouge—1934

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By... Baton Rouge Bcstg. Co., Inc.
Business-Studio Address... 444 Florida St.
Tel.: DI 2-5271... NBC
News. Affil... State Times, Morning Advocate
Sta. Representative... Geo. P. Hollingbery
President... Douglas L. Manship
Gen. Mgr... Mort Silverman
Commercial Mgr... Roger S. Davison
Program Director... Bill Cornelius
Chief Engineer... Leonard Benson

WLCS—Baton Rouge—1946

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By... Air Waves, Inc.
Business Address... 204 North St.

LOUISIANA

Tel.: DI 2-4411.....Independent
Representative.....Masla
President.....Norman Saurage, Jr.
Gen. Manager.....Lamar Simmons
Comm. Mgr.....T. A. LeBlanc
Prog. Dir.....Gene Nelson
Chief Eng.....Eugene Howell

WXOK—Baton Rouge—1952

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WXOK, Inc.
Address.....243 Convention St.
Tel.: DI 4-7604.....Independent
Representative.....Bernard Howard
President.....Jules Paglin
General Manager.....S. Ray, Jr.
Station Manager.....Thomas L. McGuire
Prog. Dir.....Lucille Pollack
Chief Engineer.....Thomas W. Wood

WIKC—Bogalusa—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Curt Siegelin, Admin.
Business Address.....P. O. Box 811
Tel.: REpublic 5-1355.....MBS, KBS
Gen., Sta. Mgr.....John H. Knight
Chief Engineer.....H. L. Smith

WARB—Covington—1953

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By.....WARB, Inc.
Address.....Box 568
Tel.: 1600.....KBS
President.....David C. Blossman
Gen. Mgr., Ch. Eng.....J. R. Webb

KSIG—Crowley—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSIG Bcstg Co., Inc.
Bus.-Studio Address.....320 N. Parkerson Ave.
Tel.: 1450.....MBS-KBS
Representative.....T. F. Clark
President.....Hirsch Scholl
General Manager.....Louis M. Basso
Commercial Manager.....Gene Griffin
Program Director.....Sheldon Kanter
Chief Engineer.....Fred Hebert

KDLA—DeRidder—1950

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sabine Broadcasting Co.
Address.....Washington at First St.
Tel.: 7600.....KBS
President.....Cyril W. Reddoch
General Manager.....Ralph L. Hooks
Ch. Eng., Commercial Mgr.....Wayne L. Sanders
Program Director.....Pat Hughes
Sales Prom. Mgr.....Winsett Reddoch

KEUN—Eunice—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Parish Bcstg. Co.
Address.....Box 511
Tel.: GL 7-3041.....MBS
President.....Vincent Rehl
Gen., Sta. Mgr.....John Plauche

Program, Publicity Dir.....Karl R. DeRoven
Chief Engineer.....John Fuselier

KFNV—Ferriday—1956

Frequency: 1600 Kc.....Power: 1 Kw., d.
Owned.....Miss-Lou Bcstg. Co.
Address.....120 Louisiana Ave.
Tel.: 7200.....Independent
President, General Mgr.....George W. Wilson
Commercial Program Mgr.....A. L. Britt
Program Director.....Bob Bailey
Publicity, Chief Engineer.....Bob Wilson

KLFT—Golden Meadow—1955

Frequency: 1600 Kc.....Power: 1000 W. d.
Owned-Operated By.....Leo J. Theriot
Address.....1614 South Bayou D iver
Tel.: GReenfield 5-5165.....KBS
Representative.....Best
President, General Mgr.....Leo J. Theriot
Station Manager.....Linda Carskadon
Program Director.....Roy Vickmair

WFPR—Hammond—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Airweb, Inc.
Business-Studio Address.....Box 432
Tel.: 960.....KBS
Pres., Gen. Mgr.....John A. Chauvin
Commercial Manager.....Foots' McCrory
Chief Engineer.....Charles Herman

KLUV—Haynesville—1956

Frequency: 1580 Kc.....Power: 250 Watts, d.
Owned By.....Haynesville Bcstg. Co.
Address.....3678 Beckham Dr., Shreveport
Tel.: 3804.....Independent!
General Mgr.....Charles E. Ray

KVHL—Homer—1955

Frequency: 1320 Kc.....Power: 1 Kw., d.
Owned.....Claiborne Bcstg. Corp.
Address.....Box 97
Tel.: 3804.....KBS
Sta. Representative.....Hil F. Best
President.....Tom Deas
General Mgr., Ch. Eng.....Colon Johnston

KCIL—Houma—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....KCIL, Inc.
Business Address.....P.O. Box 1031
Tel.: Uptown 2-6828.....KBS
Station Representative.....Indie Sales
President.....Denver T. Brannen
General, Commercial Mgr.....L. H. Thesmar
Program Director.....Virginia Ryder
Chief Engineer.....Earl Herron

KJEF—Jennings—1950

Freq.: 1290 Kc. Power: 1 Kw. d., 500 Watts, n.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....1521 Lake Arthur Ave.
Tel.: 1155.....MBS-KBS
Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey
Comm. Mgr.....Gerald Dugas

KPEL—Lafayette—1957

Freq.: 1420 Kc. . . . Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By Pelican Bcstg. Co.
 Address Box 853
 Tel.: Center 4-7418. ABC
 Sta. Reps. Bolles; Reilly; Tracy Moore
 President John Paul Goodwin
 Gen., Sta. Mgr. William A. Patton
 Comm. Manager James M. Drake
 Program Director Charles W. Malone
 Chief Engineer John H. Shipp, Jr.

KVOL—Lafayette—1935

Frequency: 1330 Kc. . . . Power: 1000 Watts
 Owned-Oper. By Evangeline Bcstg. Co., Inc.
 Business Address P.O. Box 1070
 Tel.: CE 4-5151. NBC
 Newspaper Affiliate Advertiser Gazette
 Representative Meeker
 President Morgan Murphy
 General Manager George H. Thomas
 Station Mgr. E. H. Hughes
 Comm. Mgr. Thomas G. Pears
 Chief Engineer Adrian Martin

KAOK—Lake Charles—1947

Frequency: 1400 Kc. . . . Power: 250 Watts
 Owned-Operated By KAOK, Inc.
 Address P. O. Box 1399
 Tel.: HE 6-7544. Independent
 Station Representative Bernard Howard
 President Stanley W. Ray
 General Station Mgr. Roy K. Rhodes
 Commercial Manager Leo Jackson
 Program Director Byron Dowdy
 Chief Engineer Walter Vones

KLOU—Lake Charles—1947

Frequency: 1580 Kc. . . . Power: 1000 Watts
 Owned-Oper. By Gulf Bcstg. Co., Inc.
 Bus.-Studio Address Box 975
 Tel.: HE 6-7277. Independent
 Representative Walker-Rawald
 President G. T. Owen
 General Mgr. R. S. Davison
 Chief Engineer G. M. Meisner

KPLC—Lake Charles—1935

Frequency: 1470 Kc. . . . Power: 5000 Watts
 Owned-Oper. By Calcasieu Bcstg. Co.
 Address Majestic Hotel
 Tel.: HE 9-2713. NBC
 Representative Weed
 General Mgr. Jim Toth
 Commercial Mgr. R. M. White
 Program Dir. A. B. Crafi
 Chief Eng. Edgar Barton

KLPL—Lake Providence—1957

Frequency: 1050 Kc. . . . Power: 250 Watts, d.
 Owned Radio Service Co.
 Address Box 342
 Tel.: 834. KBS
 Representative Bogner & Martin

Presidents E. McMurray & F. Baldwin
 Sta., Comm. Mgr. Gene Underwood
 Chief Engineer P. Kuhn

KLLA—Leesville—1956

Frequency: 1570 Kc. . . . Power: 250 Watts
 Owned Leesville Broadcasting Co.
 Address P. O. Box 1323
 Tel.: 3403 KBS
 Mgr. Partner, Gen. Mgr. I. Ward Steinman
 Commercial Mgr. Ed Marshall
 Chief Engineer Bill Travis

KDBC—Mansfield—1954

Frequency: 1360 Kc. . . . Power: 1 Kw. d.
 Owned DeSoto Bcstg. Corp.
 Address P. O. Box 740
 Tel.: 1360 KBS
 President H. E. Sewell
 Gen., Comm. Mgr. Arthur L. Greene
 Chief Engineer Boyd E. Allinson

KAPB—Marksville—1954

Frequency: 1370 Kc. . . . Power: 1000 Watts, d.
 Owner Avoyelles Bcstg. Corp.
 Address 110 W. Mark St.
 Tel.: 7206 KBS
 Representative Hil F. Best
 President W. L. Billups
 Chief Engineer Charlie Woodside

KASO—Minden—1953

Frequency: 1240 Kc. . . . Power: 250 Watts
 Owned-Operated By Minden Bcstg. Co.
 Address 410 Lakeshore Drive
 Tel.: Franklin 7-1200. Independent
 Sta. Representative Hil F. Best
 General Sta. Mgr. Jim Howell
 Program Dir. Bob Wicks
 Chief Engineer Billy Hyatt

KLIC—Monroe—1950

Frequency: 1230 Kc. . . . Power: 250 Watts
 Owned-Oper. By Dr. Frank Cerniglia
 Address 626 Bernhardt Bldg.
 Tel.: FAirfax 3-4617. MBS-KBS
 General Mgr. Dr. Frank Cerniglia
 Chief Engineer Joe Turbyfill

KMLB—Monroe—1930

Frequency: 1440 Kc. . . . Power: 5000 d.; 1000 n.
 Owned-Operated By WSTV, Inc.
 Business Address Box 1723
 Tel.: FAirfax 2-7161. ABC, NBC
 Representative Pearson
 President Jack N. Berkman
 General Manager Raymond W. Baker
 Program Dir. James Plaisance
 Chief Engineer O. R. Morgan

KNOE—Monroe—1944

Frequency: 1390 Kc. . . . Power: 5000 Watts
 Owned-Operated By James A. Noe

LOUISIANA

Business-Studio Address.....Box 1742
Tel.: FA 2-8155.....Independent
Representative.....H.R. Reys
President.....James A. Noe
General Manager.....Edd Routt
Commercial Manager.....George Johnson
Sales Prom. Mgr.....Mrs. Dixie Ware
Program Director.....Gene Nixon
Chief Engineer.....Ray Boyd

KMRC—Morgan City—1954

Frequency: 1430 Kc.....Power: 500 Watts
Owned.....Tri-City Bcstg. Inc.
Address.....P. O. Box 889
Tel.: 9036.....Independent
President.....Warren J. Fortier
General Mgr.....Earl Wooton

KNOC—Natchitoches—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....5th & Sirod
Tel.: 2353.....Independent
Station Representative.....Bob Dore
Pres., Gen. Mgr., Chief Eng...B. H. Bailey, Jr.
Sta., Comm. Mgr.....Norman A. Fletcher
Program Director.....Jim Elkins

KANE—New Iberia—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...New Iberia Bcstg. Co.
Address.....Box 383
Tel.: EMerson 9-6726.....Independent
General Mgr.....George H. Thomas
Sta. Mgr.....Donald Bonin
Commercial Manager.....Sherry A. Lopez
Program Director.....Dee Voorhies
Chief Engineer.....Joe Sikes

KVIM—New Iberia—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Tel.: EMerson 4-5826.....Independent
General Manager.....John H. Coco
Chief Engineer.....Lloyd Bernard

WBOK—New Orleans—1951

Frequency: 800 Kc.....Power: 1000 W., d.
Owned-Oper. By.....WBOK, Inc.
Address.....505 Baronne St.
Tel.: 2-5825.....Independent
Station Representative.....Bernard Howard
President.....Jules J. Paglin
Exec. V.P., Gen. Mgr....Stanley W. Ray, Jr.
Station Mgr.....Ed Prendergast
Commercial Manager.....Fred Schwarz
Program, Publicity Dir.....Rene Duffour
Sales Promotion Mgr.....Frank Aymami
Chief Engineer.....Lloyd Spates

WDSU—New Orleans—1923

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WDSU Bcstg. Corp.

Business Address.....520 Royal St.
Tel.: TU 4371.....NBC
Representative.....John Blair
President.....Edgar B. Stern
General Mgr.....A. Louis Read
Station Manager.....John F. Screen
Commercial Manager.....Harold Wheelahan
Production Mgr.....Gene Lawrence
Sales Prom. Mgr.....Stan Cohen
Publicity Dir.....Joe Seiferth
Chief Eng.....Lindsey Riddle

WJBW—New Orleans—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By. Radio New Orleans, Inc.
Address.....635 Common St.
Tel.: TUlane 8265.....Independent
Sta. Reps....Reilly; O'Connell; Clarke-Brown
President.....Sherwood J. Tarlow
VP., General Mgr.....Allan W. Roberts
Commercial Manager.....Norman Duffour
Oper. Manager.....Bobby Vann
Program Director.....Jim Mack
Sales Program Mgr.....Jerry Clark
Publicity Director.....Patsy McCabe
Chief Engineer.....Charlie Herman

WJMR—New Orleans—1945

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address.....1500 Canal St.
Tel.: EX 3131.....Independent
MBS
Sta. Representative.....Weed
President.....Chester Owens
Gen. Mgr., Ch. Eng.....George A. Mayoral
Sta. Representative.....Weed
Program Dir.....Tom Abbot
Publicity Dir.....Carol Wattigney

WYLD—New Orleans—1951

Frequency: 940 Kc.....Power: 1 Wt. d. 500 n.
Owned By.....Rounsaville of N.O. Inc.
Address.....2906 Tulane Ave.
Tel.: HUter 2-4112.....Independent
Sta. Reps.....Pearson; Dora-Clayton
President.....Robert W. Rounsaville
General Sta. Mgr.....Arthur Selley, Jr.
Commercial Mgr.....Don Clark
Prom., Publicity Dir.....David O. Shaffer
Prog. Dir.....Larry McKinley
Chief Engineer.....Samuel Perkins

WNOE—New Orleans—1925

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By.....James A. Noe
Business-Studio Address...St. Charles Hotel
Tel.: EX 2173.....Independent
Representative.....Avery-Knodel
President.....James A. Noe
Gen., Sta. Mgr.....James A. Noe, Jr.
Comm., Sales Prom. Mgr.....Cleve J. Brien
Program Director.....Bud Connell
Chief Engineer.....A. J. Bourgeois

WSMB—New Orleans—1925

Frequency: 1350 Kc.....Power: 50 Kw.
 OwnedWSMB, Inc.
 AddressMaison Blanche Bldg.
 Tel.: MA 5921.....ABC
 RepresentativeHollingbery
 President.....Harold E. Anderson
 General Mgr.....M. Franklyn Warren
 Chief Engineer.....Harold Nebe

WTIX—New Orleans—1951

Frequency: 690 Kc.....Power: 5,000 Watts
 Owned-Oper. By.....Storz Broadcasting Co.
 Address.....624 Canal St.
 Tel.: MA 3562.....Independent
 Station RepresentativeYoung
 President.....Todd Storz
 V.P., General Mgr.....Fred Berthelson
 Program Dir.....Larry Wilson
 Promotion Mgr.....Marshall Pearce
 Chief Engineer.....Carlos A. Schmid

WYFE—New Orleans—1958

Frequency: 600 Kc.....Power: 1 Watt d.
 Owned By.....WWOM, Inc.
 Address.....4006 Canal St.
 Tel.: AUdubon 4424.....Independent
 President.....Connie B. Gay
 Station Mgr.....Clay Morgan

WWL—New Orleans—1922

Frequency: 870 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Loyola U. of South
 Tel.: JACKson 5-2194.....CBS
 RepresentativeKatz
 President.....Rev. Patrick J. Donnelly, S.J.
 General Manager.....John L. Vaih
 Sales Promotion Manager.....W. Romaine
 Program Director.....W. J. Brengel
 Publicity Director.....Raymond Eberhardt
 Chief Engineer.....J. D. Bloom

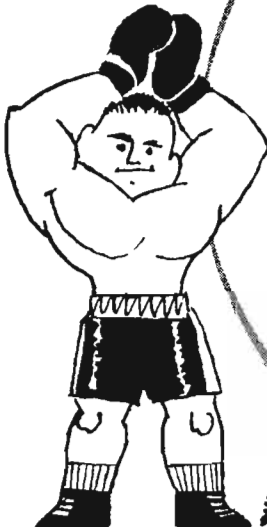
KREH—Oakdale—1953

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Louisiana Bcstg. Service
 Address.....P.O. Box 71
 Tel.: 900.....KBS
 General Manager.....R. L. Hooks
 Chief Engineer.....L. Hargrove

KWCL—Oak Grove—1958

Frequency: 1280 Kc.....Power: 500 Watts, d.
 Owned By.....Carroll Bcstg. Co.
 Address.....South Jackson St.
 Tel.: GARden 8-2389.....KBS
 General Mgr., Chief Eng.....Chas. Farrell
 Program Director.....Larry Robinson

**WSMB
 RADIO
 DOMINATES!**



NEW ORLEANS, LOUISIANA

- AUTHENTIC NEWS COVERAGE
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

FOUNDERS CORP.

One of the Founder's groups of Stations, including KPOA, Honolulu: WFBL, Syracuse, New York: WSMB New Orleans, Louisiana

LOUISIANA

KSLO—Opelousas—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KSLO Bcstg. Co.
Address: KSLO Building
Tel.: 2633 ABC-KBS
Representative: Sears & Ayer
General Mgr.: W. Eugene Jones
Commercial Manager: A. B. Reed, Jr.
Prog. Dir.: W. Allegood
Chief Engineer: Don Murphy

KCLP—Rayville—1957

Frequency: 990 Kc. Power: 250 Watts, d.
Owned By: John Touchstone
Address: Box 535
Tel.: 4855 KBS
Gen. Mgr.: David E. Chapman

KRUS—Ruston—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Ruston Bcstg. Co.
Address: Box 533
Tel.: AL 5-2530 KBS
Newspaper Affil.: Leader
President: C. E. Faulk, Jr.
Gen. Manager: William Carter
Chief Engineer: C. P. Demaree

KBCL—Shreveport—1957

Frequency: 1220 Kc. Power: 250 Watts
Owned By: Good Music, Inc.
Address: P.O. Box 727
Tel.: 3-1606 Independent
Station Reps.: Melville; Geo. T. Hopewell
President: Alvin Childs
General, Station Mgr.: Joe Monroe
Commercial Manager: Tom Ward
Program Director: Mary Lou O'Brien
Chief Engineer: Joel E. Wharton

KCIJ—Shreveport—1950

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Southwest Bcstrs. Inc.
Business Address: 2730 Talbot
Tel.: 3-8107 KBS
Representative: Gill-Perna
President: Roy Fish
Commercial Manager: C. J. Purgerson
Station Manager: Samuel R. David
Program Publicity Dir.: E. V. Roberts
Sales Prom. Mgr.: W. B. Sepaugh, Jr.
Chief Engineer: Benny Culbertson

KEEL—Shreveport—1923

Frequency: 710 Kc. Power 10 Kw. d.; 5 Kw. n.
Owned-Oper. By: Foster & Associates
Address: 1500 N. Market
Tel.: 5-8692 Independent
Pres.: Gordon B. McLendon
Chief Engineer: Rudy Johnson

KENT—Shreveport—1947

Frequency: 1550 Kc. Power: 1 Kw. d., 500 W. n.

Owned-Oper. By: Charles, Stafford & Rykken
Business-Studio Address: 311 Milam Bldg.
Tel.: 3-3681 MBS, NBC
Representative: Walker-Rawalt
General, Commercial Mgr.: Ken A. Weaver
Prom., Pub. Dir.: Bill Monros
Chief Engineer: L. J. Carlson

KJOE—Shreveport—1954

Frequency: 1480 Kc. Power: 1 Kw. d.
Owned: Ray Armand Bcstg. Co.
Address: 529½ Crockett St.
Tel.: 2-0732 Independent
Station Representative: Chuck Bernard Co.
Owner, Gen. Mgr.: Ray Armand Koviz
Commercial Mgr.: Sam Styles
Station Dir.: Barbara Ward
Chief Eng.: N. L. Keys

KOKA—Shreveport—1957

Frequency: 980 Kc. Power: 5000 Watts d.
Owned-Oper. By: John McLendon & Assoc.
Business Address: P.O. Box 3605
Tel.: 2-3122 Independent
Sta. Rep.: Pearson
President: John McLendon
General Mgr.: Jim Lofkin

KRMD—Shreveport—1928

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by: Radio Station KRMD
Business Address: Jefferson Hotel Bldg.
Tel.: 3-6171 ABC
Representative: Weed
President: T. B. Lanford
General, Prom. Mgr.: Thomas A. Gresham
Commercial Manager: Donald Sams
Program Director: Joseph H. Keith
Chief Engineer: Dub Wilkinson

KWKH—Shreveport—1925

Frequency: 1130 Kc. Power: 50,000 Watts
Owned-Operated By: International Bcstg. Corp.
Bus.-Studio Address: Commercial Building
Tel.: 2-8711 Independent
Newspaper Affiliation: Shreveport Times
Representative: Christal Co.
President: William H. Bronson
Exec. V.P., Gen. Mgr.: Henry B. Clay
Commercial Manager: Jack Timmons
Prom. Mgr., Pub. Dir.: James T. Briggs
Prog. Director: Frank Page
Tech. Dir.: W. E. Antony
Chief Engineer: O. S. Droke

KBSF—Springhill—1954

Frequency: 1460 Kc. Power: 1000 Watts
Owned: Springhill Broadcasting Co.
Address: Box 597
Tel.: LE 9-4616 KBS
Representative: Hil F. Best
President: Roy M. Fish
General Mgr.: John K. Hill
Chief Engineer: Robert Wainwright

**KIKS—Sulphur-Lake Charles
1955**

Frequency: 1310 Kc. Power: 500 W. d.
Owned-Operated By Lake Bcstg. Co.
Address Box 895
Tel.: Jackson 7-5266. Independent
Sta. Reps. O'Connell; Clarke-B own; Reilly
General Manager Dale D. Mahurin
Station Manager Cecil E. Bland, Jr.
Commercial Manager Carroll A. Wynn
Program Director Ray Brown
Chief Engineer Bill Ramsey

KTLD—Tallulah—1954

Frequency: 1360 Kc. Power: 500 Watts
Owned By Howard E. Griffith
Address Box 1360
Tel.: 1360 **KBS**
General Sta. Mgr. Howard E. Griffith
Commercial Mgr. Chris C. Kimball, Jr.
Program Director Mrs. Pearle C. Luckett

KTIB—Thibodaux—1953

Frequency: 630 Kc. Power: 500 W., d.
Owner Delta Bcstrs., Inc.
Address 701 W. 5th St.
Tel.: Hillcrest 7-9006. Independent
President F. H. Block
General Mgr. Ray Saadi
Commercial Manager James Eisner
Sales Promotion Manager Marie Bergeron
Chief Engineer Lee Martin

KVPI—Ville Platte—1953

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By Ville Platte Bcstg. Co.
Address Box 566
Tel.: 5888. **KBS**
President Lionel B. Deville
Gen., Comm. Mgr. Chris Duplechain
Chief Engineer J. L. Sylvester

KLVI—Vivian—1957

Frequency: 1600 Kc. Power: 500 Watts, d.
Owned By Joel E. Wharton
Address P. O. Box 1069
Tel.: 9200. Independent
Gen. Mgr., Chief Eng. J. E. Wharton
Program Dir. Mrs. J. E. Wharton

KUZN—West Monroe—1956

Frequency: 1310 Kc. Power: 1 Kw., d.
Owned Howard E. Griffith
Address 218½ Trenton St.
Tel.: FAirfax 2-1491. Independent
Representative Weed
Gen. Sales Prom. Mgr. Ollie Bales

KEVL—White Castle—1955

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Big League Bcstg. Co.
Address P.O. Box 457
Tel.: 5116. **KBS**
Owner Chas. E. Schwing, Jr.

KVCL—Winnfield—1955

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By Winn Bcstg. Co.
Address Box 548
Tel.: 5822. **KBS**
Gen. Mgr., Ch. Engr. Edward R. Hall
Program Dir. Charles Christie

KMAR—Winnesboro—1957

Frequency: 1570 Kc. Power: 500 Watts, d.
Owned Franklin Bcstg. Co.
Address Box 312
Tel.: Winnesboro 5141. Independent
Representative Continental Radio Sales
Gen. Mgr. Si Willing
Prog. Mgr. Buddy Martin
Chief Engineer C. Graves

Pop.: 1,009,000
Families: 283,500
Radio Homes: 273,000

MAINE

TV Homes: 248,000
AM Stas. in State: 25
TV Stas. in State: 6

WFAU—Augusta—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Twin City Bcstg. Co., Inc.
Business Address 160 Bangor St.
Tel.: MAyfair 3-3878. Independent
Station Reps. O'Connell, Wheeler, McGavren
President Faust Couture
Gen., Sta. Mgr. Norman C. Gallant
Commercial Prom. Mgr. Richard McLennan
Program Director Mona Toothaker
Publicity Director Alayne Allen
Chief Engineer Joseph Roy

WRDO—Augusta—1932

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By WRDO, Inc.
Address 175 Water Street
Tel.: MA 3-4735. **NBC**
Representative Weed
President William H. Rines
Station Manager Leslie R. Hublely
Chief Engineer Harold T. Dinsmore

WABI—Bangor—1924

Frequency: 910 Kc. Power: 5000 Wath.
Owned-Oper. By Community Bcstg. Service
Business-Studio Address 57 State St.
Tel.: 6446. **ABC**
Representative Hollingbery, Kettell-Carter
President Horace A. Hildreth

MAINE

V.P., Gen. Mgr. Walter L. Dickson
Sta. Program Dir. John F. MacRae
Comm., Sales Prom. Mgr. . . Charles M. Sias, Jr.
Chief Engineer Ed Winchester

WGUY—Bangor—1947

Frequency: 1250 Kc. Power: 5000 Watts d.
Owned-Operated By Bangor Bcstg. Corp.
Address 26 Central St.
Tel.: 7354 Independent
Sta. Representatives O'Connell, McGavren
President Melvin Stone
General Manager James P. Hinchey
Program Director Robert Dow
Chief Engineer James Golden

WLBZ—Bangor—1926

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Maine Bcstg. Co.
Address P.O. Box 921
Tel.: BA 2-4656 NBC
Station Representative Weed
President William H. Bines
Station Mgr. Edward E. Guernsey
Program Dir. Edward Owen
Chief Engineer John H. Wibby

WMMS—Bath—1957

Frequency: 730 Kc. Power: 500 W., d.
Owned By Winslow T. Porter
Address 195 Front St.
Tel.: HI 3-5542 Independent
Pres., Gen. Sta. Mgr. Winslow T. Porter
Commercial Mgr. Stanley S. Milton
Program Director Mark Roman
Publicity Director Lewis Colby
Chief Engineer Dr. Harry F. Hinckley

WIDE—Biddeford—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned By Biddeford-Sarco Bcstg. Corp.
Address 234 Main St.
Tel.: Atlantic 4-4566 Independent
Station Representative Walker-Rawalt
Pres., Gen. Mgr. J. Alan Jasper
Station Mgr. Howard B. Martin
Commercial Mgr. M. Chester Ball
Program Director Sandy McDonald

WCME—Brunswick—1955

Frequency: 900 Kc. Power: 500 Watts
Owned By Strawbridge & McKeen
Address River Road
Tel.: PA 5-5507 Independent
Representative Walker-Rawalt
President, Program Dir. Roger H. Strawbridge
General, Comm. Mgr. Jack H. Stelling
Chief Engineer Melville Whitcomb

WQDY—Calais—1959

Frequency: 1230 Kc. Power: 250 Watts
Owned By Croix Bcstg. Co. Inc.
Address 281 Main St.
Tel.: GLone 4-7545 Independent

Sta. Rep. Walker-Rawalt
V.P., General Mgr. John H. Vondell, Jr.
Commercial Manager John P. Foster
Program Director Patrick A. McLaughlin
Chief Engineer John A. Bonse

WFST—Caribou—1956

Frequency: 600 Kc. Power: 5 Kw., d.
Owned Northern Bcstg. Co.
Address Box 65
Tel.: GYpsy 6-3731 Independent
Sta. Reps. Wheeler; O'Connell, McGavren
V.P., Gen. Sta. Mgr. Elby Stevens
Commercial Mgr. Al Knight
Promotion Dir. Dick Meyer
Chief Engineer G. D. Johnson

WDEA—Ellsworth—1958

Frequency: 1350 Kc. Power: 1000 Watts
Owned By Coastal Broadcasting Co. Inc.
Address Christian Ridge Road
Tel.: NOrmandy 7-2523 Independent
Station Representative Walker-Rawalt
President Milton C. Chapman
General, Station Mgr. Donald E. Knowles
Comm., Prom. Mgr. Donald C. Graffam
Program, Publicity Dir. William T. McCarthy
Chief Engineer Richard T. Laffin

WHOU—Houlton—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Strawbridge & McKeen
Address 1340 North Rd.
Tel.: 2257 NBC-ABC
Representative Webb
Exec. V.P. Leon P. Gorman, Jr.
Sta. Mgr. Ted Coffin

WCOU—Lewiston—1938

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Twin City Bcstg. Co., Inc.
Business-Studio Address 223 Lisbon St.
Tel.: 4-6921 Independent
Sta. Reps. O'Connell; Wheeler; McGavren
Pres., Pub. Dir. Faust Couture
Gen., Sta. Mgr. John C. Libby
Commercial Manager Oscar J. Normand
Program Director Janet Lavenger
Chief Engineer Carl P. Rounds

WLAM—Lewiston—1947

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By Lewiston-Auburn Bcstg. Corp.
Business-Studio Address 129 Lisbon St.
Tel.: 4-5401 ABC
Sta. Reps. Everett, McKinney; Kettell-Carter
Pres., Gen. Mgr. F. Parker Hoy
Station Manager Harold Dutch
Comm. Prom. Mgr. Romeo E. Sanscoucy
Program Director Robert D. Mowers
Publicity Director Frederick H. Gage
Chief Engineer Herbert Wiles

WCSH—Portland—1925

Frequency: 970 Kc. Power: 5000 Watts

Owned-Oper. By...Maine Radio & TV Co.
 Business-Studio Address.....157 High St.
 Tel.: SP 2-0181.....NBC
 Representative.....Weed
 President.....William H. Rines
 Sta., Comm. Mgr.....Benjamin A. Hubley
 Sales Prom. Mgr.....George Paradis
 Publicity Director.....Linwood T. Pitman
 Chief Engineer.....Charles R. Brown

WGAN—Portland—1938

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By...Guy Gannett Bcstg. Services
 Business-Studio Address.....390 Congress St.,
 Tel.: SP 2-4661.....CBS
 Newspaper Affil.....Gannett Publishing
 Representative.....Avery-Knodel, Foster
 President.....Jean Gannett Williams
 Vice-Pres., Gen. Mgr....Creighton E. Gatchell
 Sta. Mgr.....Francis H. Farnum, Jr.
 Publicity Director.....John M. Havey
 Prog. Dir.....C. R. Sanford
 Chief Engineer.....Roger W. Hodgkins

WLOB—Portland—1956

Frequency: 1310 Kc.....Power: 1 Kw., d.
 Owned.....Casco Bcstrs. Corp.
 Business Address.....645 Congress St.
 Tel.: SP 5-2336.....Independent
 Sta. Reps.....O'Connell, Wheeler; McGavren
 President.....Sherwood J. Tarlow
 General Station Manager....Melvin L. Stone
 Commercial Manager.....David L. Royte
 Sales Promotion Manager....Robert Jordan
 Program Director.....Howard Leonard
 Publicity Director.....Ralph Barnes
 Chief Engineer.....T. Richard Dunn

WPOR—Portland—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Hildreth Bcstg. Co.
 Business-Studio Address.....477 Congress St.
 Tel.: SP 3-8111.....ABC
 Rep.Kettel-Carter, Hollingbery
 President.....Horace A. Hildreth
 General Manager.....Walter A. Dickson
 Station, Publicity Mgr....Raymond G. Mercier
 Comm. Prom Mgr.....William Mullen
 Program Dir.....Walter J. Norton
 Chief Engineer.....Joseph Williams

WAGM—Presque Isle—1931

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By...Aroostook Bcstg. Corp.
 Address.....489 Main St.
 Tel.: 9-2461.....MBS-NBC
 Representative.....Hollingbery, Kettel-Carter
 President.....Horace A. Hildreth
 Exec. V.P.....W. L. Dickson
 Chief Engineer.....Lester E. Hughes

WRKD—Rockland—1952

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Knox Bcstg. Co.

Address.....493 Main St.
 Tel.: LRic 4-8451.....ABC
 Representative.....Kettel-Carter
 President.....Carleton D. Brown
 Station, Prod. Mgr.....Paul R. Huber
 Commercial Mgr.....Terrence Economy
 Chief Engineer.....Miles Lamson

WRUM—Rumford—1953

Frequency: 790 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Rumford Bcstg. Co.
 Address.....89 Congress St.
 Tel.: 1057.....KBS
 Sta. Reps.....O'Connell, Wheeler; McGavren
 President.....Melvin L. Stone
 General Manager.....Kenneth J. Ellis
 Commercial Manager.....Jack D. Battey
 Chief Engineer.....Joseph Caron

WSME—Sanford—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.
 Owned.....York Bcstg. Co.
 Address.....Box 1220
 Tel.: 1574.....Independent
 Sta. Reps.....Wheeler; O'Connell; McGavren
 President.....Melvin L. Stone
 Gen. Mgr.....John A. Carlson
 Chief Engineer.....Richard B. Parker

WGHM—Skowhegan—1956

Frequency: 1150 Kc.....Power: 5 Kw. d.
 Owned By.....Pineland Broadcasting Co.
 Address.....61 Water St.
 Tel.: Greenwood 4-2727.....KBS
 Sta. Reps.....Wheeler; O'Connell; McGavren
 President.....Melvin L. Stone
 Gen. Comm. Mgr.....Harry K. Heustis
 Program Dir.....Robert Quелlette
 Publicity Dir.....Katherine Leakos
 Chief Engineer.....Lewellyn Greenlaw

WKTQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Oxford Bcstg. Co.
 Business Address.....1450 Alpine St.
 Tel.: PI 3-2311.....Independent
 Pres., Comm. Mgr.....Gerald T. Higgins
 Station Mgr.....Eldon H. Shute, Jr.
 Chief Engineer.....R. Dean Sequin

WTVL—Waterville—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Tel.: TR 3-3311.....ABC
 Representative.....Hollingbery, Kettel-Carter
 Pres., Gen. Station Mgr....Carleton D. Brown
 Commercial Manager.....Harold L. Vique
 Program Dir.....Kendrick Chase
 Sales Prom., Publicity Dir....Paul McClay
 Chief Engineer.....Don Sutherland

Pop.: 3,140,000
Families: 854,000
Radio Homes: 816,000

MARYLAND

TV Homes: 780,000
AM Stas. in State: 33
TV Stas. in State: 4

WAMD—Aberdeen—1957

Frequency: 970 Kc. Power: 500 Watts, d.
Owned By: Harford Cty. Bcstg. Co.
Address: P. O. Box 485
Tel.: 2070 Independent
Pres., Gen. Mgr.: J. L. Allen
Commercial Mgr.: Robert D. Huntley
Program Dir.: R. H. Gray
Publicity Dir.: Regina Allen
Chief Engineer: J. A. McAulay

WANN—Annapolis—1947

Frequency: 1190 Kc. Power: 10000 Watts d.
Owned-Operated By: Annapolis Bcstg. Corp.
Address: P.O. Box 631
Tel.: CO 3-2500 Independent
Sta. Representative: John E. Pearson
Pres., Gen. Mgr.: Morris H. Blum
Chief Engineer: M. W. Pittman

WABW—Annapolis—1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Oper. By: ABW Bcstrs.
Business Address: P. O. Box 1551
Tel.: CO 3-9211 Independent
Gen. Mgr.: Len Frankel

WNAV—Annapolis—1948

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By: Capital Bcstg. Co.
Address: Admiral's Drive
Tel.: CO 3-2639 Independent
Representative: Headley-Reed
President: Henry Rau
Station Manager: Bill W. Fillingham
Program Director: Betty Straubel
Chief Engineer: Lloyd Smith

WBAL—Baltimore—1925

Frequency: 1090 Kc. Power: 50,000 Watts
Owned: Hearst Corp. (Radio & TV. Div.)
Address: 2610 North Charles St.
Tel.: HO 7-3000 Independent
Representative: Chrystal
V.P. & Gen. Mgr.: D. L. Provost
Station Mgr.: Thomas S. Carr
Asst. Sta. Mgr.: Alfred E. Burke
Sales Promotion Mgr.: Henry Hines
Chief Engineer: W. D. Barham

WBMD—Baltimore—1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By: Key Bcstg. Corp.
Business-Studio Address: 879 Park Ave.
Tel.: MU 5-7095 Independent
President: George E. Hull
Gen., Sta., Comm. Mgr.: H. Shelton Earp, Jr.
Program Dir.: Joseph Powers
Chief Engineer: Leo W. Karns

WCAO—Baltimore—1922

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By: Plough Bcstg. Co., Inc.
Business-Studio Address: 1102 N. Charles St.
Tel.: MU 5-0600 Independent
Representative: Radio-TV Reps.
President: Harold R. Krelstein
V.P., Gen. Mgr.: Byron Millenson
Sales Manager: C. Carroll Larkin
Program Director: Robert S. Larimer

WCBM—Baltimore—1924

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.
Owned-Oper. By: Baltimore Bcstg. Corp.
Bus.-Studio Address: Community House
Tel.: BE 5-8400 CBS
Sta. Representative: P. G. & W.
President: John Elmer
Exec. V.P., Gen. Mgr.: G. H. Roeder
Sales Director: John K. Healy
Asst. Mgr., Prog. Dir.: Charles A. Roeder
Chief Engineer: G. Porter Houston

WEBB—Baltimore—1955

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: 1360 Bdcstg Co., Inc.
Business Address: 3113 W. North Ave.
Tel.: WI 7-1245 Independent
Station Representative: Bernard Howard
Executive, V.P.: Samuel E. Feldman
Commercial Manager: Bentley A. Stecher
Program Director: Wiley Daniels
Sales Prom. Mgr.: Mary H. Rawlings
Chief Engineer: Clifford Inman

WFBR—Baltimore—1922

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By: The Baltimore Radio Show
Address: 13 E. 20th St.
Tel.: MU 5-1300 Independent
Representative: John Blair & Co.
President: Robert S. Maslin
General Station Mgr.: Robert B. Jones, Jr.
Commercial Manager: Dudley Tichenor
Sales Prom., Pub. Dir.: Mrs. Cleo Wright
Program Director: Ralph Phillips
Chief Engineer: William R. Hoos

WITH—Baltimore—1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Maryland Bcstg. Corp.
Business-Studio Address: 7 E. Lexington St.
Tel.: LE 9-7808 Independent
Rep.: Select Sta. Reps., Clarke Brown
Pres., Gen. Mgr.: Thomas G. Tinsley, Jr.
Station Manager: Robert C. Embry
Chief Engineer: Ed Hawkins

WSID—Baltimore—1947

Frequency: 1010 Kc. Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....912 N. Charles St.
Tel.: SA 7-8250.....Independent
Representative.....UBC, Oakes, Dora-Clayton
President.....Richard Eaton
General Manager.....Marvin Mirvis
Chief Engineer.....W. C. Mullen

WWIN—Baltimore—1951

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....1119 N. Charles St.
Tel.: SARatoga 7-3555.....ABC
President.....Thomas F. McNulty
General. Comm. Mgr.....Edward R. Newman
Program Publicity Dir.....William N. Rock
Chief Engineer.....Norman K. Buker

WCEM—Cambridge—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Address.....Queen Anne Ave.
Tel.: 1580.....KBS
Pres., Gen. Mgr.....G. P. Richards
Sta., Commercial Mgr.....Sam Cannon, Jr.
Prog. Dir.....Bette B. Robbins
Chief Engineer.....Bill Price

WCUM—Cumberland—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Allegany Cty. Bcstg. Corp.
Business Address.....P.O. Box 360
Tel.: PARkview 4-5400.....CBS
Representative.....Thomas F. Clark
President. Gen. Mgr.....H. M. Seavey
Chief Engineer.....R. D. Brokloff

WTBO—Cumberland—1928

Frequency: 1450 Kc. Power: 250 Watts
Owned.....Cumberland Valley Bcstg. Co.
Address.....Box 510
Tel.: PA 2-6666.....NBC
Representative.....Branham
Pres., Gen., Sta. Mgr.....A. William German
Prog. Mgr., Pub. Dir.....Les Ford
V.P., Comm. Mgr.....Floyd V. Cozad
Chief Engineer.....R. Wirgman

WAYE—Dundalk—1955

Frequency: 860 Kc. Power: 500 W. d.
Owned-Operated By.....Erway Bcstg. Corp.
Address.....1901 St. Paul St., Baltimore 18
Tel.: CHesapeake 3-3886.....Independent
Sta. Representative.....John E. Pearson
President.....Guy S. Erway
General. Comm. Mgr.....R. J. Bennett
Chief Engineer.....Duane Cornett

WFMD—Frederick—1936

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Address.....1 West Seventh St.
Tel.: MO 3-4181.....CBS
Station Representative.....Gill-Perna
President.....Laurence Leonard
Commercial Prom. Mgr.....Dick Wheat
Program Director.....Lou Garris, Jr.
Chief Engineer.....Russell Bassett

WFRB—Frostburg—1958

Frequency: 740 Kc. Power: 250 Watts d.
Owned By.....Western Md. Bcstg. Co.
Address.....P.O. Box 74
Tel.: OVerbrook 9-8871.....KBS
General Mgr., Ch. Eng.....D. C. Loughry
Commercial Mgr.....D. Hellegas
Asst. Mgr.....J. H. Raines
Program Director.....Robert Kerr

WARK—Hagerstown—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co. of W. Mo.
Address.....128 S. Prospect St
Tel.: RE 3-4500.....CBS
Representative.....United, Devney
President.....Richard Eaton
Gen., Sta. Mgr.....S. E. Phillips
Prog. Dir.....Richard Collyer
Sales Prom. Mgr.....Ed Wolfkill
Chief Engineer.....G. Harold Brewer

WJEJ—Hagerstown—1932

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Hagerstown Bcstg. Co., Inc.
Business-Studio Address.....Franklin Court
Tel.: RE 9-2323.....MBS-ABC
Representative.....Burn-Smith
Pres., Gen. Mgr.....Grover C. Crilley
Sta., Comm., Sls., Prom. Mgr.....W. H. Paulsgrove
Prog., Pub. Dir.....Robert Leasher
Chief Engineer.....George McIntire

WASA—Havre de Grace—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address.....P. O. Box 97
Tel.: 800.....Independent
President, General-Station Mgr.....Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Program, Publicity Dir.....John H. Little
Chief Engineer.....Albert Edelenbos

WKIK—Leonardtown—1953

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Southern Md. Bcstrs. Inc.
Address.....P.O. Box 8
Tel.: GR 5-2211.....Independent
President.....J. L. Blttner
Comm., Sls. Prom. Mgr.....W. C. Redd

WPTX—Lexington Park—1953

Frequency: 920 Kc. Power: 500 Watts, d.

MARYLAND-MASSACHUSETTS

Owned WPTX, Inc.
 Address Daugherty Bldg.
 Tel.: VO 2-1031 KBS
 President S. Ades
 Station Manager Edward P. Lenaway

WDMV—Pocomoke City—1955

Frequency: 540 Kc. Power: 500 W. d.
 Owned-Operated By Eastern Shore Bcstg. Co.
 Address Box 210
 Tel.: EL 5-1515 Independent
 Representative Rollins
 Owner Erny Tannen
 General Mgr. Curt White
 Program Dir. Ron Smith
 Chief Engineer Paul Lewellyn

WINX—Rockville—1951

Freq.: 1600 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Oper. By Montgomery City. Bcstg. Co.
 Address 8 Baltimore Rd.
 Tel.: POplar 2-4357 Independent
 President Richard Eaton
 General Mgr. Pierce D. Eaton
 Chief Engineer John Edwards

WBOC—Salisbury—1940

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By The Peninsula Bcstg. Co.
 Bus. Studio Address Radio TV Park
 Tel.: Pioneer 9-6131 Independent
 Representative Burn-Smith
 President John W. Downing
 Gen., Sales Prom. Mgr. Charles J. Truitt
 Program Director John W. Downing, Jr.
 Chief Engineer Jack W. Ward

WICO—Salisbury—1956

Frequency: 1320 Kc. Power 1000 Watts. d.
 Owned Delmarva Broadcasting Corp.
 Address 700 E. Main St.
 Tel.: Pioneer 2-3212 KBS
 Station Representative Forjoe
 President Robert C. Doyle
 General Manager B. C. Hardgreaves
 Commercial Mgr. Frank Adams

WJDY—Salisbury—1958

Frequency: 1470 Kc. Power: 5000 Watts d.

Owned-Operated By Salisbury Bcstg. Co.
 Business Address 106 W. Circle Ave.
 Tel.: Pioneer 2-5191 Independent
 Station Representative United Broadcasting
 Pres., Gen. Mgr. Norman Glenn
 Sales Promotion Mgr. Johnny Williams
 Publicity Director Ed Vaughn
 Chief Engineer Herb Kravitz

WGAY—Silver Spring—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By WGAY, Inc.
 Business Address 4000 Albermarle St., N.W.
 Wash., D.C.
 Tel.: EMerson 3-8110 Independent
 Station Representative Grant Webb
 Pres. Bd. Ch. Connie G. Gay
 General Manager Ed Winton
 Sta., Comm. Mgr. Ted Dorf
 Program Director Don Tucker
 Chief Engineer Jim Petty

WAQE—Towson—1955

Frequency: 1570 Kc. Power: 1000 W., d.
 Owned-Oper. By WTOW, Inc.
 Address 26 West Pennsylvania Ave.
 Tel.: VA 5-9660 Independent
 Sta. Representative Forjoe
 Pres., Gen. Mgr. John S. Booth
 Commercial Mgr. Robert Bailey
 Station Mgr. Charles Gerber
 Program Dir. Mel Quinn
 Chief Engineer George Klimes

WTTR—Westminster—1953

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carroll County Bcstg. Corp.
 Address Box 28
 Tel.: TI 8-5511 KBS
 V.P., Gen., Comm. Mgr. Russell H. Morgan

WDON—Wheaton—1953

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By Everett L. Dillard
 Address 2647 University Blvd. W.
 Tel.: LOckwood 5-0747 KBS
 Pres., Gen. Mgr. Everett L. Dillard
 Station Manager Jean M. Dillard
 Sales Promotion Manager Kathryn Epstein
 Chief Engineer Eugene Jaraskinske

Pop.: 5,315,000

Families: 1,568,000

Radio Homes: 1,655,000

MASSACHUSETTS

TV Homes: 1,441,000

AM Stas. in State: 57

TV Stas. in State: 6

WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Attleboro Radio Assn.
 Address 8 N. Main St.
 Tel.: ATtleboro 1-1320 Independent
 Representative Foster & Creed
 President Howard H. Sweet

General Manager J. Ottmar
 Station Manager Keith S. Field
 Commercial Mgr. Wm. A. Dawson, Jr.
 Chief Engineer Raymond Arnold

WBOS—Boston—1947

Frequency: 1800 Kc. Power: 5000 Watts

MASSACHUSETTS

Owned-Oper. By...Champion Bcstg. Sys., Inc.
 Address.....790 Commonwealth Ave.
 Tel.: BE 2-5650.....Independent
 President.....Herbert Hoffman
 Gen., Sta. Mgr.....Ralph Weinman
 Commercial Mgr.....Harry Goodman
 Chief Engineer.....Frederick Keller

WBZ-WBZA

Boston-Springfield—1921
 (Synchronous Operation)

Frequency: 1030 Kc.....Power: WBZ, 50,000
 Watts; WBZA, 1000 Watts

Owned.....Westinghouse Bcstg. Co.
 Address.....122 E. 42 St., N.Y.C., N.Y.
 Tel.: MU 7-0808.....Independent
 Station Representative.....AM Radio Sales
 President.....D. H. McGannon
 General Manager.....Paul G. O'Friel
 Commercial Mgr.....John O. Gilbert II
 Sales Promotion Manager...John L. Williams
 Program Director.....Melvin M. Bailey
 Publicity Director.....Edward L. Pearle
 Chief Engineer.....W. H. Hauser
 OWNERS OF: KPX, SAN FRANCISCO, CALIF; WOWO,
 FORT WAYNE, IND.; WBZ-TV, BOSTON, MASS.;
 KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.;
 KEX, PORTLAND, ORE.; KDKA, PITTSBURGH, PA.;
 KDKA-TV, PITTSBURGH, PA.; WIND, CHICAGO,
 ILL.; WJZ-TV, BALTIMORE, MD.; WBZ-FM, BOS-
 TON, MASS.; KDKA-FM, PITTSBURGH, PA.; KYW-
 FM, CLEVELAND, O.; KEX-FM, PORTLAND, ORE.

WCOP—Boston—1935

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Plough Bdcsg. Corp.
 Bus.-Studio Address.....234 Clarendon St.
 Tel.: CO 7-0123.....Independent
 Representative.....Radio-TV Reps.
 President.....Harold Krelstein
 Gen., Sta. Mgr.....Roy V. Whisnand

WCRB—Boston—1948

Freq.: 1330 Kc.....Power: 5 Kw. d.; 1 Kw. n.
 Owned.....Charles River Bcstg. Co.
 Business Address.....Sheraton Plaza Hotel
 Tel.: Copley 7-7080.....Independent
 Station Representative....Broadcast Time Sales
 Pres., Gen. Mgr.....Theodore Jones
 V.P. Sales Mgr.....Leonard V. Corwin
 Sta. Mgr.....Richard L. Kaye
 Chief Engineer.....James Godfrey

WEEI—Boston—1924

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....CBS
 Business-Studio Address.....182 Tremont St.
 Tel.: HU 2-2323.....CBS
 Representative.....CBS Radio Spot Sales
 Gen. Mgr.....Thomas Y. Gorman
 Sales Mgr.....Robert Sinnott
 Chief Engineer.....Warren J. Stevens

WEZE—Boston—1922

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Air Trails Bcstg.
 Address.....10 Arcade, Statler Office Bldg.
 Tel.: Liberty 2-1717.....NBC

Representative.....Hollingbery
 President.....Charles Sawyer
 Exec. V.P.....J. P. "Pat" Williams
 Vice Pres.....Alex Buchan
 Gen., Comm. Mgr.....Arthur E. Haley
 Chief Engineer.....George Jowdy

WHDH—Boston—1926

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WHDH, Inc.
 Bus-Studio Address.....6 St. James Ave.
 Tel.: HA 6-5500.....Independent
 Newspaper Affil.....Herald-Traveler
 Representative.....John Blair
 V.P., Managing Dir.....William B. McGrath
 V.P., Sales Dir.....Alexander M. Tanger
 Program Mgr.....John M. Day

WILD—Boston—1945

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....William F. Johns, Jr.
 Business Add.....400 Commonwealth Ave.
 Tel.: CO 7-1303.....Independent
 Station Representative.....Bob Dore
 Commercial Manager.....Perry J. Brown
 Program Manager.....Ken Malden
 Publicity Director.....Lois Waldman
 Chief Engineer.....Donald Snider

WMEX—Boston—1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Richmond Brothers
 Business-Studio Address....70 Brookline Ave.
 Tel.: CO 6-3900.....Independent
 Representative.....For Joe
 President.....Maxwell E. Richmond
 General Mgr.....Robert Richmond
 Program Dir.....Mel Miller
 Chief Engineer.....Morton L. Bardfield

WNAC—Boston—1922

Frequency: 680 Kc.....Power: 50 Kw.
 Owned.....RKO General
 Bus.-Studio Address.....21 Brookline Ave.
 Tel.: CO 6-0800.....MBS
 Representative.....H.R. Reps.
 President.....Norman Knight
 Exec. V.P., Gen. Mgr.....George Steffy
 V.P., Comm. Mgr.....Tom Bateson
 Nat. Sales Mgr.....Proctor Jones
 Sales Prom. Mgr.....George Hallberg
 Program Director.....John D. Maloy
 Publicity Director.....Phyllis Doherty
 Chief Engineer.....L. B. Robinson

WORL—Boston—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Pilgrim Broadcasting Co.
 Address.....705 Beacon Street
 Tel.: CO 7-3800.....Independent
 Representative.....Headley Reed Co.
 President.....Joseph A. Dunn
 Commercial Manager.....Art Moger
 Station Manager, Prog. Dir.....Bill Givens
 Sales Prom. Mgr.....Marie F. Gately
 Chief Engineer.....John Parker

MASSACHUSETTS

WTAO—Boston—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Middlesex Bcstg. Corp.
Address 439 Concord Ave.
Tel.: Elliot 4-0500
ABC
Station Representative Waiker-Rawalt
President Frank J. Lyman, Jr.
General. Comm. Mgr. William A. Queen
Program Director Billy Dale
Chief Engineer Earl Ellsworth

WBET—Brockton—1946

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By Enterprise Publishing Co.
Business-Studio Address 60 Main St.
Tel.: JU 6-1460
Independent
Newspaper Affiliation Enterprise Times
Representative Walker-Rawalt
General Manager Charles A. Fuller
Sta., Comm. Mgr. Earle G. Clement
Program Director M. Sothorn Abbott
Chief Eng. Charles O. Nowell

**WACE—Chicopee-Springfield
1946**

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Regional Bcstg. Co.
Bus. Address Radio Center, 326 Chicopee St.
Tel.: LY 4-6654
Independent
Station Representative Indie Sales
President John S. Begley
Gen. Mgr. Ralph J. Robinson
Prog. Dir. Sy Levy
Chief Engineer Myles Brennan

WALE—Fall River—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Narragansett Bcstg. Co.
Address 18 N. Main St.
Tel.: OS 4-3535
MBS
Representative O'Connell, Wheeler
Manager George L. Sisson, Jr.
Commercial Mgr. Markey Gosciminski
Prog. Dir. Ann Kenney
Chief Engineer J. R. Sisson

WSAR—Fall River—1921

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By K & M Publishing Co.
Bus.-Studio Address Box 927
Tel.: OS 7-9477
Independent
Newspaper Affiliation Herald News, Inc.
Representative Headley-Reed, Kettell-Carter
President Frank W. Miller
General Manager Lincoln W. N. Pratt
Commercial Manager Cornelius Sullivan
Program Director J. Joseph Welch
Chief Engineer Arnold Molloy

WEIM—Fitchburg—1941

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Radio Fitchburg, Inc.

Business-Studio Address 717 Main St.
Tel.: Diamond 3-3766
MBS
President Norman Knight
General, Ccmm. Mgr. James A. Fitzgerald, Jr.
Program Director John Richards
Publicity Director Esther Kieley
Chief Engineer Ted Kalin

WFGM—Fitchburg—1949

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By Wachusett Bcstg. Corp.
Address 170 Prichard St
Tel.: Diamond 3-4897
Independent
Station Rep. Everett-McKinney; Foster, Creed
President David M. Myers
General, Sta. Mgr. James W. Chalmers
Publicity Dir. Dick Ziegler
Chief Engineer Donald L. Coleman, Jr.

WKOX—Framingham—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By WKOX, Inc.
Bus.-Studio Address 100 Mt. Wayte Ave.
Tel.: TR 3-7409
Independent
Representative Kettell-Carter, Grant Webb
Gen. Mgr. Richard E. Adams
Program Dir. Carl B. Duncan
Chief Engineer Frank Bartel

WGAW—Gardner—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned Gardner Bcstg. Co.
Business Address Green St.
Tel.: 1340
Independent
Representative Nona Kirby, Webb
Pres. & Gen. Mgr. Charles E. Asher
Treasurer James D. Asher
Program Director William Kennedy
Chief Engineer Gordon Wiley

WSBS—Great Barrington—1956

Frequency: 860 Kc. Power: 250 Watts
Owned-Oper. By J. Leo Dowd
Business Address Stockbridge Rd, Rt. 7
Tel.: Great Barrington 1567
Independent
Station Representative Webb
Pres., Gen. Mgr. John T. Parsons
Commercial Manager Elizabeth Thompson
S-1's Promotion Manager Dan Christopolis
Prog., Pub. Dir. Alan D. Vaber
Chief Engineer John Seeley

WHAI—Greenfield—1938

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Haigis Bdcstg. Corp.
Business-Studio Address 486 Main St.
Tel.: PR 4-4301
MBS
Representative Walker-Rawalt
Pres., Gen., Sta. Mgr. John W. Haigis, Jr.
Commercial Mgr. Harry J. Frank
Program Director Ira I. Hewey
Chief Engineer Delwin D. Shattuck

WHAV—Haverhill—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By WHAV, Inc.
 Business-Studio Address 30 How St.
 Tel.: DR 4-4733 Independent
 Station Representative Kettell-Carter; Webb
 President Henry R. Silver
 Treas., General Mgr. Edward Cellin
 Asst. Station Mgr. Alan Noyes
 Program Director Bob Douglas
 Sales Prom. Mgr. Aldo Carter
 Chief Engineer Harry White

WREB—Holyoke—1950

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By Valley Bcstg. Corp.
 Address 225 High St.
 Tel.: Jefferson 2-3296 KBS
 Representative Breen & Ward
 General Manager Edmund F. Wakelin
 Program Director David H. Foerster

WCCM—Lawrence—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lawrence Bdcstg. Co.
 Address 9 Valley Street
 Tel.: MU 3-7171 Independent
 Station Representative Bob Dore
 Pres., Gen. Mgr. Geo. H. Jaspert
 Comm., Prom. Mgr. John Cauty
 Program Director Hugh Anthony
 Publicity Director Tony Lupo
 Chief Eng. Norman Round

WCAP—Lowell—1951

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Northeast Radio Inc.
 Address 243 Central St.
 Tel.: GLenview 4-0404 Independent
 Sta. Reps. Everett-McKinney; Kettell-Carter
 Pres., Gen. Mgr. Israel Cohen
 Commercial Manager Maurice Cohen
 Program Director Dan Gillette
 Chief Engineer Ted Cohen

**WLLH—Lowell-Lawrence
1934**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Merrimac Bdcstg. Co.
 Address 39 Kearney Sq., Lowell
 Tel.: GL 8-8715 (Lo) Independent
 Representative Bolling
 President Gerald Harrison
 General Manager Albert N. Armstrong, Jr.
 Program Director Tom Clayton
 Chief Engineer C. Parker

WLYN—Lynn—1946

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Puritan Bcst. Service, Inc.
 Business Address 156 Broad St.
 Tel.: LY 5-6200 Independent
 Station Representative Walker-Rawalt
 President Theodore Feinstein

General Manager Robert H. Acker, Jr.
 Commercial Manager Harry D. Goodwin
 Program Director Stephen E. Smith
 Chief Engineer Carl W. Graeize

WSRO—Marlborough—1958

Frequency: 1470 Kc. Power: 1000 Watts
 Owned By County Broadcasting Corp.
 Address Curtis Ave.
 Tel.: HU 5-1470 KES
 Station Representative Foster-Creed
 President, Gen. Mgr. Lewis F. Sargent
 Station Manager William F. Galvin
 Program Director Richard L. Beach
 Chief Engineer Kenneth Rockwell

WHIL—Medford—1952

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Operated By Conant Bcstg. Co.
 Address 93 Revere Beach Pkwy.
 Tel.: EXport 6-1430 Independent
 Station Representative O'Connell
 Pres., Gen. Mgr. Sherwood J. Tarlow
 Station Manager Joseph Kruger
 Commercial Manager Edward O'Donald
 Program Director Kenneth A. Manly
 Publicity Director Bob Walsh
 Chief Engineer Albert Fulchino

WMRC—Milford—1956

Frequency: 1490 Kc. Power: 100 Watts
 Owned Milford Bcstg. Corp.
 Address Opera House Bldg
 Tel.: GReenleaf 3-1490 KBS
 Gen., Comm. Mgr. Ted B. Sawyer

WBSM—New Bedford—1949

Frequency: 1420 Kc. Pow.: 5 Kw. d., 1 Kw. n.
 Owned Bay State Broadcasting Co.
 Address Pope's Island
 Tel.: WY 3-1767 Independent
 Representative Bolling Co.
 President Joseph P. Duchaine
 Gen. Mgr. Otto F. A. Arnold
 Comm. Mgr. Richard G. Evans
 Prog. Dir. Hal Peterson

WNBH—New Bedford—1921

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons, Inc.
 Business-Studio Address 432 County St.
 Tel.: WYman 8-5228 Independent
 Newspaper Affiliation Standard-Times
 Station Rep. Walker-Rawalt; Foster, Creed
 President Basil Brewer
 General, Comm. Mgr. Roger Bower
 Publicity Director Jack Delaney
 Program Director Stan Lipp
 Chief Engineer Herve Leduc

WNBP—Newburyport—1957

Frequency: 1470 Kc. Power: 500 Watts, d.
 Owned Tri-City Bcstg. Co.

MASSACHUSETTS

Business Address.....Traffic Circle
Tel.: HO 2-6654.....Independent
Station Representative.....Walker-Rawalt
President.....Theodore Feinstein
Gen. Mgr.....J. Thomas Mathers
Station Mgr., Prog. Dir.....Mary I. MacKenzie

WMNB—North Adams—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Northern Berkshire Bcstg. Co.
Address.....466 Curran Highway
Tel.: MO 3-6567.....Independent
Station Representatives.....Devney; Nona Kirby
President, Ch. Eng.....J. Gordon Keyworth
Commercial Manager.....Richard J. O'Brien
Program Director.....James F. Finnen

WHMP—Northampton—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Pioneer Valley Bcstg. Co.
Address.....78 Main St.
Tel.: JU 4-4275.....Independent
Representative.....Nona Kirby, Webb
President.....John H. Williams
Gen., Sta., Comm. Mgr....Alexander W. Milne

WCAT—Orange—1956

Frequency: 1390 Kc.....Power: 1000 W., d.
Owned-Oper. By.....Ralph Mellon
Address.....P. O. Box 334, Athol, Mass.
Tel.: Churchill 9-3232.....Independent
Representative.....Grant Webb
President, Gen. Mgr.....Ralph Mellon

WBEC—Pittsfield—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By...Western Mass. Bcstg. Co.
Business-Studio Address.....33 Eagle St.
Tel.: Hillcrest 8-8292.....ABC
Newspaper Affiliation.....Berkshire Eagle
Rep.....Everett-McKinney, Foster & Creed
President.....L. K. Miller
Gen., Sta. Mgr.....W. Wendell Budrow
Comm., Publicity Mgr.....Ted Muller
Program Director.....Charles W. Paine
Chief Engineer.....Robert Johnson

WBRK—Pittsfield—1938

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Tel.: Hillcrest 2-1553.....MBS
Station Representative.....Walker-Rawalt
President.....Joseph K. Close
Gen., Sta. Mgr.....Walter Kearsey
Comm., Prom. Mgr.....Martin Schechter
Program Dir.....William Nickum
Chief Engineer.....George R. Burgoon

WPLM—Plymouth—1955

Frequency: 1390 Kc.....Power: 5000 Watts d.
Owned-Oper. By...Plymouth Rock Bdcstg. Co.
Address.....Route #3
Tel.: Pilgrim 6-1390.....Independent

Station Representative...Kirby; Breen & Ward
Pres., Gen. Mgr.....John T. Campbell
Station, Comm. Mgr.....Arthur E. Pratt
Program Dir.....John Chandler
Sales Prom. Mgr.....Edward Marvin
Publicity Dir.....Bud Markie
Chief Engineer.....Sulo E. Lehtonen

WJDA—Quincy—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Address.....29 Brackett St.
Tel.: Granite 9-1300.....Independent
Pres., Gen., Sta. Mgr.....James D. Asher
Commercial Manager...Kenneth P. Fallon, Jr.
Program Director.....Winslow Bettinson
Chief Engineer.....Arthur F. Lane

WESX—Salem—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...North Shore Bcstg. Corp.
Address.....Box 710
Tel.: PI 4-5670.....Independent
President, Gen. Mgr.....James D. Asher
Comm. Mgr.....George R. Eckels
Station Manager.....Robert Clement
Program Director.....Vern Williams

WESO—Southbridge-Webster 1955

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned.....WESO Broadcasting Corp.
Address.....291 Main Street
Tel.: PO 4-4381.....Independent
Representative.....Webb, Foster-Creed
President.....Peter A. Bordes
General Manager.....Hamilton S. Stewart

WHYN—Springfield—1941

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden-Hampshire Corp.
Address.....1300 Liberty St.
Tel.: RE 7-1414.....Independent!
News, Affil.....Holyoke Transcript-Telegram
Representative.....Branham, Wheeler
President.....William Dwight
Gen., Sta. Mgr.....Charles N. De Rose
Comm., Publicity Dir.....Zack Land
Chief Engineer.....Harold Schumacher

WMAS—Springfield—1932

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Tel.: RE 7-1414.....Independent
Representative.....Bolling
President.....Gerald Harrison
Sta., Sales Prom. Mgr.....Robert Donahue
Comm. Mgr.....Erwin Needles
Prog. Dir.....Roland Dumas
Chief Eng.....John Michnovetz

WSPR—Springfield—1936

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By: WSPR, Inc.
 Business Address: 63 Chestnut St.
 Tel.: RE 2-4182. Independent
 Representative: Hollingbery, Kettell-Carter
 Pres., Gen. Mgr.: Alan C. Tindal
 Commercial Manager: Jack Sullivan
 Station Manager: Paul Monson
 Program Director: Jerry Forbes
 Chief Engineer: Valentino Partyka

WTYM—Springfield—1949

Frequency: 1600 Kc. Power: 5000 Watts d.
 Owned-Oper. By: Executive Bcstg. Corp.
 Business Address: Box 898
 Tel.: RRepublic 3-4187. MBS
 Station Representative: Masla
 President: Stanley M. Ulanoff
 General Sta. Mgr.: Arthur Tacker
 Commercial Mgr.: Harvey Sheldon
 Program Director: George Wildey

WTXL—West Springfield 1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Telecolor Corp.
 Address: 34 Sylvan St.
 Tel.: RE 9-4768. ABC
 Station Representative: Walker-Rawalt
 Pres., Gen. Mgr.: L. A. Reilly
 Commercial Manager: Holland D. Cameron
 Station Mgr., Chief Engineer: J. L. Spates

WPEP—Taunton—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Silver City Bcstg. Corp.
 Address: 174 Broadway
 Tel.: 1250. MBS
 Pres., Gen. Mgr.: J. Marshall McGregor
 Sta. Mgr., Prog. Dir.: Joseph G. Quill
 Comm. Mgr.: Henry J. Murray
 Chief Engineer: Lawrence Prado

WARE—Ware—1947

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: Central Bcstg. Corp.
 Business-Studio Address: 56 Main St.
 Tel.: WA 1250. MBS
 Representative: Breen & Ward; Wheeler
 President: Sherwood J. Tarlow
 Gen., Sta. Mgr.: Richard H. Vaughan
 Commercial Mgr.: Steven J. Atanian
 Sales Prom. Mgr.: Herbert Vining
 Chief Engineer: Glen C. Walton

WDEW—Westfield—1957

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Westfield Bcstg. Co.
 Business-Studio Address: 249 Union St.
 Tel.: LO 2-2307. Independent
 Station Representative: Breen-Ward
 President: Harold Martin
 General, Sta. Mgr.: Richard M. Brescia

Commercial Mgr.: John Mahar
 Sales Prom. Mgr.: Thomas Ferris
 Publicity Director: Shirley A. Tierney
 Chief Engineer: J. Lawrence Spinks

WOCB—West Yarmouth—1940

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: E. Anthony & Sons
 Address: South Sea Ave.
 Tel.: SPRing 5-0500. MBS
 Newspaper Affil.: Standard Times
 Station Rep.: Walker-Rawalt; Foster & Creed
 President: Basil Brewer
 Station Manager: Paul Stiles
 Program Dir.: G. W. Stidstone
 Chief Engineer: Frank L. Lynch

WAAB—Worcester—1931

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By: Waterman Bcstg. Corp.
 Bus. Address: 34 Mechanic St.
 Tel.: PL 2-5611. Independent
 Representative: Eastman; Kettel-Carter
 Pres., Gen. Mgr.: Bernard E. Waterman
 Comm. Mgr.: C. Kaminski
 Program Director: Phil Christie
 Chief Engineer: George Capalbo

WNEB—Worcester—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: New England Bcstg. Co.
 Address: 405 Main St.
 Tel.: PL 6-4672. Independent
 Representative: Bolling
 President, Gen. Mgr.: John J. Hurley
 Comm. Sta. Mgr.: Robert F. Nims
 Program Director: George Downey
 Chief Engineer: Bernard E. Berard

WORC—Worcester—1925

Freq.: 1310 Kc. Power: 5000 Wts. d., 1000 n.
 Owned-Oper. By: WORC, Inc.
 Address: Bancroft Hotel
 Tel.: SW 9-0581. Independent
 Sta. Reps.: Avery-Knodel; Wheeler
 Pres., Gen. Mgr.: Robert F. Bryar
 Sta., Comm. Mgr.: A. Abbott Coblentz
 Program Dir.: Bud Clain
 Sales Prom. Mgr.: Alvin M. Saide
 Chief Engineer: Gordon Dyer

WTAG—Worcester—1924

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: WTAG, Inc.
 Business-Studio Address: 20 Franklin St.
 Tel.: PL 5-4321. Independent
 Newspaper Affil.: Telegram & Gazette
 Representative: Henry L. Christal Co.
 President: Robert W. Booth
 Vice Pres., Gen. Mgr.: Herbert L. Krueger
 Nat. Sls. Mgr.: Richard L. Gravel
 Station Sales Prom. Head: Mrs. Pierrina M. Rohde
 Prod., Pgm. Dir.: A. J. Brissette
 Chief Engineer: E. A. Browning

Pop.: 8,246,000
Families: 2,375,000
Radio Homes: 2,368,000

MICHIGAN

TV Homes: 2,175,000
AM Stas. in State: 95
TV Stas. in State: 15

WABJ—Adrian—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Gerity Bcstg. Co.
Address 108 S. Main St.
Tel.: CO 5-7123 Independent
Station Rep. Pearson
President James Gerity, Jr.
Gen., Sta. Mgr. Donald J. Dean
Program Director Winston Hoehner
Chief Engineer Robert Bassett

WALM—Albion—1952

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By Calhoun Bcstg. Co.
Business Address 101½ N. Superior
Tel.: NAtional 9-3945 KBS
General Manager C. Wayne Wright
Program Director Jim Beasley
Chief Engineer Ken Griewahn

WOWE—Allegan—1958

Frequency: 1580 Kc. Power: 250 Watts, d.
Owned By Allegan Cty. Bcstg., Inc.
Address 233 Hubbard
Tel.: 834 KBS
General Manager Keith Weldy

WFYC—Alma—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By WFYC, Inc.
Business Address 5310 N. State Rd.
Tel.: 95 Independent
Station Representative Hollingbery; Hopwell
President Wayne G. Harris
General Manager Gilbert E. Thomas
Station Manager David W. Sommerville
Sales Promotion Manager Gilbert E. Thomas
Program Director Richard Crowley
Chief Engineer Bruce H. Rigg

WATZ—Alpena—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bcstg. Co.
Business Address M-32 West
Tel.: Elmwood 4-8400 NBC
Representative Holman
President Les Biederman
Station Manager Drew McClay

WHRV—Ann Arbor—1946

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By Zanesville Publish. Co.
Business Address 4230 Packard Road
Tel.: NOrmandy 2-4573 MBS
Newspaper Affil. Time Record; Time Signal
President Clay Littick
General Manager Allan Land
Comm. Prom. Mgr. Jos Labaito
Station Manager Bob C. Wagner
Prog. Dir. Donald A. Herman
Chief Engineer James Allen

WPAG—Ann Arbor—1945

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By Washtenaw Bcstg. Co.
Bus.-Studio Address 3rd Floor, Hutzel Bldg.
Tel.: NO 2-5517 Independent
Station Rep. Everett-McKinney
Pres., Gen. Mgr. Edward F. Baughn
Program Director Albert Samborn
Sales Prom. Mgr. Kenneth MacDonald
Chief Engineer Bernard Ressler

WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Thumb Broadcasting Co.
Address 935 S. Van Dyke Rd.
Tel.: 1010 CBS-KBS
Rep. Gill-Perna, Michigan Spot Sales
Gen. Mgr. John Wismer
Station Manager Jim Muehelbeck

WBCK—Battle Creek—1948

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Michigan Bcstg. Co.
Address Security Natl. Bank Bldg.
Tel.: WO 3-5555 NBC
Representative Hollingbery
President Robert H. Holmes
General Mgr. E. F. Cahill
Chief Engineer Harley Hammond

WELL—Battle Creek—1925

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Southern Mich. Bcstg.
Address Michigan National Bank Bldg.
Tel.: WO 4-7173 ABC
Station Rep. Everett-McKinney
President Fred A. Knorr
Gen. Comm. Mgr. P. J. Haller
Program Director Ronald E. Mell
Chief Engineer David M. Decker

WBCM—Bay City—1925

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.
Owned-Operated By Michigan Bcstg. Co.
Business-Studio Address Wagonah Hotel
Tel.: TW 3-7551 ABC
Representative George P. Hollingbery
President Robert H. Holmes
Station Comm. Mgr. Leo A. Jylha
Prog., Pub. Dir. Devere E. Logan, Jr.
Chief Engineer Wes Thompson

WWBC—Bay City—1956

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned By Water Wonderland Bcstg. Co.
Business Address 306 Phoenix Bldg.
Tel.: TW 3-4588 Independent
Station Representative Masla
President Patrick J. Trahan
Gen., Comm. Mgr. Charles E. Anthony

Commercial Manager..... Lee E. Droege
 Prog., Sales Prom. Mgr.... Robert F. Benkelman
 Publicity Director..... Kay D. Reid
 Chief Engineer..... Ralph H. Carpenter

WHFB—Benton Harbor—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Business Address..... Fairplain Ave.
 Tel.: WA 5-2113..... Independent
 Newspaper Affil..... Palladium, Herald Press
 Station Rep.... Everett-McKinney; Mich. Spot Sls.
 President Stanley R. Banyon
 Gen., Sta. Mgr..... J. P. Scherer
 Commercial Manager..... John Hagerman
 Sales Prom. Mgr..... Dwight Edmunds
 Program Director..... Bob Richards
 Chief Engineer..... M. U. Robinson

WBRN—Big Rapids—1953

Frequency: 1460 Kc. Power: 1 Watts, d.
 Owned-Oper. By..... WBRN, Inc.
 Address..... P. O. Box 825
 Tel.: 648..... KBS
 Representative Hil F. Best
 Pres., Gen. Mgr..... Spencer Denison
 Chief Engineer..... Garnet Zimmerman

WATT—Cadillac—1945

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Midwestern Bcstg. Co.
 Business-Studio Address..... U. S. 131, South
 Tel.: PR 5-7831..... NBC
 Sta. Rep..... Venard Rintoul, McConnell
 President Les Biederman
 Sta. Program Dir..... Merritt L. Chandler
 Commercial Manager..... Jack Toepp
 Sales Promotion Manager..... Milo Ash
 Chief Engineer..... Bill Kiker

WCER—Charlotte—1956

Frequency: 1390 Kc. Power: 1 Kw., d.
 Owned..... Eaton County Bcstg. Co.
 Address..... Box 269
 Tel.: 1390..... Independent
 Pres., Gen. Mgr..... Roy W. McLean
 Comm., Sta. Mgr..... Brod Martindale
 Chief Engineer..... Gerald D. Adams

WCBY—Cheboygan—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned..... Straits Bcstg. Co.
 Address..... Mackinaw Ave.
 Tel.: MA 7-2341..... Independent
 Representative Best
 President, Gen. Mgr..... Richard E. Hunt
 Station Manager..... A. M. Gordon
 Program Director..... John King
 Chief Engineer..... Norbert C. Poeppelman

WTVB—Coldwater—1949

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.
 Owned-Oper. By ... Twin Valley Bdcstrs, Inc.
 Address..... U.S. 27

Tel.: BRoadway 9-9119..... Independent
 Sta. Reps... Donald Cooke; Michigan Spot Sales
 President, Gen. Mgr..... E. Harold Munn, Sr.
 Commercial Manager..... Normand Moore
 Chief Engineer..... Virgil Royer

WKMh—Dearborn—1946

Freq.: 1310 Kc..... Power: 5 Kw.
 Owned-Oper. By... Knorr Broadcasting Corp.
 Address..... 15001 Mich. Ave.
 Tel.: TI 6-8500..... Independent
 Representative Petry
 Pres., Gen. Mgr..... F. A. Knorr
 Sta. Mgr..... John J. Carroll
 Commercial Manager..... John O. Gilbert II
 Chief Engineer..... Jerrold L. Martin

CKLW—Detroit—1932

Frequency: 800 Kc. Power: 50,000 Watts
 Owned-Oper. By... Western Ontario Bcstg. Co.,
 Address..... 3300 Guardian Bldg., Detroit 26
 Tel.: WO 1-7200..... MBS, CBC
 Representative Eastman
 President, General Mgr..... J. E. Campeau
 Dir., Oper..... S. C. Ritchie
 Commercial Manager..... Richard Nason
 Sales Promotion Manager..... George Snyder
 Program Director..... John Gordon
 Publicity Director..... Art Gloster
 Chief Engineer..... Stewart Clark

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 YOU NEED THE BEST!**

YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?



MICHIGAN

WCAR—Detroit—1939

Freq.: 1130 Kc. Power: 50 Kw. d., 10 Kw., n.
Owned.....WCAR, Inc.
Address.....500 Temple Ave.
Tel.: TE 3-8100.....Independent
Representative.....AM Radio Sales Co.
President, Gen. Mgr.....H. Y. Levinson
Exec. V.P.....Wayne N. Cook
Promotion Mgr.....Susan L. Gray
Production Mgr.....Larry Bova
Chief Engineer.....James Balmer

WJBK—Detroit—1925

Freq.: 1500 Kc. Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address.....7441 Second Blvd.
Tel.: TR 3-7400.....Independent
Representative.....Katz Agency
President.....George B. Storer, Sr.
V.P., Mgr. Dir.....Harry R. Lipson
Gen. Sales Mgr.....Herbert J. Weber, Jr.
Merchandising Manager.....Nancy Mackenzie
Program Director.....Frank Gaal
Chief Engineer.....Joseph Haigh
OWNERS OF: WJBK-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; JWV-AM-FM-TV, CLEVELAND; WYVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

WJLB—Detroit—1926

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Booth Bcstg. Co.
Business Address.....3100 D. Broderick Tower
Tel.: Woodward 5-2000.....Independent
Sta. Reps.....Howard; Pearson
President.....John L. Booth
Gen. Mgr.....Thomas J. Warner
Sta. Mgr.....Edwin E. Nye
Chief Engineer.....E. Ryan

WQTE—Detroit—1959

Frequency: 560 Kc. Power: 500 Watts. d.
Owned By.....560 Broadcasting Corp.
Address.....1260 Library
Tel.: WO 2-0900.....Independent
Station Representative.....Paul H. Raymer
President, Sta. Mgr.....Ross Mulholland
General Comm. Mgr.....Richard E. Jones
Chief Engineer.....Irv. Laing

WJR—Detroit—1922

Frequency: 760 Kc. Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Business Address.....Fisher Bldg.
Tel.: TR 5-4440.....Independent
Representative.....Christal
President.....John F. Patt
Exec. V.P., & Gen. Mgr.....Worth Kramer
V.P., Sect.....F. Silbey Moore
Oper. Mgr.....James H. Quello
Sales Prom. Mgr.....Jack Brussel
Program Mgr.....Reginald P. Merridew
Chief Engineer.....A. Friedenthal

WWJ—Detroit—1920

Frequency: 950 Kc. Power: 5000 Watts

Owned-Oper. By.....The Evening News Assn.
Address.....622 W. Lafayette
Tel.: WO 2-2000.....NBC
Newspaper Affiliation.....Detroit News
Rep... Peters, Griffin & Woodward, McDermott
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Station Mgr.....Robert J. McIntosh
Asst. Gen. Mgr.....Don DeGroot
Sales Prom. Mgr.....Glenn Kyker
Sales Mgr.....Denman F. Jacobson
Business Mgr.....Henry C. Rogers
Prog. Development Mgr.....Frank Steltenkamp
Gen. Eng. Mgr.....E. J. Love

WXYZ—Detroit—1925

Frequency: 1270 Kc. Power: 5000 Watts d.
Owned-Oper. By.....WXYZ, Inc.
Address.....20777 W. Ten Mile Rd.
Tel.: KENwood 4-7000.....ABC
Representative.....John Blair
Sales Manager.....Robert Baldrice
Sales Prom. Mgr., Pub. Dir.....Sam Somora
Program Director.....Robert Baker
Chief Engineer.....Charles Kocher

WLST—Escanaba—1958

Frequency: 600 Kc. Power: 1 Watt
Owner.....Lake Mich. Bcstg. Co.
Address.....600 Ludington St.
Tel.: State 6-4118.....ABC
President.....Frank J. Russell, Jr.
General Mgr.....William C. Johnson
Station Mgr.....John Merrick

WBBC—Escanaba—1941

Frequency: 680 Kc. Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Address.....P.O. Box 419
Tel.: State 6-6144.....Independent
Pres., Gen. Mgr.....George D. Lindenthal
Station Manager.....F. J. Lindenthal
Publicity Director.....Wm. J. Duchaine
Chief Engineer.....Henry C. Olsen

WAMM—Flint—1955

Frequency: 1420 Kc. Power: 500 W. d.
Owned-Oper. By.....Binder-Coxter-Durham, Inc.
Business Address.....740 S. Saginaw St.
Tel.: Cedar 9-8631.....Independent
Representative.....Gill-Perna
President, Gen. Mgr.....Philip R. Munson
Commercial Mgr.....Ronald L. Craig
Station Mgr.....Clarence E. Rhodes
Program Dir.....Ruth Perry
Prom., Publicity Dir.....Irv. Chimovitz
Chief Engineer.....Walter Wiersbicki

WTRX—Flint—1947

Frequency: 1330 Kc. Power: 5Kw., d., 1 Kw., n.
Owned-Operated By.....Booth Bcstg. Co.
Bus.-Studio Address.....3076 E. Bristol Rd.
Tel.: CE 9-8686.....ABC
Representative.....Weed

President.....John Lord Booth
General Mgr......Ken Chapin
Program Director.....Dorothy Rattliif
Sales Prom. Mgr......Noble Gravelin
Publicity Director.....John Nogaj
Chief Engineer.....Charles Wallace

WFDF—Flint—1922

Frequency: 910 Kc. Power: 5 Kw., d., 1 Kw., n.
 Owned-Operated By.....The Trebit Corp.
 Address.....Garland at First Ave.
 Tel.: CE 2-7158.....NBC
 Representative.....Katz
 President.....Harry M. Bitner, Jr.
 Gen., Sta. Mgr.....Elmer A. Knopf
 V.P., Asst. Sect.....Marvin Levey
 Chief Engineer.....Gerald Woipert

WKMF—Flint—1953

Frequency: 1470 Kc. Power: 5 Kw., d., 1 Kw., n.
 Owned.....Knorr Bcstg. Corp.
 Address.....112 W. Water St.
 Tel.: Cedar 9-7608.....CBS
 Sta. Representative.....Daren F. McGavren
 President.....Fred A. Knorr
 Managing Director.....W. Eldon Garner
 Program Director.....Doug Smith
 Chief Engineer.....George Parker

WMRP—Flint—1946

Frequency: 1570 Kc.....Power: 1 Kw.
 Owned-Oper. By.....Methodist Radio Parish, Inc.
 Address.....3217 Lapeer St.
 Tel.: CE 3-5112.....KBS
 Station Representative.....Sears & Ayer
 President.....Arthur Howard
 Gen. Mgr.....William H. Morford
 Program Director.....Everett Smith
 Chief Engineer.....Robert Swayze

WTAC—Flint—1946

Freq.: 600 Kc.....Power: 1 Kw., d., 500 W., n.
 Owned By.....L. & P. Bcstg. Corp.
 Address.....P.O. Box 929
 Tel.: OW 4-4146.....Independent
 Station Representative.....Hollingbery
 General Manager.....David C. Croninger
 Commercial Manager.....Glenn H. Allen, Jr.
 Sales Promotion Manager.....Ruth Kekel
 Program Director.....R. Edward Berryman
 Chief Engineer.....Robert Garner

WBFC—Fremont—1954

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Paul A. Brand
 Address.....P. O. Box 231
 Tel.: 415.....KBS
 Representative.....Hil F. Best
 President.....Paul A. Brand

WATC—Gaylord—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Address.....Paul Bunyan Bldg., Traverse City
 Tel.: WI 7-7675.....Independent
 Sta. Reps.....Venard, Rintoul & McConnell

Pres., Gen. Mgr......Les Biederman
Commercial Mgr......Robert E. Detwiler
Station Mgr......Harry Travis
Chief Engineer.....William K. Kiker

WGHN—Grand Haven—1956

Frequency: 1370 Kc.....Power: 500 Watts, a
 Owned.....Grand Haven Broadcasting Co.
 Address.....228 Washington St.
 Tel.: 5397.....Independent
 Station Representative.....John E. Pearson
 President.....H. F. Wuk
 General. Program Mgr.....Bob Kirby
 Comm. Prom. Mgr.....Hy M. Steed
 Publicity Director.....Gordon Huizengo
 Chief Engineer.....Dick Clarke

WFUR—Grand Rapids—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Furniture City Bcstg. Corp.
 Address.....399 Garfield Ave., S.W.
 Tel.: GL 6-9541.....Independent
 Pres., Gen., Sta. Mgr.....William Kuiper, Sr.
 Commercial Manager.....Peter Vanden Bosch
 Sls. Prom., Pub. Dir.....William Kupier, Jr.
 Chief Engineer.....Gilbert Waite

WGRD—Grand Rapids—1947

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Regional Bcstrs. of Mich.
 Business-Studio Add.....35 Lafayette Ave., N.E.
 Tel.: GL 9-4111.....Independent
 Representative.....Gill Perna
 General Mgr.....Glenn R. Le Pard
 Chief Engineer.....Richard Groenevelt

WJEF—Grand Rapids—1945

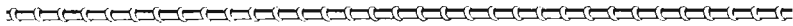
Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fetzer Broadcasting Co.
 Address.....187 Monroe, N.W.
 Tel.: GL 6-8512.....CBS
 Station Representative.....Avery-Knodel
 President.....John E. Fetzer
 Station Mgr.....Roger L. Hoffman
 Chief Engineer.....Bruce Glycadgis

WLAV—Grand Rapids—1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Stevens-Wismer Bcstg., Inc.
 Address.....161 Ottawa Northwest
 Tel.: GL 6-5461.....ABC
 Station Representative.....Daren F. McGavren
 President.....John Wismer
 General Manager.....John J. Shepard
 Program Director.....Jock Bliss
 Chief Engineer.....Lee Stevens

WMAX—Grand Rapids—1954

Frequency: 1480 Kc.....Power: 1000 Watts d.
 Owner.....WMAX, Inc.
 Address.....Keith Theater Bldg.
 Tel.: GL 6-8621.....Independent
 Representative.....Radio-TV Reps
 General Manager.....Chas. A. Sprague
 Commercial Mgr.....Joe Hooker
 Chief Engineer.....Lou Bergenroth

MICHIGAN 

WOOD—Grand Rapids—1924

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By Wood Bcstg., Inc.
Address 120 College Ave.
Tel.: GL 9-4125. NBC
Representative Katz Agency
Pres., Gen. Mgr. Willard Schroeder
Sales Manager Michael O. Lareau
Program Director John Shaw
Prom. Mgr. Clark Grant
Chief Engineer Charles Robison

WMPL—Hancock—1957

Frequency: 920 Kc. Power: 1 Kw., d.
Owned Copper Country Bcstg. Co.
Business Address Hotel Scott
Tel.: 3155. KBS
Pres., Ch. Eng. Francis Locatelli
Station Manager John Oakvik
Sales Promotion Manager Burton Ervast
Program Dir. Norman Koski

WBCH—Hastings—1958

Frequency: 1220 Kc. Power: 250 Watts, d.
Owned By Barry Bcstg. Co. Inc.
Address 1909 Bedford Road
Tel.: Windsor 5-3478. Independent
President, Gen. Mgr. Robert S. Greenhoe
Program, Prom. Dir. Ken Radant
Publicity Director Dave McIntyre
Chief Engineer Fran Bowles

WCSR—Hillsdale—1955

Frequency: 1340 Kc. Power: 100 W.
Owned-Operated By Baw Beese Bcstg., Inc.
Address 92½ Broad St.
Tel.: HE 7-4444. KBS
Rep. Gill-Perna, Mich. Spot Sls.
President Ruth Keister
V.P. & Mgr. Russell Holcomb

WHTC—Holland—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Holland Bcstg. Co.
Address Hotel Warm Friend
Tel.: EX 2-3121. MBS
Representative Best
President W. A. Butler
Gen. Mgr. Sandy Meek
Commercial Manager Hal Franken
Program Director Bill Gargano
Chief Engineer Juke Van Oss

WJBL—Holland—1956

Frequency: 1260 Kc. Power: 500 Watts
Owned Ottawa Bcstg. Corp.
Business Address James St.; Box 808
Tel.: EX 6-5281. Independent
Station Representative Holman
President Bernard Brookema
Gen., Sta. Mgr. Jerome C. Grysen
Sales Mgr. R. E. Smits
Program Director Clarence Walters
Chief Engineer John L. Klungle

WHDF—Houghton—1929

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Upper Michigan Bcstg. Co.
Address Douglas Hotel
Tel.: 1. NBC
Representative Walker-Rawalt
Owner, Ch. Eng. G. L. Burgan
General Manager Albert W. Payne

WHGR—Houghton Lake—1954

Frequency: 1290 Kc. Power: 5 Kw.
Owned Sparks Bcstg. Co.
Address 3431 Houghton Lake Dr.
Tel.: GR 8-3040. Independent
Representative Hil F. Best
President J. B. Sparks
Sect. Treas. Gordon A. Sparks
Comm., Prog. Mgr. Robert D. Dittmer
Chief Engineer Garnet G. Sparks

WHMI—Howell—1957

Frequency: 1350 Kc. Power: 500 Watts, d.
Owned Wirth Bcstg. Co.
Address 201½ W. Grand River Ave.
Tel.: 1062. Independent
Representative Best
President, Ch. Eng. M. H. Wirth
Commercial Mgr. L. Bekkering
Program Dir. J. Thiel

WCHB—Inkster—1956

Frequency: 1440 Kc. Power: 1 Kw., d.
Owned Bell Bcstg. Corp.
Address 32790 Henry Ruff Rd.
Tel.: CR 8-1440. Independent
Sta. Reps. Bob Dore; Dora Clayton
President Dr. Haley Bell
Gen., Comm. Mgr. Frank M. Seymour
Program Dir. George White
Publicity Dir. Offield Dukas
Chief Engineer Clarence Ringo

WION—Ionia—1952

Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Oper. By Ionia Bcstg. Co.
Address Box 143
Tel.: 2300. Independent
Representative Best
President Monroe MacPherson, Sr.
Gen. Mgr. Monroe MacPherson, Jr.
Program Dir. Bud Lindeman
Sales Prom. Mgr. Gaylon Johnson
Chief Engineer J. Irving Grove

WMIQ—Iron Mountain—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned Iron Mountain-Kingsford Bcstg. Co.
Address 211 East Ludington Street
Tel.: 2031. ABC
President Frank J. Russell
Gen., Sta., Comm., Prom. Mgr. W. C. Johnson

WIKB—Iron River—1949

Frequency: 1230 Kc. Power: 250 Watts

Owned By.....Iron Co. Bcstg.
 Address.....Iron River Natl. Bank Bldg.
 Tel.: COngress 5-4104.....Independent
 Representative.....Hil F. Best
 President.....Edwin Phelps, Sr.
 Gen. Sta., Comm. Mgr.....Edwin Phelps, Jr.
 Chief Engineer.....James Swanson

WJMS—Ironwood—1931

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Oper. By...Upper Mich.-Wis. Bcstg. Co.
 Bus.-Studio Address.....134 E. McLeod Ave.
 Tel.: 20.....KBS
 Sta. Rep.....Thomas F. Clark
 President, Gen. Mgr.....William L. Johnson
 Comm. Prom. Mgr.....Robert Olson
 Program Dir.....Joseph Blake
 Publicity Dir.....Dick Daly
 Chief Engineer.....Arne Dahlbecka

WJAN—Ishpeming—1959

Frequency: 970 Kc.....Power: 5000 Watts, d.
 Owned By.....Tri-City Broadcasters
 Address.....P.O. Box 313
 Tel.: HUdson 6-4441.....Independent
 Station Representative.....Holman
 President, Gen. Mgr.....R. G. Blmquist
 Commercial Mgr.....Eldon W. Wallace
 Program Director.....Don Ryan

WJPD—Ishpeming—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Ishpeming Bcstg. Co.
 Address.....120 Division St.
 Tel.: HU 6-9937.....KBS
 President.....Mrs. J. P. Deegan
 General Manager.....Carl Loose
 Commercial Mgr.....Len Manzoline
 Program Director.....Carl Pellenonpaa
 Chief Engineer.....L. Roncoglionq

WIBM—Jackson—1925

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Booth Broadcasting Co.
 Address.....2511 Kibby Rd.
 Tel.: SState 2-7176.....ABC
 Station Representative.....Weed
 President.....John L. Booth
 General, Comm. Mgr.....Robert B. Lees
 Program Director.....Tom O'Connor
 Publicity Director.....Wayne Sapp
 Chief Engineer.....Harold Davis

WKHM—Jackson—1951

Frequency: 970 Kc.....Power: 1000 Watts
 Owned.....Jackson Bcstg. & Tele. Corp.
 Address.....441 Wildwood
 Tel.: SState 4-7181.....CBS
 Sta. Reps.....McGavren; Michigan Spot Sales
 President.....Fred A. Knorr
 General Manager.....Walter Patterson
 Commercial Manager...Nathan H. Alberstein
 Station Manager.....Edwin R. Huse
 Program Director.....Ed Hardy
 Chief Engineer.....Paul Wright

WKLZ—Kalamazoo—1956

Frequency: 1470 Kc.....Power: 500 W. d.
 Owned.....The Circle Corporation
 Address.....2315 Schipper's Lane
 Tel.: Flreside 3-2542.....MBS
 Station Representative.....Radio-TV Reps.
 Pres., Gen., Comm. Mgr.....Joseph F. Butler
 Sta. Mgr., Ch. Eng.....Ralph E. Patterson
 Program Director.....Ron Newhouse
 Sales Prom. Mgr.....John J. Stewart
 Publicity Director.....Joseph F. Butler

WKMI—Kalamazoo—1953

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Steere Bcstg. Co.
 Business-Studio Address...State Theatre Bldg.
 Tel.: FI 4-0111.....Independent
 Representative.....Broadcast Time Sales
 Pres., Gen. Mgr.....Howard D. Steere
 Station Manager.....Emil J. Popke, Jr.
 Commercial Manager.....F. K. Doyle
 Prog. Dir.....Dan Daniels
 Publicity Director.....Vince Ford
 Chief Engineer.....Kenneth Farrance

WKZO—Kalamazoo—1923

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fetzer Bcstg. Co.
 Business Address.....590 W. Maple St.
 Tel.: FI 5-2101.....CBS
 Representative.....Avery-Knodel
 President.....John E. Fetzer
 Exec. V.P. & Mgr. Dir.....Carl E. Lee
 Sta. Comm. Mgr.....Otis T. Gaston
 Program Director.....Charles T. Lynch
 Publicity Director.....W. J. Hunt
 Chief Engineer.....Arthur E. Covell

WILS—Lansing—1947

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Lansing Bcstg. Co.
 Bus. Address.....407½ N. Washington Ave.
 Tel.: IV 5-1655.....Independent
 Station Rep.....Venard, Rintoul, McConnell
 President.....John C. Pomeroy
 General, Comm. Mgr.....Edwin L. Byrd
 Program Director.....David L. Froh
 Sales Prom., Pub. Dir....Richard M. Pomeroy
 Chief Engineer.....John Whitacre

WJIM—Lansing—1934

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Gross Telecasting, Inc.
 Address.....2820 East Saginaw
 Tel.: IV 2-1333.....CBS
 President, Gen. Mgr.....Harold F. Gross
 Station Mgr.....Howard W. Coleman
 Comm. Mgr.....Keith Oliver
 Sales Prom. Mgr.....Ned Ryan
 Chief Engineer.....Carl Onken

WKLA—Ludington—1944

Frequency: 1450 Kc.....Power: 250 Watts

MICHIGAN

Owned-Operated By.....Ludington Bcstg. Co.
Address.....East Ludington Ave.
Tel.: VI 3-3438.....ABC
Representative.....Best
Pres., Gen. Mgr.....Ray A. Plank
Commercial Mgr.....Donald M. Hack
Program Dir., Ch. Eng.....Charles J. Hagerman
Sales Prom. Mgr.....Gordon J. Anderson

WMTE—Manistee—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address.....Radio Road
Tel.: Parkview 3-9906.....Independent
President, Gen. Mgr.....James R. Sumbler
Comm. Mgr.....Edward H. Owens
Program Director.....Ken Kott
Chief Engineer.....Chas. Hagerman

WDOG—Marine City—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Clair, Inc.
Business Address.....5300 Marine City Hwy.
Tel.: RO 2-1111.....Independent
President.....Jerry Coughlin
Gen., Sta. Mgr.....John S. Bell
Chief Engineer.....Robert E. McIntosh

WDMJ—Marquette—1931

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lake Superior Bcstg. Co., Inc.
Bus. Studio Address.....Mining Journal Bldg.
Tel.: CA 6-3524.....ABC-KBS
Newspaper Affil.....Mining Journal
Sta. Representative.....Weed
President.....Frank J. Russell, Jr.
General Mgr.....William Johnson
Program, Sta. Mgr.....C. C. Beck
Commercial Mgr.....Robert Sands
Sales Prom. Mgr.....R. J. Luke
Chief Engineer.....Paul Anick

WAGN—Menominee—1952

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Men-Mar Bcstg. Co.
Business Address.....Glickman Bldg., 1st St.
Tel.: UN 3-5551.....KBS
President.....L. G. Glickman
General Mgr.....Vernon Vecker
Program Director.....Barbara Johnson
Chief Eng.....Loren B. Koesling

WMDN—Midland—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Address.....2500 Swede Rd.
Tel.: TE 9-9988.....Independent
Station Rep.....Hil F. Best
President.....Phillip T. Rich
General Mgr., Ch. Eng.....Peter A. Wolf

WBRB—Mount Clemens—1956

Frequency: 1430 Kc.....Power: 500 Watts. d.
Owned.....WBRB, Inc.

Address.....234 S. Gratiot
Tel.: HO 3-5876.....Independent
Station Representative.....Donald Cooke
General Manager.....Milton Maltz
Chief Engineer.....Gerry Meir

WCEN—Mt. Pleasant—1949

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Paul A. Brandt
Address.....Mt. Pleasant, Mich.
Tel.: SP 3-3171.....KBS
Representative.....Hil F. Best
President.....Paul A. Brandt
Sta., Comm. Mgr.....Dick Wood

WMAB—Munising—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Munising-Alger Bcstg. Co.
Address.....First Nat. Bank Bldg.
Tel.: 518.....KBS
Representative.....Best
Gen. Mgr.....Charles Symon
Sta., Sales Prom. Mgr.....Theodore H. Ouellette
Program Director.....Richard Gomuski
Chief Engineer.....Donald Carlyon

WKBZ—Muskegon—1926

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....WKBZ Radio Corp.
Business-Studio Address.....432 Apple Ave.
Tel.: 2-6051.....ABC
Sta. Representative.....Everett McKinney
President.....F. L. Allman
General, Sta. Mgr.....Harold W. Waddell
Commercial Mgr.....Justin Gudelsky
Program, Prod. Mgr.....C. P. Hoover
Publicity Dir.....Bill Bennett
Chief Engineer.....George Krivitzky

WMUS—Muskegon—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....517 W. Giles Rd.
Tel.: 4-1672.....KBS
Station Rep.....Hil-Best.
President.....R. B. Rogoski
V.P., Gen. Mgr.....Dalton C. Hille

WTRU—Muskegon—1949

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Regional Bcstg. of Mich.
Address.....875 E. Summit St.
Tel.: 3-2126.....Independent
Representative.....Gill-Perna
General Manager.....Glenn R. LePard
Program Director.....William J. Merchant
Chief Engineer.....Richard Gruenevelt

WNIL—Niles—1956

Frequency: 1290 Kc.....Power: 500 Watts. d.
Owned.....Niles Bcstg. Co.
Address.....416 Sycamore St.

Tel.: MU 3-5432.....KBS
 Newspaper Affiliation.....Daily Star
 Station Representative.....Continental
 President.....Lawrence J. Plym
 General, Sta. Mgr.....James H. Mitchell
 Comm. Prom. Mgr.....Charles Frey
 Chief Engineer.....Mathew Pierzchala

WOAP—Owosso—1948

Frequency: 1080 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Owosso Bcstg. Co.
 Address.....Owosso
 Tel.: SA 5-8196.....Independent
 Newspaper Affiliation.....Argus Press
 Station Representative.....Devney
 President.....J. E. Campbell
 General, Comm. Mgr.....Merrill Walker
 Chief Engineer.....Mel Wirth

WMBN—Potoskey—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Address.....Bunyan Bldg., Traverse City
 Tel.: WI 7-7675.....NBC
 Station Rep.....Venard, Rintoul & McConnell
 Pres., Gen. Mgr.....Les Biederman
 Station Mgr.....Ralph Pierson
 Commercial Mgr.....Robert E. Detwiler
 Chief Engineer.....William H. Kiker

WPON—Pontiac—1954

Frequency: 1460 Kc.....Power: 500 Watts
 Owned-Operated By.....Chief Pontiac Bcstg. Co.
 Business Address.....7 S. Perry St.
 Tel.: FE 8-0444.....Independent
 Station Rep.....Venard, Rintoul & McConnell
 President.....Edward E. Wilson
 Gen. Sta. Mgr.....William J. Hart
 Chief Engineer.....Karl Kuck

WHLS—Port Huron—1938

Frequency: 1450 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Stevens-Wismer Bcstg. Co.
 Address.....932 Military St.
 Tel.: YU 2-8536.....CBS
 Representative.....Michigan Spot Sales
 General Manager.....John F. Wismer
 Station Mgr.....Thomas G. Sicklesteel
 Comm. Mgr.....Arthur Aymen
 Chief Engineer.....Harold Oliver

WTHH—Port Huron—1947

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Times Herald Co.
 Address.....606 Water St.
 Tel.: Yukon 5-5171.....ABC
 Newspaper Affil.....Times-Herald
 General Manager.....R. S. Sommerville
 Program Director.....Lee Van Dam
 Chief Engineer.....George Carroll

WHAK—Rogers City—1949

Frequency: 960 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Rogers City Bcstg. Co.

Address.....Moltke Drive
 Tel.: 7751.....Independent
 Pres., Gen. Sta. Mgr.....Harvey A. Klann
 Comm. Mgr.....Albert Klann
 Program Director.....Harry E. Bregé

WEXL—Royal Oak—1923

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sparks Bcstg. Co.
 Business Address.....2201 Woodward Hts. Blvd.
 Tel.: LI 4-2200.....Independent
 Pres., Gen. Mgr.....Jacob B. Sparks
 Station Mgr., Program Mgr.....Gordon A. Sparks
 Sales Manager.....Ernest Holder
 Chief Engineer.....Garnet Sparks

WKNX—Saginaw—1947

Frequency: 1210 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Lake Huron Bcstg. Corp.
 Address.....221 So. Wash. Ave.
 Tel.: PL 3-4471.....Independent
 Representative.....Gill-Perna
 Pres., Gen. Mgr.....William J. Edwards
 Vice-President.....Alvin M. Bentley
 Station Manager.....Howard H. Wolfe
 Commercial Mgr.....Frank Brogger
 Program Director.....Dave Kushler
 Chief Engineer.....Max W. Thomas

WSAM—Saginaw—1940

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Knorr Bcstg. Corp.
 Address.....2435 Holland Ave.
 Tel.: PL 2-8161.....NBC
 Rep.....Headley-Reed Co., Mich. Spot Sales
 President.....Fred A. Knorr
 Station Manager.....George M. Millar
 Chief Eng.....Lee Norden

WSGW—Saginaw—1950

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....Booth Broadcasting Co.
 Address.....400 Mason Bldg.
 Tel.: PL 3-4456.....CBS
 Sta. Reps.....Pearson; Weed
 President.....John L. Booth
 General, Comm. Mgr.....Robert W. Phillips
 Program Director.....Fred Krell
 Chief Engineer.....Harold Volz, Jr.

WSJM—St. Joseph—1956

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....WSJM, Inc.
 Address.....414 State St.
 Tel.: YU 3-3992.....MBS
 Sta. Representative.....Hal Holman
 President.....William E. Walker
 General Mgr.....Robert E. Brown
 Station Mgr.....James A. Lindsay
 Program Dir.....Hal Crater
 Chief Engineer.....Ken Tetzloff

WOIA—Saline—1958

Frequency: 1290 Kc.....Power: 500 Watts

MICHIGAN-MINNESOTA

Owned By.....Lester Broadcasting Corp.
 Address.....3001 Brassow Road
 Tel.: NOrmandy 3-0569.....Independent
 Station Representative.....Weed
 President, Gen. Mgr.....Herbert W. Lester
 Station Manager.....Dan Q. Minter, Jr.
 Comm. Publicity Mgr.....Steve Filipiak
 Chief Engineer.....Charles Richmond

Representative.....Hil F. Best
 General Manager.....E. Harold Munn Jr.
 Station Manager.....Frank B. Cummins

WSOO—Sault Ste. Marie—1940

Freq.: 1230 Kc.....Power: 250 W.
 Owned-Operated By.....Hiawathaland Bcstg. Co.
 Business-Studio Address.....208 Ashmun S.
 Tel.: ME 2-2231.....Independent
 President.....Stanley R. Pratt
 General Manager.....Russell Staffield

WIOS—Tawas City—1958

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned By.....Roger S. Underhill
 Address.....Route #2
 Tel.: FOrest 2-3417.....KBC
 Owner.....R. S. Underhill
 Station Mgr.....Richard A. Egli
 Chief Engineer.....Lou Ozak

WSTR—Sturgis—1951

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Walter Wonderland
 Address.....P. O. Box 70
 Tel.: 1199.....Independent

WTCM—Traverse City—1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Midwestern Bdcstg. Co.
 Address.....Paul Bunyan Bldg.
 Tel.: Windsor 7-7675.....NBC
 Sta. Rep.....Venard, Rintoul & McConnell
 Pres., Gen. Mgr.....Les Biederman
 Sta., Comm. Mgr.....Robert E. Detwiler
 Chief Engineer.....William H. Kiker

Pop.: 3,350,000	<h1>MINNESOTA</h1>	TV Homes: 835,000
Families: 974,000		AM Stas. in State: 61
Radio Homes: 955,000		TV Stas. in State: 9

KASM—Albany—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Stearns Cty. Bcstg. Co.
 Address.....Albany
 Tel.: 5-3005.....KBS
 Station Representative.....Continental
 President.....William Blattner
 General Manager.....Urban J. Keppers
 Commercial Manager.....Lee Krause
 Program Director.....Celestine Hanauksa
 Publicity Director.....Cliff Mitchell
 Chief Engineer.....Charles Gilbert

Address.....1315 Broadway
 Tel.: RO 3-3131.....KBS-ABC
 Representative.....Donald Cooke
 Pres., Comm., Sales Prom. Mgr...E. Q. Walters
 Station Manager.....Kenneth A. Tessmer
 Publicity Director.....Ercel L. Ager
 Chief Engineer.....Louis LeDue

KATE—Albert Lea—1937

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Albert Lea Bcstg.
 Address.....332 South Broadway
 Tel.: FRanklin 3-2338.....ABC
 President.....Hart Cardozo
 Vice-Pres.....Richard Power
 Gen. Mgr.....E. A. Van Alstyne
 Commercial Manager.....Margaret Haley
 Program Director.....Lucille Studer
 Sales Prom. Mgr.....Tom Golden
 Chief Engineer.....Donald Franz

KANO—Anoka—1956

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned By.....Anoka Broadcasting Co.
 Business Address.....Route 1
 Tel.: HArrison 1-2600.....KBS
 President.....John H. Lemme
 Gen., Sta. Mgr.....Charles J. McCartney
 Comm. Prom. Mgr.....James Freden
 Program, Publicity Dir.....Frederick Lindholm
 Chief Engineer.....Rodney Person

KXRA—Alexandria—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Alexandria Bcstg. Co.

KAUS—Austin—1948

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Black Hawk Bcstg. Co.
 Business-Studio Address.....Hwy. 105 South
 Tel.: HE 3-8836.....MBS
 Representative.....Avery Knodel
 President.....R. J. McElroy
 General Manager.....Thomas Young
 Program Director.....Stan Styonicki
 Publicity Director.....Marge Nelson
 Chief Engineer.....Leo Chenier

KQAQ—Austin—1960

Frequency: 970 Kc. Power: 5000 Watts
 Owned By.....KQAQ, Inc.
 Address.....P.O. Box 481
 Tel.: Hemlock 7-4511.....Independent
 Sta. Representative.....John E. Pearson
 President, Gen. Mgr.....Lester Gould
 Commercial, Prom. Mgr.....Jimmy Delmont
 Program Dir.....Kay King
 Chief Engineer.....Floyd Bartlett

KBUN—Bemidji—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned.....Paul Buryan Broadcasting Co.
 Business Address.....511 Beltrami Ave.
 Tel.: Plaza 1-4120.....Independent
 Sta. Representative.....Everett-McKinney
 President.....Bea H. Potter Jr.
 Gen., Sta. Mgr.....James A. Hambacher
 Program Dir.....Ray Foslid, Jr.
 Chief Engineer.....Robert Pro

KBMO—Benson—1956

Frequency: 1290 Kc. Power: 500 Watts, d.
 Owned.....KEMO Bcstg. Co.
 Address.....1205 Pacific Ave.
 Tel.: VI 2-4601.....KBS
 President.....George J. McCarthy
 General Sta. Mgr.....Robert D. Zellmer
 Comm. Prom. Mgr.....George B. McClellan
 Chief Engineer.....Julien Meyer

KLIZ—Brainerd—1946

Frequency: 1380 Kc. Power: 1 Kw., d.
 Owned-Operated By.....Brainerd Bcstg. Co.
 Business Address.....2700 E. Oak
 Tel.: 2853.....Independent
 Station Representative.....Walker-Rawalt
 President.....E. T. O'Brien
 Sta., Comm. Mgr.....Earl R. Johnsen
 Program, Publicity Dir.....Roger Johnson
 Chief Engineer.....Don Koenig

KBMW—Breckenridge—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Interstate Bdcstg. Corp.
 Address.....P.O. Box 249
 Tel.: Midway 2-4141.....KBS
 Station Representative.....Devney
 Pres., Gen. Mgr.....Robert E. Ingstad
 Comm. Mgr.....N. Brant
 Chief Engineer.....H. G. Unkenholz

WKLK—Cloquet—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Cloquet Bcstg. Co.
 Address.....P.O. Box 429
 Tel.: TR 9-6725.....KBS
 President.....Walter F. Stock
 General Manager.....Henry Newby
 Program Director.....Stuart Howe
 Commercial Manager.....Richard Johnson
 Publicity Director.....Richard DeFore
 Chief Engineer.....Sidney Markusen

KROX—Crookston—1948

Freq.: 1260 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By.....Crookston Bcstg. Co.
 Business Address.....Box 620
 Tel.: AT 1-1140.....KBS
 Rep.....Donald Cooke, Tracy Moore
 President, Prog. Dir.....Jerome A. Dahlberg
 General, Sta. Mgr.....William J. Kiewel
 Sales Prom., Comm. Mgr.....E. R. Melbye
 Chief Engineer.....Earl Handyside

KDLM—Detroit Lakes—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Detroit Lakes Bcstg. Co.
 Address.....1340 Richmond Rd.
 Tel.: Victor 7-5624.....Independent
 Sta. Representative.....John E. Pearson
 President.....Herbert Gross
 General Manager.....Al G. Leighton
 Program Director.....Bob Barker
 Chief Engineer.....W. Wilson

KDAL—Duluth—1936

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By.....Red River Bcstg. Co., Inc.
 Business-Studio Address.....10 E. Superior
 Tel.: RA 2-2628.....CBS
 Representative.....Avery-Knodel
 President.....D. Le Masurier
 Gen. Mgr.....Odin S. Ramsland
 Sales Manager.....Rex H. Hudson
 Exec. V.P. Chg. Engr.....Robert Dettman

**“Leadership
 in Quality Radio”**

King
 Queen
 Ace
 Queen

5000 Watts — 970 KC

“Best Rated Cards in the Deck”

Lester L. Gould
 President &
 General Manager

John E. Pearson Co.
 National Rep.

P.O. Box 481, Austin, Minnesota
HEmlock 7-4511

MINNESOTA

WEBC—Duluth—1924

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By WEBC, Inc.
Business-Studio Address WEBC Bldg.
Tel.: RA 2-2873 Independent
Representative Hollingbery
President, Gen. Mgr. George H. Clinton
V.P., Sta. Mgr. Richard Hustead
Program Dir. Dave Duluth
Sales Prom. Mgr. Wesley Hauck
Chief Engineer V. G. Brocks

WELY—Ely—1954

Frequency: 1450 Kc. Power: 250 Watts
Owner WELY Corp.
Address Box 540
Tel.: 744 KBS-MBS
President, Gen. Mgr. Vincent L. Hallett
Chief Engineer Larry McAdams

WEVE—Eveleth—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Carl Bloomquist
Address WEVE Bldg.
Tel.: SHERwood 1-5922 MBS-KBS
President Carl Bloomquist
General, Sta. Mgr. Ray E. Kent
Sales Prom. Mgr. Baldino Rodorigo
Chief Engineer Joseph J. Cerar

KSUM—Fairmont—1948

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By KSUM Broadcasting Co.
Address 306 North Park St.
Tel.: 1370 Independent
President John E. Hyde, Jr.
Chief Engineer Larry Lawson

KDHL—Faribault—1947

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By KDHL Bdcstg. Co.
Business-Studio Address 213 Central Ave.
Tel.: Edison 4-4345 Independent
General Mgr. J. E. Hyde, Jr.
Commercial Mgr. Palmer Dragsten

KOTE—Fergus Falls—1926

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.
Owned By Northland Bcstg. Corp.
Address Box 494
Tel.: Regent 6-6996 Independent
Sta. Reps. Pearson; Wayne-Evans
President Carroll Crawford
General Comm. Mgr. George Brooks
Program. Prom. Mgr. Ev Ohl
Publicity Dir. Shirley Vanderwerff
Chief Engineer Lee Wilson

KOZY—Grand Rapids—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Itasca Bcstg. Co.
Address 213 W. First Ave.
Tel.: FA 6-3446 MBS-KBS
General Manager Robert D. Kennedy

WMFG—Hibbing—1935

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Hibbing Broadcasting Co.
Address 807 W. 37 St.
Tel.: AMherst 3-7531 NBC
Sta. Reps. Bolles; Reilly; O'Connell
Pres., Gen. Mgr. Harold J. Parise
Program Director Bob Aro
Commercial Mgr. Les Rutstein
Sales Prom. Mgr. Rudy Offre
Chief Engineer Fran Betera

KDUZ—Hutchinson—1953

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned North American Broadcasting Co.
Address Box 32
Tel.: 1555 KBS
Representative Best
President Albert S. Tedesco
General, Sta. Mgr. Heinz R. Fruck
Comm. Program Dir. Lorraine Lhotka
Sales Prom. Mgr. Dean Holt
Chief Engineer Darrel Gander

KLFD—Litchfield—1959

Frequency: 1410 Kc. Power: 500 Watts
Owned By Meeker County Radio
Address 218 South Sibley
Tel.: OXford 3-3212 Independent
President, Gen. Mgr. Frank W. Endersbe
Commercial Mgr. Ma:lin Schlottman
Program Director Paul Castner
Chief Engineer Larry Lawson

KLTF—Little Falls—1950

Frequency: 960 Kc. Power: 500 Watts d.
Owned-Oper. By Little Falls Bcstg. Co.
Address 105½ Broadway E.
Tel.: Medford 2-5414 KBS
Pres., Gen. Sta. Mgr. John H. Lemme
Commercial Manager Richard J. Rudeck
Chief Engineer Gordon Lommen

KTOE—Mankato—1950

Freq.: 1420 Kc. Power: 5 Kw.
Owned-Oper. By Minnesota Valley Bcstg. Co.
Address Box 550
Tel.: 6563 ABC
Representative Pearson
President H. W. Linder
General, Sta. Mgr. Don Linder
Program Director Wayne Willard
Chief Engineer Steve Wolf

KYSM—Mankato—1938

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By F. B. Clements & Co.
Address 101 N. Second St.
Tel.: 4673 NBC
Representative Meeker
Gen., Sta., Comm. Mgr. Robert E. DeHaven
Program Director Charles F. Pasek
Sales Prom. Mgr. Lloyd L. Spangenburg
Chief Engineer James J. Houts

KMHL—Marshall—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry W. Linder
 Business-Studio Address.....KMHL Bldg.
 Tel.: 2282.....ABC
 Representative.....John E. Pearson
 Owner.....Harry W. Linder
 General Manager.....Gilmore F. Frayseth
 Chief Engineer.....George Pouliot

KEVE—Minneapolis—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Western Bcstg.
 Address.....917 N. Lilac Drive
 Tel.: LI 5-5601.....MBS
 Representative.....Weed
 President.....R. M. Purcell
 General Mgr.....Robert Rock
 Chief Engineer.....Denvy Doty

KRSI—Minneapolis—1958

Frequency: 950 Kc.....Power: 1000 Watts
 Owned By.....Radio Suburbia, Inc.
 Address.....4500 Excelsior Blvd.
 Tel.: Walnut 6-1677.....Independent
 Representative.....Radio-TV Rep.
 Pres., Gen. Mgr.....William E. Schons
 Chief Engineer.....Jim Eshelman

WCCO—Minneapolis—1924

Frequency: 830 Kc.....Power: 50,000 Watts
 Owned By.....Midwest Radio-Television, Inc.
 Business-Studio Address.....625 Second Ave. S.
 Tel.: FE 2-1202.....CBS
 Newspaper Affil. Star-Tribune; Press-Dispatch
 Representative.....CBS Radio Spot Sales
 Exec. Vice President.....F. Van Konyenburg
 Gen., Sta. Mgr.....Larry Haeg
 Commercial Mgr.....Phil Lewis
 Program Director.....Hank Basayne
 Sales Prom. Dir.....C. Kraufman
 Publicity Dir.....Gordon Mikkelson
 Chief Engineer.....Kermit Sueker

WDGY—Minneapolis—1923

Freq.: 1130 Kc.....Power: 50 Kw. d., 25 Kw. n.
 Owned-Oper. By.....The Storz Bcstg. Co.
 Address.....609 Second Ave., S.
 Tel.: FE 5-2271.....Independent
 Representative.....John Blair
 President.....Todd Storz
 General, Sta. Mgr.....C. B. Clarke, Jr.
 Program Dir.....Don Kelly
 Publicity Director.....Leann Lokken
 Chief Engineer.....Kenneth Olson

WLOL—Minneapolis—1940

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By.....BFR Bcstg. Co.
 Address.....870 Northwestern Bank Bldg.
 Tel.: FE 3-0406.....Independent

Representative.....AM Radio Sales
 President.....Larry Bentson
 Gen., Comm. Mgr.....Wayne Williams
 Program Director.....Dan Allan
 Sales Prom., Publicity Dir.....Bill Ficker
 Chief Engineer.....Bryce Ekberg

WPBC—Minneapolis—1949

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....People's Bdcstg. Co.
 Address.....1133 Stinson Blvd.
 Tel.: ST 9-4356.....Independent
 Station Representative.....Daren McGavren
 Pres., Gen., Sta. Mgr.....W. V. Stewart
 Sales Prom. Mgr.....Jack I. Moore
 Program Director.....Becky Ann Stewart
 Publicity Director.....Elizabeth Gahre
 Chief Engineer.....Joe Coval

WTCN—Minneapolis—1931

Freq.: 1280 Kc.....Power: 5 Kw. d.; 1 Kw. n.
 Owned By.....Twin State Bcstg.
 Address.....2925 Dean Blvd.
 Tel.: WA 7-8881.....ABC
 Station Representative.....Katz
 President.....Weston C. Pullen, Jr.
 General Manager.....Paul Hoffman
 Station Manager.....Arlhur M. Swift
 Commercial Manager.....Jack Cosgrove
 Program Director.....Howard Coleman
 Chief Engineer.....Warren Fritze

KDMA—Montevideo—1951

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Midwest Bcstg. Corp.
 Address.....Box 471
 Tel.: AM 9-8815.....ABC
 Representative.....Pearson
 Pres.....H. W. Linder
 Gen. Mgr.....Willard Linder
 Sta. Mgr.....Byron Zurn
 Comm. Mgr.....Fred Ehen
 Chief Engineer.....Jim Wood

KVOX—Moorhead—1937

Frequency: 1280 Kc.....Power: 1 Kw.
 Owned-Operated By.....KVOX Bcstg. Co.
 Address.....P. O. Box 437
 Tel.: CEdar 3-1522.....MBS
 Representative.....Devney
 President.....E. J. McKellar
 General, Comm. Mgr.....R. L. Owens
 Program Dir.....Rod Lucier
 Chief Engineer.....Erwin Liefeld

KMRS—Morris—1956

Frequency: 1570 Kc.....Power: 1 Kw., d.
 Owned.....Western Minn. Bcstg. Co.
 Address.....Morris, Minn.
 Tel.: 68.....Independent
 Representative.....Donald Cooke
 President.....Cliff Hedberg
 Gen., Comm. Mgr.....George Brooks

MINNESOTA

KNUJ—New Ulm—1949

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By..... KNUJ, Inc.
Address..... 304½ N. Minnesota St.
Tel.: 905..... KBS
General Manager..... George E. Korenchen

KDIO—Ortonville—1956

Frequency: 1350 Kc. Power: 1 kw., d.
Owned By..... Tri-State Bcstg. Co.
Address..... Box 696
Tel.: 680..... Independent
Station Rep..... Cooke
Pres., Chief Eng..... Richard Schultz
Gen., Comm. Mgr..... W. F. McCormick
Program Dir..... D. P. Egert

KRFO—Owatonna—1950

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By..... Owatonna Bcstg. Co.
Address..... 301 N. Cedar St.
Tel.: 5541..... KBS
President, Gen. Mgr..... Duane Allen
Comm., Prom. Mgr..... Arnold K. Schumann
Sta. Mgr., Chief Eng..... Jerald J. Boos

WCMP—Pine City—1957

Frequency: 1350 Kc. Power: 1 Kw., d.
Owned..... Pine County Bcstg. Co.
Address..... Box 578
Tel.: 767..... KBS
Station Representative..... Continental
President..... Richard K. Power
Gen. Mgr..... Robert P. Schuller
Program Director..... Lyle R. Nelson
Chief Engineer..... Mitch Dupre

KLOH—Pipestone—1955

Frequency: 1050 Kc. Power: 1000 Watts, d.
Owned-Operated By..... Pipestone Radio Corp.
Address..... 118 W. Main St.
Tel.: 1050..... KBS
Representative..... Continental
President..... C. B. Thomas
Gen. Sta. Mgr..... Ron Overlander
Chief Engineer..... Clarence Aushan

KCUE—Red Wing—1955

Frequency: 1250 Kc. Power: 1000 Watts, d.
Owned..... Hiawatha Valley Bcstg. Co., Inc.
Address..... Route 4
Tel.: DU 8-3511..... Independent
Pres., Gen. Mgr..... E. G. Elston
Chief Engineer..... Lawrence Doslall

KLGR—Redwood Falls—1954

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By..... Harry W. Linder
Address..... 209 S. Washington St.
Tel.: ME 7-2989..... Independent
Representative..... Pearson
General Manager..... H. W. Linder

KROC—Rochester—1935

Frequency: 1340 Kc. Power: 250 Watts
Owned..... Southern Minnesota Bcstg. Co.
Address..... 100 1st Avenue Bldg.
Tel.: AT 9-3924..... NBC
Representative..... Meeker, Harry S. Hyett
President..... Mrs. Gregory P. Gentling
General Manager..... G. David Gentling
Commercial Manager..... Robert Fick
Sales Prom. Publicity..... Mrs. Gen. Holmes
Program Director..... Tom Bachrach
Chief Engineer..... Robert Gross

KWEB—Rochester—1957

Frequency: 1270 Kc. Power: 500 Watts, d.
Owned By..... Olmsted Cty. Bcstg. Co.
Address..... Northwestern Nat. Bk. Bldg.
Tel.: Atlas 2-9465..... AEC
Station Rep..... Bolles; O'Connell
President..... W. John Grandy
General, Comm. Mgr..... W. E. McClenahan
Publicity Dir..... Vern Arthur
Chief Engineer..... Dale Hamilton

KFAM—St. Cloud—1938

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Times Publ. Co.
Address..... 25 Sixth Ave., N.
Tel.: Blackburn 1-3121..... NBC
Newspaper Affiliation..... Times
Representative..... Pearson
President..... Frederick C. Schilplin
General Sta. Mgr..... John Murphy
Comm. Program Mgr..... Jack Lund
Sales Prom. Mgr..... John Lawrence
Chief Engineer..... Robert Witschen

WJON—St. Cloud—1950

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By..... Granite City Bcstg. Co.
Address..... Box 270
Tel.: BL 1-4422..... Independent
Pres., Gen., Sta. Mgr..... John Haerle
Commercial Mgr..... Van Vander Ark
Program Dir..... Art Blaske
Chief Engineer..... Guy LeMont

KRBI—St. Peter—1957

Frequency: 1310 Kc. Power: 1 Kw., d.
Owned By..... D. W. Seehafer & R. C. Johnson
Address..... 1031 Grace St.
Tel.: 1310..... Independent
General Manager..... D. W. Seehafer

KSTP—St. Paul—Minneapolis 1928

Frequency: 1500 Kc. Power: 50,000 Watt
Owned By..... KSTP, Inc
Bus. Studio Address..... 3415 University Ave
Tel.: Midway 5-2724..... NB
Representative..... Edward Petr
President..... Stanley E. Hubbat

MINNESOTA-MISSISSIPPI

General Manager.....Stanley S. Hubbard
 Radio Sales Mgr.....Byron Anderson
 Sales Prom. Mgr.....William Davey
 Program Director.....D. Brooks Hendersen
 Chief Engineer.....William S. Sadler

KDWB—St. Paul—1959

Frequency: 630 Kc.. Power: 5 Wts. d., 5 Wts. n.
 Owned By.....KDWB Bcstg. Corp.
 Address.....P.O. Box 630
 Tel.: PR 6-1501.....Independent
 Station Representative.....Avery-Knodel
 President.....Robert M. Purcell
 General Manager.....John M. McRae
 Sales Manager.....Richard J. Quas
 Program Director.....Don F. French
 Chief Engineer.....Allan Kennedy

WMIN—St. Paul—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Franklin Bcstg. Co.
 Address.....611 Frontenac Place
 Tel.: MI 5-7757.....Independent
 V.P., Gen. Mgr.....Wm. F. Johns, Jr.

WAVN—Stillwater—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....St. Croix Bcstg. Co.
 Address.....104 N. Main St.
 Tel.: Hemlock 9-1220.....KBS
 Pres., Gen., Sta. Mgr.....Richard K. Power
 Chief Engineer.....Elmer L. Christensen

**KTRF—Thief River Falls
1947**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KTRF Radio Corp.
 Address.....Box 69
 Tel.: MURdock 1-1230.....Independent
 Station Representative.....Evans
 Pres., Gen. Mgr.....Don Olsen
 Chief Eng.....Fred Franklin

WHLB—Virginia—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Virginia Bcstg. Co.
 Address.....P.O. Box 75
 Tel.: SH 1-2233.....NBC
 Station Representative.....Hollingsbery; Hurley
 Pres., Gen. Mgr.....Harold J. Parise
 Program Director.....Bob Aro
 Chief Engineer.....Fran Befera

KWAD—Wadena—1948

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KWAD Broadcasting Co.
 Bus. Studio Address.....First Natl. Bank Bldg.
 Tel.: MEdford 1-1803.....MBS
 President.....Robert E. Ingstad
 Chief Eng.....Harold Allen

KWLM—Willmar—1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lakeland Bcstg. Co.
 Address.....Box 393
 Tel.: BE 5-1340.....ABC
 Representative.....John E. Pearson
 President, Gen. Mgr.....H. W. Linder
 Sta. Mgr.....Willard Linder
 Commercial Manager.....Jack Lynch
 Chief Engineer.....Francois Peterson

KAGE—Winona—1957

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned By.....Winona Bcstg. Co.
 Business Address.....118 W. 4th St.
 Tel.: 2867.....KBS
 President.....Albert S. Tedesco
 Station Manager.....Frank L. Haas
 Sales Promotion Mgr.....Jack Ortmann
 Program Director.....Joe Orłowski
 Chief Engineer.....Vern Potvin

KWNO—Winona—1938

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Winona Radio Service
 Business-Studio Address.....216 Center St.
 Tel.: 3313.....ABC
 Newspaper Affiliation.....Daily News
 Representative.....John E. Pearson
 President.....M. H. White
 Station Manager.....C. E. Williams
 Commercial Manager.....H. Rod Hurd
 Chief Engineer.....Gene Gappa

KWOA—Worthington—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Worthington Bcstg. Co., Inc.
 Address.....Hotel Thompson
 Tel.: 2-7301.....Independent
 Representative.....Wayne-Evans
 President.....R. W. Olson
 General Manager.....R. E. Shepard
 Comm. Mgr.....Arne Karhu
 Chief Engineer.....Clint Knapp

Pop.: 2,380,000
 Families: 590,000
 Radio Homes: 573,000

MISSISSIPPI

TV Homes: 360,000
 AM Stas. in State: 72
 TV Stas. in State: 6

WMPA—Aberdeen—1952

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Aberdeen
 Address.....Box 402
 Tel.: EM 9-4561.....Independent
 Representative.....Best

General Mgr.....Ray Tolar
 Prog. Dir.....Frances Tolar

WAMY—Amory—1955

Frequency: 1580 Kc.....Power: 5 Kw., d.
 Owned.....Charles C. Boren, Jr.

MISSISSIPPI

Address Box 268
Tel.: CL 6-5911..... MBS
Representative Everett-McKinney
Commercial Manager..... Jimmy Wells
Program Director..... Elsie Sanderson
Chief Engineer..... A. D. Wiygul

WBLE—Batesville—1953

Frequency: 1290 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Panola Bcstg. Co.
Address.....Drawer No. 73
Tel.: 7266.....KBS
Representative.....Hil F. Best
President, Gen. Mgr.....Harold B. McCarley
Chief Engineer.....Allred E. Jennings

WLOX—Biloxi—Gulfport 1948

Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotel
Tel.: ID 6-5581.....MBS
Representative Holman
General Manager.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Program Director.....Mary Miques

WVMI—Biloxi—1950

Frequency: 570 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Tel.: ID 2-7001.....Independent
Station Representative.....National Time Sales
Pres., Gen., Sta. Mgr.....Odes E. Robinson
Program Director.....William M. Collins
Prom., Publicity Dir.....James Duncan
Chief Engineer.....Charles Copper

WBIP—Booneville—1950

Frequency: 1400 Kc....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co.
Address.....P.O. Box 352
Tel.: PA 8-5301.....KBS
Gen. Mgr.....E. O. Roden

WCHJ—Brookhaven—1955

Frequency: 1470 Kc....Power: 1000 Watts d.
Owned-Operated By...Rural Broadcasting Co.
Address.....P.O. Box 644
Tel.: 1076.....Independent
Gen., Comm., Prom. Mgr.....W. M. Jones
Station Mgr.....Doug Mathis
Chief Engineer.....Leo Freeman

WJMB—Brookhaven—1948

Frequency: 1340 Kc....Power: 250 Watts
Owned-Operated By...Brookhaven Bcstg. Co.
Address.....W. Chickasaw St.
Tel.: 1298.....KBS
Pres., Gen. Mgr.....Tullius Brady

WDOB—Canton—1953

Frequency: 1370 Kc....Power: 1 Kw. d.
Owned-Oper. By...Madison County Bcstg. Co.

Address Box 182
Tel.: 1370.....KBS
RepresentativeIndie
President.....R. E. Hook
General Mgr.....H. Shadd

WGLC—Centreville—1951

Frequency: 1580 Kc....Power: 250 Watts d.
Owned-Oper. By.....Davis & McCraine
Business Address.....P.O. Box 205
Tel.: 4001.....KBS
Pres., Gen. Mgr.....Frederick A. W. Davis
Chief Engineer.....Jim Wilson

WKDL—Clarksdale—1955

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned-Operated By....Coahoma Bcstg. Co.
Address.....P.O. Box 267
Tel.: MA 4-4908.....Independent
President.....W. T. Salmon
General Mgr.....R. L. Hunnicutt, Jr.

WROX—Clarksdale—1944

Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By...Clarksdale Bcstg Co.
Business Address.....Alcazar Hotel Bldg.
Tel.: MAin 4-2795.....MBS, KBS
Station Rep.....Everett-McKinney
General Manager.....Bob Evans
Sta., Comm. Mgr.....Tom Reardon
Sales Prom., Prog. Dir.....Helen Sugg
Chief Engineer.....C. D. Graves

WCLD—Cleveland—1949

Frequency: 1490 Kc....Power: 250 Watts
Owned.....Radio Cleveland, Inc.
Address.....H'way 61 So.
Tel.: VI 3-4091.....Independent
Station Representative.....Devney
V.P., Gen. Mgr.....George C. Shurden

WDSK—Cleveland—1958

Frequency: 1410 Kc....Power: 1000 Watts
Owned By.....L. A. Feduccia
Address.....Highway 61 North
Station Representative.....Continental
Tel.: Victor 3-5221.....Independent
Sta. Mgr., Chief Eng.....L. A. Feduccia
Commercial Mgr.....Ed Dunn
Program Dir.....Billie Wolfe Johnson

WCJU—Columbia—1946

Frequency: 1450 Kc....Power: 250 Watts
Owned-Oper. By.....WCJU, Inc.
Address.....P. O. Box 472
Tel.: RE 6-2616.....MBS-KBS
Newspaper Affiliation.....The Progress
Pres., Gen. Manager.....Lester Williams

WACR—Columbus—1947

Frequency: 1050 Kc....Power: 1 Kw. d.
Owned.....J. W. Eatherton
Address.....WACR Bldg.
Tel.: FA 8-1050.....Independent

Pres., Gen. Mgr......James Eatherton
Comm., Prom. Mgr......Sydney Thweatt
Program Director.....Frank H. Scheffer
Publicity Director.....Judith Atkins
Chief Engineer.....L. J. Aldridge

WCBI—Columbus—1940

Frequency: 550 Kc. **Power:** 1 Kw. d., 500 W. n.
Owned.....Columbus Bcstg. Co., Inc.
Address.....P.O. Box 271
Tel.: FA 8-7271.....**MBS-KBS**
Newspaper Affili......Commercial Dispatch
Representative.....Everett-McKinney
President.....B. Imes, Jr.
General Mgr......Bob Evans
Station, Prom. Mgr......Ray Crummy
Asst. Sta. Mgr......Mrs. Ruby J. Latham
Program Director.....Rick Moore
Chief Engineer.....Tom McFerrin

WCMA—Corinth—1945

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Tel.: AT 6-5575.....KBS
Station Rep......Venard, Rintoul & McConnell
President.....Aaron B. Robinson
General, Comm. Mgr......John E. Bell
Program Director.....Mrs. Louise W. Berlin
Chief Engineer.....James D. Anderson

WCRR—Corinth—1956

Frequency: 1330 Kc. **Power:** 500 Watts, d.
Owned-Operated By..L. C. Moore & W. I. Dove
Business Address.....614½ Waldron
Tel.: Atlantic 6-6691.....Independent
Representative.....Best
President.....Luther C. Moore
General, Sta. Mgr......Carl Welch
Comm., Prom. Mgr......B. G. Glenn
Program Director.....Norman G. Anderson
Publicity Director.....Beatrice Nichols
Chief Engineer.....W. M. Essary

WMAG—Forest—1955

Frequency: 860 Kc. **Power:** 500 Watts d.
Owned-Operated By..Scott County Bcstg. Co.
Address.....P. O. Box 188
Tel.: Gibson 3-7001.....KBS
President.....R. E. Hook
Gen. Mgr., Ch. Eng......Hugh Hughes
Comm. Sta. Mgr......Willie Weems
Program Director.....Tom Estes
Sales Prom. Mgr......Billy Strebeck
Publicity Dir......Barbara Goodwin

WDDT—Greenville—1956

Frequency: 900 Kc. **Power:** 1 Kw., d.
Owned-Operated By.....WDDT Radio Co.
Address.....207 Main Street
Tel.: Edison 2-0526.....Independent
Station Representative.....Everett-McKinney
General Manager.....Ross Charles
Station Manager.....W. H. Deans
Program Director.....Tom Roane
Chief Engineer.....Joe Gunter

WGVM—Greenville—1948

Frequency: 1260 Kc. **Power:** 1000 Watts d.
Owned-Operated By..Mid America Bcstg. Co.
Bus-Studio Address.....118 So. B'way
Tel.: EDison 4-4559.....Independent
Sta. Reps......Devney; Melville, Crennan
Pres., General Manager.....David M. Segal
Station Manager.....Edward M. Guss
Commercial Manager.....Jack R. Stull
Program Director.....Wallace D. Hoy
Chief Engineer.....Joseph C. Gunter

WJPR—Greenville—1939

Freq.: 1330 Kc. **Power:** 1 Kw. d., 500 W. n.
Owned-Oper. By.....Radio Service Co.
Business-Studio Address.....120 So. Poplar St.
Tel.: EDison 5-1441.....MBS
Representative.....Bogner & Martin
Gen. Sta. Mgr......Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Dir......Harry E. Jones
Sales Prom., Publicity Dir......Mildred Flowers
Chief Engineer.....Percy L. Kuhn

WABG—Greenwood—1949

Freq.: 960 Kw. **Power:** 1 Kw. d., 500 w. n.
Owned-Oper. By.....Greenwood Bcstg. Co.
Business Address.....206 W. Claiborne St.
Tel.: Gladstone 3-5232.....ABC
President.....Cy N. Bahakel
General Manager.....Don Neil
Sta., Comm. Mgr......Izas Bahakel
Program Director.....Colleen Fulgham
Chief Engineer.....Billy Brunt

WGRM—Greenwood—1937

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By.....P. K. Ewing
Address.....P.O. Box 553
Tel.: Gladstone 3-5441.....NBC-KBS
General Manager.....F. C. Ewing
Commercial Mgr......Lew Sadler
Chief Eng......Louis Pierce

WNAG—Grenada—1948

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Operated By.....Grenada Bcstg. Co.
Business Address.....P.O. Box 920
Tel.: 1400.....MBS
Newspaper Affiliation...Commercial Dispatch
Station Representative.....Everett-McKinney
President.....Birney Imes, Jr.
General Manager.....Bob Evans
Comm. Mgr., Program Dir......Ken Berryhill
Sales Mgr......Harold Penn
Chief Engineer.....Jimmie Pinnix

WGCM—Gulfport—1928

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Oper. By.....E. O. Roden & Assoc.
Address.....15th Ave and 22nd St.
Tel.: UN 3-3522.....ABC
Station Representative.....Best
President.....E. O. Roden
General, Sta. Mgr......James E. Reese

MISSISSIPPI

Commercial Mgr. Ossie Owens
Program, Publicity Dir. Tom Meek
Chief Engineer Charles A. Rauer

WROA—Gulfport—1955

Frequency: 1390 Kc. Power: 1 Kw., d.
Owned By Chas. W. Dowdy
Address 1313 28th Ave.
Tel.: UN 3-7133 Independent
Pres., Gen. Mgr. John B. Caraway

WBKH—Hattiesburg—1954

Frequency: 950 Kc. Power: 5 Kw. d.
Owned Deep South Radio, Inc.
Address 305 Bay Street
Tel.: JU 2-1986 Independent
Sta. Representative Devney
Gen. Mgr. F. M. Smith
Comm. Mgr. Gerald Howell
Prog. Director Phil Snow
Chief Engineer James N. Watson

WFOR—Hattiesburg—1925

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Sheridan, Inc.
Address 302 Hemphill St.
Tel.: JU 4-5432 NBC
President B. W. Curry, Jr.
General Manager E. M. Jenkins
Commercial Manager Bud Norval
Program Director Keith Glatzer
Chief Engineer J. N. Watson

WJQS

Jackson Mississippi
MUSIC AND NEWS
GOOD MUSIC ONLY

More Adult Listeners
Than Any Other
Mississippi Station

Representatives:

Devney, Inc. — James S. Ayers

LEW HEILBRONER, *Gen. Mgr.*

WHSY—Hattiesburg—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By ... Hub City Bcstg. Co. Inc.
Address P.O. Box 1008
Tel.: JU 3-1741 ABC
Representative Clark
President, Gen. Mgr. Charles W. Holt
Commercial Mgr. Bob French
Station, Prom. Mgr. Frank B. Zalnoski
Program Dir. Ron Myer

WXXX—Hattiesburg—1957

Frequency: 1310 Kc. Power: 1 Kw., d.
Owned Radio Broadcast, Inc.
Address 1031 Broadway Drive
Tel.: JU 2-2591 Independent
Representative Indie Sales
President Dave A. Matison, Jr.
Manager J. C. Walker
Commercial Mgr. Andy Still
Station Mgr. Jimmy Swan
Program Dir. Bill Dore
Sales Prom. Mgr. Fred Sands
Publicity Dir. Pauline Everett
Chief Engineer C. C. Vogel

WMDC—Hazlehurst—1953

Frequency: 1220 Kc. Power: 250 Watts d.
Owned Southwestern Bcstg. Co. of Miss.
Address Highway 51 N.
Tel.: 869 KBS
President, Gen. Mgr. Louis Alford
Comm. Prom. Mgr. Mal Jones
Sta. Mgr., Ch. Eng. A. M. Smith
Program, Publicity Dir. Bob Prather

WCPC—Houston—1955

Frequency: 1320 Kc. Power: 5 Kw. d.
Owned-Oper. By WCPC Bcstg. Co.
Address Box 552
Tel.: GL 6-3528 KBS
Gen., Sta. Mgr. Robin H. Mathis
Comm. Mgr., Prog., Pub. Dir. Ralph C. Mathis
Chief Engineer John B. Skelton, Jr.

WDLT—Indianola—1953

Frequency: 1380 Kc. Power: 500 watts d.
Owned By Radio Cleveland, Inc.
Address 134 Baker St.
Tel.: 500 KBS
Station Representative Devney
President J. R. Denton
Gen. Mgr., Ch. Eng. Geo. Shurden

WJQS—Jackson—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Dumas Milner Bcstg. Co.
Address King Edward Hotel
Tel.: Fleetwood 4-5653 MBS
Sta. Representative Devney, Ayers
President Howard S. Cohoon
Gen., Mgr. Lewis Heilbroner
Asst. Sta., Mgr. Verne Freeman
Program Director Bill Slaton
Chief Engineer Les Hodges

WJDX—Jackson—1929

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned.....Lamar Life Broadcasting Co.
 Address.....715 S. Jefferson
 Tel.: Fleetwood 2-2691.....NBC
 Representative.....Hollingbery
 President.....P. K. Lutken
 Gen., Sta. Mgr.....Fred L. Beard
 Comm. Mgr.....Frank Gentry
 Sales Prom. Mgr., Pub. Dir.....Chuck Allen
 Prog. Dir.....Forrest Cox
 Chief Engineer.....Percy G. Root

WJXN—Jackson—1940

Frequency: 1450 Kc. Power: 250 Watts
 Owned.....Jackson Bcstg. Co., Inc.
 Address.....916 Foley
 Tel.: FL 2-6673.....Independent
 Sta. Representative.....Masla
 President.....James T. Ownby
 V.P., Gen. Mgr.....Gayle Swofford
 Comm. Prom. Mgr.....John Bomer
 Program Dir.....Bob Rall
 Chief Engineer.....E. E. Peterson

WOKJ—Jackson—1954

Frequency: 1590 Kc. Power: 5 Kw.
 Owned-Operated By.....Dixieland Bcstg. Co.
 Business Address.....1017 Lynch St.
 Tel.: Fleetwood 4-4096.....Independent
 Station Representative.....Pearson
 President.....John McLendon
 Station Manager.....Al Evans
 Program Director.....Ross Wilder
 Chief Engineer.....John Wessler

WRBC—Jackson—1947

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw., n.
 Owned-Operated By.....Rebel Bcstg. Co., Inc.
 Business-Studio Address.....125½ So. Lamar
 Tel.: Fleetwood 5-1562.....Independent
 Representative.....Beaver
 President.....Tom Wright
 General Mgr.....R. McGregor
 Chief Engineer.....William K. Phillips

WSLI—Jackson—1938

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By.....Capitol Bcstg. Co.
 Address.....P. O. Box 8187
 Tel.: FI 4-2512.....ABC
 Newspaper Affil. Daily News, Clarion Ledger
 Representative.....Weed
 General Manager.....L. M. Sepaugh
 Station Manager.....Richard Voorhis
 Commercial Manager.....Maurice Wray
 Sales Promotion Mgr.....John L. Stuckey
 Program Director.....Al Simmons
 Publicity Director.....Bill Peeler
 Chief Engineer.....C. A. Perkins

WKOZ—Kosciusko—1947

Frequency: 1350 Kc. Power: 5 Kw., d.

Owned-Oper. By.....Kosciusko Bcstg. Co.
 Address.....109 W. Jefferson
 Tel.: 782.....ABC
 President.....Cy N. Bahakel
 General Manager.....Mims Boswell, Jr.

WAML—Laurel—1932

Frequency: 1340 Kc. Power: 250 Watts
 Owned By.....New Laurel Radio Station Inc.
 Address.....Box 398
 Tel.: 5601.....NBC
 President.....Harold Mattson
 Gen., Sta. Mgr.....Frank W. Sumrall
 Commercial Manager.....M. M. Caver
 Program, Prom. Dir.....Dave Kane
 Publicity Director.....Len Maith
 Chief Engineer.....Walter Hitt

WLAU—Laurel—1946

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Operated By.....Southland Bcstg. Co.
 Address.....437 N. Magnolia St.
 Tel.: 8-7227.....ABC
 Station Representative.....Devney
 President, Gen. Mgr.....Gene Tibbett
 Program Director.....Jim Gibbon
 Chief Engineer.....Dudley Carter

WNSL—Laurel—1957

Frequency: 1260 Kc. Power: 1 Kw., d.
 Owned.....Voice of the New South, Inc.
 Address.....116 Beacon St.
 Tel.: 8-7224.....Independent
 Sta. Representative.....Grant Webb
 Gen. Mgr.....Granville Walters
 Comm. Mgr.....Teck Jones
 Chief Engineer.....Glenn Holland

WESY—Greenville—1958

Frequency: 1580 Kc. Power: 1000 Watts
 Owned By.....Miss.-Ark. Broadcasting Co.
 Address.....110 N. Poplar
 Tel.: EDison 2-0770.....Independent
 Gen., Prog. Mgr.....Paul Artman
 Commercial Manager.....Miller Abraham
 Chief Engineer.....Ottis W. Rushing

WLSM—Louisville—1953

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Louisville Bcstg. Corp.
 Address.....P.O. Box 111
 Tel.: 1000.....Independent
 Station Representative.....Walker-Rawall
 Station Manager.....Herbert Guthrie

WMBC—Macon—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Confederate Bcstg. Co.
 Business Address.....Piney Woods Rd.
 Tel.: 132.....KBS
 Station Rep.....Hil Best
 Pres., Gen. Mgr.....Ned Butler
 Chief Engineer.....Bill White

MISSISSIPPI

WSJC—Magee—1957

Frequency: 1280 Kc. Power: 500 W. d.
Owned.....SE Miss. Bcstg. Co.
Business Address.....Box 426
Tel.: 3513.....KBS
General Manager.....Marvin L. Mathis
Program Director.....Jimmy Tugwell
Chief Engineer.....Hulon Mathis

WAPF—McComb—1948

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel
Tel.: 1884.....KBS
Co-Owners.....Phillip Brady, Louis Allford,
Mack Smith

WHNY—McComb—1939

Freq.: 1250 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Bcstrs. Service, Inc.
Address.....P. O. Box 111
Tel: 2080.....Independent
Representative.....Thomas F. Clark Co.
President.....Charles W. Holt
General Manager.....Carroll Hines
Commercial Manager.....Edward Yarborough
Sales Prom Mgr.....Travis Myers
Program Director.....Dean Strickland
Chief Engineer.....Earl B. Neal

WCOC—Meridian—1926

Frequency: 910 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Business-Studio Address..North Three Ft. Bldg.
Tel.: 2-7714.....CBS
President, General Manager...Withers Gavin

WDAL—Meridian—1958

Frequency: 1330 Kc. Power: 1 kw., d.
Owned By.....Southwestern Bcstg. Co.
Address.....P. O. Box 125
Tel.: 3-4891.....Independent
Station Rep.....Indie Sales
General Mgr.....A. M. Smith
Station, Ch. Eng.....Dan Hollingsworth
Commercial Mgr.....Mrs. Harold Page
Program Dir.....Earl Aycock
Publicity Dir.....Claude Gray

WMOX—Meridian—1945

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....Radio Station WMOX
Address.....P. O. Box 1511
Tel.: 2-0171.....MBS
Newspaper Affil.....Commercial Dispatch
Station Rep.....Everett-McKinney; Beaver
Owner.....Birney Imes, Jr.
General Manager.....Bob Evans
Comm. Sta. Mgr.....Monroe Looney
Program Director.....Richard Hollingsworth
Chief Engineer.....Steve Burkes

WOKK—Meridian—1947

Frequency: 1450 Kc. Power: 1 Wt. d; 250 n.

Owned-Oper. By.....New South Bcstg. Corp.
Address.....Box 528
Tel.: 2-6133.....Independent
Station Representative.....Webb
President, Prog. Dir.....F. E. Holladay
General, Prom. Mgr.....J. Carson
Chief Engineer.....R. K. Wall

WQIC—Meridian—1957

Frequency: 1390 Kc. Power: 5000 Watts, d.
Owned By.....Alexander L. Royal
Business Address.....Box 1509
Tel.: 23106.....Independent
Station Representative.....Forjoe
Pres., Gen. Mgr.....A. L. Royal, Sr.
Station Manager.....A. L. Royal, Jr.
Program Director.....Sherman Johnson
Chief Engineer.....O. Burkes

WMIS—Natchez—1941

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....Natchez Broadcasting Co.
Address.....City Bank Building
Tel.: 2-2522.....NBC-KBS
Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.

WNAT—Natchez—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....Old South Bcstg. Co.
Address.....Eola Hotel
Tel.: 4621.....Independent
General Manager.....Ervin Parks
Chief Engineer.....M. C. Tyrone

WNAU—New Albany—1955

Frequency: 1470 Kc. Power: 500 Watts, d.
Owned-Oper. By.....New Albany Bcstg. Co.
Address.....202 Bankhead St.
Tel.: 4361.....KBS
Gen., Sta. Mgr., Chief Eng....V. Keith Wroten
Comm., Sls. Prom. Mgr.....Daniel L. Skilton

WBKN—Newton—1958

Frequency: 1410 Kc. Power: 500 Watts
Owned By.....E. L. Burns
Business Address.....110 S. Main
Tel.: 70.....Independent
General Manager.....Gerald Howell
Chief Eng.....M. Howard

WSUH—Oxford—1955

Frequency: 1420 Kc. Power: 1000 Watts, d.
Owned-Oper. By.....Colonel Rebel Radio
Address.....University Ave., East
Tel.: 1133.....KBS
Gen., Comm. Mgr.....C. H. Quick
Sales Prom., Publicity Dir.....Lou Landrum
Chief Engineer.....Mitchell Self

WPMP—Pascagoula—1951

Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 391
Tel.: SO 2-3113.....KBS-ABC

Representative Hil F. Best
 President..... William R. Guest, Jr.
 Gen., Sta. Mgr..... Walter L. Smith
 Prog. Dir., Ch. Engr..... Edward D. Quave

WHOC—Philadelphia—1948

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... William Howard Cole
 Address Box 26
 Tel.: 740..... Independent
 Representative Hil F. Best
 President, Manager... William Howard Cole
 Chief Eng..... Paul M. Miller

WRJW—Picayune—1949

Frequency: 1320 Kc..... Power: 5000 W. d.
 Owned-Oper. By..... Tung Bcastg. Co.
 Business Address..... P.O. Box 358
 Tel.: SY 8-4835..... KBS
 President H. R. McIntosh
 Gen., Sales Prom. Mgr..... Herb Withhauer
 Prog. Dir., Ch. Engr..... Arnold Taylor

WSSO—Starkville—1948

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Starkville Bcastg. Co.
 Business-Studio Address..... WSSO Bldg.
 Tel.: 1230..... KBS
 Pres., Gen., Comm. Mgr..... Joe Phillips
 Program Director..... Charlotte Myrick
 Chief Engineer..... Travis Palmer

WELO—Tupelo—1944

Freq.: 580 Kc..... Power: 1 Kw. d.; 500 W. n
 Owned-Operated By..... Tupelo Bcastg. Co
 Business Address..... S Spring St
 Tel.: VI 2-7658..... MBS-KBS
 Newspaper Affiliation... Columbus Dispatch
 Representative Everett-McKinney
 President..... Burney Imes, Jr.
 General Manager..... Bob Evans
 Sta., Comm. Mgr..... E. L. Bowen
 Program Director..... Jack Cristil
 Chief Engineer..... LeRoy Green Sr.

WTUP—Tupelo—1954

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lee Bcastg. Co.
 Address..... East Main St.
 Tel.: VI 2-3301..... ABC
 Station Representative..... Hil F. Best
 President..... E. O. Roden
 Commercial Mgr..... D. E. Hooper
 Station Mgr..... T. L. Estess
 Program. Ch. Eng..... Cal Douglas

WQBC—Vicksburg—1931

Freq.: 1420 Kc..... Power: 1 Kw. d., 500 W. n.
 Owned-Operated By... Delta Bcastg. Co., Inc.

Address..... Eve Post Bldg.
 Tel.: 312..... MBS-KBS
 Newspaper Affil..... Evening Post
 Representative..... Bogner & Martin
 President..... L. P. Cashman
 General-Station Mgr..... Mary-Van Cashman
 Commercial Manager..... L. L. Miller
 Program Director..... Virginia Estornelle
 Chief Engineer..... Waverley Conway

WVIM—Vicksburg—1948

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Radio Miss., Inc.
 Business-Studio Address..... 906 Clay St.
 Tel.: 3901..... Independent
 Representative..... Hopewell; Dora-Clayton
 General Mgr..... John F. Shea

WABO—Waynesboro—1954

Frequency: 990 Kc..... Power: 250 Watts, d.
 Owner..... New Laurel Radio Sta., Inc.
 Address Box 168
 Tel.: Redwood 5-4700..... KBS
 President Harold Matison
 General Manager..... Frank Sumrall

WROB—West Point—1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Bob McRaney, Sr.
 Address West Point
 Tel.: 1250..... MBS
 Representative ... Everett-McKinney, Keystone
 Station Manager..... John E. King, Jr.
 Chief Engineer..... Clyde McPherson

WONA—Winona—1958

Frequency: 1570 Kc..... Power: 1000 Watts
 Owned By..... Southern Electronics, Inc.
 Address..... P.O. Box 310
 Tel.: 918..... MBS-KBS
 Sta. Representative..... Everett-McKinney
 President, Gen. Mgr..... Bob McRaney
 Station, Comm. Mgr..... Bob Chisholm
 Program Dir..... Pauline Ward
 Sales Prom. Mgr..... Ed Foresythe
 Chief Engineer..... William F. White

WAZF—Yazoo City—1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned By..... WAZF, Inc.
 Business Address..... 321½ S. Main St.
 Tel.: 1300..... KBS
 Representative..... Hil F. Best
 Pres., Gen. Mgr..... David B. Highbaugh
 Station, Comm. Mgr..... Frank Holifield
 Program Director..... Don Wealer
 Chief Engineer..... Colon Johnston



SELL "The Family Board of Directors" With Your Local Meredith Station

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

MEREDITH STATIONS ARE "ONE OF THE FAMILY"

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

THE KATZ AGENCY
THE KATZ AGENCY
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JOHN BLAIR & CO.—BLAIR TV
JOHN BLAIR & CO.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Pop.: 4,739,000
Families: 1,447,500
Radio Homes: 1,399,000

MISSOURI

TV Homes: 1,271,000
AM Stas. in State: 77
TV Stas. in State: 16

KWRT—Boonville—1953

Frequency: 1370 Kc. Power: 1 Kw. d.
Owner: Wm. R. Tedrick
Business Address: KWRT Bldg.
Tel.: TUXedo 2-6505. Independent
Representative
Owner, Gen. Mgr.: W. R. Tedrick
Program Director: Audrey M. Tedrick
Comm., Pub. Dir.: Richard A. Norris
Chief Engineer: Donald E. Shepard

KBHM—Branson—1956

Frequency: 1220 Kc. Power: 1 Kw. d.
Owner: Shepherd of the Hills Bcstg. Co.
Business Address: 111 W. Pacific
Tel.: EDison 4-3133. KBS
Station Representative: Best: Magic Circle
Co-owners: L. C. McKenney, Rob. Neathery
Sta. Mgr., Pub. Dir.: Orville Barton
Comm., Sales Prom. Mgr.: Gene Gideon
Program Director: Mrs. Pat Snyder
Chief Engineer: Leland Ebert

KGHM—Brookfield—1955

Frequency: 1470 Kc. Power: 500 Watts d.
Owned By: Green Hills Bcstg. Co.
Address: 308 N. Main
Tel.: 1800. KBS
Gen. Mgr.: Keith Morris

KFVS—Cape Girardeau—1925

Freq.: 960 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Operated By: Hirsch Bcstg. Co.
Business-Studio Address: 324 Broadway
Tel.: ED 5-5511. Independent
Representative: Headley-Reed
President, Gen. Mgr.: Oscar C. Hirsch
Sta. Mgr.: Ralph L. Hirsch

KGMO—Cape Girardeau—1952

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By: KGMO Radio-TV Inc.
Business Address: Box 247
Tel.: EDgewater 5-8228. Independent
Station Representative: Webb
Pres., Gen. Mgr.: William C. Brandt
Sta., Comm. Mgr.: John J. Brandt
Sales Promotion Mgr.: Jack Kohrumel

KAOL—Carrollton—1959

Frequency: 1430 Kc. Power: 590 Watts. d.
Owned By: Homeland Enter., Inc.
Address: 215 S. Main St.
Tel. 27. KBS
General Manager: Fred Phaby
Program Director: Lawson Phaby
Chief Engineer: C. Bolinger

KDMO—Carthage—1947

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By: Carthage Bcstg. Co.
Address: 1201 E. Chestnut
Tel.: Fleetwood 8-2648. KBS
Sta. Representative: Keystone
President, Gen. Mgr.: J. J. Daly
Comm., Program Mgr.: Leon H. Crocker
Chief Engineer: George F. Province

KCRV—Caruthersville—1950

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Pemiscot Bcstg. Co.
Address: 106½ W. 3rd St.
Tel.: 965. KBS
Station Representative: Hopewell
President: J. Eric Taylor
Gen., Sta., Comm. Mgr.: Ed Dyer, Jr.
Program Director: Harry Moreland
Chief Engineer: Al Lawrence

KCHR—Charleston—1953

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Oper. By: South Mo. Bcstg. Co.
Address: South Main St.
Tel.: Murray 2-4451. KBS
Pres., Gen. Mgr., Chief Eng.: Kermit Barker

KCHI—Chillicothe—1950

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By: Cecil W. & Jane Roberts, Inc.
Address: P.O. Box 719
Tel.: Mission 6-4173. Independent
General Manager: Cecil W. Roberts
Station Manager, Ch. Eng.: Howard G. Rion

KDKD—Clinton—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned: Osage Broadcasting Corp.
Address: Box 113
Tel.: 233. Independent
Representative: Indie Sales
Gen. Mgr.: William R. Tedrick
Chief Engineer: Stuart W. Underwood

KBIA—Columbia—1955

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By: Cecil Roberts
Business Address: P.O. Box 412
Tel.: GI 2-4401. KBS
Representative: Best
General Mgr.: Fred Morse
Chief Engineer: James Belknap

KFRU—Columbia—1925

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: KFRU, Inc.
Address: P. O. Box 89
Tel.: GI 3-4141. ABC
Newspaper Affiliation: Daily Tribune
Station Rep.: Webb
President: H. J. Waters, Jr.

FACT:

The prestige of your station depends, to a large degree, on the quality of its news programs.

FACT:

The quality of the news programs depends on the source which gathers and distributes the news.

FACT:

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

CONCLUSION: *You Can Get The Best. Why Settle For Less?*



50 Rockefeller Plaza
New York 20, N. Y.

General Manager.....Mahlon R. Aldridge
 Commercial Manager.....Gregory Reeser
 Sta., Prom., Mgr.....F. L. Le Grand
 Program, Publicity Dir.....David Ormiston
 Chief Engineer.....Robert Haigh

KDEX—Dexter—1955

Frequency: 1590 Kc....Power: 1000 Watts d.
 Owned-Operated By...Stoddard Ct. Bcstg. Co.
 Address.....Box 380
 Tel.: 1400.....Independent
 Representative.....Sears and Ayer
 General Manager.....Jerome B. Zimmer
 Commercial Mgr.....Welcome Stantin
 Program Director.....Duane Williams
 Sales Prom. Mgr.....Don Fenimore
 Sta. Mgr., Chief Eng.....L. D. Speidel

KREI—Farmington—1947

Frequency: 800 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Midwest Bcstg. System
 Address.....P.O. Box 270
 Tel.: Plateau 6-5125.....KBS
 Station Rep.....Hil F. Best
 President, Gen. Mgr.....Cecil W. Roberts
 Comm. Sta. Mgr.....R. D. Rapp
 Chief Engineer.....James Roberts

KJCF—Festus—1951

Frequency: 1010 Kc....Power: 250 Watts d.
 Owned.....Garrett Bcstg., Inc.
 Address.....P. O. Box 192
 Tel.: YE 7-3810.....KBS
 General Manager.....Donald M. Donze
 Chief Engineer.....Russell Seals, Jr.

KFMO—Flat River—1947

Frequency: 1240 Kc....Power: 250 Watts
 Owned By.....Lead Belt Bcstg. Co.
 Business-Studio Address.....Flat River
 Tel.: GE 1-2000.....Independent
 President.....Oscar C. Hirsch
 Gen., Sta. Mgr.....James F. Collins
 Prog., Pub. Dir.....Virginia Collins

KFAL—Fulton—1950

Frequency: 900 Kc....Power: 1000 Watts d.
 Owned-Operated By.....R. W. Nickles
 Address.....5th and Market
 Tel.: Midway 2-3341.....Independent
 Station Representative.....Pearson
 Owner, Gen. Mgr.....R. W. Nickles
 Comm. Mgr.....L. Reed Holt
 Program Director.....M. A. Lee
 Chief Engineer.....R. D. Archibald

KHMO—Hannibal—1941

Freq.: 1070 Kc....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Mark Twain Bcstg.
 Address.....413 Broadway
 Tel.: 3450.....Independent
 Representative.....Hollingbery
 President.....Jerrell Shepherd
 General Manager.....A. E. Dahl
 Station Manager.....James F. Jæ, Jr
 Commercial Manager...William Stephenson

Program Director.....Jim Loyd
 Sales Prom. Mgr.....Max Heimer
 Publicity Director.....Joe Gross
 Chief Engineer.....Ralph Deatherage

KANS—Independence—1947

Frequency: 1510 Kc....Power: 1000 Watts d.
 Owned-Operated By.....KIMO, Inc.
 Address.....43 Blue Ridge Center, K. City, Mo.
 Tel.: Fleming 3-8600.....Independent
 Sta. Representative.....Meeker Co.
 President.....Glenn Griswold
 V.P., General Manager.....Cal Perley
 Station Mgr., Comm.....Gerald Hauscr
 Program Mgr.....Jack Call
 Chief Engineer.....Marvin Bredemier

KLIK—Jefferson City—1954

Frequency: 950 Kc....Power: 5 Kw., d.
 Owned.....KUK Bcstg., Inc.
 Address.....410 E. Capital
 Tel.: 5-4136.....Independent
 Station Representative.....Headley-Reed
 Exec. Vice Pres.....Ted Nelson
 General Manager.....Glen M. George
 Commercial Mgr.....Stan Grieve
 Chief Engineer.....Ed Scarr

KWOS—Jefferson City—1937

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Bus.-Studio Address.....Monroe at Capitol
 Tel.: 6-3137.....KBS-MBS
 Station Representative.....Grant Webb
 President.....William H. Weldon
 General Manager.....R. L. Rose
 Station Manager.....Wm. R. Natsch, Jr.
 Program Director.....Curtis Brown
 Chief Engineer.....Leroy S. Hackmann

KFSB—Joplin—1948

Freq. 1310 Kc....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Four States Bcsters, Inc.
 Business Address.....405 Schifferdecker
 Tel.: Mayfair 4-1310.....Independent
 Newspaper Affiliation.....Southwestern Weekly
 Representative.....Meeker
 President.....Harry Easley
 Gen. Sta., Mgr.....W. H. Clark
 Program Director.....Ed Johnson
 Chief Engineer.....Lloyd Frazier

KODE—Joplin—1946

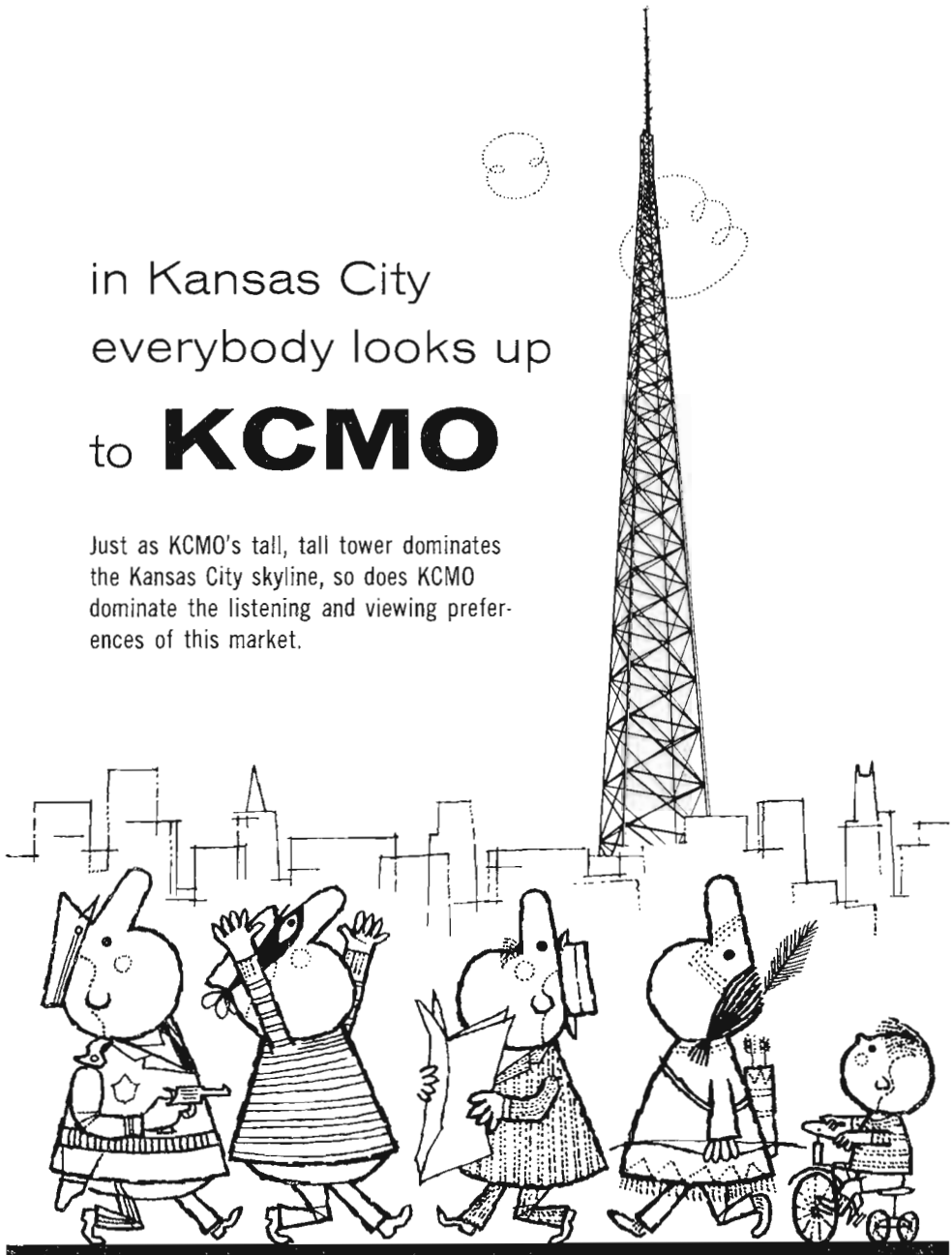
Frequency: 1230 Kc....Power: 250 Watts
 Owned-Operated By.....WSTV, Inc.
 Address.....1928 W. 13 St.
 Tel.: MA 3-7260.....CBS
 President.....Jack Berkman
 General Manager.....D. T. Knight
 Commercial Manager.....Merle Dunn
 Sales Prom., Pub. Dir.....William Harned
 Program Director.....Jay Corrington
 Chief Engineer.....Jack Langford

WMBH—Joplin—1928

Frequency: 1450 Kc....Power: 250 Watts

in Kansas City
everybody looks up
to **KCMO**

Just as KCMO's tall, tall tower dominates the Kansas City skyline, so does KCMO dominate the listening and viewing preferences of this market.



Radio

— 810 on the dial.
50,000 watts by day,
10,000 by night.

Television

— channel 5
— from America's tallest
self-supported TV tower.

FM

at 94.9 meg.
Kansas City's only
fine music station.



CBS RADIO AND TELEVISION

Owned-Operated By.....Radio Joplin
 Business Address.....Box 906
 Tel.: MA 4-4330.....MBS
 Pres., Gen., Sta. Mgr.....Don O'Brien
 Chief Engineer.....Al Tour Tillott

KCMO—Kansas City—1936

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By.....Meredith Pub. Co.
 Address.....125 E. 31st St.
 Tel.: JE 1-6789.....CBS
 Representative.....Katz
 General Manager.....E. K. Hartenbower
 Station Manager.....R. W. Evans
 Program Director.....John Pearson
 Prom., Publicity Dir.....F. C. Strawn
 Chief Engineer.....Karl Troeglen

KFRM—Kansas City—1947

(See Concordia, Kansas)

KMBC—Kansas City—1921

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KMBC Bcstg. Co.
 Address.....11th and Central Sts.
 Tel.: HARRISON 1-2650.....ABC
 Representative...Peters, Griffin, Woodward
 President.....Donald D. Davis
 Exec. V.P., Gen. Mgr.....John T. Schilling
 V. P., Sales Manager.....George J. Higgins
 Station Manager, Prog. Dir.....Dick Smith
 Promotion Mgr.....Joe Redmond
 Chief Engineer.....Henry E. Goldenberg

KPRS—Kansas City—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Twin City Adv. Agency
 Address.....2814 E. 23rd St.
 Tel.: HU 3-3100.....Independent
 Station Rep.John E. Pearson
 General Manager.....Edward H. Pate

KUDL—Kansas City—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
 Owned.....Heart of America Bcstrs.
 Address.....1012 Baltimore
 Tel.: BA 1-0077.....Independent
 Station Representative.....Adam Young
 President.....H. Scott Killgore
 V. P. Gen. Mgr.....Irving Schwartz
 Program Director.....Jack Barr
 Chief Engineer.....Don Warnock

WDAF—Kansas City—1922

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By....Natl.-Missouri TV Inc.
 Business Address.....Signal Hill
 Tel.: PL 3-4567.....Independent
 Representative.....H. I. Christal
 President.....Charles L. Glett
 V.P., General Mgr.....William A. Bates
 Asst. to Gen. Mgr.....Jay Barrington
 Nat. Comm. Mgr.....Donald J. Gibson
 Promotion Manager.....Jud Woods
 Program Manager.....George Moore
 Chief Engineer.....James Schmidt

WHB—Kansas City—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned-Operated By.....Storz Bcstg. Co.
 Address.....10th & McGee Sts.
 Tel.: BA 1-8300.....Independent
 Station Representative.....John Blair Co.
 President.....Todd Storz
 V.P. Gen. Mgr.....George W. Armstrong
 Sta. Operations Mgr.....Donald A. Loughane
 Program Director.....C. E. Clark
 Publicity Dir.....A. A. Zimmerman
 Dir. of Eng.....Robert Tilton

KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Kennett Bcstg. Corp.
 Business Address.....P.O. Box 428
 Tel.: TUXEDO 8-4616.....Independent
 Pres., Gen. Mgr.....Paul C. Jones
 Station Manager.....John T. Reeder
 Comm. Mgr.....Joe Bankhead
 Chief Eng.....R. H. Conner

KIRX—Kirksville—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Community Broadcasters, Inc.
 Business Address.....KIRX Bldg.
 Tel.: MO 5-3781.....KBS-ABC
 Pres., Gen. Mgr.....Samuel A. Burk
 Commercial Manager.....J. J. Dougherty

In Kansas City

**it's the
 MODERN
 SOUND
 for
 SOUND
 SELLING**

KUDL
 1380
RADIO

H. SCOTT KILLGORE, President ADAM YOUNG
 IRV SCHWARTZ, Vice President INC.
 & General Manager National Rep.

MISSOURI

Program Director.....Robert Carlson
Publicity Director.....Ruth Miller
Chief Engineer.....Charles P. Porter

KLWT—Lebanon—1947

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Tel.: Keystone 2-3981.....KBS
President.....O. R. Wright
General Mgr.....Jack Sellers
Sales Mgr.....Tom Miller
Chief Eng.....Eugene Clay

KLEX—Lexington—1956

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Oper. By.....Lexington Bcstg Co.
Address.....P. O. Box 358
Tel.: Alpine 9-3232.....Independent
Station Representative.....Grant Webb
Owner, Gen. Mgr., Ch. Eng., Ralph E. Meador
Program, Publicity Dir.....Ed Luehrman

KTCB—Malden—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Tri-County Bcstg. Co.
Address.....N. Hwy. 25
Tel.: 851.....KBS
President.....J. D. Craft
General, Sta. Mgr.....Richard J. Wiethan
Commercial Mgr.....Grant Stanford
Program Director.....James R. Haynes
Chief Engineer.....George Longdo

KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
Address.....Marshall
Tel.: GArden 6-4422.....Independent
President.....F. V. Heinkle
General Manager.....J. M. Silvey
Commercial Mgr.....Marvin Hemme
Station Mgr.....Harold Douglas
Program Dir.....Fred Miller
Publicity Dir.....W. Judd Wyatt
Chief Engineer.....Bill Williams

KNIM—Maryville—1953

Frequency: 1580 Kc.....Power: 250 W. d.
Owned.....Clark Bcstg. Co.
Business Address.....P.O. Box 278
Tel.: 730.....KBS
President.....Harold Eck
Gen. Mgr., Ch. Engr.....Wayne J. Hatchett

KXEO—Mexico—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address.....1705 E. Liberty
Tel.: JU 1-2340.....MBS
President.....J. B. Arthur
V. P. General Mgr.....W. Earl Dougherty
Commercial Mgr.....Harold Gamm
Chief Engineer.....P. J. Null, Jr.

KNCM—Moberly—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Address.....Box 396
Tel.: Amherst 3-1600.....Independent
President.....Jerrell A. Shepherd
Station Manager.....Jim Lipsey
Chief Engineer.....R. Deatherage

KRMO—Monett—1950

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monett Bcstg. Co.
Address.....N. Central Ave.
Tel.: BE 5-5220.....KBS
Station Representative.....Magic Circle
General Manager.....L. C. McKenney
Station Manager.....Floyd Stewart
Commercial Manager.....Marion Piant
Sales Promotion Manager.....Maynard Sloan
Program Director.....Noel Moody
Publicity Director.....Carolyn Crane
Chief Engineer.....Jack Allen

KLRS—Mountain Grove—1954

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owner.....KLRS Bcstg. Co.
Business Address.....Route 4
Tel.: 650.....KBS
Representative.....Hil F. Best
President.....Floyd W. Jones
Gen. Mgr., Prog. Dir.....John W. Billingsley
Chief Engineer.....Emory T. Caudill

KBTN—Neosho—1955

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned.....So. Missouri Invest. Corp.
Address.....212½ E. Main St.
Tel.: GL 1-1420.....Independent
Pres., Gen. Mgr.....W. M. Harlow
Comm. Prom. Mgr.....W. Al Rails
Program, Publicity Dir.....Marie Harlow
Chief Engineer.....George Province

KNEM—Nevada—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio KNEM, Inc.
Address.....P. O. Box 15
Tel.: NOrmand 7-3113.....KBS
Pres., Ch. Engr.....Kenneth E. White
Commercial Manager.....Virgil Kachel

KRMS—Osage Beach—1952

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Central Missouri Bcstg. Co.
Address.....P. O. Box 125
Tel.: FI 8-2411.....KBS
Sta. Representative.....Richard Bradley
President, Gen. Mgr.....Jim Risner
Program Dir.....Ella Mae Risner
Chief Engineer.....M. F. Spurgeon

KYPO—Potosi—1959

Frequency: 1280 Kc. Power: 500 Watts. d.
Owned By.....Franklin Cty. Bcstg. Co.
Business Address.....P.O. Box 426
Tel.: Hemlock 8-1280.....Independent
Station Rep.....Hil F. Best
President.....Les Ware
Station Mgr.....Herbert Hausman
Program Director.....Geo. Lackey
Chief Engineer.....Nor Neilson

KWOC—Poplar Bluff—1938

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By...Poplar Bluff Bcstg. Corp.
Address.....428 Vine St.
Tel.: SU 5-3922.....KBS
General Manager.....A. L. McCarthy

KTTR—Rolla—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.
Address.....P. O. Box 567
Tel.: EM 4-2525.....KBS
Pres., Gen., Sta. Mgr.....Luther W. Martin
Comm. Mgr.....Ward C. Rinehart
Prog. Dir.....Norma Fleming
Promotion Mgr.....Murl Nash
Chief Engineer.....Martin M. Mitcum

KSGM—Ste. Genevieve—1947

Frequency: 980 Kc. Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Business Address.....410 Merchant St.
Tel.: Tuxedo 3-2980.....Independent
Newspaper Affil.Monitor
President, General Manager...Elmer L. Donze
Program Director.....Mrs. E. L. Donze
Publicity Director.....Jim Schott
Chief Engineer.....Murel L. Rose

KADY—St. Charles—1958

Frequency: 1460 Kc. Power: 5000 Watts
Owned By.....KADY, Inc.
Address.....P. O. Box 6155, St. Louis
Tel.: Randolph 4-1460.....Independent
Representative.....Broadcast Time Sales
Pres., Gen. Mgr.....William R. Cady, Jr.
Sta., Program Mgr.....Don Levitan
Commercial Mgr.....Betty Harris
Sales Prom. Mgr.....Nicholas Pagliara
Publicity Dir.....Patsy Gibbs
Chief Engineer.....Jack A. Chenoweth

KFEQ—St. Joseph—1923

Frequency: 680 Kc. Power: 5000 Watts
Owned-Oper. By.....KFEQ Bcstg. Co.
Business Address.....40th & Faraon
Tel.: Adams 3-2528.....Independent
Sta. Representative.....Headley-Reed
President.....Jessie D. Fine
V.P., Gen. Mgr.....Ted Nelson
Sales Manager.....Ted Griffin
Program Director.....Gene Milsteen
Chief Engineer.....John Carroll

KRES—St. Joseph—1946

Frequency: 1550 Kc. Power: 5000 Watts
Owned-Oper. By.....MacRay Radio & TV Corp.
Business Address.....404 S. 8th
Tel.: AD 4-6346.....MBS
Representative.....Clark
President.....Jock MacGregor
V.P., General Mgr.....Raymond J. Cheney
Program Director.....Ted Stade
Chief Engineer.....Don O'Brian

KUSN—St. Joseph—1949

Frequency: 1270 Kc. Power: 1000 Watts d.
Operated By.....KUSN Corp.
Address.....8th & Frederick
Tel.: Adams 3-2577.....Independent
Station Representative.....Pearson
President, Gen. Mgr.....Frederick P. Reynolds
Vice Pres., Program Dir.....Warren Rhyner
Chief Engineer.....Fred Chitwood

KATZ—St. Louis—1955

Freq.: 1600 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Laclede Radio
Business Address.....273 Arcade Bldg.
Tel.: CH 1-6000.....Independent
Station Representative.....Continental
President.....O. Wayne Rollins
Gen., Sta. Mgr.....Robert Lyons
Chief Engineer.....Charles O. Rick

KMOX—St. Louis—1925

Frequency: 1120 Kc. Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Address.....1144 Hampton Ave.
Tel.: Mission 7-5500.....CBS
Representative.....CBS Radio Spot Sales
V. P., General Manager.....Robert Hyland
Sales Mgr.....Tony Bello
Program Dir.....Larry Cooper
Sales Prom. Mgr.....Alice Koch
Publicity Dir.....Bob Rehg
Chief Engineer.....Lawrence Burrows

KSD—St. Louis—1922

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By.....The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Tel.: MA 1-1111.....NBC
Newspaper Affil.....St. Louis Post Dispatch
Representative.....NBC Spot Sales
President.....Joseph Pulitzer, Jr.
General Manager.....Harold Grams
Comm. Manager.....E. L. Franciscus
Station Manager.....Arthur J. Casey
Program Director.....Sterling Harkins
Sales Prom, Publicity Dir.....Don Burnes
Chief Engineer.....J. E. Risk

KSTL—St. Louis—1948

Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....P. O. Box 1440
Tel.: BR 1-6090.....Independent
Representative.....Forjoe

MISSOURI

Pres., Gen., Sta. Mgr. Dick J. Kasten
 Commercial, Prom. Mgr. Art Ford
 Program Director Bill Vietmeier
 Publicity Director Doris Jennemann
 Chief Engineer Ralph Howard

KWK—St. Louis—1927

Frequency: 1380 Kc. Power: 5000 Watts d.
 Owned By Milwaukee Bcstg. Co.
 Business Address 800 N. 12th
 Tel.: MAin 1-1380 Independent
 Station Representative Headley-Reed
 President A. M. Spheeris
 General Mgr. William L. Jones, Jr.
 Commercial Mgr. Don Hamel
 Station Mgr. Gil Newsome
 Program Dir. Gene Davis
 Chief Engineer Rudy Isenberg

KXLW—St. Louis—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By St. Louis County Bcstg. Co.
 Address 2735 Bompert, Brentwood 17, Mo.
 Tel.: WO 1-1320 Independent
 Station Representative Bernard Howard
 President Richard J. Miller
 Gen. Sta. Manager R. M. Hetherington
 Asst. Sta. Mgr. Philip O'Brien
 Commercial Manager Woody Cummings
 Program Director Marshall Zwick
 Chief Engineer James F. Mitchell

WIL—St. Louis—1922

Frequency: 1430 Kc. Power: 5 Kw.
 Owned Radio Station WIL
 Address 3715 Lindell Blvd.
 Tel.: OL 2-4500 Independent
 Representative Eastman
 Exec. V.P. & Mng. Dir. John F. Box, Jr.
 Asst. to V.P. Sales Stanley N. Kaplan
 Administrator William T. McKibben
 Admin. Asst. Harriet Baker
 Program Director John Carney, Jr.
 Promotion Dir. Michael Ruppe, Jr.
 Publicity Dir. Dorothy Marx
 Chief Engineer Mel Hart
 Owners of: WRIT, Milwaukee; KBOX, Dallas, Tex.;
 WTVO-TV, ROCKFORD, Ill.; WICS-TV, Spring-
 field, Ill.; WHCT-TV, Champ, Ill.

KXOK—St. Louis—1938

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By KXOK Bcstg. Inc.
 Business Address Radio Park
 Tel.: FO 7-6000 Independent
 Representative John Blair
 President E. M. Roberts, Jr.
 V.P., General Manager C. L. Thomas
 Comm. Mgr. W. C. O'Donnell
 Sales Prom. Mgr. Richard Garesche
 Chief Engineer Al Godron

WEW—St. Louis—1921

Frequency: 770 Kc. Power: 1000 Watts d.

WIL
 ST. LOUIS, MO.

38 years
 serving
 Mid-America

FIRST in ALL Surveys

JOHN F. BOX
 Managing Director

One of the Balaban Stations—in tempo with the times

sold nationally by  **robert e. eastman & co., inc.**
 New York, Chicago, San Francisco, Dallas, St. Louis

Owned-Oper. By.....Barrington Co.
 Address.....220 N. 4th St.
 Tel.: CH 1-1921.....ABC-MBS
 Representative.....Bolling Co.
 Pres., Gen. Mgr.....Bruce Barrington
 Commercial Manager.....Sam Woodall
 Sales Prom., Pub. Dir.....Genie Collins
 Program Director.....Don Norman
 Chief Engineer.....Charles Casey

KSMO—Salem—1953

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Zola Bcstg. Co.
 Address.....P. O. Box 71
 Tel.: 303.....KBS
 Gen., Comm. Mgr.....William B. Smith
 Program Director.....Irene Smith

KDRO—Sedalia—1939

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sedalia Broadcasting
 Bus.-Studio Address.....2100 W. Broadway
 Tel.: TAYlor 6-5005.....KBS
 Representative.....Pearson
 Pres., Comm. Mgr.....James F. Glenn
 Gen., Sta. Mgr.....Herbert Brandes
 Chief Engineer.....Garrett Bryan

KSIS—Sedalia—1953

Frequency: 1050 Kc.....Power: 1 Kw. d.
 Owner.....Yates Bcstg. Co.
 Business Address.....P.O. Box 207
 Tel.: TA 6-1050.....Independent
 Representative.....Clark
 Pres., Gen., Comm. Mgr.....Carl W. Yates, Jr.
 Station Manager.....Mrs. Carl W. Yates, Jr.
 Program Director.....Bettie Baldwin
 Publicity Director.....Harlan B. Snow
 Chief Engineer.....Marion Pratt

KSIM—Sikeston—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owner-Oper.....Sikeston Community Bcstg. Co.
 Business Address.....Highway 60 W.; Box 69
 Tel.: GRANite 1-1400.....Independent
 Station Representative.....Headley-Reed
 President.....Lyman R. Bowman, Jr.
 Gen., Sta. Mgr.....Richard L. Watkins, Jr.
 Commercial Mgr.....Maxine Scott
 Program Dir.....Stan Blake
 Sales Prom. Mgr.....W. P. Tedlie
 Chief Engineer.....R. L. Hirsch

KGBX—Springfield—1926

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....Springfield Bcstg. Co.
 Bus.-Studio Address.....605 Boonville Ave.
 Tel.: UNiversity 4-2822.....NBC
 Newspaper Affil.....Springfield Newspapers, Inc.
 Rep.....Venard, Rintoul & McConnell
 General Manager.....Don C. Dailey
 Asst. Commercial Mgr.....William De Lange
 Program Director.....Jerry Higley
 Publicity Director.....Dudley Morris
 Chief Engineer.....Richard Bowman

KICK—Springfield—1949

Frequency 1340 Kc.....Power 250 Watts
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
 Address.....610 College St.
 Tel.: UNiversity 4-1561.....KBS
 Representative.....Hil F. Best
 General Manager.....Robert Vinyard, Jr.

KTTS—Springfield—1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Independent Bcstg. Co.
 Address.....P. O. Box 1716 S. S. S.
 Tel.: UNiversity 5-6614.....CBS
 Representative.....Weed
 President.....J. H. G. Cooper
 Gen., Sta. Mgr.....G. Pearson Ward
 Sales Manager.....Jack Lloyd
 Program Director.....Wendel Smith
 Chief Engineer.....William F. Curry

KWTO—Springfield—1933

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ozarks Bcstg. Co.
 Bus.-Studio Address.....1121 South Glenstone
 Tel.: UNiversity 2-4422.....ABC
 Representative.....John E. Pearson
 Pres., Gen. Mgr.....Ralph D. Foster
 V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
 Commercial Manager.....Charles H. Harrison
 Program Director.....Joe Slattery
 Publicity Director.....Bill Bailey
 Chief Engineer.....Wallis Fender

KALM—Thayer—1953

Frequency: 1290 Kc.....Power: 1 Kw. d.
 Owned By...R. F. Neathery & R. F. Neathery, Jr.
 Address.....Thayer
 Tel.: 165.....KBS
 Sta. Representative.....Hil F. Best
 Pres., Gen. Sta. Comm. Mgr.....R. F. Neathery
 Sales Prom. Mgr.....Tom Stone
 Program Dir.....Henry Hamilton
 Publicity Dir.....Carlie Hamilton
 Chief Engineer.....Willis S. Beatty, Jr.

KTNN—Trenton—1955

Frequency: 1600 Kc.....Power: 500 W. d.
 Owned-Oper. By.....Trenton Bcstg. Co.
 Address.....112 E. Ninth St.
 Tel.: 1600.....KBS
 General Manager.....Sam A. Burk
 Commercial Manager.....Bob Dennis
 Prog. Dir.....Rick McHargue
 Chief Engineer.....Lynn Bradley

KLPW—Union—1954

Frequency: 1220 Kc.....Power: 1000 W. d.
 Owned.....Franklin County Bcstg. Co.
 Address.....P. O. Box 72
 Tel.: LUCerne 3-3355.....Independent
 Sta. Representative.....Hil F. Best
 President.....Leslie P. Ware
 Gen., Sta. Mgr.....Norb Moore
 Program Director.....Chuck Otte
 Chief Engineer.....Frank Lohmeyer

MISSOURI-MONTANA

KOKO—Warrensburg—1953

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Johnson County Bcsters, Inc.
 Address: Box 395
 Tel.: Warrensburg 1450 KBS
 Sta. Representative: Hil F. Best
 President, Gen. Mgr.: Les Ware
 Comm. Prom. Mgr.: Earl Uhler
 Program Dir.: Tom Williams
 Chief Engineer: Don Hobleman

KWRE—Warrenton—1949

Frequency: 730 Kc. Power: 500 Watts
 Owned By: KWRE Radio, Inc.
 Address: Warrenton
 Tel.: Gladstone 6-3311 KBS
 Representative: Continental
 President, Gen Mgr.: J. Soulard Johnson
 Commercial Mgr.: Francis Rees

KWPM—West Plains—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Robert F. Neathery
 Address: Abe Taylor Blvd.
 Tel.: 700 KBS
 Station Representative: Magic Circle
 Pres., Gen. Mgr.: Robert F. Neathery
 Commercial Manager: Fritze W. Dixon
 Program Director: A. Woodside
 Chief Eng.: L. Thompson

KUKU—Willow Springs—1957

Frequency: 1330 Kc. Power: 500 Watts, d.
 Owned-Operated By: Radio Station KUKU
 Address: Willow Springs
 Tel.: 500 Independent
 Station Representative: Magic Circle
 Pres., Gen. Mgr.: Robert F. Neathery
 Program Director: Louise Francisco

Pop.: 740,000	MONTANA	TV Homes: 136,000
Families: 214,000		AM Stas. in State: 34
Radio Homes: 206,000		TV Stas. in State: 9

KANA—Anaconda—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Tri-County Radio
 Address: Anaconda
 Tel.: LO 3-3443 Independent
 Station Rep.: Grant Webb
 V.P., Gen., Sta. Mgr.: Mike Donovan
 Comm. Sales Prom. Mgr.: Bob Kaye
 Program Director: Len Howard
 Chief Engineer: Walt Derzay

KGW—Belgrade—1959

Frequency: 630 Kc. Power: 1 Watt, d.
 Owned By: King's Garden, Inc.
 Address: P.O. Box 37
 Tel.: 144 Independent
 President: Mike Martin
 General Mgr.: A. Erickson
 Program Director: Phil Doud
 Chief Engineer: Ben Hesper

KBMY—Billings—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned: Billings Bcstg. Co.
 Address: Box 2544
 Tel.: 9-4586 KBS-MBS-ABC
 Station Rep.: Avery-Knodel
 General Manager: Ken Nybo
 Chief Engineer: T. A. Hildebrand

KGHL—Billings—1928

Frequency: 790 Kc. Power: 5 Kw.
 Owned: Midland Empire Bcstg. Co.
 Address: 214 No. 30th St.
 Tel.: 2-4641 NBC
 Station Representative: Katz
 President: P. N. Fortin

General Manager: Jeff Kiichli
 Commercial Manager: Warren Marshall
 Program, Publicity Dir.: V. Braunberger

KOOK—Billings—1951

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By: The Montana Network
 Address: 3223 Third Ave., N.
 Tel.: Alpine 2-5611 CBS
 Station Rep.: Walker-Rawalt; Art Moore
 President: Joseph S. Sample
 General Manager: John F. Graham
 Commercial Mgr.: J. Kenneth Do-y
 Program Director: Jack C. Dunhaver
 Publicity Director: C. G. May
 Chief Engineer: Grant French

KOYN—Billings—1955

Frequency: 910 Kc. Power: 1000 Watts
 Owned: D. G. Williams & D. Bertholf
 Address: Riverside Drive, Box 956
 Tel.: Cherry 5-4177 Independent
 Representative: Forjoe
 General Mgr.: Lew Thuesen
 Commercial Mgr.: Bob Thompson
 Program Dir.: Hal Thomas
 Chief Engineer: Dick Rasky

KURL—Billings—1959

Frequency: 730 Kc. Power: 500 Watts
 Owned By: Yellowstone Bcstg. Corp.
 Address: Midland Savings Bank Bldg.
 Tel.: CH 5-3121 Independent
 General Manager: George Norman
 Station Mgr.: Bart Tolleson
 Production Dir.: Daryll Kruse
 Commercial Mgr.: Richard Fife
 Chief Engineer: Joseph M. Groves

KBMN—Bozeman—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned. Penn Engineering Co.
 Address. Box 749
 Tel.: JU 6-2394. KBS
 Representative. Gill-Perna
 Pres., Gen. Mgr. Dale G. Moore
 Chief Engineer. Thomas T. Weir

KXXL—Bozeman—1939

Frequency: 1450 Kc. Power: 250 Watts
 Owned. XX Broadcasting Corp.
 Address. Route No. 4
 Tel.: JUniper 7-3188. ABC-MBS-NBC
 Sta. Reps. Walker-Rawalt; Art Moore
 Pres., Gen., Sta. Mgr. Richard D. Smiley
 Commercial Mgr. Thomas A. Sandenaw
 Program Dir. Sell Rapkoch
 Publicity Dir. Douglas Davies
 Chief Engineer. Ed Carpenter

KBOW—Butte—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Copper City Radio Co.
 Address. Box 1932
 Tel.: 7429. CBS
 Representative. Cooke
 President. Frank Reardon
 Gen., Sta. Mgr. Stan Levitt
 Program Director. Claude Moore
 Chief Engineer. C. Beardslee

KOPR—Butte—1948

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By. Copper Bcstg. Co.
 Business-Studio Address. Hotel Finlen
 Tel.: 6546. MBS
 Representative. Avery-Knodell
 President. George C. Haich
 General, Sta. Mgr. R. H. Webb
 Commercial Manager. Laurie McNicholas
 Program Director. Al Plachta
 Sales Prom. Mgr. Ed Lally
 Publicity Director. Frances Soll
 Chief Engineer. W. D'Orr Cozzens

KXLF—Butte—1929

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By. KGIR, Inc.
 Address. P.O. Box 1956
 Tel.: 2-9111. NBC
 Sta. Reps. Walker-Rawalt; Art Moore
 General Manager. E. B. Craney
 Commercial Manager. Arne E. Anzjon
 Chief Engineer. V. Totten

KDBM—Dillon—1956

Frequency: 800 Kc. Power: 1000 Watts, d.
 Owned. Vigilante Bcstg. Co.
 Address. Box 950
 Tel.: 703. Independent
 Station Representative. Grant Webb
 Pres., Gen. Eng. Burt H. Oliphant

KLTZ—Glasgow—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owner. Glasgow Broadcasting Co.
 Address. Bjorklund Bldg.
 Tel.: ACademy 8-9336. Independent
 Representative. Holman
 President, Gen. Mgr. Willard L. Holter
 Station Manager. Loyd W. Melby
 Program Director. Linda Madson
 Chief Engineer. Les Wilson

KXGN—Glendive—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Glendive Bcstg. Co.
 Address. 122 S. Merrill Ave.
 Tel.: EM 5-3377. Independent
 President. Lewis W. Moore
 General Manager. Daniel C. Palen
 Commercial Dir. Bert Rockwell
 Sales Prom. Dir. Ken Berg
 Program Director. Raymond F. Nicklay
 Chief Eng. Donald J. Powers

KFBB—Great Falls—1922

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By. KFBB Corp.
 Address. Box 1139
 Tel.: GL 3-4377. CBS
 Station Rep. Bolling
 President. Joseph P. Wilkens
 General Mgr. D. E. Bright
 Program Director. Leo Ellingson
 Station, Comm. Mgr. Patrick E. Lee
 Chief Eng. Anthony Lopuch

KMON—Great Falls—1947

Frequency: 560 Kc. Power: 5000 Watts
 Owned By. KMON, Inc.
 Business Address. P.O. Box 1905
 Tel.: GL 3-0336. ABC
 Representative. Avery-Knodel
 President. George C. Hatch
 General Manager. Robert H. Warner
 Commercial Manager. F. W. Kaul
 Program Director. Don Robinson
 Chief Engineer. Eugene B. Bunker

KUDI—Great Falls—1957

Frequency: 1405 Kc. Power: 1000 W. d.; 250 n.
 Owned-Operated By. Community Broadcasters
 Address. Hollywood & Vine
 Tel.: Glendale 2-9533. Independent
 Sta. Representative. Forjoe
 President, Gen. Mgr. Paul Crain
 Station Mgr. Bill Arend
 Program Dir. Coop Rider
 Chief Engineer. Bill McArthur

KXLK—Great Falls—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned By. Pat M. Goodover
 Business Address. P.O. Box 2072
 Tel.: GL 2-2453. NBC
 Station Rep. Walker-Rawalt

MONTANA

Pres., Gen. Mgr. Pat M. Goodover
Station Manager E. R. Kukkola
Chief Engineer W. E. Murray

KOJM—Havre—1947

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By No. Montana Bcstg. Co.
Address 426½ 1st St.
Tel.: 1096 NBC, KBS
Representative Walker-Rawall
President Richard D. Rubie
General Manager Charlotte H. Brader
Comm. Mgr. Carlyle D. Leeds
Publicity, Program Director S. G. Stephens
Chief Eng. C. E. Warford

KCAP—Helena—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KCAP Broadcasters
Address 9 Last Chance Gulch
Tel.: HI 2-4490 Independent
Sta. Representative Gill Perna
President, Gen. Mgr. Dale G. Moore
Commercial Manager Bill Walrath
Station Manager Joe Spoja
Program Dir. Dick Monaco
Chief Engineer Tom Weir

KXLJ—Helena—1937

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Peoples Forum of the Air
Address Box 797
Tel.: HI 2-6620 MBS-NBC-KBS
Representative Walker-Rawall
President E. B. Craney
Gen., Sta. Mgr. Barclay Craighead
Commercial Mgr. Walter Marshall
Sales Prom. Mgr. Wes Hanger
Chief Engineer Don Hoffman

KGEZ—Kalispell—1927

Frequency: 600 Kc. Power: 1000 Watts
Owned By Skyline Broadcasters, Inc.
Business-Studio Address Box 439
Tel.: SK 6-4331 MBS-KBS
Station Rep. Cooke; Art Moore
President M. A. Himsl
Gen. Manager N. Kurtz
Prog. Director Robert S. Tompkins
Chief Engineer Gene Davis

KOFI—Kalispell—1955

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By Flathead Valley Bcstrs.
Address Buffalo Bldg.
Tel.: SK 6-6900 Independent
Station Representative Grant Webb
Gen. Mgr., Ch. Eng. W. H. Patterson
Program Director L. L. Sterling

KXLO—Lewistown—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned By Marlin T. Obie
Address Box 620

Tel.: KE 8-3441 ABC-MBS
Representative Grant Webb
President Marlin T. Obie
Gen. Mgr., Ch. Eng. David L. Sather
Commercial Mgr. Lew Boucher
Program Dir. Alden Mikkelsen

KPRK—Livingston—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned Yellowstone Amusement Co.
Address Box 691
Tel.: AC 2-2841 Independent
Representative Grant Webb
Pres., Gen., Sta. Mgr. Paul B. McAdam
Comm. Sale Prom. Dir. Jack Hinman
Program, Publicity Dir. Nikki Kolence
Chief Engineer Mitchell Davis

KATL—Miles City—1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Star Printing Co.
Address Box 720
Tel.: CE 2-2280 KBS-MBS-ABC
Newspaper Affiliation Miles City Star
Representative Avery-Knodel
Gen., Sta. Mgr. Ian A. Elliot
Commercial Manager Fred B. Hunnes
Sales Prom. Mgr. Louise De Graw
Program Director T. J. Biedrzycki
Publicity Director Harry Ivascoop
Chief Engineer Paul Miller

KGVO—Missoula—1931

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By KGVO Bcsters., Inc.
Bus.-Studio Address 132 West Front
Tel.: Lincoln 3-7151 CBS
Sta. Representative Gill-Perna
President, Gen. Mgr. Dale G. Moore
Comm. Sta. Mgr. Bob Churney
Sales Prom. Mgr. Hal Johnson
Chief Engineer Leo Stewart

KQTE—Missoula—1955

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Montana Bcstg. Co.
Address Box 1202
Tel.: Lincoln 9-3344 ABC
Sta. Representative Avery-Knodel
Pres., Gen. Mgr. Wm. J. Strothman
Commercial Manager Florence Smith
Station Manager J. D. Coleman
Chief Engineer Robert Scherpenseel

KYSS—Missoula—1959

Frequency: 910 Kc. Power: 1000 Watts, d.
Owned By Treasure State Bcstg., Co.
Address 112 W. Front St.
Tel.: Lincoln 3-3105 Independent
General, Comm. Mgr. Chester M. Murphy
Program Director James Goodrich
Sales Prom., Pub. Dir. Cris Kay
Chief Engineer Jerry Leathers

MONTANA-NEBRASKA

KXLL—Missoula—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Address.....XL Avenue
Tel.: Lincoln 3-7312.....NBC-KBS
Representative.....Walker-Rawalt
Pres., Gen. Sta. Mgr.....Robert J. Gillis
Commercial Manager.....Frank Driscoll
Program Dir., Ch. Eng.....Dutch Mayer

KSEN—Shelby—1947

Frequency: 1150 Kc....Power: 1000 d., 510 n.
Owned-Operated By..Tri County Radio Corp.
Address.....131 Main St.
Tel.: HE 4-5541.....Independent
Representative.....Grant Webb
President.....John Lyon
General Manager.....Jerry Black
Chief Engineer.....George Potter

KGCX—Sidney—1926

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....KGCX, Inc.
Address.....109 S. Central
Tel.: 408.....MBS
Newspaper Affil.....Herald
Station Representative.....Walker-Rawalt
President.....E. E. Krebsbach
General Manager.....Keith Krebsbach
Comm. Sta. Mgr.....Don Cole
Program Director.....Gary Torgenson
Sales Promotion Manager.....J. W. Unson
Publicity Director.....Bob Miller
Chief Engineer.....Dale Wilson

KVCK—Wolf Point—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Hi-Line Bcstg. Co.
Address.....Radio Block
Tel.: 615.....MBS-KBS
General Manager.....R. E. Coffey
Commercial Manager.....Robert Behr
Program Director.....Dennis Johnson
Chief Engineer.....Kenneth Karge

Pop.: 1,592,000
Families: 463,000
Radio Homes: 453,000

NEBRASKA

TV Homes: 384,000
AM Stas. in State: 35
TV Stas. in State: 7

KCOW—Alliance—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Sandhills Bcstg. Corp.
Address.....Melody Lane
Tel.: 1400.....KBS
Representative.....Continental
President.....T. C. Gregory
General Sta. Mgr.....Jim Ballas
Commercial Mgr.....Darrell Falfar
Chief Engineer.....Stan Delahoyde

KWBE—Beatrice—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....MIA Enterprises
Address.....Sherman & Mary Sts.
Tel.: CA 3-2388.....Independent
Sta. Reps.....John E. Pearson, Soderlund Co.
President, Gen. Mgr.....Gordon C. Pentz
Chief Engineer.....Arlin Holle

KCNI—Broken Bow—1949

Frequency: 1280 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Custer County Bstg. Co.
Address.....Box 561
Tel.: TR 2-5881.....Independent
Manager.....Georgia A. Crawford
Chief Engineer.....M. Hromas

KCSR—Chadron—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Community Ser. Radio Co.
Address.....212 Bordeaux St.
Tel.: HE 2-5545.....Independent

Newspaper Affiliation.....Norfolk D. News
Sta. Representative.....Walker-Rawalt
President.....Jerry Huse
General, Comm. Mgr.....John J. Miller
Program Director.....Jack Close
Sales Prom. Mgr.....Duane Shupe
Chief Engineer.....Frank Allen

KJSK—Columbus—1948

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KJSK, Inc.
Business Address.....Box 460
Tel.: LO 4-5154.....KBS
Representative.....Biddick, Best
President, Gen. Mgr.. George Basil Anderson
Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid
Sales Prom. Mgr.....Mel Krehbiel
Chief Engineer.....Bob Miller

KTNC—Falls City—1957

Frequency: 1230 Kc.....Power: 100 Watts
Owned By.....Craig Siegfried
Address.....Stephenson Hotel
Tel.: FC 2453.....Independent
Representative.....Best
President.....Craig Siegfried
General Sta. Mgr.....Tom Siegfried
Commercial Mgr.....Bill Hardt
Program Director.....Larry Scott
Chief Engineer.....Allan Swegler

KHUB—Fremont—1939

Frequency: 1340 Kc.....Power: 100 Watts

NEBRASKA

Owned-Oper. By.....Snyder Enterprises
Business-Studio Address.....118 E. 5 St.
Tel.: PA 1-5012.....KBS
President, Ch. Eng.....H. C. Snyder
Comm. Mgr.....Donald Mundy
Program Director.....Harry Gehrett
Publicity Director.....Clancy Croft

KMMJ—Grand Island—1925

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Town & Farm Co., Inc.
Business-Studio Address...Division at Cedar
Tel.: DU 2-2800.....ABC
Representative.....H-R
President.....Don Searle
Executive V.P.....Bill Martin
Business Manager.....Willard Morton
Prog. Dir.....Bill Delzell
Chief Engineer.....U. L. Lynch

KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Stuart Investment
Address.....315 So. Locust St.
Tel.: DU 2-5420.....Independent
Sta. Representative.....Gill Perna
President.....James Stuart
Exec. Vice Pres.....Richard W. Chapin
Station Manager.....Vern Stedry
Program Director.....Budd Duvall

KHAS—Hastings—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Address.....Tribune Bldg.
Tel.: 2-5101.....Independent
Newspaper Affiliation.....Tribune
Representative.....Gill-Perna
President.....Fred A. Seaton
General Mgr.....John W. Powell
Program, Sales Prom. Mgr.....Bob Boce
Chief Engineer.....Ervin Siemoneit

KUVR—Holdrege—1956

Frequency: 1380 Kc.....Power: 500 W., d.
Owned.....W. W. Bcstg. Co.
Address.....613 4th Ave.
Tel.: WY 5-4020.....KBS
Pres., Gen. Mgr.....William Whitlock
Sales Dir.....Jack White
Chief Engineer.....H. Erickson

KGFW—Kearney—1927

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Central Neb. Bcstg. Corp.
Business-Studio Address...Platte Valley Bldg.
Tel.: Cedar 7-2131.....MBS
Representative.....Hal Holman
President.....John Mitchell
Gen., Comm. Mgr.....Edward S. Knight
Chief Engineer.....William Abbott

KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.
Owned.....E. M. Gallemore, Sr.
Address.....2219 Second Ave.
Tel.: Cedar 7-3152.....Independent
Sta. Representative.....John E. Pearson
President.....E. M. Gallemore
General, Sta. Mgr.....Lloyd Oliver
Commercial Mgr.....Jac L. Bye
Program Director.....Eob Templeton
Sales Prom. Publicity Dir.....Karl Mackinnon
Chief Engineer.....Lyell Gunderson

KIMB—Kimball—1958

Frequency: 1260 Kc.....Power: 1000 Watts
Owned By.....Kimball Broadcasting Co.
Address.....550 West Hi-Way 30
Tel.: BEverly 5-3634.....Independent
President.....Tom Lutey
General, Sta. Mgr.....Gene King
Commercial Mgr.....Max Wadsworth
Sales Prom. Mgr.....Jim Awtry
Chief Engineer.....Joe Henry

KRVN—Lexington—1951

Frequency: 1010 Kc...Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Tel.: FAirview 4-2371.....Inaependent
Representative.....Raymer
President.....Jay Person
Gen., Comm. Mgr.....Max Brown
Asst. Mgr., Prom. Mgr.....Gary Schroeder
Program Director.....Wendell Smith
Chief Engineer.....Robert Bitner

KFOR—Lincoln—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Bus.-Studio Address.....814 Stuart Bldg.
Tel.: HEmlock 2-6606.....ABC
Representative.....Paul Raymer
President.....James Stuart
Exec. Vice Pres.....Richard W. Chapin
Comm. Sta. Mgr.....Robert T. Larson
Program Director.....Tom Parker
Chief Engineer.....Al Pugsley

KLIN—Lincoln—1947

Frequency: 1400 Kc.....Power: 250 W.
Owned-Oper. By.....Fletcher-Mitchell Corp.
Address.....410 Sharpe Building
Tel.: HEmlock 5-4377.....Independent
Sta. Representative.....Everett McKinney
President.....James I. Mitchell
General Manager.....Kenneth C. Delp
Commercial Mgr.....Casey A. Heckman
Program Director.....Don McKeen
Chief Eng.....Dale Adkins

KLMS—Lincoln—1949

Freq.: 1480 Kc. Power: 1 Kw.
 Owned.....Lincoln Bcstg. Corp.
 Address.....1025 So. 84th St.
 Tel.: 1Vanhoe 9-3855.....MBS
 Sta. Representative.....Forjoe
 President.....Howard A. Shuman
 General, Comm. Mgr.....Norman Gittleson
 Program Director.....Bobby Dean
 Chief Engineer.....Carl Lewis

KBRL—McCook—1947

Frequency: 1300 Kc. Power: 1 Kw. d.
 Owned.....McCook Bcstg. Co.
 Address.....109½ E. C St.
 Tel.: 1450.....MBS
 Representative.....Gill-Perna, Inc.
 Pres., Gen. Mgr., Ch. Eng.....Leroy W. Lenwell
 Commercial Manager.....Don Hayes
 Program Director.....Leonard L. Craig

KNCY—Nebraska City—1959

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned By.....Otoe Broadcasting Co.
 Address.....107 North 9th
 Tel.: 1600.....Independent
 General Manager.....Ed Hundley
 Commercial Manager.....Eldon Gilman
 Program Director.....Ron Arnold
 Chief Engineer.....Bob Casey

WJAG—Norfolk—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....WJAG Inc.
 Address.....309 Braasch
 Tel.: FRontier 1-2432.....Independent
 Newspaper Affil.....Huse Publish Co.
 Sta. Representative.....Walker-Rawalt
 President.....E. F. Huse
 General, Sta. Mgr.....Bob Thomas
 Commercial, Prom. Mgr.....Evans Meier
 Program Director.....Don Broadstone
 Chief Engineer.....W. Gettman

KODY—North Platte—1930

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....KODY Bcstg. Co.
 Address.....1521 W. 12th
 Tel.: LEnnox 2-3344.....NBC
 Sta. Representative.....Meeker Co.
 President.....George B. Dent, Jr.
 General Manager.....Harry D. Peck
 Sales Prom. Mgr.....Ed Launer
 Commercial Manager.....Joe di Natale
 Publicity Director.....Jerry Wing
 Chief Engineer.....Don Biskup

KOGA—Ogallala—1954

Frequency: 930 Kc. Power: 500 Watts
 Owner.....Ogallala Bcstg. Corp.
 Address.....216 N. Spruce
 Tel.: 284-3633.....KBS

Representative.....Indie Sales
 Pres., General Manager.....Newell Eastman
 Commercial Manager.....H. L. Harrington
 Sales Prom. Mgr.....Harold West

KBON—Omaha—1942

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Goldenrod Broadcasters, Inc.
 Business-Studio Address.....676 World Ins. Bldg.
 Tel.: JA 8282.....Independent
 Pres.,.....Joe Gratz
 General, Comm. Mgr.....M. M. Fleischl
 Program Dir.....Jim Price
 Sales Prom., Publicity Dir.....Tom Morrow
 Chief Engineer.....Ed Shulman

KFAB—Omaha—1924

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By.....KFAB Bcstg. Co.
 Bus-Studio Address.....5010 Underwood Ave.
 Tel.: RE 8000.....NBC
 Representative.....Petry
 Newspaper Affil.....Journal, Star
 President.....Joe Seacrest
 V.P., Gen. Mgr.....Lyell Bremser
 Comm. Mgr.....E. R. Morrison
 Program Director.....Ken Headrick
 Chief Engineer.....Ray Schroeder

KOIL—Omaha—1925

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By.....Central States Bcstg. Co.
 Business-Studio Address.....511 So. 17th St.
 Tel.: JA 7626.....Independent
 Representative.....Avery-Knodel
 President.....Don W. Burden
 General Mgr.....Steve Shepard
 Sales Manager.....Gerard J. Flesey
 Program Dir.....Bob Wilson
 Chief Engineer.....Gerald E. Weist

KOOO—Omaha—1957

Frequency: 1420 Kc. Power: 500 W., d.
 Owned.....KOOO Corp
 Address.....2321 "M" St.
 Tel.: Orchard 5000.....KBS
 Representative.....Forjoe
 Gen. Mgr.....Harold Soderlund

KOWH—Omaha—1922

Frequency: 660 Kc. Power: 500 Watts d.
 Owned-Oper. By.....National Weekly, Inc.
 Business Address.....Kilpatrick Bldg.
 Tel.: AT 2228.....Independent
 Sta. Representative.....Daren McGavren
 President.....William J. Buckley, Jr.
 General Manager.....Herbert Golombeck
 Commercial Mgr.....Stanley Merchant
 Program Director.....Bud Curry
 Sales Prom. Mgr.....George Mirras
 Publicity Dir.....Dorothy Kuhlman
 Chief Engineer.....Charles Woodard

NEBRASKA-NEVADA

WOW—Omaha—1923

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: Meredith Pub. Co.
 Bus-Studio Address: Insurance Bldg.
 Tel.: WE 3400
 Representative: John Blair
 Vice Pres., Gen. Mgr.: Frank P. Fogarty
 Sales Manager: Bill Wiseman
 Asst Sales Mgr.: Kenneth Quaike
 Program Director: Ray Olson
 Sales Prom., Pub. Dir.: Richard Hackney
 Dir. of Engineering: William J. Kotera
 Chief Engineer: Glenn Flynn

KBRX—O'Neill—1955

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned: Sun Bcstrs., Inc.
 Address: Box 150
 Tel.: 120
 Gen. Mgr.: Gilbert Poese
 Comm. Mgr., Pub. Dir.: Bill Thomas

KNEB—Scottsbluff—1948

Freq.: 960 Kc. Power: 1 Kw. d. 500 Wts. n.
 Owned-Oper. By: Platte Valley Bcstg. Corp.
 Business-Studio Address: 2110 Broadway
 Tel.: MELrose 2-7121
 Representative: Hal Holman
 President: Russell M. Stewart
 General-Station Mgr.: George H. Haskell
 Commercial Mgr.: Byron Joachim
 Program Director: Wayne McIntosh
 Chief Engineer: Leslie A. Proctor

KOLT—Scottsbluff—1930

Freq.: 1320 Kc. Power: 5000 W. d. 1000 W. n.
 Owned-Operated By: The Hilliard Co.
 Address: Box 660
 Tel.: Melrose 2-6155

Representative: Gill-Perna
 Pres., Gen. Mgr.: L. L. Hilliard
 Comm., Program Mgr.: Viri Davis
 Chief Engineer: Harland Morrison

KSID—Sidney—1952

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Wm. C. Grove, Inc.
 Address: Legion Park, Box 772
 Tel.: 5503
 President: ABC-KBS-MBS
 Gen., Comm. Mgr.: W. C. Grove
 Program Director: David W. Young
 Chief Engineer: Lois C. Ham
 Jerry Rhoads

KRFS—Superior—1959

Frequency: 1600 Kc. Power: 500 Watts, d.
 Owned By: Great Plains Bcstg., Inc.
 Address: Superior
 Tel.: 44
 Sta. Representative: Hil F. Best
 President: M. L. Gleason
 Gen Mgr., Ch. Eng.: David Tucker
 Commercial Mgr.: Ray Godfrey
 Program Director: David Johnson
 Publicity Director: Crystal Ahrens

KAWL—York—1954

Frequency: 1370 Kc. Power: 500 W. d.
 Owned-Operated By: Prairie States Bcstg.
 Address: Box 354
 Tel.: 33
 Representative: Best
 President: M. L. Gleason
 General, Sta. Mgr.: Jerry Bryan
 Program Dir.: Perry Murphy
 Commercial Manager: G. Pfenning
 Publicity Dir.: Leon Halstead
 Chief Engineer: Mel Gleason

Pop.: 296,000
 Families: 98,900
 Radio Homes: 88,000

NEVADA

TV Homes: 89,000
 AM Stas. in State: 17
 TV Stas. in State: 4

KPTL—Carson City—1955

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: E. L. & A. Bullis
 Address: P.O. Box 625
 Tel.: Granite 2-3209
 Representative: Grant
 General Manager: Edwin L. Bullis
 Chief Engineer: J. L. Kleinknight

KELK—Elko—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Elko Bcstg. Co.
 Address: P. O. Box 790
 Tel.: 260
 President: MBS
 General Manager: Chris Sheerin
 John J. Gammick

KELY—Ely—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: White Pine Bcstg. Co.
 Address: Box 600
 Tel.: AM 4-2077
 Gen. Mgr., Chief Eng.: David I. Hansen

KVLV—Fallon—1957

Frequency: 1250 Kc. Power: 1 Kw., d.
 Owned: Lahontan Valley Bcstg. Co.
 Bus. Address: P.O. Box 368
 Tel.: HA 3-1242
 Station Representative: Continental
 Gen. Mgr., Ch. Engr.: Lester W. Pearce
 Comm. Mgr., Prog. Dir.: Katherine Pearce
 Sales Promotion Manager: Jim Shelton

KTOO—Henderson—1956

Frequency: 1280 Kc. Power: 5000 Watts
 Owned Advertising Dynamics Corp.
 Address P. O. Box 1848, Las Vegas
 Tel.: DUDley 2-0277 Independent
 Station Representative Pearson
 President, Gen. Mgr. Roland Vaile
 Program Dir. Joe Walters
 Chief Engineer David B. Rogers

KBMI—Las Vegas—1954

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated 1400 Corp.
 Address Flamingo Hotel
 Tel.: OVerland 7-2733 Independent
 Sta. Representatives Grant Webb, Lucas
 President M. Evans Richmond
 Station Manager Gene Winters
 Chief Engineer Frank Williams

KENO—Las Vegas—1950

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By Nevada Ecstg. Co., Inc.
 Address 810 Keno Lane
 Tel.: DU 2-1400 ABC
 Sta. Representative Robert Allen
 President, Gen. Mgr. Gordon B. Sherwood
 Comm., Publicity Dir. Ed Hopple
 Program Director Glenn Bryan
 Sales Prom. Mgr. Rob Duffy
 Chief Engineer David B. Rogers

KLAS—Las Vegas—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Frontier Bcstrs.
 Address P.O. Box 1510
 Tel.: DU 4-4646 CBS
 Pres., Gen. Mgr. Reuben G. Jolley
 Comm., Sales Prom. Mgr. Bill Pursel
 Program Director Sam Salerno
 Chief Engineer Dave Rogers

KORK—Las Vegas—1953

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Southwestern Bcstg. Co.
 Address Hotel Thunderbird
 Tel.: DU 2-6445 NBC-MBS
 Newspaper Affiliation Review Journal
 Representative Avery-Knodel
 President Donald W. Reynolds
 General, Sta. Mgr. David C. Drew
 Commercial Manager David Salzman
 Program Director Michael Page
 Sales Prom. Mgr. Allen Dunn
 Publicity Director Len Howard
 Chief Engineer Gregg Gelhart

KRAM—Las Vegas—1947

Freq. 920 Kc. Power: 1 Kw. d. 500 W. n.
 Owned-Oper. By Suna Bcstg. Corp.

Address Hotel Riviera
 Tel.: DU 2-1920 KBS
 Pres., Gen. Mgr. Leonard Blair
 V. Pres. Herbert Schwartz
 Chief Engineer Fred Young

KRBO—Las Vegas—1956

Frequency: 1050 Kc. Power: 500 W., d.
 Owned Rainbow, Inc.
 Address Box 1049
 Tel.: DU 4-9210 Independent
 Representative Moore, Holman
 Pres., Gen. Mgr. Joe Julian
 Chief Engineer Tom Morgan

KBET—Reno—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sierra Broadcasting Co.
 Business Address Mapes Hotel
 Tel.: FA 2-4501 MBS-KBS-ABC
 Sta. Reps. Walker-Rawalt; Broadcast Time
 Pres., Gen. Mgr. R. L. Stoddard
 Comm. Mgr. Walter States
 Chief Engineer Irvin Carlsen

KDOT—Reno—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KDOT, Inc.
 Address 6 W. Commercial Row
 Tel.: FA 3-6156 Independent
 Station Representative Robert B. Allen
 President Paul C. Schafer
 General, Sta. Mgr. Phillip G. Rose
 Commercial Mgr. Kent Jones
 Sales Prom. Mgr. Barbara Brahm
 Program, Ch. Eng. Jerry Kleinknight

KOH—Reno—1928

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owner McClatchy Bcstg. Co.
 Address 143 Stevens St.
 Tel.: FA 3-5106 NBC
 Newspaper Affiliate McClatchy Newspapers
 Representative Paul H. Raymer
 President Eleanor McClatchy
 Station Manager Hugh Kees
 Chief Engineer Wesley Craig

KOLO—Reno—1946

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By Western Bcstg. Co.
 Business-Studio Address El Cortez Hotel
 Tel.: Fairview 3-0721 CBS
 Representative Headley-Reed
 President Donald W. Reynolds
 Chief Engineer Ken Cayton

KONE—Reno—1954

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Magowan & Jones
 Address 700 Forest St.
 Tel.: FA 3-2133 Independent
 Sta. Representative Pearson
 General Mgr. Frederick V. Jones

NEVADA-NEW HAMPSHIRE

Commercial Mgr. George W. Rogers
 Program Mgr. Norman Reyes
 Sales Prom. Mgr. Edward J. Marshall
 Chief Engineer. Fleet Harrison

KWNA—Winnemucca—1955

Frequency: 1400 Kc. Power: 250 Watts

Owner. N. W. Radio & TV Corp.
 Business Address. Highland Drive
 Tel.: MAdison 3-2530. Independent
 President. Olivier Curutchet
 Station Manager. P. M. Saxman, Jr.
 Publicity Director. Diane T. Queen
 Chief Eng. Whitelaw R. Ross

Pop.: 654,000	<h1>NEW HAMPSHIRE</h1>	TV Homes: 169,000
Families: 187,900		AM Stas. in State: 18
Radio Homes: 184,000		TV Stas. in State: 1

WKCB—Berlin—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. John Bowman
 Business Address. 27 Green Square
 Tel.: 1797 Independent
 Sta. Reps. Breen & Ward; Walker-Rawalt
 President, Gen. Mgr. John Bowman
 Station Mgr. Lynn Smith
 Commercial Manager. Robert T. Dale
 Sales Prom., Publicity Dir. Fred Gardella
 Program Dir. Charles Ross
 Chief Eng. Herschel Howe

WTSV—Claremont—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Claremont, Inc.
 Address. 221 Washington St.
 Tel.: 1800. Independent
 President. Norman Knight
 Mgr. Director. Harold Segal
 Chief Engineer. W. Remick

WKXL—Concord—1946

Frequency: 1450 Kc. Power: 250 W.
 Owned-Operated By. Capitol Bcstg. Corp.
 Address. 100 N. Main St.
 Tel.: CApitol 5-5521. KBS
 Sta. Representative. Walker-Rawalt
 Pres., Gen. Mgr. Frank B. Estes
 Program Director. Edsea I. Gray
 Chief Engineer. Frank Pingree

WBNC—Conway—1955

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By. North Country Radio, Inc.
 Address. E. Main St.
 Tel.: HI 7-5988. Independent
 Station Representative. Walker-Rawalt
 President. William B. Sweeney
 General, Sta. Mgr. Lawrence H. Sherman
 Commercial Mgr. Joan Sherman
 Program Dir. William C. Clapp
 Chief Engineer. Herschel Howe

WTSN—Dover—1956

Frequency: 1270 Kc. Power: 5000 Watts
 Owned WTSN, Inc.
 Address. 155 Front St. (Manchester)

Tel.: NA 4-4077. Independent
 Representative. Wheeler, Adam Young
 President. W. F. Rust, Jr.
 General Mgr. Ralph Gottlieb
 Station Mgr. Edward X. Callahan
 Commercial Mgr. James McCann
 Program Dir. Don Bartlett
 Chief Engineer. Albert J. Davis

WDCR—Hanover—1958

Frequency: 1340 Kc. Power: 250 Watts
 Owned By. Trustees of Dartmouth College
 Business Address. Robinson Hall
 Tel. Hanover 1070. Independent
 Sta. Reps. Breen-Ward; Walker-Rawalt
 General Manager. Allan W. Cameron
 Commercial Manager. Frank R. Greenberg
 Program Director. Roger J. Schulz
 Sales Prom. Mgr. Norris Knosher
 Publicity Director. John W. McNair
 Chief Engineer. Don B. Knapp

WTSL—Hanover—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. Radio Hanover, Inc.
 Address. P. O. Box 1031
 Tel.: HANover 1400. Independent
 Station Representative. Knight Sales, Inc.
 President. Norman Knight
 General Mgr. Harold H. Segal
 Station Mgr. Howard L. Chase
 Program Director. Joe Shaw
 Chief Engineer. Henry H. Jones

WKBK—Keene—1959

Frequency: 1220 Kc. Power: 1000 Watts
 Owned By. The KBR Stations, Inc.
 Address. 155 Front St., Manchester
 Tel.: National 4-4075. Independent
 Sta. Reps. Radio TV-Wheeler
 President. W. F. Rust, Jr.
 General Manager. Ralph Gottlieb
 Commercial Mgr. James McCann
 Station, Prom. Mgr. Robert Berry
 Program Dir. Tal Hood
 Chief Engineer. Douglas Grove

WKNE—Keene—1926

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By. WKNE Corp.

Address.....17 Dunbar St.
Tel.: EL 2-9230.....NBC
Station Rep......Meeker; Foster & Creed
President.....Joseph K. Close
Gen., Sta., Comm. Mgr....Howard E. Wheelock
Sales Prom., Prog. Dir....John P. Foster
Chief Engineer.....Ernest T. Robage

WLNH—Laconia—1922

Frequency: 1350 Kc.....**Power:** 5000 Watts d.
Owned-Oper. By.....Northern Bcstg. Corp.
Business Address.....653 Main St.
Tel.: LAconia 2300.....KBS
Station Rep......Wheeler; Walker-Rawalt
President.....Genevieve Wingate
Gen., Sta. Mgr......Arthur Rothael
Comm., Sales Prom. Mgr....William W. Visser
Chief Engineer.....Henry Gowing

WFEA—Manchester—1932

Frequency: 1370 Kc.....**Power** 5 Kw.
Owned.....WFEA Broadcasting
Address.....P. O. Box 149
Tel.: NA 5-5491.....Independent
Sta. Reps......Raymer; Foster & Creed
President, Gen. Mgr....William F. Malo, Jr.
Commercial Mgr......James Kocugh
Sales Prom. Mgr......Arthur Kume
Publicity Dir......Richard Roberts
Program Director.....Chuck O'Neil
Chief Engineer.....R. Schow

WGIR—Manchester—1941

Frequency: 610 Kc...**Power:** 5 Kw. d., 1 Kw. n.
Owned.....Northeast Broadcasting Corp.
Address.....Box 487
Tel.: NA 5-6915.....CBS
Rep......Kettell-Carter; O'Connell; Reilly
President.....Madeline M. Girolimon
Gen., Sta., Comm. Mgr....Bernie Mack
Program Director.....Don Tibbetts
Chief Engineer.....Harry Handfield

WKBR—Manchester—1946

Frequency: 1250 Kc.....**Power:** 5000 Watts
Owned.....Granite State Bcstg. Co.
Address.....155 Front St.
Tel.: NAional 4-4075.....Independent
Station Rep......Wheeler; Radio TV Reps.
President.....W. F. Rust, Jr.
Gen., Sta. Mgr......Ralph Gottlieb
Comm, Sales Prom. Mgr....James McCann
Program Director.....William Morrissey
Chief Engineer.....Roy Phillips

WOTW—Nashua—1947

Frequency: 900 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Gateway Bcstg. Corp.
Address.....Lund Road
Tel.: TU 2-2781.....Independent
Representative.....Walker-Rawalt
President.....Theodore Feinstein
General Mgr......Robert Trow
Commercial Mgr......Jack Stevens
Station Manager.....Merrill Smith
Chief Engineer.....Harold Densmore

WSMN—Nashua—1958

Frequency: 1590 Kc.....**Power:** 5000 Watts
Owned By.....1590 Broadcasting Corp.
Business Address.....502 W. Hollis St.
Tel.: TUX 2-5107.....Independent
Station Representative...Nona Kirby
President.....Gerald Q. Nash
General, Comm. Mgr....David A. Rock
Station Manager.....Edward Lecius
Program Director.....Frank Teas
Publicity Director.....Nancy Taylor

WCNL—Newport—1960

Frequency: 1310 Kc.....**Power:** 250 Watts
Owned By.....Carlson Enterprises
Address.....120 Belknap St.
Tel.: NEWport 873.....KBS
Sta. Representative...Donald Cooke
General Manager.....W. Richard Carlson
Program Director.....Norah B. Carlson
Chief Engineer.....Eugene Perkins Thayer

WHEB—Portsmouth—1932

Frequency: 750 Kc.....**Power:** 1000 Watts d.
Owned-Operated By...Knight Bcstg. of N. H.
Address.....N. H. National Bank Bldg.
Tel.: GENEva 6-7300.....Independent
President.....Norman Knight
General, Sta. Mgr....Harold H. Segal
Program Director.....Guy Andrews
Chief Engineer.....Antonio Vaccaro

WNNH—Rochester—1948

Frequency: 930 Kc.....**Power:** 5000 Watts d.
Owned-Operated By...Strafford Bcstg. Corp.
Business Address.....Rochester Hill Rd.
Tel.: RO 1400.....Independent
Sta. Rep......Foster, Creed; Natl. Time Sls.
Pres., Gen. Mgr......Albin Malin
Commercial Mgr......Margaret Tornrose
Program Dir......Robert J. Connelly
Sales Prom., Publicity Dir....Myron Varney
Chief Engineer.....Roger Butterfield

Pop.: 6,008,000
Families: 1,895,000
Radio Homes: 1,859,000

NEW JERSEY

TV Homes: 1,739,000
AM Stas. in State: 26
TV Stas. in State: 1

WHTG—Asbury Park—1957

Frequency: 1410 Kc. Power: 500 W., d.
Owned.....Harold M. Gade
Address.....Route 1
Tel.: KE 1-1410.....Independent
Sta. Representative.....Grant Webb
Owner, Gen. Mgr.....Harold Gade
Commercial Mgr.....Gustave Litch
Station, Prom. Mgr.....Theo. Gade
Program Dir.....Leon Contente
Publicity Dir.....Phyllis Lang
Chief Engineer.....Martin Goffe

WJLK—Asbury Park—1926

Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address.....Press Plaza
Tel.: PR 4-7000.....Independent
Newspaper Affiliation.....Press
Station Manager.....Everett Rudloff
Commercial Manager.....Margaret Curtis
Prog. Mgr.....Charles F. Hill
Chief Engineer.....Frank Huber

WFPG—Atlantic City—1940

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated by.....WFPG, Inc.
Business Address.....Steel Pier
Tel.: Atlantic City 5-2188.....CBS
Sta. Representative.....Walker-Rawalt
President, Gen. Mgr.....Jerome Sill
Station Manager.....Fred Haggerty
Program Dir.....Ed Davis
Chief Engineer.....Blair K. Thron

WLDB—Atlantic City—1955

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Atlantic City Bcstg. Co.
Address.....Senator Hotel
Tel.: 4-6573.....Independent
Representative.....Bernard
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremmer
Commercial Mgr.....Dorothy Bremmer
Publicity Director.....Benny Bishop

WMID—Atlantic City—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Address.....1710 Atlantic Ave.
Tel.: 4-1340.....ABC
Representative.....Stars Natl.
Pres., Gen. Mgr.....David H. Freedman

WSNJ—Bridgeton—1937

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By..Eastern States Bcstg. Corp.
Business Address.....Bridgeton, N. J.
Tel.: 9-2930.....Independent
Station Representative.....Clark

President.....Russell S. Henderson
V.P., Gen. Mgr., Sta., Comm. Mgr.. Paul Alger
Prog. Director.....Joseph McCulley
Publicity Director.....Howard Auger
Chief Engineer.....C. Seagrist

WCAM—Camden—1926

Frequency: 1310 Kc. Power: 250 Watts
Owned-Oper. By.....City of Camden
Business Address.....6th & Market Sts.
Tel.: EM 5-5600.....Independent
Rep.....Bcst. Time Sales
Gen., Comm. Manager.....John Cleary
Program Director.....Jack La Mar
Sales Prom. Mgr.....Jack Silin
Publicity Dir.....Joseph E. Hale
Chief Engineer.....John Zander

WKDN—Camden—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By.....South Jersey Bcstg. Co.
Address.....2775 Mt. Ephraim Ave.
Tel.: EM 5-7200.....Independent
President.....Ran Compton
General. Sta. Mgr.....Gordon Giffen
Comm., Prom. Mgr.....Dave Moss
Operations Mgr.....John Struckell
Publicity Dir.....James Donahue
Chief Engineer.....Robert Houston

WMVB—Millville—1953

Frequency: 1360 Kc. Power: 1000 Watts, d.
Owner.....Union Lake Broadcasters, Inc.
Address.....Lincoln Ave.
Tel.: TA 5-2600.....Independent
Pres., Gen. Mgr.....Fred M. Wood
Program Director.....Dorothy H. Carlson
Chief Engineer.....George Dodds

WMTR—Morristown—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By.....Morristown Bcstg. Co.
Address.....10 Park Place
Tel.: JE 8-1250.....Independent
General Manager.....Kenneth A. Croy
Commercial Mgr.....Henry Behre
Program Director.....Bob Vesel

WHBI—Newark—1922

Freq.: 1280 Kc. Power: 2½ Kw. d., 1 Kw. n.
Owned-Operated By.....May Radio Bcst. Corp.
Business-Studio Address.....35 Warren St.
Tel.: MI 2-7354.....Independent
Station Representative.....Gospel Network
Pres., Gen. Mgr.....James L. Shearer
Station Mgr.....William Masi
Program Dir.....Marie Masi
Publicity Dir.....Jack Bilby
Chief Engineer.....Harold Michaels

WNJR—Newark—1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned By.....Continental Broadcasting, Inc.
 Business Address.....Box 1258
 Tel.: MU 8-3665.....Independent
 Station Rep.....Rollins; Grant
 President.....O. Wayne Rollins
 General, Comm. Mgr.....Si Lewis
 Chief Engineer.....G. R. Chambers

WNTA—Newark—1922

Frequency: 970 Kc. Power: 5 Kw., d.; 1 Kw. n.
 Owned By.....NTA Broadcasting Co.
 Business Address.....1020 Broad St.
 Tel.: Mitchell 2-6400.....MBS
 Sta. Representative.....Daren McGavren
 Pres., Gen. Mgr.....Malcolm C. Klein
 Station Mgr.....Irving Lichtenstein
 Business Manager.....Joseph Morris
 Sales Manager.....Sydney Kavaleer
 Production Mgr.....Sid Sirulnick
 Chief Engineer.....H. L. Dabrowski

WVNJ—Newark—1947

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By.....Newark Bcstg. Corp.
 Address.....1225 Raymond Blvd.
 Tel.: MI 3-7600.....Independent
 General Manager.....Ivon B. Newman

WCTC—New Brunswick—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Raritan Valley Bcstg.
 Business-Studio Address.....385 George St.
 Tel.: CH 7-1450.....Independent
 President, Gen. Mgr.....J. L. Rosenmiller
 Vice President.....Peter A. Bordes

WNNJ—Newton—1953

Frequency: 1360 Kc. Power: 500 Watts
 Owned.....Sussex County Bcstrs.
 Address.....Newton, N. J.
 Tel.: DuPont 3-3400.....Independent
 Sta., Comm. Mgr., Ch. Eng., Robert C. Gessner
 Sales Prom. Mgr.....Ronnie Hickman
 Publicity Dir.....Vic Aime

WPAT—Paterson—1941

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By.....WPAT, Inc.
 Exec. N. Y. Office.....60 E. 56th St.
 Tel.: MUrray Hill 8-9300.....Independent
 Station Representative.....Weed
 President, General Manager.....D. J. Wright
 V.P.'s Charles W. Parker, William J. Calvert
 Program Director.....David Gordon
 Publicity Dir.....John Burt
 Tech. Supervisor.....P. Di Savino

WOND—Pleasantville—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....S. Jersey Radio, Inc.
 Address.....Old Turnpike
 Tel.: Milton 1-1400.....Independent
 Newspaper Affil.....Sentinel Ledger, Gazette
 Representative.....Forjoe
 President.....H. G. Murrelle
 V.P., Gen. Mgr.....Howard L. Green
 Commercial Manager.....Larry Carle
 Sales Prom. Mgr.....Robert Richter
 Program Director.....Allen Owen
 Publicity Director.....Vince Lindner
 Chief Engineer.....Milton C. Thurlow

WTTM—Trenton—1942

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By.....Peoples Bcst. Corp.
 Bus.-Stu. Add.....Brunswick Ave., Lake Drive
 Tel.: OW 5-8515.....MBS
 Representative.....Hollingbery
 President.....Herbert E. Evans
 General Mgr.....Glenn C. Jackson
 Commercial Mgr.....George Hart
 Comptroller.....Patricia Singer
 Prog. Dir.....Tom Durand
 Publicity Dir.....K. M. Weber
 Chief Engineer.....Chester Sunderland

A
 Dedicated
 Community
 Station . . .
 Weather
 Time
 Tempo
 Massive news
 coverage

WTTM

RADIO
 DIAL 920
 Trenton, N. J.

"Trenton's Finest"

NEW JERSEY-NEW MEXICO

WAAT—Trenton—1959

Frequency: 1300 Kc. Power: 250 Watts
 Owned By: Delaware Valley Bcstg. Co.
 Address: Hotel Stacy Trent
 Tel.: Export 2-5125 Independent
 Sta. Representative: Forjoe
 President: Ed Cossman
 General Manager: Ray McFadden
 Program Director: Frank Fellmer
 Publicity Director: Harvey Miller
 Chief Engineer: Nicholas Dalessandro

WBUD—Trenton—1947

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: WBUD, Inc.
 Address: Ewingville Road
 Tel.: EX 4-7191 Independent
 Station Representative: Bob Wittig
 Pres., Gen. Mgr.: Richard M. Hardin
 Station Manager: Theresa Rose
 Comm. Manager: William Garry
 Program Director: Phil Allen
 Sales Prom. Mgr.: Everett L. Slosman
 Chief Engineer: Norman Guimond

WTNJ—Trenton—1923

Frequency: 1300 Kc. Power: 250 Watts
 Owned: WOAX, Inc.
 Address: 416 Bellevue Ave.
 Tel.: EX 3-4281 Independent
 Representative: Bcst. Time Sales
 President: William DeFreitas
 Gen., Sta., Comm. Sales Mgr.: R. McFadden
 Program Director: Ron Polao
 Sales Prom. Mgr.: Bill Bircher
 Publicity Director: Ronnie Sherwood
 Chief Engineer: Nicholas Dalessandro

WDVL—Vineland—1957

Frequency: 1270 Kc. Power: 500 Watts, d.

Owned: Delsea Bcstrs.
 Address: Radio Park
 Tel.: Oxford 1-7550 Independent
 Partners: Mort and Vivian Hendrickson
 Gen., Comm. Mgr.: Mort Hendrickson
 Program Director: Henry Morey
 Asst. Ch. Eng.: Earl Godfrey

WWBZ—Vineland—1946

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By: Community Bcstg. Serv.
 Address: S. Delsea Drive
 Tel.: OX 2-6500 Independent
 Representative: Gill-Perna
 President: Joseph M. Bullock
 General Manager: John F. Schneider
 Commercial Manager: John F. Serra
 Program Director: Robert Coucill
 Chief Engineer: Charles Esposito

WCRV—Washington—1956

Frequency: 1580 Kc. Power: 500 Watts d.
 Owned: Warren Bcstg.
 Address: 3 Belvidere Avenue
 Tel.: MU 9-2060 Independent
 General Manager: George S. Croy
 Commercial Mgr.: Warner Rush
 Chief Engineer: P. La Chance

WCMC—Wildwood—1951

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By: Francis J. Matrangola
 Address: 3010 N. J. Ave.
 Tel.: Wildwood 2-7751 Independent
 General Manager: Francis J. Matrangola
 Comm. Mgr.: Margaret Murphy
 Program Director: William Watring
 Chief Engineer: Carlton Owen

Pop.: 925,000	NEW MEXICO	TV Homes: 182,000
Families: 252,000		AM Stas. in State: 43
Radio Homes: 243,000		TV Stas. in State: 6

KALG—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Radio Station KALG
 Address: Box 268
 Tel.: HEmlock 7-1505 MBS, KBS
 General. Sta. Mgr.: Wayne Phelps
 Commercial Mgr.: Terry Clark
 Chief Engineer: Jay Bundy

Tel.: HEmlock 7-4440 Independent
 Pres., Gen. Mgr.: Lyman C. Brown
 Program Dir.: Dave Shaw
 Publicity Director: Dave Thompson
 Chief Engineer: Lynn Rawls

KRAC—Alamogordo—1957

Frequency: 1270 Kc. Power: 1 Kw., d.
 Owned By: Lyman Brown Enter.
 Address: P. O. Box 1161

KABQ—Albuquerque—1947

Freq.: 1350 Kc. Power: 5000 Wts. d., 500 n.
 Owned-Oper. By: Sandia Bcstg. Corp.
 Business Address: 1309 Yale Blvd., S.E.
 Tel.: CHapel 3-1744 Independent
 Reprs.: Harlan G. Oakes; Nat'l Time Sales
 President: Oscar I. Dodek
 General Manager: Maxwell Marvin
 Commercial Manager: Milton Ledet

Program Director.....Jose Gallegos
Chief Engineer.....Michael Lucero

KDEF—Albuquerque—1953

Frequency: 1150 Kc.....Power: 1 Kw. d., 500 n.
Owned.....KDEF Bcstg. Co.
Address.....506 2nd St. N.W.
Tel.: CH 3-7813.....Independent
Station Representative.....Boiling
President, Gen. Mgr.....Frank Quinn
Program Director.....Bill Sexton
Chief Engineer.....Louis Gemoets

KGGM—Albuquerque—1926

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....1414 Coal St., S.W.
Tel.: CH 3-2285.....CBS
Representative.....Branham
President.....A. R. Hebenstreit
General Mgr.....Victor B. Siman
Comm. Mgr.....Frank Sanzo
Program Director.....Robert Van Driel
Publicity Dir.....James Laramore
Chief Engineer.....Leonard F. Dodds

KHAM—Albuquerque—1956

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned.....KHAM, Inc.
Address.....202 Claremont Street, NE
Tel.: DI 4-2394.....ABC-MBS-KBS
Representative.....Continental
President.....J. W. Hedges
General. Sta. Mgr.....J. L. Anderson
Program Dir.....Joe T. Saffle
Commercial Mgr.....J. D. McCaffrey
Chief Engineer.....H. T. Walton

KLOS—Albuquerque—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....B & M Bcstrs., Inc.
Address.....106 Richmond, S. E.
Tel.: AL 6-9866.....Independent
Gen. Mgr.....Frank Redfield

KMGM—Albuquerque—1959

Frequency: 730 Kc.....Power: 1 Kw. d.
Owned By.....Holiday Broadcasters Inc.
Address.....Merrill Bldg., 131 Adams, N. E.
Tel.: AMherst 8-4395.....Independent
Station Representative.....Gill-Perna
President.....T. I. Moseley
General. Station Mgr.....Ronald J. Kahn
Commercial Manager.....Frank Sanzo
Sales Promotion Manager.....Lou Miller
Program Director.....George Singer
Publicity Director.....S. Barton
Chief Engineer.....R. Matthews

KOB—Albuquerque—1922

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....KSTP, Inc.

Address.....1430 Coal Ave. S.W.
Tel.: CH 3-4411.....NBC
Representative:.....Petry
President.....Stanley E. Hubbard
Gen. Mgr., Ch. Engr.....George S. Johnson
Comm. Mgr.....Robert Peltingell
Sales Prom., Pub. Dir.....Earl Ferson
Program Director.....Michael Dillon

KQEO—Albuquerque—1946

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Dandy Bcstg. Corp.
Bus. Address.....2000 Indian School Rd., N.W.
Tel.: CHapel 7-8848.....Independent
Station Representative.....Eastman
President.....Merritt Owens
General Manager.....Richard H. Harris
Comm., Prem. Mgr.....Dino Ianni
Station, Ch. Eng.....Bernard Koval
Program Dir.....Marty Sullivan

KNDE—Aztec—1959

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....I. E. Shahan
Address.....2nd & Zia Sts.
Tel.: FEederal 4-6174.....Independent
General & Station Mgr.....Harry L. Becker
SalesPromotion Manager.....Jack D. Rhea
Program Director.....Don Rhea
Publicity Director.....Max Robbins
Chief Engineer.....Carl Black

KSVP—Artesia—1946

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By.....Artesia Bcstg. Corp.
Address.....1450 S. Roselawn
Tel.: SH 6-2751.....KBS-MBS
Station Representative.....Melville
President.....Harvey Yates
Station Manager.....Bob Hesser
Comm. Mgr.....Jack Minter
Program Dir.....James Hinton
Chief Engineer.....L. O. Wilcox

KAVE—Carlsbad—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Voice of the Caverns, Inc.
Business Address.....P.O. Box 631
Tel.: TUxedo 5-4101.....KBS
Representative.....Branham
President.....Edward Talbott
Gen., Sta. Mgr.....Tom Wiseheart
Sales Promotion Mgr.....Majorie Winfield
Program Director.....John Evans
Publicity Director.....Glenda Hargis
Chief Engineer.....Sanford Brown

KPBM—Carlsbad—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronado Bcstg. Co.
Business Address.....313 W. Mermod

NEW MEXICO

Tel.: TU 5-5373.....Independent
Station Representative.....Devney
Pres., Gen. Mgr.....D. A. Swayze
Chief Engineer.....Vic Daley

KLMX—Clayton—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Ariz.-N. Mex. Bcstrs. Corp
Address.....Box 7
Tel.: 616.....Independent
President.....Arthur Jernigan
Gen., Comm., Prom. Mgr., Pub. Dir., Frank Vale
Program Director.....Dave Adams
Chief Engineer.....Robert D. Waters

KCLV—Clovis—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bdcstg.
Address.....1221 Main
Tel.: Porter 3-4401.....KBS
Station Representative.....Hopewell
President.....Odus Echols, Sr.
Gen., Sta. Mgr., Prog. Dir., Odus Echols, Jr.
Sales Prom., Comm. Mgr., Al Rinn
Chief Engineer.....E. G. Rinn

KVER—Clovis—1933

Frequency: 980 Kc.....Power: 1000 Watts
Owned By.....Tex., New Mex. Bcstg. Co.
Business Address.....1000 Sycamore
Tel.: PO 3-5511.....Independent
Station Representative.....Branham
President.....Frank Lesley
Gen., Sta. Mgr.....J. H. Morris
Commercial Manager.....Jim Wilkes
Chief Engineer.....M. S. O'Dell

KOTS—Deming—1954

Frequency: 1230 Kc.....Power: 250 Watts, d.
Owned.....Luna County Bcstg. Co.
Address.....P. O. Box 470
Tel.: 999.....KBS
General Manager.....Robert W. Tobey

KENN—Farmington—1951

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Kendrick & Landis
Business Address.....212 W. Apache
Tel.: DA 5-3541.....Independent
Station Representative.....Devney
Pres., Gen. Mgr.....C.O. "Ken" Kendrick
Commercial Mgr.....Bob Williams
Sales Prom. Mgr.....John Dorman
Prog. Dir.....Tom Alexander
Publicity Director.....J. N. Young
Chief Eng.....Harold Furstenberg

KWYK—Farmington—1957

Frequency: 960 Kc.....Power: 1 Kw., d.
Owned.....Basin Bcstg. Co.
Address.....418 W. Broadway
Tel.: DA 5-6932.....Independent
Gen. Mgr.....Jim Gaber

Station Manager.....Cal Adams
Program Director.....Al Lucero
Chief Engineer.....Joe Garcia

KZUM—Farmington—1958

Frequency: 1280 Kc.....Power: 5000 Watts
Owned By.....KZUM Radio
Address.....1204 Hutton Road
Tel.: DAVIS 5-4141.....Independent
Gen., Sta. Mgr.....Bill D. Barbour
Commercial Mgr.....W. W. Barbour
Program Dir.....Stewart E. Chamberlain
Chief Engineer.....Joe Garcia

KGAK—Gallup—1946

Frequency: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....401 E. Coal Ave.
Tel.: UN 3-4444.....Independent
President.....Merle H. Tucker
General Manager.....Mrs. Mida Tucker
Chief Engineer.....R. E. Adamson

KYVA—Gallup—1959

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Kendrick & Landis
Address.....306 S. First St.
Tel.: UN 3-6222.....Independent
Station Representative.....Devney
General Manager.....C. O. Kendrick
Station Manager.....Richard W. Miner
Sales Promotion Manager.....Ned Bishop
Program Director.....Bob Burnett
Publicity Director.....Jim Sears
Chief Engineer.....Harold Furstenberg

KMIN—Grants—1956

Frequency: 980 Kc.....Power: 1 Kw., d.
Owned By.....Grants Bcstg. Co.
Address.....980 San Rafael Road
Tel.: ATwater 7-4491.....KBS
General Mgr.....D. Button
Chief Engineer.....Glen Mills

KHOB—Hobbs—1954

Frequency: 1390 Kc.....Power: 5 Kw., d.
Owned.....Permian Basin Radio Corp.
Address.....Box 247
Tel.: EX 3-5148.....Independent
Representative.....Clark Melville
Pres., Gen. Mgr.....Charles R. Scott
Commercial Mgr.....Zeb Williams
Program Dir.....Ronald Ripley
Chief Engineer.....Pat H. Walton

KWEW—Hobbs—1938

Frequency: 1480 Kc. Power: 5 Kw., d., 1 Kw., n.
Owned-Operated By.....KWEW, Inc.
Address.....116 E. Dunham
Tel.: EX 3-3137.....MBS-KBS
Representative.....Branham
President.....Theresa P. Whitmore
Gen., Sta. Mgr.....Harry McAdams
Comm., Sales Prom. Mgr.....Phil McGee

Program Director.....Dortha Montgomery
 Publicity Director.....Mike Olds
 Chief Engineer.....Robert Martin

KGRT—Las Cruces—1955

Frequency: 570 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Taylor Enterprises, Inc.
 Address.....Box 968
 Tel.: Jackson 6-6681.....Independent
 President.....W. C. Taylor
 Station Manager.....William Lask
 Commercial Manager.....R. S. "Dick" Fox
 Program Director.....Harold Shepard

KOBE—Las Cruces—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.
 Bus. Studio Address.....940 N. Main St.
 Tel.: JA 6-2496.....Independent
 President, Gen. Mgr.....Jim Gober
 Sales Prom. Mgr.....Geraldine Sells
 Prog. Dir.....Jim Finlay
 Chief Engineer.....Jack Diehl

KFUN—Las Vegas—1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Bcsters, Inc.
 Business Address.....Box 710
 Tel.: GARfield 5-6766.....ABC
 President, Gen. Mgr.....Ernest N. Thwaites
 Program Director.....Dorothy G. Thwaites
 Chief Engineer.....Julian H. Lendy

KRSN—Los Alamos—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Bcstg. Co.
 Business Address.....P.O. Box 749
 Tel.: 2-4343.....ABC, KBS
 Representative.....Bob Dore, Ayres
 Partner, Sta. Mgr.....Virgil A. Parker, III
 Partner, Ch. Engr.....Darrel K. Burns
 Program Director.....Priscilla Miller

KLEA—Lovington—1951

Frequency: 630 Kc.....Power: 500 Watts d.
 Owned.....Lea County Broadcasting Co.
 Address.....P.O. Box 877
 Tel.: Exbrook 6-2039.....Independent
 President.....David R. Worley
 General, Comm. Mgr.....Hoyt Caldwell
 Publicity Director.....Hal Chestnut
 Chief Engineer.....Wilton Highfall

KENM—Portales—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Plains Bcstg. Co.
 Address.....Drawer 540
 Tel.: RE 6-6681.....Independent
 Pres., Co-Owner.....John Burroughs
 Gen., Sta. Mgr.....Bob Hoffman
 Chief Engineer.....Joe Randolph

KRTN—Raton—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Colfax County Broadcasting Co.
 Business Address.....1128 State
 Tel.: 875.....ABC
 General Manager.....Lloyd Hawkins
 Station Mgr., Ch. Engr.....James L. Littlejohn

KBIM—Roswell—1953

Frequency: 910 Kc.....Power: 5 Kw., d.
 Owned.....Taylor Bcstg. Co.
 Address.....P. O. Box 525
 Tel.: MA 2-2121.....KBS
 Station Representatives.....Clark; Brown
 President.....William C. Taylor
 General Manager.....G. F. "Jud" Roberts
 Comm. Manager.....Tommy Oldfield
 Assistant Manager.....E. C. Rader
 Prog. Dir.....John E. Davis
 Sales Prom. Mgr.....Lloyd Barham
 Chief Engineer.....J. P. Tucker

KGFL—Roswell—1927

Frequency: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....KGFL, Inc.
 Address.....Box 1019
 Tel.: MA 2-5110.....MBS
 Representative.....Branham
 President.....Theresa P. Whitmore
 Gen. Manager.....W. E. Whitmore, Jr.
 Sta. Mgr.....Stan Gallup
 Comm. Manager.....Marjorie Krehbiel
 Program Director.....Elizabeth Cotton
 Chief Engineer.....Bob Henske

KSWS—Roswell—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....John A. Barnett
 Business-Studio Address.....Box 670
 Tel.: MA 2-6450.....NBC
 Representative.....Meeker, Melville
 Owner & Gen. Mgr.....John A. Barnett
 Station Mgr.....R. E. Erickson
 Asst. Gen. Mgr.....W. L. Shackelford

KTRC—Santa Fe—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio de Santa Fe
 Address.....210 E. Marcy St.
 Tel.: YUcca 2-2666.....ABC
 Station Representative.....Devney
 Pres., Gen. Mgr.....Garfield C. Packard
 Program Publicity Dir.....Maggy Packard
 Chief Engineer.....Laurence Chapman

KVSF—Santa Fe—1935

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Oper. By.....New Mexico Bcstg. Co.
 Business Address.....803 Cerrillos Rd.
 Tel.: YUcca 3-7319.....CBS
 Representative.....Branham

NEW MEXICO

President.....A. R. Hebenstreit
General, Comm. Mgr.....Ivan R. Head
Prog. Dir.....Ada Zamora
Publicity Dir.....Tony Spagnola
Chief Engineer.....E. J. Vanderwood

KSIL—Silver City—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James H. Duncan
Address.....1640 Cactus St.
Tel.: 611.....MBS
Representative.....Branham
Owner, Manager.....J. H. Duncan
Comm. Mgr., Prog. Dir.....Bob Fuller
Chief Engineer.....Bynum R. Baily

KSRC—Socorro—1958

Frequency: 1290 Kc.....Power: 1000 Watts, d.
Owned By.....Socorro Broadcasting Co.
Business Address.....P.O. Box 1277
Tel.: Socorro 1290.....KBS
Station Representative.....Holman
President, Gen. Mgr.....C. E. Franklin
Station Manager, Ch. Eng.....John J. Tcbola
Sales Prom. Mgr., Pub. Dir.....Alan H. Gross
Program Director.....Niki Shrode

KCHS—Truth or Consequences 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Manpey & Hafer
Address.....P. O. Box 351
Tel.: 1400.....KBS
Representative.....Continental Radio Sales
Manager.....Larry Morgan

KTNM—Tucumcari—1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Quay County Broadcasting Co.
Address.....P. O. Box 668
Tel.: 100.....KBS
Representative.....Clyde Melville
Gen. Mgr., Chief Engineer.....Howard Maudlin
Comm. Mgr., Pub. Dir.....Bill Walls

KMAM—Tularosa—1957

Frequency: 1590 Kc.....Power: 1000 Watts
Owned By.....Tularosa Broadcasting Corp.
Business Address.....P.O. Box 648
Tel.: Justice 5-2312.....Independent
Pres., Gen. Mgr., Ch. Eng.....Max L. Rothman

Big ratings!

Big coverage!

and

50,000

PEOPLE WATTS

WPTR

IN THE ALBANY, TROY, SCHENECTADY MARKET

*the
Capital
Station
in the
EMPIRE STATE!*



REPRESENTED BY:
robert e. eastman & co., inc.

Pop.: 17,390,000
Families: 5,495,000
Radio Homes: 5,370,000

NEW YORK

TV Homes: 4,990,000
AM Stas. in State: 131
TV Stas. in State: 22

WPTR—Albany—1948

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By: Patroon Brcdstg. Co., Inc.
Address: 1820 Central Ave.
Tel.: UN 9-9271 Independent
Sta. Rep.: Eastman
President: J. Myer Schine
Exec. V.P., Gen. Mgr.: Duncan Moonsey
Asst. Manager: Martin Ross
Commercial Mgr.: Frank Costello
Chief Engineer: Russell David

WROW—Albany—1947

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By: Capital Cities Bcstg. Corp.
Address: Box 10
Tel.: 3-2225 CBS
Station Representative: Avery-Knodel
President: Frank M. Smith
General Mgr.: Thomas S. Murphy
Station Comm. Mgr.: Robert M. Peebles
Promotion Mgr.: Phil Beuth
Program Dir.: Gerry Forrest
Business Mgr.: Chas. J. Coonan
Chief Engineer: Chas. Heisler
Owners of: WTEN-TV, Albany, N. Y.; WPRO-TV,
AM, Providence, R. I.; WTYD, Raleigh-Durham,
N. C.

WABY—Albany—1934

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Eastern N. Y. Bcstg.
Business-Studio: 80 Braintree St.
Tel.: 2-3353 Independent
Representative: Forjeu
Gen. Mgr.: Ed. L. Trudeau
Chief Engineer: Thomas McDermott

WOKO—Albany—1924

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By: WOKO, Inc.
Address: P.O. Box 1520
Tel.: HEmlock 9-9955 ABC-MBS
Station Representative: Branham
President: Carl L. Lindberg
General Manager: Howard B. Hayes
Station Manager: Charles L. Murn
Program Director: David B. Barker
Chief Engineer: Art McDougall

WCSS—Amsterdam—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned: Community Service Bcstg. Co.
Address: Upper Locust Ave.
Tel.: VI 3-2500 Independent
Station Representative: Devney
President: Alphonse Di Mezza
General Manager: Philip Spencer
Commercial Manager: Daniel Libeg
Chief Engineer: Walter Cummings

WAUB—Auburn—1958

Frequency: 1590 Kc. Power: 500 Watts, d.
Owned By: Jack Poppele
Business Address: 204 Texas Lane, Ithaca
Owner: Jack Poppele

WMBO—Auburn—1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WMBO, Inc.
Business-Studio Address: 141 Genesee St.
Tel.: AU 2-3511 MBS
Representative: Thomas F. Clark
President: William O. Dapping
Gen., Sta. Mgr.: Frederick L. Keesee
Comm. Mgr., Prog. Dir.: Robert Morgan
Chief Engineer: Herbert House

WBAB—Babylon—1957

Frequency: 1440 Kc. Power: 500 W. d.
Owned By: Babylon-Bay Shore Bcstg. Corp.
Business Address: Route 109
Tel.: MO 1-4000 Independent
President: Sol Horenstein
Gen. Mgr.: Joe Horenstein
Comm. Mgr.: Bertine Fields
Program Director: Ray Adel
Chief Engineer: Edward Knapp

WGLI—Babylon—1958

Frequency: 1290 Kc. Power: 1 Kw.
Owned By: WGLI, Inc.
Address: Madison Ave.
Tel.: MOhawk 9-1290 Independent
President: William H. Reuman
General Mgr.: Edith Dick
Station Manager: Don Machachlar
Vice President: Fred Barr
Publicity Dir.: Edna Perry
Production Mgr.: Ed Brown

WSEN—Baldwinsville—1959

Frequency: 1050 Kc. Power: 250 Watts, d.
Owned By: Century Radio Corp.
Address: P. O. Box 1050
Tel.: NEptune 5-3971 Independent
President: Donald C. Menapace
General Sls. Prom. Mgr.: R. L. Stockdale
Program Dir.: James A. Lowery, Jr.
Chief Engineer: Richard H. Prong

WBTA—Batavia—1941

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Batavia Bcstg. Corp.
Business-Studio Address: 22 Seaver Pl.
Tel.: FIlmore 3-0715 MBS
Pres., Gen. Mgr.: Edmund R. Gamble

NEW YORK

Commercial Manager.....James Delbridge
Program Director.....Miss Winnie Legg
Sales Promotion Mgr.....R. Mueller
Chief Engineer.....Alfred Callander

WBIC—Bayshore—1959

Frequency: 540 Kc.....Power: 250 Watts, d.
Owned.....South Shore Broadcasting Corp.
Address.....1 East Main St.
Tel.: MOhawk 5-2300-1.....Independent
President.....Maurice S. Weiss
General Manager.....Red Weiss
Program Director.....Bob Lewis

WBNR—Beacon—1959

Frequency: 1260 Kc.....Power: 1 Kw., d.
Owned.....WBNR, Inc.
Business Address.....475 South Ave.
Tel.: 2900.....Independent
President, Ch. Eng.....Robert Gessner
General Manager.....Sy Dresner
Publicity Director.....Irv Meyers

WINR—Binghamton—1946

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....The Binghamton Press
Address.....70 Henry St.
Tel.: RAYmond 3-8251.....NBC
Station Representative.....Everett-McKinney
General Manager.....David F. Milligan
Program Director.....Shirley Ricciardelli
Chief Engineer.....Gino Ricciardelli

WKOP—Binghamton—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Tel.: RA 2-3437.....MBS
Representative.....Bolling
Pres., Gen. Sta. Mgr.....Andrew Jarema
Comm., Prom. Mgr., Prog. Dir.....Wally Buman
Publicity Dir.....Bob Richards
Chief Engineer.....Charles Hallinan

WBNF—Binghamton—1927

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Triangle Pubs. Inc.
Business Address.....Sheraton-Inn
Tel.: RAYmond 3-7311.....CBS
Newspaper Affil. Phila. Inquirer, Phila. D. News
Station Representative.....John Blair
Gen. Mgr.....George R. Dunham
Sales Manager.....Kenneth Leslie
Station Manager.....H. George Carroll
Merchandising Manager.....Ruth Hider
Chief Engineer.....Lamar Cox
Owners of: WFIL-AM-FM-TV, Philadelphia; WN-
BF-FM-TV, Binghamton, N. Y.; WFBG-AM-TV,
Altoona, Pa.; WNHG-AM-FM-TV, New Haven,
Conn.; WLYH-TV, Lebanon, Pa.; KFRE-AM-FM-
TV, Fresno, Calif.

WBRV—Boonville—1955

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Black River Radio, Inc.
Address.....Box 341
Tel.: 11.....Independent
Pres., Gen. Manager.....Livingston Lansing

Station, Commercial Mgr.....Leon Renodin
Publicity Director.....Joan Knollman
Chief Engineer.....John Knollman

WBEN—Buffalo—1930

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address.....2077 Elmwood Ave.
Tel.: MO 0930.....CBS
Newspaper Affiliation.....Buffalo Evening News
Representative.....Henry I. Christal
President.....A. H. Kirchhofer
General Station Mgr.....C. Robert Thompson
Sales Manager.....Chester E. Daly
Program Director.....William Peters
Promotion Manager.....Joseph A. Haefner
Chief Engineer.....Ralph J. Kingsley

WBNY—Buffalo—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....WBNY, Inc.
Address.....485 Main St.
Tel.: MO 1400.....Independent
Representative.....Masla
Ch. of Board.....Nathan Straus
President.....R. Peter Straus
Exec V.P., Gen. Mgr.....Harry Trenner
Commercial Mgr.....Gene McWhite

WEBR—Buffalo—1924

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Tel.: LI 7133.....MBS
Newspaper Affiliation.....Courier-Express
Representative.....Katz
President.....William J. Conners, III
Gen., Sta. Mgr.....David F. Leopold
Comm. Mgr.....George T. Stagg
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR—Buffalo—1922

Frequency: 550 Kc.....Power: 5 Kw.
Owned.....Transcontinent TV
Address.....2065 Elmwood Ave.
Tel.: Delaware 0550.....NBC
Sta. Rep.....Petry
President.....David C. Moore
V.P. Gen. Mgr.....Van Buren W. de Vries
Asst. Mgr. Dir. Sales.....William P. Dix, Jr.
Sales Mgr.....Nat Cohen
Program Director.....Sidney Gaby
Prom. Mgr.....Charles Hutaff
Chief Engineer.....Fred M. Eames

WYSL—Buffalo—1948

Frequency: 1080 Kc.....Power: 1 Kw
Owned By.....McClendon Corp.
Address.....13 S. Cayuga Rd.
Tel.: PLaza 1080.....Independent
Representative.....Howard

President.....John L. Kluge
 General Manager.....A. E. Anscombe
 Publicity Dir.....Miss Lee Howe
 Commercial Manager.....Roger M. Baker
 Program Director.....George Lorenz
 Chief Engineer.....Ernie Bohrk

WKBW—Buffalo—1925

Frequency: 1520 Kc.....Power 50,000 Watts
 Owned-Operated By.....WKBW, Inc.
 Business Address.....1430 Main St.
 Tel.: GR 5101.....Independent
 Representative.....Avery Knodel
 Pres., Gen. Mgr.....Clinton H. Churchill
 Commercial Manager.....Anthony C. Rocco
 Chief Engineer.....Leroy Fiedler

WNIA—Buffalo—1956

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Niagara Bcstg.
 Business Address.....2900 Genessee St.
 Tel.: FI 9600.....Independent
 Station Representative.....Walker-Rawalt
 Pres., Ch. Engr.....Gordon P. Brown
 Prog., Pub. Dir.....Mary Lounsbury

WWOL—Buffalo—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Buffalo, Inc.
 Address.....315 Main St.
 Tel.: MO 1200.....ABC
 Representative.....Forjoe
 President.....Melvin C. Green
 General Mgr.....Arnold C. Johnson
 Operations Manager.....Charles Griggs
 Chief Engineer.....Walt Williams

WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
 Owned...Wellsboro Corning Bcstg. Adv. Inc.
 Address.....Box 117
 Tel.: 6-7000.....Independent
 V.P., Station Manager.....Bob Shaddock
 Comm. Mgr.....Paul E. Carpenter

WCLI—Corning—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Radio Corning, Inc.
 Address.....99 W. First St.
 Tel.: 2-2424.....MBS
 Station Representative.....Donald Cooke, Inc.
 Pres., Gen. Mgr.....Gordon M. Jenkins
 Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.
 Chief Engineer.....Bernard Hamilton

WKRT—Cortland—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Radio Cortland, Inc.
 Business-Studio Address.....27 N. Main St.
 Tel.: SK 6-2828.....Independent
 Representative.....Gill-Perna
 President.....Leighton A. Hope
 Gen., Sta., Comm. Mgr.....W. L. Thompson
 Chief Engineer.....Walter Chociy

WFLR—Dundee—1956

Frequency: 1570 Kc.....Power: 1 Kw., d.
 Owned-Operated By.....Finger Broad Bcstg.
 Business Address.....110 E. Elm, Penn Yan, N. Y.
 Tel.: Pen Yan 2306.....Independent
 Station Representative.....Continental Radio
 President.....Henry Valent
 General Manager.....Bob Burns
 Station Manager.....W. Nenko
 Commercial Manager.....Via Fowler
 Chief Engineer.....Ron Tomion

WDOE—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts
 Owned-Operated By.....Lake Shore Bcstg.
 Address.....Willow Rd.
 Tel.: EMerson 6-6161.....KBS
 Station Rep.....Venard, Rintoul & McConnell
 President.....Simon Goldman
 Station, Commercial Mgr.....Richard H. Burt
 Program Director.....Chel Rogers
 Chief Engineer.....Charles Blohm

WELM—Elmira—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owner.....Radio Elmira, Inc.
 Business-Studio Address.....222 E. Market St.
 Tel.: REgent 3-5626.....CBS
 President.....John S. Riggs
 General Manager.....Keith W. Horton
 Commercial Manager.....Richard Oppenheimer
 Program Director.....Ruth E. Dibble
 Publicity Director.....Ethel O. Parker
 Chief Engineer.....Arthur French

WENY—Elmira—1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Elmira Star-Gazette, Inc.
 Bus.-Studio Address.....Mark Twain Hotel
 Tel.: REgent 4-5181.....NBC
 Representative.....Everett-McKinney
 General Manager.....Dale Taylor
 Commercial Mgr.....F. R. Gray
 Program Director.....Ted Hodge
 Chief Engineer.....Ed. L. Pettengill

WEHH—Elmira Heights-Horseheads—1956

Frequency: 1590 Kc.....Power: 500 W., d.
 Owned.....Elmira Heights-Horseheads Bcstg.
 Business Address.....P.O. Box 2097
 Tel.: REgent 9-5422.....MBS
 Station Representative.....Devney
 Pres., Ch. Engr.....Frank P. Saia
 Comm., Sales Prom. Mgr.....Harry Keavin
 Publicity Director.....Alan Anthony

WENE—Endicott—1947

Frequency: 1430 Kc.....Power: 5 Kw.
 Owned-Oper. By.....Ottaway Stations, Inc.
 Address.....909 E. Main
 Tel.: 5-3351.....ABC

NEW YORK

Newspaper Affil. Daily Bulletin
President. James H. Ottaway
General, Sta. Mgr. Howard N. Johansen
Comm. Prom. Mgr. Morgan M. Brown
Program Dir. Norman Brownell
Chief Engineer. John Fischler

WBUZ—Fredonia—1957

Frequency: 1570 Kc. Power: 250 Watts, d.
Owned By. Dunkirk-Fredonia Bcstg.
Address. 15 E. Main St.
Tel.: OS 2-2157. Independent
Newspaper Affil. Evening Observer
President, Gen. Mgr. W. K. Williams, III
Station Mgr. Frank Michaelis
Commercial Mgr. Jerry Lewis
Chief Engineer. James Tascor

WGBB—Freeport—1924

Frequency: 1240 Kc. Power: 250 Watts
Owned. Long Island's First Station, Inc.
Business-Studio Address. 44 So. Grove St.
Tel.: MA 3-1240. Independent
Pres., Gen. Mgr. Edward J. Fitzgerald
Commercial Manager. Thomas J. McCarthy
Chief Engineer. Harvey Soper

WOSC—Fulton—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By. Cassill Radio Corp.
Address. 1 W. Bridge St., Oswego
Tel.: LY 2-2255, Fulton. KBS
Representative. Hil F. Best
President. Richard C. Mitchell
V.P., Gen. Mgr. Jack Burgess
Program Dir. Frank Date
Sales Prom., Publicity Dir. Fred Maxon
Chief Engineer. Don Porter

WFYI—Garden City—1959

Frequency: 1520 Kc. Power: 10,000 Watts
Owned-Operated By. VIP Radio Corp.
Business Address. Roosevelt Field
Tel.: Pioneer 6-6700. Independent
Newspaper Affil. N. Y. Herald-Tribune
President. Martin Stone
General Mgr. Wallace Dunlap
Comm. Mgr. Sumner Pearl
Program Dir. Jcn Esther
Publicity Dir. Jean Ensing
Chief Engineer. Francis Bade
Owners of: WYON-AM-FM, New Rochelle, WVIP,
Mt. Kisco; WGHQ, Saugerties, All N. Y.

WGVA—Geneva—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Star Bcstg. Co., Inc.
Address. Geneva Fed. Savings Bldg.
Tel.: 6691. ABC
Representative. Cooke
President. M. R. Forman
V.P., Gen. Manager. Thomas L. Brown

WSET—Glens Falls—1959

Frequency: 1410 Kc. Power: 1 Kw., d.

Owned. Vacationland Broadcasting Corp.
Address. Queensbury Hotel
Tel.: 2-2151. Independent
Station Representative. Cooke
President. Donald W. Merriman
General Mgr., Ch. Eng. Thomas R. Humphrey
Commercial Manager. Victor King
Program Director. Edward Neilson

WWSC—Glens Falls—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Normandy Bcstg. Corp.
Address. 13 Warren St.
Tel.: GL 2-6518. ABC
Station Representative. Devney
Pres., Gen. Mgr. John B. Lynch
Sales Promotion Mgr. Ralph Romano
Program Dir. Louis Tinney
Chief Engineer. Leroy Fuller, Jr.

WENT—Gloversville—1944

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. WENT Bcstg. Corp.
Business-Studio Address. 8 W. Fulton St.
Tel.: 4-7175. CBS
Representative. Gill-Perna
Pres., Gen., Sta. Mgr. Joseph H. Tobin
Program, Chief Eng. Richard Stewart
Sales Prom. Mgr., Pub. Dir. George Hornidge

WHLI—Hempstead—1947

Frequency: 1100 Kc. Power: 10 Kw., d.
Owned-Oper. By. FM Bcstg. Corp.
Business-Studio Address. 384 Clinton St.
Tel.: IV 1-8000. Independent
Representative. Gill-Perna
Pres., Gen. Mgr. Paul Godofsky
Comm. Manager. Joseph A. Lenn
Sales Promotion Manager. M. N. Godofsky
Prog. Dir. Jerry Carr
Publicity Director. John T. Clayton
Chief Engineer. Frank E. Knaack

WALY—Herkimer—1956

Frequency: 1420 Kc. Power: 1 Kw., d.
Owned. WALY, Inc.
Address. 232 N. Main St.
Tel.: Townsend 6-1420. Independent
Representative. Webb
President, Comm. Mgr. Richard Thorman
General, Station Mgr. George A. Baker
Chief Engineer. Robert V. Leskovar

WLEA—Hornell—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
Owned-Oper. By. Hornell Bcstng. Corp.
Business-Studio Address. 97 Main St.
Tel.: 1420. MBS
Representative. Gill-Perna
Pres., Gen. Mgr. Charles D. Henderson
Sta. Mgr. Carolyne B. Henderson
Sales Prom. Mgr. E. M. Barnes
Prog. Dir. Ted Baldwin
Pub. Dir. Muriel E. Galleher
Chief Engineer. Frederick Witter

WWHG—Hornell—1949

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By....Ra-Tel Broadcasters, Inc.
 Address.....Radio Center
 Tel.: 2000.....Independent
 Pres., Gen. Mgr.....Sy Dresner
 Comm. Mgr.....Sheff Davis
 Station, Sales Mgr.....Jerry Wax
 Pub. Dir.....Don Jones
 Chief Engineer.....Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Orin Lehman, Et Al
 Address.....Union Turnpike
 Tel.: HU 8-3341.....Independent
 General Manager.....John Kearney
 Commercial Manager.....Robert Strakos
 Pub. Dir.....Jennie W. Weaver
 Prog. Dir.....J. P. Cranna
 Chief Engineer.....Victor J. Schuler

WGSM—Huntington—1951

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned....Huntington-Montauk Bcstg. Co., Inc.
 Address.....379 New York Ave.
 Tel.: HA 3-6740.....Independent
 Station Representative.....Pearson
 President.....Byron T. Sammis
 General, Comm. Mgr.....Edward J. Fitzgerald
 Sta. Mgr., Ch. Engr.....William Naramore
 Sales Promotion Mgr.....J. F. C. Ackerman
 Program Director.....Joe Roberts

WHCU—Ithaca—1921

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Cornell University
 Business Address.....212 E. State St.
 Tel.: 4-6301.....CBS
 Gen. Mgr.....Michael R. Hanna
 Commercial Mgr.....H. E. M. Brockway
 Program Director.....Joseph A. Short
 Publicity Director.....Sam Woodside

WTKO—Ithaca—1956

Frequency: 1470 Kc. Power: 1 Kw., d.
 Owned.....Radio Ithaca, Inc.
 Business Address.....113 S. Cayuga St.
 Tel.: 4-9511.....ABC
 Representative....Venard, Rintoul & McConnell
 President.....E. E. Erdman
 V.P., Station Mgr.....Joe Fleming
 Sales Promotion Manager....Robert Newman
 Program Director.....Christopher Knapton
 Chief Eng.....Gerald Cushing

WJOC—Jamestown—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Air Waves, Inc.
 Trans.-Bus.-Studio Address...415 W. Fourth St.
 Tel.: 6-1555.....MBS
 Representative.....Burn-Smith
 President, Gen. Manager....Harold P. Kane
 Commercial, Sls. Prom. Mgr....E. W. Pilkey
 Prog. Dir.....Jack Sterling
 Chief Eng.....B. O. Waterman

WJTN—Jamestown—1924

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By....James Bcstg. Co., Inc.
 Bus.-Studio Address.....Hotel Jamestown
 Tel.: 7151.....ABC
 Representative .Venard, Rintoul & McConnell
 Pres., Gen., Sta. Mgr.....Simon Goldman
 Commercial Sales Manager....J. Carl Willems
 Program Director.....George Pfeleeger
 Publicity Director.....Almon Hazard
 Chief Engineer.....Herbert Niklaus

WBAZ—Kingston—1959

Frequency: 1550 Kc. Power: 500 Watts, d.
 Owned.....Big River Broadcasting
 Business Address.....527 Broadway
 Tel.: FEederal 1-6300.....Independent
 Station Representative.....Burn-Smith
 President.....Austin E. Harkins
 General Manager.....W. Frank Short
 Commercial Manager.....Wesley Kimble
 Program Director.....Herb Shein
 Chief Engineer.....Williard Draper

WKNY—Kingston—1939

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Kingston Bcstg. Corp.
 Business-Studio Address.....801 Broadway
 Tel.: FE 1-1490.....MBS
 Representative.....Meeker

The Number

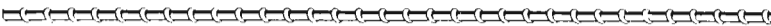
1

Station

In South Central New York
 for 20 Years—By Proof of
 Performance.

WHCU

ITHACA, N. Y.

NEW YORK 

President.....Joseph K. Close
V.P., Gen. Mgr.....Edward A. Whitney, Jr.
Program Dir.....Tony Bell
Publicity Dir.....Lois Fischer
Chief Engineer.....John C. Bonse

WVOS—Liberty—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Address.....Liberty
Tel.: Liberty 1680.....Independent
Newspaper Affil.....Evening News
President.....S. D. Lubin
General Mgr.....William B. Orr
Chief Engineer.....Arthur Silver

WLFH—Little Falls—1952

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Walter Gaines
Business Address.....WLFH Radio Bldg.
Tel.: 654.....Independent
Station Representative.....George Hopewell
Commercial Manager.....Ty Tyss
Ch. Eng's.....Barry Frank. P. Zwanka

WUSJ—Lockport—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address.....320 Michigan St.
Tel.: 3-5944.....Independent
Newspaper Affil.....Union Sun & Journal
Representative.....Gill-Perna
President.....Egbert D. Corson
General Manager.....William J. Kemble
Sta., Comm. Mgr.....Joseph A. Pinna
Sales Prom. Manager.....Jerry Diamond
Prog. Director.....Tony Allen
Pub. Dir.....Tom Jolls
Chief Engineer.....Tom Ceravolo

WICY—Malone—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....North Country Bcstg. Co.
Address.....WICY Bldg.
Tel.: 187.....MBS
Station Representative.....Dore
Pres., Gen. Mgr.....Mitchell C. Tackley
Commercial Manager.....Alice M. Pelkey
Program Director.....Don Paye
Chief Engineer.....Adolf Stromer

WMSA—Massena—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Building
Tel.: RO 9-3591.....ABC
Newspaper Affil.....Watertown Times
Representative.....Weed
President.....John B. Johnson
General Manager.....Louis Saff, Jr.
Station Commercial Mgr.....Thomas R. McHugh
Program Director.....James H. Nash
Chief Engineer.....A. Samuel Frazier

WSTS—Massena—1958

Frequency: 1050 Kc.....Power: 1 Kw., d.

Owned.....Seaway Broadcasting Corp.
Business Address.... Cor. Main & Water Sts.
Tel.: RO 4-0554.....Independent
Station Representative.....Dore
President.....Albert J. Slavin
General. Station Mgr.....William E. Donnelly
Commercial Manager.....Jack J. Kessler
Chief Engineer.....Michael Tartulick

WALL—Middletown—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Tel.: DI 3-3119.....Independent
Station Representative.....Walker-Rawalt
Pres.. Gen. Mgr.....James M. Patt
Chief Engineer.....Fred Schoelkopf

WVIP—Mt. Kisco—1957

Frequency: 1310 Kc.....Power: 1 Kw., d.
Owned By.....Suburban Bcstg. Co.
Address.....440 Lex. Ave., N. Y. C.
Tel.: Mt. Kisco 6-5177.....Independent
Newspaper Affil.....N. Y. Herald Tribune
Station Representative.....Bolling
President.....Martin Stone
General Manager.....Gustave Nathan
Station, Commercial Mgr.....Thomas Paris
Program Dir.....E. Robbins
Chief Engineer.....E. Machanic
Owners of: WVON-AM-FM, New Rochelle: WFYI,
Mincola: WGHQ, Saugerties, All N. Y.

WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts, d.
Owned By.....Radio Wayne Cty.
Address.....110 E. Union St.
Tel.: DEerfield 1-1420.....Independent
President.....J. J. Kaufman
General. Station Mgr.....B. Sova
Chief Engineer.....M. L. Cole

WGNV—Newburgh—1933

Frequency: 1220 Kc....Power: 1000 Watts d.
Owned.....Orange County Bcstg. Co., Inc.
Address.....Old Little Britian Rd.
Tel.: John 1-2131.....Independent
Pres.....George W. Bingham
Station Mgr.....Joseph Rake
Comm. Mgr.....Campbell Thompson
Chief Engineer.....Marvin Siemes

WVOX—New Rochelle—1950

Frequency: 1480 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Westchester
Address.....Pershing Sq. Bldg.
Tel.: NE 6-0800.....Independent
Newspaper Affil.....N. Y. Herald Tribune
Station Representative.....Bolling
President.....Martin Stone
General Manager.....Gus Nathan
Station Manager.....William F. Sherry
Sales Promotion Mgr.....Jean Ensign
Program Director.....Mort Dean
Chief Engineer.....Garfield Ricketts
Owners of: WFYI, Mincola: WVIP, Mt. Kisco;
WGHQ, Saugerties, All N. Y.

FACT:

The prestige of your station depends, to a large degree, on the quality of its news programs.

FACT:

The quality of the news programs depends on the source which gathers and distributes the news.

FACT:

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

CONCLUSION: *You Can Get The Best.
Why Settle For Less?*



50 Rockefeller Plaza
New York 20, N. Y.

W H O M

New York's Most Popular

**Spanish and Italian
Language Station**

Preferred By Listeners
Preferred By Sponsors

WHOM

NEW YORK, N. Y.



WABC—New York—1921

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By..... American Bcstg. Co., Inc.
Business Address..... 7 West 66th St.
Tel.: SU 7-5000..... ABC
Representative John Blair
President..... Leonard H. Goldenson
Gen. Sta. Mgr..... Hal Neal
Program Director..... Paul Kasander
Merchandising Manager..... Tom Mager
Commercial Manager..... B. H. Geoghegan
Chief Engineer..... Frank Marx

WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By..... Progress Bcstg. Corp.
Business Address..... 136 W. 52nd St.
Tel.: CI 6-3900..... Independent
News. Affil..... Il Progresso Italo-Americano
President, Gen. Manager..... Fortune Pope
V.P., Sales Mgr..... Charles Baltin
Program Director..... Ralph Costantino
Chief Engineer..... George Stelger

The Red Cross Needs



Your Unstinting Assistance

**the
best
way
into
NEW YORK**



WN-15

WINS—New York—1924

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Address.....7 Central Park West
 Tel.: JU 2-7000.....Independent
 Reprs.Katz
 President.....J. Elroy McCaw
 Production Mgr.....Rick Sklar
 Publicity Director.....Morty Matz
 Chief Engineer.....P. Von Kunits

WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg.
 Bus. Studio Address..260 E. 161st St., N. Y. 51
 Tel.: ME 5-0333.....Independent
 RepresentativeA. Lewis King
 President.....A. L. Haskell
 V.P., Sta.-Gen. Manager....William I. Moore
 Asst. Comm. Mgr.....Edward Betchley
 Prog. Directors.....Frank Johnson, E. Ervin

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**LISTING OF NEW YORK
 PHONE NUMBERS**



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

ONCE AGAIN

*latest Negro
Pulse* Report
again
establishes*

WLIB

New York's

NO. 1
NEGRO RADIO STATION

1190 ON YOUR DIAL

WLIB has more Negro listeners than any other New York station — network or independent (Pulse).

WLIB is the only radio station in New York City with studios in Harlem.

WLIB is the first New York station broadcasting Negro community news and special events on a regularly scheduled basis — every hour and every half hour.

WLIB — only New York Negro station devoting 93% of its broadcast time to Negro programming.

HARLEM RADIO CENTER • Hotel Theresa • 2090 Seventh Ave. • New York 27 • MO 6-1800

**Pulse — October, 1959*

WCBS—New York—1924

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
General Studio Address.....485 Madison Ave.
Tel.: PL 1-2345.....CBS
Representative.....CBS Radio Spot Sales
President of CBS.....Frank Stanton
V.P., General Manager.....Sam J. Slate
General Sales Mgr.....Ralph W. Goshen
Sales Prom. Mgr.....Richard L. Stahlberger
Program Director.....Hal Moore
Publicity Director.....Lou Frankel
Chief Engineer.....Frank Orth

WLIB—New York—1942

Frequency: 1190 Kc.....Power: 1000 Watts d
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....2090 7th Ave.
Tel.: MO 6-1800.....Independent
Representative.....Forjoe
Pres., Gen. Manager.....Harry Novik
Program Director.....Nat Rudich
Comm. Mgr.....Arthur Harrison
Sales Prom. Mgr.....Don Pomeranz
Publicity Dir.....Lou Frankel
Chief Engineer.....Gordon A. Greenfield

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**FOR ALL-AMERICAN RADIO FAVORITES
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Voice (vois), *n.* **1**, the sound of human speech; **2**, expressed choice, wish, or desire.

New York (nū york), *n.* **1**, the world's biggest city; **2**, radio's biggest market.

The  Voice
of New York

wmca

570 KC

FIRST
ON YOUR
DIAL

WMCA—New York—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address....415 Madison Ave.
Tel.: MU 8-1500.....Independent
Representative.....AM Radio Sales
President.....R. Peter Straus
V.P., General Manager....Stephen B. Labunski
Program Manager.....Ruth Musser
Public Relations.....Michael Laurence
Sales Development.....Mona Millen
Prod. Dir.....Ruth Meyer
Chief Engineer.....James McCafferty

WOR—New York—1922

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....RKO General
Business-Studio Address....1440 Broadway
Tel.: LO 4-8000.....MBS
Representative.....H-R Reprs.
President.....Thomas F. O'Neil
V.P., Gen. Mgr.....Robert J. Leder
V.P., Sales Manager.....William McCormick
V.P., Program Director.....Robert S. Smith
Adv. & Prom. Dir.....Robert B. Beusse
Chief Engineer.....H. Tilley

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VOLUME COMPARISONS**

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FOR TOP NETWORK TV NEWS EVENTS

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A RADIO STATION IS KNOWN FOR THE COMPANY IT KEEPS



wmgm
RADIO

NEW
YORK

50,000 watts



on your radio dial at **1050** between 10 and 11

*Your Loew's Theatres Radio Station In New York
Represented Nationally By George P. Hollingbery Co.*

WEVD—New York—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Tel.: PLaza 7-0880.....Independent
President.....Adolph Held
General Station Mgr.....Henry Greenfield
Prog. Dir.....George Field
Commercial Manager.....Norman Furman
Chief Engineer.....Charles W. Brown

WMGM—New York—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Loew's Theatres Bcstg. Corp.
Business-Studio Address.....400 Park Ave.
Tel.: MU 8-1000.....Independent
Representative.....Hollingbery
Exec. V.P., Director.....Arthur M. Tolchin
Director of Sales.....Samuel Faust
Dir. of Adv., Sls. Prom. & Merch..J. P. Newman
Business Manager.....Morris Sher
Controller.....Frank Schwartz
Dir. Publicity.....David Yarnell

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*Madison Avenue — headquarters for the Bartell Group and
WADO radio. Plenty of warm hospitality
 and best possible service to advertising.*

BARTELL BROADCASTING CORPORATION
 444 MADISON AVENUE, NEW YORK 22, NEW YORK



WADO New York
 WOKY Milwaukee
 WAKE Atlanta
 WYDE Birmingham
 KYA San Francisco
 KCBO San Diego
 TeleHart
 TeleCuracao
 TeleAruba

WADO—New York—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.... Bartell Bcstrs. of N. Y.
Business Address.....444 Madison Ave.
Tel.: CI 5-7979.....Independent
Representative..... Young
President, Mgr. Dir..... Melvin M. Bartell
Exec. V.P., Gen. Mgr..... Morton J. Wagner
National Sales Dir..... Peter P. Theg
Program Director..... Al Heacock
Chief Engineer..... Emil Hill
Owners of: WYDE, Birmingham, Ala; KCBQ, San
Diego, Calif; WAKE, Atlanta, Ga; WOKY, Mil-
waukee, Wis; KVA, San Francisco, Calif.

WNEW—New York—1934

Frequency: 1130 Kc.....Power: 50 Kw.
Owned-Oper. By.... Metropolitan Bcstg. Corp.
Business-Studio Address.....565 Fifth Ave.
Tel.: YU 6-7000.....Independent
Station Representative Eastman
V.P. Pres. & Gen. Mgr..... John V. B. Sullivan
Program Director..... Mark Olds
Chief Engineer..... Max Weiner
Owners of: WTTG, Washington, D. C.; WHK AM-
FM, Cleveland, O.

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FOR AGENCY TIME-BUYER BIOS

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FOR RADIO NETWORK PERSONNEL

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Where do New Yorkers turn for the best in music? To WQXR, of course. America's Number One Good Music Station is the favorite of more than 1,200,000 metropolitan area families. And a favorite of advertisers, too. They use WQXR to make profitable sales to better-income families in the world's biggest market.

WQXR

Radio Station of The New York Times
AM 50,000 watts, and FM



WQXR—New York—1936

Frequency: 1560 Kc. Power: 50,000 Watts
 Owned-Operated By: Interstate Bcstg. Co.
 Business-Studio Address: 229 W. 43rd St.
 Tel.: LA 4-1100 Independent
 Newspaper Affiliation: Times
 Representative: Paul H. Raymer
 Chairman of Board: Arthur Hays Sulzberger
 President: Orvil E. Dryfoos
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger
 V.P. Sales Mgr.: Norman S. McGee
 Sales Prom. Dir.: Elliott M. Sanger, Jr.
 Program Director: Eleanor N. Sanger
 Pub. Dir.: E. "Pat" Hurley
 Chief Engineer: L. J. Kleinklaus

WPOW—New York—1924

Frequency: 1330 Kc. Power: 5 Kw.
 Owned: WPOW, Inc.
 Address: 41 East 42nd St.
 Tel.: OXford 7-5763 Independent
 President, Gen. Mgr.: John M. Camp
 Exec. Assistant: Florence M. Carlson
 Station Mgr.: David L. Carlson
 Chief Engineer: David R. Pryce

WRCA—New York—1926

Frequency: 660 Kc. Power: 50 Kw.
 Owned: National Bcstg. Co.
 Address: 30 Rockefeller Plaza
 Tel.: CI 7-8300 NBC
 Station Rep.: NBC Spot Sales
 President: Robert Sarnoff
 V.P. & Gen. Manager: William N. Davidson
 Station Mgr.: Arthur Hamilton
 Dir. of Oper., Bus. Mgr.: Frederick Acker
 Dir. Sales: Herman Maxwell
 Program Dir.: Steve White

WWRL—New York—1926

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By: Long Island Bcstg. Corp.
 Business Address: 41-30 58th St., Queens
 Tel.: DE 5-1600 Independent
 President: W. H. Reuman
 Gen., Sta. Mgr.: Edith Dick
 Comm., Sales Prom. Mgr.: Selvin Donneson
 Program Director: Fred Barr
 Publicity Director: Leon Lewis
 Chief Engineer: Benton R. Bartlett

WHLD—Niagara Falls—1940

Frequency: 1270 Kc. Power: 5000 Watts d.
 Owned-Oper. By: Earl C. Hull
 Business-Studio Address: United Building
 Tel.: Butler 4-6464 Independent
 Representative: Headley-Reed
 Owner, Gen. Manager: Earl C. Hull
 Business Manager: R. J. Manning
 Commercial Mgr.: Earle A. Hamrick
 Program, Sales Prom. Mgr.: Edward F. Joseph

WJLL—Niagara Falls—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper.: Niagara Frontier Bcstg. Corp.
 Address: Hotel Niagara
 Tel.: BU 5-5796 MBS
 Representative: Burn-Smith
 Pres., Gen. Mgr.: Tom W. Talbot
 Sales Promotion Mgr.: Walter Allen
 Publicity Director: Jimmy Thompson
 Chief Engineer, Prog. Dir.: Gustav Czaplak

WCHN—Norwich—1953

Frequency: 970 Kc. Power: 500 Watts d.
 Owned-Oper. By: Radio Norwich, Inc.
 Address: 14 S. Broad St.
 Tel.: 4-2218 Independent
 Station Representative: Devney
 Pres., Gen. Mgr.: William J. Hall
 Asst. Sta., Comm. Mgr.: Philip G. Penfold
 Program Director: Ivan Hyer
 Chief Engineer: Wiley R. Bates

WSLB—Ogdensburg—1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Seaway Radio
 Address: 2315 Knox St.
 Tel.: 500 MBS
 President: George Bingham
 Prog. Dir.: Flo Beach Rowe
 Chief Engineer: M. S. Seimes

WHDL—Olean—1929

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL, Inc.
 Address: W. State Rd.
 Tel.: 2-0161 ABC
 Newspaper Affiliation: Times Herald
 Representative: Everett-McKinney
 Pres., Gen. Mgr.: John R. Henzel
 Station, Sls. Prom. Mgr.: James Hastings
 Comm. Mgr.: Joseph K. Eade
 Prog. Dir.: Donald McLean
 Publicity Director: Howard Heck
 Chief Engineer: Wallace D. Taylor

WMNS—Olean—1957

Frequency: 1360 Kc. Power: 1 Kw., d.
 Owned: Olean Bcstg. Corp.
 Address: 168 1/2 N. Union St.
 Tel.: 2-0157 Independent
 Station Representative: Cooke
 Pres., Gen. Mgr.: Donald W. Merriman
 Station, Comm. Mgr.: Jim Gleason
 Program Director: John Casey
 Chief Engineer: Michael Ceci

WONG—Oneida—1956

Frequency: 1600 Kc. Power: 1 Kw., d.
 Owned-Oper. By: Madison County Bcstg. Co.
 Address: 181 Main St.

NEW YORK

Tel.: 1600 Independent
Representative Devney
General Manager Richard W. Mills
Program Director Michael Conner
Chief Engineer H. B. Reynolds

WDOS—Oneonta—1947

Frequency: 730 Kc. Power: 1 Kw., d.
Owned-Oper. By Ottaway Stations, Inc.
Bus.-Studio Address 104 Chestnut St.
Tel.: GEneral 2-1500 Independent
Newspaper Affiliation Oneonta Star
Representative Radio-TV Reps.
President James H. Ottaway
General Manager Harold E. Graves
Managing Director Francis H. Brinkley
Comm. Mgr. Benjamin M. Turnbull
Program Director Jerry Sanders
Chief Engineer Willicm J. Pettit

WEBO—Owego—1957

Frequency: 1330 Kc. Power: 1 Kw., d.
Owned Tioga Cty. Bcstg. Corp.
Address P.O. Box 51
Tel.: 1671 Independent
Representative Forjoe
President M. S. Weiss

WALK—Patchogue—1952

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By Suffolk Bcstg. Corp.
Address P. O. Box 230
Tel.: GR 5-5200 Independent
Newspaper Affiliation Suffolk Cons. Press
Representative Grant Webb
Pres., Gen. Mgr. W. K. Macy, Jr.
Comm. Mgr., Prom. Mgr. John Regan
Prog., Pub. Dir. Jack Ellsworth
Chief Engineer Ed Becker

WPAC—Patchogue—1951

Frequency: 1580 Kc. Power: 10 Kw. d.
Owned-Oper. By Patchogue Bcstg. Co.
Business Address P.O. Box 651
Tel.: GR 5-4600 Independent
Representative Clark
Pres., Gen. Mgr. Lee Morrison
Station Mgr. Stan Allan
Comm. Mgr. Herbert Morrison
Program Director Dick Hodkin
Pub. Dir. Donald Lombardy
Chief Engineer Morton Morrison

WLNA—Peekskill—1948

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Highland Bcstg. Corp.
Address Box 188
Tel.: 7-1124 Independent
Pres., Gen. Mgr., Ch. Eng. Irving E. Cottrell
Commercial Mgr. Francis V. Hough
Program Dir. George Birdas

WEAV—Plattsburgh—1934

Frequency: 960 Kc. Power: 5000 Watts

Owned-Oper. By Plattsburgh Bcstg. Corp.
Studio Address 38 Court St.
Tel.: JOrdan 1-0960 ABC
Representative Jack Masla
President, General Mgr. George F. Bissell
Program Director Arthur Pierce
Commercial Manager L. J. Hare
Chief Engineer Jack Nazark

WIRY—Plattsburgh—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By WIRY, Inc.
Trans. Loca. Address 301-03 Cornelia St.
Tel.: JO 3-1340 MBS-KBS
Representative McGavren
President Charles B. Britt
Gen. Mgr. Donald L. Pelkey
Asst. Manager Chester O. Bosworth, Jr.
Program Director Betty Kraus
Chief Engineer Thomas Van Alstyne

WDLC—Port Jervis—1953

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Port Jervis Bcstg. Co.
Address Box 920
Tel.: 3-2293 Independent
Exec. V.P., Chief Eng. Oscar Wein
Program Director Katherine Skellett

WPDM—Potsdam—1955

Frequency: 1470 Kc. Power: 1 Kw., d.
Owned-Oper. By St. Lawrence Radio, Inc.
Address Potsdam
Tel.: Colony 7-9464 Independent
General Manager Frederick G. Hartman

WEOK—Poughkeepsie—1948

Frequency: 1390 Kc. Power: 1000 Watts, d.
Owned-Operated By Hudson Valley Bcstg.
Business-Studio Address Pendell Road
Tel.: GR 1-1500 Independent
Representative Everett-McKinney
President Arthur J. Barry
Station Manager Frank Breslin
Chief Engineer John P. Burke

WKIP—Poughkeepsie—1940

Frequency: 1450 Kc. Power: 250 Watts
Owned Dutchess County Bcstg. Corp.
Business Address Nelson House; Box 889
Tel.: GR 1-2300 ABC
Station Representative Masla
Pres. George W. Bingham
V.P., Gen. Mgr. Richard A. Dwelley
Commercial Manager Stanley D. Mitchell
Pub., Prog. Director John Kuhn
Chief Engineer Marvin S. Seimes

WREM—Remsen—1957

Frequency: 1480 Kc. Power: 1 Kw.
Owned By Town & Country Bcstg. Co. Inc.
Business Address 1 Pine St.
Tel.: 3333 Independent
Station Representative Bernard
President Edwin L. Slusarczyk

Gen. Mgr., Ch. Eng. Gerald W. Prouty
Commercial Manager John Perry

WRIV—Riverhead—1955

Frequency: 1390 Kc. Power: 1,000 Watts
Owned Suffolk Broadcasting Corp.
Address 1 East Main St.
Tel.: PA 7-1200 Independent
Newspaper Affil. Suffolk Consolidated Press
Representative Grant Webb
Pres., Gen. Mgr. William K. Macy, Jr.
Station, Prog. Dir. John H. Riggs
Comm., Sales Prom. Mgr. Laurance I. Nicoll
Chief Engineer Edward Becker

WBBF—Rochester—1947

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By WBBF, Inc.
Bus.-Studio Address 339 East Ave.
Tel.: HAmilton 6-8920 Independent
Representative Venard, Rintoul & McConnell
General Manager Robert S. Kieve
Chief Engineer Vincent Lopopolo

WHAM—Rochester—1922

Frequency: 1180 Kc. Power: 50,000 Watts
Owned-Oper. By Genesee Broadcasting
Business Address 201 Humboldt Rd.
Tel.: HU 2-1160 Independent
Representative Christal
General Manager Richard C. Shepard
Station Manager Arthur W. Kelly
Program Director W. Robert McKinsey
Chief Engineer Raymond Lucia

WHEC—Rochester—1925

Frequency: 1460 Kc. Power: 5000 Watts
Owned WHEC, Inc.
Bus.-Studio Address 191 East Ave.
Tel.: BA 5-3050 CBS
Newspaper Affiliation Gannett Newspapers
Representative Everett-McKinney
President Paul Miller
V.P., Gen. Sta. Mgr. Lowell H. MacMillan
Commercial Mgr. Fred Pestorius
Program Dir. Warren Doremus
Publicity Dir. Dorothy Cotton
Chief Engineer Howard Mouatt

WRVM—Rochester—1946

Frequency: 680 Kc. Power: 250 W. d.
Owner State Broadcasting Co.
Address 130 S. Clinton Ave.
Tel.: BA 5-2520 Independent
Representative Headley-Reed; Kettel-Carter
President Frank W. Miller, Jr.
General Commercial Mgr. G. W. Miller
Program Director Stan Hi
Publicity Director Bruce Williamson
Chief Engineer Al Rubin

WSAY—Rochester—1936

Frequency: 1370 Kc. Power: 5 Kw.

Owned-Oper. By Federal Bcstg. System, Inc.
Business-Studio Address 250 E. Ave.
Tel.: BA 5-4870 Independent
Station Representative Walker-Rawalt
Pres., Ch. Eng. Gordon P. Brown
Station Director John Hill
Prog., Pub. Dir. Sybilla A. Reber

WVET—Rochester—1947

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Oper. By Veterans Bcstg. Co., Inc.
Address 17 Clinton Ave So.
Tel.: HA 6-4820 NBC
Representative Bolling Co., Inc.
Pres., Gen. Mgr. Ervin F. Lyke
Station Manager Paul C. Louthier
Commercial Manager Arthur Murrellwright
Program Director Jack Decker
Chief Engineer Raymond Jobs

WKAL—Rome—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned By Mid-New York Bcstg.
Business-Studio Address Capitol Theatre Bldg.
Tel.: Rome 3616 ABC
Sta. Representative H-R Reps
President, Gen. Mgr. Gordon Gray
Commercial Mgr. Stan Fish
Station, Prom. Mgr. Richard Gessner
Program Dir. Joseph Graziano
Publicity Dir. Ruth Schlanger
Chief Engineer R. Rosenfeld

WGGO—Salamanca—1957

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned James Broadcasting Co., Inc.
Address 91 Main St.
Tel.: 1515 KBS
Station Rep. Venard, Rintoul & McConnell
President Simon Goldman
General, Station Mgr. M. O. Simundson
Program Director Richard Sil's
Publicity Director Lee Mailey
Chief Engineer David E. Pavlock

WNBZ—Saranac Lake—1927

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Upstate Bcstg. Corp.
Business-Studio Address 88 Main St.
Tel.: 1320 ABC
Pres., Gen. Mgr. Jacques DeMattos
Comm. Mgr., Prog. Dir. Jeanne DeMattos
Publicity Director John F. Delahant
Chief Engineer H. Berwind Williams

WRSA—Saratoga Springs—1957

Frequency: 1280 Kc. Power: 1 Kw., d.
Owned-Operated By Radio Station WRSA
Business Address Box 248
Tel.: 4300 KBS
President, General Mgr. Jack Oranch
Commercial, Sls. Prom. Mgr. Saul Kay
Program Director Elio Del Sette
Chief Engineer John Holliday

NEW YORK

**WSPN—Saratoga Springs
1954**

Frequency: 900 Kc. Power: 250 Watts d.
Owned By.....Spa Broadcasters, Inc.
Business Address.....71 West Ave.
Tel.: 2180.....Independent
Representative.....Devney
President.....Ken Freebern
Gen., Sta. Mgr.....Robert W. Dingman
Comm., Sales Prom. Mgr.....Joseph D. Snyder
Chief Engineer.....W. P. Spollen

WGHQ—Saugerties—1956

Frequency: 920 Kc. Power: 1000 Watts, d.
Owned.....Skylark Co.
Business Address.....Box 920
Tel.: CH 6-2822.....Independent
Pres., Gen. Mgr.....John P. Lynker
Comm., Sales Prom. Mgr.....W. Irving Rose
Chief Engineer.....Leroy F. Fuller
OWNERS OF: WVOX-AM-FM, NEW ROCHELLE; WFYI,
MINEOLA; WVIP, MT. KISCO., ALL N. Y.

WGY—Schenectady—1922

Frequency: 810 Kc. Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1400 Balltown Rd.
Tel.: FR 7-2261.....NBC

Representative.....Henry I. Christal
General Manager.....J. Milton Lang
Chief Engineer.....W. J. Purcell

WSNY—Schenectady—1942

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Western Gateway Bcstg.
Business-Studio Address.....619 State St.
Tel.: EX 3-3622.....Independent
Representative.....Forjoe
Pres., Gen., Sta. Mgr.....Winslow Leighton
Comm. Manager.....Thomas Seeley
Chief Engineer.....I. P. Beck

WFBL—Syracuse—1922

Frequency: 1390 Kc. Power: 5000 Watts
Owned.....First Broadcasting Corp.
Address.....P.O. Box 1390, E. Syracuse
Tel.: HOward 3-8631.....Independent
Representative.....Hollingbery
General Mgr.....Henry P. Wilcox
Sales Mgr.....Richard F. Polgreen
Program Dir.....William Quinn
Chief Engineer.....Vincent Marlin

WHEN—Syracuse—1954

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.

WFBL
RADIO
DOMINATES!
SYRACUSE, NEW YORK



AUTHENTIC NEWS COVERAGE
FAMILY PROGRAMMING
OUTSTANDING EXPERIENCED AIR SALESMEN
CREATIVE SELLING
COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founder's groups of Stations, including KPOA, Honolulu; WFBL, Syracuse
New York; WSMB New Orleans, Louisiana



Owned.....Meredith Syracuse Radio Corp.
 Address.....511 Loew Bldg.
 Tel.: HA 2-0277.....CBS
 Representative.....Katz
 President.....E. T. Meredith, Jr.
 V.P. & Gen. Mgr.....Paul Adanti
 Comm. Mgr.....Louis Parmentier
 Station Manager.....William H. Bell
 Prom. Mgr., Pub. Dir.....Robert Peel
 Program Director.....John L. Scott
 Studio Superv.....Robert Ardner

WNDR—Syracuse—1946

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Syracuse Bcstg. Corp.
 Address.....Box 1212
 Tel.: KI 6-1515.....MBS
 Station Rep.....Forjoe
 General Manager.....Arthur C. Kyle, Jr.

WOLF—Syracuse—1939

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Address.....Kirkpatrick & Van Rensselaer Sts.
 Tel.: HA 2-7211.....ABC
 Sta. Representative..Venard, Rintoul, McConnell
 President.....Ellis E. Erdman
 Station Mgr.....John G. Wolfe, Jr.
 Program Mgr.....Robert Kennedy
 Sales Prom. Mgr.....Charles D. Hackett
 Chief Engineer.....Don Muir

WSYR—Syracuse—1922

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Business Address.....1030 James St.
 Tel.: GRanite 4-3911.....NBC
 Newspaper Affil..Herald-Journal, Post Standard
 Representative.....Henry I. Christal
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 V.P.....William V. Rothrum
 Program Dir.....Floyd Ottoway
 Com. Mgr.....William R. Alford
 Prom. Mgr., Pub. Dir.....Lou Switzer
 Chief Engineer.....A. J. Eicholzer

WIPS—Ticonderoga—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.
 Owned By.....Ti Broadcasting, Inc.
 Address.....Fort Ti Road
 Tel.: JUno 5-2868.....Independent
 Station Representative.....Cooke
 President.....Bernard H. Pelzer, Jr.
 General Mgr.....William Powley
 Program Dir.....Richard Griswold

WTRY—Troy—1940

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WTRY Bcstg. Corp.
 Business-Studio Address.....92 Fourth St.
 Tel.: AS 4-1100.....CBS
 Representative.....John Blair
 Ch. of Board.....Victor W. Knauth

President.....Daniel Kops
 V.P., General Mgr.....Sam S. Nielsen
 Exec. V.P.....Richard J. Monahan
 Commercial Mgr.....Stan Edwards
 Sales Prom. Mgr.....Al Herskovitz
 Program Dir.....George Le Zotte
 Publicity Dir.....John Mounteer
 Chief Engineer.....Frank Belaska

WIBX—Utica—1925

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WIBX, Inc.
 Business Address.....187 Genesee St.
 Tel.: SWift 7-0220.....CBS
 Sta. Representative.....Meeker
 President.....Margaret Bowen Shepard
 General Manager.....Frederic C. Bowen
 Station Manager.....Elliott Stewart
 Production Manager.....Ralph Allinger
 Chief Engineer.....John T. Dowdell

WFAS—White Plains—1932

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Westchester Bcstg. Corp.
 Bus. Studio Address.....P.O. Box 711
 Tel.: WH 9-6400.....Independent
 President.....Valentine E. Macy, Jr.
 Gen., Sta. Manager.....Frank A. Seitz
 Program Director.....Randall Kaler
 Sls. Prom., Comm. Mgr.....John Hade
 Chief Engineer.....Jack Pearson

THE

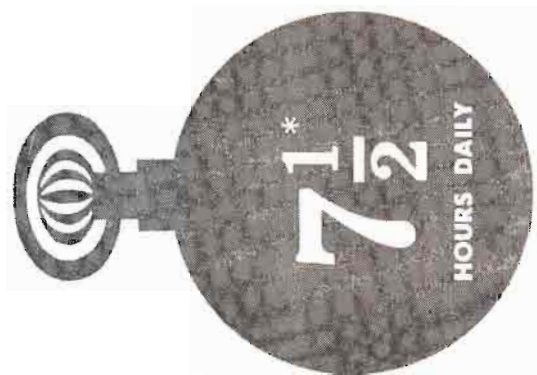
WESTCHESTER STATION!

Among nearly a quarter million radio families in the WFAS Westchester-Rockland Area, WFAS polled *first* or tied for first in 48, *second* in 18, and third in only 2 of the 68 quarter-hour strips from 7 A. M. to Midnight, Monday through Fridays* . . . and outstrip-ped its nearest suburban competi-tion nearly 3 to 1!

WFAS & WFAS-FM

White Plains, N. Y.

*Pulse study, October, 1959.



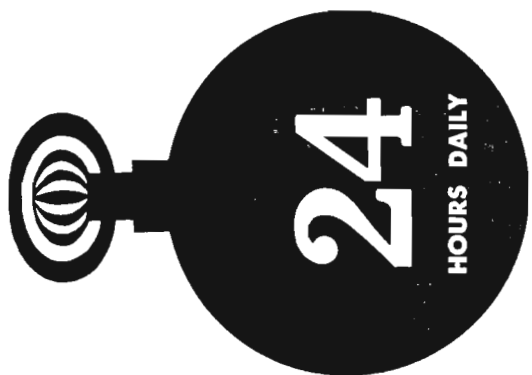
NEGRO Community
Programming

+



SPANISH/PUERTO RICAN
Programming

=



of Whirl-Wind
sales action

WWRL

NEW YORK DE 5-1600

* 10:00AM-5:30PM
** 5:30PM-10:00AM

NEW YORK-NORTH CAROLINA

WRUN—Utica—1947

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....The Rome Sentinel Co.
 Business-Studio Address.....258 Genesee St.
 Tel.: SWIFT 7-1500.....Independent
 Newspaper Affiliation.....Rome Daily Sentinel
 Representative.....Avery-Knodel
 President.....Bradley C. Barnard
 General Manager.....Fritz Updike
 Sta., Comm. Mgr.....Richard A. Clark
 Sales Prom., Pub. Dir.....Phil Cameron
 Program Supervisor.....Alan E. Cole
 Chief Engineers.....G. S. Woods, C. F. Henry

WTLB—Utica—1947

Freq: 1310 Kc. Power: 1 Kw. d., 500 W. n.
 Owned By.....Star Bcstg. Co.
 Address.....Kellogg Rd., New Hartford
 Tel.: 5-5209.....ABC
 President.....Thomas L. Brown
 General Manager.....Harry V. Barker
 Chief Engineer.....Peter Narkon

WDLA—Walton—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By..Delaware County Bcstg. Corp.
 Business Address.....Walton
 Tel.: UNderhill 5-4321.....Independent
 President.....E. Ogden Bush
 V.P., Gen. Mgr.....Michael J. Cuneen
 Chief Engineer.....Charles Lissner

WATN—Watertown—1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Watertown Bcstg. Corp.
 Bus. Studio Location.....118 Washington St.

Tel.: SUNset 2-3320.....Independent
 Representative.....Devney
 Pres., Gen. Mgr.....G. Harry Righter

WOTT—Watertown—1959

Frequency: 1410 Kc. Power: 5 Watts d.
 Owned By.....1000 Isls. Bcstg. Co.
 Address.....560 W. Main St.
 Tel: Thousand Islands.....Independent
 Owner.....Francis Johnston

WWNY—Watertown—1941

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By.....The Brockway Co.
 Address.....Hotel Woodruff
 Tel.: SUNset 8-3800.....CBS
 Newspaper Affil.....Daily Times
 Representative.....Weed
 President.....John B. Johnson
 General Manager.....Louis Salif, Jr.
 Station Manager.....Earl R. Kelly
 Program Director.....Rodney C. Abare
 Commercial Manager.....Harold Gore
 Dir. of Engineering.....Michael Yonkovig

WLSV—Wellsville—1955

Frequency: 790 Kc. Power: 1 Kw., d.
 Owned-Oper. By..Radio Services of Wellsville
 Address.....55 N. Main St.
 Tel.: 727.....Independent
 Gen. Mgr.....Joseph Mumma
 Sales Promotion Mgr.....James Armstrong
 Publicity Director.....Richard DiRoma
 Station Manager.....Jay Mullen
 Chief Engineer.....Larry Shields

WWRL—Woodside—1926

(See New York, N. Y., Page 481)

Pop.: 4,810,000
 Families: 1,282,000
 Radio Homes: 1,331,000

NORTH CAROLINA

TV Homes: 991,000
 AM Stas. in State: 139
 TV Stas. in State: 11

WZKY—Ahoskie—1956

Frequency: 1580 Kc. Power: 250 Watts, d.
 Owned By.....Radio WZKY, d.
 Address.....Box 365
 Tel.: YUKon 2-1111.....Independent
 Pres., Gen. Mgr.....J. Pressor.

WABZ—Albemarle—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Radio Station WABZ, Inc.
 Business-Studio Address.....Hotel Albemarle
 Tel.: YU 2-1020.....KBS
 President.....Station P. Williams
 General Manager.....Mrs. R. G. Varner
 Commercial Mgr.....W. Nealson Russell
 Program Director.....Marvin A. Coley
 Chief Engineer.....John D. Brooks

WGWR—Asheboro—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
 Bus. Studio Address.....P.O. Box 309
 Tel.: 2187.....KBS
 Newspaper Affil.....Courier Tribune
 President.....Roy Cox
 Gen., Sta., Comm. Mgr.....J. R. Marlowe
 Program Director.....A. R. Brown
 Chief Engineer.....Howard Miller

WISE—Asheville—1939

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
 Operated By.....Radio WISE, Inc.
 Address.....92 Haywood St.
 Tel.: ALpine 3-5381.....Independent

NORTH CAROLINA

Representative..... Bcst Time Sales; Raymer
President..... Harold H. Thoms
Sta. Mgr..... John Morris

WLOS—Asheville—1947

Freq.: 1380 Kc..... Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By..... Skyway Bcstg. Co.
Business-Studio Address..... 288 Macon Ave.
Tel.: ALpine 4-4321..... ABC-NBC
Station Representatives..... P. G. & W.; Ayers
President..... T. A. Eiland
Sta., Comm. Mgr..... Dewey Long
Program Dir..... Dave Jacobs
Chief Engineer..... George F. Sprague

WSKY—Asheville—1946

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... Radio Asheville, Inc.
Business-Studio Address..... 12 Church St.
Tel.: ALpine 3-4451..... Independent
Representative..... Everett-McKinney
Pres., Gen., Sta., Comm. Mgr..... Zeb Lee
Chief Engineer..... Bill Clements

WWNC—Asheville—1927

Frequency: 570 Kc..... Power: 5000 Watts
Owned-Oper. By..... Asheville Citizen-Times Co.
Business-Studio Address..... 14 O. Henry Ave.
Tel.: AL 2-5611..... CBS
Newspaper Affili..... Citizen, Times
Representative..... H-R
President..... Robert Bunnelle
Station Manager..... Cecil B. Hoskins
Comm. Mgr..... James A. Hagan
Program Director..... William F. Melic
Chief Engineer..... Harvey T. Nations

WBMA—Beaufort—1954

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... Richard Ray Cummins
Address..... Box 156
Tel.: 2-9401..... Independent
Owner, Gen. Mgr., Ch. Eng..... R. R. Cummins

WCCG—Belmont—1954

Freq.: 1270 Kc..... Power: 1 Kw., d.; 500 W., n.
Owner..... Cental Bcstg. Co.
Address..... Box 629
Tel.: TA 5-2812..... ABC-MBS-KBS
President, General Mgr..... Robert Hilker
Commercial Manager..... Frank Thomas
Program Director..... Everette Gantt
Chief Engineer..... Roger Hovis

WATA—Boone—1950

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Wilkes Bcstg. Co.
Address..... P.O. Box 72
Tel.: AM 4-8461..... KBS
Manager..... Doris B. Brown
Secretary-Treasurer..... Roland Potter
Program Director..... Jane Smith
Chief Engineer..... E. Chipman

WPNF—Brevard—1950

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By..... Pisgah Bcstg. Co., Inc.
Business Address..... P.O. Box 352
Tel.: TU 3-3621..... Independent
President..... Mrs. Ed. M. Anderson
Sta., Comm. Mgr..... Bobby Hoyle
Program Director..... Al Martin
Chief Engineer..... Baxter Morris, Jr.

WBBB—Burlington—1941

Frequency: 920 Kc..... Power: 5000 Watts d.
Owned-Operated By..... Alamance Bcstg. Co., Inc.
Business-Studio Address..... 318 S. Main St.
Tel.: CA 6-6376..... MBS-KBS
Rep..... Thomas F. Clark
Exec. V.P., General Manager..... E. Z. Jones
Comm. Mgr., Pub. Dir..... Lew Carter
Program Director..... Edgar Brooks
Chief Engineer..... Berry Tysor

WFNS—Burlington—1946

Frequency: 1150 Kc..... Power: 1000 Watts d.
Owned..... Burlington-Graham Bcstg. Co.
Address..... Maple at Broad
Tel.: CA 7-4261..... Independent
Representative..... Walker Rawall
Gen., Sta. Mgr..... G. C. Starnes
Commercial Manager..... Harold Naff
Program Director..... William Dillee
Chief Engineer..... Charles Stafford

WWIT—Canton—1954

Frequency: 970 Kc..... Power: 1 Kw., d
Owned By..... Western N. C. Bcsters., Inc.
Address..... Box 391
Tel.: MI 8-3588..... Independent
Representative..... Best
President..... Sidney A. Watts
General Manager..... Dalton R. Paxton
Commercial Manager..... Sam Patterson
Sales Promotion Mgr..... Al Dunbar
Program, Publicity Dir..... D. Mendenhall
Chief Engineer..... Barry Medlin

WCHL—Chapel Hill—1953

Frequency: 1360 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Village Bcstg. Co.
Address..... Durham Road
Tel.: 8485..... Independent
Pres., Gen. Mgr..... Sandy McClamroch
Asst. to Gen. Mgr..... R. B. Boyd
Chief Engineer..... Jim Botsford

WAYS—Charlotte—1941

Frequency: 610 Kc..... Power: 5 Kw., 1 Kw. n.
Owned..... Inter-City Adv. Co. of Charlotte
Business-Studio Address..... 3229 S. Blvd.
Tel.: JA 3-0121..... Independent
Representative..... Bcstg. Time Sales; Raymer
President..... George W. Dowdy
Sales Promotion Mgr..... Irving Butler
General Mgr..... James P. Poston

Commercial Mgr.....William Jeffery
 Station Manager.....Howard Mendel
 Program Dir.....Lee Barrett
 Publicity Director.....Martin Allen
 Chief Engineer.....E. R. Deekle

WBT—Charlotte—1922

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Jefferson Standard Bdcstg.
 Address.....1 Jefferson Pl.
 Tel.: ED 3-8833.....CBS
 Representative.....CBS Radio Spot Sales
 President.....J. M. Bryan
 Gen. Mgr.....Charles H. Crutchfield
 Comm. Manager.....Paul B. Marion
 Program Director.....Wade St. Clair
 Pub., Sls. Prom. Director.....Ned Burgess
 Chief Engineer.....Thomas Howard

WGIV—Charlotte—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Charlotte Radio & TV Corp.
 Business Address.....2520 Toomey Ave.
 Tel.: ED 3-2195.....Independent
 Representative.....Forjoe
 Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald
 Commercial Mgr.....Ray Ervin
 Chief Engineer.....S. K. Lineberger

WIST—Charlotte—1951

Frequency: 930 Kc.....Power: 5000 d; 1000 n.
 Owned-Oper. By.....Bcstg. Co. of South
 Address.....204 Liberty Life Bldg.
 Tel.: FR 6-3511.....Independent
 Representative.Peters, Griffin, Woodward, Inc.
 President.....B. C. Hipp
 Executive V.P.....G. H. Shafto
 Station Manager.....Ray M. Stanfield
 Commercial Manager.....W. Reid Leath
 Program Director.....Douglas G. Bell
 Chief Engineer.....A. O. Richardson

WKTC—Charlotte—1958

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned By.....Queen City Bcstg. Co.
 Address.....2001 Suttle Ave.
 Tel.: EDison 3-1101.....Independent
 Representative.....Cooke
 President.....J. Olin Tice, Jr.
 General. Station Mgr.....J. G. Kenworthy
 Program Director.....Robert Thompson

WSOC—Charlotte—1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Carolina Broadcasting Co.
 Address.....1925 N. Tryon St.
 Tel.: FR 6-8401.....NBC
 Station Representative.....H-R Reps
 President.....Leonard Reinsch
 General Manager.....Henry Sullivan
 Commercial Mgr.....James Pfaff
 Program Director.....James Martinson
 Chief Engineer.....Carl Rust

WWOK—Charlotte—1955

Frequency:1480 Kc.....Power: 1 Kw., d.
 Owned-Oper. By.....Radio Charlotte, Inc.
 Address.....215 Greystone Rd.
 Tel.: JACkson 3-1041.....Independent
 Representative.....O'Connell; Reilly; Ayers
 President.....Sherwood J. Tarlow
 General, Station Manager.....Herb Berg
 Operations Mgr.....Art Lawrence
 Sales Prom. Mgr.....Jeannie Edwards
 Commercial Mgr.....John Moore
 Chief Engineer.....Paul M. Seally

WRRZ—Clinton—1946

Frequency: 880 Kc.....Power: 1000 Watts d.
 Owned.....WRRZ Radio Co.
 Tel.: 2165.....ABC
 Station Rep.....Walker Rawalt
 General Mgr.....Geo. S. Walston
 Sales Prom. Manager.....E. D. Powell
 Program Director.....Jim Ten
 Chief Engineer.....J. L. Bowles

WEGO—Concord—1943

Frequency: 1410 Kc.....Power: 1 Kw., d.
 Owned By....Concord Kannapolis Bcstg. Co.
 Address.....Highway 29, By Pass
 Tel.: ST 2-7115.....KBS
 President.....Robert R. Hilker
 Gen., Sta. Mgr.....J. Norman Young
 Commercial Manager...Claude C. Gibson, Jr.
 Sales Promotion Mgr.....Steve Morris
 Program Director.....Richard Norwood
 Chief Engineer.....Kenneth R. Kennedy

WCKB—Dunn—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Car. Cent. Bcstrs.
 Business Address.....Box 431
 Tel.: 3133.....KBS
 President.....Lofton A. Tart, Sr.
 Sta., Gen. Mgr.....A. Lincoln Faulk
 Commercial Manager.....Mrs. E. L. Grantham
 Sales Prom. Mgr.....Nathan Lassiter
 Program Director.....Rudy Zurlo
 Publicity Director.....John G. Thomas
 Chief Engineer.....Joseph Kotlas

WDNC—Durham—1934

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...The Durham Radio Corp.
 Bus.Studio Address..138½ E. Chapel Hill St.
 Tel.: 6155.....CBS
 News. Affil.....Herald Sun
 Representative.....Paul H. Raymer
 President.....C. C. Council
 V.P., Gen. Mgr.....J. Frank Jarman
 Local Sales Manager.....W. R. Kirby
 Prog. Dir.....E. R. Higgins, Jr.
 Chief Engineer.....Waldo W. Primm

NORTH CAROLINA

WSRC—Durham—1954

Frequency: 1410 Kc. Power: 1 Kw.
Owned Carolina Radio
Address P. O. Box 28
Tel.: 2-4681 Independent
Station Reps. Dore; Ochs
President Robert Monroe
Gen. Mgr. James H. Mayes, Jr.
Comm. Mgr. Call S. Smith
Sales Promotion Mgr. Stu Gordon
Prog. Dir. Noriley Whitted
Chief Engineer Arthur Bone

WSSB—Durham—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Public Information Corp.
Address Box 1168
Tel.: 7-1179 KBS
Station Rep. Gill-Perna
President E. L. Clinton
Sales Mgr. Coburn Gum

WTIK—Durham—1946

Freq.: 1310 Kc. Power: 1000 Watts d.; 5 n.
Owned-Oper. By W & W Bcstg. Co.
Address P.O. Box 609
Tel.: 6101 ABC
Gen., Sta. Mgr. H. Tom Morris
Prog., Pub. Mgr. Wally Ausley

WCDJ—Edenton—1955

Frequency: 1260 Kc. Power: 1 Kw. d.
Owned-Oper. By Colonial Bcstg. Co.
Address P. O. Box 509
Tel.: 2178 KBS
President E. M. Schuman
Gen. Sta. Mgr. R. W. Schuman
Program Director Frank Roberts
Chief Engineer Anthony Ostopoff

WCNC—Elizabeth City—1939

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Albemarle Bcstg. Co., Inc.
Address Box 535
Tel.: 4379 KBS
Station Rep. Bogner & Martin
President J. L. Lamb, Sr.
Gen. Mgr., Chief Eng. J. L. Lamb, Jr.
Assistant Mgr. Desmond Barclay
Commercial Manager C. E. Ferrell
Program Director Bill Diggs

WGAI—Elizabeth City—1947

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.
Owned-Operated By WGAI Radio Co.
Business-Studio Address Kramer Bldg.
Tel.: 4371 Independent
Pres., Gen., Sta. Mgr. C. Alden Baker

WBLA—Elizabethtown—1956

Frequency: 1440 Kc. Power: 1 Kw., d.

Owned Bladen Bcstg. Corp.
Address Box 327
Tel.: UNion 2-3184 KES
Representative Best
President E. Clayton Register
General Mgr. Chatham C. Clark
Chief Engineer G. Wear

WIFM—Elkin—1951

Frequency: 1540 Kc. Power: 250 Watts, d.
Owned Tri-County Bcstg. Co. Inc.
Address P.O. Box 152
Tel.: 860 Independent
President H. F. Laffoon
General Mgr. Will Erwin
Sta. Mgr., Chief Eng. J. Prince

WFMO—Fairmont—1953

Frequency: 860 Kc. Power: 1000 Watts, d.
Owned Carolina's Broadcasting Co., Inc.
Address Box 492
Tel.: MA 8-4781 Independent
President Cutlar Moore
Gen., Comm. Mgr. Billy E. Peele
Chief Engineer Joseph F. Milazzo

WFAI—Fayetteville—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned By Jackson F. Lee
Bus-Studio Address Box 659
Tel.: HU 4-6161 CBS-KBS
Representative Thomas F. Clark
President, Gen. Mgr. Ralph E. Hess
Station Manager, Pub. Dir. R. Allen Hess
Comm. Mgr. Bob Smith
Program Director Taft Tew, Jr.
Chief Engineer Walter Lee Moring

WFLB—Fayetteville—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Fayetteville Bcstrs., Inc.
Address P. O. Box 512
Tel.: HEmlock 2-7136 ABC
Representative Burn-Smith
President L. W. Allen
Gen., Sta. Mgr. Jimmy Simpson
Commercial Manager Charles Cooper
Program Director Al Gregg
Sales Prom. Mgr. Vance McBryde
Publicity Director Frank Jetter, Jr.
Chief Engineer Edward Cook

WFNC—Fayetteville—1939

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Cape Fear Bcstg. Co.
Address 1009 William Clark Rd.
Tel.: HU 4-4181 MBS
Representative Walker-Rawalt
President, Gen. Mgr. Victor W. Dawson
Station, Commercial Mgr. Johnny Joyce
Sales Promotion Mgr. Ed Jones
Program Director Chris Mack
Publicity Director Tom Moltren
Chief Engineer David O. Beck

WAGY—Forest City—1958

Frequency: 1320 Kc. Power: 500 W., d.
Owned. Tri City Broadcasting Co.
Address. Forest City
Tel.: CHerry 5-4288-9. Independent
General Manager, Ch. Eng. G. T. Becknell
Station Manager, Prog. Dir. Don H. Lovelace
Commercial Manager. Fred A. Blanton
Publicity Director. J. David White

WBBO—Forest City—1947

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By. Rutherford Co. Radio Co., Inc.
Address. Forest City
Tel.: CHerry 5-4205. KBS
Newspaper Affil. Courier, Sun
Pres., Gen., Sta. Mgr. Mrs. Ed. M. Anderson
Comm. Manager. Cari R. Henson
Program Director. Charles Melton
Chief Engineer. Merton Iwerks

WFSC—Franklin—1957

Frequency: 1050 Kc. Power: 500 Watts
Owned By. Macon Cty. Broadcasting Co.
Business Address. P.O. Box 470
Tel.: 430. KBS
President. Henry Bartol, Jr.
Gen., Sta. Mgr., Ch. Eng. Edwin P. Healy
Publicity Director. Nettie Sue Pattillo

WFVG—Fuquay Springs—1949

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By. WFVG Bcstg.
Business-Studio Address. Box 588
Tel.: MUrray 7-4001. KBS-MBS
President, Gen. Mgr. James Flanagan
Prog., Pub. Dir. Walter M. Pearson
Chief Engineer. G. Lewis

WGNC—Gastonia—1939

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Catherine T. McSwain
Address. N. Chester St.
Tel.: UNiversity 5-8501. ABC
Gen., Sta. Mgr. Pat McSwain
Chief Engineer. W. C. Groves, Jr.

WLTC—Gastonia—1947

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By. Gastonia Bcstg. Serv., Inc.
Address. P. O. Box 1010
Tel.: UN 5-1079. KBS
Representative. Thomas F. Clark
Pres., Gen., Sta. Mgr. James B. Petty
Commercial Manager. Boyce C. Morrow
Program Director. Alan G. Phillips
Chief Engineer. Don Voigt

WFMC—Goldsboro—1951

Frequency: 730 Kc. Power: 1 Kw. d.
Owned. Southern Radio & TV Corp.
Address. P. O. Box 655

Tel.: REpublic 4-4211. KBS
President. Kenneth T. Marshall
Gen. Mgr., Ch. Eng. Henry M. Harrison, Jr.
Publicity Director. C. J. Chambers

WGBR—Goldsboro—1938

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By. E. Carolina Bcstg. Co., Inc.
Address. P. O. Box 1024
Tel.: REpublic 4-3621. ABC
Comm., Gen. Mgr., Pgm. Dir. V. G. Balkum

WGOL—Goldsboro—1955

Frequency: 1300 Kc. Power: 1000 Watts
Owned. Better Advertising Inc.
Address. 116 W. Mulberry St.
Tel.: RE 4-5151. Independent
Sta. Representative. Bogner & Martin
President. William S. Page
General Mgr. Jack P. Hankins
Commercial Mgr. Dwight Moody
Station Mgr. Lynwood Moseley
Program Dir. Pat Howell
Chief Engineer. Paul Horne

WBIG—Greensboro—1926

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By. North Carolina Bcstg. Co.
Studio Address. 2838 Battleground Rd.
Tel.: BR 2-6125. CBS
Representative. George P. Hollingbery
President. Michaux H. Crocker
V.P., Sta. Mgr. Allen Wannamaker
Commercial Mgr. W. H. Henry
Publicity Director. Alice Kale
Program Director. Lloyd Gordon
Chief Engineer. Ernest C. Pate, Jr.

WCOG—Greensboro—1948

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned & Oper. By. Thomas Radio-TV Ent.
Business-Studio Address. 708 W. Market St.
Tel.: BR 3-6925. Independent
Representative. Bcst. Time Sales
President. Harold H. Thoms
Sta. Manager. Terry Bane
Comm. Mgr. Jack Huband
Program Director. Tom A. Wall
Pub. Dir. Evelyn Jones
Chief Engineer. Ansel Atkins

WGBG—Greensboro—1942

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Greensboro Bcstg. Co., Inc.
Business-Studio Address. Ashe St.
Tel.: BR 3-3631. ABC-MBS
Representative. Pearson
Pres., Gen., Sta. Mgr. Ralph M. Lambeth
Commercial Mgr. Jack Rimmer
Sales Promotion Mgr. Earl O. Sullivan
Program, Publicity Dir. Joe Anderson
Chief Engineer. Earl Teague

NORTH CAROLINA

WPET—Greensboro—1954

Frequency: 950 Kc. Power: 500 Watts
Owned Guilford Advertising
Address Meadovview Rd.
Tel.: BR 5-4464. Independent
Representative Burn-Smith
President James S. Beattie
Exec. V.P. William P. Mitchell
Sta. Mgr. Roy A. Childers
Prog. Dir. Robert L. Montgomery
Pub. Dir., Sls. Prom. Mgr. Ruenell Stewart
Chief Engineer Don Harris

WGTC—Greenville—1940

Frequency: 1590 Kc. Power: 5000 Watts d.
Owned-Oper. By A. W. Lewin
Address Falkland Highway
Tel.: PL 8-2174. Independent
Representative Devney
President A. W. Lewin
Gen. Mgr., Prog. Dir. Joel Lawhon
Comm. Mgr. J. T. Snowden, Jr.
Chief Engineer Bill Covington

WOOW—Greenville—1959

Frequency: 1340 Kc. Power: 250 Watts
Owned WOOW, Inc.
Business Address 304 S. Evans St.
Tel.: Plaza 8-1171. Independent
President John P. Gallagher
General Manager C. Robert Ray
Commercial Manager Richard Jones
Chief Engineer Carl Rochelle

WKDX—Hamlet—1957

Frequency: 1400 Kc. Power: 250 W.
Owned Richmond Bcstg. Co.
Address Box 826
Tel.: 1482. KBS
President Risdon A. Lyon
Gen. Mgr. W. P. Billingsley
Station Manager, Ch. Eng. W. S. Taylor
Comm. Mgr. W. E. Benoist
Program Director Alex Morrison

WHNC—Henderson—1945

Frequency: 890 Kc. Power: 1000 Watts
Owned Henderson Radio Corp.
Address Norlina Road
Tel.: 7136. KBS-MBS
President, Comm. Mgr. Nathan Frank
General Sta. Mgr. Dr. Claye Frank
Program Director Mozelle Moore
Chief Engineer Lewis Hiland

WHVH—Henderson—1955

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By WHVH, Inc.
Address P. O. Box 1011
Tel.: GENEVA 8-8135-6. Independent
Representative Webb
Pres., Gen., Sta. Mgr. Lawrence Brandon
Commercial Mgr., Prog. Dir. Mike Hight
Chief Engineer Ed Brame

WHKP—Hendersonville—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Radio Hendersonville, Inc.
Address Box 649
Tel.: OX 3-9061. KBS
General, Station Mgr. Kermit Edney
Commercial, Sls. Prom. Mgr. Arthur V. Cooley
Publicity Program Dir. Jimmy Northington
Chief Engineer Charles Renfrow

WHKY—Hickory—1939

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Catawba Valley Bcstg. Co.
Address 415 1st Ave., N.W.
Tel.: DI 5-2294. ABC-MBS
Representative Dora Clayton
News. Affil. Daily Record
President Carl V. Cline
Gen., Sta. Manager Edmund S. Long
Prog., Pub. Dir. Laura Hall
Chief Engineer Thomas E. Long

WIRC—Hickory—1948

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Oper. By Foothills Bdcstg., Inc.
Address P.O. Box 484-A
Tel.: DI 5-2124. Independent
Representative John E. Pearson
General Mgr. E. H. Smith, Jr.
Asst. Mgr., Chief Engr. Elmer Troutman
Commercial Manager Lee Douglas
Program Director Mattie I. Padgett

WHPE—High Point—1947

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Oper. By High Point Bcstg. Co.
Business-Studio Address 504½ N. Main St.
Tel.: 3466. KBS
Pres., Prog. Dir., Chief Eng. Gary C. Davis
Comm. Mgr. Hal W. Hicks

WMFR—High Point—1935

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WMFR, Inc.
Business Studio Address 164 S. Main
Tel.: TUCKER 8-4593. ABC
Representative Burn-Smith
Pres., Gen.-Station Mgr. Frank S. Lambeth
Commercial Manager Frank Smith
Sls., Prom., Pub. Dir. G. D. Sullivan
Program Director W. R. Carter
Chief Engineer Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned By Doss Broadcasting
Address Box 1448
Tel.: 2-6851-2. Independent
Representative Devney
President Charles E. Doss
General Manager James W. McClain

NORTH CAROLINA

Commercial Manager.....Betty A. Litzie
 Program Director.....Bill Everhart
 Chief Engineer.....Yancy Cecil

WJNC—Jacksonville—1945

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Onslow Bcstg. Corp.
 Address.....Box E, Route 24
 Tel.: 7707.....MBS-KBS
 Pres., Gen. Mgr.....Robert P. Mendelson
 Sta. Manager.....Rodric L. Jones
 Chief Engineer.....R. O. Dorsey

WLAS—Jacksonville—1954

Frequency: 910 Kc.....Power: 1000 Watts
 Owner.....Seaboard Bcstg. Corp.
 Address.....P. O. Box 1197
 Tel.: 3901.....Independent
 Gen., Comm. Mgr.....Paul Parker
 Chief Eng.....Tancil Horne

WGTL—Kannapolis—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Fred H. Whitley, Inc.
 Address.....Cannon Blvd.
 Tel.: Webster 3-8700.....Independent
 Pres., Gen. Mgr.....Fred H. Whitley
 Chief Engineer.....William E. Rumpel

WKMT—Kings Mountain 1953

Frequency: 1220 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Radio Sta. WKMT
 Address.....Cleveland Ave. Ext.
 Tel.: 999.....Independent
 President.....R. H. Whitesides
 Gen., Sta., Comm. Mgr.....Jonas R. Bridges
 Publicity Dir., Sales Prom. Mgr.....R. Y. Green
 Program Director.....Doris Bridges
 Chief Engineer.....George Patterson

WELS—Kinston—1950

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Farmers Bcstg. Service, Inc.
 Address.....1312 W. Vernon Ave.
 Tel.: Jackson 3-5151.....Independent
 Representative.....Bogner & Martin
 President.....William S. Page
 General Station Mgr.....Jack P. Hankins
 Commercial Mgr.....Richard N. Bowman
 Prog. Dir.....W. A. Kiker
 Chief Engineer.....Harvey Mewborn

WFTC—Kinston—1937

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
 Owned By.....Connie B. Gay Enterprises
 Address.....204 East King St.
 Tel.: Jackson 3-4111.....ABC
 Representative.....Best
 President.....Connie B. Gay
 General Mgr.....Donnie Gay
 Program Dir.....David Holliday
 Chief Engineer.....Wm. Dixon

WISP—Kinston—1954

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Diehl Bcstg. Co.
 Address.....525 S. Queen St.
 Tel.: Jackson 3-6161.....Independent
 President, General Mgr.....William K. Diehl
 Commercial Manager.....James Batts
 Program Director.....Everett Peace, Jr.
 Publicity Director.....Andrew Denonn
 Chief Engineer.....Herman Civils

WEWO—Laurinburg—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Scotland Bcstg. Co.
 Bus-Studio Address.....State Bank Bldg.
 Tel.: CR 8-2911.....KBS
 Sta. Rep.....Dora-Clayton
 President.....Edwin Pate
 General Station Mgr.....Dick Brown
 Chief Engineer.....Truman N. Brock

WLOE—Leaksville—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WLOE, Inc.
 Address.....P.O. Box 632
 Tel.: MA 3-3118.....MBS-KBS
 Pres., Gen., Sta., Comm. Mgr.....D. L. Craddock
 Program Director.....Barbara Stone
 Chief Engineer.....Eldred Winn

WJRI—Lenoir—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....John P. Rabb
 Address.....107 West Avenue
 Tel.: PL 4-5361.....MBS-KBS
 President, Gen. Mgr.....John P. Rabb
 Comm. Mgr., Prog. Dir.....F. Kent Atwater
 Chief Engineer.....C. N. Whisnant

WBUY—Lexington—1946

Frequency: 1440 Kc.....Power: 5000 W., d.
 Owned-Oper. By.....Davidson County Bcstg.
 Address.....Box 359
 Tel.: CH 6-4110.....KBS
 Station Rep.....Hopewell
 Co-Owners.....O. G. Hilton-G. M. Hilton
 Manager.....Greeley N. Hilton
 Commercial Manager.....Dewey Hotchins
 Program Director.....Don Matney
 Chief Engineer.....Fred Honeycutt

WLON—Lincolnton—1953

Frequency: 1050 Kc.....Power: 1000 Watts, d.
 Owned.....Lincoln County Bcstg. Co., Inc.
 Address.....P. O. Box 430
 Tel.: RE 5-8071.....Independent
 Pres., Gen. Mgr.....W. Jack Brown
 Chief Engineer.....Dennis C. Long

WYRN—Louisburg—1958

Frequency: 1480 Kc.....Power: 500 Watts
 Owned By.....Franklin Broadcasting Co.
 Business Address.....P.O. Box 66
 Tel.: GYpsy 6-3105.....KBS
 General Manager, Ch. Eng.....Joseph T. Lane

NORTH CAROLINA

Commercial, Sls. Prom. Mgr....W. C. Morgan
Program Director.....Harry P. Ritner

WAGR—Lumberton—1954

Frequency: 580 Kc.....Power: 500 Watts
Owner.....Southeastern Bcstg. Corp.
Address.....2106 N. Cedar St.
Tel.: REdfield 9-3394.....Independent
Pres., Gen. Mgr.....Denzel M. Shaver
V.P., Station Mgr.....Al Kahn
Chief Engineer.....Milton Newsome

WTSB—Lumberton—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Address.....Box 393
Tel.: RE 9-6056.....KBS
Representative.....Continental Radio Sales
President.....J. A. Sharpe, Jr.
General, Station Mgr.....A. G. Stanley
Commercial Manager.....David N. Collins
Program Director.....Edward L. Potter
Chief Engineer.....William F. Rogers

WMYN—Madison—1957

Frequency: 1420 Kc.....Power: 500 Watts
Owned By.....Mayo Broadcasting Corp.
Business Address.....Box 311
Tel.: 9207.....Independent
President.....J. B. Shelton
Gen., Sta. Mgr.....B. F. Shelton
Chief Engineer.....Billy F. Keever

WBRM—Marion—1949

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Lake City Bcstg. Corp.
Address.....Box 229
Tel.: 7221.....Independent
President.....W. P. Erwin
Comm. Mgr.....J. C. Pleasant
Gen., Sta. Mgr.....J. L. Reynolds
Chief Engineer.....Hubert C. Martin

WMMH—Marshall—1956

Frequency: 1460 Kc.....Power: 500 W.
Owned.....Marshall Bcstg. Co.
Address.....P.O. Box 528
Tel.: 3521.....KBS
President.....C. O. Brazzill
Gen. Mgr., Ch. Eng.....Vernon C. McCarthy
Comm. Mgr.....Dean Shields
Prog. Dir.....Wanda Crowe

WMAP—Monroe—1947

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....Box 590
Tel.: ATLantic 3-8115.....KBS
Pres. & Program Director.....Frank Funderburk
Gen. Manager.....J. A. Laney
Business Manager.....W. D. Benton
Chief Engineer.....Robert I. Smith

WHIP—Mooresville—1950

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Address.....Mooresville, N. C.
Tel.: NOrth 3-4301.....Independent
Pres., Gen. Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....Mrs. Leona Showmar
Prog., Pub. Dir.....Buck Mills
Chief Engineer.....E. M. Stanton

WMBL—Morehead City—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address.....Morehead City
Tel.: PA 6-3188.....KBS
Representative.....Devney
Pres., Gen., Sta. Mgr.....Grover C. Munden
Chief Engineer.....Walder Niemi

WMNC—Morganton—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Nathan J. Cooper
Address.....P.O. Box 688
Tel.: HE 7-0521.....KBS
General Mgr.....Nathan J. Cooper
Comm. Manager.....Hubert J. Powell
Program Director.....Madelyn Y. Patton
Chief Engineer.....Frank A. Ballew

WPAQ—Mt. Airy—1948

Frequency: 740 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Address.....Spring Road
Tel.: STate 6-6111.....KBS
Representative.....Thomas Clark
Pres., Gen., Sta. Mgr.....Ralph D. Epperson
Program Director.....Costin Lindsey
Sales Prom. Mgr.....Dale Gallimore
Publicity Director.....Jim Shelton

WSYD—Mt. Airy—1951

Freq.: 1800 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Mount Airy Bcstrs., Inc.
Address.....P. O. Box 209
Tel.: STate 6-2147.....MBS
Representative.....Bost
Pres., Gen. Mgr., Ch. Eng.....Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Program Dir.....Elbert Williams

WCVP—Murphy—1958

Frequency: 600 Kc.....Power: 1 Kw.
Owned By.....Cherokee Broadcasting Co.
Address.....Townsend Bldg.
Tel.: VErnon 7-2151.....Independent
Station Representative.....Webb
Gen. Mgr., Ch. Eng.....Max M. Blakemore
Commercial Manager.....Glenn Ladd
Program Director.....Elvia Blakemore

WKRK—Murphy—1958

Frequency: 1390 Kc.....Power: 1 Kw.
Owned By.....J. B. Childress
Address.....P. O. Box 304
Tel.: VErnon 7-3210.....KBS
Gen., Comm. Mgr.....Paul Ridenhour
Chief Engineer.....James Foust

WHIT—New Bern—1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ray D. Williams
Address.....P.O. Box 551
Tel.: MElrose 7-4450.....MBS
Representative.....John E. Pearson
Gen., Sta. Manager.....Ray D. Williams
Chief Engineer.....Bob Statham

WRNB—New Bern—1957

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Jefferey Bcstg. Corp.
Address.....Box 31
Tel.: MElrose 7-6144.....KBS
Representative.....Howard
Pres., Gen. Mgr.....William W. Jefferey
Program Dir.....Grover Baker
Commercial Manager.....George B. Nelson

WNNC—Newton—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Newton-Conover Bcstg. Co.
Business Address.....West "A" St.
Tel.: IN 4-4041.....KBS
Pres., Gen., Sta. Mgr.....Earl Holder
Comm., Sls. Prom. Mgr.....Eugene Henry
Chief Eng.....Ray Corbitt

**WKBC—North Wilkesboro
1947**

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Address.....Radio Bldg.
Tel.: 633.....KBS
Pres., Gen. Mgr.....Doris B. Brown

WOXF—Oxford—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
Tel.: 4167.....Independent
President.....A. N. Critcher
General Manager.....James F. Flanagan

WPNC—Plymouth—1959

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned By.....Harry A. Epperson, Sr.
Business Address.....Highway 64 W.
Tel.: SWan 3-4104.....KBS
President.....Harry A. Epperson, Sr.
General Manager.....Lewis R. Kurtz, Jr.
Commercial Manager.....Harford E. Goings
Sales Promotion Mgr.....Bud Goings
Publicity Director.....Errol Wuertz
Chief Engineer.....Jack Stallings

WSHE—Raleigh—1954

Frequency: 570 Kc.....Power: 500 Watts, d.
Owned.....Louis P. Heyman
Address.....649 Maywood Avenue
Tel.: TE 3-3874.....Independent
Station Representative.....Meeker
Pres., Gen. Mgr.....John C. Greene, Jr.
Commercial Mgr.....Jack Hammette
Sales Prom., Program Dir.....Helen Greene
Publicity Director.....Carol Podwika
Chief Engineer.....A. A. White

WKIX—Raleigh—1947

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned By.....WKIX Bcstg. Co.
Address.....P. O. Box 868
Tel.: TEmple 2-5512.....Independent
Representative.....Young
President.....Ralph Price
General Mgr.....Hugh Holder
Sales Prom., Publicity Dir.....Don Williams

WPTF—Raleigh—1924

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Tel.: TE 2-8311.....NBC
Representative.Peters, Griffin, Woodward, Inc.
Pres., Gen., Mgr.....Richard H. Mason
Sales Mgr.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Sales Promotion Mgr.....Worth White
Chief Engineer.....Henry Hulick, Jr.

WRAL—Raleigh—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Tel.: TE 4-6401.....Independent
Representative.....H-R
President.....A. J. Fletcher
General Manager.....Fred Fletcher
Station Manager.....Bill Currie
Program Director.....Tom Tucker
Sales, Prom. Mgr.....R. L. Zealy

WFRC—Reidsville—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By...Piedmont Carolina Bcstg.
Business-Studio Address.....Harrison St. Ext.
Tel.: DI 9-4361-2.....ABC-KBS
Representative.....Bogner & Martin
President.....H. T. Williams
Gen., Sta., Comm. Mgr...Stephen F. Woodson
Prog. Dir.....Jerry Huskey
Publicity Director.....Eugene Overby
Chief Engineer.....Benney G. Grogan

WREV—Reidsville—1948

Frequency: 1220 Kc.....Power: 250 Watts d.

NORTH CAROLINA

Owned-Oper. By.....Reidsville Bcstg. Co.
Address.....Box 1349
Tel: DI 9-7051.....Independent
Pres., Gen. Mgr......William M. Oliver, Sr.
Program Director.....Mrs. Katye P. Oliver
Sales, Prom. Mgr......E. M. Hurd
V.P., Ch. Engineer.....William M. Oliver, Jr.

WCBT—Roanoke Rapids—1939

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Tel: 7-2545.....MBS-KBS
Station Manager.....J. Winfield Crew, Jr.

WAYN—Rockingham—1946

Frequency: 900 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....WAYN, Inc.
Address.....Rockingham
Tel: WHiting 5-4041.....Independent
Pres., Gen., Sta. Mgr......Wayne M. Nelson
Comm., Sls., Prom. Mgr......William Futterer
Chief Engineer.....Carl M. Wilson

WCEC—Rocky Mount—1947

Frequency: 810 Kc.....**Power:** 1000 Watts d.
Owned By.....East Carolina Electronics
Address.....P. O. Box 1075
Tel: 2-3108.....CBS
Newspaper Affiliation.....Telegram
Representative.....Continental
President.....Josh Horne
Gen., Sta. Mgr......Mel Warner
Commercial Manager.....Ray Thompson
Program, Publicity Dir......Ray Wulkinson
Chief Engineer.....Grover Taylor

WEED—Rocky Mount—1933

Freq: 1390 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By.....W. A. Wynne
Address.....Box 752
Tel: GI 6-6736.....ABC
Representative.....Burn-Smith
President.....W. A. Wynne
Gen., Comm. Mgr......R. E. Horner
Program Director.....John R. Drozd
Chief Engineer.....Joe R. Morris

WRXO—Roxboro—1949

Frequency: 1430 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address.....Box 130
Tel: 6013.....Independent
General Manager, Ch. Eng......H. S. Taylor

WSAT—Salisbury—1947

Frequency: 1280 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address.....Drawer 99
Tel: MEIrose 3-0621.....ABC
President.....Charles H. Wentz
Sta. Mgr......Harry L. Welch

Comm. Mgr......Catherine Murphy
Program Director.....Gales M. Adkins
Vice President, Ch. Eng......E. L. Sherman

WSTP—Salisbury—1938

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By.....WSTP, Inc.
Bus. Studio Address.....1105 Statesville Rd.
Tel: MEIrose 6-3811.....MBS-KBS
Sta. Reps......Walker-Rawalt; Dora-Clayton
President.....Thomas D. Harrell, Jr.
Prog. Dir......Ted Austin
Chief Engineer.....Jack Ikner

WEYE—Sanford—1952

Frequency: 1290 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Corp.
Address.....P.O. Box 550
Tel: SP 4-5561.....Independent
President.....Dallas L. Mackey
Chief Engineer.....Carey Olive

WWGP—Sanford—1946

Frequency: 1050 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....WWGP Bcstg. Corp.
Address.....P. O. Box 651
Tel: SPring 3-6611.....KBS
President-Mgr......Frank Abbott, Jr.
Chief Engineer.....J. C. Patterson

WADA—Shelby—1958

Frequency: 1390 Kc.....**Power:** 500 Watts d.
Owned By.....Cleveland County Bcstg. Co. Inc.
Business Address.....Highway 26 N.
Tel: HUXley 2-1390.....Independent
Station Representative.....Webb
Pres., Gen. Mgr......Boyce J. Hanna
Commercial Manager.....Harold J. Noles
Sales Prom. Mgr......Anne Houser
Publicity Director.....Gray Ingram
Chief Engineer, Prog. Dir......Kenneth Vassey

WOHS—Shelby—1946

Frequency: 730 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Western Carolina Radio
Business Address.....1511 W. Dixon Blvd.
Tel: HUXley 7-6313.....MBS-KBS
Pres., Gen. Manager.....Robert M. Wallace
Comm. Manager.....Don McClain
Program, Publicity Dir......Harold Watson
Chief Engineer.....Edwin A. Patterson

WNCA—Siler City—1952

Frequency: 1570 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Chatam Bdcstg. Co.
Address.....Box 352
Tel: SH 2-2135.....Independent
Gen., Sta., Comm. Mgr......L. C. Bruce

WMPM—Smithfield—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carolina Bcstg. Service
 Address Box 238
 Tel.: WEBster 4-2434. Independent
 General Mgr. Ellis C. Barbour
 Chief Eng. C. Wood

WEEB—Southern Pines—1947

Frequency: 990 Kc. Power: 5000 Watts d.
 Owned. The Sandhill Community Bcstrs., Inc.
 Address Midland Road
 Tel.: OX 2-2941. ABC-KBS
 Station Rep. Holman
 Pres., Gen. Mgr. Jack S. Younts
 Comm. Publicity Dir. Don Madigan
 Program Dir. Paul Gold
 Chief Engineer. Carl Strohmeier

WTOE—Spruce Pine—1955

Frequency: 1470 Kc. Power: 1 Kw. d.
 Owned-Oper. By Toe River Valley Bcstg. Co.
 Address Radio Chalk Mt.
 Tel.: PO. 5-4296. Independent
 Pres., Gen. Mgr. Tom N. Cooper
 Comm. Mgr. Jessie G. Sullins
 Sales Prom., Publicity Dir. Noland Cooper
 Chief Engineer. Kenneth Woodard

WDBM—Statesville—1957

Frequency: 550 Kc. Power: 500 W. d.
 Owned. Iredell Bcstg. Corp.
 Address New Northwestern Bk. Bldg.
 Tel.: TR 2-2455. Independent
 President. Walter A. Duke
 Gen. Mgr. Clay Cline
 Comm. Mgr. Earl Carney
 Sales Promotion Mgr. Carl Davis
 Publicity Director. Jim Taylor
 Program Director. Joe Price
 Chief Engineer. N. B. Mills II

WSIC—Statesville—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Statesville Bcstg. Co.
 Address Box 1189
 Tel.: TR 3-9078. Independent
 Gen., Sta. Mgr. G. M. Allen
 Chief Engineer T. K. Abernethy

WMSJ—Sylva—1957

Frequency: 1480 Kc. Power: 5000 W. d.
 Owned WMSJ, Inc.
 Address Box 907
 Tel.: JU 6-2221. KBS
 President. Harold H. Thoms
 Gen., Comm. Mgr. James B. Childress
 Chief Engineer. Franklin D. R. McClure

WTAB—Tabor City—1954

Frequency: 1370 Kc. Power: 5000 Watts, d.
 Owned-Oper. By Tabor City Bcstg. Co

Address Box 605
 Tel.: 3171. Independent
 President. John B. Ward
 Station Manager. Troy McPherson
 Chief Engineer. S. J. Hart

WCPS—Tarboro—1946

Frequency: 760 Kc. Power: 1000 Watts d.
 Owned-Oper. Coastal Plains Bcstg. Co., Inc.
 Bus. Studio Address. Edgemcombe Bank Bldg.
 Tel.: TALbot 3-2191. Independent
 Station Representative Dora-Clayton
 President. V. E. Fountain
 General Manager. W. R. Ward
 Commercial Manager. Robert L. Harper
 Program Director. Edward Conway
 Chief Engineer. Walter McTamany

WTNC—Thomasville—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned By The Thomasville Bcstg. Co
 Address P. O. Box 750
 Tel.: 2701. Independent
 President. R. F. Van Landingham
 Gen., Sta. Mgr. Harold Harrison
 Chief Engineer. C. C. Fritts

WTYN—Tryon—1954

Frequency: 1580 Kc. Power: 250 Watts, d.
 Owned. Polk County Broadcasters
 Address Box 1317
 Tel.: UL 6-6755. KBS
 Gen., Comm. Mgr. Henry G. Bartol, Jr.
 Prog., Publicity Dir. Gertrude S. Taylor
 Chief Engineer. Donald Tompkins

WADE—Wadesboro—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By R. P. Lyon & Son
 Address P.O. Box 341
 Tel.: MY 4-2175. KBS
 General, Sta. Mgr. W. P. Billingsley

WLSE—Wallace—1953

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Duplin Bcstg. Co.
 Address P.O. Box 449
 Tel.: AT 5-2187. KBS
 General Manager. Harry Kramer
 Ch. Eng. Raymond Fields

WRRF—Washington—1942

Frequency: 930 Kc. Power: 5 Kw., 1 Kw. n.
 Owned-Oper. By Tar Heel Bcstg. System, Inc.
 Bus. Studio Add. Bank of Washington Bldg.
 Tel.: WH 6-2162. ABC
 Representatives. Headley-Reed; Ayers
 President, General Mgr. W. R. Roberson, Jr.
 Station Manager. W. W. Moore
 Commercial, Sls. Prom. Mgr. Bob Frowein
 Program Publicity Director. Merrill Daniels
 Chief Engineer. John Wilroy

NORTH CAROLINA

WHCC—Waynesville—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..... Radio WHCC
Business-Studio Address..... P.O. Box 180
Tel.: GL 6-8661..... KBS
Pres., Gen. Mgr..... K. D. Fry
Treasurer..... M. F. Fry
Chief Engineer..... John Dickerson

WETC—Wendell-Zebulon 1959

Frequency: 540 Kc. Power: 250 Watts, d.
Owned By..... Wendell-Zebulon Radio Co.
Address..... Box 278
Tel.: ANdrew 9-9325, Zeb..... Independent
President..... Marshall Johnson
General, Sta. Mgr..... R. E. Stephenson
Commercial Mgr..... L. Ed McLeod
Chief Engineer..... Lewis V. Parrish

WWSK—West Jefferson—1959

Frequency: 1600 Kc. Power: 1 Kw., d.
Owned..... Childress Enterprises, Inc.
Address..... Box 311
Tel.: 6001..... Independent
President..... James B. Childress
General Manager, Ch. Eng..... Walter M. Luce
Commercial Manager..... A. B. Weaver
Program Director..... Dave Hogan

WENC—Whiteville—1946

Frequency: 1220 Kc. Power: 1000 Watts
Owned..... Whiteville Broadcasting Co., Inc.
Address..... P. O. Box 700
Tel.: MI 2-2133..... KBS
Representative..... Thomas F. Clark
President..... J. A. Maultsby, Sr.
Station Mgr..... Jerry Honeycutt
Prog. Dir..... Don Viets
Pub. Director..... Edna E. Ripple
Chief Engineer..... E. West

WIAM—Williamston—1951

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By..... E. Carolina Bcstg. Co.
Address..... Highway 17 By-Pass
Tel.: SW 2-4161..... Independent
Sta. Representative..... Bob Dore
Co-owner, Gen. Mgr..... Charles M. Gaylord
Co.-O., Sta. Mgr..... William H. Farrior
Chief Engineer..... Charles Neer

WGNI—Wilmington—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... New Hamover Bcstg. Corp.
Business Address..... 211 N. Second St.
Tel.: ROger 2-2493..... MBS
Representative..... Walker-Rawalt
President..... J. S. Brody
General Manager..... Allen B. Jones
Prog. Dir., Chief Eng..... Arthur L. Madeley

WKLM—Wilmington—1956

Frequency: 980 Kc. Power: 5000 Watts
Operated By..... WKLM, Inc.
Address..... P.O. Box 432
Tel.: ROger 3-4633..... Independent
Representative..... Bcst. Time Sales
President..... Harold H. Thoms
Station Mgr..... Sam Dodd
Chief Engineer..... Robert Bowden

WMFD—Wilmington—1935

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By..... R. A. Dunlea
Address..... Box 1889
Tel.: ROger 2-4474..... ABC
Representatives..... Burn-Smith, Ochs
President..... R. A. Dunlea, Sr.
General Mgr..... Richard Dunlea, Jr.
Station Mgr..... George A. Curtis
Commercial Manager..... Robert J. Hurley
Program Dir..... Eric Bruton
Chief Engineer..... Edgar Hathaway

WGTM—Wilson—1937

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By..... Watson Industries, Inc.
Address..... Box 1020
Tel.: 2188..... MBS
Representative..... Clarke Brown
President..... Penn T. Watson, Sr.
Gen., Sta. Mgr..... Penn T. Watson, Jr.
Commercial Manager..... Chas. B. Goodyear
Program Director..... Bill Bunn
Publicity Director..... Al Mozley
Chief Engineer..... Roy Barrow

WVOT—Wilson—1948

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..... Wilson Radio Co., Inc.
Address..... Box 170
Tel.: 5157..... Independent
Representative..... Devney
President..... H. W. Anderson
Gen., Sta. Mgr..... Harry Severance
Comm., Sales Prom. Mgr..... P. O. Barnes
Program Dir..... Wister Moore, Jr.
Chief Engineer..... Dan S. Williams

WAAA—Winston-Salem—1949

Frequency: 980 Kc. Power: 1000 Watts d.
Owned..... Laury Assoc., Inc.
Address..... Box 3119
Tel.: PA 2-4121..... Independent
Representatives..... Bob Dore; Ochs
President..... Robert A. Monroe
Station Manager..... Ranny Daly
Program Publicity Director..... Larry Williams
Regional Sales Manager..... Stuart Gordon
Chief Engineer..... Lee Wallenhaupt

WAIR—Winston-Salem—1937

Frequency: 1340 Kc. Power: 250 Watts

NORTH CAROLINA-NORTH DAKOTA

Owned-Oper. By.....Forsyth Bcstg. Co.
 Address.....P.O. Box 5317
 Tel.: PA 5-7548.....Independent
 Representative.....Burn-Smith
 President.....J. F. Koons, III
 General. Sta. Mgr.....Harold Calvin
 Chief Engineer.....Lee C. King

Commercial Manager.....Harry B. Shaw
 Program Manager.....John Comas
 Publicity Director.....Harold Carter
 Promotion Mgr.....Richard Barron
 Chief Engineer.....Leon Lasley

WSJS—Winston-Salem—1930

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Piedmont Publishing Co.
 Bus.-Studio Address.....419-21 N. Spruce St.
 Tel.: PA 5-2311.....NBC
 Newspaper Affil.....Journal, Twin City Sentinel
 Representative.....Headley-Reed
 V.P., Gen. Mgr.....Harold Essex
 Operations Manager.....Phil Hedrick

WTOB—Winston-Salem—1947

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Op. By.....Winston-Salem Bcstg. Co., Inc.
 Address.....300 S. Stratford Road
 Tel.: PA 3-4353.....Independent
 Representative.....Venard, Rintoul, McConnell
 President.....James W. Coan
 General Mgr.....Charles W. Brunt
 Commercial Mgr.....L. G. Jones
 Publicity Dir.....Margaret Sugg
 Chief Engineer.....James Hoke

Pop.: 726,000
 Families: 192,000
 Radio Homes: 186,000

NORTH DAKOTA

TV Homes: 161,500
 AM Stas. in State: 19
 TV Stas. in State: 8

KBOM—Bismarck-Mandan 1925

Freq.: 1270 Kc....Power: 1 Kw., d. 250 W., n.
 Owned.....Mandan Radio Assoc.
 Address.....Box 667, Bismarck
 Tel.: CA 3-4411.....Independent
 Representative.....Gill-Perna
 President.....R. C. Johnson
 Commercial Mgr.....Niles Pearson
 Station Mgr.....Dick Johnson
 Program Dir.....Chuck Graves
 Chief Engineer.....Herb Leupp

Tel.: MOhawk 2-2161.....MBS
 Representative.....Hal Holman
 Pres., Gen. Manager.....Bert Wick
 Comm. Mgr.....Paul R. Lange
 Program Director.....Wilbur Clemenson
 Chief Engineer.....Richard Moritz

KFYR—Bismarck—1925

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Meyer Bcstg. Co.
 Address.....Fourth at Broadway
 Tel.: CA 3-0900.....NBC
 Representative.....John Blair
 Pres., General Manager.....W. A. Ekberg
 Station Comm. Mgr.....R. W. MacLeod
 Program Director.....Stanley Wilson
 Sales Prom. Mgr.....Raymond Isaac
 Chief Engineer.....Ivar Nelson

KDIX—Dickinson—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dickinson Radio Assn.
 Bus.-Studio Address.....119 2d Ave. W.
 Tel.: 5133.....KBS
 Representative.....Holman; Hurley
 President.....Dr. P. J. Weir
 General Manager.....Stanley Deck
 Station Manager.....Mel Hallock
 Commercial Manager.....Bob Weiler
 Prog., Dir.....Lauren Haacke
 Chief Engineer.....Benjamin G. Locherd

KXGO— Fargo—1948

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....N. Dak. Bcstg. Co.
 Business-Studio Address.....Box 1610
 Tel.: ADams 5-4461.....ABC
 Representative.....Gill-Perna
 President.....J. W. Boler
 Comm. Mgr.....F. Drewry
 Program Director.....Chuck Boone
 Chief Engineer.....N. Pederson

KQDI—Bismarck—1958

Frequency: 1350 Kc.....Power: 500 Watts d.
 Owned By.....Dakota Musicasters
 Business Address.....117½ N. 5th St.
 Tel.: CApital 3-4447.....Independent
 Station Representative.....Forjoe
 Gen. & Sta. Mgr.....Darrel W. Holt
 Chief Engineer.....William Banks, Jr.

WDAY—Fargo—1922

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDAY, Inc.
 Business-Studio Address.....207 North Fifth
 Tel.: ADams 2-3371.....NBC
 Newspaper Affil.....Forum
 Rep.....Peters, Griffin, Woodward, Inc.

KDLR—Devils Lake—1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KDLR, Inc.
 Business-Studio Address.....400 12th Ave.

NORTH DAKOTA

President.....E. C. Reineke
Station Manager.....Jack Dunn
General Manager.....Tom Barnes
Sales Manager.....Bill Burn

KGPC—Grafton—1958

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....KGPC Co.
Address.....P.O. Box 312
Tel.: 105.....Independent
President.....Elton W. Ringsak
General Mgr.....C. G. Matheson
Station Mgr.....R. G. Biddick
Commercial Mgr.....R. Hunt
Program Dir.....Vernon E. Garrison
Chief Engineer.....Rex Rice

KILO—Grand Forks—1941

Frequency: 1440 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By...Grand Forks Herald, Inc.
Bus. Studio Address...First Natl. Bank Bldg.
Tel.: 4-5321.....CBS
Newspaper Affiliation.....Herald
Reps.....Everett-McKinney; O'Connell; Bowden
President.....M. M. Oppegard
Sta., Comm. Mgr.....Herman Livingston
Adm. Exec.....Dorothy Ann Kirk
Chief Engineer.....A. F. Petrich

KNOX—Grand Forks—1947

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By.....Community Radio Corp.
Address.....P. O. Box 1110
Tel.: 4-4811.....MBS
President.....Harry Rice
General Mgr.....Robert C. Lukkason
Dir. of Operations.....Charles K. Bundlie
Commercial Mgr.....Justin Hoberg
Program Dir.....Bill Hutton
Prom., Publicity Dir.....Lance Fredericks
Chief Engineer.....David L. Chumley

KNDC—Hettinger—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Hettinger Bcstg. Co.
Address.....Lambert Bldg.
Tel.: 547.....KBS
President.....P. J. Schults
Manager, Ch. Eng.....Tom E. Loughhead

KEYJ—Jamestown—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....James River Bcstg. Co.
Address.....Box 1170
Tel.: Clinton 2-2160.....Independent
Representative.....Devney
President, Gen. Mgr.....Robert E. Ingstad
Station Manager.....A. G. Berry
Comm. Manager.....R. L. Richardson
Publicity Director.....Tom Bergum
Program Director.....Keith Beaver
Sales Prom. Mgr.....T. D. Soulis
Chief Engineer.....Kenneth L. Rich

KSJB—Jamestown—1937

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....KSJB, Inc.
Address.....Box 1271
Tel.: CL 2-3570-1.....CBS
Representatives.....Weed; Evans
President, General Mgr.....James M. Pryor, Jr.
Station Manager.....James Uglum
Program Director.....Robert Lazich
Publicity Dir., Sls. Prom. Mgr.....Ed May
Commercial Manager.....S. S. Ingersoll
Chief Engineer.....Harvey Van Erem

KCJB—Minot—1950

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....KCJB, Inc.
Address.....Box 1712
Tel.: 51-161.....CBS
Representative.....Weed
Pres., Gen. Mgr.....James M. Pryor, Jr.
Comm. Mgr.....Chas. Kieswetter

KLPM—Minot—1929

Frequency: 1390 Kc.. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Minot Bcstg. Co.
Business Address.....320 Third Ave., S.W.
Tel.: Temple 4-1146.....MBS
Representative.....Walker-Rawalt
President.....Ethel H. Cooley
Gen. Mgr., Ch. Eng.....C. W. Baker
Comm. Dir., Prog. Dir.....Leslie E. Maupin

KQDY—Minot—1957

Frequency: 1320 Kc.....Power: 1 Kw., d.
Owned.....Dakota Broadcasters
Address.....Minot
Tel.: Temple 7-1124.....Independent
Representative.....ForJoe
President.....Paul Crain
Station Manager.....H. T. Searle
Sales Promotion Mgr.....Clyde W. Olsen
Program Director.....Les Sabo
Chief Engineer.....W. A. Bell

KEYD—Oakes—1959

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned.....Interstate Broadcasting Corp.
Business Address.....114 Union Ave.
Tel.: Riverside 2-2376.....Independent
Station Representative.....Devney
President, General Mgr.....Robert E. Ingstad
Commercial Manager.....George W. Gaustad
Program Dir., Sls. Prom. Mgr.....Vic Donegan
Chief Engineer.....Glenn R. Olson

KOVC—Valley City—1936

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVCo, Inc.
Business Address.....135 Central Ave. S.
Tel.: 1490.....MBS
Representative.....Devney
Pres., Gen. Mgr.....Robert E. Ingstad

NORTH DAKOTA-OHIO

Commercial Manager.....Dave Olsen
 Program Director, Ch. Eng.....Russ Kaber

Address.....1300 Second Ave. W.
 Tel.: Greenfield 3-3911.....Independent
 Representative.....Holman
 Gen. Mgr., Ch. Eng.....Chas. L. Scofield
 Publicity Dir., Sls. Prom. Mgr.....F. Hover
 Comm. Manager.....Bob Miller
 Program Director.....Bob Gilbert

KEYZ—Williston—1948

Frequency: 1360 Kc.....Power: 5 Kw.
 Owned-Oper. By.....Charles L. Scofield

Pop.: 9,890,000
 Families: 2,997,500
 Radio Homes: 2,879,000

OHIO

TV Homes: 2,750,000
 AM Stas. in State: 89
 TV Stas. in State: 20

WADC—Akron—1925

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Allen T. Simmons
 Business Address.....40 E. Mill St.
 Tel.: JE 5-6165.....CBS
 Representative.....Webb
 Pres., Gen., Sta. Mgr.....Allen T. Simmons
 Commercial Manager.....Robert B. Wilson
 Sales Promotion Manager.....Dolores Buehrle
 Program Director.....Margaret Bevans
 Publicity Director.....F. G. Renner
 Chief Engineer.....Arnold Bock

WAKR—Akron—1940

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned By.....Summit Radio Corp.
 Address.....853 Copley Rd.
 Tel.: PO 2-8811.....ABC
 Newspaper Affiliation.....Beacon Journal
 Station Representative.....McGavren
 President, General Mgr.....S. Bernard Berk
 Station Manager.....Roger G. Berk
 Comm. Mgr.....Kenneth M. Keegan
 Program Publicity Director.....Bob Wylie
 Sales Promotion Mgr.....Robert I. Bostian
 Chief Engineer.....Irwin L. Knopp

WCUE—Akron—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WCUE Radio, Inc.
 Address.....41 S. Main St.
 Tel.: FR 6-7114.....Independent
 Representative.....Gill-Perna
 President, Secretary.....Ted Estabrook
 V.P., Treas.....Jack Valdes
 V.P., Gen. Sales Mgr.....George Mamas
 Sales Promotion Mgr.....Ed Boss
 Program Director.....Bob Edwards
 Publicity Director.....Chet Trouten
 Chief Engineer.....Henry Niederkofler

WHKK—Akron—1944

Frequency: 640 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Akron, Inc.
 Business-Studio Address.....51 W. State St.
 Tel.: BL 3-7101.....Independent
 Sta. Representative.....Forjez
 President.....Louis J. Appell, Jr.
 General Mgr.....Arthur W. Carlson

Commercial Mgr.....Ted Hepburn
 Program Dir.....Robert Shipley
 Sales Prom. Mgr.....Adrian R. Cooper
 Chief Engineer.....Glen Winter

WFAH—Alliance—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Review Pub. Co.
 Address.....2720 S. Union
 Tel.: TALbot 1-1111.....Independent
 Newspaper Affiliation.....Review
 Representative.....Grant Webb
 President.....Mrs. F. A. Hoiles
 General Manager.....D. A. Peterson
 Commercial Mgr.....Robert A. Gates
 Program Director.....Edward D. Krahling
 Chief Engineer.....Charles Dietrich

WNCO—Ashland—1959

Frequency: 1340 Kc.....Power: 250 W.
 Owned.....Radio Ashland, Inc.
 Business Address.....Ashland Mansfield Rd.
 Tel.: 2-1572.....MBS
 Station Representative.....Ohio Stations
 Pres., Ch. Engr.....Charlie Calhoun

WICA—Ashtabula—1937

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....WICA, Inc.
 Address.....Ashtabula
 Tel.: WYman 3-2136.....Independent
 Newspaper Affil.....Star Beacon
 Representative.....Clark
 President.....D. C. Rowley
 General Manager.....John Colin
 Station Manager.....D. W. Fassett
 Commercial Mgr.....I. H. Bleasdale
 Program Dir.....John Strasen
 Chief Engineer.....Frank Bernato

WATH—Athens—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned By.....Radio Athens
 Business Address.....Box 527
 Tel.: LYnwood 3-1587.....Independent
 Station Representative.....Hopewell

OHIO

Gen. Mgr., Chief Engr. Andrew Kovlan
Comm. Manager John Kerr
Sales Promotion Manager George Charles
Program Director Claudia Bolin

WOMP—Bellaire—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned By WOMP, Inc.
Bus. Address Hotel McClure, Wheeling, W. Va.
Tel.: ORchard 6-5661 Independent
Representative Burn-Smith
President Chas. A. Wright
V.P., Gen. Mgr. Charles F. King
Program Director Len Carl
Chief Engineer George Cowen

WONP—Bellefontaine—1952

Frequency: 1390 Kc. Power: 500 Watts
Owned Lake Erie Radio & TV Corp.
Address P.O. Box 33
Tel.: 2-5796 Independent
General Manager R. K. Wood
Chief Engineer Ken Arnold

WHRW—Bowling Green—1954

Frequency: 730 Kc. Power: 250 Watts d.
Owner Howard R. Ward
Address 310 Summit St., Toledo
Tel.: CH 8-6408 Independent
President, Gen. Mgr. Howard R. Ward
Station, Prom. Mgr. John Koonce

WILE—Cambridge—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. Land o' The Lakes Bcstg. Corp.
Business-Studio Address 917 Beatty Ave.
Tel.: 4-5606 KBS
Pres., Gen. Mgr. Howard A. Donahoe
Sta., Sales Prom. Mgr. David C. Lorimer
Program Director William Cowles
Chief Engineer Robert Kissinger

WAND—Canton—1958

Frequency: 900 Kc. Power: 500 Watts d.
Owned-Oper. By Dover Bcstg.
Business Address 106 High Ave., N.W.
Tel.: GL 6-8396 MBS
Station Representative Breen & Ward
President Mrs. Agnes J. R. Greer
General, Station Manager W. B. Steis
Sales Promotion Mgr. Don Peters
Sales Manager Ace Shaheen
General Sales Mgr. N. Witherspoon
Program Director Jim Shay
Publicity Director Ann Baker
Chief Engineer Donald Graff

WCMW—Canton—1946

Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Operated By Stark Bcstg. Corp.
Business Address 4601 Hills & Dales Rd., NW
Tel.: GL 5-9475 Independent

Station Representative Masla
President Geneva H. Gee
General Manager Clark L. Dozer
Sta. Mgr., Prog. Dir. Jack Hale
Commercial Manager Dick Bremkamp
Sales Prom., Pub. Dir. Joe Saxon
Chief Engineer Al James

WHBC—Canton—1925

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By Ohio Bcstg. Co.
Business-Studio Address 550 S. Market St.
Tel.: GL 6-7166 ABC
Newspaper Affil. Brush-Moore
Representative Venard, Rintoul, McConnell
President Eugene Carr
Station Manager Robert C. Fehlman
Commercial Manager Paul E. Gilmor
Sales Prom. Mgr. Nancy Rice
Program Director Lee Atwell
Publicity Director Nancy Jones
Chief Engineer John Schen

WBEX—Chillicothe—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned Shawnee Broadcasting Co.
Bus. Address Pohlman Rd., Carlisle Hill
Tel.: PRospect 3-2244 MBS, KBS
Representative Thomas F. Clark
President, Gen. Mgr. Truman A. Morris
Comm. Prom. Mgr. Alice Shein
Program Director Mary Morris
Chief Engineer Donald L. Head

WCHI—Chillicothe—1956

Frequency: 1350 Kc. Power: 500 Watts, d.
Owned Chillicothe Bcstg. Co.
Address 800 Eastern Avenue
Tel.: PR 4-3385 Independent
General, Station Mgr. Garland L. Sutch
Program Director Michael H. Davison
Chief Engineer Carl J. Finger

WCIN—Cincinnati—1953

Frequency: 1400 Kc. Power: 5 Wts. d., 500 n.
Owned-Oper. By Rounsaville or Cinc. Inc.
Address 3301 Beekman St.
Tel.: MU 1-7600 Independent
Representative Pearson, Dora-Clayton
Owner, Gen. Mgr. R. W. Rounsaville
Station Manager Ralph B. Johnson
Gen. Sls. Mgr. John Fulton
Chief Engineer C. Dettmar

WCKY—Cincinnati—1929

Frequency: 1530 Kc. Power: 50,000 Watts
Owned-Operated By L. B. Wilson, Inc.
Bus.-Studio Address Hotel Sheraton Gibson
Tel.: CH 1-6565 Independent
Representatives Welstead, AM Radio Sales
Pres., Gen. Mgr., Eng. Chas. H. Topmiller
Sales Prom. Mgr., Pub. Dir. R. M. Fleming

Sec. Treas. Jeanette Heinze
 Prog. Dir. Paul F. Miller

WCPO—Cincinnati—1927

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Scripps-Howard Radio, Inc.
 Business Address. 2345 Symmes St.
 Tel.: CA 1-0777 Independent
 Newspaper Affiliation. Post-Times Star
 Representative John Blair
 General Manager. M. C. Watters
 Station Director. Patrick H. Crafton
 Comm. Manager. R. Rietman
 Program Director. Bill Dawes
 Chief Engineer. Paul Adams

WKRC—Cincinnati—1922

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By. Taft Broadcasting Co.
 Address. 1906 Highland Ave.
 Tel.: GA 1-1750 CBS
 Representative Katz
 President. Hulbert Taft, Jr.
 General Manager. Hubbard Hood
 Commercial Mgr. R. L. Bevington
 Program Director. Ed Kennedy, Jr.
 Sales Prom. Mgr. Len Goorian
 Publicity Director. Lila Lambert
 Chief Engineer. Hugh LaCrosse

WLW—Cincinnati—1922

Frequency: 700 Kc. Power: 50 Kw.
 Owned. Crosley Bcastg. Corp.
 Address. 140 W. Ninth St.
 Tel.: CH 1-1822 NBC
 Representative. WLS Sales; Lowrance, Moore
 Chm. of Board. James D. Shouse
 Pres., Gen. Mgr. Robert E. Dunville
 V.P., Sales. H. P. Lasker
 V.P. Programs. Al Bland
 V.P., Treas. T. Murphy
 V.P., Pub. Rel. Dir. Gil Kingsbury
 Sales Promotion Dir. Jack Frazier
 Radio Sales Mgr. Scott McLean
 Program Director. Gene Dailey
 Chief Engineer. R. J. Rockwell

WSAI—Cincinnati—1923

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By. Consolidated Sun Ray Bcastg.
 Address. Sinton Hotel
 Tel.: MAIn 1-1068 Independent
 Station Representative. Gill-Perna
 President. William B. Caskey
 V.P., Gen. Mgr. Howard Eicher
 Sales Prom., Pub. Dir. Marian E. Knight
 Chief Engineer. Jonas Heiser

WZIP—Cincinnati—1947

Frequency: 1050 Kc. Power: 1 Kw., d.
 Owned-Operated By. Greater Cinn. Radio, Inc.
 Business Address. Vernon Manor Hotel

Tel.: UNiversity 1-6067 MBS
 Reps. Broadcast Time Sales; Ohio Stc.
 President, General Mgr. Edward D. Skotch
 Commercial Manager. Donald Balsamo
 Sales Promotion Mgr. Gittie Bortz
 Program Dir. Chas. Grady
 Publicity Director. Sylvia Elton
 Chief Engineer. Frank Wagner

KYW—Cleveland—1923

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By. Westinghouse Bcastg. Co.
 Business Address. 815 Superior Ave.
 Tel.: CH 1-0942 Independent
 Sta. Representative. AM Radio Sales
 President. Donald H. McGannon
 General Manager. Fred E. Walker
 Commercial Manager. Ed Wallis
 Program Director. Mark Olds
 Adv., Sls., Prom. Dir. Janet K. Byers
 Chief Engineer. Sid Stadig

WERE—Cleveland—1948

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By. Cleveland Bcastg. Inc.
 Address. 1501 Euclid Ave.
 Tel.: SU 1-9600 Independent
 Station Rep. Venard, Rintoul & McConnell
 President. Ray T. Miller, Jr.
 General, Station Mgr. Richard M. Klaus
 Commercial Mgr. Ed Paul
 Sales Prom., Pub. Dir. Peter Roper

**TO BE SURE —
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?



OHIO

Program Manager.....Guy Harris
Chief Engineer.....Harry Dennis

WABQ—Cleveland—1959

Frequency: 1540 Kc.....Power: 1 Watt d.
Owned By.....Tuschman Bcstg. Co.
Address.....2323 Chester Ave.
Tel.: CHery 1-7555.....Independent
Station Rep.Howard
President, Gen. Mgr.....P. G. Tuschman

WGAR—Cleveland—1930

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Peoples Bcstg. Corp.
Bus. Address.....Hotel Statler
Tel.: PR 1-0200.....CBS
Representative.....Christal
President, Gen. Mgr.....Herbert Evans
Station Manager.....Carl E. George
Commercial Mgr.....Robert E. Forker
Sales, Prom., Pub. Dir., Donald C. Mitrovitch
Chief Eng's.....L. Wingard, D. McCollister

WHK—Cleveland—1922

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Oper. By....Metropolitan Bcstg. Corp.
Address.....205 E. 67 St., N. Y. C.
Tel.: LEhigh 5-1000.....Independent

Station Representative.....Blair
President.....John W. Kluse
General, Sta. Mgr.....Jack Thayer
Commercial Mgr.....Dave Miller
Sales Prom., Pub. Dir.....Gary Davis
Program Director.....Gerald Spinn
Chief Engineer.....Ralph H. DeLany
OWNERS OF: WNEW AM-FM, NEW YORK; WTTG,
WASHINGTON, D. C.

WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Tel.: MA 1-2890.....MBS
Station Representative, Broadcast Time Sales
President, Gen. Mgr.....Frederick C. Wolf
Sales Prom. Mgr.....Marjorie Jones
Program Director.....Wayne Mack
Publicity Director.....Ellen Ungerann
Operational Manager.....Ralph E. Quay
Chief Engineer.....Clifford E. Ormston

WJMO—Cleveland—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Friendly Broadcasting Co.
Address.....2156 Lee Rd.
Tel.: ER 1-2005.....ABC
Rep.....Dora-Clayton; Oakes, Wittig, Devney

For Better Radio Results in Cleveland Use WDOK/1260

When WDOK was established in 1950, it tried then to become an important factor in the Cleveland radio broadcasting scene.

WDOK had excellent equipment and played the world's greatest music. But, it had an additional asset—the most devoted broadcasting pioneers whose aims were to make WDOK a vital part of the community, not only by providing fine and wholesome entertainment, public service features and accurate news but, overall, to present cleaner and

better musical programming. We hope that WDOK has proved the point throughout these years by audience loyalty, praise by newspapers, public service awards, the appreciation shown by institutions and, ratings.*

Yes, you have to have something special to excel in North-eastern Ohio. We think that WDOK has demonstrated that it has it.

**Latest Nielsen: 11:00 am-6:00 pm, No. 1 among all Cleveland radio stations.*

Frederick Wolf, Gen'l Mgr., The Civic Broadcasters, Inc., 1515 Euclid Ave., Cleveland 15. 0.

President.....Richard Eaton
 General, Station Mgr.....C. C. Courtney
 Commercial, Sls. Prom Mgr.....Don Bruck
 Program Director.....John Slade
 Publicity Director.....Ken Hawkins
 Chief Engineer.....Chuck Owens

WJW—Cleveland—1926

Frequency: 850 Kc.....Power: 5000 Watts
 Owned By.....Storer Bcstg. Co.
 Business-Studio Address.....1630 Euclid Ave.
 Tel.: Tower 1-6080.....NBC
 Newspaper Affil.....Miami Sun
 Representative.....Katz
 President.....G. B. Storer, Sr.
 General, Sls. Mgr.....C. Rennie
 Program Dir.....Robert Martin
 Chief Engineer.....Harold Brinkman

WBNS—Columbus—1924

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....RadiOhio, Inc.
 Business-Studio Address.....33 N. High St.
 Tel.: CA 4-9265.....CBS
 Representative.....John Blair
 Station Manager.....Richard A. Borei
 Commercial Manager.....W. I. Orr
 Scales, Prom. Manager.....Jim Yerian
 Program Director.....Parke Blanton
 Publicity Director.....M. Babington
 Chief Engineer.....Lester H. Nafzger

WCOL—Columbus—1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Trails, Inc.
 Business-Studio Address..E. Broad & Young St.
 Tel.: CApiTal 1-7811.....ABC
 Newspaper Affil...Lancaster Eagle-Gazette,
 Representative.....Eastman
 President.....Charles Sawyer
 Exec. V.P., Gen. Mgr.....J. P. Williams
 V. P.....Alexander Buchan
 Manager.....Collis A. Young
 Chief Engineer.....T. Carpenter

WMNI—Columbus—1958

Frequency: 920 Kc.....Power: 500 Watts
 Owned By.....North American Bcstg. Co.
 Address.....Southern Hotel
 Tel.: CApiTal 1-1354.....Independent
 Sta. Representative.....McGavren
 President.....William R. Mnich
 General Mgr.....A. C. Edgerton
 Program Dir.....Harvey Morgan
 Chief Engineer.....John D. Brookbank

WTVN—Columbus—1924

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Taft Bcstg. Co.
 Business-Studio Address.....22 East Gay St.

More buyers for your dollar

on **WJW**
RADIO
CLEVELAND

Because

**WJW puts the BEST signal into the great
 Cleveland and Northeastern Ohio market.**

• Over 3¼ Million People • With 7½ Billion Dollars to Spend

WJW

5000 WATTS
 BASIC NBC
 850 KC



CLEVELAND

a Storer operation

1630 EUCLID AVE.
 TOWER 1-6080

represented nationally
 by the Katz Agency

OHIO

Tel.: CA 4-1271.....MBS
Representative.....Katz
President.....Hulbert Taft, Jr.
Gen., Sta. Mgr.....Richard W. Ostrander
Sales Prom., Pub. Dir.....Robert Adkins
Program Director.....Don McCarty
Commercial Manager.....Gene D'Angelo
Chief Engineer.....Eugene Catege

WVKK—Columbus—1948

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sky Way Bcstg. Corp.
Address.....274 S. 3rd St.
Tel.: HUDson 6-9595.....Independent
Representative.....Venard, Rintoul & McConnell
President.....Milton Staub
Gen., Sta. Manager.....Bert Charles
Commercial, Sls. Prom. Mgr.....William Selander
Program, Publicity Dir.....Bill Brown
Chief Engineer.....William Hammett

WTNS—Coshocton—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Tel.: MAin 2-5432.....Independent
Station Representative.....Webb
Pres., Gen. Mgr.....F. Bruce Wallace
Comm., Sales Prom. Mgr.....Arthur E. Jost
Prog., Pub. Dir.....Hugh G. Williams
Chief Engineer.....Hermen L. Philabaum

WAVI—Dayton—1955

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned.....WAVI Bcstg. Corp.
Address.....1428 Cincinnati St.
Tel.: BAldwin 4-1137.....Independent
Station Rep.....Bcst. Time Sales
Pres., Gen. Mgr.....Harry K. Crowl
Comm. Prom. Mgr.....Guy Wadsworth
Program Dir.....Dewitt Campbell
Publicity Dir.....Paul Murphy
Chief Engineer.....William Taylor

WHIO—Dayton—1935

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Miami Valley Bcstg. Corp.
Business-Studio Address.....1414 Wilmington Ave.
Tel.: CLearwater 4-5311.....CBS
Representative.....Hollingbery
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Nat. Sls. Mgr.....Wade H. Alley
Prom. Director.....Chuck Gay

WING—Dayton—1921

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Address.....Dayton
Tel.: BA 2-3773.....Independent
News. Affil.....Lancaster Eagle-Gazette
Station Representative.....Eastman
President.....Charles Sawyer

General Station Mgr.....Dale Moudy
Commercial Manager.....Don Sailors
Sales Prom. Mgr.....Larry Marker
Program Director.....Jim Smith
Chief Engineer.....Howard Ryan

WONE—Dayton—1949

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....380 West First St.
Tel.: BA 4-6501.....Independent
Representative.....Headley-Reed
Pres., Gen. Manager.....Ronald B. Woodyard
Station Manager.....Dorothy Tatum
Nat'l Sales Manager.....C. J. Thornquest
Commercial Manager.....Louis G. Froelich

WONW—Defiance—1949

Frequency: 1280 Kc.....Power: 500 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....P. O. Box 278
Tel.: 3-2776.....Independent
Representative.....Devney
V.P., Gen. Manager.....Glenn R. Thayer

WJER—Dover—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dover Broadcasting Company, Inc.
Address.....646 Boulevard
Tel.: 4-2126.....MBS
Station Representative.....Breen & Ward
President.....Agnes J. Reeves Greer
Station Mgr., Pub. Dir.....Sal Butuera
General Manager.....W. B. Steis
Commercial Manager.....E. A. Barr
Sales Prom. Mgr.....Norm Witherspoon
Chief Engineer.....Donald Graff

WOHI—East Liverpool—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....East Liverpool Bcstg. Co.
Business Address.....P.O. Box 760
Tel.: FULton 5-1490.....ABC
Representative.....Grant Webb
President.....Richard V. Beatty
Station Manager.....Arthur Simme's
Comm., Prom. Mgr.....George T. Farrall
Chief Engineer.....George Kelly

WEOL—Elyria-Lorain—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....408 E.S.T. Bldg., Elyria
Tel.: FA 2-3761.....Independent
Newspaper Affil.....Chronicle-Telegram
President.....O. B. Schoepfle
General Mgr.....Paul Nakel
Program Dir.....Dick Barrett
Chief Engineer.....Hugh Coburn

WFIN—Findlay—1941

Frequency: 1330 Kc.....Power: 1000 Watts, d.

Owned.....Findlay Publishing Co.
 Address.....101½ West Sandusky St.
 Tel.: GA 2-4545.....Independent
 Newspaper Affil.....Courier
 Representative.....Clark
 President, General Mgr.....R. L. Heminger
 Station Manager.....Clyde W. Johnson
 Commercial Manager.....Richard Daugherty
 Sales Prom. Mgr., Pub. Dir.....Allen Dudley
 Program Dir.....Bob Lee
 Chief Engineer.....Edgar Smith

WFOB—Fostoria—1952

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Seneca Radio Corp.
 Business Address.....Box 589
 Tel.: HE 5-5666.....Independent
 Station Rep.....Webb; Ohio Stations
 President.....Andrew Emerine
 Gen., Sta. Mgr.....Melvin L. Murray
 Commercial Mgr.....Roger V. Wise
 Chief Engineer.....Carl Barry

WFRO—Fremont—1949

Frequency: 800 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wolfe Bcstg. Corp.
 Address.....905 W. State St.
 Tel.: FE 2-3951.....Independent
 Representative.....Hil F. Best
 President.....Robert F. Wolfe
 Managing Director.....B. C. Force

WJEH—Gallipolis—1950

Frequency: 990 Kc.....Power: 1 Kw., d.
 Owned-Oper. By.....Ohio Valley on the Air, Inc.
 Business Address.....Portsmouth Rd.
 Tel.: Gbison 6-3543.....KBS
 Representative.....Sears & Ayer
 President.....John E. Halliday
 Gen., Comm. Mgr.....Marianne B. Campbell
 Sales Promotion Dir.....Sam Neal
 Program Director.....Steve Allen
 Publicity Director.....J. Sherman Porter
 Chief Engineer.....Edgar Atkins

WMOH—Hamilton—1944

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fort Hamilton Bcstg. Co.
 Bus.-Studio Address.....Second Natl. Bank Bldg.
 Tel.: TWinbrook 4-6543.....Independent
 General Manager.....Robert L. Odson
 Sta. Mgr., Prog. Director.....Norm Keller
 Commercial Manager.....Ray Motley
 Chief Engineer.....R. Bullio

WSRW—Hillsboro—1956

Frequency: 1590 Kc.....Power: 500 W., d.
 Owned.....Highland Bcstg. Co.
 Address.....Box 176
 Tel.: EXpress 3-1590.....KBS
 President.....Mack Sauer
 General, Program Dir.....Tom Archibald
 Station Mgr.....Willard Parr, Sr.

Commercial Mgr.....John G. Collins
 Chief Engineer.....John Haskett

WIRO—Ironton—1951

Frequency: 1230 Kc.....Power: 250 Watts
 Owner.....Iron City Bcstg. Co.
 Address.....Radio Plaza
 Tel.: Jefferson 2-9122.....KBS
 Station Representative.....Best
 Pres., Ch. Eng.....C. A. Baker
 Gen., Sta. Mgr.....C. E. McElroy

WLMJ—Jackson—1953

Frequency: 1280 Kc.....Power: 1 Kw., d.
 Owned.....D. C. Stuhlmüller
 Address.....Court & Broadway
 Tel.: 850.....KBS
 Representative.....McGavren
 Pres., Gen. Mgr.....Dean Stuhlmüller
 Program Director.....Bill Dawson
 Chief Engineer.....D. Cowden

WHOK—Lancaster—1948

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Hocking Valley Bcstg. Corp.
 Address-Trans. Loc.....Memorial Dr.
 Tel.: OL 3-4373.....Independent
 Pres., Gen. Mgr.....Nelson Embrey
 Program Dir.....Roy Stingley
 Sales Prom., Publicity Dir.....Richard Westbrook
 Chief Engineer.....Charles B. Houston

WIMA—Lima—1948

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
 Business-Studio Address.....223 N. Main St.
 Tel.: CA 3-2060.....ABC
 Representative.....H.R.
 President.....G. E. Hamilton
 General Manager.....R. W. Mack
 Sta., Comm. Mgr.....C. B. Heller
 Chief Engineer.....Bill Harrison

WWIZ—Lorain—1958

Frequency: 1380 Kc.....Power: 500 Watts, d.
 Owned.....WWIZ, Inc.
 Business Address.....1615 Broadway
 Tel.: CHerry 4-5253.....KBS
 President.....Sanford A. Schafitz
 General, Station Mgr.....Joe Leonard
 Program Director.....Alan Mink
 Chief Engineer.....M. Willis

WCLW—Mansfield—1957

Frequency: 1570 Kc.....Power: 250 Watts, d.
 Owned By.....Mansfield Bcstg. Co.
 Address.....791 McPherson St.
 Tel.: LA 5-2333.....Independent
 Station Rep.....Devney
 Pres., Gen. Mgr.....F. Eckhardt
 Chief Engineer.....William Ball

WMAN—Mansfield—1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Business-Studio Address...144½ Park Ave. W.
 Tel.: LA 4-2211.....ABC
 Representative...Venard, Rintoul & McConnell
 Pres., Gen., Sta., Sls., Comm. Mgr. J. M. O'Hara
 Prog.-Pub. Dir.....Robert James
 Chief Engineer.....William Morrison

WMOA—Marietta—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Marietta Broadcasting Co.
 Address.....First National Bank Bldg.
 Tel.: FR 3-7527.....NBC
 Station Representative.....Devney
 General Mgr.....R. Sanford Guyer
 Commercial Mgr.....Charles Delancey
 Program Dir.....Richard M. Guyer
 Chief Engineer.....Charles E. Clark

WMRN—Marion—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Marion Bcstg. Co.
 Bus. Address.....1490 N. Main St.; Box 518
 Tel.: 3-1131.....ABC
 Pres., Gen. Mgr.....Robert T. Mason
 Comm. Prom. Mgr.....Arthur L. Martin
 Prog. Dir.....Madge Cooper
 Station, Ch. Eng.....F. J. Peters

WTIG—Massillon—1957

Frequency: 990 Kc.....Power: 250 W., d.
 Owned.....Massillon Bcstg. Co.
 Address.....Box 573
 Tel.: TE 2-5023.....KBS
 President.....Joel W. Rosenblum
 Station Mgr.....Nick Barry
 Comm. Mgr.....Richard J. Schולם
 Program Dir.....Ted Wesley
 Chief Engineer.....Joseph Kish

WPFB—Middletown—1947

Freq: 910 Kc.....Power: 1 Kw. d., 100 W. n.
 Owned-Operated By.....Paul F. Braden
 Business Address.....4503 Central Ave.
 Tel.: GA 2-3625.....Independent
 Station Representative.....Devney
 President, General Mgr.....Paul F. Braden
 Sta. Mgr.....Tom Hogan
 Commercial Manager.....J. H. LeMoyné
 Sales Prom. Mgr., Pub Dir.....Charles Reeder
 Program Director.....Wm. Iglehart
 Chief Engineer.....Larry Beckwith

WMVO—Mt. Vernon—1953

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Mt. Vernon Bcstg. Co.
 Business Address.....P.O. Box 348
 Tel.: EX 2-0946.....Independent
 Pres., Gen. Mgr...Mrs. Charles M. Zerkowitz
 Commercial Manager.....Lewis Wagoner
 Program Director.....Stephen Zerkowitz
 Publicity Director.....George Bennett
 Chief Engineer.....Rudy Maxwell

WCLT—Newark—1949

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By.....WCLT Radio Inc.
 Address.....25 West Main St.
 Tel.: FA 4-0071.....Independent
 Sta. Representative.....Meeker
 Pres., Gen. Mgr.....Thomas A. Rogers
 Commercial Mgr.....Robert Price
 Program Director.....Arnauld Fleming
 Chief Engineer.....Benjamin Windle

WPVL—Painesville—1956

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned.....WPVL, Inc.
 Address.....102 S. Park Place
 Tel.: EL 2-3155.....Independent
 Representative.....Ohio Stations
 President, General Mgr.....Carl R. Lee
 Sales Promotion Mgr.....Dale Palmer
 Publicity Director.....Sally Platz

WPTW—Piqua—1947

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned By.....WPTW Radio, Inc.
 Address-Trans.....1625 Covington Ave.
 Tel.: PR 3-3513.....Independent
 Sta. Representative.....Hil F. Best
 President, Gen. Mgr.....C. Oscar Baker
 Commercial Mgr.....Mrs. Eleanor Mills
 Station, Ch. Eng.....Lewis M. Shroyer

**The "FRIENDLY NEIGHBOR
 STATION"**

changes statistics into *SERVICE* and
 Service into *SALES* for you!

Serving seven counties in the heart of
 Ohio's richest farm land with studios
 in Marion and Bucyrus.

A "LOCAL" station doing a "RE-
 GIONAL" job since 1940.

Selling a bumper crop of listeners
 in North Central Ohio.

W M R N
AM-FM and WMRM Farms

WNXT—Portsmouth—1951

Frequency: 1260 Kc... Power: 5 Kw. d. 1 Kw. n.
 Owned-Operated By..... WNXT, Inc.
 Address..... Box 1228
 Tel.: EL 3-1161..... ABC
 Representative..... Raymer
 President..... Leonard Feldman
 Station Manager..... Marshall Rosene
 Publicity Director..... Thelma Henderson
 Chief Engineer..... Russell Newman

WPAY—Portsmouth—1935

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... Radio Station WPAY
 Address..... 1009 Gallia St.
 Tel.: EL 3-5176..... CBS
 Sta. Representative..... Devney
 General Manager..... Paul F. Braden
 Sta., Sales Prom. Mgr..... O. T. Dresbach
 Commercial Manager..... J. H. LeMoyné
 Program Director..... John T. Baker
 Chief Engineer..... Maurice L. Myers

WLEC—Sandusky—1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Lake Erie Bcstg. Co.
 Address..... Box 1209
 Tel.: MA 6-2000..... MBS
 Representative..... Hal Holman
 Pres., General-Station Mgr..... Jay Wagner, Jr.
 Commercial Manager..... Louis Mahla
 Program Director..... Carl J. Bates
 Chief Engineer..... Jay Leibach

WBLV—Springfield—1947

Frequency: 1600 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Champion City Bcstg. Co.
 Address..... Chamber of Commerce Bldg.
 Tel.: FA 3-4676..... KBS
 Representative..... Thomas F. Clark
 President..... R. Stanley Lucas
 General Manager..... R. L. Yontz
 Commercial Manager..... Paul S. Kintzel
 Program Director..... James W. Bissey
 Chief Engineer..... Carl Egbert

WIZE—Springfield—1940

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Radio Voice of Springfield
 Trans. Address..... 117 W. High St.
 Tel.: FA 3-4955..... ABC
 Representative..... O'Connell
 President..... Charles Sawyer
 Executive Vice-President..... J. P. Williams
 Vice-President..... Alex Buchan
 Station Mgr..... Ernest A. Gudridge
 Program Director..... Frank Prater
 Chief Engineer..... Victor L. Bushong

WSTV—Steubenville—1940

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... WSTV, Inc.
 Bus.-Studio Address..... Exchange Realty Bldg.

Tel.: AT 2-6265..... MBS
 Representative..... Avery-Knodel
 Pres..... Jack N. Berkman
 Exec. V.P., Gen. Mgr..... John J. Laux
 Vice President..... Fred Weber
 V. P., Sta. Comm. Mgr..... Louis Shapiro
 Publicity Dir., Sls. Prom. Mgr..... G. H. Wilson
 Program Director..... Tom Abernethy
 Chief Engineer..... Charles S. Shepherd

WOHO—Toledo—1954

Frequency: 1470 Kc..... Power: 1000 Watts
 Owner..... Midwestern Bcstg. Co.
 Address..... 2965 Pickle Road
 Tel.: OX 3-6576..... MBS
 Representative..... Pearson
 President..... Ford R. Weber
 Station Mgr..... Sam W. Sloan
 Comm. Manager..... William C. Wester
 Program Director..... George M. Mishler
 Chief Engineer..... George D. Stearns

WSPD—Toledo—1921

Frequency: 1370 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Storer Broadcasting Co.
 Address..... 1177 Kane Concourse, Miami, Fla.
 Tel.: CH 8-6201..... NBC
 Newspaper Affil..... Miami Beach Sun
 Representative..... Katz
 President..... George B. Storer
 Managing Director..... Reggie Martin
 Nat. Sales Manager..... Emerson Kimble
 Sales Prom., Pub. Dir..... Alice Luthel
 Program Director..... Jack Williams
 Chief Engineer..... George Fullop

WTOD—Toledo—1946

Frequency: 1560 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Booth Broadcasting Co.
 Business Address..... 320 Davis Bldg.
 Tel.: CH 2-4321..... CBS
 Representative..... Weed
 President..... John L. Booth
 Gen., Comm. Mgr..... Sunne Miller
 Program Director..... John Lindemulder
 Publicity Dir..... Elmo Schausten
 Chief Engineer..... Robert Sowers

WTOL—Toledo—1938

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Community Bcstg. Co.
 Trans.-Address..... Bell Bldg.
 Tel.: CH 4-7411..... ABC
 Station Representative..... Gill-Perna
 President..... Frazier Reams
 Gen.-Station Mgr..... Thomas S. Bretherton
 Commercial Manager..... Douglas Tabner
 Sales Promotion Mgr..... Orris Tabner
 Program Director..... Robert Krieghoff
 Chief Engineer..... Harold Holmes

WERT—Van Wert—1958

Frequency: 1220 Kc..... Power: 250 Watts, d.
 Owned..... Van Wert Broadcasting Co.
 Address..... Box 104

OHIO

Tel.: 2-4075.....Independent
Station Representative.....Ohio Stations
President, Ch. Eng.....Kenneth E. Kunze
Commercial, Sls. Prom. Mgr.....R. Waldron
Program Director.....John Ury
Publicity Director.....Donna Wermer

W H H H—Warren—1941

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By.....Warren Tribune Radio Sta., Inc.
Address.....108 Main Ave., S.W.
Tel.: EXpress 2-2529.....Independent
Newspaper Affiliation.....Tribune Chronicle
President, Gen. Mgr.....Helen Hart Hurlbert
Commercial Mgr.....Chester Waggoner
Program Mgr.....James Stephenson
Program Director.....John Peterson
Ch. Eng., Sta. Mgr.....Robert E. Hardy

W C H O—Washington Court House—1952

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned By.....Court House Bcstg. Co.
Address.....113½ S. Main St.
Tel.: 5-6211.....KBS
Representative.....Hil F. Best
Pres., Gen. Mgr., Chief Eng., W. N. Nungesser
Comm., Sales Prom. Mgr.....R. L. Anderson

W P K O—Waverly—1954

Frequency: 1380 Kc.....Power: 1000 W., d.
Owner.....Ohio Quests, Inc.
Address.....Box 67
Tel.: PI 2781.....Independent
President.....James B. Denton
Station Mgr.....Art Layne
Gen., Comm. Mgr.....Warren W. Cooper

W K O V—Wellston—1953

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Operated By.....Family Bcstg. Co.
Address.....P. O. Bo. 190
Tel.: 4-2000.....KBS
Representative.....Hil F. Best
Pres., Gen. Mgr., Ch. Eng., W. N. Nungesser

W W S T—Wooster—1947

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wooster Republican Ptg. Co.
Address.....Route 30
Tel.: ANgelus 3-5075.....KBS
General Manager.....E. B. Evans
Commercial Mgr.....Quentin W. Welty
Chief Engineer.....B. L. Bowman

W R F D—Worthington—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned.....Peoples Broadcasting Corp.
Address.....Worthington
Tel.: TU 5-5342.....Independent
Representative.....Gill-Perna
General Manager.....Herbert E. Evans

Sta., Mgr.....Joseph D. Bradshaw
Comm. Mgr.....Dale Lutz
Program, Sales Prom. Mgr.....Phil Sheriden
Chief Engineer.....Harold SchAAF

W B B W—Youngstown—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Mahoning Valley Bcstg. Corp.
Address.....260 W. Federal St.
Tel.: RI 4-4421.....MBS
Representative.....Weed
President, Ch. Eng.....John Cherpack, Jr.
V.P., Gen. Mgr.....Gene Trace
Sales Prom. Mgr.....Phil Wood
Program Director.....Anthony N. Ross

W F M J—Youngstown—1939

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address.....101 W. Boardman
Tel.: RI 4-8611.....NBC
Representative.....Hollingbery
Pres., Gen. Mgr.....William F. Maag, Jr.
Chief Engineer.....Frank A. Dieringer

W H O T—Youngstown—1955

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned By.....WHOT, Inc.
Address.....401 N. Blaine Ave.
Tel.: RI 6-8464.....Independent
Sta. Representative.....Hollingbery
President.....Myron Jones
General Manager.....William Fleckenstein
Commercial Mgr.....William Aey
Program Dir.....Richard Thompson

W K B N—Youngstown—1926

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....CBS
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Radio Sales Mgr.....Carl F. Glade, Jr.
Public Rel., Pub. Dir.....W. P. Williamson III
Program Director.....John Moses
Chief Engineer.....B. T. Wilkins

W H I Z—Zanesville—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address.....Lind Arcade Bldg.
Tel.: GL 2-5431.....NBC
Newspaper Affiliation.....Zanesville Pub Co.
Representative.....John E. Pearson
President.....Clay Littick
Gen., Station Manager.....Allan Land
Comm. Mgr.....Nate Milder
Publicity Dir., Sls. Prom. Mgr.....Naomi Lorton
Program Director.....Tom Wiebell
Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,395,000
Families: 753,000
Radio Homes: 734,000

OKLAHOMA

TV Homes: 692,000
AM Stas. in State: 54
TV Stas. in State: 9

KADA—Ada—1934

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KADA Bcstg., Inc.
Business Address: Box 642
Tel.: FEderal 2-1212 ABC, KBS
Rep.: Venard, Rintoul & McConnell; Brown
President: Brown Morris
General Manager: Bill Hoover

KWHW—Altus—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Altus Bcstg. Co., Inc.
Business Address: Box 551
Tel.: HU 2-1450 KBS
Newspaper Affil.: Times-Democrat
Representative: Pearson
Pres., Gen. Mgr.: Frank E. Wimberly
Commercial Manager: Albert Houpe
Chief Engineer: Ernest Baucum

KALV—Alva—1956

Frequency: 1430 Kc. Power: 500 Watts
Owned: A. D. Conrow
Address: Box 328
Tel.: 1663 Independent
Representative: Best
General Manager: Robert L. Martin
Chief Engineer: John H. Goss

KVSO—Ardmore—1935

Frequency: 1240 Kc. Power: 250 Watts
Owned: Ardmorette Pub. Co.
Address: 116 N. Washington St.
Tel.: 3030 Independent
General Manager: Douglas C. Dillard

KWON—Bartlesville—1942

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Horace C. Boren
Address: Box 69
Tel.: FEderal 6-1400 Independent
President, Gen. Mgr.: Horace C. Boren
Station Mgr.: George Kountoupis
Sales Manager: Fred Cordell

KLTR—Blackwell—1952

Frequency: 1580 Kc. Power: 250 Watts
Owned-Operated By: Star Bcstg. Co., Inc.
Address: Box 70
Tel.: 308 KBS
Sta. Representative: Hil F. Best
President: Dr. F. G. Conley
General Mgr. Ch. Eng.: R. F. Pool
Commercial Mgr.: Roy Bush
Program Dir.: Lawrence Eck
Publicity Dir.: Carolee Briggs

KWCO—Chickasha—1946

Freq.: 1560 Kc. Power: 1 Kw. d., 250 W. n.
Owned-Oper. By: Washita Valley Bcstg. Co.
Business Address: P. O. Box 770
Tel.: CAstle 4-2890 KBS
Owner, Gen. Mgr.: Jack L. Pink
Station Manager: William S. Scott
Commercial Manager: Jack Barlow
Chief Engineer: Ben DeKinder

KWPR—Claremore—1958

Frequency: 1270 Kc. Power: 500 Watts, d.
Owned By: BRT Bcstg. Co.
Address: Will Rogers Hotel
Tel.: ROgers 3-1281 Independent
General Mgr.: J. M. Mahoney

KWOE—Clinton—1949

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Western Okla. Bcstg. Co.
Address: Neptune Park
Tel.: FAirfax 3-0617 KBS
Station Representative: Hil F. Best
President, Gen. Mgr.: Lonnie J. Preston
Program Publicity Dir.: Alice Preston
Sales Prom. Mgr.: Clyde E. Bruce
Chief Engineer: Hubert Gaston

KUSH—Cushing—1953

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By: Cimarron Broadcasters, Inc.
Address: P.O. Box 791
Tel.: CA 5-0922 Independent
Pres., Gen. Mgr.: Gordon Rockett
Comm. Prom. Mgr.: William R. De Wire
Program Dir.: Mike Acquaviva
Chief Engineer: Marvin Livingston

KRHD—Duncan—1949

Freq.: 1350 Kc. Power: 250 W. d. 100 W. n.
Owned-Operated By: Duncan Bcstg. Co.
Address: Box 1192
Tel.: ALpine 5-1350 KBS
President: R. H. Drury
Gen., Sta. Mgr.: W. M. Brubaker
Program Director: John Moen
Sales Prom. Mgr.: Morgan Duval
Chief Engineer: Lee Agee

KSEO—Durant—1947

Frequency: 750 Kc. Power: 250 Watts d.
Owned-Operated By: Durant Pub-Bcstg. Corp.
Address: P.O. Box 511
Tel.: 3100 KBS
President: R. V. Peterson
Gen. Mgr.: L. W. Coleman

OKLAHOMA

KBEK—Elk City—1932

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Bob Garrtson Ent.
Address: Box 189
Tel.: 730. KBS
Representative: Pearson
President, Gen. Mgr.: Bob Garrtson
Commercial Mgr.: Red Riley
Station Mgr.: Lou Garrtson
Program Dir.: Sherry Shoemaker
Sales Prom. Mgr.: Mike Vassey
Publicity Dir.: Clipp Walker
Chief Engineer: Jerry White

KCRC—Enid—1928

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By: Enid Radiophone Co.
Bus. Studio Address: 318 E. Willow
Tel.: AD 7-1390. ABC
News, Affil.: Morning News, Daily Eagle
Representative: John E. Pearson Co.
President: Milton B. Garber
General Manager: Pat Murphy
Commercial, Prom. Mgr.: James Stacey

KGWA—Enid—1950

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By: Public Bcstg. Service, Inc.
Address: 115½ E. Broadway
Tel.: AD 4-4230. Independent
Representative: Venard, Rintoul & McConnell
Pres., Gen., Comm. Mgr.: Allan Page
Program Director: Lyle Gaston
Chief Engineer: Milton Wentworth

KTAT—Frederick—1948

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By: Frederick Bcstg. Co.
Address: P.O. Drawer 920
Tel.: ED 5-2131. KBS
Representative: Hill F. Best
General Manager: Ron Wheeler
Program Director: Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By: Howard Smith
Address: Lone Hotel
Tel.: BU 2-2321. KBS
Pres., Gen. Mgr.: Weldon Sledge
Sta. Mgr. Ch. Eng.: Calvin Clopton

KGYN—Guymon—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By: Plains Bcstg. Co.
Business-Studio Address: Box 130
Tel.: 888. KBS
Representative: Hill F. Best
President, Gen. Mgr.: T. M. Raburn, Jr.
Comm. Mgr.: Ed Slater
Chief Engineer: Herb Noyes

KHEN—Henryetta—1956

Frequency: 1590 Kc. Power: 500 W., d.
Owned: Henryetta Radio Co.
Address: Box 930
Tel.: OLive 2-3298. Independent
President: Leland Gourley
Gen. Mgr.: Marvin Hull
Program Director: Bill Simmons
Chief Engineer: Ed Hayes

KTJS—Hobart—1947

Frequency: 1420 Kc. Power: 250 Watts d.
Owned-Operated By: A. R. Fuchs
Address: P.O. Box 311
Tel.: 1420. KBS
Manager, Ch. Eng.: A. Fuchs

KIHN—Hugo—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: D. & L. Brawner
Address: P.O. Box 248
Tel.: 1140. KBS
General Mgr.: Calvin Miller

KBEL—Idabel—1953

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Idabel Bcstg. Co.
Address: P.O. Box 1072
Tel.: 802. Independent
General Manager: Winston O. Ward
Sta., Comm. Manager: J. P. Stanley
Chief Engineer: E. Burgin

KCCO—Lawton—1956

Frequency: 1050 Kc. Power: 250 W., d.
Owned: Progressive Bcstg. Co.
Address: Box 2178
Tel.: EL 5-1050. Independent
Sta. Reps.: Geo. T. Hopewell; Weed
President: Dr. G. G. Downing
General Manager: Ross B. Baker
Commercial Mgr.: C. J. MacDonald
Program Dir.: B. J. Sams
Sales Prom. Mgr.: James R. Williams
Publicity Dir.: Dean Webber
Chief Engineer: Robert Stabler

KSWO—Lawton—1941

Frequency: 1380 Kc. Power: 1000 W.
Owned: Okla. Quality Bcstg. Co.
Address: Box 699
Tel.: EL 5-1380. ABC
Representative: Pearson
President: R. H. Drewry
Gen., Comm. Mgr.: Bob Franklin
Program Dir.: Bill Miller
Chief Engineer: Harold Kinhead

KNED—McAlester—1950

Frequency: 1150 Kc. Power: 1 Kw. d.; 5, n.

Owned-Operated By..Pittsburg Bcstg. Co., Inc.
 AddressBox 780
 Tel.: GA 3-1460.....Independent
 RepresentativePearson
 Pres., Gen. Mgr.....Ray Van Hooser
 Commercial Manager.....Phil Reed
 Station, Prog. Mgr.....Dud Stallings
 Sales Prom., Publicity Dir.....Frank Hopkins
 Chief Engineer.....Jerry McCoy

KTMC—McAlester—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....McAlester Bcstg. Co.
 Business-Studio Address.....Earle Hotel
 Tel.: GA 3-1400.....KBS
 Station Representative.....Continental; Weed
 PresidentIrvin Gladstein
 Gen. Sta. Mgr.....Bob Baggett
 Program Director.....Shirley Crowson
 Chief Engineer.....Harold Duncan

KGLC—Miami—1947

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Miami Bcstg. Co.
 Business Address.....Miami Hotel Bldg.
 Tel.: KI 2-3303.....KBS
 Station Representative.....Hil F. Best
 President.....Melvin Hutts
 Gen., Sta. Mgr.....William A. Searle
 Program Director.....Jim King
 Chief Engineer.....George Province

KBIX—Muskogee—1936

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Okla. Pub. Co.
 AddressBarnes Bldg.
 Tel.: MU 2-1331.....ABC
 Newspaper Affil.....Phoenix-Times Democrat
 RepresentativePearson
 President.....Tams Bixby, Jr.
 Chief Engineer.....Ted Foster

KMUS—Muskogee—1948

Frequency: 1380 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....Horace C. Boren
 Address.....P. O. Box 1588
 Tel.: MU 2-2488.....Independent
 Representative.....Gene Bolles
 Pres., Gen. Mgr.....Horace C. Boren
 Sta. Mgr., Ch. Engr.....James E. Keitel, Jr.
 Program Director.....Darrell Huddleston

KNOR—Norman—1949

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Cleveland County Bcstg. Co.
 Address.....P. O. Box 542
 Tel.: JE 4-8475.....KBS
 President, Gen. Mgr.....William S. Morgan
 Commercial Mgr.....Robert G. Barry
 Chief Engineer.....Edward Renner

KBYE—Oklahoma City—1947

Frequency: 890 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Great Empire Bcstg.
 Business Address.....5508 Eastern; Box 671
 Tel.: GARfield 7-6524.....ABC
 President.....Bernice L. Lynch
 General Station Manager.....F. F. Lynch
 Program Director.....Glenn Valentine
 Commercial, Sls. Prom. Mgr.....F. J. Lynch
 Chief Engineer.....Wm. R. Gaylor, Jr.

KLPR—Oklahoma City—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Big Chief Bcstg Co. Inc.
 Business Address.....128½ West Commerce
 Tel.: FOrEst 5-6358.....Independent
 RepresentativeWeed
 Pres., Sales Prom. Mgr.....Jack Reasley
 Chief Engineer.....Buzzy Brooks

KOCY—Oklahoma City—1938

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Plaza Court Bcstg. Co.
 Business-Studio Address.....Plaza Court Bldg.
 Tel.: CEntal 5-4333.....Independent
 Pres., Gen. Mgr.....M. H. Bcnebrake
 Commercial Manager.....Carlton Beck
 Chief Engineer.....Elmo Black

KOMA—Oklahoma City—1928

Frequency: 1520 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Storz Bcstg. Co.
 Business-Studio Address.....311 W. Grand
 Tel.: CEntal 5-6653.....Independent
 RepresentativeBlair
 President.....Todd Storz
 General, Station Mgr.....Jack Sampson
 Program Director.....Rod Roddy
 Chief Engineer.....George Berry

KTOK—Oklahoma City—1927

Frequency: 1000 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTOK, Inc.
 Business-Studio Address.....1800 W. Main
 Tel.: CEntal 5-8351.....MBS
 Station RepresentativeEastman
 President.....Wendell Mayes
 General, Station Mgr.....Tom Johnson
 Comm. Mgr.....George R. Collison
 Publicity Director.....Bill Bryan
 Prog. Dir.....Bill Foreman
 Chief Engineer.....Clifford Easum

KTOW—Oklahoma City—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KTOW, Inc.
 Business-Studio Address.....515 N. Robinson
 Tel.: CE 2-6367.....Independent
 Station Representative.....Raymer
 President.....W. D. Schueler
 Gen., Sta. Mgr.....C. Hewel Jones

OKLAHOMA

Program Director.....W. W. Jones
Chief Engineer.....Hal Henegar

Gen. Mgr., Chief Eng.....L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....H. Albrecht

WKY—Oklahoma City—1921

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY TV System, Inc.
Business-Studio Address...500 E. Britton Rd.
Tel.: TR 8-2161.....Independent
Newspaper Affil.....Oklahoman
Representative.....Katz
President.....E. K. Gaylord
V.P., General Manager...Norman P. Bagwell
Asst. Sta., Comm. Mgr.....Lee Allan Smith
Prog. Dir.....Danny Williams
Sales Promotion Mgr.....Jim Willis
Chief Engineer.....Gene Lyons

KOKL—Okmulgee—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Box 1350
Tel.: 3646.....KBS
Representative.....Hil F. Best
President.....Don Reynolds
General Mgr., Ch. Eng....D. W. Reynolds, Jr.
Program Publicity Director.....Ray Morgan
Comm., Sales Prom. Mgr.....Stan Weisberger

KVLH—Pauls Valley—1947

Frequency: 1470 Kc.....Power: 250 Watts
Owned-Operated By...Pauls Valley Bcstg. Co.
Address.....P.O. Box 610
Tel.: 1470.....Independent
President.....E. J. Ballard
Gen. Mgr.....B. Hampton
Chief Engineer.....H. Jones

WBBZ—Ponca City—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Ponca City Pub. Co.
Business Address.....P.O. Box 588
Tel.: RO 5-6607.....MBS
Newspaper Affiliation.....The News
Representative.....Pearson
General Manager.....Allan W. Muchmore
Station Manager.....William C. Maugans

KLCO—Poteau—1953

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owner.....R. B. & Bernice Bell
Address.....Box 511
Tel.: 660.....KBS
President, Gen. Manager.....R. B. Bell
Sales Prom., Ch. Eng.....Viv Nowlin

KOLS—Pryor—1950

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....5th & S. Mill Sts.
Tel.: Valley 5-2763.....KBS
Representative.....H. F. Best

KGFF—Shawnee—1930

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...KGFF Bcstg. Co., Inc.
Address.....P. O. Box 2059
Tel.: 4390.....MBS
Newspaper Affiliation...Stauffer Publ., Inc.
Representative.....Avery-Knodel
Gen., Sta. Manager.....William A. Weaver
Chief Engineer.....P. K. Branson

KSPI—Stillwater—1947

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By...Stillwater Publishing Co.
Business Address.....P.O. Box 231
Tel.: FR 2-7800.....Independent
Newspaper Affiliation...Daily News-Press
Representative.....Clark
General Mgr.....J. R. Bellatti
Sta. Mgr., Prog. Dir.....Lewis Pearce
Commercial Manager.....Bill Platt
Chief Engineer.....Paul A. McCollum

KTLQ—Tahlequah—1957

Frequency: 1350 Kc.....Power: 1 Kw., d.
Owned.....Camelle's Co p.
Address.....Box 221
Tel.: GLEndale 6-2511.....Independent
President.....Jim Egan
General Mgr., Ch. Eng....Galen O. Gilbert
Sales Prom. Mgr., Prog. Dir.....Bill Bentley
Publicity Director.....Connie Bentley

KAKC—Tulsa—1946

Freq.: 970 Kc.....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....910 S. Boston
Tel.: LU 7-2401.....Independent
Station Representative.....Young
President.....Lester Kamin
General, Station Mgr.....Robert J. Hoth
Program Director.....Dick Schmitz
Commercial Manager.....Frank Lawrence
Publicity Dir., Sls. Prom. Mgr.....C. Michaels
Chief Engineer.....Charles Laughton

KFMJ—Tulsa—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston
Tel.: LU 5-5555.....Independent
Representative.....Masla
General Manager.....Lawson Taylor
Chief Engineer.....N. Wilcox

KOME—Tulsa—1938

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Charles W. Holt & Assoc.
Address.....8th & Main

OKLAHOMA-OREGON

Tel.: DI 3-4121.....Independent
 President.....Charles W. Holt
 General Manager.....Stan Hagan
 Program Director.....Pete Dreyer
 Chief Engineer.....Roy Brown

KRMG—Tulsa—1949

Freq.: 740 Kc.....Power: 50 Kw. d., 25 Kw. n.
 Owned-Operated By.....Meredith KRMG, Inc.
 Business-Studio Address..311 So. Denver Ave.
 Tel.: LUther 4-4291.....CBS
 Representative.....John Blair
 President.....Fred Bohlen
 Gen., Comm. Manager.....Frank S. Lane
 Sales Prom., Prog. Dir.....Keith Bretz
 Chief Engineer.....William H. Bradley

KTUL—Tulsa—1934

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Oper.....Consol. Radio Enterprises Inc.
 Business-Address.....2601 E. 56 St. N.
 Tel.: FI 5-1311.....MBS
 Representative.....Avery Knodel
 President.....James C. Leake
 Gen., Sta. Mgr.....James H. Schoonover
 Commercial Mgr.....Edward T. Neibling
 Program Dir.....Robert Gregory
 Sales Prom. Mgr.....Karl Janssen
 Publicity Dir.....Robert E. Draughon
 Chief Engineer.....Lloyd J. Cowan

KVOO—Tulsa—1925

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Southwestern Sales Corp.

Bus.-Studio Address.....3701 S. Peoria
 Tel.: RI 2-5561.....NBC
 Representative.....Edward Petry
 President.....H. C. Stuart
 V.P., General Mgr.....G. K. Brandborg
 Program Director.....J. Ryan
 Chief Engineer.....J. Bushnell

KVIN—Vinita—1954

Frequency: 1470 Kc.....Power: 500 Watts, d.
 Owned-Oper. By.....Vinita Broadcasting Co.
 Business Address.....601 S. Foreman
 Tel.: ALpine 6-3407.....KBS
 General Manager.....John M. Mahoney
 Station Manager.....Claude Donica
 Program Director.....Merle Weisinger
 Chief Engineer.....Paul Gentry

KWSH—Wewoka—1948

Frequency: 1260 Kc.....Power: 1,000 Watts
 Owned-Operated By..Tri Cities Bcstg. Co., Inc.
 Address.....Box 1260
 Tel.: 1260.....ABC-KBS
 Representative..Venard, Rintoul & McConnell
 Pres., General Manager.....Bill Hoover
 Station Manager.....Ray Judge

KSIW—Woodward—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woodward Bcstg. Co.
 Address.....22nd & Cedar
 Tel.: ALpine 4-4455.....Independent
 Representative.....Pearson
 Pres., Gen. Mgr.....Edward A. Ryan
 Program Director.....Lenora W. Ryan
 Chief Engineer.....Harry McFarland

Pop.: 1,940,000
 Families: 596,000
 Radio Homes: 591,000

OREGON

TV Homes: 466,000
 AM Stas. in State: 68
 TV Stas. in State: 7

KABY—Albany—1959

Frequency: 990 Kc.....Power: 250 Watts, d.
 Owned.....Albany Broadcasting Corp.
 Address.....233 W. Third
 Tel.: WABash 6-3719.....Independent
 Station Representative.....Art Moore; Grant
 President, General Mgr.....Chet Wheeler
 Station, Commercial Mgr.....Glenn Henshaw, Jr.
 Sales Promotion Mgr.....Rodney Bean
 Program, Publicity Dir.....Sandy Rhodes
 Chief Engineer.....Leonard Serder

President, General Mgr.....Larry Gordon
 Chief Engineer.....Arch Brusch

KWIN—Ashland—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Rogue Valley Bcstg. Co.
 Business Address.....P.O. Box 227
 Tel.: MURdock 2-4381.....ABC-MBS
 Station Representative.....Pearson
 President.....Douglas D. Kahle
 Gen., Sta. Mgr.....Elliott Molschenbacher
 Commercial Manager.....W. Henry Peck
 Program Director.....William Lively

KWIL—Albany—1941

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KWIL
 Address.....Box 485
 Tel.: WA 6-2233.....MBS
 Representative.....Allen

KAST—Astoria—1925

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned.....Astoria Broadcasting Co.
 Address.....P.O. Box 445
 Tel.: FA 5-2911.....MBS-KBS

OREGON

Newspaper Affil. Astorian Budget
Representative Art Moore
President, Gen. Mgr. Robert B. Chessman
Business Mgr. Mary I. Ristola
Sales Manager Warren Grimberg
Prog., Pub. Dir. Herman Robison
Chief Engineer George E. Ristola

KVAS—Astoria—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned. Lower Columbia Bcstg. Co., Inc.
Address 1418 Commercial St.
Tel.: FA 5-6221. Independent
Rep. Moore, Holman, Jacobson
President W. T. Moore
General Mgr., Ch. Eng. Charles A. Farmer

KBKR—Baker—1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Oregon Trail Bcstg. Co.
Bus.-Studio Address 2030 Auburn Ave.
Tel.: JA 3-4431. KBS
Station Rep. Grant, Art Moore
General Manager Kenneth B. Lockwood

KBND—Bend—1938

Freq.: 1110 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By. Central Oregon Bcstg. Co.
Business Address 5000 Studio Road
Tel.: EV 2-4821. ABC
Representative Meeker
Pres., Gen. Mgr., Pub. Dir. Frank H. Loggan
Comm. Mgr. Doug Gaines
Program Dir. Kessler Cannon
Chief Engineer Robert Dickinson

KURY—Brookings—1958

Frequency: 910 Kc. Power: 1 Kw., d.
Owned By. Joseph Sheridan
Address P.O. Box 185
Tel.: 4911. KBS
Station Rep. Moore; Continental; Allen
General Manager Norm Oberst
Commercial Manager Curly Anderson
Program Director John Wolfe
Chief Engineer Vern Garvin

KRNS—Burns—1957

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Radio Burns
Address 544 N. B'way
Tel.: 7300. KBS
Co-Managers. H. McDonald, J. Ward

KOOS—Coos Bay—1928

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. KOOS, Inc.
Address Box 180
Tel.: CO 7-2121. MBS
Representative. Moore; Grant Webb
President Sheldon F. Sackett
General Manager Robert Chopping
Comm. Mgr. F. J. McDonough
Prog., Pub. Dir. Margaret Chopping

KYNG—Coos Bay—1956

Frequency: 1420 Kc. Power: 1 Kw., d.
Owned By. KYNG Radio
Address P.O. Box 657
Tel.: COngress 7-7055. Independent
Representative H. S. Jacobson
Pres. Gen. Mgr. Phillip F. Waters
Comm. Sales Prom. Mgr. Bill Karl
Publicity Director Faye Crabtree
Chief Engineer C. Gilnet

KWRO—Coquille—1949

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Operated By. KWRO, Inc.
Address P. O. Box 396
Tel.: 3961. KBS
Station Representative. Moore, Allen
President William E. Walsh
Gen., Sta. Mgr. Leonard F. Epling
Program Director Alice Mobley
Publicity Director Andrew Walker
Sales Promotion Mgr. Paul Friis
Chief Engineer Drew Walker

KFLY—Corvallis—1954

Frequency: 1240 Kc. Power: 250 Watts
Owned By. Mid-Land Broadcasting Co.
Address Box 689
Tel.: PL 3-6633. Independent
Rep. Everett-McKinney; Feltis; Jacobson
Pres., Gen. Mgr. Dave Hoss
Program Director Gene Shannon
Chief Engineer Phil Hodapp

KLOO—Corvallis—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. W. C. Hurley
Address Box 731
Tel.: PL 3-3322. Independent
Station Rep. Devney
President William C. Hurley
Comm. Program Dir. Dale K. Allison
Sales Prom., Publicity Dir. Hal Wehmeier

KOMB—Cottage Grove—1953

Frequency: 1400 Kc. Power: 250 Watts
Owned By. F. J. Ryan & M. A. Viken
Address P. O. Box 606
Tel.: WH 2-2468. Independent
General Manager Orlo Bagley
Sls .Prom. Manager Peter J. Ryan
Chief Engineer Milton Viken

KPLK—Dallas—1955

Frequency: 1460 Kc. Power: 1 Kw., d.
Owned-Oper. By. Polk County Bcstrs., Inc.
Address P. O. Box 396
Tel.: MAYfair 3-2342. Independent
Station Rep. Webb; Moore
Pres., Gen. Mgr. Ray L. Kozak
Comm. Mgr. E. C. McElroy Jr.
Program Director Ron Manchas
Chief Engineer George W. Morrison

KASH—Eugene—1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owner: Radio Air Ways, Inc.
 Address: P. O. Box 1600
 Tel.: DI 5-3357
 Representative: Donald Cooke
 President, Gen., Sta. Mgr.: E. L. Kincald
 Commercial Manager: Paul Plank
 Program Director: Laura Plank
 Publicity Director: Floyd Coon
 Chief Engineer: Ralph Cook

KERG—Eugene—1949

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: Guard Pub. Co.
 Address: 1776 Coburg Rd.
 Tel.: DI 5-4304
 CBS
 Newspaper Affiliation: Register-Guard
 Representative: Weed; Burr
 President: Alton F. Baker
 General Manager: Robert C. LaBonte
 Commercial Manager: James Magnuson
 Prom. Mgr., Prog. Dir.: Clifton Cole
 Chief Engineer: William Green

KORE—Eugene—1927

Frequency: 1450 Kc. Power: 1 Kw. d. 250 W. n.
 Owned-Operated By: Lane Bcastg. Co.
 Business Address: P. O. Box 1032
 Tel.: DI 4-4214
 MBS
 Rep.: Everett-McKinney, Headley-Reed
 Pres., Gen. Mgr.: Lee Bishop
 Comm. Mgr.: Herb Olson
 Sales Promotion Manager: Bob Dowless
 Program Director: Buzz Florip
 Chief Engineer: Floyd Viken

KUGN—Eugene—1946

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: KUGN, Inc.
 Business Address: P. O. Box 112
 Tel.: DI 4-6216
 NBC
 Representative: Meeker, Art Moore
 Pres., Gen. Mgr.: C. O. Fisher
 Comm. Mgr.: John Tasnady
 Program Director: Bob Houghlum
 Chief Engineer: George Hathaway

KGGG—Forest Grove—1959

Frequency: 1570 Kc. Power: 1 Kw. d.
 Owned-Oper. By: Triple G. Broadcasting Co.
 Address: 2740 Pacific Ave.
 Tel.: Elgin 7-2144
 Independent
 Pres., Gen. Mgr.: Lester L. Gould
 Station Manager: Patrick Larkin
 Secretary-Treas.: Dorothy R. Gould
 Program Dir., Chief Eng.: Mrs. Jean Larkin

KAGI—Grants Pass—1939

Frequency: 930 Kc. Power: 1 Kw.
 Owned-Oper. By: Southern Oregon Bcastg. Co.

Address: P. O. Box 148
 Tel.: GR 6-4477
 MBS
 Station Representative: Moore; Hollingbery
 President: A. E. Voorhies
 General Manager: J. Edwin Arnold
 Chief Engineer: Del Cantrall

KAJO—Grants Pass—1957

Frequency: 1270 Kc. Power: 1 Kw.
 Owned By: Grants Pass Bcastg. Co.
 Business Address: P.O. Box 230
 Tel.: GR 6-6608
 ABC
 Station Representative: Grant
 General Manager: Jim Wilson
 Commercial Manager: Jim T. Jackson
 Program Director: Elzie Parker
 Chief Engineer: Keith Snodgrass

KCRO—Gresham—1956

Frequency: 1230 Kc. Power: 250 Wts. d. 1 Wt. n.
 Owned: Gresham Bcastg. Co.
 Address: Box 32
 Tel.: MO 5-4143
 KBS
 President, Ch. Eng.: Daniel M. McPeak
 Program Dir.: C. Michael Parks
 Sales Prom. Mgr.: Bruce C. Blevins

KOHU—Hermiston—1956

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned: Carl F. and Sarah Knierim
 Address: Box 1
 Tel.: JO 7-6500
 Independent
 General Manager, Ch. Eng.: Carl F. Knierim
 Commercial Manager: Sarah Knierim
 Program Director: Eleanor Davis

KUIK—Hillsboro—1954

Frequency: 1360 Kc. Power: 1000 Watts, d.
 Owned By: Greater Wash. Cty. Bcastg., Inc.
 Address: 155 S. Second
 Tel.: MI 8-4181
 KBS
 Representative: Art Moore; Scott
 General Mgr.: John P. Gillis

KIHR—Hood River—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Ore.-Wash. Bcastg.
 Business Address: P.O. Box 207
 Tel.: 8561
 Independent
 Representative: Art Moore, Meeker
 Pres., Gen. Mgr., Ch. Eng.: C. J. McCredie
 Program Director: Mar Jean Stave

KAGO—Klamath Falls—1923

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned: Gibson Radio, Inc.
 Address: P. O. Box 1130
 Tel.: TU 2-2551
 ABC
 Representative: Raymer, Art Moore
 President, General Mgr.: Riley R. Gibson
 Program Director: Robert H. Bartlett
 Chief Engineer: Wayne Loerke

OREGON

KFLW—Klamath Falls—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Caloretex Corp.
Business Address..... 327 Main St.
Tel.: TUXedo 2-4656..... CBS
Representative..... Weed
Pres., Gen. Mgr..... Joe D. Carroll
Commercial Manager..... James E. Cross
Program Director..... Anne Cross
Chief Engineer..... George R. Wyville

KLAD—Klamath Falls—1955

Frequency: 960 Kc. Power: 5000 Watts, d.
Owned-Operated By..... KLAD Broadcasters
Address..... Box 979
Rep..... Jacobson; Grant, Feltis
Gen., Comm. Manager..... Lee Craig
Chief Engineer..... Doug Walker

KLBM—La Grande—1938

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Inland Radio, Inc.
Address..... P.O. Box 907
Tel.: WOODland 3-4121..... KBS
Representative..... Art Moore, Grant
Gen., Sta., Comm. Manager..... Ken Lillard
Chief Engineer..... W. Curry

KQIK—Lakeview—1956

Frequency: 1230 Kc. Power: 250 Watts
Owned..... Pacific Northwest Radio, Inc.
Business Address..... 411 N. 1st St.
Tel.: WH 7-2164..... KBS
Rep..... Jacobson; Feltis; Tracy Moore
President..... A. E. Freeman
Gen. Mgr., Ch. Eng..... Harry Kirk
Commercial Manager..... Wallace Lund

KGAL—Lebanon—1951

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By..... Linn County Bcstrs., Inc.
Address..... P. O. Box 387
Tel.: ALPine 8-2134..... KBS
Station Rep..... Holman; O'Connell
Pres..... W. Gordon Allen
V.P., Sta. Mgr..... Don Wellman
Commercial Manager..... Tom Boyd

KMCM—McMinnville—1949

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By..... Yamhill Bcstrs.
Address..... P. O. Box 207
Tel.: 3811..... KBS
Station Rep..... Allen; Art Moore
President..... Jerry Carr
V.P., General Mgr..... John Courcier
Gen., Sta. Mgr..... G. Branson
Director of Operations..... Craig Singletary
Chief Engineer..... Edwin Nuhring

KBOY—Medford—1954

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By..... KBOY Bcstrs.
Address..... Box 1109
Tel.: SPing 3-5355..... Independent
Station Representative..... Jacobson
General, Station Mgr..... Winston Marks
Chief Engineer..... Charles Field

KDOV—Medford—1958

Frequency: 1300 Kc. Power: 3000 Watts
Owned By..... Medford Bcstg., Inc.
Address..... P. O. Box 869
Tel.: SP 3-5000..... Independent
Representative..... Hall; Wagner
President Ch. Eng..... Jim Silkwood
Commercial Manager..... John B. Klukkert
Program Director..... Margaret Silkwood
Publicity Director..... Fred Andrews

KMED—Medford—1922

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By..... Radio Medford, Inc.
Address..... P. O. Box 1306
Tel.: 3-7373..... NBC
Representative..... Meeker Assoc., Art Moore
President..... Les De Armond
General Manager..... Ray Johnson
Commercial Manager..... Harry Barker
Program Director..... Terry Nolan
Chief Engineer..... Ellis Feinstein

KYJC—Medford—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Medford Printing Co.
Trans. Address..... Barnett Rd.
Tel.: SPing 2-6644..... ABC-CBS
Newspaper Affiliation..... Mail Tribune
Representative..... Pearson, Feltis
Gen. Mgr..... Tom MacLeod
Program Director..... Monte Morris
Chief Engineer..... V. Calif

KNPT—Newport—1948

Frequency: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..... Yaquina Radio, Inc.
Business Address..... 1940 N. Coast H'way
Tel.: 560..... KBS
Rep..... Art Moore, Continental
Pres. Gen. Mgr..... Tom Becker
Commercial Manager..... Don Newman
Station Manager..... Bob Spangler
Sales Promotion Mgr..... Buss Jolley
Program Director..... Georgia McQuilliam
Publicity Director..... Elizabeth M. McKeivitt
Chief Engineer..... Del Kruger

KFIR—North Bend—1951

Frequency: 1340 Kc. Power: 250 Watts

Owned By.....Big Bay Radio, Inc.
 Business Address.....1956 Meade St.
 Tel.: SK 9-7351.....CBS
 Station Rep.....Grant
 President, Co-owner.....Emil W. Karl
 Co-manager, Program Dir.....Rod Walter
 Commercial Mgr.....Patsy Barkwell
 Chief Engineer.....Arthur Schuldt

KBCH—Ocean Lake—1955

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned By.....Yaquina Radio, Inc.
 Business Address.....Box 358
 Tel.: WYman 4-2181.....Independent
 President.....Thomas R. Becker
 General Mgr.....Robert Spangler
 Station Mgr.....William W. Harvey
 Program Dir.....Henry Florip
 Chief Engineer.....Russ Myer

KSRV—Ontario—1943

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Inland Radio, Inc.
 Address.....Box 540
 Tel.: TUCKer 9-8651.....KBS
 Representative.....Grant, Art Moore
 President, Gen. Mgr.....Gordon L. Capps
 Comm. Mgr.....John R. Humphreys
 Program Dir.....Robert M. Dye
 Sales Prom. Mgr.....Charles E. Harland
 Chief Engineer.....Stanley E. McNutt

KGON—Oregon City—1947

Frequency: 1520 Kc.....Power: 10,000 Watt
 Owned-Operated By.....Clackamas Bcstrs.
 Address.....P.O. Box 5865, Portland, Ore.
 Tel.: OLive 6-1441.....MBS
 Representative.....Broadcast Time Sales; Wagner
 President.....Robert J. Hartke
 Gen., Sta., Comm. Mgr.....Irwin S. Adams
 Program Director.....Sonora B. Hoffman
 Chief Engineer.....Sidney Roach

KUBE—Pendleton—1956

Frequency: 1050 Kc.....Power: 1 Kw., d.
 Owned.....Umatilla Bcstg.
 Address.....Box 301
 Tel.: CRestview 6-1961.....Independent
 President.....John M. Carroll
 Comm. Mgr.....Jack Webb

KUMA—Pendleton—1955

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned.....Pendleton Broadcasting Co.
 Address.....Box 278
 Tel.: CR 6-1511.....ABC
 Representative.....Meeker, Art Moore
 President.....C. O. Fisher
 Vice Pres., Gen. Mgr.....T. A. Smith
 Program Dir.....Murray Wesgate
 Chief Engineer.....Don Morris

KKID—Pendleton—1941

Frequency: 1240 Kc.....Power: 250 Watts

Owned By.....WCS Bcstg. of Oregon
 Address.....P.O. Box 178
 Tel.: CRestview 6-1311.....Independent
 President, Gen. Mgr.....Fred Stevens
 Station Mgr., Ch. Eng.....Jack Comfort

KEX—Portland—1926

Frequency: 1190 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Address.....1230 SW Main St
 Tel.: CA 2-1881.....Independent
 Sta. Representative.....AM Radio Sales
 President.....D. H. McGannon
 Gen., Sta. Mgr.....Herbert L. Bachman
 Commercial Manager.....R. E. Rudolph
 Publicity Dir., Sls. Prom Mgr.....Dick Newton
 Program Director.....D. F. Stelges
 Chief Engineer.....Jack Erwin
 OWNERS OF: KPIX, SAN FRANCISCO, CALIF.; WOWO,
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-
 SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.;
 KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.;
 KDKA, PITTSBURGH, PA.; KDKA, TV, PITTSBURGH,
 PA.; WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE,
 MD.; WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTS-
 BURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM-
 PORTLAND, ORE.

KGW—Portland—1922

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Oper.....King Broadcasting Co.
 Bus. Studio Address.....1139 S.W. 13th Ave.
 Tel.: CA 3-6364.....NBC
 Representative.....John Blair
 President.....Mrs. A. Scott Bullitt
 Vice Pres., Bus. Div.....Henry B. Owen
 Vice Pres., Broadcst. Div.....Otto P. Brandt
 Station Comm. Manager.....Jackson Fleming
 Program Director.....Don Porter
 Chief Engineer.....Clare Hanawalt

KISN—Portland—1939

Frequency: 910 Kc.....Power: 1 Kw.
 Owned.....Sta: Stations Inc.
 Address.....Box 1902
 Tel.: BUTler 5-4508.....Independent
 Station Representative.....Young
 President.....Don W. Burden
 General Manager.....Dick Shireman
 Chief Engineer.....Forrest Ogan

KLIQ—Portland—1957

Frequency: 1290 Kc.....Power: 1 Kw., d.
 Owned By.....KLIQ Bcstrs.
 Address.....Oaks Amusement Park
 Tel.: BELmont 4-8448.....Independent
 Station Representative.....Raymer
 General Manager.....Howard McAnulty
 Chief Engineer.....Fred Ken

KOIN—Portland—1926

Frequency: 970 Kc.....Power: 5000 Watts
 Owned.....Mt. Hood Radio-TV Bcstg. Corp.
 Business Address.....140 S.W. Columbia
 Tel.: CA 8-3333.....CBS
 Representative.....CBS Spot Sls.
 President.....Ted R. Gamble
 General Station Mgr.....H. H. Buckendahl

OREGON

Program Director..... Willard A. Mears
Chief Engineer..... Louis S. Bookwalter

KPAM—Portland—1951

Frequency: 1410 Kc....Power: 5000 Watts d.
Owned-Operated By.....Ken-Air, Inc.
Address.....P. O. Box 1230
Tel.: CA 8-0106.....Independent
Station Representative.....Meeker
General Manager.....S. M. Goard
Station Commercial Mgr.....Robert W. Ball
Program Director.....Jerry W. Johnson
Chief Engineer.....T. B. Hanberg

KPDQ—Portland—1947

Frequency: 800 Kc....Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Trans. Add. 4903 N.E. Sandy Blvd.
Tel.: AT 2-3232.....Independent
General Manager.....John W. Davis
Station Manager.....David M. Jack
Program Director.....Rodney Masters
Chief Engineer.....Arlan Walker

KPOJ—Portland—1923

Frequency: 1330 Kc....Power: 5000 Watts
Owned-Oper. By.....KPOJ, Inc.
Business Address.....1019 S.W. 10th Ave.
Tel.: CA 7-3484.....Independent
Newspaper Affiliation.....Oregon Journal
Station Representative.....Petry
President.....Wm. W. Knight
General Manager.....R. M. Brown
Commercial Manager.....Don Parr
Sales Promotion Manager.....Jack J. Moys
Program Director.....Vern Mueller
Chief Engineer.....Herbert A. Davidson

KWJJ—Portland—1925

Frequency: 1080 Kc....Power: 10,000 Watts
Owned-Oper. By.....Rodney F. Johnson
Bus.-Studio Address.....931 S.W. King Ave.
Tel.: CA 8-4393.....ABC
Representative.....For Joe
Pres., Gen. Manager.....Rod F. Johnson
Commercial Sls. Prom. Mgr.....Ben T. Crosby
Prog. Dir.....Jerry Speerstra
Ch. Eng.....Les Windes

KXL—Portland—1926

Frequency: 750 Kc....Power: 50 Kw.
Owner.....Seattle, Portland, Spokane Radio
Address.....Box 5886
Tel.: OLive 4-3193.....Independent
Station Representative.....Eastman
President Station Mgr.....Lester M. Smith
Commercial Manager.....Richard L. Levy
Program Director.....Dick Drury
Chief Engineer.....Ed Mundt

KRCO—Prineville—1950

Frequency: 690 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Address.....P. O. Box 188
Tel.: Hillcrest 7-6239.....Independent
Station Rep.....Best; Jacobson; Feltis
President. Ch. Eng.....Colln R. Matheny
Comm. Sls. Prom. Mgr.....Richard W. Burger
Program Dir.....Rita A. Matheny

KPRB—Redmond—1952

Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By.....Don & Rita Anderson
Business Address.....P.O. Box 787
Tel.: Lincoln 8-3100.....Independent
Station Representative.....Devney; Ayres
Station Manager Ch. Eng.....Don Anderson
Program Director.....John Harris

KRRR—Roseburg—1935

Frequency: 1490 Kc....Power: 250 Watts
Owned-Oper By.....News-Review Co.
Address.....Box 997
Tel.: OR 3-5551.....CBS
Representative.....Art Moore, Meeker
President.....Frank Jenkins
Gen., Comm. Mgr.....Doug Setterberg

KRXL—Roseburg—1950

Frequency: 1240 Kc....Power: 250 Watts
Owned-Oper. By.....Kyng Radio
Address.....P. O. Box 847
Tel.: OR 3-4464.....MBS-ABC
Representative.....Oakes; Feltis
Gen., Sta., Mgr.....Iris Rice Helliwell

KYES—Roseburg—1955

Frequency: 950 Kc....Power: 1 Kw. d.
Owned-Oper. By.....Douglas County Bcstrs., Inc.
Business Address.....762 S.E. Pine St.; Box 1138
Tel.: OR 3-6678.....Independent
Station Rep.....Pearson; Jacobson; Wagner
President, Chief Engineer.....Leroy Hiatt
Commercial Mgr.....Clifford Engel
General Manager.....Elliott Molschenbacher
Program Director.....George Rambo

KBZY—Salem—1957

Frequency: 1490 Kc....Power: 250 Watts
Owned-Oper. By.....Salem Bcstg. Co.
Address Trans. Loca.....369 High St., N.E.
Tel.: EM 4-6748.....NBC
Representative.....Meeker, Art Moore
President.....Carl O. Fisher
General Manager.....Alvin D. Bauer
Program Manager.....Bob McCarl
Chief Engineer.....R. E. Harrison

KGAY—Salem—1950

Frequency: 1430 Kc....Power: 5000 Watts d.
Owned-Oper. By.....KGAY, Inc.
Address.....Box 788
Tel.: EM 3-7121.....Independent
Station Rep.....Holman; Pearson
President.....W. Gordon Allen
General Manager.....Arne G. Peterson
Commercial Manager.....Ed Sullivan
Program Director.....Jimmy Jones
Chief Engineer.....Keith Samples

KSLM—Salem—1934

Freq.: 1390 Kc....Power: 5000 Wts. d., 1000 n.
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Tel.: EM 4-8433.....ABC
Sta. Rep...Everett-McKinney; Feltis; Jacobson
President.....Glenn McCormick
Program Director.....Bob Morse
Chief Engineer.....Clyde Carlton

**KEED—Springfield-Eugene
1954**

Frequency: 1050 Kc....Power: 1 Kw., d.
Owned.....KEED, Inc.
Address.....Box 1161, Eugene, Ore.
Tel.: DI 5-0163.....Independent
Station Representative.....Pearson
President.....Glen M. Stadler
Commercial Manager.....Marion J. Redfearn

Station Manager.....Rodney V. Louden
Program Director.....J. Robert Litten
Sales Prom. Mgr.....Chas. A. Searl
Chief Engineer.....Robert Curtis

KODL—The Dalles—1940

Frequency: 1440 Kc....Power: 1000 Watts
Owner.....Western Radio Corp.
Address.....KODL Bldg.
Tel.: CYpress6-2300.....KBS
Representative.....Hugh Feltis, Allen
President.....V. B. Kenworthy
General Mgr.....Paul E. Walden

KACI—The Dallas—1955

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned By.....Radio Mid-Columbia Inc.
Business Address.....209 E. 2nd St.
Tel.: CY 6-9661.....Independent
Representative.....Best; Art Moore
President, Gen. Mgr.....M. V. Ling
Station Mgr.....F. Peterson

KTIL—Tillamook—1947

Frequency: 1590 Kc....Power: 250 Watts
Owned-Oper. By.....Tillamook Bcstg. Co., Inc.
Business Address.....Box 1590
Tel.: VI 2-4422.....Independent
Rep.....Continental, Art Moore
President.....F. H. Guyton
General Mgr.....Jack Webb

OF COURSE — — —

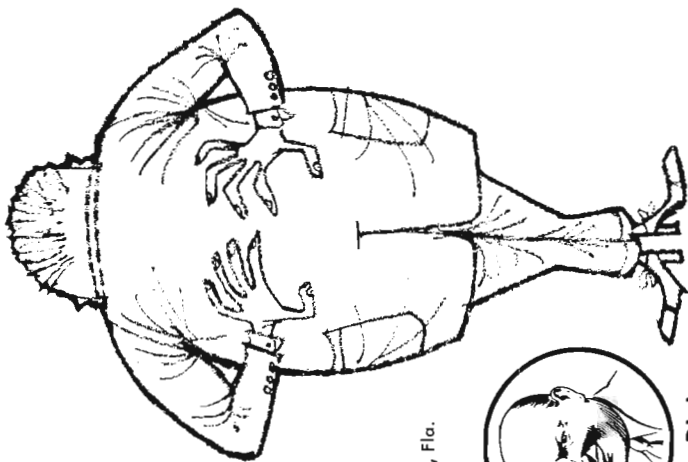
**YOU CAN GET THE BEST,
WHY SETTLE FOR LESS?**

OF COURSE — — —

the Best Is the Associated Press.



Vic Diehm Says: "MY ACHING BACK!"



Also
WTAL
Tallahassee, Fla.



A Vic Diehm
RADIO GROUP

The current volume of contracts for time on "JET NET" . . . the powerful 3-Station buy in the heart of Pennsylvania's richest industrial and agricultural markets has strained the back of the biggest and burliest salesman in Radio U.S.A.

But, we thrive on time contracts, so keep that kind of liminot coming and "JET NET" will soothe your sacro-iliac with sales. 'Cause you get . . . **AT A SINGLE RATE CARD PRICE:**

- 24 County Coverage
- 3,000,300 Population
- 853,890 Homes . . . plus car radios



Call Tommy Tito at WAZL or Paul H. Raymer Co., Inc.

Pennsylvania's  **JET NET** Radio Stations

Pop.: 11,985,000
Families: 3,950,000
Radio Homes: 3,859,000

PENNSYLVANIA

TV Homes: 3,590,000
AM Stas. in State: 147
TV Stas. in State: 20

WAEB—Allentown—1948

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: WAEB, Inc.
Address 7th & Hamilton Sts.
Tel.: HE 4-9364. Independent
Station Representative Radio-TV Reps.
President William F. Rust, Jr.
Gen. Mgr. Ralph Gottlieb
Sta. Manager S. Robert Ackley
Program Director Nedd Flemming
Chief Engineer William Gottshall

WHOL—Allentown—1948

Frequency: 1600 Kc. Power: 500 Watts
Owned Allentown Bcastg. Corp.
Address Colorado & Poplar Sts.
Tel.: HE 4-4801 Independent
Representative Raymer
President Charles G. Helwig
General, Station Mgr. Willard G. Camperson
Program Director David M. Van Sant
Chief Engineer Gerald B. Werst

WKAP—Allentown—1948

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By WKAP, Inc.
Address P. O. Box 689
Tel.: HE 3-3166. Independent
Representative Weed
President N. J. Rahall
Sta., Gen. Mgr. O. R. Davies
Prog. Dir. Alan D. Raber
Sales Prom. Manager Jerry Duckett
Chief Eng. C. Frank Cordaro
OWNERS OF: WLCY, ST. PETERSBURG, FLA.; WWNR,
BECKLEY, W. VA.; WNAR, NORRISTOWN, PA.

WSAN—Allentown—1923

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By Lehigh Valley Bcastg. Co.
Bus.-Studio Address 39-41 N. Tenth St.
Tel.: HE 4-9511 CBS
Representative H-R
Co-Partners Mrs. O. P. Barnes, Musselman
General Manager Reuel H. Musselman

WFBG—Altoona—1924

Frequency: 1340 Kc. Power: 250 Watts

This Year . . . and Every Year —

RADIO RAHALL Stations

get top HOOPER-PULSE ratings!



WEED & CO have the facts about the Rahall Group

WKAP

Allentown, Pa.

WLCY

St. Petersburg, Fla.

WWNR

Beckley, West Virginia

WNAR

Norristown, Pa.

Joe Rahall, President — "Oggie" Davies, Gen. Manager

PENNSYLVANIA

Owned-Operated By.....Triangle Pubs.
Address.....Commercial Park
Tel.: Windsor 4-2031.....Independent
News. Affil.....Phila. Inquirer; Phila. D. News
Station Representative.....McGavren
General Manager.....Frank Palmer
Sales Manager.....Jack Snyder
Program Director.....Edward Andre
Chief Engineer.....Dick Kline

WRTA—Altoona—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Altoona Trans-Audio Corporation
Address.....Hotel Penn Alto
Tel.: WI 3-6112.....ABC
Station Representative.....Clark
President.....Martin F. Malarkey, Jr.
V.P., General Manager.....Lou M. Murray
Station Manager.....David R. Woll
Program Director.....Larry Weber
Chief Engineer.....Al Merritts

WVAM—Altoona—1948

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address.....2727 W. Albert Dr.
Tel.: WI 4-8127.....CBS
Sta. Rep.....Weed
President.....E. S. Leopold
Gen. Comm. Mgr.....Will Ketner
Publicity Director.....Phil Short
Chief Engineer.....John Schiele

WMBA—Ambridge—1958

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned By.....Miners Bcstg. Service, Inc.
Business Address.....304 Merchant St.
Tel.: CONgress 6-1110.....Independent
General Manager.....John W. Angst
Station Manager.....Roy E. Angst, Jr.

WAVL—Apollo—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Address.....Box 277
Tel.: GR 2-3921.....Independent
Gen., Comm. Manager.....Cecil F. Clifton

WNCC—Barnsboro—1950

Frequency: 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....No. Cambria Bcstrs.
Address.....803 Maple Ave.
Tel.: Williams 8-9200.....KBS-MBS
General Mgr.....W. J. Thomas
Sta. Mgr.....William R. Rathall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WBVP, Inc.
Business Address.....1216 7th Ave.; Box 719
Tel.: Tilden 6-4100.....Independent
President.....Frank R. Smith
General, Comm. Mgr.....Thomas B. Price

Program Director.....Charles H. Wilson
Sales Prom. Mgr.....E. A. Sekeres
Publicity Dir.....Gene Sekeres
Chief Engineer.....Andy Sivak

WBFD—Bedford—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....The Inquirer Printing Co.
Address.....P.O. Box 572
Tel.: 863.....KBS
President.....John Biddle
General Manager.....Hugo K. Frear
Station Manager.....Robert S. Harrison, Jr.
Chief Engineer.....W. H. Smith

WBLF—Bellefonte—1958

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned By.....Allegheny Mt. Network
Address.....P.O. Box 88
Tel.: ELgin 5-4751.....ABC
Pres., Gen. Mgr.....Cary H. Simpson
Station Manager.....Lee C. Ray
Commercial Manager.....Sandy Cain
Program Director.....John P. Knorr
Sales Prom. Mgr.....Hal Green
Publicity Dirs.....G. Cone, L. Johnson
Chief Engineer.....Robert Cook

WBRX—Berwick—1957

Frequency: 1280 Kc.....Power: 5 Watts d.
Owned.....Columbia County Bcstrs., Inc.
Address.....Jackson Bldg.
Tel.: 4546.....Independent
President, Gen. Mgr.....John S. Booth

WGPA—Bethlehem—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Bethlehems' Globe Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
Tel.: UN 6-8074.....CBS
Newspaper Affil.....Bethlehem Globe Times
Station Representative.....Cooke
President.....Rolland L. Adams
General Manager.....Ellis Service
Station Mgr., Pub. Dir.....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Colle
Prog. Dir.....Robert Wolken
Chief Engineer.....Edwin Rybak

WCNR—Bloomsburg—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned.....The Columbia Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Tel.: ST 4-1200.....Independent
Gen., Comm. Manager.....Ed Darlington
Program Director.....James Lehman
Chief Engineer.....Robert Fulton

WHLM—Bloomsburg—1948

Frequency: 550 Kc.....Power: 500 Watts
Owned.....Bloom Radio

Address:Square Bldg.
Tel.: Sterling 4-5500.....MBS
RepresentativeRaymer
President.....Harry L. Magee
General, Sta. Manager.....Robert R. Williams
Sales Prom., Publicity Mgr......Roy Calabrese
Commercial Mgr......Pat Campbell
Program Dir......Dale Fulmer
Chief Engineer.....Anthony Hogg

WLOA—Braddock—1947

Frequency: 1550 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address.....1233 Braddock Ave.
Tel.: EL 1-1100.....Independent
Station Representative.....Good Music Bcstrs.
Pres., Gen., Sta. Mgr......William G. Matta
Commercial Manager.....George Matta
Sls. Prom. Mgr......William W. Martin
Program Director.....W. Jennings Brown
Publicity Director.....Jas. Fitzgerald
Chief Engineer.....Frederick Sand

WESB—Bradford—1947

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By.....WESB
Address.....43 Main St.
Tel.: 2-4545.....Independent
Representative.....Burn-Smith
General Manager.....J. M. Cleary
Sls. Prom. Mgrs......J. M. Cleary, R. E. Feit
Prog. Dir., Chief Eng......William Winn

WBUT—Butler—1949

Frequency: 1050 Kc.....**Power:** 250 W., d.
Owned-Operated By.....WBUT, Inc.
Address.....Box 1048
Tel.: 75-778.....Independent
Station Representative.....Gill-Perna, Inc.
President.....James Beattie
General, Comm. Mgr......Richard Hanna
Prog. Director.....Dick Kután
Sales Prom. Mgr......Gertrude Baker
Publicity Dir......Jim Lockhaiser
Chief Engineer.....Norman Gour

WISR—Butler—1941

Frequency: 680 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....The Butler Bcstg. Co., Inc.
Address.....357 N. Main St.
Tel.: 7-4701.....Independent
President.....Jcel W. Rosenblum
General Mgr......Robert L. Kaufman
Comm. Manager.....J. Victor O'Brien
Program Director.....Warren Ihlenfeld
Sales Prom. Mgr......Jerald Coleman
Publicity Dir......Jim Martin
Chief Engineer.....Paul Rex

WCNG—Canonsburg—1947

Freq.: 540 Kc.....**Power:** 250 W. d.
Owned By.....Colonial Bcstg. Co., Inc.

AddressBox 480
Tel.: SH 5-5400.....Independent
President.....Lowell W. Williams
General Mgr......Richard E. Burg
Sta. Program Mgr......James Psihoulis
Chief Engineer.....Anthony Goffi

WC DL—Carbondale—1950

Frequency: 1440 Kc.....**Power:** 5 Kw., d.
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd.
Tel.: 1230.....KBS
Representative.....Donald Cooke, Inc.
President.....William H. Ware
Gen., Sta. Manager.....Marjorie Zaposky
Commercial Mgr......P. J. Oles
Pub. Dir......Robert Meredith
Prog. Dir......Paul Elbrecht
Chief Engineer.....Walter Rude

WHYL—Carlisle—1948

Frequency: 960 Kc.....**Power:** 5000 Watts d.
Owned-Oper......R. F. Lewis, Jr.
Business Address.....Mt. Holly Pike
Tel.: 1785.....Independent
Representative.....Forjoe
President.....Marion P. Lewis
Gen., Sta. Mgr......James B. Holder
Prog. Dir......Bill Mahoney
Publicity Director.....Edward Maddon
Commercial Manager.....Jack Simmons
Sales Promotion Mgr......Leonard Waite
Chief Engineer.....William Lace

WCBG—Chambersburg—1956

Frequency: 1590 Kc.....**Power:** 5 Kw., d.
Owned.....James R. Reese, Jr.
Address.....944 Lincoln Way West
Tel.: COLONY 3-4131.....Independent
Representative.....Charles Bernard
Pres., Gen. Mgr......James R. Reese, Jr.
Comm. Sales Prom. Mgr......N. E. Messner
Program Director.....Robert G. Walter
Chief Engineer.....George Jennings

WCHA—Chambersburg—1946

Frequency: 880 Kc.....**Power:** 1000 Watts
Owned.....Chambersburg Bcstg. Co.
Address.....Professional Arts Bldg.
Tel.: CO 4-7121.....Independent
Representative.....Forjoe
Pres., Gen. Mgr......John S. Booth
Sta., Comm. Mgr......Earl P. Strine
Sales Promotion Manager.....David Myers
Program Director.....William Sullivan
Publicity Director.....Charles Boyle
Chief Engineer.....James McCurdy

WESA—Charleroi—1947

Frequency: 940 Kc.....**Power:** 250 Watts d.

PENNSYLVANIA

Owned-Oper. By.. Monongahela Valley Bcstg.
Address.. Recreation Park
Tel.: HU 3-6551.. KBS
Representative .. Clark
President..... Dr. A. S. Sickman
General Manager..... George D. Gailey
Prog., Pub. Dir..... William Richards
Chief Engineer..... Stanley Crawford

WDRF—Chester—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Oper. By..... WDRF, Inc.
Business Address..... 3500 Edgmont Ave.
Tel.: TRemont 4-4321..... Independent
Station Representative..... Weed
President..... Ogden Davies
General Manager..... Del Parks
Commercial Manager..... John M. Talley
Chief Engineer..... William Dawson

WVCH—Chester—1947

Frequency: 740 Kc.....Power: 1 Kw.
Owned-Operated By..... James M. Tisdale
Bus.-Studio Address.. Wolf Bldg., Market Sq.
Tel.: TRemont 2-8861..... Independent
Station Rep..... Webb
General Manager..... James M. Tisdale
Station Mgr..... Robert A. Hibbert, Jr.
Comm. Manager..... Martin Peltz
Chief Engineer..... Don Baron

WCPA—Clearfield—1947

Frequency: 900 Kc.Power: 1000 Watts d
Owned-Oper. By Clearfield Bdcsters, Inc.
Address 215 Church St.
Tel.: POplar 5-5541..... MBS
Newspaper Affil..... Progress; Danville News
President..... W. K. Ulerich
General Manager..... Milton J. Bergstein
Sta. Mgr..... Joseph Milsop
Program Director..... George Mastrian
Commercial Manager..... Albert Dame
Chief Engineer..... Lewellyn Duck

WCOJ—Coatesville—1949

Frequency: 1420 Kc.....Power: 5 Kw.
Owned-Oper. By..... Chester Co. Bcstg. Co.
Address..... 809 E. Lincoln Hgh.
Tel.: DUdley 4-2100..... Independent
President, Chief Eng..... Louis N. Seltzer
General Manager..... William S. Halpern
Comm., Sales Prom. Mgr..... Donald Kimes

WCOY—Columbia—1957

Frequency: 1580 Kc.....Power: 500 W., d
Owned..... Radio Columbia
Address..... 343 Poplar St.
Tel.: MU 4-2591..... Independent
Representative Burn-Smith
President..... Lester P. Etter
Gen. Mgr., Ch. Engr..... M. Leonard Savage
Comm., Sales Prom. Mgr..... John P. Weis
Program. Publicity Dir..... Joseph T. Bortell

WCVI—Connellsville—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..... Connellsville Bcstrs., Inc.
Business-Studio Address..... WCVI Bldg.
Tel.: MA 8-4600..... KBS
Station Representative Hopewell
President..... Dr. C. T. Troilo
General Manager..... Charles T. Snowden
Prog. Director..... Esther Blasey
Chief Engineer..... Robert Ray

WOTR—Corry—1955

Freq.: 1370 Kc....Power: 1000 Wts. d., 500 n.
Owned-Operated By..... Olivia T. Rennekamp
Business Address..... 25½ N. Center St.
Tel.: 3-6611 KBS
President..... Olivia T. Rennekamp
General Manager..... J. J. Wellenhoffer
Sales Promotion Manager..... Mary Shannon
Program Director..... Howard Bycroft
Publicity Director..... James A. Stowe
Chief Engineer..... Harry Coulter

WFRM—Coudersport—1953

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..... Farm & Home Bcstg. Co.
Address..... 9 N. Main St.
Tel.: 611 Independent
President..... C. H. Simpson
General Manager..... John A. Fay
Commercial Manager..... George Kuratomi
Program Director..... Mary Rubar
Publicity Dir..... Ed Easton
Chief Engineer..... Kenyon Reed

WBUX—Doylestown—1948

Frequency: 1570 Kc.....Power: 1 Kw., d
Owned WBUX Broadcasting Co.
Address..... 30 E. Oakland Ave.
Tel.: FI 8-3583..... Independent
President..... George Steiner
General Mgr..... James Stolcz
Station Manager..... George Pleasants
Publicity Director..... Marion Granger
Chief Engineer..... Dick Wright

WCED—DuBois—1941

Freq.: 1420 Kc....Power: 5 Kw. d., 500 W. n.
Owned By..... Tri County Broadcasting Co., Inc.
Address..... 80 N. Park Place
Tel.: 1700 CBS
Newspaper Affiliation Courier-Express
Representative Devney
President..... Harold T. Gray
Gen. Mgr., Pub. Dir..... Jason S. Gray
Sta., Comm. Mgr..... George Williams
Sales Prom. Mgr., Prog. Dir..... Ken Johnston
Chief Engineer..... George Donahue

WEEX—Easton—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned..... Easton Publishing Co.

Address Chestnut Hill
 Tel.: 6155 Independent
 Newspaper Affiliation Express
 Representative Headley-Reed
 President J. L. Stackhouse
 General Mgr. Charles R. Thon
 Chief Engineer..... Robert Francett

WEST—Easton—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..... Associated Bcstrs., Inc.
 Bus. Studio Address..... 516 Northampton St.
 Tel.: Blackburn 8-6131.....NBC
 Representative Meeker Co.
 Station Exec..... Clair R. McCollough
 Station Manager..... Theodore W. Pierce
 Gen. Sales Manager..... J. Robert Gulick
 Nat'l Sales Mgr..... Thomas R. Nunan, Jr.

WEZN—Elizabethtown—1958

Frequency: 1600 Kc.....Power: 500 Watts
 Owned By..... Colonial Bcstg. Co. Inc.
 Address..... Box 192
 Tel.: EMpire 7-1511.....KBS
 Station Representative..... Best
 President..... Lowell W. Williams
 V.P., Gen. Mgr..... Richard E. Burg
 Commercial Manager..... Arthur K. Greiner
 Program Director..... George Morgan
 Chief Engineer..... Jack B. Cupper

WLEM—Emporium—1958

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned By..... Emporium Broadcasting Co.
 Business Address..... 1 West Fourth St.
 Tel.: EMporium 712.....Independent
 General Mgr..... James A. Spotts
 Station Manager..... Dean L. Close
 Chief Engineer..... William D. Murphy

WGSA—Ephrata—1955

Frequency: 1310 Kc.....Power: 1000 Watts, d.
 Owned..... Garden Spot Broadcasters, Inc.
 Address..... P. O. Box 419
 Tel.: RE 3-2226.....Independent
 Representative Broadcast Time Sales
 President Lester Grenewalt
 Gen., Sta. Mgr..... Samuel R. Youse
 Prog. Dir..... David A. May
 Comm. Mgr..... George D. Ribble
 Chief Engineer..... Ralph Haneman

WERC—Erie—1941

Frequency: 1260 Kc.....Power: 5 Kw.
 Owned By..... Cleveland Bcstg. Inc.
 Address..... RD. No. 4 Robison Rd.
 Tel.: UN 4-3017.....Independent
 Station Rep..... Venard, Rintoul & McConnell
 President..... Ray T. Miller, Jr.
 General Mgr..... Art Arkalian
 Program Director..... Robert Miller
 Publicity Director..... Jim Dewart
 Chief Eng..... Ken Hestor

WICU—Erie—1949

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned..... Dispatch Div. of Airways Inc.
 Bus. Studio Address..... 3514 State St.
 Tel.: 2-3248.....ABC
 Representative Weed
 President Edward Lamb
 General, Sta. Mgr..... Art Ingram
 Sales Promotion Mgr..... P. Wittingham
 Program Director..... Cliff Shilling
 Chief Engineer..... Ken Husband

WJET—Erie—1951

Frequency: 1400 Kc.....Power: 250 Watts
 Owned..... Jet Broadcasting Co., Inc.
 Address..... 1635 Ash St.
 Tel.: GL 2-6741.....MBS
 Sta. Representative Hollingbery
 President, Gen. Mgr..... Myron Jones
 Comm. Mgr..... Peter Coticchia
 Chief Engineer..... Richard Zahniser

WLEU—Erie—1935

Frequency: 1450 Kc.....Power: 250 Watts
 Owned..... WESB Broadcasting
 Address..... 212 Commerce Bldg.
 Tel.: GLEndale 6-7078.....Independent
 Station Rep..... Radio TV Reps
 Managing Partner..... T. R. Bromley
 Station, Commercial Mgr..... R. H. Elliott
 Program Director..... William E. Clark, Jr.
 Publicity Director..... Mary Barnhart
 Sales Promotion Mgr..... Ed Bollinger
 Chief Engineer..... William Sebenick

WFAR—Farrell—1953

Frequency: 1470 Kc.....Power: 1000 Watts, d.
 Owned-Oper. By..... Sanford A. Schafitz
 Address..... P. O. Box 150
 Tel.: DIamond 6-4171.....Independent
 President..... Sanford A. Schafitz
 General Mgr..... A. Zippay
 Chief Engineer..... Milton Willis

WFRA—Franklin—1957

Frequency: 1430 Kc.....Power: 500 Watts, d.
 Owned..... N.W. Penna. Bcstg. Co.
 Address..... P.O. Box 908
 Tel.: ID 2-2188.....MBS
 Pres., Sta. Mgr..... Robert H. Sauber

WGET—Gettysburg—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..... Times & News Pub. Co.
 Business Address..... Box 28
 Tel.: 850.....Independent
 Newspaper Affil..... Times & News Pub. Co.
 Gen. Mgr..... P. H. Cunningham
 Prog. Dir., Ch. Eng..... Lester Blair

PENNSYLVANIA

WHJB—Greensburg—1934

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.
Owned WHJB, Inc.
Business-Studio Address... 128 N. Penn Ave.
Tel.: Temple 4-0600..... Independent
President..... H. K. Brennen
General, Sta. Mgr..... Hugh J. Brennen
Comm., Prom. Mgr..... Russell Graeff
Program, Publicity Dir..... Tom Johnson
Chief Engineer..... L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc. Power: 5 Kw. d., 500 Watts n.
Owned-Operated By.... Radio Hanover, Inc.
Address Box 268
Tel.: ME 7-3831..... Independent
President, Gen. Mgr..... John D. Bare
Sales Prom. Mgr..... Edward John
Chief Engineer..... Phillip Rohrbaugh

WCMB—Harrisburg—1948

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By..... Rossmoyne Corp.
Business-Studio Address 228 Popular Church Rd.
Tel.: CE 4-3005..... MBS
Representative Weed
General Manager..... Ed K. Smith
Comm. Manager..... Henry Traugh
Program Director..... Ed. Gonzales
Chief Engineer..... J. Howard Bair

WHGB—Harrisburg—1945

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.... Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address... 112 Market St.
Tel.: CE 4-4988..... ABC
Station Representative..... McGavren
Pres., Gen. Mgr..... H. Kendrick
Program Director..... Bob Yanich
Station, Comm. Mgr..... Ralph Hartman
Chief Engineer..... William Kuntz

WHP—Harrisburg—1924

Frequency: 580 Kc. Power: 5 Kw.
Owned WHP, Inc.
Address 216 Locust St.
Tel.: CE 4-3211..... CBS
Representative Bolling
President..... E. J. Stackpole
General Manager..... Cecil M. Sansbury
Operations Director..... Harry Hinkley
Sales, Promotion Director..... John V. Grove
Chief Engineer..... E. Dan Leibensperger

WKBO—Harrisburg—1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Keystone Bcstg. Corp.
Bus.-Studio Address..... 31 N. Second St.
Tel.: CE 4-0191..... NBC
Representative Robert Meeker
Station Executive..... Clair R. McCollough
Station Manager..... W. Eugene Garman

Gen. Sales Mgr..... J. Robert Gulick
Nat'l Sls. Mgr..... Thomas R. Nunan, Jr.
Technical Director..... J. E. Mathiot

WAZL—Hazleton—1932

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Hazleton Bcstg. Co.
Address..... 704-11 Hazleton Natl. Bank Bldg.
Tel.: GL 4-3531..... NBC-MBS
Representative Raymer
Pres., Gen., Mgr..... Victor C. Diehm
Administrative Asst..... Kathryn E. Kahler
Commercial Manager..... Robert J. Sacco
Sales Manager..... Thomas A. Tito
Program Director..... Don Murray
Publicity Director..... Paul Cerula
Chief Engineer..... Elwood Tito

WAMO—Homestead- Pittsburgh—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By..... Dynamic Bcstg.
Business Address..... 105 E. 8th Ave.
Tel.: HO 2-6000..... Independent
Representative Howard
President, Gen. Mgr..... Leonard Walk
Commercial Manager..... Joe Bassett, Jr.
Program Director..... Carl Stuart
Chief Engineer..... James Herbert

WHUN—Huntingdon—1946

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By.... Joseph F. Biddle Publ. Co.
Bus.-Studio Address..... 400 Washington St.
Tel.: MI 3-3340..... Independent
President..... John H. Biddle
General Manager..... William E. Germann
Chief Engineer..... E. Craig

WDAD—Indiana—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... WDAD Inc.
Address 632 Philadelphia St.
Tel.: HO 5-5511..... Independent
Newspaper Affil..... The Progress
President..... W. K. Ulerich
Chief Engineer..... Dyle Martin

WARD—Johnstown—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Central Bcstg. Co., Inc.
Address 235 Franklin St.
Tel.: 8-1216 CBS
Representative Weed
President..... G. D. Garland
General Mgr..... Rich Wilee

WCRO—Johnstown—1947

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By.....Century Bcstg. Corp.
Bus-Studio Address.....Fort Stanwix Hotel
Tel.: 9-1187
Representative.....MBS
For Joe
President.....John J. Keel
General Manager.....John D. Reilly
Chief Engineer.....John Kersheskey

WJAC—Johnstown—1925

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus-Studio Address.....329 Main St.
Tel.: 7-8711.....NBC
Newspaper Affil......Tribune
Representative.....O'Connell; Reilly; Moore
President.....W. W. Krebs
General Manager.....Edward J. Klym
Chief Engineer.....Theodore E. Campbell

WADP—Kane—1954

Frequency: 960 Kc.....**Power:** 1000 Watts, d.
Owned By.....Kane Broadcasting Corp.
Address.....Penn-Kane Hotel
Tel.: 1520.....KBS
President.....Stewart J. Myers
General Mgr......Gordon Hanks
Comm. Sta. Mgr......George A. Larson
Program Dir......Patrick Bickel
Chief Engineer.....John Nordine

WACB—Kittanning—1948

Frequency: 1380 Kc.....**Power:** 1000 Watts d.
Owned By.....WACB, Inc.
Bus-Studio Address.....325 Market St.
Tel.: LI 3-1381.....Independent
President.....Joel R. Rosenbloom
General Mgr......Warren A. Koerbel
Station Mgr......Harold H. Stoops
Program Dir......J. W. Hunter
Chief Engineer.....Rowland Claypool

WGAL—Lancaster—1922

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....24 S. Queen St.
Tel.: EX 7-0333.....NBC
Representative.....Robert Meeker
President, Gen. Mgr......Clair R. McCollough
Gen. Sls. Mgr......J. Robert Gulick
Nat'l Sls. Mgr......Thomas R. Nunan, Jr.
Station Mgr......Kenneth Kreider
Program Dir......Brian Kintzer
Promotion Dir......Paul I. Woodland
Technical Director.....J. E. Mathiot

WLAN—Lancaster—1946

Frequency: 1390 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus-Studio Address.....252 N. Queen St.
Tel.: EX 4-7261.....ABC-MBS

Representative.....Headley-Reed
President, General Mgr......Frank H. Altdoerffer
Sta. Mgr., Prog. Dir......Samuel M. Altdoerffer
Commercial Manager.....J. Stanley Baker
Publicity Dir., Sls. Prom. Mgr......R. Beach
Chief Engineer.....Ramon Sherman

WLSH—Lansford—1952

Frequency: 1410 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Miners Bcstg. Service, Inc.
Address.....P. O. Box D
Tel.: 1440.....Independent
Gen. Manager.....John W. Angst

WAKU—Latrobe—1951

Frequency: 1570 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Joel W. Rosenblum
Address.....200 Depot St.
Tel.: KEystone 7-7744.....MBS, KBS
President.....Harry P. Reed
Gen. Mgr., Prog. Dir......W. J. Thomas
Station, Comm. Mgr......Robert Johnson
Chief Engineer.....Manuel Alvarez

WTRA—Latrobe—1956

Frequency: 1480 Kc.....**Power:** 500 W., d.
Owned.....Latrobe Bcstrs.
Address.....202 Main St.
Tel.: KE 7-3338.....Independent
Representative.....Lowenstein
President.....Louis Rosenberg
General Manager.....William Dymond
Commercial Manager.....Mrs. Janet Mahady
Chief Engineer.....Bernard Guidos

WLBR—Lebanon—1946

Frequency: 1270 Kc.....**Power:** 1000 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Business Address.....P.O. Box 222
Tel.: CRestview 2-7651.....Independent
Representative.....Burn-Smith
President.....H. Raymond Stadiem
Managing Director.....Lester P. Etter
Comm. Manager.....Philip J. Reilly
Program Director.....H. P. Van Voorhis
Chief Engineer.....William Zehring

WBCB—Levittown-Fairless Hills—1957

Frequency: 1490 Kc.....**Power:** 250 W.
Owned.....O'Keefe Bcstg. Co.
Address.....Box 1490
Tel.: Windsor 9-1490.....Independent
Station Representative.....Dore
Pres., Gen. Mgr......William F. Waterbury
Commercial Mgr......Jack Wellington
Program Director.....Dick Harvey
Chief Engineer.....Howard Leyland

WITT—Lewisburg—1957

Frequency: 1010 Kc.....**Power:** 250 Watts, d.

PENNSYLVANIA

Owned.....Wireline Radio, Inc.
Address.....34 South 8th St.
Tel.: JA 3-1222.....KBS
President.....Donald Bechtel
General Station Mgr.....William T. Dyer
Sales Promotion Mgr.....Peter E. Farrell
Publicity Director.....Gloria M. Bailey
Commercial Manager.....Carl E. Miller
Chief Engineer.....James A. Herb

WKVA—Lewistown—1949

Frequency: 920 Kc.....Power: 1000 Watts a.
Owned-Operated By.....Central Pa. Bcstg. Co.
Business Address.....19 S. Wayne St.; Box 432
Tel.: 8-6771.....Independent
Representative.....Gill-Perna
Pres., Sta., Gen. Mgr.....Robert L. Wilson
Sales Promotion Manager.....Bob Hyle
Program Director.....Robert Hughes
Publicity Director.....Mary Bolich
Chief Engineer.....Jack Sanders

WMRF—Lewistown—1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address.....5 W. Market St.
Tel.: 8-6757.....NBC
Representative.....Burn-Smith
President.....J. S. Woods
Gen., Sta. Mgr.....T. W. Metzger

WBPZ—Lock Haven—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Address.....132½ Main St.
Tel.: 4038.....MBS
Representative.....Devney
President.....Donald C. Welch
Gen. Sta. Mgr.....Harris Lipetz
Chief Engineer.....Al Stratmoen

WEDO—McKeesport—1946

Frequency: 810 Kc.....Power: 1000 Watts
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....547 5th Ave.
Tel.: NOrth 4-7167.....CBS
Station Representative.....Weed
President.....Edward J. Hirschberg
Sta. Mgr.....Robert E. Badger
Comm. Mgr.....Wally I. Davids, Jr.
Sales Promotion Manager.....Grace Garbett
Program Director.....Keeve Berman
Publicity Director.....James F. Rice
Chief Engineer.....Silvio Garofolo

WMCK—McKeesport—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.
Tel.: OR 8-8888.....MBS
Station Representative.....Masla

President.....Robert M. Cox
General, Sta. Mgr.....Charles E. Denny
Commercial Mgr.....Arthur H. Simmers
Program Dir.....Henry Brach
Sales Prom. Mgr.....Joe Singer
Publicity Dir.....Cathy Maddox
Chief Engineer.....Wilkes Hurley

WMGW—Meadville—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Regional Bcstrs.
Address.....964 Park Ave.
Tel.: 6-1111.....Independent
President.....William H. Rich
General Station Mgr.....F. P. Tascone
Commercial Manager.....James R. Nicholson
Program Director.....Paul J. Brown
Publicity Director.....Eric Johnson
Chief Engineer.....Maurice Sherman

WJUN—Mexico—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lewistown Bcstg. Co.
Business Address.....Box 97, Millintown
Tel.: 295.....Independent
Newspaper Affiliation.....Sentinel, Lewistown
Representative.....Burn-Smith
President.....J. S. Woods
General Manager.....Thomas W. Metzger
Station Manager.....Ralph S. Parker
Commercial Manager.....Bob Horning
Sales Promotion Manager.....Tim Palm
Program Director.....Don Lorenz
Publicity Director.....Miles Heckendorn
Chief Engineer.....Kenneth Callahan

WMLP—Milton—1955

Frequency: 1570 Kc.....Power: 1 Watt d.
Owned By.....WMLP, Inc.
Address.....42 Broadway
Tel.: 1594.....Independent
President.....John S. Booth
General, Comm. Mgr.....J. P. Foster
Chief Engineer.....Ronald Stoops

WARC—Milton—1958

Frequency: 1380 Kc.....Power: 1 Kw. d.
Owned By.....Williamspport Bcstg. Assoc. Inc.
Business Address.....YMCA Bldg.
Gen. Manager.....Woodrow W. Ott

WPFL—Montrose—1953

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned By.....Montrose Bcstg Corp.
Address.....Locust St.
Tel. Montrose 397.....Independent
Pres. Gen. Mgr.....W. Douglas Roe
Program Director.....William Ohman
Chief Engineer.....Richard Gage

WKST—New Castle—1338

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: WKST, Inc.
 Address: 1st Federal Plaza
 Tel.: OL 4-5501
 Station Representative: ABC
 Weed
 President, General Mgr.: S. W. Townsend
 Station, Sls. Prom. Mgr.: Harry Reith
 Commercial Manager: Byron McConnell
 Chief Engineer: Ernest Rety

**WKPA—New Kensington
1940**

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Allegheny-Kiski Bcstg. Co.
 Business-Studio Address: 810 Fifth Ave.
 Tel.: ED 7-3588
 Independent
 President: C. R. Cooper
 Gen., Comm. Mgr.: Melvin A. Goldberg
 Sales Promotion Manager: Jim Gray
 Program Director: Phil Brooks
 Chief Engineer: W. W. Neely

WNAR—Norristown—1946

Frequency: 1110 Kc. Power: 500 Watts d.
 Owned-Operated By: Norristown Bcstg. Co.
 Bus.-Studio Address: Old Arch Rd.
 Tel.: BR 2-7600
 Independent
 Representative: Weed
 President: N. Joe Rahall
 Gen. Mgr.: Ogden R. Davies
 Sta. Manager: John M. Banzhoff
 Comm. Mgr.: Buddy Brode
 Program Dir.: Anthony Bekas
 Chief Engineer: C. Frank Co-daro
 OWNERS OF: WKAP, ALLENTOWN, PA.; WLCY, ST. PETERSBURG, FLA.; WNNR, BECKLEY, W. VA.

WKRZ—Oil City—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WKRZ, Inc.
 Business Address: Broadcast Hill; Box 868
 Tel.: 4-1269
 NBC
 Pres., Gen. Mgr.: Kenneth E. Rennekamp
 Commercial Manager: Jack Duncan
 Program Director: Mrs. Marian Timiin
 Chief Engineer: Robert Harmon

WCAU—Philadelphia—1922

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By: CBS Radio, Inc.
 Address: City Line & Monument Ave.
 Tel.: GR 7-8300
 CBS
 Representative: CBS Radio Spot Sales
 V.P., General Mgr.: Thomas J. Swafford
 Gen. Sales Manager: Jack Kline
 Sales Promotion Manager: Fred Birnbaum
 Program Director: Mike Grant
 Chief Engineer: J. G. Leitch

WDAS—Philadelphia—1922

Frequency: 1480 Kc. Power: 5 Kw. d., 1 Wt., n.

Owned-Oper. By: Max M. Leon, Inc.
 Address: Belmont Ave. & Edgely Rd.
 Tel.: TR 8-2000
 Independent
 Sta. Representative: Bernard Howard
 President: Max M. Leon
 General Sta. Mgr.: Robert A. Klein
 Comm. Mgr.: William H. Vogt
 Chief Engineer: Frank W. Unterberger

WFLN—Philadelphia—1958

Frequency: 900 Kc. Power: 1 Kw. d.
 Owned By: Franklin Bcstg. Co.
 Address: 8200 Ridge Ave.
 Tel.: Ivyridge 2-6000
 Independent
 Station Representative: Good Music Bcsts.
 President: Lawrence M. C. Smith
 General Manager: R. S. Green
 Program Director: M. O'Donnell
 Chief Engineer: F. Chassey

WHAT—Philadelphia—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Independence Bcstg. Co.
 Address: Conshohocken & Windemere Aves.
 Tel.: Trinity 9-1500
 Independent
 Representative: Pearson
 Pres., Gen. Mgr.: William A. Banks
 Station Manager: Dolly Banks
 Commercial Manager: Paul Abrams
 Prog. Director: Randy Gretes
 Publicity Director: Marsha Greenbaum
 Chief Engineer: Charles Lehmann

WIBC—Philadelphia—1925

Freq.: 990 Kc. Power: 50,000 Wts. d., 10,000 n.
 Owned: Storer Bcstg. Co.
 Address: Suburban Sta. Bldg.
 Tel.: LOcust 3-2300
 Independent
 Representative: Katz
 President: George Storer, Jr.
 Man. Dir.: John C. Moler
 National Sales Mgr.: James P. Storer
 Prog., Promotion Manager: Roy M. Schwartz
 Local Sales Mgr.: David Bolton
 Chief Engineer: John H. Henninger
 OWNERS OF: WJBK AM-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-AM-FM-TV, CLEVELAND; WVVV-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

WFIL—Philadelphia—1922

Frequency: 580 Kc. Power 5000 Watts
 Owned: Triangle Publications, Inc.
 Business-Studio Address: 46th & Market
 Tel.: EV 2-4700
 ABC
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Representative: Blair
 General Manager: Roger W. Clipp
 Station Manager: George A. Koehler
 Gen. Sales Manager: Kenneth W. Stowman
 Dir. of Programming & Sls.: Clyde R. Spitzner
 Dir. of Operations: Jack Steck
 Program Director: L. Klein
 Chief Engineer: Henry E. Rhea

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by more
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610

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*See Page 592, *Radio Annual — Television Year Book, 1959*

A Station of the Metropolitan Broadcasting Corporation

WIP—Philadelphia—1922

Frequency: 810 Kc. Power: 5000 Watts
 Owned By.....Metropolitan Bcstg.
 Business-Studio Address.....35 S. 9th St.
 Tel.: WA 2-6800.....MBS
 Representative.....Edward Petry
 President.....Benedict Gimbel, Jr.
 V.P., Gen. Mgr.....Harvey L. Glascock
 Nat. Sales Mgr.....Paul B. Evans
 Program Director.....Varner Paulsen
 Sales Prom. Mgr.....Marie Christie
 Publicity Dir.....Florence Love
 Chief Engineer.....Clifford C. Harris

WJMJ—Philadelphia—1948

Frequency: 1540 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....WJMJ Bcstg. Corp.
 Business-Studio Address.....2043 Locust St.
 Tel.: LO 4-2300.....Independent
 Representative.....Broadcast Time Sales
 Pres., Gen., Sta. Mgr.....Patrick J. Stanton
 Commercial Mgr.....Charles Stahl
 Natl. Sales Mgr., Pub. Dir.....James Rubenstone
 Prog. Dir.....Michael Deegan
 Chief Engineer.....Christopher McAteer

WPEN—Philadelphia—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned By.....Consolidated Sun Ray, Inc.
 Business-Studio Address.....2212 Walnut St.
 Tel.: LO 4-6000.....Independent
 Representative.....Gill-Perna
 President.....William Sylk
 Exec. Vice President.....William B. Caskey
 Station Mgr.....Murray Arnold
 Program Dir.....Jerry White
 Comm. Manager.....Erwin Rosner
 Prom. Mgr., Pub. Director.....Sam Serota
 Chief Engineer.....Charles W. Burtis

WRCV—Philadelphia—1921

Frequency: 1060 Kc. Power: 50,000 Watts
 Owned-Oper. By.....National Bcstg. Company
 Business-Studio Address.....1619 Walnut St.
 Tel.: LO 4-3700.....NBC
 Representative.....NBC Spot Sales
 President.....Robert E. Kintner
 V.P., General Mgr.....Raymond W. Welpott
 Comm. Sta. Mgr.....Thomas E. Paisley
 Program Director.....Bob Benson
 Sales Prom., Publicity Dir.....Jack Wiley
 Chief Engineer.....William A. Howard

WTEL—Philadelphia—1925

Frequency: 860 Kc. Power: 250 Watts d.
 Owned By.....WTEL, Inc.
 Business-Studio Address.....4310 N. Broad St.
 Tel.: GLadstone 5-9200.....Independent
 Station Representative.....Dore
 President.....John Hopkinson
 V.P.s.....Q. C. Strum, G. Hopkinson
 V.P., Comm. Mgr.....Alexander S. Klein, Jr.

WPHB—Philipsburg—1956

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned By.....Moshannon Valley Bcstg.
 Address.....P. O. Box 361
 Tel.: Dickens 2-2300.....Independent
 Gen. Comm. Mgr.....William Emert
 Program Director.....Mrs. Wm. Emert
 Chief Engineer.....Dean Sharpless

KDKA—Pittsburgh—1920

Frequency: 1020 Kc. Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.
 Business Address.....122 E. 42nd St., N.Y.C.
 Tel.: MURray Hill 7-0808.....Independent
 Station Representative.....AM Radio Sales
 President.....Donald H. McGannon
 General Station Manager.....L. R. Rawlins
 Asst. Gen. Mgr., Comm. Mgr.....Donald Trageser
 Program Manager.....Dominic Quinn
 Sales Prom. Mgr.....June L. Buzzelli
 Publicity Manager.....Owen Simon
 Chief Engineer.....Theodore C. Kenney
 OWNERS OF: KPIX, SAN FRANCISCO, CALIF.; WOWO,
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-SPRING-
 FIELD, MASS.; WBZ-TV, BOSTON, MASS.; KYW,
 CLEVELAND, O.; KYW-TV, CLEVELAND, O.; KEX,
 PORTLAND, ORE.; KDKA-TV, PITTSBURGH, PA.;
 WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE, MD.;
 WBX-FM, BOSTON, MASS.; KDKA-FM, PITTS-
 BURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM,
 PORTLAND ORE.

KQV—Pittsburgh—1922

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By.....Allegheny Bcstg. Corp.
 Address.....411 7th Ave.
 Tel.: AT 1-9100.....ABC
 Station Representative.....Young
 President.....Leonard H. Goldenson
 Sales Co-ord.....Frank Maruca
 Commercial Manager.....Robert N. Thompson
 Program Dir.....John Gibbs
 Chief Engineer.....Fred L. Zellner, Jr.

WAMP—Pittsburgh—1924

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By.....NBC
 Address.....1459 Crane Ave.
 Tel.: LOcust 3-5238.....NBC
 Representative.....NBC Spot Sales
 Gen. Mgr.....Stephen J. Rooney
 Commercial Manager.....Ruth C. Armstrong
 Chief Engineer.....Matthew Bracic

WCAE—Pittsburgh—1922

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Business Address.....Carlton House
 Tel.: AT 1-6900.....Independent
 Newspaper Affil.....Sun-Telegraph
 Representative.....Katz
 Pres., General Manager.....Leonard Kapner
 Station, Commercial Mgr.....F. Geer Parkinson
 Program Director.....Paul Ruhle
 Chief Engineer.....James Greenwood

WEPP—Pittsburgh—1957

Frequency: 1080 Kc. Power: 1 Kw.

PENNSYLVANIA

Owned By.....Golden Triangle Bcstg. Corp.
Address.....220 N. Highland Ave.
Tel.: EM 1-5000.....Independent
Station Representatives.....Eastman
President.....Myron Jones
General Mgr.....John A. Pieper
Commercial Mgr.....Howard Fried
Program Dir.....Jack D. Bailey
Chief Engineer.....Walter McCoy

WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Business-Studio Address.....213 Smithfield St.
Tel.: AT 1-1900.....Independent
President.....John J. Laux
Gen., Comm. Mgr.....Don Ioset
Sales Mgr., Prog., Pub. Dir.....Clifford Charles
Chief Engineer.....Michael Komichak

WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWSW, Inc
Bus.-Studio Address.....Hotel Sherwyn
Tel.: Gr 1-5200.....Independent
Newspaper Affiliation.....Post Gazette
Representative.....John Blair
President.....O. M. Schloss
Gen. Mgr., Prog. Dir.....Ben W. Muros

WPTS—Pittston—1953

Frequency: 1540 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Midway Bcstg. Co., Inc.
Address.....Main & Spring St.
Tel.: OL 4-3388.....KBS
Pres., Gen. Manager.....Angelo W. Fiorani
Commercial Mgr.....R. E. Florey
Program Director.....J. Fiore
Promotion Mgr.....Rosemary Gallagher
Publicity Director.....Betty Schriver
Chief Engineer.....John P. McGoldrick

WPAZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Tel.: Faculty 6-4000.....Independent
Representative.....Indle Sales
Pres., Gen. Mgr.....Herbert Scott
Chief Engineer.....R. Mellon

WPAM—Pottsville—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
Tel.: MA 2-1450.....Independent
President.....Joseph L. McGuire
Gen. Mgr., Ch. Eng.....John W. Anget
Station Manager.....James K. Stock

WPPA—Pottsville—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....212 S. Centre St.
Tel.: MArket 2-1360.....MBS
General Manager.....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Sales Promotion Manager.....Walter Jones
Program Director.....Ed Romance
Chief Engineer.....William Penn Tidmore

WPME—Punxsutawney—1953

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Punxsutawney Bcstg Co.
Address.....103 N. Gilpin St.
Tel.: 1221.....KBS
President.....Sheridan W. Pruett
General Station Mgr.....C. M. Erhard, Jr.
Comm. Mgr.....W. Clem Murray
Program Director, Ch. Eng.....Gilbert Carney

WEEU—Reading—1931

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....WEEU Bcstg. Co.
Business-Studio Address.....433 Penn St.
Tel.: FR 6-7335.....ABC
Newspaper Affiliation.....Eagle Times
Representative.....Headley-Reed
President.....William J. Rohn
V.P., Gen., Sta. Mgr.....K. Richard Creitz
Program Director.....Jack B. Gounder
Chief Engineer.....Harold Schearer

WHUM—Reading—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Tel.: Franklin 6-3987.....CBS
Representative.....Weed
Pres., Gen. Mgr.....Robert G. Magee
Comm. Sta. Mgr.....Warren Ruffner
Prog. Dir.....Alan Lane
Chief Engineer.....Daniel Donohue

WRAW—Reading—1922

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper By.....WRAW, Inc.
Business-Studio Address.....19 N. Fifth St.
Tel.: FR 6-7173.....NBC
Representative.....Robert Meeker
President, General Mgr.....Robert S. Reider
Commercial Manager.....Ben Varishone
Program Director.....Frank Roth
Chief Engineer.....Ed. Gurtowski

WGCB—Red Lion—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....J. M. Norris

Address..... P.O. Box 88
 Tel.: 3-3471..... Independent
 Pres., Gen. Sta. Mgr..... John H. Norris

WKMC—Roaring Spring—1955

Frequency: 1370 Kc.... Power: 1000 Watts d.
 Owned By..... Cove Bcstg. Co., Inc.
 Address..... Woodbury Pike
 Tel.: 690..... Independent
 President..... Carl W. Kensingler
 General Comm. Mgr..... Walter O. Kramp
 Station Mgr..... Julia M. Gerhart
 Program Director..... Merle Ebersole
 Chief Engineer..... C. Irvin Metzger

WKBI—St. Marys—1950

Frequency: 1400 Kc.... Power: 250 Watts
 Owned-Oper. By..... Elk Cameron Bcstg. Co.
 Address..... 41 Erie Ave.
 Tel.: 4-2821..... MBS
 General Manager..... C. H. Simpson
 Commercial Manager..... John J. Kain
 Prog. Director..... Beatrice B. Smith
 Pub. Dir..... A. Kuhn

WATS—Sayre—1950

Frequency: 960 Kc.... Power: 1000 Watts d.
 Owned-Operated By..... Radio WATS
 Business Address..... 110 N. Elmer Ave.
 Tel.: TU 2-2401..... KBS
 Representative..... Indie Sales
 President..... T. K. Cassel
 General Manager..... Walter D. Knowles
 Chief Engineer..... Benjamin A. Franklin

WARM—Scranton—1940

Frequency: 590 Kc.... Power: 5000 Watts
 Owned-Operated By..... WARM Bcstg. Co.
 Business Address..... Bowman Bldg.
 Tel.: Diamond 6-4646..... Independent
 Station Representative..... Eastman
 President..... Louis J. Appell, Jr.
 General Manager..... Arthur W. Carlson
 Commercial Manager..... George Gilbert
 Sales Manager..... Luther Strittmatter
 Program Director..... Don Stevens
 Chief Engineer..... Nicholas Hudak

WEJL—Scranton—1950

Frequency: 630 Kc.... Power: 500 Watts d.
 Owned-Operated By..... Edward J. Lynett
 Business Address..... 149 Penn Ave.
 Tel.: DI 2-9151..... Independent
 Newspaper Affil..... Times
 Station Rep..... Meeker
 General Station Mgr..... Cecil Woodland
 Sales, Program Manager..... Hugh J. Connor
 Pub. Dir..... Bill Pierce
 Chief Eng..... Guy Rauer

WGBI—Scranton—1925

Frequency: 910 Kc.. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By..... WGBI Radio, Inc.
 Address..... 1000 Wyoming Ave., Scranton
 Tel.: DI 2-7634..... CBS
 Representative..... H-R Reps
 President..... Mrs. M. E. Megargee
 Gen. Comm. Mgr..... Mrs. M. A. Holcomb
 Station Manager..... Robert E. McDowell
 Prom. Dir., Pub. Dir..... Doug Holcomb
 Program Director..... Frank Monaghan
 Chief Engineer..... Kenneth R. Cooke

WICK—Scranton—1954

Frequency: 1400 Kc.... Power: 250 Watts
 Owned..... Scranton Radio Corp.
 Address..... 221 N. Washington Ave.
 Tel.: DI 6-1202..... Independent
 Pres., Gen. Mgr..... Joe Dobbs
 Chief Engineer..... James D. Pettinato

WSCR—Scranton—1947

Freq.: 1320 Kc.. Power: 1 Kw. d., 500 Watts n.
 Owned By..... Lackawanna Valley Bcstg. Co.
 Business-Studio Address..... 116 Adams Ave.
 Tel.: DI 7-3388..... NBC
 Representative..... Headley-Reed
 Pres., Gen. Mgr..... David M. Baltimore
 Station Manager..... Joseph B. Gries
 Publicity Dir., Sls. Prom. Mgr..... R. Paul
 Comm. Mgr..... Joseph P. Kimble
 Program Dir..... David L. Griffiths
 Chief Engineer..... Willard Shimski

WISL—Shamokin—1948

Frequency: 1480 Kc.... Power: 1000 Watts
 Owned-Oper. By..... Radio Anthracite, Inc.
 Business Address..... Rock & Sunbury Sts.
 Tel.: 8-6831..... Independent
 Representative..... ForJee
 President..... Henry W. Lark
 Station Manager..... Bernard Friedman
 Commercial Manager..... Bernard Saks
 Sales Prom. Mgr..... W. C. MacElwee
 Chief Engineer..... Al Donovan

WPIC—Sharon—1938

Frequency: 790 Kc.... Power: 1000 Watts d.
 Owned By..... Sharon Bcstg. Co., Inc.
 Address..... P. O. Box 211
 Tel.: Diamond 6-4113..... Independent
 Station Representative..... Reilly; O'Connell
 Nat. Sales Mgr..... Lee D. Morehouse
 Program Director..... Jack Sandstrom
 Chief Engineer..... Francis L. O'Dell

WVSC—Somerset—1950

Frequency: 990 Kc.... Power: 250 Watts d.
 Owned-Operated By..... Somerset Bcstg. Co.
 Address..... P. O. Box 231
 Tel.: 4186..... Independent

PENNSYLVANIA

Gen., Sta. Mgr. T. H. Oppegard
Comm. Mgr. C. R. Taylor
Prog. Dir., Chief Engineer R. L. French

WMPT—S. Williamsport—1957

Frequency: 1450 Kc. Power: 250 Watts
Owned Will-Mont Bcstg. Co.
Business Address 301 Percy St.
Tel.: 3-3609 ABC
Station Representative Hopewell
Pres., Ch. Eng. Galen D. Castlebury, Jr.
Comm., Sales Prom. Mgr. H. O. Hallman
Program Director Fred Plankenhorn

WMAJ—State College—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Centre Bcstrs., Inc.
Business Address P. O. Box 888
Tel.: AD 7-4959 MBS-KBS
President W. K. Ulerich
Gen. Sta. Mgr. M. J. Bergstein
Program Director Stephen Fiskbein
Chief Engineer W. D. Files

WVPO—Stroudsburg—1947

Frequency: 840 Kc. Power: 250 Watts d.
Owned-Operated By Pocono Bcstg., Inc.
Business Address 22 S. Sixth St.
Tel.: HAmilton 1-2100 Independent
Newspaper Affiliation Record
President James H. Ottaway
General Manager Chester S. Miller
Managing Director Francis Brinkley
Commercial Manager Edward J. Somers
Program Director Joseph B. Whalen
Chief Engineer Ernest Transue

WKOK—Sunbury—1933

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter 1150 N. Front St.
Tel.: AT 6-5838 CBS
Newspaper Affil. Daily Item
President Basse A. Beck
General, Station Manager Homer R. Smith
Commercial Manager C. Donald Walther
Program Director Michael J. Kane
Publicity Director Malcolm Arter
Chief Engineer John W. Keller, Jr.

WTIV—Titusville—1955

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By ... Crawford Cty. Bcstg. Corp.
Address P. O. Box 184
Tel.: 7-2265 Independent
Gen. Sta. Mgr. Robert H. Sauber
Comm. Sales Prom. Mgr. Paul R. Ruttan
Program Director Marlene Burchfield
Chief Engineer W. A. Lowrie

WTRN—Tyrone—1954

Frequency: 1290 Kc. Power: 1000 Watts, d.
Owned Tyrone Bcstg. Co.
Address 8 W. 10th St.
Tel.: MUtual 4-3200 MBS
President C. H. Simpson
Station Manager Lee C. Ray
Sales Manager William E. Moses
Commercial Manager John J. McCarthy
Program Director John W. Eschbach

WMBS—Uniontown—1936

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By Fayette Bdcstg. Corp.
Address Fayette Nat. Bank Bldg.
Tel.: GE 8-3900 CBS
Representative Burn-Smith
President, General Mgr. Harry C. Burwell
Commercial Manager Amayl Canton
Sales Promotion Mgr. Peggy Thompson
Program Director Charles Underwood
Publicity Director Hester Nagy
Chief Engineer William Henzly

WNAE—Warren—1946

Frequency: 1310 Kc. Power: 5000 Watts d.
Owned-Oper. By ... N. Allegheny Bdcstg. Co.
Business Address 310 Second Ave.
Tel.: Randlph 3-1310 Independent
Pres., Gen. Mgr. David Potter
Comm. Mgr. James Potter
Prog. Dir. Leroy Schneck
Chief Eng. Homer Haines

WJPA—Washington—1942

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Washington Bcstg. Co.
Bus. Address George Washington Hotel
Tel.: BA 2-2110 Independent
Managing Director A. Boyd Siegel
Chief Eng. James Berkheimer

WANB—Waynesburg—1956

Frequency: 1580 Kc. Power: 250 W., d.
Owned Commonwealth Bcstrs.
Address First Federal Bldg.
Tel.: 981 Independent
Sta. Mgr. George E. McGary
Prog. Dir. John Beinhardt
Chief Engineer R. N. Shank

WAYZ—Waynesboro—1953

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By ... Waynesboro Bcstg. Co., Inc.
Address 21 W. Main St.
Tel.: 1900 Independent
Station Representative Forjoe, Lowenstein
President Mrs. Marian P. Lewis
General, Station Mgr. Jay Hanshaw
Program Director Pete Coolbaugh
Publicity Director Ted Harding
Chief Engineer Ron Stoops

WNBT—Wellsboro—1955

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Farm & Home Bcstg. Co.
 Address.....89 Main St.
 Tel.: 2113.....MBS
 President.....C. H. Simpson
 General Mgr.....John Fay
 Prog. Dir.....Carol Makin
 Commercial Manager.....John Zellner
 Chief Engineer.....Richard E. Roeder

WBAX—Wilkes-Barre—1922

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Anna Stenger
 Business-Studio Address.....85 W. Union St.
 Tel.: VA 3-0196.....MBS
 Representative.....Burn-Smith
 Gen. Mgr.....John H. Stenger
 Program Director.....Ed Kuzma
 Publicity Director.....Dan Stenger
 Chief Engineer.....Milan Krupa

WBRE—Wilkes-Barre—1924

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WBRE-Radio, Inc.
 Bus.-Studio Address.....62 S. Franklin St.
 Tel.: VA 3-3101.....NBC
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....David M. Baltimore
 Operations Director.....F. D. Coslett
 Program Director.....Robert Schumacher
 Commercial Manager.....Jos Gries
 Publicity Director.....Richard Paul
 Chief Engineer.....Charles Sakoski, Sr.

WILK—Wilkes-Barre—1947

Frequency: 980 Kc...Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..Wyoming Valley Bcstg. Co.
 Bus.-Studio Address.....88 No. Franklin St.
 Tel.: VA 4-4666.....ABC
 Representative.....Avery-Knodel
 President.....Mitchell Jenkins
 Business Manager.....Emerson H. Ramage
 Station Manager.....Roy E. Morgan
 Sales Manager.....Lee Vincent
 Promotion, Publicity Manager.....Jim Ward
 Program Director.....Tom Bigler
 Chief Engineer.....Theodore French

WNAK—Wilkes-Barre—1947

Frequency: 730 Kc.....Power: 1000 Watts
 Owned By.....Wyoming Radio, Inc.
 Address.....70 S. Main St.
 Tel.: Valley 2-6108.....Independent
 Representative.....Forjoe
 President.....Martin H. Philip
 General Mgr.....Lee Small
 Commercial Mgr.....Milton Laughlin
 Program Dir.....Bill Jones
 Chief Engineer.....B. Bailey

WLYC—Williamsport—1951

Frequency: 1050 Kc.....Power: 1 Kw., d.
 Owned By.....Lycoming Bcstg. Co.
 Address.....331 Pine St., Box 389
 Tel.: 2-4676.....KBS
 Sta. Representative.....Donald Cooke
 President.....John T. Keliher
 General, Station Mgr.....W. Richard Carlson
 Commercial Mgr.....Vince Campana
 Sls. Prom. Manager.....Edward Kirchman
 Program Director.....Vernon Hester
 Publicity Director.....William J. Deuel
 Chief Engineer.....James Stowe

WRAC—Williamsport—1929

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....WGAL, Inc.
 Address.....1559 West 4th St.
 Tel.: 2-6116.....NBC
 Representative.....Meeker
 Pres., Gen. Mgr.....Clair R. McCollough
 Station Manager.....J. Wright Mackey
 Gen. Sls. Mgr.....J. Robert Gulick
 Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.

WWPA—Williamsport—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned..Williamsport Radio Bcstg. Assoc., Inc.
 Address.....330 Government Pl.
 Tel.: 7119.....CBS
 Representative.....Burn-Smith

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WOOLWORTH BUILDING
 NANTICOKE, PA.

PENNSYLVANIA-RHODE ISLAND

President..... Harry J. W. Kiessling
Gen., Sta. Manager..... Woodrow W. Ott
Program Director..... John H. Archer
Comm. Mgr...... Phil Lane
Sales Prom. Mgr...... William S. Lawson
Publicity Director..... Albert Decker
Chief Engineer..... Carl Steinbacher

Business-Studio Address..... 13 S. Beaver St.
Tel.: 3-5558..... NBC
Representative..... Robert Meeker
Station Executive..... Clair R. McCollough
Station Manager..... Elwood C. Anderson
Nat'l Sls. Mgr...... Thomas R. Nunan, Jr.
Gen. Sales Mgr...... J. Robert Gulick
Chief Engineer..... J. E. Mathiot

WNOW—York—1948

Frequency: 1250 Kc.... **Power:** 1000 Watts d.
Owned-Operated By..... WNOW, Inc.
Business Address..... P.O. Box 1747
Tel.: 2-7821..... Independent
Station Rep...... Radio-TV Reps.
President..... W. F. Rust, Jr.
General Manager..... Ralph Gottlieb
Chief Engineer..... Jack Schuster

WSBA—York—1942

Frequency: 910 Kc.... **Power:** 1000 Watts
Owned-Oper. By..... Susquehanna Bctstg. Co.
Address..... Box 910
Tel.: YOrk 2-5521..... ABC
Representative..... Eastman
President..... Louis J. Appell, Jr.
Comm., Sales Prom. Mgr...... P. K. Eberly
Prog. Dir...... Robert Shipley
Operations Mgr...... Allen Saunders
Chief Engineer..... Glenn Winter

WORK—York—1932

Frequency: 1350 Kc.... **Power:** 5000 d.; 1000 n.
Owned-Oper. By..... Associated Bcstrs

Pop.: 915,000 Families: 269,000 Radio Homes: 251,000	<h2 style="margin: 0;">RHODE ISLAND</h2>	TV Homes: 247,000 AM Stas. in State: 13 TV Stas. in State: 2
--	--	--

WADK—Newport—1948

Frequency: 1540 Kc.... **Power:** 1000 Watts d.
Owned-Oper. By..... The Aquidneck Bctstg. Corp.
Address..... Box 367
Tel.: Vliking 6-1540..... Independent
Representative..... Everett-McKinney
Pres., Gen. Mgr...... Milton E. Miller
Comm. Mgr...... Frank Booth
Sales Prom. Mgr...... George McNamara
Chief Engineer..... Allan Bowen

General Manager..... H. William Koster
Comm. Manager..... Hervey C. Carter
Sales Prom. Mgr...... Arthur E. Lathrop, Jr.
Program Director..... Don Morton
Chief Engineer..... George W. Sharpe

WPRO—Providence—1924

Frequency: 630 Kc.... **Power:** 5000 Watts
Owned-Oper. By..... Capital Cities TV Corp.
Bus-Stud. Add...... 24 Mason St., WPRO Bldg.
Tel.: PL 1-9776..... CBS
Representative..... Blair
President..... Frank M. Smith
General Manager..... Daniel P. Weinig
Commercial Mgr...... F. J. Boynton
Sales Promotion Mgr...... Tony Visk
Program Director..... Joseph Somerset
Chief Engineer..... John V. Ferril

WPAW—Pawtucket—1950

Frequency: 550 Kc.... **Power:** 1 Wts. d.; 500 n.
Owned-Oper. By..... Roger Williams Bctstg.
Address..... P.O. Box 55, Cumberland, R. I.
Tel.: PA 5-9000..... ABC
Pres., Gen. Mgr...... Dominick A. Hysko
Commercial Mgr...... Rose Morris
Station, Program Dir...... Donald R. Hysko
Chief Engineer..... John T. Costa

WRIB—Providence—1947

Frequency: 1220 Kc.... **Power:** 1000 Watts d.
Owned-Oper. By..... R. I. Bctstg. Co.
Address..... Water St.
Tel.: GE 4-2223..... MBS
Representative..... Indie
President..... Frank Rao
Gen. Sta. Mgr...... Harold A. Pace
Comm., Sales Prom. Mgr...... Earl Castleman
Program Director..... Jeff Krimm
Chief Engineer..... Fred Weiss

WEAN—Providence—1922

Frequency: 790 Kc.... **Power:** 5000 Watts
Owned..... Providence Journal Co.
Address..... 75 Fountain St.
Tel.: DE 1-0600..... Independent
News, Affil...... Providence Journal
Station Rep...... Venard, Rintoul & McConnell
President..... Henry S. Chafee

WICE—Providence—1947

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. Providence Radio, Inc.
 Address: Crown Hotel
 Tel.: JA 1-6565 Independent
 Rep. Avery-Knodel
 President Tim Elliot
 V.P., Gen. Mgr. John F. Crohan
 Program Director Sherman A. Strickhouser
 Chief Engineer Paul Garver

WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
 Owned-Oper. By Buckley-Jaeger Bcstg.
 Business-Studio Address 144 Westminster St.
 Tel.: UN 1-4211 Independent
 Representative Peters, Griffin Woodward
 Pres., Gen. Mgr. Richard Gerken
 V.P., Comm. Mgr. E. James McEaney, Jr.
 Production Manager Jay Dunn
 Chief Engineer Carroll A. Philbrook

WJAR—Providence—1922

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By The Outlet Co.
 Business-Studio Address 176 Weybosset St.
 Tel.: GA 1-8255 NBC
 Representative Petry
 Station Mgr. David J. Shurtleff
 Commercial Mgr. David B. Seaton
 Sales Prom., Publicity Dir. John C. Burpee
 Program Director James Gleason
 Chief Engineer Thomas C. J. Prior

WYNG—Warwick—1959

Frequency: 1590 Kc. Power: 1 Kw., d.
 Owned West Shore Bcstg. Co.
 Address 19 Luther Ave.
 Tel.: REgent 7-5015 Independent
 Station Representative Good Music Bcstrs.
 President, General Mgr. Milton E. Mitler
 Station Manager Naneen Wendler
 Commercial Manager M. David Bell
 Sales Promotion Mgr. Vivianne Fallon
 Program Director Warren Greenwood
 Chief Engineer Robert Pearson

WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By R. I. Conn. Radio Corp.
 Address 11 Railroad Ave.
 Tel.: LYric 6-7729-9 Independent
 Representative Walker-Rawalt
 Pres., Gen. Mgr. Aug. L. Cavallaro
 Commercial Manager Tom Shafer
 Program Director Tom Thomas
 Chief Engineer Charles W. Austin

WWRI—West Warwick—1956

Frequency: 1450 Kc. Power: 250 W.
 Owned Grelin Bcstg. Inc.
 Address 1501 Main St.
 Tel.: VA 1-6200 KBS
 Station Representative Nona Kirby
 Pres., Gen. Mgr. Melvin C. Green
 Comm. Mgr. William J. Gallagher, Jr.
 Prog. Dir. Patrick Fallon
 Chief Engineer Joseph M. Mattias, Jr.

WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts, d.
 Owner Friendly Bcstg. Co., Inc.
 Address 786 Diamond Hill Rd.
 Tel.: PO 9-0600 Independent
 President, Gen. Manager Joseph Britt
 Comm. Manager John Thomas
 Program Director Richard Bouchard
 Sales Prom. Mgr. Robert Landry
 Chief Engineer Joseph Britt

WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Woonsocket Bcstg. Co.
 Business-Studio Address 99 Main St.
 Tel.: PO 2-1240 Independent
 Station Rep. Nona Kirby
 President Millicent S. Palmer
 Gen. Mgr. Buell W. Hudson
 Chief Engineer Harold M. Belknap

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 John Crohan, V.P., Gen. Mgr.
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 in Providence
 National Representative—Avery-Knodel
 New England—Harry Wheeler & Co., Boston

Pop.: 2,675,000
Families: 638,000
Radio Homes: 620,000

SOUTH CAROLINA

TV Homes: 479,000
AM Stas. in State: 73
TV Stas. in State: 9

WABV—Abbeville—1956

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned By: G & R Settles
Business Address: Highway 28
Tel.: GLadstone 7-3155
Representative: ABC
Best: Cannon
Gen. Mgr., Ch. Eng.: Geo. W. Settles, Jr.
Commercial Manager: Polly Newell
Program Director: Bob Latham

WAKN—Aiken—1952

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By: Aiken Electronics Adv. Corp.
Business Address: 343 Laurens N.W.
Tel.: Midway 8-5464
President: John Mare
General, Station Manager: J. A. Warren
Publicity Director: Lamar Rush
Program Director: Earl Brodie
Chief Engineer, Ccomm. Mgr.: Allen Askins, Jr.

WAIM—Anderson—1935

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton E. Hall
Address Trans. Loca.: 321 Kingsley Road
Tel.: CA 6-1511
CBS-KBS
Newspaper Affil.: Independent, Daily Mail
Representative: Dora Clayton
Gen., Sta. Mgr.: Glenn P. Warnock
Commercial Mgr.: G. P. Browne
Program Director: Marshall Gailliard
Chief Engineer: W. D. Sneed

WANS—Anderson—1949

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Radio Anderson, Inc.
Address: Clemson Highway
Tel.: CA 4-3424
MBS
Pres., Gen. Mgr.: W. Ennis Bray
Program Director: Ken Allison
Station Manager: John C. Amick
Publicity Director: Dick Howard
Commercial Manager: Al Robinson
Sales Promotion Manager: Carolyn Turner
Chief Engineers: B. Arkel, T. Coleman

WWBD—Bamberg—1957

Frequency: 790 Kc. Power: 1 Kw., d.
Owned: County Bcstg. Corp.
Address: Rt. 601 South
Tel.: CH 5-2411
Independent
Representative: Walker, Dora-Clayton
President: Joe Speidell III
Chief Engineer: H. D. Steedley

WBAW—Barnwell—1953

Frequency: 740 Kc. Power: 500 Watts d.
Owned-Oper. By: WBAW, Inc.
Address: 2001 Jackson St.
Tel.: 3507
KBS
Representative: Hil F. Best-Keystone
President: J. A. Gallimore
General Mgr.: Joe Wilder
Comm. Mgr.: Bill Hollingsworth
Program Director: Vic Whetstone
Chief Engineer: Tony Gross

WBLR—Batesburg—1956

Frequency: 1430 Kc. Power: 5 Kw., d.
Owned: Ridge Bcstg. Corp.
Address: East Church St.
Tel.: KE 2-4001
KBS
Station Representative: Webb
President: H. Edward Crapps
General, Station Manager: Redd Reynolds
Commercial Manager: Ray Walters
Sales Promotion Manager: Jack McCartha
Program Director: Paul Brigman
Chief Engineer: N. H. Lewis

WBEU—Beaufort—1954

Frequency: 960 Kc. Power: 1 Kw., d.
Owned: Beaufort Bcstg. Co.
Address: P.O. Box 951
Tel.: Jackson 4-3050
KBS
Ch. Eng.: Louis M. Neale
Program Director: W. Peters

WHPB—Belton—1955

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By: Community Bcstg. Co.
Address: P. O. Box 426
Tel.: 2511
General Mgr.: Clyde W. Laughter

WBSC—Bennettsville—1947

Freq.: 1550 Kc. Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By: Atl. Coast Ins. Co.
Address: Box 639
Tel.: GR 9-4051
MBS
Representative: Indie Sales
President: Y. W. Scarborough, Jr.
General Manager: R. L. Brown
Commercial Manager: Bruce Zieball
Program Director: Tommy Herndon
Chief Engineer: John Gronert

WAGS—Bishopville—1953

Frequency: 1380 Kc. Power: 1 Kw., d.
Owned: Lee County Bcstg. Co.

SOUTH CAROLINA

Address P. O. Box 168
 Tel.: HU 4-4515.....KBS
 Station Manager.....Carl A. Vines, Jr.
 Chief Engineer.....Dan Mellette

WACA—Camden—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Camden Bcstg. Corp.
 AddressCamden
 Tel.: Hemlock 2-2311.....KBS
 Rep.Continental
 President.....Haygood S. Bowden
 General Manager.....Tom Richards
 Program Director.....A. A. Amodio
 Chief Engineer.....Joe Toher

WCAY—Cayce—1958

Frequency: 620 Kc.....Power: 500 Watts
 Owned By.....Lexington City Bcstg., Inc.
 Address.....1303 State St.
 Tel.: ALpine 6-2000.....CBS
 Station Representative.....Cooke
 President.....J. Olin Tice, Jr.
 General Manager.....Randy Davidson
 Program Director.....J. Nagel, Jr.
 Publicity Director.....Gary Kanin
 Chief Engineer.....Clarence Jackson

WCSC—Charleston—1930

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....John M. Rivers
 Address.....485 East Bay St.
 Tel.: RAymond 2-7611.....CBS
 Rep.....Peters, Griffin, Woodward, Inc.
 President, Gen. Mgr.....John M. Rivers
 Commercial Mgr.....James K. Whitaker
 Station Mgr.....John B. Hearne
 Program Dir.....Stewart Spencer
 Sales Prom., Publicity Dir.....Mrs. Lois Marshall
 Chief Engineer.....Rudy Hughes

WOKE—Charleston—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Weaver Bcstg. Co.
 Business Address.....152-B Market St.
 Tel.: RA 3-1643.....ABC-MBS-KBS
 RepresentativeClark
 Pres., Gen. Manager.....H. C. Weaver
 Station Mgr., Ch. Eng.....William P. Birchfield
 Commercial Manager.....Eugene P. Corrigan

WPAL—Charelston—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Speidel Bcstng. Corp.
 Business Address.....1717 Edgewater Pk. Rd.
 Tel.: SO 6-5584.....Independent
 RepresentativeDore, Dora-Clayton
 President.....Joseph Speidel III
 Station Manager.....Bob Christyie
 Program Director.....Louise Withrock
 Chief Engineer.....Joe Sarko

WTMA—Charleston—1939

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Oper. By.....Atlantic Coast Bcstg. Co.
 Business Address133 Church St.
 Tel.: RA 2-2961.....NBC
 RepresentativeBranham
 President.....Charles E. Smith
 General, Station Manager.....Vincent French
 Sales Prom. Mgr.....Joe Blair
 Program Dir.....Bill Walton
 Chief Engineer.....David W. Jefferies

WQSN—Charleston—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Low Country Bcstg. Co.
 Address.....42 10th Ave.
 Tel.: RA 2-2652.....Independent
 Gen., Sta. Manager.....E. H. Keown

WCRE—Cheraw—1953

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Cheraw
 AddressBox 631
 Tel.: Lenox 7-7887.....KBS
 Sta. Representative.....Hil F. Best
 President, Gen. Mgr.....Ben Akerman
 Program Dir.....Lucille Akerman

WGCD—Chester—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dispatch Pub. Co.
 AddressBox 302
 Tel. 2171.....KBS
 Newspaper Affil.....Dispatch Publ. Co.
 President.....C. V. Sink
 Gen., Sta., Comm. Mgr.....John T. Cashion
 Chief Engineer.....Bill Taylor

WPCC—Clinton—1957

Frequency: 1410 Kc.....Power: 500 Watts
 Owned By.....WPCC, Inc.
 Address.....P. O. Box 565
 Tel.: 1410.....ABC-KBS
 President.....J. D. Brinkley
 General, Station Manager.....Ted Y. Prevatte
 Commercial Manager.....Lewis Bagwell, Jr.
 Program Director.....Bettie Hendrix
 Chief Engineer.....Kyle Best

WCOS—Columbia—1939

Frequency: 1400 Kc...Power 1 Kw. d., 250 W. n.
 Owned-Operated By.....WCOS, Inc.
 Address.....Box 748
 Tel.: AL 2-2177.....Independent
 RepresentativeMeeker
 Pres., Gen. Mgr.....George H. Buck, Jr.
 Station Manager.....David M. Campbell
 Prog. Dir.....Pete Noce
 Sales Prom. Mgr.....Jack Grant

SOUTH CAROLINA

Publicity Director..... Robert Fulton
Chief Engineer..... Robert D. Lambert, Jr.

WIS—Columbia—1930

Frequency: 560 Kc..... Power: 5000 Watts
Owned-Oper. By..... Bcstg. Co. of the South
Business-Studio Address..... 1111 Bull St.
Tel.: AL 3-6431..... NBC
Representative. Peters, Griffin, Woodward, Inc.
President..... B. Calhoun Hipp
General Manager..... G. Richard Shafto
Managing Director..... W. Frank Harden
Commercial Manager..... John Wrisley
Prog. Dir..... Howard Hamrick
Chief Engineer..... Paul Welcome

WMSC—Columbia—1945

Frequency: 1320 Kc..... Power: 1000 Watts
Owned-Oper. By..... WMSC Radio, Inc.
Business-Studio Address..... 1127 Lady St.
Tel.: AL 2-8659..... Independent
Representative..... H.R. Ayer
Pres., Gen., Sta., Comm. Mgr..... C. W. Martin
Prog. Dir..... Gray Olive
Chief Engineer..... Thurston Squires

WNOK—Columbia—1947

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Palmetto Radio Corp.
Address..... P.O. Box 5307
Tel.: AL 3-9401..... Independent
Representative..... Raymer
Gen. Mgr..... H. Moody McElveen, Jr.
Commercial Manager..... G. Quick
Program Director..... Jack Cook
Chief Engineer..... Charlton Bowers

WOIC—Columbia—1954

Frequency: 1470 Kc..... Power: 5 Kw., d.
Owned..... Speidel Broadcasting Corp.
Address..... 3300½ Main St.
Tel.: AL 6-1551..... Independent
Representative..... Dore, Dora-Clayton
President..... Joe Speidel III
Gen., Sta. Mgr..... Russell George
Sales Prom. Mgr..... Frankie Bridges
Prog. Dir..... James Carter
Chief Engineer..... William Bridges

WLAT—Conway—1944

Frequency: 1330 Kc..... Power: 1000 Watts, d.
Owned..... Coastal Broadcasting Co.
Business Address..... P.O. Box 799
Tel.: 340..... MBS
Sta. Rep..... Devney
President..... L. M. Hawley
Commercial Manager..... P. W. Smith
Program Director..... C. B. Brazzell
Ch. Eng..... Jack E. Hawley

WDAR—Darlington—1955

Frequency: 1350 Kc..... Power: 1 Kw., d.
Owned By..... Walter Peace
Address..... Box 277
Tel.: Express 3-4081..... Independent
Gen. Mgr., Ch. Eng..... Ralph W. Hoffman
Sta. Mgr..... Emily G. Hoffman

WDSC—Dillon—1946

Frequency: 800 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Border Bcstg. Co., Inc.
Address..... U. S. Highway 301
Tel.: 470..... ABC-KBS
Station Representative..... Gill-Perna
Pres., Gen. Mgr..... Joseph Martin
Station Manager..... John Quick
Comm. Mgr. Prog. Director..... Lee Lumpkin
Sales Prom. Mgr..... Dick Jones
Chief Engineer..... Ray Allen

WELP—Easley—1951

Frequency: 1360 Kc..... Power: 1000 Watts d.
Owned By..... Dickens County Bcstg. Co.
Address..... Box 522
Tel.: Ulysses 9388..... KBS
Representative..... Indie Sales
Pres., Gen. Mgr..... Cleatus Brazzell
Comm. Mgr..... Jack Moore
Chief Engineer..... Henry McDonald

WJMX—Florence—1947

Frequency: 970 Kc..... Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..... Atlantic Bcstg. Co., Inc.
Address..... P. O. Box 1211
Tel.: MO 9-6351..... ABC
Representative..... Walker-Rawalt
President..... Eugene E. Stone
Gen. Mgr..... Paul H. Benson, Jr.
Chief Engineer..... Frank Jenne

WOLS—Florence—1937

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Florence Bcstg. Co., Inc.
Business-Studio Address..... 151 S. Dargan St.
Tel.: MOhawk 2-3271..... KBS
President, Gen. Mgr..... Melvin Purvis
Station, Comm. Mgr..... A. P. Skinner
Chief Engineer..... Charles Sligh

WYNN—Florence—1958

Frequency: 540 Kc..... Power: 250 Watts d.
Owned By..... Speidel Broadcasting Corp.
Address..... 163 N. Coit St.
Tel.: MOhawk 2-1416..... Independent
Station Representative..... Dore
President..... Joe Speidel III
General Station Manager..... Don Ferguson

WFIS—Fountain Inn—1956

Frequency: 1600 Kc..... Power: 1 Kw., d.

SOUTH CAROLINA

Owned.....Fountain Inn-Simpsonville Entp.
Address.....Box 271
Tel.: WO 3-5991.....Independent
Representative.....Hopewell
President.....L. Wayne Davis
Sales Prom. Director.....Louise M. Davis
Publicity Director.....J. Howard
Chief Engineer.....L. F. Simpson

WFGN—Gaffney—1948

Frequency: 1570 Kc.....**Power:** 250 Watts d.
Owned-Oper. By....Cherokee Radio Co., Inc.
Address.....P.O. Box 79
Tel.: IVanhoe 9-4795.....KBS
President.....A. Ray Godshall
Gen. Mgr., Ch. Eng......M. E. Green
Program Director.....Billy Gibbons
Commercial Manager.....W. H. Kirby
Sales Program Manager.....Mary Hodgø
Publicity Director.....Jo Hambright

WGTN—Georgetown—1949

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address.....216 S. Fraser St.
Tel.: 3-3421.....MBS-KBS
Station Rep......Donald Cooke
Pres., Gen. Manage:.....J. B. Delzell

WESC—Greenville—1946

Frequency: 660 Kc.....**Power:** 5000 Watts d.
Owned-Oper. By.....Bcstg. Co. of Carolinas
Business-Studio Address.....! College St.
Tel.: Cedar 2-8241.....Independent
Representative.....Headley-Reed
President.....Robert A. Schmid
General Station Mgr......J. Davenport
Commercial Manager.....W. A. Mullinax
Program Director.....Alan Riddle
Publicity Director.....Marianne Taylor
Chief Engineer.....J. Harold White

WFBC—Greenville—1933

Frequency: 1330 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....WMRC, Inc.
Address.....P.O. Box 1149
Tel.: CE 9-1321.....NBC
Newspaper Affil......News-Piedmont
Representative.....Avery-Knodel
President.....R. A. Jolley
Gen. Sta. Mgr......Bruce Buchanan
Comm. Sales Prom. Mgr......Keener Garrett
Publicity Director.....Julie Ferguson
Chief Engineer.....Bill Garrison

WMRB—Greenville—1954

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned.....Paramount Bcstg. Co. Inc.
Address.....400 Mayberry St
Tel.: Cedar 3-2751.....CBS-MBS
Station Representative.....Burn-Smith
Pres., Gen. Mgr......C. F. Cope

Comm. Mgr......Ben Greer
Station Mgr., Prog. Dir......William Arington
Publicity Director.....Susan B. Cope
Chief Eng......Burt Anderson

WMUU—Greenville—1949

Frequency: 1260 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Bob Jones Univ.
Address.....Greenville
Tel.: CE 9-9001.....Independent
President.....Dr. Bob Jones, Jr.
General Manager.....R. K. Johnson
Station Manager.....Jim Ryerson
Comm. Manager.....David Yearick
Program Director.....Jack Buttram
Chief Engineer.....William Greave

WQOK—Greenville—1950

Frequency: 1440 Kc.....**Power:** 5 Kw.
Owned-Oper. By.....Dick Bcstg.
Address.....Box 298
Tel.: Cedar 5-7406.....Independent
Representative.....Howard; Dora Clayton
President.....James A. Dick
General Station Manager.....T. C. Hooper
Commercial Manager.....C. A. Dick
Program Director.....Jerry Mosteller

WCRS—Greenwood—1941

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned.....Grenco, Inc.
Address.....P. O. Box 868
Tel.: Orchard 9-1300.....NBC
Representative.....Clark
President.....Douglas Featherstone
Gen., Sta. Mgr......Dan Croaland
Commercial Mgr......Ralph Norman
Program Director.....Carroll Sexton
Chief Engineer.....C. M. Sparks

WGSW—Greenwood—1953

Frequency: 1350 Kc.....**Power:** 1000 Watts d.
Owned.....Radio Greenwood, Inc.
Address.....Edward Arms Bldg.
Tel.: Orchard 9-3144.....KBS
Representative.....Indie Sales; Dora-Clayton
President.....W. C. Woodall, Jr.
Manager.....George B. Cook, Jr.
Chief Engineer.....Eddie Rose

WCKI—Greer—1955

Frequency: 1300 Kc.....**Power:** 1 Kw., d.
Owned.....Vernon T. Fox
Address.....Box 431
Tel.: TRinity 7-4451.....Independent
Gen. Mgr......Vernon T. Fox
Station Manager.....James L. Massey
Chief Engineer.....B. Anderson

WEAB—Greer—1949

Frequency: 800 Kc.....**Power:** 250 Watts d.

SOUTH CAROLINA

Owned-Oper. By.....Greer Bcstg. Co.
Address.....Jones Rd.
Tel.: TR 7-3141.....KBS
Pres., Gen. Mgr.....E. A. Burch
Sales Mgr.....John Salter
Program Director.....Betty Beers
Chief Engineer.....Leon Southerland

Owned-Oper. By...Laurens-Clinton Bcstg. Co.
Business Address.....Radio Center
Tel.: 2-5212.....Independent
Representative.....Indie Sales
Pres., Gen. Mgr.....C. W. Hogan
Commercial Manager.....Paul Wynn, Jr.
Chief Engineer.....O. P. Haynes

WBHC—Hampton—1957

Frequency: 1270 Kc.....Power: 1 Kw., d.
Owned.....Hampton County Bcstg. Co.
Business Address.....Highway 601
Tel.: 2831.....KBS
Station Representative.....Best
President.....J. A. Gallimore
Station Manager, Ch. Eng.....J. E. Harrelson

WLSC—Loris—1958

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned By.....Pee Dee Bcstg. Co.
Address.....P.O. Box 1677
Pres. Gen. Mgr.....T. J. Rozier
Comm. Mgr. Ch. Eng.....A. D. Nix

WHSC—Hartsville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Hartsville Bcstg. Co., Inc.
Address.....P. O. Box 349
Tel.: ED 2-8101.....MBS-KBS
V.P., Gen. Mgr.....Raymond Caddell
Commercial Mgr.....Oby B. Lyles
Program Director.....Eleanor Flowers
Publicity Director.....Lamar Caldwell
Chief Engineer.....J. E. Parker

WYMB—Manning—1957

Frequency: 1410 Kc.....Power: 1 Kw.
Owned.....Clarendon County Bcstg. Co.
Address.....Box 262
Tel.: 7880.....KBS
Pres.....J. M. Soles, Jr.
Gen. Mgr.....Harry Hyman
Comm. Mgr.....Phil Rice
Chief Engineer, Prog. Dir.....Dan Mellette

WDKD—Kingstree—1949

Frequency: 1310 Kc.....Power: 5 Kw., d.
Owned By.....Palmetto Bcstg. Co.
Address.....P. O. Box 450
Tel.: 6761.....Independent
Owner, General Mgr.....E. G. Robinson, Jr.
Program Dir.....Ashby Ward
Chief Engineer.....Tommy Joye

WATP—Marion—1957

Frequency: 1430 Kc.....Power: 1 Kw., d.
Owned By.....Pee Dee Bcstg. Co.
Business Address.....324 N. Main St.
Tel.: 1430.....Independent
President.....James J. Harpring
General Manager.....Joe E. Cole
Station Manager, Ch. Eng.....Walter Molic
Commercial Manager.....Walter Pearce
Sales Promotion Manager.....Glenn Roberts
Program Director.....M. A. Green
Publicity Director.....Miss Jackie Thomas

WJOT—Lake City—1953

Frequency: 1260 Kc.....Power: 1 Kw., d.
Owned.....Lake Bcstg. Corp.
Address.....Box 656
Tel.: 7631.....Independent
President.....Russ George
General, Station Manager.....Hub Terry
Chief Engineer, Prog. Dir.....J. O. Roper

WJAY—Mullins—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Mullins & Marion Bcstg. Co.
Address.....Highway 76, P. O. Box 41
Tel.: 3901.....KBS
President.....Mrs. W. G. Smith
Gen. Mgr.....James F. Ramsey
Chief Engineer.....George Magera

WLCM—Lancaster—1951

Frequency: 1360 Kc.....Power: 1000 Wtts d.
Owned-Operated By.....Royal Bcstg. Co.
Address.....103 S. Catawba St.
Tel.: 2051.....KBS
Station Representative.....Cannon
President.....Charles Connelly, Jr.
Gen. Sta. Mgr.....A. Faris Giles, Jr.
Comm. Sales Prom. Mgr.....J. Paul Wade
Program Director.....Mrs. Joanne McManus
Chief Engineer.....Robert Shickenjanski

WMYB—Myrtle Beach—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Coastal Carolina Bcstg. Corp.
Address.....28th Ave. N.
Tel.: Hillcrest 8-3180.....KBS
Representative.....Donald Cooke
President.....James Olin Tice, Jr.
General Manager.....J. G. Kenworthy
Station. Sls. Prom. Mgr.....James L. Baine
Chief Engineer.....Paul Epps

WLBG—Laurens—1948

Frequency: 860 Kc.....Power: 1 Kw.

WKDK—Newberry—1946

Frequency: 1240 Kc.....Power: 250 Watts

SOUTH CAROLINA

Owned-Oper. By Newberry Bcastg. Co., Inc.
Address P.O. Box 211
Tel.: 143 KBS
Station Representative Cannon
Pres. Gen. Mgr. James F. Coggins
Program Director Marcia P. Coggins
Sales Prom. Mgr. Bill Fields
Chief Engineer E. R. Gilliang

WGUS—N. Augusta—1958

Frequency: 1600 Kc. **Power:** 500 Watts d.
Owned By Brcdg. Associates of Am.
Address Box 6278
Tel.: Taylor 2-3576 Independent
Station Representative Clark
President Hal Edwards
Managing Director Joe Morris
Chief Engineer Cater Gwynn

WBDP—Orangeburg—1958

Frequency: 1580 Kc. **Power:** 1000 Watts, d.
Owned By Radio Orangeburg
Business Address 144 Broughton, S.W.
Tel.: JE 4-1580 Independent
Gen. Mgr., Pub. Dir. Clarence Jones
Program Director Margaret Jones
Sales Prom. Mgr. Reeves Cook
Chief Engineer Gus Browning

WDIX—Orangeburg—1946

Freq.: 1150 Kc. **Power:** 5 Kw. d., 500 W. n.
Owned-Oper. By WDIX, Inc.
Address Whitman St. Ext.
Tel.: JE 4-4461 ABC
Station Rep. Devney, Forjoe
President Charles S. Heneroy
General Manager Frank B. Best
Comm., Sls. Prom. Mgr. Norman M. Matthews
Program Director Mrs. J. C. Hydrick, Jr.
Chief Engineer P. Herrington

WTND—Orangeburg—1948

Frequency: 920 Kc. **Power:** 1000 Watts d.
Owned-Oper. By WIND, Inc.
Address 1 Memorial Plaza
Tel.: JE 4-1301 KBS
Representative Thos. F. Clark
President J. L. Sims
Gen. Mgr., Prog. Dir. L. Richard Rhame
Commercial Manager Ed Paulling
Chief Engineer Larry Styles

WRHI—Rock Hill—1944

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By York Cty. Brcdg. Co.
Business Address Natl Bank Bldg.
Tel.: 2085 MBS-KBS
Station Representative Oaks
Gen. Mgr., Chief Eng. James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. Wm. C. Beaty
Sls. Mgr., Pub. Dir. H. S. Gauld

WTYC—Rock Hill—1948

Frequency: 1150 Kc. **Power:** 1 Kw. d.

Owned By Tri-County Bcastg Co., Inc.
Address P. O. Box 1091
Tel.: 3175 Independent
Station Representative Cannon
President T. Lamar Simmons
General. Station Manager Ted Burwell
Comm. Mgr. W. A. Warner, Sr.
Program Director Bill Belk
Chief Engineer Ed Roberts

WSNW—Seneca—1949

Frequency: 1150 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Blue Ridge Bcastg. Co., Inc.
Address P. O. Box 443
Tel.: 2388 ABC
Representative Best
Pres., Gen. Mgr. J. A. Gallimore
Treasurer Virginia Gallimore
Chief Engineer Herb Hosea

WORD—Spartanburg—1940

Frequency: 910 Kc. **Power:** 1000 Watts
Owned-Oper. By Word, Inc.
Address Box 1808
Tel.: 3-2711 NBC
Newspaper Affil. Greenville News-Piedmont
Station Representative Avery-Knodel
President Robert Jolley
General Manager Tom Thuman
Program Director Buddy Womick
Chief Engineer James L. Tate

WTHE—Spartanburg—1953

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By Spartanburg Bcastg. Co.
Business Address P.O. Box 486
Tel.: 3-2727 MBS-KBS
Station Representative Masla
Pres., Gen. Mgr. John K. L. Peterson
Chief Engineer Clyde J. McClure

WSPA—Spartanburg—1929

Frequency: 950 Kc. **Power:** 5000 Watts
Owned Spartan Radiocasting Co.
Business-Studio Address 224 E. Main St.
Tel.: 3-3621 CBS
Representative Hollingbery
President Walter J. Brown
Publicity Director Bill Adams
Station, Commercial Mgr. Ross M. Holmes
Program Director Charles Newcomb
Chief Engineer H. R. Beckholt

WFIG—Sumter—1940

Frequency: 1290 Kc. **Power:** 1000 Watts
Owned-Oper. By WFIG, Inc.
Business-Studio Address 20 N. Main St.
Tel.: Spruce 3-7305 MBS
President F. B. Creech, Sr.
General. Sta. Mgr. T. Doug Youngblood
Comm. Manager Fulton B. Creech, Jr.
Program Director Kathryn Gaillard
Chief Engineer Richard Elam

SOUTH CAROLINA-SOUTH DAKOTA 

WSSC—Sumter—1953

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Sumter Inc.
 Business Address.....Box 1342
 Tel.: Spruce 3-7369.....ABC
 Station Representative.....Clark; Best
 President.....J. A. Gallimore
 Gen. Sta. Mgr.....Ed Damron
 Comm. Manager.....H. W. Fowler
 Program Director.....Bob Miller
 Publicity Director.....Betty Wattenberger
 Chief Engineer.....Bill Beatty

WBCU—Union—1949

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Bcstg. Co. of Union, Inc.
 Address.....210 East Main St.
 Tel.: HAZel 7-2411.....KBS
 Pres., Gen. Mgr.....Edward C. B. Osborne
 Chief Engineer.....Walker Carver

WGOG—Walhalla—1959

Frequency: 1460 Kc.....Power: 590 Watts, d.
 Owned By.....Oconee Bcstg. Co.
 Address.....P. O. Box 285

Tel.: NEWton 8-3616.....Independent
 General Manager.....Dorothy Friend
 Commercial Manager.....Edith Mooneyhan
 Program Director.....Maurice O'Dell
 Sales Prom. Mgr.....Reginald Pressley
 Publicity Director.....Marvin Hill
 Chief Engineer.....Bill Collins

WALD—Walterboro—1947

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Walterboro Bcstg. Co.
 Address.....Box 833
 Tel.: 3861.....MBS-KBS
 Representative.....Don Cooke
 President.....Robert S. Taylor
 Sta. Mgr., Ch. Eng.....Klein B. Beach, Jr.
 Program Director.....Bill Breland

WYCL—York—1956

Frequency: 1580 Kc.....Power: 250 Watts
 Owned.....York-Clover Broadcasting Co.
 Address.....P.O. Box 398
 Tel.: MU 4-4241.....Independent
 President.....C. B. Sigmon
 Gen. Mgr. Prog. Dir.....Harvey Laughter
 Chief Engineer.....Alonzo Miller

Pop.: 793,000	SOUTH DAKOTA	TV Homes: 140,000
Families: 212,000		AM Stas. in State: 20
Radio Homes: 204,000		TV Stas. in State: 4

KABR—Aberdeen—1952

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Transmedia, Inc.
 Business Address.....117½ S. Main
 Tel.: BA 5-1420.....KBS
 Representative.....Bob Dore
 President, General Mgr.....F. E. Fitzsimonds
 Commercial Manager.....James O'Leary
 Program Director.....Jeff Solem
 Chief Engineer.....Jerry Zastrow

KSDN—Aberdeen—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Aberdeen News Co.
 Business Address.....12 Third Ave., S.E.
 Tel.: Baldwin 5-5930.....ABC
 Newspaper Affil.....American-News
 Representative.....Weed
 President.....Henry J. Schmitt
 Gen. Sta. Mgr.....Byron J. McElligott
 Commercial Manager.....Stan Olson
 Program Director.....Paul Rahders
 Chief Engineer.....George Crocker

KBRK—Brookings—1955

Frequency: 1340 Kc.....Power: 1 Kw.
 Owned-Oper By.....Brookings Bcstg. Co.
 Address.....Northwest Bank Bldg.
 Tel.: MYrtle 2-6233.....KBS
 Station Representative.....Pearson

Gen., Comm. Mgr.....E. C. Stangland
 Prog. Dir., Chief Eng.....Robert Reimers

KDSJ—Deadwood—1947

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Oper. By... John, Eli & Harry Daniels
 Address.....745 Main
 Tel.: 186.....Independent
 President.....John Daniels
 General Station Manager.....Harry Daniels
 Sales Promotion Manager.....Ralph Canary
 Program Director.....Doug Friend
 Chief Engineer.....Roy Hicks

KOBH—Hot Springs—1958

Frequency: 580 Kc.....Power: 500 Watts, d.
 Owned By.....Fall River Bcstg. Corp.
 Address.....Box 292
 Tel.: 698.....ABC
 Representative.....Holman
 President.....Russell M. Stewart
 Gen. Mgr. Ch. Eng.....Frederick M. Walgren
 Comm. Sales Prom. Mgr.....H. Del Brandt
 Program. Publicity Director.....Johnny Rowe

KIJV—Huron—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....James Valley Bcstg. Co., Inc.
 Address.....P.O. Box 1366
 Tel.: ELgin 2-8621.....Independent
 Manager.....Max F. Staley

KORN—Mitchell—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mitchell Bcstg. Assn.
 Address 217 Main St.
 Tel.: Wyman 6-5621 Independent
 Pres., Gen., Sta. Mgr., Prog. Dir., R. V. Eppel
 Chief Engineer J. R. Doherty

KOLY—Mobridge—1956

Frequency: 1300 Kc. Power: 1 Kw., d.
 Owned Mobridge Bcstg. Corp.
 Address 114 Third St. East
 Tel.: 654 KBS
 Newspaper Afil. Weekly Tribune
 Pres., Gen. Mgr. L. L. Coleman
 Comm. Sta. Mgr. Q. P. Coleman
 Chief Engineer Charles Delperdang

KGFX—Pierre—1927

Frequency: 630 Kc. Power: 200 Watts d.
 Owned-Oper. By Estate of Dana McNeil
 Bus-Studio Address 203 W. Summit Ave.
 Tel.: Capital 4-2351 KBS
 Pres., Gen. Mgr. Ida A. McNeil
 Chief Engineer Hugo Conrath, Jr.

KCCR—Pierre—1959

Frequency: 1590 Kc. Power: 1 Watt, d.
 Owned By Leroy Okerlund
 Address P. O. Box 327
 Tel.: Capital 4-7381 Independent
 President, Ch. Eng. Edward Davenport
 Promotion Dir. B. Binkley

KOTA—Rapid City—1936

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By Duhamel Ent., Inc.
 Business Address 524½ 6th St.; Box 1752
 Tel.: FI 2-2000 CBS
 Representative Headley-Reed
 President, Gen. Mgr. Helen S. Duhamel
 Bus., Comm. Mgr. William F. Turner
 Program Director J. Norman Heffron
 Publicity Director Betty Twining
 Chief Engineer Elmer Nelson

KRSB—Rapid City—1953

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Heart of the Black Hills
 Address 1438 Mountain View Rd.
 Tel.: FI 2-6050 Independent
 Station Manager Eli Daniels
 Program Director Paul Crouch
 Chief Engineer Lyle Benson

KELO—Sioux Falls—1937

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Midcontinent Bcstg. Co.
 Bus-Studio Address Phillips Ave.—8th St.
 Tel.: 4-5841 Independent
 President Joe Floyd
 Gen., Comm. Manager Evans Nord
 Chief Engineer Lester Froke

KIHO—Sioux Falls—1948

Frequency: 1270 Kc. Power: 1000 Watts
 Owned By Sioux Empire Bcstg. Co.
 Address 113 No. Main
 Tel.: 4-7736 Independent
 Representative Gill-Perna
 President James Saunders
 Sta. Sales Prom. Mgr. Leroy Okerlund
 Program Director Don Birn
 Chief Eng. L. R. Sterkenburg

KISD—Sioux Falls—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KISD, Inc.
 Bus-Studio Address 3631 W. 12 St.
 Tel.: EDison 4-5571 KBS
 Station Representative Cooke
 Pres., Gen. Mgr. Verl Thompson
 Comm. Manager Vince Casey
 Program Director Bob Henderson
 Publicity Director Agnes Tuftte
 Chief Engineer John Vick

KSOO—Sioux Falls—1926

Freq.: 1140 Kc. Power: 10 Kw., d., 5 Kw., n.
 Owned By KSOO TV, Inc.
 Address 317 S. Phillips Ave.
 Tel.: Edison 4-5601 ABC
 Station Representative Avery-Knodel, Inc.
 President, Gen. Mgr. Morton H. Henkin
 Comm. Prom. Mgr. Orrin Melton
 Prog. Dir. Ray Loftness
 Chief Engineer Max E. Pierce

KWAT—Watertown—1940

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Midland Natl. Life Bcstg. Co.
 Business Address Box 827
 Tel.: Turner 6-8444 MBS-KBS
 Representative Gill-Perna
 President Lee V. Williams
 Gen., Sta., Comm. Mgr. Ross E. Case
 Program Director Gene Brantner
 Chief Engineer Francis Alwin

KWYR—Winner—1957

Frequency: 1260 Kc. Power: 5 Kw., d.
 Owned Midwest Radio Corp.
 Business Address Winner
 Tel.: 727 KBS
 Pres., Gen. Mgr. Al Clark
 Program Director Ben Viedt
 Chief Engineer Dave Dodd

KYNT—Yankton—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Yankton Bcstg. Co.
 Address N. Highway 81
 Tel.: North 5-7892 Independent
 Representative Bob Dore
 President William M. Smith
 General Station Mgr. William E. Johnson
 Commercial Manager Harold Happe
 Sales Promotion Manager D. Loecker
 Chief Engineer John C. Briggs

SOUTH DAKOTA-TENNESSEE

WNAX—Yankton—1922

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Peoples Bcstg.
 Bus.-Studio Address: WNAX Bldg.
 Tel.: NO 5-7442 CBS
 Representative: Katz

President: Herbert E. Evans
 V.P., General Mgr.: Donald D. Sullivan
 Resident Manager: Elmer Smith
 Commercial Manager: Nick Bolton
 Production Mgr.: Jack Vaughn
 Sales Prom. Mgr.: Ronald Peterson
 Chief Engineer: Clifton M. Todd

Pop.: 3,761,000
 Families: 1,122,000
 Radio Homes: 990,000

TENNESSEE

TV Homes: 881,000
 AM Stas. in State: 103
 TV Stas. in State: 14

WEAG—Alcoa—1957

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned By: Blount County Bcstg. Co.
 Address: P.O. Box 127
 Tel.: YUkon 3-0890 KBS
 Station Representative: Keystone
 Pres., Gen. Mgr.: Louis A. Chiles
 Commercial Manager: Herman Petre
 Program Dir.: Charles Pickel
 Chief Engineer: Richard Madison

Owned-Operated By: Middle Ga. Bcstrs.
 Address: Hotel Patten
 Tel.: AM 7-1128 MBS
 Station Rep.: Burn-Smith; Dora-Clayton
 Pres.: P. F. Furlow
 Gen., Comm. Mgr.: John Sanders
 Chief Engineer: George McMurtrie

WLAR—Athens—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Athens Bcstg. Co.
 Address: 148 N. Jackson St.
 Tel.: SHerwood 5-1314 MBS-KBS
 Newspaper Affil.: Daily Post-Athenian
 President: Dr. Helene Arterburn
 General, Comm. Mgr.: William P. Atkins
 Chief Engineer: Andrew Bates

WAPO—Chattanooga—1934

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: WAPO Bcstg. Service
 Business-Studio Address: New Read House
 Tel.: AM 6-6141 ABC
 Representative: Gill-Perna
 Pres.: Gordon Gambill
 Comm. Mgr.: Walter Stamper
 Chief Engineer: L. Reed

WOPI—Bristol—1929

Frequency: 1490 Kc. Power: 250 Watts
 Owned By: Pioneer Broadcasting Corp.
 Address: Easley-Wright Bldg., 310 State St.
 Tel.: South 4-5131 NBC
 Representative: Burn-Smith
 President: Donald W. Owen
 General, Sta. Mgr.: Bill B. Stone
 Commercial Mgr.: William B. Rowland
 Chief Engineer: Ben T. Givaudan

WDEF—Chattanooga—1941

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Oper. By: WDEF Bcstg. Co.
 Business Address: 3300 Broad St.
 Tel.: AM 7-3392 NBC
 Representative: Branham
 President: Carter M. Parham
 General Manager: Ken Flenniken

WFWL—Camden—1956

Frequency: 1220 Kc. Power: 250 Watts, d.
 Owned By: Camden Bcstg. Co.
 Address: P.O. Box 178
 Tel.: Ludlow 4-7570 Independent
 President: M. R. Freeland
 Gen. Mgr.: Irene Morgan

WDOO—Chattanooga—1925

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By: WDOO Bcstg. Corp.
 Address: Hamilton Natl. Bank Bldg.
 Tel.: AM 8-5117 CBS
 Sta. Representative: Jack Masla
 President: H. C. E. Johnson
 General Mgr.: H. F. Wehrmann
 Commercial Mgr.: B. J. Bush
 Program Dir.: E. Feagans
 Chief Engineer: C. Stokely

WHLP—Centerville—1955

Frequency: 1570 Kc. Power: 1000 Watts, d.
 Owned By: Trans-Air Bcstg. Corp.
 Address: Centerville
 Tel.: 3575 Independent
 Owner: S. J. Simon
 Chief Engineer: Jim Meadow

WDXB—Chattanooga—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: French, Inc.
 Address: Dome Bldg.
 Tel.: AM 6-1114 Independent
 Station Rep.: H-R Reps.
 Pres., Gen. Mgr.: Stephen C. French
 Commercial Manager: Luke Wilson
 Program Director: Bill Sanders
 Chief Engineer: Bill Robison

WAGC—Chattanooga—1946

Frequency: 1450 Kc. Power: 250 Watts

WMFS—Chattanooga—1951

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Leon S. Walton
 Address..... 835 McCallie Ave.
 Tel.: AM 6-4146..... Independent
 Representative..... Pearson
 President..... L. S. Walton
 Gen., Comm. Mgr..... Fred J. Webb
 Program Director..... Lorene Bell
 Chief Engineer..... Glenn Channells

WMCH—Church Hill—1954

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By..... Thales E. Wallace
 Address..... P. O. Box 148
 Tel.: EL 7-2601..... KBS
 President..... Thales E. Wallace
 Comm. Manager..... James M. Smith
 Chief Engineer..... R. Heath

WDXN—Clarksville—1954

Frequency: 540 Kc. Power: 250 Watts, d.
 Owned..... Clarksville Bcstg. Co., Inc.
 Address..... Bailey Bldg.
 Tel.: MI 5-2411..... Independent
 Representative..... Venard, Rintoul & McConnell
 President..... Aaron B. Robinson
 Gen. Manager..... J. M. Cecil
 Sta., Comm. Mgr..... W. H. Hamby
 Chief Engineer..... Don Moore

WJZM—Clarksville—1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Campbell & Sheftall
 Business-Studio Address..... 411 Madison St.
 Tel.: MI 5-6414..... KBS-MBS
 Representative..... Jack Masla
 Pres., Gen. Manager..... J. Parry Sheftall
 Sta. Mgr., Chief Eng..... John Bailey
 Program Director..... Gary Jones
 Publicity Director..... Neil Walker
 Commercial Manager..... Charles Malone
 Sls. Prom. Mgr..... John Berwind

WBAC—Cleveland—1945

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... WBAC, Inc.
 Business Address..... Radio Center, Central Ave.
 Tel.: GR 6-7593..... MBS
 Station Representative..... Ayers
 President..... Charles B. Britt
 Gen. Sta. Mgr..... Russell E. Othaus
 Program Director..... Paul Kirksey
 Chief Engineer..... William B. Stuart

WCLE—Cleveland—1957

Frequency: 1570 Kc. Power: 1 Kw., d.
 Owned..... Southeastern Entp.
 Address..... 33 Ocoee St.
 Tel.: GR 2-6511..... KBS
 President, General Mgr..... Carl Hoskins
 Station Manager..... William Stamps
 Commercial Manager..... Bland Seils

Sales Promotion Manager..... Coleman Crews
 Program Director..... Marcine Bendtsen
 Publicity Director..... Rose Patton
 Chief Engineer..... Robert Carr

WCRM—Columbia—1942

Frequency: 1340 Kc. Power: 250 Watts
 Owned..... Middle Tenn. Bcstg. Co., Inc.
 Address..... P. O. Box 71
 Tel.: EV 8-3636..... KBS
 Representative..... Walker-Rawalt
 Pres., Gen. Sta. Mgr..... R. M. McKay, Jr.
 Commercial Manager..... Mel Dugger
 Program Director..... Don Spain
 Chief Engineer..... Cameron McKay

WMCP—Columbia—1956

Frequency: 1280 Kc. Power: 1000 Watts
 Owned By..... Maury County Boosters Corp.
 Address..... 714 N. Main St.
 Tel.: Evengreen 8-3241..... Independent
 President..... James Dowling
 Gen. Sta. Mgr..... William J. Harris, Jr.
 Comm. Mgr. Ch. Eng..... J. W. Anderson

WHUB—Cookeville—1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... WHUB, Inc.
 Bus. Studio Address..... 315½ E. Spring
 Tel.: Jackson 6-2131..... CBS-KBS
 Pres., General Manager..... M. L. Medley
 Sta. Mgr..... Stacey Mott
 Chief Engineer..... Claude Haston

WKBL—Covington—1954

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Tipton Cty. Bcstrs.
 Business Address..... Roper Bldg.
 Tel.: GR 6-9635..... KBS
 Station Representative..... Beaver
 Pres., Gen. Mgr., Ch. Eng..... Bob Whiteley
 Comm., Sales Prom. Mgr..... Maurice Turnage
 Program Director..... Dave Stewart
 Publicity Director..... Mary Nelle Thomas
 Chief Engineer..... O. V. Poindexter

WZYX—Cowan—1957

Frequency: 1440 Kc. Power: 1 Kw., d.
 Owned By..... Guidon Bcstg. Co., Inc.
 Address..... Pearson Bldg.
 Tel.: West 2-7471..... Independent
 Pres., Gen. Mgr..... Roy Morris
 Vice Pres., Comm. Mgr..... Bill Claiborne
 Program Dir..... Dave Ralston
 Sales Prom. Mgr..... James Harper
 Chief Engineer..... William Simmons

WAEW—Crossville—1952

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By..... WAEW, Inc.
 Address..... P. O. Box 278
 Tel.: 333..... KBS
 President..... H. F. Lawson
 General Mgr..... J. V. Hamby

TENNESSEE

WDNT—Dayton—1957

Frequency: 1280 Kc. Power: 1 Kw., d.
Owned By Dayton Bcstg. Co.
Address Box 294
Tel.: 1540 KBS
Representative Roymer
President Norman A. Thomas
Gen. Sta. Mgr. Jack S. Pullin
Commercial Manager Vance A. Travis

WDKN—Dickson—1955

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By Dickson Cty Bcstg. Inc.
Address Box 71
Tel.: HI 6-2852 KBS
Pres., Gen., Sta. Mgr. W. Potts
Commercial Manager Warren G. Medley
Program Director William Phillips
Chief Engineer Leslie D. Filson

WDSG—Dyersburg—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned State Gazette Bcstg.
Business Address 208 N. Mill
Tel.: AT 5-1294 KBS
Gen., Sta. Mgr. Robert W. Ward
Sales Promotion Manager Jo Ann Ward

WTRO—Dyersburg—1957

Frequency: 1330 Kc. Power: 500 W., d.
Owned Southern Gen. Bcstg. Co.
Address Cordell Hull Hotel
Tel.: AT 5-4173 Independent
Gen. Mgr. Ch. Eng. John M. Latham

WBEJ—Elizabethton—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned WBEJ, Inc.
Business-Studio Address Box 829
Tel.: Lincoln 2-2184 Independent
Representative Dora-Clayton, Gill-Perna
Pres. R. W. Turrentine, Jr.
Gen., Sta. Mgr. William E. Hale
Comm. Mgr. James P. Austin
Chief Engineer L. R. Williams

WEMB—Erwin—1956

Frequency: 1420 Kc. Power: 5 Kw., d.
Owned Max M. Blakemore
Business Address Box 280
Tel.: 2-2011 KBS
General Manager Delbert Evans
Program Director Bruce Steinbicker
Chief Engineer Bill Livesay

WCPH—Etowah—1955

Frequency: 1220 Kc. Power: 1 Kw., d.
Owned-Oper. By Morgan Bcstg. Co.
Address 109 9th St.
Tel.: 3401 Independent

Representative Hil F. Best
President, Gen. Mgr. H. J. Morgan

WEKR—Fayetteville—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Fayetteville Bcstg. Co.
Address P. O. Box 1009
Tel.: HEmlock 3-3545 MBS-KBS
President John R. Crowder
General Manager James Porter Clark
Station, Commercial Manager Jim Tate
Program Director Randy Towry
Publicity Director Emmett Ferguson
Chief Engineer Ernest Tucker

WAGG—Franklin—1953

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By Williamson County Bcstg.
Business Address 1000 Mallory Road
Tel.: SWift 4-1594 KBS
Pres., Gen. Mgr. William R. Ornes
Sta. Mgr., Ch. Eng. Ellis F. Jones, Jr.

WHIN—Gallatin—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By Sumner County Bcstg. Co.
Address Box 811
Tel.: 1010 KBS
Gen. Mgr. Charles W. Brewer
Chief Engineer Lee Raines

WGRV—Greenville—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Radio Greenville, Inc.
Address P.O. Box 243
Tel.: 4147 Independent
Manager Paul Metcalfe

WHBT—Harriman—1947

Frequency: 1600 Kc. Power: 5 Kw.
Owned Folkways Bcstg. Co., Inc.
Address Devonia & Crescent
Tel.: 661 KBS
President Hank Snow
General, Station Mgr. Ken Crosthwait
Program Director Charles Phillips
Chief Engineer Lonnie Mullins

WIRJ—Humboldt—1949

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Gibson Co. Bcstg. Co., Inc.
Address 210 N. 22nd Ave.
Tel.: SU 4-1740 KBS
Newspaper Affil. Courier-Chronicle
President J. F. Warmath
Gen., Sta. Mr. Howard E. Byrum
Comm., Sls. Prom. Mgr. James Welch
Prog. Director Bill Carter
Chief Engineer Gerald Hicks

WDXI—Jackson—1947

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.

Owned-Operated By.....Dixie Bcstg. Co.
Address.....P.O. Box 391
Tel: 7-9611.....KBS
Representative..Venard, Rintoul & McConnell
Pres......Aaron B. Robinson
Gen. Mgr......Jack Cecil
Chief Engineer.....James Thomas

WJAK—Jackson—1954

Frequency: 1460 Kc....**Power:** 1000 Watts, d.
Owned-Oper. By....Jackson Broadcasting Co.
Address.....416 Poplar St.
Tel: 7-7436.....Independent
Representative.....Pearson
Pres......Dr. Alexander Leech
Gen. Mgr......Robert Blow
Comm. Mgr......Bill Winsett
Program Director.....Jim Dandy
Chief Engineer.....Henry S. Lesh

WTJS—Jackson—1931

Freq.: 1390 Kc..**Power:** 5000 Wts. d., 1000 n.
Owned-Oper. By....The Sun Publishing Co.
Business Address.....255 W. Lafayette St.
Tel: 7-3316.....ABC
Newspaper Affil......Jackson Sun
Representative.....Branham
V.P., Gen. Mgr......A. A. Stone
Station Manager.....Frank S. Proctor
Asst. Mgr......L. R. Brooks
Sales Promotion Mgr......Robert W. Emerson
Program Director.....Vince Tapler
Chief Engineer.....Jones Hale

WCLC—Jamestown—1957

Frequency: 1260 Kc.....**Power:** 1 Kw., d.
Owned.....Jamestown Bcstg. Co.
Address.....White Oak Road
Tel: TR 9-2825.....KBS
President.....R. Gene Cravens
Chief Engineer.....Andrew T. Mitchell

WETB—Johnson City—1947

Frequency: 790 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Press, Inc.
Business Address.....Box 927
Tel: 2993.....MBS
Newspaper Affli......Press-Chronicle
President.....Carl A. Jones
Gen. Sta. Mgr......Arthur Kelsey
Chief Engineer.....E. B. Jones

WJHL—Johnson City—1938

Frequency: 910 Kc..**Power:** 5 Kw., d., 1 Kw., n.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
Tel: WALnut 6-2151.....CBS
Representative.....John E. Pearson
Pres., Gen. Mgr......W. H. Lancaster, Jr.
Commercial Manager.....Ken Marsh
Sales Promotion Manager.....W. McDonald
Program Director.....Terry Sams
Chief Engineer.....William Hunter

WKIN—Kingsport—1951

Frequency: 1320 Kc.....**Power:** 5000 Watts, d.

Owned & Operated.....Bahakel Stations, Inc.
Address.....Market & Wexler Sts.
Tel: CI 6-8131.....Independent
Pres., Gen. Mgr......Cy N. Bahakel
Station Manager.....Les Tackett
Commercial, Sales Prom. Mgr......Dallas Broome
Program Director.....Christina Brooks
Chief Engineer.....Giles W. Brown

WKPT—Kingsport—1940

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Tel: CI 5-4161.....NBC
Representative.....Burn-Smith
President.....C. P. Edwards, Jr.
Sta. Manager.....Paul L. Overbay
Commercial Mgr......Phil Weaver
Program Dir......Martin Karant
Chief Engineer.....Harold Dougherty

WATE—Knoxville—1927

Frequency: 620 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....WATE, Inc.
Business-Studio Address....812 Gay St. S.W.
Tel: 4-4651.....NBC
Representative.....Avery-Knodel
V.P., Gen. Mgr......W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Chief Engineer.....Fred Andrews

WBIR—Knoxville—1941

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper. By....Radio Station WBIR, Inc.
Business-Studio Address....1513 Hutchison Ave.
Tel: 5-8101.....ABC
Station Representative.....Gill-Perna
President, Manager.....John P. Hart
Station, Comm. Mgr......Leon Ridings
Program Director.....W. R. Johnston
Publicity Dir., Sls. Prom. Mgr......Robert Wilson
Chief Engineer.....J. Rex Horton

WIVK—Knoxville—1952

Frequency: 860 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Dick Bcstg. Co.
Address.....319 N. Gay Street
Tel: 4-3693.....Independent
Station Representative.....Howard Clayton
President, General Mgr......James A. Dick
Commercial Manager.....W. P. Poole, Jr.
Sales Prom. Mgr., Pub. Dir......Dorothy L. Rice
Program Director.....Claude Tomlinson, Jr.
Chief Engineer.....Milton Jones

WKGN—Knoxville—1946

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....WKGN Inc.
Business Address....2200 W. Cumberland Ave.
Tel: 4-0766.....Independent
Station Rep......Bolling
Pres., Gen. Mgr......George P. Mooney
Sales Promotion Manager.....James P. Hess
Commercial Manager.....Robert Crenshaw
Program Publicity Director.....Marty Lucker
Chief Engineer.....Robert Goodman

TENNESSEE

WKXV—Knoxville—1953

Frequency: 900 Kc. Power: 1000 Watts, d.
Owner Knoxville Ra-Tel
Address P.O. Box 2269
Tel.: 4-9866 KBS-MBS
Sta. Representative Chas. Bernard
President, Gen. Mgr. B. L. Boring
Publicity Dir. Willie C. Day
Comm. Manager Marvin Thompson

WNOX—Knoxville—1921

Frequency: 990 Kc. Power: 10,000 Watts
Owned-Oper. By Scripps-Howard Radio, Inc.
Address 4400 Whittle Springs Rd. N. E.
Tel.: 3-3171 CBS
Newspaper Affiliation News Sentinel
Representative John Blair
President Jack R. Howard
Gen., Sta. Manager R. B. Westergaard
Publicity Director Gene Miller
Comm., Sales Prom. Mgr. O. L. Smith
Prog. Director C. A. McMahon
Chief Engineer Ray Evans

WEEN—Lafayette—1958

Frequency: 1460 Kc. Power: 1 Wt. d.
Owned By Lafayette Bcstg. Co.
Address P. O. Box 79, Livingston, Tenn.
President Marvin Leslie

WLAJ—LaFollette—1953

Frequency: 1450 Kc. Power: 250 Watts
Owner LaFollette Bcstg. Co.
Business Address Fleet Oil Bldg.
Tel.: 1060 KBS
President E. F. Wheeler
General Manager John H. Carr
Chief Engineer Phil Perdue

WDXE—Lawrenceburg—1951

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Lawrenceburg Bcstg. Co.
Bus. Address 120½ N. Military Ave.
Tel.: SO 2-4411 KBS
Sta. Rep. Venard, Rintoul, McConnell; Beaver
President Aaron B. Robinson
Gen., Sales Prom. Mgr. Ken Marston
Comm. Mgr. Bud Sawyer
Program Director Buddy Hall
Publicity Director Milton D. Griffen
Chief Engineer Phil Kemper

WCOR—Lebanon—1949

Frequency: 900 Kc. Power 500 Watts d.
Owned-Operated By Lebanon Bcstg. Co., Inc.
Address Trousdale Ferry Pike
Tel.: 1540 Independent
Pres., Sta. Mgr. Theo. F. Ezell, Jr.
Chief Engineer William Johnston

WLIL—Lenoir City—1950

Frequency: 730 Kc. Power: 1000 Watts d.

Owner WLIL, Inc.
Business Address Wilkerson Bldg.
Tel.: YU 6-7536 KBS
Pres., Gen., Sta. Mgr. Arthur Wilkerson
Chief Engineer Allen Brezceala

WJJM—Lewisburg—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Louis D. Lingner
Address East Hill, Box 20
Tel.: Elmwood 9-4511 MBS-KBS
Representative Hil F. Best
President, Gen. Mgr. Louis D. Lingner
Comm. Prom. Mgr. R. A. Davidson
Publicity Dir. Denny Walker
Prog. Dir. Barbara Matthews
Chief Engineer R. C. Wiley

WDXL—Lexington—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned By Lexington Bcstg. Service, Inc.
Address Broad & Church
Tel.: WO 8-3500 KBS
President Guy B. Amis
General, Station Manager Ben L. Enochs
Prog. Dir. Aubrey Booth
Publicity Director Gordon Vestal

WLIV—Livingston—1956

Frequency: 920 Kc. Power: 1 Kw. d.
Owned By Audio Bcasters
Address P. O. Box 131
Tel.: Talbot 3-4438 MBS
General Manager R. H. McCoin
Chief Engineer D. Norris

WMSR—Manchester—1957

Frequency: 1320 Kc. Power: 1 Kw., d.
Owned Manchester Bcstg. Co.
Address 611 McArthur St.
Tel.: PA 8-3526 KBS
Representative Best
Gen. Mgr. L. Murray Chumley
Commercial, Sales Prom. Mgr. Joe Hathcock
Chief Engineer Eugene Covington

WCMT—Martin—1957

Frequency: 1410 Kc. Power: 1 Kw.
Owned By J. T. & H. Sudbury
Address P. O. Box 483
Tel.: 460 Independent
President J. T. Sudbury
General Managers J. T. & H. Sudbury
Sta. Mgr. Ch. Eng. D. A. Drumm

WGAP—Maryville—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned By Aluminum Cities Bcstg. Co.
Business Address 316 Court St.
Tel.: YU 3-4310 Independent
Representative Hil F. Best
General Manager Frank H. Corbett
Commercial Manager Horace McGill

Program Director.....Ken Johnson
Chief Engineer.....Henry McDonald

WHDM—McKenzie—1954

Frequency: 1440 Kc.....Power: 500 Watts, d.
Owned.....Tri-County Bcastg. Co., Inc.
Address.....Hotel McKenzie
Tel.: EL 2-3371.....Independent
Station Rep.....Best
Pres., Gen. Mgr.....Earl S. Nolting
Sec'y-Treas.....Gladys Nolting
Station Manager.....Lance Beard
Comm. Manager.....E. S. Nolting
Program Director.....Gail Burns
Chief Engineer.....Martin Dill

WBMC—McMinnville—1955

Frequency: 960 Kc.....Power: 500 W., d.
Owned-Oper.....Cumberland Valley Bcastg. Co.
Address.....On the Square
Tel.: 2104.....Independent
President.....Dr. C. H. Cope
Gen., Sta. Mgr.....Chick Brown
Sales Promotion Manager.....James R. Eastman
Program Director.....Hal Durham
Chief Engineer.....Alvin Byars

WMMT—McMinnville—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Regional Broadcasting Corp.
Address.....Smithville Rd.
Tel.: 2223.....MBS-KBS
President.....William R. Vogel
General, Station Manager.....D. W. Martin
Program Director.....Richard K. Davis
Chief Engineer.....Hubert Beasley

WHEY—Millington—1957

Frequency: 1220 Kc.....Power: 250 Watts, d.
Owned By.....Latham & Whiteley, Jr.
Address.....4962 Navy Road
Tel.: Canal 3-3000.....Independent
Sta. Representative.....Hil F. Best
General, Sta. Mgr.....John M. Latham
Commercial Mgr.....Robert C. Whiteley, Jr.
Program Director.....George Klein
Sales Prom. Mgr.....Richard Whitmore
Publicity Dir.....Bill Hyder
Chief Engineer.....Bill Patrick

KWAM—Memphis—1946

Frequency: 990 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....KWEM, Inc.
Address.....64 Flicker
Tel.: FAirfax 3-2679.....KBS
Representative.....Bernard
President.....E. D. Rivers, Jr.
General, Station Manager.....Don Kern
Program Director.....Dave Hill
Chief Engineer.....Jerry Scanlon

WDIA—Memphis—1947

Freq.: 1070 Kc.....Power: 50 Kw. d., 5 Kw. n.
Owned By.....WDIA, Inc.

Business-Studio Address.....2074 Union Ave.
Tel.: BR 6-2703.....Independent
Representative.....Bolling
President.....Egmont Sonderling
V.P., Gen., Sta. Mgr.....E. R. "Bert" Ferguson
Commercial Manager.....Archie Grinalds
Sales Promotion Manager.....Frank Armstrong
Asst. Mgr., Prog. Dir.....David J. Mattis
Chief Engineer.....Henry N. Fones

WHBQ—Memphis—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....RKO General
Bus-Studio Address.....Hotel Chisca
Tel.: BRoadway 2-3441.....Independent
Station Representative.....Eastman
President.....Thomas F. O'Neil
General Manager.....Boone Nevin
Nat. Sales Mgr.....Paul H. Martin
Local Sales.....Jim Bedwell
Sales Promotion Manager.....Bea Armistead
Publicity, Program Director.....Hugh Frizzell
Chief Engineer.....Welton Roy

WHER—Memphis—1955

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcastg. Service
Address.....972 S. Third St.
Tel.: JA 5-6831.....Independent
Station Representative.....Dore
President.....Sam C. Phillips
Gen., Sta. Mgr.....William S. Decker, Jr.
Commercial Mgr., Prog. Dir.....William Trotter
Sales Promotion Manager.....Larry Breneman
Publicity Director.....Jeanne A. Botto
Chief Engineer.....Douglas Cousar

WHHM—Memphis—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cy Blumenthal Co.
Business-Studio Address.....930 Madison Ave.
Tel.: JA 7-4422.....ABC
President.....Cy Blumenthal
Gen., Sta. Mgr.....George Aubrey Crump
Program Director.....John Carr
Chief Engineer.....S. Hart

WLOK—Memphis—1956

Frequency: 1480 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WLOK, Inc.
Business Address.....Box 2693
Tel.: JAcKson 7-9565.....Independent
Station Representative.....Howard
Pres.....Jules Paglin
General Manager.....Stanley W. Ray, Jr.
Station Manager.....Robert Bartusch
Chief Engineer.....William Jones

WMC—Memphis—1923

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Business Address.....P.O. Box 8325
Tel.: B'way 2-0552.....NBC
News. Affil.....Memphis Pub. Co.
Representative.....John Blair
General Manager.....H. W. Slavick

TENNESSEE

Station Manager.....Stan Torgerson
Sales Mgr.....Ray Gill
Pub. Director.....Walter E. Frase
Chief Engineer.....E. C. Frase, Jr.

WMPS—Memphis—1924

Freq.: 680 Kc.....Power: 10 Kw. d.; 5 Kw. n.
Owned By.....Plough, Inc.
Address.....3022 Jackson Ave.
Tel.: GL 8-3361.....Independent
Representative.....Radio-TV Representatives
Pres.....Harold R. Krelstein
Gen., Sta. Mgr.....Charles T. DeVois
Commercial Manager.....Allan Avery
Prom. Mgr., Pub. Dir.....Dick McClary
Program Dir.....Don Stevens
Chief Engineer.....J. G. Deaderick

WREC—Memphis—1922

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
Representative.....Katz
Owner, General Manager.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Jack Michael
Chief Engineer.....Wilson Ramey

WKBJ—Milan—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned.....West Tennessee Bcstg. Co.
Address.....Milan Hotel
Tel.: MU 6-2481.....Independent
President.....Ben Ivey King
Gen., Station Mgr.....Jack Merrill
Sales Prom. Mgr.....W. G. Denney
Prog. Director.....Billy J. Haney
Chief Engineer.....Bill Markham

WCRK—Morristown—1947

Frequency: 1150 Kc.....1 Kw., d.; 500 W., n.
Owned-Oper. By.....Cherokee Bcstg. Corp.
Address.....P.O. Box 304
Tel.: JUniper 6-9101.....MBS
Representative.....Hal Holman
General Manager.....Howell Ashford
Chief Engineer.....J. A. Redden

WMTN—Morristown—1957

Frequency: 1300 Kc.....Power: 5 Kw., d.
Owned-Operated By.....E. Tenn. Bcstg. Corp.
Bus. Address.....Box 2146 Radio Center Sta.
Tel.: JU 6-7993.....Independent
Sta. Representative.....Continental
Pres., Ch. Eng.....George Guertin
General Manager.....Bill Holland
Program Director.....Jimmy Peoples

WGNS—Murfreesboro—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WGNS, Inc.
Address.....P.O. Box 456
Tel.: TW 3-5373.....MBS-KBS

President, Gen. Mgr.....Cecil Elrod, Jr.
Chief Engineer.....William Montgomery

WMTS—Murfreesboro—1953

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Arthur D. Smith, Jr.
Address.....112 N. W. Broad St.
Tel.: TW 3-6611.....Independent
Sta. Representative.....Hil F. Best
Gen., Sta. Mgr.....Virgil Trimm
Commercial Mgr.....Neil Lancaster
Program Dir.....John Hood
Sales Prom. Mgr.....Lewis Penuel
Publicity Dir.....Mabel Brock
Chief Engineer.....Alfred W. Parsons

WENO—Nashville—1957

Frequency: 1430 Kc.....Power: 5 Kw., d.
Owned.....Central Bcstg. Corp.
Address.....Box 5236
Tel.: TW 5-5401.....Independent
President.....H. C. Young, Jr.
Station Mgr.....Jerry Glaser
Commercial Mgr.....Harry Sullivan
Program Director.....Wallie Beecham
Chief Engineer.....Walter Duke

WKDA—Nashville—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....WKDA Broadcasting Co., Inc.
Address.....Fourth & Union Sts.
Tel.: AL 4-0511.....Independent
Sta. Representative.....Bernard Howard
President, Gen. Mgr.....Jack S. Stapp
Prog. Director.....Charles F. Walker
Sales Prom. Mgr.....Carl A. Babb
Publicity Director.....Roger Schutt
Chief Engineer.....W. M. Highfill

WLAC—Nashville—1926

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned. Life & Casualty Insurance Co., Tenn.
Bus-Studio Address.....161 4th Ave. N.
Tel.: AL 6-0161.....CBS
Representative.....Katz
V. P., Gen. Mgr.....F. C. Sowell
Commercial Manager.....E. G. Blackman
Sales Prom. Mgr., Pub. Dir.....Thrace Warren
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK—Nashville—1947

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....WCMI Radio
Address.....Church & 4th St.
Tel.: AL 4-3411.....Independent
Station Rep.....Broadcast Time Sales
President.....Howard D. Steere
Station Mgr.....Roland C. Wolfe, Jr.
Program Dir.....James Kent
Sales Prom. Mgr.....Mrs. Victor Waite
Chief Eng.....Homer Cole

WNAH—Nashville—1949

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Hermitage Bcstg. Corp.
 Address..... James Robertson Hotel
 Tel.: AL 4-7611..... MBS-KBS
 Station Representative..... Best
 Pres., Gen. Mgr..... Van T. Irwin, Jr.
 Comm. Manager..... Herman Rippy
 Executive Director..... Goldie G. Irwin
 Program Director..... Jim Williams
 Chief Engineer..... Howard Woodard

WSIX—Nashville—1927

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By..... WSIX, Inc.
 Address..... Nashville Trust Building
 Tel.: AL 5-5431..... ABC
 Station Representative..... Woodward
 President..... Louis R. Draughon
 Sta. Gen. Mgr..... E. S. Tanner
 Comm Mgr..... Clarence L. Waggoner
 Assistant Radio Manager..... Charles Caldwell
 Program Director..... Ed Shepard
 Publicity Director..... Bill Jones
 Chief Engineer..... Charles R. Duke

WSM—Nashville—1925

Frequency: 650 Kc. Power: 50,000 Watts
 Owned By..... Natl. Life & Accident Ins. Co.
 Business Address..... 301 7th Ave., N.
 Tel.: AL 4-5656..... NBC
 Representative..... John Blair
 President..... John H. DeWitt, Jr.
 General Station Manager..... Bob Cooper
 Sales Promotion Manager..... M.s. Trudy Stamper
 Program Director..... Ott Devine
 Chief Engineer..... Carl Jenkins

WVOL—Nashville—1951

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned..... Rounsaville of Nashville
 Address..... 1320 Brick Church Pike
 Tel.: CAnal 8-3421..... Independent
 Representative..... Pederson
 Pres., Gen. Mgr..... Robert W. Rounsaville
 V.P., Nat. Sales Mgr..... Harold F. Walker
 Sta. Mgr., Pub. Dir..... Carter S. Jones
 Program Director..... Morgan Babb
 Chief Engineer..... Wayne B. Robinson

WLIK—Newport—1954

Frequency: 1270 Kc. Power: 5 Kw., d.
 Owned..... WLIK, Inc.
 Address..... P. O. Box 270
 Tel.: 3095..... KBS
 President, Gen. Mgr..... Arthur Wilkerson

WATO—Oak Ridge—1948

Frequency: 1290 Kc. Power: 1 Kw. d. 500 W. n.
 Owned-Operated By..... Radio-Active Bcstg., Inc.
 Address..... 253 E. Main St.
 Tel.: 5-3535..... MBS
 Representative..... Bob Dore
 Pres. Gen. Mgr..... Samuel P. Thrower

Comm. Manager..... Leonard M. McCoig
 Program Director..... Bob Yongue III
 Chief Engineer..... Paul E. Lewis

WTPR—Paris—1947

Frequency: 710 Kc. Power: 250 Watts d.
 Owner..... Paris Bcstg. Co.
 Address..... No. Poplar St.
 Tel.: 1700..... KBS
 Representative..... Venard, Rintoul & McConnell
 President, Gen. Mgr..... A. B. Robinson
 Sta. Mgr..... Joe P. Van Dyke
 Commercial Manager..... John W. Lashee
 Program Dir..... Verne A. Brooks
 Chief Engineer..... Don Somerville

WKSR—Pulaski—1947

Frequency: 1420 Kc. Power: 1000 Watts
 Owned By..... John R. Stephens
 Address..... South First St.
 Tel.: EMerson 3-2505..... ABC
 Sta. Representative..... Thomas F. Clarke
 Pres., Gen., Sta. Mgr..... John R. Stephens
 Commercial Manager..... Mrs. Alene Cane
 Sales Prom. Mgr..... Norris Hammond
 Program Director..... George Martin
 Publicity Director..... Alma Myers
 Chief Engineer..... N. G. Morgan

WTRB—Ripley—1954

Frequency: 1570 Kc. Power: 250 Watts
 Owned..... W. Tenn. Bcstg. Co.
 Address..... 113 E. Washington St.
 Tel.: 1060..... KBS
 Gen. Mgr..... John Stewart
 Chief Engr..... Don Paris

WRKH—Rockwood—1957

Frequency: 580 Kc. Power: 1000 W., d.
 Owned..... Roane Bcstg. Co.
 Address..... P. O. Box 239
 Tel.: Elmwood 4-0911..... Independent
 President..... Herman Spivey
 Gen., Sta. Mgr..... Willard W. Wilson
 Prog. Dir..... Hugh I. Allen
 Publicity Dir..... Mary D. Stahl
 Chief Engineer..... J. R. Blair

WRGS—Rogersville—1954

Frequency: 1370 Kc. Power: 1000 Watts, d.
 Owned-Oper. By..... Rogersville Bcstg. Co.
 Address..... Burem Road
 Tel.: 6491..... Independent
 Rep..... Hil F. Best
 President..... John E. Beal
 Gen. Sta. Mgr..... George B. Beal
 Sales Prom. Mgr..... Harry M. Beal
 Program Director..... Janelle D. Beal
 Chief Engineer..... Fred A. Berry

WORM—Savannah—1956

Frequency: 1010 Kc. Power: 250 W., d.
 Owned..... Savannah Bcstg. Service, Inc.
 Business Address..... Cravens Landing Rd.

TENNESSEE-TEXAS

Tel.: 4981KBS
Station Representative.....Beaver
V.P., Gen. Mgr.....Neal B. Bunn
Commercial Manager.....Bill Schaaf
Sales Promotion Manager.....Al Richter
Program Director.....Hal Harris
Chief Engineer.....Wesley Jackson

WSEV—Sevierville—1955

Frequency: 930 Kc.....Power: 5 Kw., d.
Owned-Oper. By..Smoky Mountain Bcstg. Co.
Business Address.....Middle Creek Rd.
Tel.: 2844Independent
President.....Norman Burchfiel
General Manager.....Hugh E. Trotter
Publicity Director.....Mary Sue Poe
Chief Engineer.....A. T. Henderson

WHAL—Shelbyville—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Address.....P. O. Box 241
Tel.: Murry 4-1400.....Independent
V.P., Gen. Mgr.....Charles Christian

WEPG—So. Pittsburgh—1954

Frequency: 910 Kc.....Power: 500 Watts, d.
Owned By.....Eaton P. Govan, Jr.
Address.....Box 8
Tel.: TE 7-6185.....KBS
General Comm. Mgr.....Eaton P. Govan, Jr.
Program Dir.....Vinette B. Govan
Chief Engineer.....William H. Dunn

WSMT—Sparta—1953

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sparta Bcstg. Co. Inc.
Business Address.....Box 390
Tel.: 3751.....MBS
Station Representative.....Best
President.....Sam J. Albritton
Gen., Sta. Mgr.....Martha L. Albritton
Comm., Sales Prom. Mgr.....Van L. Slack
Program Director.....Ivory O. Hillis

Publicity Director.....William T. Passons
Chief Engineer.....Gordon L. Moore

WDBL—Springfield—1950

Frequency: 1590 Kc...Power: 1000 Watts, d.
Owned-Oper. By...Springfield Bcstg. Co., Inc.
Address.....P. O. Box 464
Tel.: EV 4-5541.....KBS
President, General Manager.....W. N. Locke
Commercial, Sales Prom. Mgr.....Bill Gray
Program Director.....Joe Webb
Chief Engineer.....Jim Johnson

WDEH—Sweetwater—1955

Frequency: 800 Kc.....Power: 1 Kw., d.
Owned By.....William M. Bryan
Address.....P.O. Box 182
Tel.: 5025.....Independent
Pres., Gen. Mgr., Ch. Eng.....W. M. Bryan

WJIG—Tullahoma—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Tullahoma
Business Address.....P.O. Box 1417
Tel.: GL 5-2607.....Independent
Gen. Comm. Mgr.....Henry Beam

WENK—Union City—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Business Address.....W-E-N-K Bldg.
Tel.: TUrner 5-1240.....KBS
Station Rep.....Venard, Rintoul, McConnell
President.....Aaron B. Robinson
Gen., Sta. Mgr.....E. B. Fritts
Chief Engineer.....Charles Holland

WCDT—Winchester—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned...Franklin County Radio & Bcstg. Co.
Address.....P. O. Box 1103
Tel.: WO 7-2201.....KBS
General Mgr.....Len M. Dawson
Chief Engineer.....E. C. Grover

Pop.: 9,710,000

Families: 2,800,000

Radio Homes: 2,759,000

TEXAS

TV Homes: 2,239,000

AM Stas. in State: 238

TV Stas. in State: 43

KNIT—Abilene—1957

Frequency: 1280 Kc.....Power: 500 W.
Owned.....Key City Bcstrs.
Address.....Windsor Hotel
Tel.: OR 4-7211.....Independent
Representative.....Pearson
Pres. Gen. Mgr.....Howard Barrett
Station Manager.....Bro MIngus
Comm. Sales Prom. Mgr.....Forest Lane
Program Director.....Virgil Terry
Chief Engineer.....John E. Turner

KRBC—Abilene—1936

Freq.: 1470 Kc.....Power: 5Kw. d., 1 Kw. n.
Owned-Oper. By.....Abilene Radio & TV Co.
Business Address.....P.O. Box 178
Tel.: OWen 2-4242.....ABC
Representative.....Paul H. Raymer
President, Gen. Mgr.....Dale Ackers
Sta., Comm. Mgr.....Bill Fox
Program Prom. Mgr.....Ken Knox
Chief Engineer.....Herman Ridgway

KWKC—Abilene—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Citizens Bcstg. Co.
 Bus. Studio Address 2500 Butternut
 Tel.: OR 3-2545. MBS
 Rep. Venard, Rintoul & McConnell, Melville
 General Manager A. C. Etter

KOPY—Alice—1947

Frequency: 1070 Kc. Power: 1000 Watts
 Owned By Leon S. Walton
 Business Address 65 N. Johnson St.
 Tel.: MO 4-4324. Independent
 Representative Howard
 Pres. Gen. Mgr. Leon S. Walton
 Chief Engineer W. Hillburn

KVLF—Alpine—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Big Bend Bcstrs.
 Business Address Box 779
 Tel.: TE 7-2144. KBS-NBC
 Pres., Gen., Sta. Mgr. Gene Hendryx
 Program Director Phil Wayne
 Commercial Manager Goldie Anderson
 Chief Engineer Sherman Newsom

KAMQ—Amarillo—1947

Frequency: 1010 Kc. Power: 5 Kw. d., 500 W. n.
 Owned KAMQ Bcstg. Ltd.
 Address 1301 Polk Street
 Tel.: DR 26543. Independent
 General Manager Robert Houck
 Chief Engineer Richard Hedgecock

KFDA—Amarillo—1933

Frequency: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Lone Star Bcstg. Corp.
 Bus. Studio Address 3500 Tee Anchor Blvd.
 Tel.: DR 4-1637. ABC
 Representative Raymer
 President Charlie Jordan
 Gen. Manager Bob Zellermayer
 Prog. Dir. Bill Rogers
 Publicity Director Garry Mack
 Chief Engineer Bill Denney

KGNC—Amarillo—1922

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Oper. By Plains Radio Bcstg. Co.
 Address 2000 N. Polk St.
 Tel.: Evergreen 3-3321. NBC
 Newspaper Affil. Globe-News
 Representative Katz
 President B. E. Walker
 General Manager Jack D. Liston
 Commercial Manager William Dunn
 Sta. Mgr., Prog. Dir. Bill Lane
 Publicity Dir., Sls. Prom. Mgr. John Banasik
 Chief Engineer W. H. Torrey

KIXZ—Amarillo—1922

Frequency: 940 Kc. Power: 500 Watts
 Owned By Radio KIXZ, Inc.
 Address 112 W. 5th Ave.

Tel.: DR 6-5654. Independent
 Sta. Representative Bolling
 President Giles F. Miller
 Vice President Jay J. G. Schatz
 General Mgr. Edd L. Routt
 Program Dir. Joe Ramay
 Chief Engineer Eugene Fennimore

KRAY—Amarillo—1955

Frequency: 1360 Kc. Power: 500 W.
 Owned-Operated By R. D. Hollingsworth
 Address 233 Paramount Bldg.
 Tel.: DR 4-5235. Independent
 Representative Grant
 President, Gen. Mgr. R. D. Hollingsworth
 Comm. Mgr. John I. Mannix

KZIP—Amarillo—1955

Frequency: 1310 Kc. Power: 1 Kw.
 Owned-Oper. By Pamhandle Bcstg. Co.
 Address 808 Charlotte St.
 Tel.: DR 4-3796. Independent
 Representative Pearson
 President, Gen. Mgr. Ray Winkler
 Station Manager Ernie Thrasher
 Commercial Manager Frank Benites
 Sales Prom. Mgr. Bill McLaughlin
 Program Director Bob Jackson
 Publicity Director Jean Costly
 Chief Engineer Tom Atkins

KACT—Andrews—1955

Frequency: 1360 Kc. Power: 1 Kw., d.
 Owned-Oper. By Clint Formby
 Address P. O. Box 638
 Tel.: LA 3-2845. Independent
 Owner Clint Formby

KBUD—Athens—1948

Frequency: 1410 Kc. Power: 1 Kw., d.
 Owned Henderson Cty. Bcstg. Co.
 Address Box 309
 Tel.: 2277. KBS
 Gen. Mgr., Chief Eng. J. B. McNutt, Jr.

KALT—Atlanta—1950

Frequency: 900 Kc. Power: 1000 Watts
 Owned-Oper. By Ark-La-Tex Bcstg. Co.
 Address Box 289
 Tel.: SWitt 6-2817. KBS
 Representative Hil F. Best
 President Herman H. Wommack, Jr.
 Gen., Sta. Mgr., Chief Eng. David A. Wommack
 Commercial Manager A. N. Dowd
 Program Director George D. Wommack

KASE—Austin—1959

Frequency: 970 Kc. Power: 1 Kw., d.
 Owned-Operated By Austin Radio Co.
 Address 303 Brazos
 Tel.: Greenwood 6-4341. Independent
 President, General Mgr. J. A. Newborn, Jr.
 Program Director Charles L. Hardin
 Chief Engineer Wendell E. Hearne

KNOW—Austin—1927

Frequency: 1490 Kc. Power: 250 Watts
 Owned Pioneer Bcstg. Co.
 Address 520 Capital Nat. Bank Bldg.
 Tel.: GR 2-6213 ABC
 Station Rep. Pearson
 President Wendell Mayes
 Gen., Sta. Mgr. Louis R. Cook
 Commercial Mgr. M. H. Coleman
 Program Dir. Victor F. Robertson, Jr.
 Chief Engineer Willis Morter

KTBC—Austin—1939

Freq.: 590 Kc. Power: 5000 W. d., 1000 W. n.
 Owned-Oper. By The LBJ Company
 Address P.O. Box 1155
 Tel.: GR 2-2424 CBS
 Representative Raymer
 Pres., Gen. Mgr. J. C. Kellam
 Administrative Asst. Elmo Brown
 Vice President Warren Woodward
 Commercial Mgr. O. P. Bobbitt
 Program Dir. Jim Morriss
 Program Mgr. Cactus Pryor
 Chief Engineer Ben Hearsh

KOKE—Austin—1947

Frequency 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio KOKE Inc.
 Address 1211 E. 6th St.
 Tel.: GR 6-6973 Independent
 Representative Bolling
 President Giles E. Miller
 Exec. V.P., Gen. Mgr. Joe Roddy, Jr.
 V.P. Jay J. G. Schatz
 Program Director Dick Laine
 Chief Engineer Buck C. Brown

KVET—Austin—1946

Frequency: 1300 Kc. Power: 1 Kw.
 Owned Austin Bcstg. Corp.
 Address 113 West 8th St.
 Tel.: GR 8-8521 MBS
 Sta. Reps. Venard, Rintoul, McCon'l; C. Brown
 Pres., Gen., Sta. Mgr. Willard Deason
 Commercial Mgr. H. W. Dunlop
 Nat. Reg. Sales Dave Smith
 Chief Engineer Willis Morter

KRUN—Ballinger—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Central West Bcstg.
 Address Box 351
 Tel.: 3151 KBS
 Sta. Representative Melville
 President M. M. Rochester
 General, Sta. Mgr. R. F. McGarvey
 Program Dir. W. E. Bogges
 Publicity Dir. V. D. Smith
 Chief Engineer Frank Jones

KIOX—Bay City—1947

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By Bay City Bcstg. Co.

Business Address Box 131
 Tel.: CI 5-4642 MBS
 President J. G. Long
 Gen., Station Manager Harry L. Becker
 Chief Eng. Robert H. Hemphill

KWBA—Baytown—1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Bayshore Bcstg. Co.
 Business Address 4638 Decker Drive
 Tel.: Logan 6-5531 KBS
 President, Gen. Mgr. Bob H. Walker
 V.P., Sls Prom. Mgr. Jay Walker
 Commercial Manager Clyde Chesser
 Program Director Bob Ballard
 Publicity Director Thelma Fitzwater
 Chief Engineer O. J. Cunningham, Jr.

KFDM—Beaumont—1924

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Beaumont Bcstg. Corp.
 Address 1420 Calder Ave.
 Tel.: TE 8-4731 ABC
 Representative Peters, Griffin, Woodward, Inc.
 President D. A. Cannon
 General Manager C. B. Locke
 Station, Comm. Mgr. Ed E. Carroll
 Program Director Dick McAdoo
 Publicity Director H. F. Caldwell
 Chief Eng. Harold W. Bartlett

KJET—Beaumont—1947

Frequency: 1380 Kc. Power: 1 Kw., d.
 Owned Golden Triangle Bcstg.
 Address P. O. Box 2673
 Tel.: Terminal 2-0201 Independent
 Station Rep. For Joe
 V. P., Gen., Comm. Mgr. Walter L. Rubens
 Chief Engineer W. A. Carr

KRIC—Beaumont—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Enterprise Co.
 Bus. Studio-Trans. Address 3130 Blanchette
 Tel.: TE 3-9421 Independent
 Newspaper Affiliation "Enterprise", "Journal"
 Representative Branham
 President E. C. Davis
 General Manager Frank Dusenbury
 Chief Engineer Jack Easterwood

KTRM—Beaumont—1947

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By KTRM, Inc.
 Business-Studio Address 4385 Crow Rd.
 Tel.: TW 2-4990 Independent
 Rep. Clarke, Brown, O'Connell, Reilly
 President Jack Neil
 Sta., Comm. Manager Roy D. Shotts
 Sales Prom. Mgr. Bonnie Cornwell
 Program, Pub. Dir. Jerry Boynton
 Chief Engineer Ben Hughes

KIBL—Beeville—1949

Frequency: 1490 Kc. Power: 250 Wts.
 Owned-Oper. By Bee Bdcstg. Co.
 Address P. O. Box 650
 Tel.: FL 8-2197 Independent
 President John D. Rossi
 Station, Prom. Mgr. James M. Goodman
 Program Director William S. Bennett
 Publicity Dir. J. Bruce Hathaway
 Chief Engineer H. E. Bertram

KBLT—Big Lake—1958

Frequency: 1290 Kc. Power: 1 Kw.
 Owned By Pe-main Basin Bcstrs.
 Business Address 1st and Florida Sts.
 Tel.: 129 KBS
 Station Representative Continental
 Gen. Mgr., Ch. Eng. Don Renault

KBST—Big Spring—1936

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Affiliated Newspapers
 Address P. O. Box 1632
 Tel.: Amherst 4-6931 ABC
 Representative Pearson
 President R. W. Whipkey
 General Mgr. H. Boots, Jr.
 Comm. Mgr. R. V. Roger
 Chief Engineer J. K. Connally

KBYG—Big Spring—1949

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By Maples-McAlister Bcstg. Co.
 Address P.O. Box 1366
 Tel.: AM 4-4326 KBS
 Rep. Hil F. Best
 Partners Grady F. Maples, R. B. McAlister
 Gen. Comm. Mgr. Jim Richardson
 Chief Engineer Marvin Williams

KHEM—Big Spring—1956

Frequency: 1270 Kc. Power: 1 Kw., d.
 Owned By Cobra Bcstg. Co.
 Address Box 750
 Tel.: AM 4-2523 Independent
 General Sta. Manager Bob Bradbury
 Commercial Manager Bill Birrell
 Program Director Peggy Long
 Chief Engineer Ace Ball

KFYN—Bonham—1948

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Oper. Charles L. & Jessie Mae Cain
 Bus.Studio Address 903 E. Fourth St.
 Tel.: JU 3-3151 KBS
 President, Gen. Mgr. Charles Cain

KBBB—Borger—1957

Frequency: 1600 Kc. Power: 500 Watts, d.
 Owned By Robert M. & D. D. Watson
 Address Box 1478
 Tel.: Broadway 3-7575 KBS
 Representative Pearson

Presidents Robert M. & Dixie Dice Watson
 General Station Manager Ford Robertson
 Chief Engineer Cecil Temple

KHUZ—Borger—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KHUZ, Inc.
 Business Address 1431 Clayton St.
 Tel.: BR 3-3744 MBS
 President R. G. Hughes
 Chief Engineer Bostick Wester

KNEL—Brady—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Brady Broadcasters, Inc.
 Business-Studio Address 509 So. Bridge
 Tel.: LY 7-2616 KBS
 President W. J. Harpole
 General Mgr. Ed. Williams
 Program Dir. Joe McMurry
 Publicity Dir. Ken Harvison
 Sales Prom., Ch. Eng. John Young

KSTB—Breckenridge—1947

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Hugh M. McBeath
 Business-Studio Address Miller Bldg.
 Tel.: HI 9-3331 KBS
 Station Rep. Best
 Gen., Station Mgr. Hugh M. McBeath
 Prog. Dir. Vern Maroney

KWHI—Brenham—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tom S. Whitehead
 Address Box 730
 Tel.: GR 6-3655 KBS
 Newspaper Affiliation Banner Press
 General Manager Tom S. Whitehead
 Comm. Mgr. J. C. Price
 Program Director Jackie Priggs
 Chief Engineer L. R. Schlottman

KTFY—Brownfield—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By Terry Cty. Bdcstg. Co.
 Address Drawer 1032
 Tel.: 2111 Independent
 Representative Hil F. Best
 Pres., Sta., Gen., Comm. Mgr. Mike A. Barrett
 Assistant Manager E. Crawford Taylor
 Chief Engineer C. McAdams

KBOR—Brownsville—1948

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By Brownsville Bcstg. Co.
 Address Box 472
 Tel.: LI 2-5677 ABC
 Representative Best
 Pres., Gen., Sta. Mgr. M. J. Wilson
 Commercial Manager Vance C. Wilson
 Sales Prom. Mgr., Pub. Dir. Bobby Reeder
 Prog. Dir. Lula Ward
 Chief Engineer Willis A. Wilson

TEXAS

KBWD—Brownwood—1941

Freq.: 1380 Kc. Power: 1 Kw., d.; 500 W., n.
Owned-Oper. By.....Brown County Bcstg. Co.
Address.....P.O. Box 513
Tel.: MI 5-2401.....MBS
Sta. Reps.....Holman; Eastman
Pres., Gen. Manager.....Wendell Mayes
Comm. Prom. Mgr.....J. Fred Perry
Sta. Mgr. Prog. Dir.....Bill Jamar
Publicity Director.....Barbara Taylor
Chief Engineer.....Richard Nix

KEAN—Brownwood—1953

Frequency: 1240 Kc. Power: 100 Watts
Owned By.....KEAN Radio Corp.
Address.....2220 Fisk Ave.
Tel.: 4372.....Independent
Representative.....Best
President.....J. H. Childs
Manager.....Eddy Farren

KORA—Bryan—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus. Studio Address.....310 E. 25th St.
Tel.: TA 3-1240.....MBS
Station Rep.....Best
President, Gen. Mgr.....David G. Haines
Sales Promotion Mgr.....Roy Greer
Program, Publicity Dir.....Bill Guthrie
Chief Engineer.....David C. Jones, Jr.

WTAW—Bryan—1922

Frequency: 1150 Kc. Power: 1000 Watts d.

Owned-Oper. By.....WTAW Bcstg.
Bus. Studio Address.....3703 S. College Ave.
Tel.: VI 6-7788.....KBS
President.....R. E. Lee Glasgow
Gen. Mgr., Ch. Eng.....J. K. Lane

KMIL—Cameron—1955

Frequency: 1330 Kc. Power: 500 W., d.
Owned.....Caperton & Smitherman
Address.....Box 832
Tel.: 456.....Independent
Partners.....N. L. Caperton, W. E. Smitherman
Sta. Mgr.....Esther Belle White

KBEN—Carrizo Springs—1955

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Walter and Roy Herbert
Address.....104 S. 4th St.
Tel.: TR 6-2210.....KBS
General Manager.....Walter Herbert

KGAS—Carthage—1955

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned.....Carthage B'casting
Address.....Box 955
Tel.: OXford 3-6668.....KBS
Station Representative.....Hopewell
General, Station Manager.....Bev E. Brown
Program Dir., Chief Eng.....Frank D. Battles

KDET—Center—1949

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By.....Center Bcstg. Co., Inc.
Address.....205 Austin St.
Tel.: LY 8-3305.....Independent
Representative.....Clarke Brown
Gen. Mgr.....Tom E. Foster
Commercial Mgr.....Jack Bell
Program Dir.....Jack McLendon
Chief Engineer.....Morris Stagner

KCTX—Childress—1947

Frequency: 1510 Kc. Power: 250 Watts d.
Owned By.....Goldenwest Bcstg. Co., Inc.
Address.....200 N. Main St.
Tel.: WE 7-2563.....Independent
Representative.....Hil F. Best
President.....R. Malone Hagan
Gen. Comm. Mgr.....George Morey

KCAR—Clarksville—1955

Frequency: 1350 Kc. Power: 500 Watts d.
Owned-Operated By.....KCAR, Inc.
Address.....Box 609
Tel.: 58.....KBS
Representative.....Best
President.....Maurice Wooley
Gen., Sta. Mgr.....Paul H. Daniels
Prog., Pub. Dir.....Robert Sharp

KCLE—Cleburne—1947

Frequency: 1120 Kc. Power: 250 Watts d.

**SUPPORT
YOUR LOCAL
CHARITIES**

Owned-Oper. By.....**Marti, Inc.**
Address.....**919 N. Main**
Tel.: Milton 5-6643.....**Independent**
Representative.....**Hil F. Best**
Pres., Gen. Mgr., Ch. Eng....**George W. Marti**
Commercial Mgr......**John Marti**
Sales Prom. Mgr......**Frank H. Hardgrove**
Program Director.....**Don Harris**

KVLB—Cleveland—1954

Frequency: 1410 Kc.....**Power: 500 Watts**
Owned-Oper. By.....**Howard Bailes**
Address.....**Box 487**
Tel.: Lyric 2-3535.....**Independent**
General Manager.....**H. C. Bailes**

KSTA—Coleman—1947

Frequency: 1000 Kc.....**Power: 250 Watts d.**
Owned-Oper. By.....**Coleman County Bcstg. Co.**
Business Address.....**Box 432**
Tel.: 8406.....**KBS**
Representative.....**Melville**
Manager.....**Floyd Shelton**
Comm. Manager.....**Paul Johnson**
Chief Engineer.....**J. D. Larson**

KVMC—Colorado City—1950

Frequency: 1320 Kc.....**Power: 1000 Watts d.**
Owned.....**Colo. City Bcstg. Co.**
Address.....**Box 990**

Tel.: RAndolph 8-3320.....**KBS**
Representative.....**Best; Melville**
General Manager.....**Eldon Mahon**
Prog. Dir......**Drew Ballard**
Sta. Mgr., Chief Eng......**P. A. Richardson**

KMCO—Conroe—1951

Frequency: 900 Kc.....**Power: 500 Watts d.**
Owned.....**Montgomery County Bcstg. Co.**
Address.....**324½ N. Main**
Tel.: PL 6-4466.....**Independent**
President.....**Reagan Smith**
Gen., Sta., Comm., Mgr......**David L. Oglesby**

KATR—Corpus Christi—1944

Frequency: 1030 Kc.....**Power: 50 Kw. d.**
Owned.....**Broadcasters, Inc.**
Address.....**Box 898**
Tel.: TU 4-5258.....**MBS**
Representative.....**Weed**
Pres......**Glenn E. Alexander**
General Mgr......**W. L. Lightfoot**
Chief Engineer.....**Paul Waller**

KCCT—Corpus Christi—1954

Frequency: 1150 Kc.....**Power: 1,000 Watts d.**
Owned & Oper. By.....**International Radio Co.**
Address.....**403 South Staples**
Tel.: TU 4-2321.....**Independent**
Sta. Reps......**NTS; Oakes**
President.....**C. V. Guzman**

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 WHY SETTLE FOR LESS?**

OF COURSE — — —

the Best Is the Associated Press.



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From *pianissimo* to resounding *crescendo*, every movement of the hands reflects a quality touch possessed by the maestro. Experience, dedication, desire — these are the elements which help to achieve such eminence. They are the same ingredients which make possible the quality touch found today in better radio and television station operations.

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RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

General, Sta. Mgr.....Arthur Thomas
 Program Dir.....Rafael A. Palatox
 Chief Engineer.....Eliseo Reyes

KEYS—Corpus Christi—1941

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Nueces Bcstg. Co.
 Address.....P. O. Box 1460
 Tel.: TU 2-7411.....Independent
 General Manager.....E. C. Hughes
 Chief Engineer.....Harold Griffith

KRYS—Corpus Christi—1927

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By...South Texas Broadcasting
 Address.....4102 S. Staples
 Tel.: UL 2-7341.....Independent
 Representative. Peters, Griffin, Woodward, Inc.
 Gen. Mgr.....A. C. Lloyd, Jr.
 Station Mgr.....Harry H. Hayes
 Program Director.....Gordon Clark
 Publicity Dir.....Mary Ann Handley
 Chief Engineer.....Leo Burch

KSIX—Corpus Christi—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address.....Show Room Bldg.
 Tel.: TU 4-1616.....ABC-CBS
 Pres., Gen. Mgr.....Vann M. Kennedy
 Commercial Mgr.....Charles R. Manning
 Program Director.....Eugene M. Looper
 Chief Eng.....Eric Beals

KUNO—Corpus Christi—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KUNO Radio
 Address.....P.O. Box 4286
 Tel.: TU 4-5203.....Independent
 Representative.....O'Connell, Brown
 V.P., Gen. Mgr.....Sterling Zimmerman
 Station Mgr.....Herb Garrett
 Prog. Dir.....Hector Barrera
 Chief Engineer.....J. H. Mayberry

KAND—Corsicana—1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Alto, Inc
 Bus-Studio Address.....609 W. 7th Ave.
 Tel.: TR 4-7421.....Independent
 Representative.....Branham
 President.....R. E. Lee Glasgow
 General Manager.....Luther A. Johnson, Jr.

KIVY—Crockett—1949

Frequency: 1290 Kc.....Power: 500 Watts d.
 Owner-Oper. By.....Pioneer Bcstg. Co.
 Address.....Box 670
 Tel.: 222.....KBS
 Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs
 Comm., Prom. Mgr., Chief Eng....Bill Carter

KCFH—Cuero—1949

Frequency: 1600 Kc.....Power: 500 Watts d
 Owned-Oper. By.....DeWitt Cty. Bcstg. Co.
 Tel.: CU 5-3430.....Independent
 Rep.Best
 General Manager, Ch. Eng....A. M. Respondek

KXIT—Dalhart—1948

Frequency: 1410 Kc.....Power: 500 Watts, d.
 Owned-Oper. By.....Dalhart Broadcasters
 Address.....Box 1350
 Tel.: CH 9-4747.....KBS
 Representative.....Best
 Manager, Ch. Eng.....R. J. Beller

WFAA—Dallas—1922

Frequency.....820 Kc., 570 Kc.
 Power.....50,000 W., 5000 W.
 Owned-Oper. By.....A. H. Belo Corp.
 Business-Studio Address.....1122 Jackson St.
 Tel.: RI 1-9631.....NBC-ABC
 Newspaper Affil.....Morning News
 Representative.....Edward M. Petry
 President.....Joseph M. Dealey
 Commercial Mgr.....Norman H. Stewart
 Director.....Alex Keese
 Station Manager.....George K. Utely
 Sls. Prom., Pub. Dir.....Winona Portwood
 Prog. Dir.....William Crowdus
 Chief Engineer.....Jim Webb Cooper

**TO BE SURE —
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?



TEXAS

KBOX—Dallas—1952

Frequency: 1480 Kc. Power: 5000 Watts, 500 wts
 Owned By.....KBOX, Inc.
 Address.....Radio Park
 Tel.: Diamond 8-3800.....Independent
 Station Representative.....Eastman
 Exec. V.P. & Mgr. Dir.....John F. Box, Jr.
 Asst. to Pres.....Stanley N. Kaplan
 Dir. of Operations.....Bob Whitney
 Station Mgr.....Earl Burnam
 Commercial Mgr.....Lloyd George
 Sales Co-ord.....J. Wolfman
 Publicity Dir.....Irene Runnels
 Chief Engineer.....Earl Bodine
 OWNERS OF: WIL, ST. LOUIS, MO.; WRIT, MILWAU-
 KEE; WTVO-TV, ROCKFORD, ILL.; WICS-TV,
 SPRINGFIELD, ILL.; WHCU-TV, CHAMP, ILL.

WRR—Dallas—1920

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....City of Dallas
 Business Address.....Fair Park
 Tel.: TA 3-6101.....MBS
 Representative.....Avery-Knodel
 Gen., Mgr., Chief Engr.....Durward Tucker
 Commercial Manager.....Charles Frauman
 Administration Ass't.....Richard Weeks

KIXL—Dallas—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Variety Bcastg. Co., Inc.
 Business-Studio Address....1401 S. Akard St.

Tel.: RI 1-5016.....Independent
 Rep.....Clarke Brown, Co.
 Pres., Gen. Mgr.....Lee Segall
 Station Manager.....Dan Hayslett
 Prog. Dir. Ass't. Mgr.....Don Robinson
 Chief Engineer.....Bob E. Tripp


KKSN—Dallas—1957

Frequency: 730 Kc.....Power: 500 Watts
 Owned By.....Kissin' Radio, Inc.
 Address.....Cliff Towers Hotel
 Tel.: Whitehall 3-7331.....KBS
 Sta. Representative.....John E. Pearson
 President. Gen. Mgr.....John L. Buchanan
 Program Dir.....Byron Harrison
 Sales Prom., Publicity Dir.....Oscar Nace
 Chief Engineer.....Jerry Marr

KLIF—Dallas—1947

Freq.: 1190 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...McLendon Investment Corp.
 Business-Studio Address.....2104 Jackson
 Tel.: RI 7-9311.....Independent
 Ch. of Bd.....B. R. McLendon
 President.....Gordon B. McLendon
 General Mgr.....W. S. Morgan, Jr.
 Commercial Mgr.....Al Lurie
 Sales Prom. Mgr.....Don Newbury
 Program Director.....Jack Sharp
 Publicity Dir.....Cecil Hobbs
 Chief Engineer.....Glenn Callison

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KBOX
 DALLAS, TEXAS
 JOHN F. BOX, Managing Director

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sold nationally by



robert e. eastman & co., inc.

New York, Chicago, San Francisco, Dallas, St. Louis

KRLD—Dallas—1926

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned..... Dallas Times Herald Radio
 Address Heraid Square
 Tel.: RI 2-6811..... CBS
 Representative Branham
 Bd. Chairman..... John W. Runyon
 President..... Clyde W. Rembert
 Sta. Mgr., Gen., Comm. Mgr..... W. A. Roberts

KSKY—Dallas—1941

Frequency: 660 Kc. Power: 1000 Watts d.
 Owned-Operated By..... SKY Bcstg. Service
 Address 2927 Maple
 Tel.: RI 2-6193..... Independent
 President..... A. L. Chilton
 General Comm. Mgr..... R. G. Terrill
 Prog. Dir..... Andy Bell
 Publicity Dir..... Carl E. McDaniel
 Chief Engineer..... Morris M. Ming

KDLK—Del Rio—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Del Rio Bcstg. Co.
 Business Address..... P. O. Box 1162
 Tel.: 5-2431..... KBS
 Station Manager..... Don R. Howard, Jr.

**KDSX—Denison-Sherman
 1948**

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By..... KDSX, Inc.
 Address..... P. O. Box 331, Denison
 Tel.: HO 5-1600..... KBS
 Sta. Rep..... Melville
 President..... B. V. Hammond, Jr.
 V.P. General Manager..... L. L. Hendrick
 Commercial Mgr..... William A. Jaco
 Station Director..... William A. Duke
 Chief Engineer..... Joseph D. Knight

KDNT—Denton—1938

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By..... Station KDNT
 Address Radio Center Bldg.
 Tel.: DU 2-4144..... Independent
 Owner & Manager..... Harwell V. Shepard

KSPL—Diboll—1957

Frequency: 1260 Kc. Power: 1 Kw., d.
 Owner..... Arthur Temple, Jr.
 Address Box 336
 Tel.: MY 8-5533..... Independent
 General & Sta. Mgr..... Tommy Ward Lanyon
 Comm. Mgr..... Evelyn Lanyon
 Program Dir..... Ruth Ruby
 Chief Engineer..... Jay Campbell



**MAXIMUM IMPACT
 LEAST COST.....**

**MORE LISTENERS THAN
 ANY OTHER FULL-TIME
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 KRLD Radio 1080, 50,000 watts.
 Service of The Dallas Times
 Herald . . . radio-twin to
 KRLD-TV . . . CBS outlets for
 Dallas-Fort Worth.

KRLD

Clyde W. Rembert, President

KDDD—Dumas—1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By Dumas Bcstrs., Inc.
Address Box 555
Tel.: WE 5-4141. **KBS**
Representative Hil F. Best
President, Gen. Mgr. Ken Duke
Commercial Mgr. Al Tremble
Program Dir. Del Maurer
Chief Engineer Granville Murphey

KEPS—Eagle Pass—1957

Frequency: 1270 Kc. Power: 1 Kw., d.
Owned Uvalde Broadcasters
Address Box 198
Tel.: PR 3-3729. Independent
President W. J. Harpole
General Manager Sidney King
Commercial Manager Franklin Lee Broake
Sales Promotion Manager Armando Lopez
Program Director Ron Cabe
Publicity Director Melva Travino
Chief Engineer Ken Riker

KERC—Eastland—1953

Frequency: 1590 Kc. Power: 500 Watts d.
Owned Circle-S, Inc.
Address P. O. Box 590
Tel.: 102. **KBS**
Representative Hil F. Best
General Manager R. L. Spalding
Commercial Manager Ralph Ross
Chief Eng. B. J. Perkins

KURV—Edinburg—1947

Frequency: 710 Kc. Power: 250 Watts
Owned-Oper. By **KURV, Inc.**
Address North Highway 281
Tel.: DU 3-2777. Independent
President Rogers Kelley
Gen. Mgr., Sta. Mgr. J. M. McDonald
Program Director Hal Jeicoat
Chief Engineer Edgar McBurney

KULP—El Campo—1948

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By Wharton County Bcstg. Co.
Business Address Box 1390
Tel.: LI 3-3303. Independent
President Culp Krueger
Station, Comm. Manager V. Frank Jones
Chief Engineer Joe H. Miller

KELP—El Paso—1957

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By **KELP Radio Corp.**
Address 4530 Delta St.
Tel.: KE 3-5911. Independent
Representative Adam Young
President Norman Alexander
General Mgr. Gene Roth
Comm. Manager John Siqueros
Program Director Mike Hunter
Chief Eng. Mike Gaglio

KHEY—El Paso—1957

Frequency: 690 Kc. Power: 10,000 Watts
Owned-Oper. By **KEPO, Inc.**
Address 2419 N. Piedras St.
Tel.: LO 5-2731. Independent
President, Gen. Mgr. Ray Odom
Chief Engineer Bill Hilbert

KINT—El Paso—1959

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned By Radio El Paso
Address Box 5347
Tel.: PR 2-1486. Independent
Station Representative Pearson
President Robert Howsam
General Manager Joe Thompson
Sales Promotion Manager Bob Presley
Program Director Jerry Jackson
Publicity Director Fred Carr
Chief Engineer W. Hilbery

KOYE—El Paso—1958

Frequency: 1150 Kc. Power: 1000 Watts. d.
Owned By Coronado Broadcasters
Address 470 S. Glenwood St.
Tel.: Prospect 2-5211. Independent
Representative Grant Webb
Gen. Comm. Mgr. John S. Chavez
Chief Engineer Ed Sullivan

KROD—El Paso—1940

Frequency: 600 Kc. Power: 5000 Watts
Owned Southwest States, Inc.
Address P.O. Box 1799
Tel.: KE 2-6551. **CBS**
Sta. Representative Bolling
President Cecil Trigg
General Mgr. Dave Scribner
Comm. Mgr. Audian Paxson
Publicity Dir. John Murray
Chief Eng. Ed Talbott

KSET—El Paso—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Rio Grande Bcstg. Co.
Address 904 Magoffin
Tel.: KE 2-4979. **MBS**
Sta. Reps. Bob Dore; Robert Allen
President Fred Hervey
General, Comm. Mgr. Sam E. Pendleton
Program Dir. James A. Kiser
Chief Engineer H. N. Rand

KTSM—El Paso—1929

Frequency: 1380 Kc. Power: 1000 d., 500 n.
Owned-Oper. By Tri-State Bcstg. Co., Inc.
Bus. Studio Address 801 N. Oregon St.
Tel.: KE 2-5423. **NBC**
Rep. George P. Hollingbery
Pres., Gen. Mgr. Karl O. Wyler, Sr.
Station Mgr. Jack B. Chapman
Prog. Dir. Rudy Tellez
Chief Engineer Racine Watkins

KPSO—Falfurrias—1953

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned & Oper. By: Hicks Enterp.
 Address: Box 307
 Tel.: FA 5-2112. Independent
 Pres., Gen. Mgr.: Bob Hicks
 Station Manager: Paul Brown
 Commercial Manager: Marvin Propes
 Program Director: Lawrence Ray Smith
 Chief Engineer: H. Gomez

KFLD—Floydada—1951

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By: West Texas Bcstrs. Inc.
 Address: P. O. Box 1006
 Tel.: YU 3-2841. KBS
 Representative: Continental
 President: B. A. Robertson
 Station Man.: Glen Amburn
 Program Director: Pauline Webb
 Chief Engineer: B. K. Barker, Jr.

KFST—Ft. Stockton—1954

Frequency: 860 Kc. Power: 250 Watts
 Owned: KFST, Inc.
 Address: Box 651
 Tel.: ED 6-2228. KBS
 Representative: Hil F. Best
 Pres.: George Baker
 General Mgr.: James Parr
 Commercial Mgr.: Fran Parr
 Program Dir.: Robert Baker

KCUL—Fort Worth—1949

Frequency: 1540 Kc. Power: 10,000 Watts
 Owned: Dalworth Broadcasting Co.
 Address: Box 2049
 Tel.: ED 6-5641. KBS
 Representative: Charles Bernard
 Pres., Gen. Mgr.: Kurt A. Meer
 Sales Prom., Pub.: Diane Spiegel
 Program Director: Horace Logan
 Chief Engineer: Jack Lemons

KFJZ—Fort Worth—1922

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By: Tarrant Bcstg. Co.
 Address: 4008 W. Freeway
 Tel.: PE 7-6631. Independent
 Representative: John Blair
 President: Gene Cagle
 General Mgr.: Stan Wilson
 Commercial Manager: Clyde D. Pemberton
 Program Dir.: Dave Naugle
 Station Mgr.: Wally Blanton
 Sales Prom., Publicity Dir.: Bob Clayton
 Chief Engineer: James T. Peterson

KJIM—Fort Worth—1947

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Oper. By: Trinity Broadcasting Co.
 Address: P.O. Box 7321
 Tel.: ED 6-7175. Independent
 Representative: Raymer

Pres. Gen. Mgr.: William D. Schueler
 Station Manager: Dick Osburn
 Prog., Dir.: R. E. Riggins
 Chief Engineer, Ass't Mgr.: Chester Grubbs

KNOK—Fort Worth—1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By: KNOK Broadcasting Co.
 Address: P.O. Box 7116
 Tel.: TE 1-1278. Independent
 Representative: Howard
 President: Stewart J. Hepburn
 Commercial Manager: Dean McClain
 Chief Engineer: James Alford

KXOL—Fort Worth—1947

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: KXOL, Inc.
 Bus. Studio Address: 3004 W. Lancaster St.
 Tel.: ED 5-9511. Independent
 Representative: Eastman
 President: Wendell Mayes
 Gen. Sales Prom. Mgr.: Earle Fletcher

WBAP—Fort Worth—1922

Frequency: 820 Kc., 570 Kc.
 Power: 50,000 W., 5,000 W.
 Owned-Oper. By: Carter Publications, Inc.
 Business Address: 3900 Barnett St.

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TEXAS

Tel.: JE 6-1981.....NBC-ABC
Newspaper Affiliation.....Star Telegram
Representative.....Peters, Griffin, Woodward, Inc.
President.....Amon Carter, Jr.
V.P. & Director.....Harold V. Hough
Station Manager.....Roy Bacus
Publicity Director.....Phil Wygant
Program. Sls. Dir.....Herman K. Clark
Chief Engineer.....Rupert Bogan

KNAF—Fredericksburg—1947

Frequency: 910 Kc.....**Power:** 1 Kw.
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Address.....P. O. Box 311
Tel.: WY 7-2300.....Independent
Representative.....Hil F. Best
President.....Arthur Stehling
Gen. Mgr. Ch. Eng.....Norbert Fritz
Program Director.....Harold Carr

KBRZ—Freeport—1952

Frequency: 1480 Kc.....**Power:** 500 Watts d.
Owned-Oper. By.....Radio Brazosport, Inc.
Address.....Box 1077
Tel.: BElmont 3-2655.....Independent
President & Gen. Mgr.....Jim Hairgrove
Chief Engineer.....Jim Slawson
Program Director.....Sue Hairgrove

KGAF—Gainesville—1947

Frequency: 1580 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address.....State School Road
Tel.: HO 5-5546.....KBS
Station Representative.....Melville
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Comm. Mgr.....Earl Leonard
Program Director.....Bob Couch
Chief Eng.....J. O. Miller

KGBC—Galveston—1947

Frequency: 1540 Kc...**Power:** 1 Kw. d., 250 n.
Owned-Oper. By.....The Galveston Bcstg. Co.
Business-Studio Address.....Pelican Island
Tel.: SHerwood 4-4567.....Independent
Station Representative.....John E. Pearson
Owner.....James W. Bradner, Jr.
Comm. Mgr.....Louis F. Johnson
Prog. Dir.....Louis Jay
Chief Engineer.....Luke Stripling

KILE—Galveston—1922

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned.....Island Bcstg. Co.
Address.....Box 3117
Tel.: SH 4-3666.....Independent
Station Representative.....Brown
President.....David Nathan
General & Sta. Mgr.....Fred Kincaid
Commercial Manager.....Jim Davis
Sales Promotion Manager.....Matt Miller
Program Director.....John Kunsak
Publicity Director.....Carolyn Teichmann
Chief Engineer.....Walt Andrus

KSIJ—Gladewater—1949

Frequency: 1430 Kc. ...**Power:** 1000 Watts d.
Owned By.....Frank O. Myers
Address.....T. W. Lee Bldg.
Tel.: 2181.....Independent
Sta. Representative.....Melville
President.....Frank O. Myers
General Mgr.....Don H. Myers
Chief Engineer.....Kenneth Swinford

KCTI—Gonzales—1947

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....Box 158
Tel.: 770.....KBS
Gen. Mgr.....Lawrence M. Walshak
Comm. Mgr., Chief Eng.....Frank Wilson, Jr.

KSWA—Graham—1948

Frequency: 1330 Kc.....**Power:** 500 Watts d.
Owned By.....Jones & Gilligan
Address.....Box 1050
Tel.: LI 9-1330.....KBS
General Manager.....Burney Jones
Commercial Manager.....Neil Gilligan, Jr.
Chief Engineer.....James Jones

KGVL—Greenville—1946

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Oper. By.....KGVL, Inc.
Address.....1400 Wolfe City Drive
Tel.: GL 5-1400.....KBS
Representative.....Pearson
Pres., Gen. Manager.....Leo Hackney
Program Director.....James D. Jones
Chief Engineer.....Jim Brashears

KCLW—Hamilton—1946

Frequency: 900 Kc.....**Power:** 250 Watts, d.
Owned.....Coy Perry
Address.....Box 592
Tel.: 500.....Independent
Newspaper Affiliation.....Dublin Progress
Station Representative.....Keystone
President.....Coy Perry
Gen., Station Mgr.....Dick Meehan
Prog. Dir., Chief Eng.....Carl Knelly

KGBT—Harlingen—1941

Freq.: 1530 Kc...**Power:** 50 Kw d., 10 Kw. n.
Owned-Oper. By.....Harbenito Radio Co., Inc.
Tel.: GA 3-3910.....ABC-CBS
Sta. Reps.....O'Connell; Clarke Brown
President.....McHenry Tichenor
Gen. Mgr.....Troy McDaniel
Sta. Mgr.....Otis Shumate
Commercial Manager.....McHenry Tichenor, Jr.
Program Director.....Jim Williams
Chief Engineer.....Al Beck

KGRI—Henderson—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Henderson Bcstg. Co.
 Business-Studio Address.....P. O. Box 311
 Tel.: 4528.....Independent
 Representative.....Best
 President.....Jim Reeves
 Gen. & Sta. Mgr.....Tom Perryman
 Chief Engineer.....John M. Bolin

KWRD—Henderson—1956

Frequency: 1470 Kc.....Power: 500 W., d.
 Owned.....Wes Dean & Co.
 Address.....Highway 26
 Tel.: 2324.....KBS
 Sta. Representative.....Hil F. Best
 President, Gen. Mgr.....Wes Dean
 Program Dir.....Pat Endsley
 Publicity Dir.....Helen Dean
 Chief Engineer.....Lynn J. Roy

KPAN—Hereford—1948

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Hereford Broadcasters
 Address.....Box 472
 Tel.: EMerson 4-1860.....Independent
 General Manager.....Clint Formby
 Program Director.....Steve Thompson
 Commercial Manager.....Clayton Jay
 Chief Engineer.....Clayton Fuchs

KHBR—Hillsboro—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned By.....KHBR Radio, Inc.
 Address.....Delmar Hotel
 Tel.: JU 2-3431.....KBS
 Sta. Representative.....Melville
 President, Gen. Mgr.....Nelson W. Galie
 Comm., Ch. Eng.....J. K. Lane, Jr.
 Program, Prom. Mgr.....Gordon Guest
 Publicity Dir.....Dewey Beal

KCOH—Houston—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Call of Houston Inc.
 Business-Studio Address.....1 Main St.
 Tel.: CA 4-1888.....Independent
 Sta. Representative.....Meeker Co.
 President, Gen. Mgr.....Robert C. Meeker
 Program Director.....Roger Wells
 Chief Engineer.....Brian H. L. Byrne

KILT—Houston—1948

Frequency: 610 Kc.....Power: 5 Kw.
 Owned.....McLendon Corp.
 Address.....500-04 Lovett Blvd.
 Tel.: JAckson 6-3461.....Independent
 Representative.....Blair
 President.....Gordon B. McLendon
 Gen. Mgr.....Bill Weaver

Comm. Mgr.....Bruno Leonardt
 Sales Promotion Manager.....Dorothy Stahl
 Program Director.....Red Jones
 Chief Engineer.....Glenn Cook

KPRC—Houston—1925

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Houston Post Co.
 Address.....3014 Post Oak Road
 Tel.: MA 3-9271.....NBC
 Newspaper Affil.....Post
 Representative.....Edw. Petry & Co.
 Gen. Mgr.....Jack Harris
 Station Manager.....Frank Stewart
 Commercial Manager.....Cleve Griffin
 Sales Prom. Mgr.....Howard Cannon
 Program Director.....Glenn Kensinger
 Chief Engineer.....Harvey Wheeler

KTHT—Houston—1944

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Texas Radio Corp.
 Business Address.....4005 Travis St., Box 3011
 Tel.: JA 3-5535.....Independent
 Sta. Representative.....Avery-Knodel
 V.P., Gen. Mgr.....Sam H. Bennett
 Asst. Manager.....Grace M. Spanihel
 Production Mgr.....Jack London
 Program Director.....Milt Willis
 Chief Engineer.....O. B. Johnson

KTRH—Houston—1930

Frequency: 740 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KTRH Bdcstg. Co.
 Address.....Rice Hotel Annex
 Tel.: CA 7-4361.....CBS
 News, Afil.....The Chronicle
 Representative.....Peters, Griffin, Woodward
 President.....B. F. Orr
 General Manager.....W. C. Bryan
 Bus. Mgr.....Tom Jacobs
 Program Director.....Lew Lowry
 Chief Engineer.....Lester Mullan

KXYZ—Houston—1931

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Crosby/Brown
 Address.....Gulf Bldg.

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TEXAS

Tel.: CA 2-6151.....ABC
 Sta. Representative.....H.R.
 General. Comm. Mgr.....William Z. Rozan
 Nat. Sales Mgr.....Chris Robinson
 Program, Pub. Dir.....Ken Collins
 Chief Engineer.....Gerald R. Chinski

KYOK—Houston—1947

Frequency: 1590 Kc.....Power: 5 Kw.
 Owned.....KYOK, Inc.
 Address.....613 Preston St.
 Tel.: CA 7-3108.....Independent
 Representative.....Howard
 President.....Jules J. Paglin
 General Manager.....Joseph R. Fife
 Station Manager.....Robert E. Mabry
 Program Director.....Clark Walser
 Chief Engineer.....James Hancock

KSAM—Huntsville—1938

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Est. of M. B. Cauthen
 Address.....Box 312
 Tel.: GA 5-2651.....KBS
 President.....Verla Cauthen
 Gen. Mgr., Ch. Eng.....Jack Nichols
 Comm., Prom. Mgr.....C. C. Springfield

KNUZ—Houston—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Veterans Bcstg. Co.
 Address.....Box 2135
 Tel.: JA 3-2581.....Independent
 Representative.....Katz
 Gen., Sta. Mgr.....David Morris
 Commercial Manager.....Forrest Patton
 Program Director.....Ken Grant
 Chief Engineer.....Ed Martin

KEBE—Jacksonville—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Wells, Waller & Ballard
 Address.....Box 1071
 Tel.: 2211.....Independent
 Commercial Manager.....Jerry D. Spencer

KTXJ—Jasper—1948

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Jasper Bcstg. Co.
 Address.....P. O. Box 6090
 Tel.: DUDley 4-2544.....KBS
 Station Representative.....Continental
 President.....Joe J. Fisher

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BUY IN HOUSTON AT
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KMBL—Junction—1950

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Junction Bcstg. Co.
 Address P.O. Box 346
 Tel.: Hickman 6-2768 KBS
 General Mgr. C. W. Evans
 Chief Engineer J. W. Robertson

KAML—Kenedy—1954

Frequency: 990 Kc. Power: 250 W., d.
 Owned The Camel Co.
 Address Box 990
 Tel.: OL 9-2990 KBS
 President Charles W. Balthrope
 Station Manager Ed C. Balthrope
 Sales Promotion Manager Herman Welsh
 Program Director Chuck Martin
 Chief Engineer Dayton Smith

KERB—Kermit—1950

Frequency: 600 Kc. Power: 1000 Watts d.
 Owned-Oper. By KERB, Inc.
 Address P.O. Box 456
 Tel.: JUniper 6-3481 KBS
 President E. S. Walden

KERV—Kerrville—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned Kerrville Bcstg. Co.
 Address P. O. Box 791
 Tel.: CL 7-4003 KBS
 Station Rep. Best
 President, Gen. Mgr. Albert F. Mason, Jr.
 Sls. Prom. & Comm. Mgr. Kae Thomas Patrick
 Chief Eng. & Prog. Dir. Clyde Jones

KOCA—Kilgore—1936

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Sta. KOCA, Inc.
 Address Box 989
 Tel.: 2001 KBS
 President Roy G. Terry
 General Mgr. H. A. Degner
 Commercial Mgr. Bob Braziel
 Program Dir. Woody Van Dyke
 Sales Prom. Mgr. Ted Yockey
 Publicity Dir. Fran Holloway
 Chief Engineer Karem Soule

KLEN—Killeen—1955

Frequency: 1050 Kc. Power: 250 W., d.
 Owned-Operated By Highlite Bcstg Co.
 Address Box 935
 Tel.: ME 4-3181 MBS-KBS
 Pres., Gen. Mgr. A. W. Stewart
 Comm., Sales Prom. Mgr. A. A. Stewart

KINE—Kingsville—1948

Frequency: 1330 Kc. Power: 1000 Watts d.

Owned-Oper. By KINE, Inc.
 Business Address P.O. Box 846
 Tel.: LYric 2-2822 Independent
 Representative Hil F. Best
 General Manager Ben H. Glusing
 Station Manager Jerry Fullerton
 Commercial Manager Andy Cook
 Chief Engineer Troy Whitaker

KPET—Lamesa—1946

Frequency: 690 Kc. Power: 250 Watts
 Owned T. E. Conner & R. E. Bradbury
 Address 506 N. First
 Tel.: 2404 KBS
 President R. O. Parker
 General Comm. Mgr. Hal Fees
 Sales Prom. Mgr. Louise Schmidt
 Chief Engineer Bill Mathis

KCYL—Lampasas—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lampasas Bcstg. Co.
 Address P.O. Box 149
 Tel.: CH 2-3671 Independent
 Representative Best
 Pres. Sta. Mgr. V. Dean Turner
 Chief Engineer S. Witcher

KVOZ—Laredo—1952

Frequency: 1490 Kc. Power: 250 Watts
 Owned Border Broadcasters, Inc.
 Address San Antonio Highway
 Tel.: RA 3-4396 KBS
 President W. J. Harpole
 General Manager Bill Harrell
 Comm. Mgr. John Costello
 Sales Promotion Manager Pat Galvis
 Program Director Joe Pierce
 Publicity Director Patsy Moore
 Chief Engineer John Hennessy

KLVT—Levelland—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned Herald Broadcasting Co.
 Address Box 866
 Tel.: TW 4-3134 KBS
 Newspaper Affiliation Daily Sun News
 President, Gen. Mgr. Forrest Weimhold
 Comm. Sta. Mgr. Aubrey Mays
 Sales Prom. Mgr. Richard Bailey
 Chief Engineer Al Hanna

KVOW—Littlefield—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Maples-McAlister
 Address Box 192
 Tel.: 400 KBS
 President J. C. Rothwell
 Gen. Comm. Mgr. J. B. McShan
 Program Director Joan Saunders
 Chief Engineer J. R. Potts

KETX—Livingston—1957

Frequency: 1440 Kc. Power: 1 Kw., d.
 Owned..... Polk County Bcstng. Co.
 Business Address..... Box 111
 Tel.: FA 7-8916..... Independent
 Pres., Ch. Eng..... Harold J. Haley
 Prog. Dir..... Marshall McQueen
 Comm., Mgr..... Peggy Haley

KFRO—Longview—1934

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By..... Voice of Longview
 Address..... Curtis Bldg., P. O. Box 792
 Tel.: PL 3-4461..... ABC-KBS
 Representative..... Donald Cooke
 President..... James R. Curtis
 Commercial Mgr..... John Allen
 Program Director..... Howard Kuhn
 Chief Engineer..... Leslie Hellum

KLUE—Longview—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Radio Longview, Inc.
 Address..... P. O. Box 1866
 Tel.: PL 8-4496..... Independent
 Representative..... Melville
 President..... E. W. Mahone, Jr.
 V.P., Gen. Mgr..... H. A. Bridge, Jr.
 Commercial Manager..... Vernon Hyles
 Program Director..... Tom Richards
 Chief Engineer..... Tig Williford

KDAV—Lubbock—1953

Frequency: 580 Kc. Power: 500 Watts d.
 Owned..... Western Bcstg.
 Address..... Box 270
 Tel.: PORTER 3-2853..... Independent
 Station Representative..... Pearson
 Gen. Manager..... D. P. Pinkston
 Comm. Mgr..... Hal Ragan
 Program Director..... Wes Youngblood
 Chief Engineer..... Clem Clements

KDUB—Lubbock—1955

Frequency: 1340 Kc. Power: 250 Watts
 Owned & Oper. By..... Texas Telecasting Inc.
 Address..... 7400 College Avenue
 Tel.: SH 4-2345..... Independent
 Representative..... Branham
 President..... W. D. Rogers
 Vice President..... W. H. Shipley
 Gen. Sales Mgr..... R. S. Nielsen
 Nat. Sales Mgr..... John Henry
 Station Manager..... John Kreiger
 Program Director..... Shirley Henne
 Promotion Manager..... Ray Huifer
 Chief Engineer..... Rudy Starnes

KCBD—Lubbock—1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned..... Bryant Radio & Television, Inc.
 Address..... 5600 Avenue A

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KMHT

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 Population — 106,135*

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*SRDS

Tel.: SH 4-1414.....NBC
 Representative.....Raymer
 Pres., Sta. Mgr.....Joe H. Bryant
 Assistant Manager.....Robert L. Snyder
 Nat. Sales Mgr.....Ray Poindexter
 Program Director.....Al Goodnight
 Chief Engineer.....Frank Lee

KFYO—Lubbock—1927

Frequency: 790 Kc....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...Plains Radio Bcstg. Co., Inc.
 Business-Studio Address.....914 Ave. J
 Tel.: PO 5-5567.....CBS
 Newspaper Affil.....Avalanche Journal
 Representative.....Katz
 President.....B. W. Walker
 Gen., Sta. Mgr.....Gordon Thompson
 Commercial Manager.....Ernie Mark
 Sales Prom. Mgr.....Dan Tarpley
 Prog. Dir., Pub. Dir.....Robert A. Nash
 Chief Engineer.....W. S. Bledsoe

KLLL—Lubbock—1953

Frequency: 1460 Kc....Power 1000 Watts d.
 Owned-Oper. By.....Corbin Broadcasting Co.
 Address.....2001 Great Plains Life Bldg.
 Tel.: Porter 3-1911.....KBS-MBS
 Representative.....Indie
 Gen. Manager.....Glenn Corbin
 National Sales Mgr.....Larry Corbin
 Comm. Mgr.....W. J. Duncan
 Program Director.....Ray Corbin
 Chief Eng.....Bob Purrington

KSEL—Lubbock—1946

Freq: 950 Kc....Power: 5 Kw.d., 500 W. n.
 Owned-Operated By.....Lubbock Bcstg. Ltd.
 Address.....Box 1524
 Tel.: PO 3-0484.....ABC
 Representative.....Weed
 President.....David R. Worley
 Gen. Mgr.....Gerald H. Sanders
 Prog. Dir.....Max Mott
 Commercial Manager.....Ray Bowen
 Publicity Director.....Jim Spann
 Sales Promotion Mgr.....Bob Hughes
 Chief Engineer.....Roger V. Hively

KRBA—Lufkin—1938

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Darrell E. Yates
 Address.....120 Cotton Square
 Tel.: 36661.....KBS
 Representative.....Continental Radio Sales
 Owner, Prom. Mgr.....Darrel E. Yates

KTRE—Lufkin—1947

Frequency: 1420 Kc....Power: 1000 Watts d.
 Owned-Operated By...Forest Capitol Bcstg. Co.

Address.....P. O. Box 701
 Tel.: NE 4-7771.....MBS
 Rep.....Venard, Rintoul & McConnell, Melville
 President.....R. W. Wortham, Jr.
 Gen., Sta. Mgr.....Richman G. Lewin
 Comm., Sales Prom. Mgr.....Royce Christenson
 Program Director.....Bill Carter
 Publicity Director.....Pat Mathews
 Chief Engineer.....Fred C. Hill

KRIO—McAllen—1947

Frequency: 910 Kc....Power: 1000 Watts
 Owned-Oper. By.....Valley Bdcstg Co.
 Business Address.....500 E. Beaumont St.
 Tel.: MU 6-5454.....Independent
 Station Representative.....Best
 President.....Gene L. Cagle
 Station Manager....."Chuck" McKasson
 Commercial Manager.....Charlie Morrill
 Program Director.....Ed Lionel
 Chief Engineer.....Frank Manuel

KCMR—McCamey—1954

Frequency: 1450 Kc....Power: 250 Watts
 Owned By.....Sapphire Broadcasting Co.
 Address.....101 East Fifth St.
 Tel.: OL 2-4693.....KBS
 President, Gen. Mgr.....Joe Martin
 Comm. Publicity Dir.....Claud Barnett
 Program Dir.....Don McCarty

KMAE—McKinney—1946

Frequency: 1600 Kc....Power: 1000 Watts d.
 Owned.....McKinney Air Enterprises, Inc.
 Bus.-Studio Address.....218 E. Virginia St.
 Tel.: LI 2-2651.....Independent
 Owner.....George W. Smith, Jr.
 Exec. V.P.....Tom Emerson

KMLW—Marlin—1953

Frequency: 1010 Kc....Power: 250 W., d.
 Owned.....M-L Radio, Inc.
 Address.....P. O. Box 335
 Tel.: WE 6-2551.....Independent
 Pres. Gen. Mgr.....L. F. Leurig
 Chief Engineer.....Jay Navarro

KADO—Marshall—1957

Frequency: 1410 Kc....Power: 500 W., d.
 Owned-Operated By...Marshall Bcstg. Corp.
 Address.....Box 961
 Tel.: WE 5-6789.....Independent
 Station Representative.....Weed
 President.....E. B. Germany
 General Manager.....Virgil Stone
 Commercial Mgr.....Lynn E. Williams
 Chief Engineer.....Joe Granger

TEXAS

KMHT—Marshall—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Harrison Cty. Bcstg. Co.
 Address: 408 Marshall National Bank Building
 Tel: WE 5-7826
 Station Rep. Sears & Ayer; Melville
 President E. W. Mahone, Jr.
 Gen. Sta. Mgr. H. A. Bridge, Jr.
 Comm. Mgr. Vinson Stevens
 Sales Prom. Mgr., Pub. Dir. Jo Ann Bridge
 Prog. Dir. Sam Stringfellow
 Chief Engineer Pete Talmadge

KBUS—Mexia—1956

Frequency: 1590 Kc. Power: 500 Watts, d.
 Owned By Mexia Broadcasting, Inc.
 Business Address: 215-A E. Commerce St.
 Tel: GYpsy 6-3874
 Station Representative Melville
 President, General Mgr. Tom Elkins
 Chief Engineer Kenneth Brown

KCRS—Midland—1935

Freq: 550 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned Midland Bcstg.
 Business-Studio Address: 3701 West Wall
 Tel: MU 2-4393
 Station Representative Holman; Eastman
 President Wendell Mayes
 General Manager Wendell Mayes, Jr.

Commercial Manager Jerry Hahn
 Program Director Dee Wooten
 Chief Engineer Tom Yates

KJBC—Midland—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jack Cecil
 Address: S. Lamesa Rd.
 Tel: MU 4-5152
 Pres., Gen. Mgr., Chief Engr. Jack Cecil
 Commercial Manager William Keith Ward
 Sales Prom. Mgr. Naomi Boswell
 Program Director Steve Drummond
 Publicity Director Mildred Thomason

KWEL—Midland—1957

Frequency: 1600 Kc. Power: 1 Kw., d.
 Owned By George Vaught
 Address: Petroleum Life Bldg.
 Tel: MU 2-4331
 Station Representative Independent
 Station Representative Gill-Perna
 President & Publicity Dir. George Vaught
 General & Commercial Mgr. Chuck Conner
 Chief Engineer Jerry White

KORC—Mineral Wells—1946

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By Action Bcstg.
 Business Address: P.O. Box 108
 Tel: FA 5-3384
 Representative Melville

BLANKET INDUSTRIALIZED EAST TEXAS with the BIG-K STATIONS

RADIO MARSHALL

KMHT

Retail Trading Zone
 Population — 106,135*



RADIO LONGVIEW

KLUE

Retail Trading Zone
 Population — 453,700*

In each market you get Greater Coverage, More Listeners
 and Greater Sales Results with the BIG-K Stations.

*SRDS

Gen., Sta. Mgr. Bill Stinson
 Chief Engineer Max Floyd

KIRT—Mission—1957

Frequency: 1580 Kc. Power: 1 Kw., d.
 Owned KIRT, Inc.
 Address Box 708
 Tel.: JU 5-1629 KBS
 Representative Melville
 President Ray V. Jensen
 Comm. Mgr. James C. Shelley
 Chief Engineer Wilfrido Hinojosa

KVKM—Monahans—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Address Drawer K
 Tel.: Wilson 3-3231 MBS-KBS
 Station Rep. Melville; Masla
 Pres., Gen. Manager J. R. Rucker
 Sta. Manager Ken Welch
 Commercial Mgr. Bill Mitchell
 Program, Publicity Dir. Vern Welch
 Chief Engineer Rubin Masters

KIMP—Mount Pleasant—1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Pleasant Bcstg. Co.
 Address Box 990
 Tel.: PA 4-4726 KBS
 Owner, Gen. Mgr. Winston O. Ward
 Commercial Manager Charles Monk
 Program Director Ruby Stanley
 Chief Engineer Clarence C. Taylor

KMUL—Muleshoe—1956

Frequency: 1380 Kc. Power: 500 Watts
 Owned By Radio Station KMUL
 Address P.O. Box 1058
 Tel.: 2730 Independent
 Station Manager Gil Lamb
 Asst. Mgr., Ch. Eng. Bob Pittman

KZOL—Muleshoe—1958

Frequency: 1570 Kc. Power: 250 Watts, d.
 Owned By KZOL Bcstg. Co.
 Business Address P.O. Box 1295
 Tel.: 3050 KBS
 Gen., Sta. Mgr. Theodore Rozzell
 Program Director Eddy Rutledge
 Publicity Director Jimmy Rozzell
 Chief Engineer Bill McDonnel

KEEE—Nacogdoches—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned By J. C. Stallings
 Address 300 E. Main St.
 Tel.: LOgan 4-4633 ABC-KBS
 Gen., Sta. Mgr., Pub. Dir. J. C. Stallings
 Comm. Mgr., Program Dir. R. C. Atherton
 Chief Engineer B. Barbee

KSFA—Nacogdoches—1947

Frequency: 860 Kc. Power: 1000 Watts d.

Owned By Texan Broadcasting Co. Inc.
 Address 2107 North St.
 Tel.: LO 4-3723 Independent
 Station Representative Dore
 President B. M. Raborn
 V.P., Gen., Sta. Mgr. Bob Dunn
 Commercial Mgr. Sarah Jane Moon
 Chief Engineer Basil Barbee

KGNB—New Braunfels—1950

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned By Comal Broadcasting Co.
 Address 184 S. Castell
 Tel.: MA 5-3443 KBS
 Newspaper Affiliation Herald
 President, Gen. Mgr. F. T. Wilson
 Program Dir. Arlon E. Moeller, Jr.
 Chief Eng. Bob Stewart

KECK—Odessa—1946

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By Ector County Bcstg. Co.
 Business Address 120 W. 3d
 Tel.: FE 2-5791 MBS
 Representative Forjee
 General Manager Ben Nedow
 Comm. Manager Roy Elsner
 Chief Engineer C. Strauss

KOSA—Odessa—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Odessa Bcstg. Corp.
 Business Address Box 2529
 Tel.: FE 2-4301 Independent
 Representative Bolling
 President, Gen. Mgr. Cecil L. Trigg

KOYL—Odessa—1957

Frequency: 1310 Kc. Power: 500 Watts, d.
 Owned By Mid-Cities Bcstg. Co.
 Business Address 4000 Rasco Ave.
 Tel.: Emerson 6-2801 Independent
 President, Gen. Mgr. Edward L. Roskelley
 Commercial Manager Robert Batson
 Program Director Weldon Rogers
 Sales Promotion Mgr. Wanda Brodderick

KRIC—Odessa—1946

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Odessa, Inc.
 Address Box 231
 Tel.: FEderal 2-6871 NBC
 Station Representative Brown; Clark
 Pres., Gen. Mgr. Carl S. Goodwin
 Chief Engineer William R. Mettler

KOGT—Orange—1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By Sabine Area Brcstg. Corp.
 Address Newton Cty Rd.
 Tel.: TU 3-4381 KBS
 President M. L. Jacobs

TEXAS

Exec. V.P., Gen. Manager.....Ed Lovelace

KNET—Palestine—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business Address.....Box 649
Tel.: 6077KBS
Pres., Gen., Sta. Mgr.....Allen E. Vinson
Comm. Mgr.....Austin Hotchkiss
Program Director.....Marvin Crain
Chief Engineer.....Ted Bryan

KHHH—Pampa—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Garrison-Huntley Enterprises
Address.....P. O. Box 1779
Tel.: MO 4-2551.....KBS
Gen., Comm. Mgr.....Bob Garrison

KPDN—Pampa—1936

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Top O' Texas Bcstg. Co.
Address.....Hughes Bldg.
Tel.: MO 4-7461.....MBS
Station Rep.....Beat
Gen., Comm. Mgr.....Coy Palmer
Sta. Mgr., Prog. Dir.....Warren Hasse
Chief Engineer.....Dennis Dehn

KFTV—Paris—1950

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Lamar Bcstg. Co., Inc.
Business Address...210 1st Natl. Bank Bldg.
Tel.: SU 4-6576.....KBS
Pres., Gen. Mgr.....James F. Hendrix
Sales Prom., Prog. Dir.....Thomas D. Seay
Publicity Director.....Pee Wee Reid
Chief Engineer.....Ross Babigan

KPLT—Paris—1936

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Ron Litteral
Address.....Box 235
Tel.: SU 4-3311.....Independent
Representative.....John E. Pearson
President, Gen., Sta. Mgr.....Fred Kincaid

KLVL—Pasadena—1950

Freq.: 1480 Kc....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Felix H. Morales
Address.....P.O. Box 432
Tel.: CApiitol 5-3208 Houston.....Independent
Representative...Oakes, National Time Sales
General Manager.....Felix H. Morales
Sales Manager.....Johnny P. Hernandez
Program Director.....Joe Martinez Morales
Chief Engineer.....D. Golihur

KRCT—Pasadena—1947

Frequency: 650 Kc.....Power: 250 Watts d.
Owned By.....Industrial Bcstg. Co.
Address.....Montague Hotel, Houston

Tel.: GR 3-4433.....MBS
Sta. Representative.....Forjoe
President, Gen. Mgr.....Leroy J. Gloger
Commercial Mgr.....Lee Wilder
Program Dir.....Bob Clark
Chief Engineer.....H. L. Davis

KIUN—Pecos—1935

Frequency: 1400 Kc.....Power: 250 Watts d.
Owned-Operated By.....KIUN, Inc.
Business Address.....315 S. Cedar St.
Tel.: Hickory 5-2497.....NBC-KBS
Newspaper Affiliation.....Enterprise
Representative.....Hil F. Best
President, General Mgr.....Billy H. Hubbs
Sales Prom. Mgr., Pub. Dir.....B. L. Woodruff
Station Manager.....David Martin
Commercial Manager.....S. Clifford Sanderford
Program Director.....Bill Boyd
Chief Engineer.....Harry Boehnemann

KEYE—Perryton—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Great Plains Bcstg. Co.
Address.....P. O. Box 917
Tel.: 5771.....MBS
President.....Carl Ellis
Gen., Sta. Mgr.....Irving R. Buchanan
Comm. Mgr.....Dean McLaire
Program Director.....Kenneth Roller
Chief Engineer.....Bill Day

KVOP—Plainview—1944

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KVOP, Inc.
Address.....1100 W. 24th St.
Tel.: CApiitol 4-2771.....KBS
President.....W. J. Harpole
Gen., Sta. Manager.....Kermit Ashby
Comm. Manager.....Tut Tawwater
Sales Promotion Manager.....Girard Fox
Program Director.....H. W. Carpenter III
Publicity Director.....B. D. Perkins
Chief Engineer.....Hugh V. Smith

KBOP—Pleasanton—1951

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Atascosa Broadcasting Co.
Address.....P. O. Box 247
Tel.: LcOust 9-4871.....KBS
General, Sta. Mgr.....Ben L. Parker
Comm. Prog. Mgr.....Tom Everitt
Program Dir.....Jimmie Ray
Chief Eng.....Mona Parker

KOLE—Port Arthur—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Southwest Inc.
Address.....Box 1126
Tel.: YU 2-9436.....Independent
Sta. Representative.....Branham
President, Gen. Mgr.....John H. Hicks, Jr.
Station Mgr.....Pat McFather
Commercial Mgr.....George Crouchet
Program Dir.....Steve Canyon

Publicity Dir. Corinne Enos
 Chief Engineer Charles Shearer

KPAC—Port Arthur—1934

Freq. 1250 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Oper. By Port Arthur College
 Business Address 1515 Lakeshore Dr.
 Tel.: YU 5-7458 MBS
 Representative Pearson
 President W. M. Monroe
 Gen. Mgr. Jay Elson
 Comm. Sta. Mgr. Glenn Hewitt
 Chief Engineer Charles Segrest

KUKO—Post—1955

Frequency: 1370 Kc. Power: 500 Wts. d.
 Owned By Maples-McAlister Bcstg. Co.
 Address P. O. Box A
 Tel.: 550 KBS
 Gen. Mgr., Chief Eng. Ray Henderson
 Commercial Manager Garry Gregory
 Sales Promotion Manager Don Craig
 Program Director Stan Skelton

KOLJ—Quanoh—1952

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Operated By Orville L. Jenkins
 Address P.O. Box 589
 Tel.: MO 3-2572 KBS
 Owner Orville L. Jenkins

KSOX—Raymondville—1956

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Bob Hicks Ent. Ltd.
 Address Box 1240
 Tel.: MU 9-3333 Independent
 President, Gen. Mgr. Bob Hicks
 Commercial Mgr. Doc Chasten
 Station Mgr. David Kaye
 Program Dir. Don Read
 Chief Engineer Paul Waegenshein

KFRD—Rosenberg—1949

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Fort Bend Bcstg. Co.
 Business Address Box 832
 Tel.: NO 2-3776 Independent
 President Mart Cole, Sr.
 General Manager Bill Sloan
 Commercial Manager George Thompson
 Program Director Paul Collins
 Chief Engineer Frank Wood

KTLU—Rusk—1955

Frequency: 1580 Kc. Power: 500 W., d.
 Owned E. H. Whitehead
 Business Address P.O. Box 316
 Tel.: 533 Independent
 Newspaper Affiliation Cherokeean
 Pres., Gen. Mgr. E. H. Whitehead

KGKL—San Angelo—1928

Freq.: 960 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned Angelo Bcstg. Tcstg.
 Business Address St. Angelus Hotel
 Tel.: 6715 ABC
 Representative John E. Pearson
 Pres., Gen. Mgr. Lewis O. Seibert
 Station & Comm. Mgr. Tom Mullins
 Chief Engineer Bill Poteet

KPEP—San Angelo—1954

Frequency: 1420 Kc. Power: 1000 Watts, d.
 Owned Western Broadcasting Co.
 Address Box 1350
 Tel.: 8116 Independent
 Representative Broadcast Time Sales
 Gen. Mgr., Chl. Eng. Walt Lawson
 Commercial Manager Milton Dove
 Sales Promotion Manager Richard Fielder
 Program Director Bill Nicholson
 Publicity Director B. Crawford

KTXL—San Angelo—1927

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Burkhart Broadcasting Corp.
 Address San Angelo
 Tel.: 3131 Independent
 Representative Masla; Hobbs
 President, Gen. Mgr. Kent Burkhart
 Commercial Manager Joe Watson, Jr.
 Chief Engineer Gene Williams

KWFR—San Angelo—1955

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Solar Broadcasting Co., Inc.
 Address P.O. Box 1269
 Tel.: 2-3388 Independent
 Station Representative Thomas F. Clark
 President Arthur Foster
 General Mgr. Walton A. Foster
 Commercial Mgr. A. W. Peters
 Station Mgr. D. R. Crow
 Program Dir. Raymond G. McFarland
 Sales Prom. Mgr. Milton Dove
 Publicity Dir. Faye Hotis
 Chief Engineer Don Dickson

KEXX—San Antonio—1953

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Oper. By Leal Bcstg. Co., Inc.
 Address 501 W. Quincy
 Tel.: CA 5-5757 Independent
 President, Gen. Mgr. M. D. Leal
 Chief Engineer W. E. Edgerton

KCOR—San Antonio—1946

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned KCOR, Inc.
 Address 111 Martinez St.
 Tel.: CA 5-2751 Independent
 President Raoul A. Cortez, Sr.

TEXAS

General Mgr. Nathan Safir
Station Mgr. Emilio Nicolas
Sls. Prom. Mgr. Raoul A. Cortez, Jr.
Commercial Manager Ben Tamborello
Publicity Dir. William Lamar
Chief Engineer Marvin Fiedler

KENS—San Antonio—1926

Freq.: 680 Kc. Power: 50 Kw. d., 10 Kw. n.
Owned-Oper. By Express Publishing Co.
Business-Studio Address Ave. E & 4th St.
Tel.: CA 5-7411 CBS
Newspaper Afili. Express, News
Representative. Peters, Griffin, Woodward, Inc.
President. Frank Huntress, Jr.
Station Mgr. Herb Carl Skoog
Commercial Mgr. Chip Atkins
Program Dir. Jim Seay
Sales Prom. Mgr. Chester Maxwell
Publicity Dir. Alpha Scherf
Chief Engineer William J. Jackson

KITE—San Antonio—1947

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By Connie B. Gay Inc.
Business-Studio Address 310 Transit Tower
Tel.: CA 6-0335 Independent
Representative. Young; Clark Brown
Ch. of Bd. Connie B. Gay
Exec. V.P. Jane Trimmer
Manager Ed Winton
Station Mgr. Kelly Wofford

KMAC—San Antonio—1926

Frequency: 630 Kc. Power: 5,000 Watts
Owned-Oper. By Howard W. Davis
Address KMAC Bldg.
Tel.: CA 3-6211 ABC-MBS
Sta. Representative. Broadcast Time Sales
President, Gen. Mgr. Howard W. Davis
Program Director. A. S. (Tony) Bessan
Sales Prom. Mgr. M. G. McWhorter
Pub. Dir. Ginger Hunt
Chief Eng. Al Knight

KONO—San Antonio—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.
Owned-Operated By Mission Bdcstg. Co.
Address 317 Arden Grove
Tel.: CA 6-5171 Independent
Representative Katz
President. Eugene J. Roth
General Manager. Jack Roth
Promotion Manager. Doug China
Merchandising Director. Harvey Jensen
Commercial Manager. Bill Miles
Program Director. Jerry Miller
Dir. Engineering. George Ing
Chief Engineer. Bill Kiley

KTSA—San Antonio—1922

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By McLendon Corp.
Business-Studio Address 1130 Broadway

Tel.: CA 7-1251 Independent
Representative Blair
Chairman of the Board. B. R. McLendon
President. Gordon B. McLendon
V.P. & General Mgr. Jack Fiedler
Commercial Manager. Jim Hamby
Program Director. Ron Baxley
Chief Engineer. Coleman Barber

KUBO—San Antonio—1948

Frequency: 1310 Kc. Power: 5,000 Watts d.
Owned-Oper. By Radio KIWW, Inc.
Address 518 W. Houston St.
Tel.: CA 6-5254 Independent
Sta. Rep. Natl. Times Sales
President. Robert N. Pinkerton
General, Comm. Mgr. Hal Hughes
Prog. Dir. Juan Gattas
Chief Eng. William Ellis

WOAI—San Antonio—1922

Frequency: 1200 Kc.; Power: 50,000 Watts d., n.
Owned-Oper. By Southland Industries, Inc.
Address 1031 Navarro St.
Tel.: CA 7-4221 NBC
Representative Edward Petry & Co., Inc.
Chairman of the Board. Hugh Half, Jr.
Pres., Gen. Mgr. James M. Gaines

KCNY—San Marcos—1948

Frequency: 1470 Kc. Power: 250 Watts d.
Owned-Oper. By Central Brcstg. Co.
Address Box 32
Tel.: EX 2-3545 Independent
Representative. Hil F. Best
President. Dr. Forest L. Whan
Gen., Sta. Mgr. William Veidt
Sales Promotion Manager. Clyde Butler
Program Director. Jerri Veidt
Chief Engineer. Don Whan

KBAL—San Saba—1956

Frequency: 1410 Kc. Power: 500 Watts d.
Owned By San Saba City Bdcstg. Co.
Address P. O. Box 209
Tel.: 166 KBS
Gen. Comm. Mgr. H. A. Stephens
Chief Engineer. J. Morgan

KWED—Seguin—1948

Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Oper. By Seguin Bdcstg. Co.
Business-Studio Address 609 E. Court St.
Tel.: FR 9-2234 Independent
President. Garfield Kiel
General Mgr. Stan McKenzie
Prog. Dir. Henry Lehnhoif
Chief Engineer. Louie Sowders

KSML—Seminole—1955

Frequency: 1250 Kc. Power: 1000 Watts d
Owned-Oper. By Woodson & Barbee
Address 402 South Main St.

Tel.: PLaza 8-3798.....KBS
 Owners.....C. C. Woodson & F. Barbee, Jr.
 General Manager.....Reed Harris

KSEY—Seymour—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....W. C. Moss, Jr.
 Address.....P.O. Box 1191
 Tel.: TUxedo 8-2525.....KBS
 Station Mncgr.....W. C. Moss, Jr.
 Chief Engineer.....R. Dormier

KEVA—Shamrock—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Shamrock Tex. Bcstg. Co.
 Address.....Box 21
 Tel.: 620.....KBS
 President.....A. Cooper
 Gen., Comm. Mgr.....C. Gibson
 Chief Engineer.....Robert G. Pennington

**KRRV—Sherman-Denison
 1936**

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Red River Valley Bcstg. Corp.
 Address.....Box 94 (Denison), Box 665 (Sherman)
 Tel.: TWinbrook 2-5115 (Sherman).....MBS
 Representative.....Pearson
 President.....A. Boyd Kelley
 General Manager.....Tom E. Spellman
 Chief Engineer.....T. John

KTXO—Sherman—1947

Frequency: 1500 Kc.....Power: 250 Watts d.
 Owned-Operated By.....O'Connor Bcstg. Corp.
 Business Address.....P.O. Box 861
 Tel.: TWinbrook 2-8188.....Independent
 Station Rep.....Weed
 Gen., Sta. Mgr.....Harry O'Connor
 Commercial Manager.....Ray Lewis
 Chief Engineer.....Paul Phillips

KTOD—Sinton—1954

Frequency: 1590 Kc.....Power: 1 Kw. d.
 Owned.....Southern Bcstg. Co.
 Business Address.....Box 1366
 Tel.: TU 4-1590.....Independent
 Pres., Gen. Mgr.....Tom C. Fleet, Jr.
 Prog. Dir., Ch. Engr.....Ernie Wood

KSNY—Snyder—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Snyder Bdcstg. Co.
 Address.....Box 1468
 Tel.: HI 3-9322.....MBS
 Station Rep.....Melville
 President.....Mrs. Flora Hughes
 Gen. Sta. Mgr.....Mel Z. Gilbert
 Commercial Mgr.....Frank Taylor
 Program Dir.....Julie Sumerun
 Chief Engineer.....Coy Thompson

KDWT—Stamford—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....A. Boyd Kelley
 Address.....Box 1205
 Tel.: PR 3-3401.....KBS
 President.....A. Boyd Kelley
 Station Manager.....Robert A. Prichard
 Program Director.....Bill C. Cole
 Chief Engineer.....J. B. Cooper

KSTV—Stephenville—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned.....Dixie Bcstrs.
 Address.....P. O. Box 102
 Tel.: LI 3141.....KBS
 Comm. Mgr.....Mel Bennet
 Chief Engineer.....D. Solmonson

KSST—Sulphur Springs—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hopkins County Bcstg. Co.
 Business Address.....P.O. Box 284
 Tel.: TU 5-3111.....KBS
 Pres., Gen., Sta. Mgr.....William E. Bradford
 Comm. Mgr.....Clovis Pinion
 Sales Prom. Mgr.....Buddy Funderburk
 Program Director.....Mrs. Sandra Branch
 Publicity Director.....Margaret Thomas
 Chief Engineer.....Bill Bradford

KXOX—Sweetwater—1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....KXOX
 Business Address.....Box 570
 Tel.: BELmont 4-4655.....KBS
 Station Representative.....Melville
 President.....F. L. Ledbetter
 Gen. Mgr.....Myrl Stein
 Comm. Manager.....Elwood Fritsch
 Program Director.....Maxine Stein
 Chief Engineer.....Walter D. Tabler

KTAE—Taylor—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KTAE, Inc.
 Business Address.....121 E. 2nd St.
 Tel.: EL 2-3631.....KBS
 President, Gen. Mgr.....G. Gillis Conoley
 Prog. Dir.....Fred Switser
 Commercial Manager.....John Wehby
 Publicity Dir.....K. Gilstrap
 Chief Engineer.....Robert Sitman

KTEM—Temple—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Bell Broadcasting Co., Inc.
 Address.....17 South Third
 Tel.: PR 3-5252.....Independent
 Newspaper Affiliation.....Daily Telegram
 President.....Frank W. Mayborn
 General Manager.....Byron C. Peters
 Program Director.....Phil M. Miller
 Chief Engineer.....James T. Harris

TEXAS =====

KTER—Terrell—1950

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper. By Terrell Bcstg. Corp.
Address Box 431
Tel.: Jordan 3-4497 Independent
President O. Pirtle
Gen. Mgr. Bill Pirtle
Chief Engineer Martin Pitts

KCMC—Texarkana—1932

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By KCMC, Inc.
Address P. O. Box 521
Tel.: 36151 ABC
Representative Venard, Melville
President W. Hussman
Gen. Mgr. B. L. Wood
Chief Engineer Ed Covington

KTFS—Texarkana—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Aircrest Radio Sta. Inc.
Business-Studio Address 4305 N. State Line
Tel.: 3-5123 Independent
Sta. Representative Walker-Rawatt
Pres., Gen. Manager W. R. McDaniel

KTLW—Texas City—1947

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By Texas City Bcstg. Ser.
Business-Studio Address Show Boat Bldg.
Tel.: 5-4418 KBS
Station Mgr. Roy E. Hanson

KTUE—Tulia—1954

Frequency: 1260 Kc. Power: 1 Kw. d.
Owned-Operated By KTUE Bcstg. Co.
Address 110 N. Armstrong
Tel.: WYdown 5-3531 KBS
Owners Clint and Marshall Formby
Manager D. L. McKinney

KDOK—Tyler—1956

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Operated By KDOK Bcstg. Co.
Address 808 Peoples Bank Building
Tel.: LYric 3-2519 Independent
Station Representative Weed
President, General Manager Dana W. Adams
V.P. Commercial Mgr. Sam Matthews
Publicity Director Bob Lloyd
Chief Engineer Robie Morgan

KGKB—Tyler—1930

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Oil Center Bcstg. Co.
Address Kilgore Hghwy
Tel.: LY 2-3873 Independent
Representative Reilly; Brown
Gen. Comm. Mgr. Ed Smith
Chief Engineer L. Thigpen

KTBB—Tyler—1947

Freq.: 600 Kc. Power: 1000 Watts
Owned-Operated By Blackstone Bcstg. Co.
Business-Studio Address 311 N. Broadway
Tel.: LYric 4-7278 ABC
Newspaper Affil. Courier Times; Telegraph
Representative Venard, Melville
President Mrs. C. N. Clyde
Gen., Sta. Mgr. M. Danbom
Prog. Dir. Don Tausch
Publicity Director David Bothwell
Chief Engineer R. A. Wileman

KZEY—Tyler—1958

Frequency: 690 Kc. Power: 250 Watts, d
Owned By E. E. McLemore & R. T. Gibson
Address Lake Park Drive
Tel.: LYric 3-1744 Independent
President R. Thos. Gibson
General Manager C. G. Condra
Commercial Manager Roger Morgan
Program Director Jean O. Bailey
Merchandising Dir. D. Dee
Chief Engineer Alice Morgan

KVOU—Uvalde—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned Uvalde Broadcasters, Inc.
Bus. Address 1400 Batesville Rd.
Tel.: BR 8-4555 Independent
President & Gen. Mgr. Edward J. Harpole
Station & Comm. Mgr. Bill Woods
Program Director Jerry McKinney
Chief Engineer William Hensarling, Jr.

KVWC—Vernon—1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Johnson-Garrison Co.
Address P.O. Box 1419
Tel.: Linden 2-6221 Independent
President Bobo Johnson
General Manager Joe Garrison

KNAL—Victoria—1949

Frequency: 1410 Kc. Power: 500 Watts
Owned-Operated By Victoria Bcstg. Co.
Address Box 718
Tel.: HI 3-9176 Independent
Representative Hill F. Best
General Manager James A. Traber
Sales Promotion Manager Vernon Townsend
Program Director Bob Nance
Chief Engineer Douglas E. Smith

KVIC—Victoria—1939

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By J. C. Long
Address P.O. Box 725
Tel.: Hillcrest 3-8171 MBS
President J. G. Long
General Mgr. Harry L. Becker
Chief Engineer Victor Boldt

KWTX—Waco—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: KWTX Bcstg. Co.
 Address: P.O. Box 7128
 Tel.: PL 6-4451 MBS
 Representative: Raymer
 President: M. N. Bostick
 General Manager: Frank Fallon
 Commercial Manager: Mac Brinegar
 Program Director: Walter Vaughan
 Chief Engineer: William Moore

WACO—Waco—1922

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By: Waco Bcstg. Co.
 Business Address: 3620 Franklin Ave.
 Tel.: PL 2-6571 ABC
 Representative: Weed
 V. P., Gen. Mgr.: R. Lee Glasgow
 Commercial Manager: Richard Parker
 Chief Engineer: Jack Vinson

KBEC—Waxahachie—1955

Frequency: 1390 Kc. Power: 500 W., d
 Owned-Operated By: Richard Tuck Enterprises
 Address: Box 731
 Tel.: WE 7-2710 KBS
 Pres., Gen. Mgr.: Richard Tuck

KZEE—Weatherford—1956

Frequency: 1220 Kc. Power: 250 W., d.
 Owned: Bartlesville Bcstg. Co.
 Address: Box 306
 Tel.: LYic 4-3826 Independent
 President: R. Thomas Gibson

KRGV—Weslaco—1927

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By: L B J Company

Business Address: 309 S. Missouri Ave.
 Tel.: WO 8-3131 NBC
 Representative: Raymer
 Pres., Gen. Mgr.: J. C. Kellam
 Station Manager: Charles L. Brooks
 Sales Prom. Mgr., Pub. Dir.: Hank Page
 Program Director: Bill Shomette
 Sales Manager: Jim Ahlgrimm
 Chief Engineer: Lewis Hartwig

KSVD—Wichita Falls—1947

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By: Grayson Enterprises
 Address: P.O. Box 2130
 Tel.: 723-0791 Independent
 Rep.: Venard, Rintoul & McConnell
 President: Sydney A. Grayson

KTRN—Wichita Falls—1948

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: Bcstg. Assoc.
 Address: 917 1/2 Scott St.
 Tel.: 322-5214 Independent
 Representative: Bolling
 Pres., Gen. Mgr.: Raymond Ruff
 Commercial Mgr.: Roger Stoner
 Program, Pub. Dir.: Bill Gordon
 Chief Engineer: Robert A. Harmon

KWFT—Wichita Falls—1939

Frequency: 620 Kc. Power: 5000 Watts
 Owned: North Texas Radio, Inc.
 Address: P. O. Box 420
 Tel.: 72-3-4181 CBS
 Representative: H-R
 Pres., Gen. Mgr.: Ben Ludy
 Assistant Manager: Lewis Dickensheets
 Commercial Manager: A. L. Pierce
 Prog. Dir.: Homer Cunningham
 Publicity Director: Mrs. Owanah Shelton
 Chief Engineer: Melvin O. Harrison

Pop.: 884,000
 Families: 242,500
 Radio Homes: 234,000

UTAH

TV Homes: 213,500
 AM Stas. in State: 27
 TV Stas. in State: 5

KBUH—Brigham City—1948

Frequency: 800 Kc. Power: 250 Watts d.
 Owned: Ravella M. Bone
 Business Address: 948 W. Forrest St.
 Tel.: 948 KBS
 Gen. Mgr., Ch. Eng.: Wade M. Ebeling

KSUB—Cedar City—1937

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Granite District Radio
 Business Address: 154 No. Main
 Tel.: JU 6-8547 NBC
 President: Howard Johnson
 General Manager: Louis T. Sayre
 Commercial Manager: Walter V. Lowe

Sta. Program Dir.: Donald E. Cartwright
 Chief Engineer: Richard Gunn

KBBC—Centerville—1957

Frequency: 1600 Kc. Power: 1 Kw., d
 Owned By: Davis Bcstg. Co.
 Address: P.O. Box 44, Bountiful, Utah
 Tel.: AXtel 5-5551 Independent
 President: J. F. Pingree
 General Manager: H. W. Pingree
 Program Director: M. Bailey
 Chief Engineer: Ed McCleery

KLGN—Logan—1954

Frequency: 1390 Kc. Power: 1,000 Watts d.

UTAH

Owned-Oper. By..... KLGN Radio, Inc.
Business Address..... RFD #1 Box 231
Tel.: 2600 Independent
Station Representative Hopewell
President..... F. G. Ziser
Commercial Manager..... Dee F. Jensen
Chief Engineer..... A. Finchom

KVNU—Logan—1938

Frequency: 610 Kc..... Power: 5000 Watts
Owned-Oper. By..... Cache Valley Bcstg. Co.
Address..... P. O. Box 264
Tel.: SK 2-5141..... ABC-KBS-MBS
Representative Avery-Knodel
President Herschel Bullen
Gen., Sta. Mgr..... Reed Bullen
Commercial Manager..... W. W. Kirkland
Program Director..... Reid Andreasen
Chief Engineer..... W. W. Jones

KURA—Moab—1957

Frequency: 1450 Kc..... Power: 250 Watts
Owned By..... MOAB Bcstg. & TV Corp.
Address..... P.O. Box 368
Tel.: ALpine 3-5001..... Independent
Pres. Gen. Mgr..... Forrest L. Simpson
Station Mgr..... Mrs. Ellen Brock
Sales Prom. Mgr..... Richard S. McDonald
Chief Engineer..... Calvin H. Widows

KMUR—Murray—1948

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Oral J. Wilkinson
Address..... 4646 S. State St., Salt Lake City
Tel.: AM 6-4419..... Independent
President..... O. J. Wilkinson
General Manager..... Robert E. Buie
Commercial Manager..... James K. Richey
Station, Prom. Mgr..... Bennie L. Williams
Program Director..... F. William Houghtaling
Chief Engineer..... James Gamble

KLO—Ogden—1924

Frequency: 1430 Kc..... Power: 5000 Watts
Owned-Operated By..... Interstate Corp.
Bus. Ad..... Hotel Ben Lamond, 7th Floor
Tel.: EXport 4-5721..... Independent
Representative Avery-Knodel
Gen. Mgr..... Cecil Heftel
Sta., Sales Prom. Mgr..... Kim Ward
Commercial Manager..... Len Allen
Prog. Dir..... Rex Wallgren
Chief Eng..... Wayne Moss

KSVN—Ogden—1947

Frequency: 730 Kc..... Power: 1000 Watts d.
Owned By..... Down Beat Broadcasting Assoc.
Address..... P.O. Box 107
Tel.: EX 4-3476..... Independent
General Mgr..... George Norman
Oper. & Prod. Dir..... Jerry Faye
Commercial Mgr..... Bill Dalton
Prom. Mgr..... R. J. Mulligan
Chief Engineer..... Robert Ferrell

KVOG—Ogden—1948

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... United Bcstg. Co.
Business Address..... 1538 Gibson Ave.
Tel.: EX 2-7535..... Independent
Representative Webb
Pres., Gen. Mgr..... Arch G. Webb
Comm. Mgr..... D. B. Aifleck
Program Director..... Jay Livingood
Chief Engineer..... Carl Ruthstrom

KOAL—Price—1936

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Eastern Utah Bcstg. Co.
Address..... P.O. Box 591
Tel.: ME 7-0407..... MBS-KBS-ABC
Representative Avery-Knodel
President Jack Richards

KEYY—Provo—1949

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Mid Utah Bcstg. Co.
Address..... P. O. Box 205
Tel.: FR 3-2174..... KBS
President..... D. Spencer Grow
General, Sta. Mgr..... Dave Weiser
Commercial Mgr..... Donna Gosar
Program Dir..... Joe Meier
Chief Engineer..... Francis Boyer

KIXX—Provo—1947

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Central Utah Bcstg. Co. Inc.
Address..... P. O. Box 550
Tel.: FR 3-3336..... Independent
Pres., Comm. Mgr..... F. A. Van Wagenen
Chief Engineer..... F. O. Boyer

KOVO—Provo—1937

Freq.: 960 Kc..... Power: 5 Kw., d.; 1 Kw. n.
Owned-Oper. By..... KOVO, Inc.
Business Address..... Box 99
Tel.: FRanklin 3-8550..... Independent
Station Representative Avery-Knodel
President..... Ashley L. Robison
Gen. Mgr..... Glenn Shaw
Comm. Mgr..... L. H. Curtis
Sales Promotion Manager..... Jim May
Program Director..... Don Spainhower
Publicity Director..... Devern Perry
Chief Engineer..... Elbert Brown

KSVC—Richfield—1947

Freq.: 980 Kc..... Power: 5000 Wts. d., 1000 n.
Owned-Operated By..... Sevier Valley Bcstg. Co.
Address..... Richfield
Tel.: TW 6-4457..... ABC
Representative Avery-Knodel
President Homer Bandley
Gen., Comm. Mgr..... Arthur Tucker
Prog. Dir., Ch. Engr..... Bill King

KDXU—St. George—1957

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... St. George Bcstg. Co.
 Business Address... P.O. Box 488
 Tel.: ORchard 3-3579... KBS
 Gen., Comm. Mgr.... Roy C. Winkelmann
 Program Director.... Ellen Winkelman

KALL—Salt Lake City—1945

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By... Salt Lake City Bcstg. Co.
 Business-Studio Address... 146 S. Main St.
 Tel.: EM 4-3561... ABC
 Newspaper Affil.... Ogden Standard-Examiner
 Representative.... Avery-Knodel, Inc.
 President.... George C. Hatch
 Sta., Comm. Mgr.... Homer K. Peterson
 Program Director.... Phil Nolan
 Sales Prom. Mgr.... Donna Norton
 Publicity Director.... Dick Braun
 Chief Engineer.... W. D'Orr Cozens

KCPX—Salt Lake City—1926

Frequency: 1320 Kc. Power: 5000 Watts
 Owned By... Columbia Pict. Electronics Corp.
 Bus.-Studio Address... 130 Social Hall Ave.
 Tel.: DA 2-5681... NBC
 Representative.... Katz
 General Mgr.... Norman Louvan
 Station Mgr.... Carson Rennie
 Commercial Mgr.... Joe Cooke
 Program Dir.... Ed Kemp
 Sales Prom. Publicity.... Tom Wayman
 Chief Engineer.... A. L. Gunderson

KLUB—Salt Lake City—1938

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By... KLUB Bcstg. Co.
 Business-Studio Address... 165 Social Hall Ave.
 Tel.: EL 9-7794... Independent
 Representative.... Hollingsbery
 President, General Mgr.... Frank C. Carman
 Commercial Mgr.... Allan Thomas
 Operations Dir.... Frank C. McIntyre
 Chief Eng.... Delbert Williams

KNAK—Salt Lake City—1945

Freq.: 1280 Kc. Power: 5 Kw. d., 500 W. n.
 Owned... Granite District Radio Bcstg. Co.
 Business-Studio Address... 1042 So. 6th W.
 Tel.: EM 4-3685... Independent
 Representative.... Forjoe
 President, Chief Eng.... Howard D. Johnson
 Gen., Comm. Mgr.... William Wright
 Program Director.... Mildred Baker
 Sales Prom Mgr.... Clyde Anderson

KSL—Salt Lake City—1922

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Oper. By... Radio Service Corp. of Utah
 Bus.-Studio Address... 145 Social Hall Ave.
 Tel.: EL 5-4641... CBS
 Representative.... CBS Radio Spot Sales
 President.... Jay W. Wright
 Commercial Manager.... Joseph A. Kjar
 Pub. Dir.... Robert O. Pusey

Chief Engineer... Paul Evans

KSOP—Salt Lake City—1955

Frequency: 1370 Kc. Power: 1 Kw., d.
 Owned-Oper. By... Seagull Broadcasting Co.
 Address... 1300 West 2320 South
 Tel.: HU 4-4435... Independent
 Representative.... Oaks & Assoc., Bernard
 President, Gen. Mgr.... M. H. Hilton
 Commercial Mgr.... Henry Hilton
 Station Mgr.... Ralph Winn
 Sales Prom. Mgr.... Gil Hilton
 Publicity Dir.... Robert Wooten
 Program Director.... Gart Wheeler
 Chief Engineer.... Lyle Wahlquist

KSXX—Salt Lake City—1959

Frequency: 630 Kc. Power: 1000 Watts
 Owned By... KSXX Corp
 Address... 364 S. State
 Tel.: CR 7-3905... Independent
 General Mgr.... George Norman
 Nat. Sales Dir.... Ralph Sachs
 Commercial Mgr.... Norman Thomsen
 Merch. & Prom. Dir.... Bob Hansen
 Production Dir.... John Kruse
 Chief Engineer.... D. R. Hale

KWHO—Salt Lake City—1955

Frequency: 860 Kc. Power: 1 Kw., d.
 Owned-Operated By... Reese C. Anderson
 Address... 510 E. Second South
 Tel.: DA 2-5819... Independent
 Station Representative.... Grant
 Pres., Gen. Mgr.... Reese C. Anderson
 Program Dir.... Robert B. Chambers
 Publicity Dir.... Carol L. Williamsen
 Chief Engineer.... Marvin C. Zitting

KWIC—Salt Lake City—1957

Frequency: 1570 Kc. Power: 500 Watts d.
 Owned By... Sugarhouse Broadcasting Co.
 Business Address... 1247 Wilmington Ave.
 Tel.: HUnter 4-8791... Independent
 Partners.... Dale R. & Marvin R. Curtis
 Gen., Sta. Mgr.... Thomas M. Ivory
 Comm. Sale Prom. Mgr.... Starley D. Bush
 Program Director.... Gerald G. Steorts
 Chief Engineer.... Kay D. Turner

KTUT—Tooele City—1956

Frequency: 990 Kc. Power: 1 Kw., d.
 Owned... Tooele County Radio & TV Bcstg.
 Address... P. O. Box 449
 Tel.: 990... KBS
 Sta. Representative.... Hopewell
 President.... Sam Gillette
 Gen., Sta. Mgr., Ch. Eng.... D. Ray Gardner
 Program Director.... Vernon L. Stevenson, Jr.

KVEL—Vernal—1947

Frequency: 1250 Kc. Power: 1 Kw., d.
 Owned-Oper. By... Uintah Bcstg. Co.
 Address... 120 E. Main St.
 Tel.: 494... KBS-ABC
 Manager.... Lee Walker
 Chief Engineer.... W. Raker

Pop.: 418,000
Families: 115,000
Radio Homes: 111,000

VERMONT

TV Homes: 98,000
AM Stas. in State: 15
TV Stas. in State: 1

WBTN—Bennington—1953

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By: Catamount Bcstrs. Inc.
Address: P.O. Box 560
Tel.: 6321 Independent
Station Representative: Devney; Kirby
Pres., Ch. Engr.: J. Gordon Keyworth
Station Manager: Mrs. Belva C. Keyworth
Comm., Prom. Mgr.: Roy M. Anderson

WKVT—Brattleboro—1959

Frequency: 1490 Kc. Power: 250 Watts
Owned: WKVT Corp.
Address: 17 Dunbar St.
Tel.: Alpine 4-2343 CBS
Station Representative: Some
President: Joseph K. Close
General & Station Manager: Edward D. Some
Program Director: Carl E. Hill
Chief Engineer: Ernest Robarge

WTSA—Brattleboro—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Tri-State Area Bcstg. Corp.
Address: Box 819
Tel.: AL 4-4567 Independent
Station Representative: Walker-Rawall
President: Theodore Feinstein
Gen., Sta. Mgr.: Phillips Terhune
Program Director: Loren C. Smith
Chief Engineer: Hugh M. Kenny

WCAX—Burlington—1931

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: WCAX Radio, Inc.
Business Address: 100 Market Sq., S.
Tel.: UN 2-5761 CBS
Representative: Weed
President: C. P. Hasbrook
Vice President: Stuart T. Martin
General Mgr.: A. E. Spokes
Commercial Mgr.: John Miller
Program Director: William C. Dow
Publicity Director: Charles S. Lewis
Chief Engineer: James W. Tierney

WDOT—Burlington—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned: Dot Broadcasting Corp.
Address: 205 College St.
Tel.: 25776 Independent
Sta. Representative: Walker-Rawall
President: Fortune Pope
Station Manager: Val Carter
Program Director: George Cameron
Publicity Director: William Hobart
Chief Engineer: John Carlini

WJOY—Burlington—1946

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By: Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location: 633 Main St.
Tel.: UN 4-5774 ABC
Representative: Everett-McKinney, Kettel Carter
President: David W. Howe
Gen., Sta. Mgr.: Frank Balch
Program Director: Dean Slack
Publicity Director: Robert Leavitt
Chief Eng.: Don Wheatley

WSKI—Montpelier—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Green Mt. Bcstg. Co.
Bus. Address: 94 Main St.
Tel.: Capitol 3-5275 ABC
Station Representative: Walker-Rawall
President: Eben Parsons
Gen., Sta. Mgr.: Daniel B. Ruggles III
Commercial Manager: Lawrence Shane
Program Director: John Brunell
Chief Eng.: Gerad Marcott

WIKE—Newport—1952

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Memphremagog Bcstg. Co.
Business Address: Box 711
Tel.: 832 Independent
Sta. Rep.: Foster, Creed; Polts
President: E. Dean Finney
Gen. Mgr., Ch. Eng.: Donald A. Thurston

WHWB—Rutland—1949

Frequency: 1000 Kc. Power: 1000 Watts
Owned: Central Vermont Broadcasting Corp.
Address: Box 591
Tel.: PR 3-3200 Independent
Representative: Gill-Perna; Kirby
President: John Carusone
Station Manager: Francis McCormack
Chief Engineer: Daneil Churchill

WSYB—Rutland—1930

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By: Philip Weiss Music Co.
Bus.-Studio Address: 35 Washington St.
Tel.: PR 3-8140 Independent
Representative: Foster & Creed; Devney
President: Philip Weiss
Station Manager: J. H. Weiss

WWSR—St. Albans—1941

Frequency: 1420 Kc. Power: 1 Kw., d.
Owned By: R. I. Kimel & B. W. Grad
Address: 75 North Main Street
Tel.: LAkeview 4-2157 Independent
Reps.: Webb; Kettel-Carter
General Mgr.: Robert I. Kimel
Commercial Mgr.: Cecil Fahl
Program Dir.: Bruce Matthews
Sales Prom. Mgr.: Robert Schmidt
Chief Engineer: Ted Boisvert

VERMONT-VIRGINIA**WTWN—St. Johnsbury—1949**

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By...Twin State Bcstrs. Inc.
 AddressConcord Ave.
 Tel.: Pl 8-2344.....Independent
 Station Rep.....Devney; Foster, Creed
 Pres., Gen. Mgr.....E. Dean Finney
 Commercial Manager.....John Byrne
 Program Director.....Douglas N. Drown
 Ch. Eng.....Ralph Dennis

WCRF—Springfield—1954

Frequency: 1480 Kc.....Power: 1 Kw., d.
 Owned-Operated By..Conn. Valley Bcstg. Co.
 Address.....106 Park St.
 Tel.: TUrner 5-4555.....Independent
 President, Gen. Mgr.....Carlo F. Zezza
 Program Director.....Howard Promer
 Chief Eng.....Gordon I. Stearns

WDEV—Waterbury—1931

Freq.: 550 Kc....Power: 5000 Wts. d., 1000 n.
 Owned-Oper. By.....Lloyd E. Squier
 Address.....9 Stowe St.
 Tel.: CApitol 3-5266, Montpelier...Independent
 Station Rep...Everett-McKinney; Kettell-Carter
 General Manager.....Lloyd E. Squier
 Comm. Mgr., Pgm. Dir.....Craig S. Parker
 Chief Engineer.....Warren Chase

**WVRJ—White River Junction
1959**

Frequency: 910 Kc.....Power: 1 Kw., d.
 Owned.....White River Enterprises
 Address.....Box 190
 Tel.: 1590.....Independent
 Station RepresentativeContinental
 President & General Mgr.....Philip C. Smith
 Commercial Manager.....DuRay Smith, Jr.
 Sales Promotion Manager...Philip P. Upton
 Chief Engineer.....Gordon I. Stearns

Pop.: 4,019,000
 Families: 1,020,000
 Radio Homes: 969,000

VIRGINIA

TV Homes: 818,000
 AM Stas. in State: 93
 TV Stas. in State: 12

WBBI—Abingdon—1956

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Burley Bcstg. Inc.
 Address.....P. O. Box 509
 Tel.: MArket 8-2147.....Independent
 President.....Nelson T. Barker
 Gen. Comm. Mgr.....L. M. Seamon

WPIK—Alexandria—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Potomac Bcstg. Corp.
 Address.....Virginia Theatre Bldg.
 Tel.: OV 3-3000.....Independent
 Station Representative.....Branham
 President.....Carl L. Lindberg
 V.P., Gen. Mgr.....Howard B. Hayes
 Commercial Manager.....John C. Moran
 Sales Promotion Manager.....R. E. L. Moore
 Chief Engineer.....Arthur McDougall

WARL—Arlington—1946

Frequency: 780 Kc.....Power: 1000 W., d.
 Owned...Northern Virginia Broadcasters, Inc.
 Address.....5232 Lee Highway
 Tel.: KE 6-9000.....Independent
 Station Representative.....Bernard
 President.....Cy Blumenthal
 Executive V.P.....George A. Crump
 General Manager.....Robert E. Cobbins
 Comm. & Sls. Prom. Mgr.....John F. BURGREN
 Program Director.....Warren M. Brill
 Publicity Director.....Norma Shaw
 Chief Engineer.....Stephen J. Hart

WEAM—Arlington—1947

Frequency: 1390 Kc.....Power: 5000 Watts

Owned-Oper. By...Arlington-Fairfax Bcstg. Co.
 Business Address.....1515 N. Courthouse Rd.
 Tel.: JA 7-7100.....Independent
 Rep.....Bcst. Time Sales; Raymer
 President.....Harold H. Thoms
 General Manager.....Kenneth L. Wood
 Local Sales Mgr.....Peter A. Giordano
 Program. Production Dir.....Mark Holiday
 Chief Engineer.....Richard A. Johnson

WBLT—Bedford—1950

Frequency: 1350 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Bedford Bcstg. Corp.
 Address.....P. O. Box 406
 Tel.: JUSTICE 6-8245.....Independent
 Pres., Gen., Sta. Mgr.....J. E. Synan
 Commercial Manager.....Douglas B. Catlin
 Chief Engineer.....J. P. Laughlin

WLSD—Big Stone Gap—1953

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Gap Bcstg. Co.
 Business Address.....Box 224
 Tel.: 800.....Independent
 Sta., Comm. Mgr.....W. H. Wren
 Chief Engineer.....Gene Hopkins

WKLV—Blackstone—1947

Frequency: 1440 Kc.....Power: 5 Kw., d.
 Owned-Oper. By...Blackstone Bdcstg. Corp.
 Address.....Drawer 192
 Tel.: 478.....MBS-KBS
 President, Gen. Mgr.....H. L. Umstead

WCYB—Bristol—1946

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Oper. By...Appalachian Bcstg. Corp.

VIRGINIA

Address..... P. O. Box 1009
Tel.: NOrth 9-4161..... ABC
Station Rep..... Headley-Reed
President, Gen. Mgr..... Robert H. Smith
Commercial Sales Prom. Mgr..... Fey Rogers
Production Manager..... W. S. Kilgore
Chief Engineer..... R. V. Robinson

WFHG—Bristol—1946

Freq.: 980 Kc..... Power: 5 Kw., d.; 1 Kw., n.
Owned-Oper. By..... Bristol Bcstg. Co.
Address..... Valley Drive
Tel.: NOrth 9-8112..... MBS-KBS
Station Rep..... Walker-Rawalt
Pres..... W. C. Nininger
Gen., Sta. Mgr..... W. L. Nininger
Comm. Mgr., Sales Prom. Mgr..... Jack Martin
Chief Eng..... John Hughlett, Jr.

WCHV—Charlottesville—1933

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..... Eastern Bcstg.
Bus.-Studio-Transmitter Address. Rose Hill Dr.
Tel.: 2-5121..... ABC-MBS
Representative..... Clark
Owner..... Charles Barham, Jr.
General Mgr..... Robert C. Walker
Sales Manager..... Charles Smith, Jr.
Program & Publicity Director..... R. G. Sketchby
Chief Engineer..... Tom Cavanagh

WELK—Charlottesville—1957

Frequency: 1010 Kc..... Power: 1 Kw., d.
Owned By..... L. L. Kennedy
Address..... Harris Rd.
Tel.: 2-8080..... Independent
Pres., Gen. Mgr., Ch. Eng., Lawrence Kennedy

WINA—Charlottesville—1949

Freq: 1400 Kc.. Power: 1 Kw., d., 250 Watts, n.
Owned-Oper. By.. Charlottesville Bcstg. Corp.
Address..... P. O. Box 1230
Tel.: 6-6177..... NBC
Station Representative..... Dora-Clayton
Pres., Gen. Mgr..... Donald G. Heyne
Comm. Mgr..... Thomas M. Behrendt
Prog. Dir..... Edward Desmond
Chief Engineer..... Gene Bossieux, Jr.

WBCR—Christiansburg—1954

Frequency: 1260 Kc.. Power: 1000 Watts d.
Owned-Oper. By..... WBCR, Inc.
Address..... P.O. Box 1260
Tel.: EVergreen 2-4291..... KBS
Representative..... Cooke
President, Gen. Mgr..... A. H. Griffith

WCFV—Clifton Forge—1950

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Radio WCFV
Address..... Box 48
Tel.: 2147..... MBS

General Manager, Ch. Eng..... Claude F. Jones
Comm. Mgr..... N. Giebner

WKEY—Covington—1941

Frequency: 1340 Kc..... Power: 250 Watts
Owned..... Earl M. Key
Business Address..... Lexington & 3rd St.
Tel.: 8351..... ABC
Representative..... Devney
Station Mgr..... Earl M. Key
Comm. Prom. Mgr..... Kenneth L. Bryant
Program Director..... John L. Davis
Chief Engineer..... Grover K. Fuik

WSVS—Crewe—1947

Frequency: 800 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... So. Virginia Bcstg. Corp.
Business Address..... 800 Melody Lane
Tel.: 7811..... Independent
President..... Calvin S. Willis
Gen. Manager..... Freeman H. Stewart
Comm., Sales Prom. Mgr..... Harold F. Payne
Chief Engineer..... C. E. Wilson

WCVA—Culpeper—1949

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Culpeper Bcstg. Corp.
Address..... Hendricks Ave. & Radio Lane
Tel.: VALley 5-8338..... MBS-KBS
Representative..... Indie
President..... Leonard T. Preston
Gen., Sta. Mgr..... John T. Rogers
Comm., Sales Prom. Mgr..... Tucker Butler
Program Director..... Ed Gombos
Publicity Director..... Ann W. Rogers
Chief Engineer..... Gil Gildemann

WBTM—Danville—1930

Freq: 1330 Kc.. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.. Piedmont Bcstg. Corp.
Bus.-Studio Address..... 710 Grove St.
Tel.: SW 3-4411..... ABC
Representative..... Gill-Perna
President..... W. E. Gardner, Jr.
Manager..... Milton Adams
Comm., Sales Prom. Mgr..... J. E. Allgood, Jr.
Program Director..... Jim Crawford, Jr.
Supervising Engineer..... Millard F. McKinsey

WILA—Danville—1957

Frequency: 1580 Kc..... Power: 1 Kw.
Owned By..... Eastern Broadcasting Corp.
Business Address..... 560 Patton St.
Tel.: SW 2-2133..... Independent
President..... Roger Neuhoff
General Manager..... Robert Walker
Sales Prom. Mgr..... George Lund
Station Manager..... Colin Rosse
Chief Engineer..... Bill Purcell

WDVA—Danville—1947

Freq.: 1250 Kc..... Power: 5 Kw. d., 1 Kw. n.

VIRGINIA

Owned-Oper. By... Va. Carolina Bcstg. Corp.
Address... Lexington Ave.
Tel.: SW 2-9311... MBS-KBS
Representative... Robert S. Keller
Pres., Gen. Mgr.... Emerson J. Pryor
Commercial Mgr.... Stover Morris, Jr.
Program Director... Richard Campbell
Chief Engineer... Howard Clendenen

WEVA—Emporia—1952

Frequency: 860 Kc.... Power: 1000 Watts, d.
Owned... Stone Broadcasting Corp.
Bus. Ad... Washington St.
Tel.: ME1rose 4-2133... KBS
Pres., Gen., Sta. Mgr.... Willis L. Stone
Commercial Mgr.... Sallie J. Whitlock
Sales Promotion Manager... Don Collins
Program Dir.... Eddie Anderson
Publicity Director... Dick Phillips
Chief Engineer... Elton A. Short, Jr.

WEEL—Fairfax—1955

Freq.: 1310 Kc.... Power: 1000 Wts. d., 500 n.
Owned... OK Broadcasting Corp.
Address... 2nd & Oak Sts.
Tel.: CR 3-4000... Independent
Representative... Hil F. Best
President... George Oleson
General Manager... Arthur Kellar
Commercial Mgr.... I. T. Cohen
Sales Promotion Manager... Jim Larkin
Program Director... Jules Henry
Chief Engineer... Joe Terrien

WFAA—Falls Church—1948

Frequency: 1220 Kc.... Power: 1 Kw., d.
Owned-Operated By... Lamar A. Newcomb
Address... Tower Square
Tel.: JE 2-1220... Independent
Pres., Gen. Mgr., Ch. Eng.. Lamar A. Newcomb

WFLO—Farmville—1947

Frequency: 870 Kc.... Power: 1000 Watts d.
Owned-Operated By... Colonial Bcstg. Co.
Business Address... Cumberland Rd.
Tel.: EX 2-4195... Independent
Owner & General Manager... Carla B. Keys
Station Comm. Manager... John D. Wilson
Sales Promotion Manager... T. J. Fulcher
Program Director... Al Smith
Chief Engineer... O. C. Covington

WYSR—Franklin—1956

Frequency: 1250 Kc.... Power: 1 Kw., d.
Owned... Franklin Broadcasting Corp.
Address... 102 E. Fourth Ave.
Tel.: LO 2-3135... KBS
V.P., Gen Mgr.... Thomas F. Clark
Commercial & Sales Mgr.... A. L. Drew
Program Director... Ted Tater
Chief Engineer... Richard Harris

WFVA—Fredericksburg—1939

Frequency: 1230 Kc.... Power: 250 Watts
Owned-Oper. By... Fredericksburg Bcstg. Corp.

Business Address... 707 Princess Anne St.
Tel.: ESsex 3-7721... ABC
Station Representative... Forjoe
Exec. Vice-Pres.... Mrs. Marion Park Lewis
Gen., Sta., Comm. Mgr., Ch. Eng.. J. C. Morgan
Program Director... Arch Harrison

WFTR—Front Royal—1948

Frequency: 1450 Kc.... Power: 250 Watts
Owned-Oper. By... Sky—Park Bcstg. Corp.
Address... P. O. Box 192
Tel.: ME1rose 5-4121... KBS-MBS
General Manager... Kenneth Gordon

WBOB—Galax—1947

Frequency: 1360 Kc.... Power: 1000 Watts, d.
Owned... Carroll-Grayson Broadcasting Corp.
Address... Poplar Knob Road
Tel.: BE 6-2921... KBS
President... Robert V. Morris
Gen., Sta. Mgr.... Joe P. Crockett
Comm. Prom. Mgr.... Brice Parks
Program Dir.... Muriel M. Bell
Publicity Dir.... Marquerite V. Neff
Chief Engineer... Edward Boyer

WGAT—Gate City—1959

Frequency: 1050 Kc.... Power: 250 Watts, d.
Owned... Gate City Broadcasting Co.
Address... Box 374
Tel.: FULton 6-7025... KBS
President, General Mgr.... W. V. Ramsey
Station Manager... Charlie Doll
Commercial Manager... James B. Roberts
Chief Engineer... Richard Haselhurst

WDDY—Gloucester—1957

Frequency: 1420 Kc.... Power: 1 Kw., d.
Owned-Operated By... Cape Radio, Inc.
Business Address... P.O. Box 673
Tel.: OXford 3-4302... Independent
Representative... Webb
Pres., Gen. Mgr.... Arthur Lazarow
Asst. Station Manager... Joan R. Lazarow
Commercial Manager... Frank E. Cooke
Ch. Eng.... Kenneth S. Bradby

WMNA—Gretna—1956

Frequency: 730 Kc.... Power: 1 Kw., d.
Owned... Central Virginia Bcstg. Co.
Address... Box 790
Tel.: 4730... KBS
President... James E. Parsons
General Manager... Lyle C. Motley
Commercial Manager... Edwin B. Wilson
Sales Promotion Manager... Shirley Bailey
Program Director... Dell Tyler
Publicity Director... Charlotte Bosiger
Chief Engineer... Charles Lingafelt

WNRG—Grundy—1955

Frequency: 1250 Kc.... Power: 1 Kw., d.
Owned-Oper. By... Va.-Ky. Bcstg. Co., Inc.
Address... Box 245
Tel.: WEbster 5-7581... Independent
President... H. G. Dobson

VIRGINIA

Gen. Mgr., Ch. Eng., Sta. Mgr. . . . D. B. Jordan
Asst. Mgr. Aubry Garber

WVEC—Hampton—1948

Frequency: 1490 Kc. Power: 250 Watts d.
Owned-Operated By Peninsula Bcstg. Co.
Address P. O. Box 481
Tel.: PArk 2-6332 NBC
Representative Avery-Knodel
Pres., Gen. Mgr. Thomas P. Chisman
V.P. & Dir. Sls. Harrol A. Brauer, Jr.
Program Director Jerry Sandford
Oper. Mgr. L. W. Kliever
Chief Engineer William C. King, Jr.

WHBG—Harrisonburg—1956

Frequency: 1360 Kc. Power: 5 Kw. d.
Owned By Radio Harrisonburg, Inc.
Address 75 East Market St.
Tel.: 4-7394 Independent
Representative Weed
President J. A. Abel
General Mgr. Chas. Dillon
Chief Engineer H. Richardson

WSVA—Harrisonburg—1935

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned Shenandoah Valley Broadcasting, Inc.
Address Rawley Pike
Tel.: 4-4431 NBC
Newspaper Affil. Eve. Star; Sunday Star
Sta. Representative H.R. Reps
Pres., Gen. Mgr. Hamilton Shea
Asst. Gen. Mgr. Warren L. Braun
Comm. Mgr. Richard Johnson
Promotion Mgr. Andy McCaskey
Program Director James MacNeil
Merch. & Publicity Dir. N. L. Royster
Chief Engineer J. MacFoley

WHAP—Hopewell—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned By WYSR, Inc.
Address Box 621
Tel.: GLenview 8-9301 Independent
President S. L. Goodman
V.P., Gen. Mgr. Charles E. Springer
Commercial Mgr. Hollis L. Ines
Chief Engineer Norman Cannon, Jr.

WAGE—Leesburg—1958

Frequency: 1290 Kc. Power: 1000 Watts
Owned By WAGE, Inc.
Business Address Leesburg
Tel.: SPing 7-1290 Independent
Station Representative Forjoe
President, General Mgr. W. T. Stubblefield
Publicity Director Worthy Caulk
Program Director Edward Ivory
Chief Engineer John Gill

WREL—Lexington—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Rockbridge Bcstg. Co.

Address Drawer 902
Tel.: HObart 3-2161 NBC-KBS
Representative Indie Sales
President Marshall L. Wilmer
Gen. Manager Milton B. Henson
Program Director Joseph E. Lynn, Jr.
Chief Engineer James I. Bray, Jr.

WBRG—Lynchburg—1956

Frequency: 1050 Kc. Power: 1 Kw., d.
Owned Harry A. Epperson, Sr.
Address Box 1079
Representative Thomas F. Clark
Tel.: VICTor 6-6541 KBS
Gen., Comm. Mgr. Tom Buckley
Sales Promotion Manager Donald W. Jarvis
Prog., Pub. Dir. Mrs. Eddie M. Raymond
Chief Engineer Frank K. Keller

WLVA—Lynchburg—1930

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By Lynchburg Bcstg. Corp.
Address 2320 Langhorne Rd.
Tel.: VICTor 5-1242 ABC
Representative George P. Hollingbery
Pres., Gen. Mgr. Philip P. Allen
Comm., Sales Prom. Mgr. Thomas L. Turner
Prog., Pub. Dir. Warren Uttal
Chief Engineer John T. Orth

WVOD—Lynchburg—1947

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned Lynchburg Independent Bcstrs., Inc.
Address P. O. Box 1300
Tel.: VI 5-3441 Independent
Pres. Cy N. Bahakel
General. Sta. Mgr. Henry Hughes
Program Dir. Frank Starling
Sales Prom. Mgr. Carrol Seay
Chief Engineer Samuel Raymond

WPRW—Manassas—1957

Frequency: 1460 Kc. Power: 500 W., d.
Owned Prince William Bcstg. Corp.
Address Box 151
Tel.: EMpire 8-3108 Independent
Station Representative Chas. Bernard
President Harold H. Hersch
General, Sta. Mgr. W. T. Merchant, Jr.
Comm., Prom. Mgr. C. A. Sinclair, III
Program, Publicity Dir. William D. Greenlee
Chief Engineer H. D. Vorhauer

WMEV—Marion—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By Mountain Empire Bcstg. Corp.
Address P. O. Box 470
Tel.: ST 3-9001 ABC-KBS
Representative Indie Sales
Pres., Gen., Mgr. Robert C. Wolfenden
Program Dir. Mrs. R. C. Wolfenden
Chief Engineer Edward Surface

WHEE—Martinsville—1954

Frequency: 1370 Kc. Power: 1000 Watts, d.

Owned-Oper. By... Patrick Henry Bcstg. Corp.
Address P.O. Drawer 552
Tel.: ME 2-9811..... Independent
Pres., Sta., Gen. Mgr...... John W. Shultz
Comm. Mgr...... Charles F. Adams
Program Director..... Mrs. Grace P. Uram
Sales Prom. Mgr...... Thos. W. Patterson
Publicity Dir...... R. Lee Gilbert
Chief Engineer..... T. E. Tatum

WMVA—Martinsville—1941

Frequency: 1450 Kc..... **Power:** 250 Watts
Owned-Oper. By.. Martinsville Bcstg. Co., Inc.
Address Chatham Heights
Tel.: MErcury 2-2152..... KBS
Representative Bob Dore
Exec. V.P. & Gen. Mgr.... Maynard E. Dillaber
Commercial Manager..... Jack Bouldin

WSIG—Mount Jackson—1953

Frequency: 790 Kc..... **Power:** 1 Kw. d.
Owned By..... R. F. Lewis Jr., Estate
Address Mt. Jackson
Tel.: GRanite 7-3128..... Independent
Station Rep. Forjoe
President..... Marion P. Lewis
Gen. Comm. Mgr...... Philip J. Potter
Chief Engineer..... Philip B. Whitney

WNRV—Narrows—1952

Frequency: 990 Kc..... **Power:** 1000 Watts d.
Owned-Oper. By..... Giles Bcstg. Co.
Address Route 100
Tel.: PA 6-2211..... Independent
Representative Hopewell
President..... H. J. Romanus
General Manager..... John E. Holland II

WGH—Newport News—1928

Frequency: 1310 Kc..... **Power:** 5000 Watts
Owned-Oper. By.. Hampton Roads Bcstg. Corp.
Address P.O. Box 38
Tel.: CHestnut 4-7333..... Independent
News. Affil...... Daily Press
Station Representative Blair
President Capt. W. R. Van Buren
General Mgr...... Daniel E. Hydrick
Asst. Mgr...... Ambert Dail
Sales Mgr...... Chuck Quillan
Program, Publicity Dir...... Gene Creasy
Chief Engineer..... George Sokol

WYOU—Newport News—1947

Frequency: 1270 Kc.... **Power:** 1000 Watts d.
Owned-Oper. By..... Max Resnick
Business Address..... 114 24th St.
Tel.: 6-1664..... Independent
Station Representative.. Dora-Clayton; Devney
Pres., Gen. Mgr...... Richard Eaton
Station Manager..... Joseph Gathings
Sales Prom. Mgr., Pub. Dir...... Pearl Harris
Program Director..... Al Clarke
Chief Engineer..... Ernest C. Hooper

WAVY—Norfolk—1941

Frequency: 1350 Kc..... **Power:** 5000 Watts
Owned-Oper. By... Tidewater Teleradio, Inc.
Address 214 W. York St.
Tel.: MA 7-2345..... Independent
Representative H.R. Repls., Inc.
President..... J. Glen Taylor
General Mgr...... Edward G. Sheridan
Commercial Manager..... Clayton W. Eley
Program Director..... Lee Leonard
Sales Promotion Manager..... Mike Schaffer
Chief Engineer..... Gilbert Hoffman

WCMS—Norfolk—1954

Frequency: 1050 Kc..... **Power:** 1000 W. d.
Owned-Oper. By.. WCMS Radio Norfolk, Inc.
Address Helena Building
Tel.: MA 5-0525..... Independent
Pres., Gen. Mgr...... Roy La Mere
Commercial Manger..... Richard Powers
Program Director..... Joe Huppel
Chief Engineer..... Walter Adams

WLOW—Norfolk—1946


Frequency: 1400 Kc..... **Power:** 250 Watts d.
Owned By..... James Bcstg. Corp.
Bus. Studio Addr...... 731 Boush St.
Tel.: MADison 7-5677..... MBS-ABC
Station Representative Headley-Reed
General Manager..... Michael Henry
Commercial Manager..... Paul Enright
Prog. Dir...... Bruce M. Miller
Chief Engineer..... R. Flagg

WNOR—Norfolk—1949

Frequency: 1230 Kc..... **Power:** 250 Watts
Owned-Oper. By..... Norfolk Bcstg. Co.
Address..... 1019 Botsevain Ave.
Tel.: MADison 2-7071..... Independent
Representative Weed
President..... Louis H. Peterson
Gen., Sta. Mgr...... Jack H. Harris
Commercial Manager..... Joshua Barry
Sales Prom. Mgr., Prog. Dir... Bill Montgomery
Publicity Director..... Bob Story
Chief Engineer..... George Hillier

WRAP—Norfolk—1952

Frequency: 850 Kc..... **Power:** 5000 Watts, d
Owned-Operated By..... Rollins Bcstg., Inc.
Address..... 300 Portlock Bldg.
Tel.: MA 7-8307..... Independent
Representative Rollins
President..... O. Wayne Rollins
V.P. Gen. Mgr...... Paul von Hagel
Commercial Mgr...... Stu Baroness
Program Dir...... Sid Woods
Publicity Dir...... Leola Dyson
Chief Eng...... Glen Frazier

VIRGINIA 

WTAR—Norfolk—1923

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By..... WTAR Radio Corp.
Bus.-Studio Address..... 720 Boush St.
Tel.: MA 5-6711..... CBS
News Affil..... Norfolk Newspapers, Inc.
Representative..... Edward Petry
Bd. Chairman..... Campbell Arnoux
President, Gen. Mgr..... Robert M. Lambe, Jr.
V.P., Operations..... John C. Peffer
Director of Radio..... John A. Black
Commercial Manager..... Harry W. Moore, Jr.
Promotion Manager..... James W. Evans
Prog. Dir..... Boyd Harrier
Publicity Director..... Joel Carlson
Chief Eng..... R. L. Lindell

WNVA—Norton—1946

Frequency: 1350 Kc. Power: 5000 Watts
Owned..... Radio-Wise, Inc.
Address..... Progress Bldg.
Tel.: 700..... KBS
President & General Mgr..... R. B. Helms
Station Manager..... Jack Helms
Program Dir. & Comm. Mgr..... Jack Darnell
Chief Engineer..... John McMullen

WJMA—Orange—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Charlottesville Bcstg. Co.
Address..... Box 271
Tel.: 7263..... KBS
President..... Donald G. Heyne

WSWV—Pennington Gap—1959

Frequency: 1570 Kc. Power: 1 Watt d.
Owned By..... Lee County Bcstg. Co.
Address..... Pennington Gap
Tel.: 520..... Independent
Owners..... D. Gabriel & Cas Walker
General Mgr..... Susan Gabriel
Station Mgr..... Mrs. J. B. Cooke
Chief Engineer..... C. Pennington

WPVA—Petersburg—1955

Frequency: 1280 Kc. Power: 5000 Watts d.
Owned-Operated By..... Harry A. Epperson, Jr.
Business Address..... Box 87
Tel.: RE 2-3478..... KBS
Pres., Sta. Mgr..... Harry E. Epperson, Jr.

WSSV—Petersburg—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned By..... Petersburg Bcstg Co., Inc.
Business-Studio Address..... 112 W. Tabb St.
Tel.: RE 3-4567..... MBS
Representative..... Grant Webb
Pres., Gen. Mgr..... Roger A. Beane
Commercial Manager..... J. R. Speciale
Program Director..... Richard Newman
Publicity & Sls. Prom. Mgr..... Arthur Lane
Chief Engineer..... Charles Lewis

WPUV—Pulaski—1946

Frequency: 1580 Kc. Power: 5000 Watts, d.
Owned-Oper. By..... WPUV, Inc.
Business Address..... P.O. Box 351
Tel.: 3-3931..... KBS
Pres., Ch. Eng..... John A. Columbus
Comm. Mgr., Pub. Dir..... Larry Schoenfeld

WRAD—Radford—1950

Frequency: 1460 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Oper. By..... WRAD Bcstg.
Address..... P.O. Box 1207
Tel.: NEptune 9-2461..... Independent
General Mgr..... E. B. Evans
Chief Engineer..... B. L. Bowman

WRIC—Richlands—1951

Frequency: 540 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Clinch Valley Bcstg. Corp.
Address..... P. O. Box 218
Tel.: WO 1-4066..... KBS
President..... J. Powell Royall
Gen., Sta. Mgr..... J. H. Lee

WANT—Richmond—1951

Frequency: 930 Kc. Power: 1000 Watts, d.
Owned..... United Broadcasting Co.
Address..... 513 N. Main Street
Tel.: Milton 3-8368..... Independent
President..... Richard Eaton
General Manager, Chief Eng..... S. J. Bell

WEET—Richmond—1955

Frequency: 1320 Kc. Power: 1000 Watts, d.
Owned..... Radio Richmond, Inc.
Address..... Broad-Grace Arcade
Tel.: MI 9-1223..... Independent
Station Representative..... Masla
General, Sta. Mgr..... Mel Levine
Program Dir..... Jess Du Boy
Chief Engineer..... Kenneth Shelton

WEZL—Richmond—1958

Frequency: 1590 Kc. Power: 5 Kw. d.
Owned By..... WEZL, Inc.
Address..... 305 W. Grace St.
Tel.: Milton 4-4577..... Independent
Station Rep..... Avery-Knodel
President..... Ben Strouse
General Manager..... Sid Magelof
Vice President..... Sam Feldman
Commercial Manager..... W. C. Pulley
Program Director..... Earl Stogner
Publicity Director..... Virginia Pie
Chief Engineer..... Clifford Inmann

WMBG—Richmond—1926

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By..... Havens & Martin, Inc.
Bus.-Studio Address..... 3301 W. Broad St.
Tel.: EL 5-8611..... ABC
Station Representative..... Bolling
President, Sta. Mgr..... Wilbur M. Havens

Assistant & Comm. Mgr. Walter A. Bowry, Jr.
 Sales Prom. Mgr., Pub. Dir. W. J. Filer
 Prog. Dir. Frank Wilson
 Chief Engineer James Kyle

WRNL—Richmond—1937

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By. Richmond Newspapers, Inc.
 Business-Studio Address. 111 N. Fourth St.
 Tel.: Milton 3-3436 CBS
 Newspaper Affil. News Leader; Times Dispatch
 Representative Edward Petry
 President D. Tennant Bryan
 Gen. Station Mgr. E. S. Whitlock
 General Sales Manager Frank Soden
 Prog. Dir. Ray Schreiner
 Pub., Prom. Director Mrs. Jane Creasy
 Chief Engineer E. V. Wolstenholme, Jr.

WLEE—Richmond—1945

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By Lee Bcstg. Corp.
 Business-Studio Address. 6200 W. Broad St. Rd.
 Tel.: Atlantic 8-2835 MBS
 President Thomas Tinsley
 V.P., General Mgr. Harvey L. Hudson
 V.P. I. G. Abeloff
 Commercial Mgr. L. A. Kahn
 Program Dir. David Lyman
 Sales Prom. Mgr. Don P. Lee
 Ch. Eng., Oper. Mgr. Tom Kita

WRVA—Richmond—1925

Frequency: 1140 Kc. Power: 50,000 Watts
 Owned-Oper. By. Larus & Brother Co.
 Address Box 1516
 Tel.: Milton 3-5633 NBC
 Representative Peters, Griffin, Woodward
 Vice President C. T. Lucy
 General Manager John B. Tansey
 Sales Manager Harold Barre
 Promotion Pub. Dir. Irby N. Hollans, Jr.
 Program Manager Jack B. Clements
 Chief Engineer Rudolph W. Raabe

WXGI—Richmond—1947

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Virginia, Inc.
 Bus-Studio Address. 300 German School Rd.
 Tel.: BE 3-7666 Independent
 President Douglas H. Robertson
 Gen. Comm. Mgr. David M. Wilburn
 Chief Engineer R. T. Coddington

WDBJ—Roanoke—1924

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By. Times-World Corp.
 Address 201 Campbell Ave., S.W.
 Tel.: DI 3-8031 CBS
 News. Affil. Times, World News
 Representative. Peters, Griffin, Woodward, Inc.
 President M. W. Armistead, III

1ST

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LISTENERS

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PROMOTIONS

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 Mobile Studios
 Newsliners
 European Trips
 Prize Contests

1480

WLEE

1480

President—TOM TINSLEY Vice President & General Manager—HARVEY HUDSON
 Vice President—IRVIN G. ABELOFF

National Representatives

Select Station Representatives—New York, Philadelphia, Baltimore, Washington

McGavren-Daren—Chicago, Detroit, Los Angeles, San Francisco

Clarke Brown Company — Dallas, Houston, New Orleans, Atlanta

VIRGINIA

V.P., Broadcasting Dir. Ray P. Jordan
Sta., Comm. Mgr. Frank E. Koehler
Sales Prom., Pub. Dir. Tom J. Morrison
Program Director. J. Dexter Mills
Chief Engineer. J. Robert Crowley

WHYE—Roanoke—1957

Frequency: 910 Kc. Power: 1 Kw., d.
Owned. Roanoke Broadcasters, Inc.
Business Address. American Theater Bldg.
Tel.: Diamond 5-0988. Independent
Sta. Rep. O'Connell; Brown
President. Joseph Mullen
Exec. V.P., Gen. Mgr. Allan W. Roberts
General & Station Mgr. Jon A. Holiday
Program Director. Louis Farraye
Chief Engineer. Ray Mills

WRIS—Roanoke—1953

Frequency: 1410 Kc. Power: 5000 Watts d.
Owned. Roanoke Independent Bcstrs, Inc.
Address Box 702
Tel.: 2-3131 Independent
General Mgr. Cy Bahakel

WROV—Roanoke—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. WROV Bcstrs., Inc.
Bus.-Studio Address. 15th & Cleveland Ave.
Tel.: DI 3-4444 ABC
Representative Masla
Pres., Gen. Mgr. Burton L. Levine
Chief Engineer. Michael Kavanaugh

WLSL—Roanoke—1940

Frequency: 610 Kc. Power: 5 Kw. d, 1 Kw. n.
Owned. Shenandoah Life Stations, Inc.
Business-Studio Address. Radio-TV Center
Tel.: DI 4-9226 NBC
Representative John Blair
President. James H. Moore
Station Mgr. Horace Fitzpatrick
Commercial Mgr. A. S. Trevilian, Jr.
Sls. Prom. Dir. C. R. Garrison
Asst. Oper. Mgr. G. W. Chernault, Jr.
Publicity Director. Andrew Petersen
Asst. Mgr. for Eng. J. P. Briggs

WYTI—Rocky Mount—1956

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned WYTI, Inc.
Business Address Main St.
Tel.: HU 3-9955. KBS
Station Representative. Webb
President. S. L. Goodman
General Station Mgr. Lester L. Williams
Commercial Manager. William E. Jefferson
Program Director. Fred W. Vopper
Sales Promotion Mgr. Mrs. L. W. Frith
Chief Engineer. William A. Farley

WBLU—Salem—1956

Frequency: 1480 Kc. Power: 5 Kw., d.
Owned By Salem Bcstg. Co.
Address. P. O. Box 408
Tel.: DUpont 9-5443. Independent
Station Representative. Webb
President Ch. Eng. M. C. Bowers, Jr.
General & Station Manager. R. Bentley

WHLF—South Boston—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Halifax Bcstg. Co.
Address Webster St
Tel.: 2-9988 Independent
Gen., Comm. Mgr. John L. Cole, Jr.

WJWS—South Hill—1953

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By. Old Belt Bcstg. Corp.
Address. P. O. Box 216
Tel.: HI 7-4007. Independent
President, Gen. Mgr. W. B. Holler
Station, Program Mgr. A. W. Walthall
Chief Engineer. Charles E. Brown

WAFB—Staunton—1954

Frequency: 900 Kc. Power: 1 Kw. d.
Owned. Am. Home Bcstg. Corp.
Address. P. O. Box 448
Tel.: TU 6-0100. Independent
Station Rep. Clark
Pres., Gen. Mgr. Lloyd Gochenour
Chief Engineer. Glenn Thomas

WTON—Staunton—1945

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Charles P. Blackley
Business-Studio Address. Morrison Bldg.
Tel.: TU 6-6666. ABC
General Manager. Charles P. Blackley
Sta., Comm. Mgr. Charles E. Seebeck
Program Director. Ray H. Honaker, Jr.
Chief Engineer. Rex C. Houser

WHEO—Stuart—1959

Freq: 1460 Kc. Power: 1 Kw., d. 500 W. n.
Owned By. Patrick-Henry Broadcasting Corp.
Address. Box 294
Tel.: OWen 4-3114. Independent
President, General Mgr. John W. Shultz
Station Manager, Pub. Dir. Henry Hill
Commercial Manager. Charlie Adams
Sales Promotion Manager. T. W. Patterson
Program Director. Barbara Rakes
Chief Engineer. Roy Russell

WLPM—Suffolk—1940

Freq: 1460 Kc. Power: 1 Kw., d., 5 Watts, n.
Owned-Operated By. Suffolk Bcstg. Corp.
Address. Box 626

VIRGINIA-WASHINGTON

Tel.: 2394.....MBS-KBS
 President.....Fred L. Hart
 General & Station Mgr.....L. Earl Hundley
 Commercial Manager.....Bob Flanagan
 Prog. Dir.....Ted Potter
 Chief Eng.....Veryl W. Rupp

WESR—Tasley—1957

Frequency: 1330 Kc.....Power: 1 Kw.
 Owned.....Accomack-Northampton Bcstg. Co.
 Address.....Box 1330
 Tel.: SU 7-3200.....KBS
 President.....Vernon H. Baker
 Gen. Mgr.....Brooks Russell

WBOF—Virginia Beach—1954

Frequency: 1550 Kc.....Power: 5 Kw. d.
 Owned.....Va. Beach Bcstg. Corp.
 Address.....Box 536
 Tel.: GArden 8-3434.....KBS
 Station Representative.....Forjoe
 Pres., Gen. Mgr.....Leo Hoarty
 Sta. Mgr., Prog. Dir.....Bob Gheza
 Sales Promotion Manager.....Bill Rhyne
 Publicity Director.....Wade Williams
 Chief Engineer.....Jack Garrison

WNNT—Warsaw—1949

Frequency: 690 Kc.....Power: 250 Watts d.
 Owned.....Grayson Headley
 Address.....Warsaw
 Tel.: ED 3-6900.....KBS
 General Mgr.....Grayson Headley
 Commercial Mgr.....Ruth R. Rouzie
 Prog. Dir.....Chris Naumann
 Chief Engineer.....W. Dean Loudy

WEER—Warrenton—1957

Frequency: 1570 Kc.....Power: 500 W., d.
 Owned.....Radio Associates, Inc.
 Business Address.....Box 817
 Tel.: 1500.....KBS
 Representative.....Best
 President, Chief Eng.....Thomas H. Strothman
 General, Station Mgr.....Francis I. Lambert
 Commercial Manager.....George G. Gately
 Program Director.....Daniel B. Bradley

WKTF—Warrenton—1957

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned By.....WKTF, Inc.
 Business Address.....Warren Green Hotel
 Tel.: 1420.....Independent
 Gen., Sta. Mgr.....Bob Greiner
 Chief Engineer.....Albert Moore

WAYB—Waynesboro—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Waynesboro Bcstg. Corp.
 Business Address.....526 W. Main St.
 Tel.: WH 3-6061.....MBS
 Rep.....Donald Cooke
 Pres., Gen., Sta. Mgr.....N. Wilbur Kidd
 Comm., Sales Prom. Mgr.....Al Charles
 Prog. Dir.....Robert V. Thomas
 Chief Engineer.....William T. Gabbert

WBCI—Williamsburg—1959

Frequency: 740 Kc.....Power: 500 Watts
 Owned By.....Williamsburg Bcstg. Co., Inc.
 Address.....3855 30th St., Arlington
 Tel.: JACkson 5-7566.....Independent
 P. resident.....Richard S. Cobb
 Commercial Manager.....Robert J. Phillips
 Chief Engineer.....Kenneth S. Bradby

WINC—Winchester—1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Richard F. Lewis, Jr., Inc.
 Business Address.....Kerr St.
 Tel.: MOhawk 2-4855.....ABC
 Station Representative.....Forjoe
 President.....Marion P. Lewis
 Gen. Mgr., Chief Engineer.....Phil Whitney
 Program Director.....John Lewis
 Publicity Director.....Roy Nester

WYVE—Wytheville—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wythe County Bcstg. Co.
 Address.....195 S. 1st St.
 Tel.: CApitol 8-3185.....Independent
 General Manager.....Arthur M. Gates
 Commercial Manager.....Edward A. Zuber
 Program Director.....Frank Fox Lindamood
 Chief Engineer.....W. Jack Fleming

Pop.: 2,975,000
 Families: 888,000
 Radio Homes: 869,000

WASHINGTON

TV Homes: 736,000
 AM Stas. in State: 80
 TV Stas. in State: 12

KBKW—Aberdeen—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....KBKW, Inc.
 Address.....701 E. Heron St.
 Tel.: LEnox 2-1450-1.....Independent
 Station Rep.....Devney; Feltis
 President.....Archie Taft, Jr.

Gen., Sta. Mgr.....Mahlon R. Taft
 Program Director.....Gordy Dau
 Publicity Director.....Gene Brookins
 Chief Engineer.....Bob Smading

KXRO—Aberdeen—1927

Frequency: 1320 Kc.....Power: 1000 Watts

WASHINGTON

Owned-Oper. By KXRO, Inc.
Address P.O. Box 1120
Tel.: LErox 3-1320 Independent
Sta. Representative Weed
President Helen G. Spence
General Manager Fred G. Goddard
Comm. Mgr. Roy Johnson
Sales Prom. Manager Monte Cook
Station Mgr. Dale Gunderson
Program Dir. Phil Wacker
Chief Engineer Robert Smadino

KACT—Anacortes—1956

Frequency: 1340 Kc. Power: 250 Watts
Owned Fidalgo Brcstg. Inc.
Address 2920 Commercial St.
Tel.: CY 4-2345 KBS
Sta. Representative Wagner; Webb
Pres., Gen. Mgr. James C. Frits
Sales Promotion Mgr., Pro. Dir. J. Bailey
Chief Engineer Donald Knuteson

KASY—Auburn—1958

Frequency: 1220 Kc. Power: 250 Watts, d
Owned By Auburn Broadcasters, Inc.
Address P.O. Box 459
Tel.: TEMple 3-5220 Independent
Station Representative Feltis
President Edward Garre
Co-Owner, Prom. Mgr. Johnny Mowbray
Program Director Brian Calkins
Publicity Dir. Joel P. Buffington
Chief Engineer Frank C. Cook

KFKF—Bellevue—1958

Frequency: 1330 Kc. Power: 1 Kw., d.
Owned Bellevue Bcstrs.
Business Address Pacific Natl. Bank Bldg.
Tel.: GLencourt 4-1330 Independent
Station Representative Pearson
President General Mgr. Kemper Freeman
Station Manager Howard M. Shapiro
Program Director Dick Stokke
Sales Promotion Manager Mick Tacher
Publicity Director Jay Ward
Chief Engineer Jim McGavick

KENY—Bellingham—1958

Frequency: 930 Kc. Power: 1000 Watts d.
Owned By Whatcom County Bcstg. Inc.
Business Address 220-A Unity St.
Tel.: REgent 3-2410 Independent
Station Representative Grant & Feltis
Pres., Gen., Sta. Mgr. Donald T. Haveman
Commercial, Sales Prom. Mgr. Edgar Marroy
Program Director, Ch. Eng. Paul Schuett
Publicity Director William G. Lehr

KPUG—Bellingham—1947

Frequency: 1170 Kc. Power: 1000 Watts
Owned-Operated By KPUG, Inc.
Business Address 2340 E. Sunset Dr.
Tel.: REgent 4-1170 Independent
Newspaper Affil. Othell (Wa.) Outlook;
Station Representative Pearson; Day

President Jessica L. Longston
Ex. V.P. Robert E. Pollock
Gen. Manager John DiMeco
Comm. Mgr. James Tincker
Sls. Prom. Mgr. Bernie Veleke
Program Director Lee White
Publicity Director Jim Hill
Chief Engineer Donald E. Pinney

KVOS—Bellingham—1927

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By KVOS, Inc.
Address 1151 Ellis St.
Tel.: REgent 3-4567 ABC
Sta. Reps. Moore; Weed
President Rogan Jones
General Mgr. David Mintz
Station, Comm. Mgr. Cal Marx
Program Dir. Al Swift
Publicity Dir. Marian Boylan
Chief Engineer John Price

KARI—Blaine—1959

Frequency: 550 Kc. Power: 500 Watts, d.
Owned Birch Bay Bcstg. Co.
Address Lcomis Rd.
Tel.: Blaine Independent
President George A. Wilson
General Manager, Ch. Eng. D. J. Bevilacqua

KBRO—Bremerton—1947

Frequency: 550 Kc. Power: 500 Watts, d.
Owned Bruce Bartley
Business Address 205 Washington Ave.
Tel.: ESsex 7-3995 Independent
Station Rep. Feltis; Pearson; Jacobson
General Manager Linc Perry
Office Manager Shirley Seid
Sales Prom. Mgr. Bruce Perry
Program Director Dick Falk
Chief Engineer Bob Adams

KPVA—Camas—1956

Frequency: 1480 Kc. Power: 1 Kw., d.
Owned By William B. & Cathryn C. Murphy
Address Washington Hotel, Portland, Ore.
Tel.: CApitol 3-1977 (Portland) Independent
Representatives Moore, Best
President, Comm. Mgr. Wm. B. Murphy
Station Mgr. Cathryn Murphy
Sales Prom. Mgr. Clarence Hagerty
Program Director Lee Fiksdal
Asst. Ch. Eng. Vincent N. Ast. Jr.

KELA—Centralia-Chehalis 1937

Frequency: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Central Bcstg. Corp.
Business Address P.O. Box 720, Centralia
Tel.: PE 6-3321 ABC
Rep., Walker, O'Connell, McGavren, Art Moore
President J. Elroy McCaw
Gen., Sta. Mgr. Joe Chytil
Commercial, Sales Prom. Mgr. Dick Dawson
Program Director Donald Younghans

Publicity Director.....Dick Nichols
 Chief Engineer.....Bob De Lapp

KITI—Chehalis-Centralia—1954

Frequency: 1420 Kc.....Power: 1 Kw. d.
 Owned-Operated By.....KITI Corp.
 Address.....804 Market St.
 Tel.: SH 8-3379.....Independent
 Representative.....Feltis; Grant
 Pres., Gen. Mgr.....Donald F. Whitman
 Sta., Comm. Mgr.....Phil Roewe
 Chief Engineer.....Ed Kelley

KOZI—Chelan—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.
 Owned.....Lake Chelan Bcstg. Corp.
 Address.....P.O. Box 545
 Tel.: 440.....Independent
 Pres., Gen. Mgr.....Stuart S. Maus
 Program Director.....Marjorie Grill
 Chief Engineer.....Dean Rhodes

KCLX—Colfax—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Adrian De Vries
 Address.....Box 710
 Tel.: EXbrook 7-3441.....KBS
 Station Representative.....Best
 President, Gen. Mgr.....Adrian DeVries
 Program Director.....Betty DeVries
 Publicity Dir.....Brad Lowe
 Chief Engineer.....E. O. McVay

KCVL—Colville—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Colville Bcstg. Co.
 Bus. Address.....Box 208
 Tel.: MU 4-6481.....KBS
 Station Representative.....Continental; Moore
 Pres., Ch. Eng.....Merle B. Peterson
 Commercial Manager.....Peggy J. Hull

KGDN—Edmonds—1954

Frequency: 630 Kc.....Power: 1000 Watts
 Owned.....King's Garden, Inc.
 Address.....N. 190th & Fremont Ave, Seattle
 Tel.: LI 3131.....Independent
 President.....A. B. Martin
 Station Manager.....Harry Hiebert
 Commercial Manager.....Paul Cathey
 Chief Eng.....Walter Jamison

KXLE—Ellensburg—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Bcstrs. Inc.
 Address.....Box 600
 Tel.: WOODland 2-1488.....Independent
 President.....D. K. McBride

KULE—Ephrata—1949

Frequency: 730 Kc.....Power: 1000 Watts
 Owned By.....Coulee Bcstg. Corp.

Address.....118 B. N. W.
 Tel.: SK 4-4686.....Independent
 Representative.....Feltis; Jacobson; Allen
 President, General Mgr.....Donald R. Berry
 Program Director.....Weymuth Simpson
 Chief Engineer.....Lloyd C. Hannah

KQTY—Everett—1957

Freq.: 1230 Kc.....Power: 1 Kw. d., 250 W. n.
 Owned.....Cutie Radio, Inc.
 Address.....3021 Rockefeller
 Tel.: ALpine 9-6111.....Independent
 Representative.....Forjoe; Feltis; Jacobson
 President.....Wally Neiskog
 Gen. Mgr.....Warren R. Johnson
 Sales Promotion Manager.....Nick Lacy
 Prog. Dir.....Ray Courtmanch
 Chief Engineer.....Lee Hurley II

KRKO—Everett—1920

Frequency: 1380 Kc.....Power: 5 Kw.
 Owned.....Everett Bcstg. Co., Inc.
 Address.....P. O. Box 916
 Tel.: ALpine 9-1144.....Independent
 Station Representative.....Devney; Moore
 Pres., Gen. Mgr.....W. R. Taft
 Program Director.....Bob Woldron
 Chief Engineer.....Dale Good

KFDR—Grand Coulee—1950

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Ralph A. Nachtmann
 Address.....Box 395
 Tel.: 140.....Independent
 Representative.....Best, Art Moore
 General Manager.....R. A. Nachtmann
 Program Director.....Alcun Theisen
 Chief Engineer.....Frank Van Hemert

KLOG—Kelso—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. by.....K-L Bcstg.
 Address.....P. O. Box 90
 Tel.: EX 3-4900.....Independent
 Station Rep.....Moore; Bolles; Allen
 President.....Margaret A. Nagle
 Gen., Sta. Mgr.....John F. Carlson
 Commercial Manager.....Warren Peterson
 Program Director.....Robert Van Roy
 Chief Engineer.....Byron Swanson

KEPR—Kennewick—1949

Frequency: 610.....Power: 5000 Watts
 Owned-Oper. By.....KEPR, Inc.
 Address.....P.O. Box 437
 Tel.: JUSTice 6-6184.....CBS
 Representative.....Hollingsbery
 President.....Thomas C. Bostic
 General Mgr.....Monte Strohl
 Comm. Mgr.....W. Grogan

KNBX—Kirkland—1947

Frequency: 1050 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Eastside Bdcstg. Co.

WASHINGTON

Business Address.....Box 338
Tel.: VAndyke 2-1201.....KBS
General Manager.....G. A. Wilson
Program Director.....R. Anita Busek
Chief Engineer.....A. W. Lehnhoff

KFHA—Lakewood—1959

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned By.....KFHA, Inc.
Address.....Box 3309, Tacoma
Tel.: JUniper 8-1811.....Independent
General Prom. Mgr.....Robert R. Smith
Station Mgr.....David Tolle
Program Dir.....Jerry Sweet
Chief Engineer.....Jack Buss

KBAM—Longview—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....K-BAM Bcstg. Co.
Business Address.....Box 31
Tel.: HA 3-1210.....Independent
Station Rep.....Holman; Grant; Wagner
President.....Paul D. Wickre
General Mgr.....H. Shade
Commercial Manager.....Al Weeks
Program Director.....Charles Nelson
Chief Engineer.....L. W. Pananen

KEDO—Longview—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Triad Bcstg. Corp.
Address.....P. O. Box 779
Tel.: HA 5-1500.....ABC
Representative.....Feltis; Pearson
President.....William E. Boeing, Jr.
General Sta. Mgr.....Don L. Veith
Commercial Mgr.....Vern Eaton
Chief Engineer.....Mac Davis

KSEM—Moses Lake—1947

Freq.: 1470 Kc....Power: 5 Kw., d.; 1 Kw., n.
Owned-Operated By.....KSEM, Inc.
Business Address.....Box 276
Tel.: RO 5-3441.....MBS-KBS
Station Representative.....Day; Pearson
President.....Jessica L. Longston
Gen. Manager.....James L. Hamstreet
Station Manager.....Gene Wagner
Program Director.....Bill Newland, Jr.
Chief Engineer.....Walt Bjerke

KWIQ—Moses Lake—1956

Frequency: 1260 Kc....Power: 1000 Watts, d.
Owned By.....Cascade Broadcasting Co.
Business Address.....815 W. Broadway
Tel.: ROkwell 5-5678.....Independent
Stations Reps.....Hollingbery; Moore
President.....Thomas C. Bostie
General Mgr.....Joe Kendall
Station Mgr.....Larry Roberts
Program Dir.....Ed Dahlin
Sales Prom. Mgr.....Fred Linde
Publicity Dir.....Allan J. Holzinger
Chief Engineer.....Jim Bell

KBRC—Mount Vernon—1946

Freq.: 1430 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Beckley Radio Co.
Address.....P. O. Box 240
Tel.: GARfield 4-2430.....Independent
Representative.....Art Moore
Pres., Gen., Sta. Mgr.....Leo H. Beckley
Commercial Mgr.....Ted Fraying
Prog., Pub. Director.....Jerry Gibson
Chief Engineer.....Burt McAllister

KGy—Olympia—1922

Frequency: 1240 Kc....Power: 250 Watts
Owned-Oper. By.....Tom Olsen
Address.....P.O. Box 710
Tel.: WHitehall 3-1240.....MBS-ABC
Representative.....Art Moore, Walker
Pres., Gen. Mgr.....Tom Olsen
Sta., Comm. Mgr.....Herb Anderson
Program Ch. Eng.....Don Jones
Publicity Director.....Robert Cummings

KITN—Olympia—1956

Frequency: 920 Kc....Power: 1 Kw. d.
Owned.....KITN Corp.
Address.....610 S. Columbia Street
Tel.: FL 7-7718.....Independent
Representative.....Feltis; Grant; Jacobson
Pres., Gen. Mgr.....D. Whitman
Chief Engineer.....Dave Hubert

KOMW—Omak—1947

Frequency: 680 Kc....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Address.....Box 151
Tel.: 20.....Independent
Representative.....Feltis; Ayres
President.....R. L. McNett
General Manager.....Dean Nichols
Comm. Mgr.....Jerry Weaver
Program Director.....Mrs. Betty Uht
Chief Engineer.....W. Miltenberger

KRSC—Othello—1958

Frequency: 1400 Kc....Power: 250 Watts
Owned By.....Othello Radio
Address.....Box 1400
Tel.: HU 8-2791.....KBS
Station Representative.....Jacobson
General Mgr.....R. E. Pollock
Station Commercial Mgr.....C. Sheppard, Jr.
Chief Engineer.....Donald Lockwood

KORD—Pasco—1956

Frequency: 910 Kc....Power: 1 Kw., d.
Owned.....KORD, Inc.
Address.....Box 485
Tel.: LI 7-9791.....Independent
Representative.....Pearson; Feltis, Jacobson
Gen. Mgr.....Wally Reid

KPKW—Pasco—1945

Frequency: 1340 Kc....Power: 250 Watts

Owned By.....KPKW Radio
 Address.....Chase at "A" St.
 Tel.: Pasco.....KBS
 General Mgr.....J. M. Wages
 Operations Mgr.....R. Hill

KONP—Port Angeles—1945

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Radio Pacific Inc.
 Address.....313 West First Street
 Tel.: GL 7-4200.....KBS
 Newspaper Affiliation.....Evening News
 Representative.....Art Moore
 President.....Charles Webster
 Gen. Mgr.....George Buck
 Sta. Mgr., Prog. Dir.....Jack Keith Proctor
 Sales Promotion Manager.....Robert French
 Publicity Director.....Rachel Gallegher
 Chief Engineer.....Frederick F. Fields

KARY—Prosser—1956

Frequency: 1310 Kc.....Power: 1 Kw., d.
 Owned By.....Prosser-Grandview Bcsts.
 Address.....P. O. Box 1310
 Tel.: YUkon 4-7310.....KBS
 Station Rep.....Best; Wagner
 President.....Ray Rockstrom
 General Station Mgr.....J. L. Quinn
 Comm. Prom. Mgr.....Lloyd Reiswig
 Program Director.....Verla Argo
 Chief Engineer.....D. Trostel

KOFE—Pullman—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned By.....KOFI, Inc.
 Address.....P.O. Box 318
 Tel.: LOgan 4-5251.....ABC
 Sta. Reps.....Ayres; Continental
 President, General Mgr.....Herbert Everitt
 Commercial Mgr.....William Wipfel
 Chief Engineer.....Merrill Price

KAYE—Puyallup—1951

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Henry Perozzo
 Address.....P. O. Box 271
 Tel.: THornwall 5-1711.....Independent
 Station Representative.....Moore
 Gen. Mgr., Ch. Eng.....Henry Perozzo
 Commercial Manager.....Marvin A. Young
 Program Director.....Janet Lee Kelly

KPOR—Quincy—1957

Frequency: 1370 Kc.....Power: 1 Kw., d.
 Owned.....Quincy Valley Bcstrs.
 Address.....1st & B St.
 Tel.: SUnset 7-6731.....Independent
 Pres., Gen. Mgr.....Donald R. Nelson
 Chief Engineer.....Jerry Leathers

KAPA—Raymond—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Willapa Broadcasting Co.
 Address.....Willapa Hotel
 Tel.: 1010.....KBS
 Station Rep.....Art Moore

General Manager.....R. E. Claunch
 Comm. Mgr.....J. W. Reavley
 Chief Engineer.....Robert Sheetz

KQDE—Renton—1946

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper By.....Cutie Radio Inc.
 Address.....P.O. Box 91
 Tel.: ALpine 5-8245.....Independent
 Gen. Mgr., Ch. Eng.....W. N. Nelskog
 Comm. Mgr.....Bill Love

KALE—Richland—1950

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By.....D & D Broadcasters, Inc.
 Address.....P. O. Box 767, Pasco, Wash.
 Tel.: LIberty 7-3383.....Independent
 Rep.....Weed; Wagner; Walker-Rawalt
 President, General Mgr.....L. G. Dix
 Comm. Mgr.....Thomas Wood
 Chief Engineer.....Joseph Muench

KAYO—Seattle—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Wash. Telecasters, Inc.
 Add., Trans. Loca.....2939 Fourth Ave. So.
 Tel.: MAIn 3-2480.....MBS
 Station Representative.....Young
 President.....Jessica L. Longston
 General. Station Mgr.....R. E. Pollock
 Comm. Mgr.....Gilbert C. Bond
 Prog. Dir.....Ray Golden
 Chief Engineer.....Verle Jones

KING—Seattle—1927

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....KING Bcstg. Co.
 Address.....320 Aurora Ave.
 Tel.: MUtual 2-3555.....NBC
 Station Rep.....Blair
 President.....Mrs. A. Scott Bullitt
 V.P. Broad. Div.....Otto P. Brandt
 V.P. Business.....Henry B. Owen
 Comm. Sta. Mgr.....Earl F. Reilly
 Program Dir.....William L. Clark
 Sales Promotion.....Mel Anderson
 Chief Engineer.....A. A. Shultz

KIRO—Seattle—1927

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Queen City Bcstg. Co.
 Bus. Studio Address.....1530 Queen Anne Ave.
 Tel.: AT 3-9800.....CBS
 Representative, Peters, Griffin, Woodward, Inc.
 President, General Mgr.....Saul Haas
 Station, Commercial Mgr.....William F. Tucker
 Publicity Director.....Jack Sullivan
 Program Director.....Don Brice
 Chief Engineer.....Jim Uphthegrove

KJR—Seattle—1923

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Seattle-Portl. Radio
 Address.....P.O. Box 3726

"The Album Sound"

(the ones who buy!)



5000 WATTS — TOP OF YOUR DIAL **MUSIC FOR ADULTS AND MATURE YOUNG PEOPLE**

WASHINGTON =====

Tel.: WEst 7-5100.....Independent
Representative.....Eastman
Pres., Gen Mgr.....Lester M. Smith
Commercial Manager...Gaylen S. Blackford
Pgm. Director.....Homer Pope
Chief Engineer.....George Newton

KOL—Seattle—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....1100 W. Florida St.
Tel.: MA 2-2312.....Independent
Representative.....Bolling
President.....Marie S. Taft
Gen., Sta. Mgr.....Archie Taft, Jr.
Nat. Sls. Mgr.....Fred von Hofen
Commercial Manager.....W. L. Simpson
Program Director.....Howard Hall
Publicity Director.....Robert Ward
Chief Engineer.....Dallas Barnard

KOMO—Seattle—1927

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By...Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Tel.: MA 4-6009.....ABC
Representative.....Katz
President.....O. W. Fisher
Gen. Mgr.....W. W. Warren
Comm. Manager.....John Behnke
Station Manager.....Maitland Jordan
Sls. Prom. Mgr.....Bob Ryan
Program Director.....David Robinson
Publicity Mgr.....Margaret Frey
Chief Engineer.....C. E. Miller

KTIX—Seattle—1956

Frequency: 1590 Kc.....Power: 5000 Watts d.
Owned-Operated By.....KTIX, Inc.
Business Address...101 Bellevue Ave. North
Tel.: EAsT 3-1590.....Independent
Station Representative.....Gill-Perna; Allen
Pres., Gen. Mgr.....Hugh Ben LaRue
Comm. Mgr.....Gil Wellington
Chief Engineer.....Robert Pigg

KTW—Seattle—1920

Frequency: 1250 Kc. Power: 5 Kw., d., 1 Kw. n.
Owned.....The First Presbyterian Church
Business Address.....710 Madison
Tel.: MUtual 2-1250.....Independent
Station Representative.....Pickens
President.....Glenn T. Whitney
Gen., Sta. Mgr.....Don J. Bevilacqua
Commercial Manager...George W. Boucher
Program Director.....John Sherman
Ch. Eng.....James S. Ross

KVI—Seattle—1929

Frequency: 570 Kc.....Power: 5000 Watts
Owned By.....Golden West Bcstrs., Inc.
Address.....Tower Bldg.
Tel.: MUtual 2-3100.....Independent
Sta. Representative.....AM Radio Sales
President.....Robert O. Reynolds
Comm. Prom. Mgr.....Gibbs Lincoln

Program Dir.....Bob Cooper
 Publicity Dir.....Tom Chaussee
 Chief Engineer.....Joe D. Kolesar

Address.....1527 W. 2nd Ave.
 Tel.: MAdison 4-0454.....Independent
 President.....H. Kemper Freeman
 Gen. Mgr., Ch. Engr.....Larry Lester

KXA—Seattle—1926

Frequency: 770 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KXA, Inc.
 Bus.-Studio Address.....320 Second Ave., W.
 Tel.: ATwater 4-8600.....Independent
 Representative.....Meeker
 President.....Wesley I. Dumm
 Vice President.....R. W. Wassenberg
 Station Manager.....A. J. Stahmer
 Program Director.....James Warren
 Chief Engineer.....John Dubuque

KCFA—Spokane—1959

Frequency: 1330 Kc.....Power: 5 Watt, d.
 Owned By.....Christian Serv. Inc.
 Address.....5408 Freya St.
 Tel.: KEystone 5-3077.....Independent
 President.....R. L. Stensland
 General Mgr.....H. J. Chandler

KGA—Spokane—1926

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Gran Bcstg. Co.
 Address.....6228 S. Regal
 Tel.: KE 4-0631.....Independent
 Representative.....Hollingsbery
 President.....L. F. Gran
 General Mgr.....A. M. Vogel

KREM—Spokane—1947

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....KREM Bcstg. Co.
 Address.....4103 South Regal
 Tel.: KE 4-0466.....Independent
 Sta. Representative.....Petry
 President.....Louise Wasmer
 General, Sta. Mgr.....Robert Temple
 Comm. Prom. Mgr.....Peter Lyman
 Program, Publicity Dir.....Bob Carmichael
 Chief Engineer.....Ed Antosyn

KHQ—Spokane—1922

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....KHQ, Inc.
 Bus.-Studio Address.....700 Radio Central Bldg.
 Tel.: MA 4-5131.....NBC
 Representative.....Katz
 Pres., Gen. Sta. Mgr.....Richard O. Dunning
 Comm. Mgr.....William Merrill
 Prog. Dir.....John Fahey
 Sls. Prom., Pub. Dir.....Rex Gerlach
 Chief Engineer.....Dee Waymlre

KXLY—Spokane—1922

Frequency: 920 Kc.....Power: 5,000 Watts
 Owned-Oper. By.....No. Pacific Radio Corp.
 Address.....W. 315 Sprague Ave.
 Tel.: MA 4-1218.....CBS
 Station Rep.....H-R: Feltis; Jacobson
 Pres.....Norman Alexander
 General Manager.....James R. Agostino
 Station, Commercial Mgr.....Al LaCom
 Sales Promotion Manager.....Jack Lantry
 Program Director.....Jerry Lange
 Chief Engineer.....George Langford

KLYK—Spokane—1921

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KLYK, Inc.
 Address, Trans. Loca.....Realty Bldg.
 Tel.: Rlverside 7-8033.....Independent
 Sta. Representative.....Bolling
 President, Gen. Mgr.....Bill Simpson
 Program Director.....Glenn Huston
 Chief Engineer.....Ryder Chronic

KZUN—Spokane—1955

Frequency: 630 Kc.....Power: 500 Watts, d.
 Owned.....KZUN, Inc.
 Address.....Box 123
 Tel.: WA 4-2400.....Independent
 Representative.....Wagner
 President, General Mgr.....Robert L. Swartz
 Station Mgr., Pub. Dir.....Arthur R. MacKeivie
 Sales, Commercial Mgr.....Dick Wright
 Program Director.....Stanley G. Witter
 Chief Engineer.....Jack Feldhausen

KNEW—Spokane—1947

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Seattle-Portland Radio
 Address.....P.O. Box 8033
 Tel.: FA 5-2603.....Independent
 Station Representative.....Eastman
 President, Gen. Mgr.....Lester M. Smith
 Comm. Sta. Mgr.....Hugh MacPherson
 Program Dir.....Bob Adkins
 Merchand. Dir.....Gene Ray
 Chief Engineer.....Vince Hoffart

KREW—Sunnyside—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Cole E. Wylie
 Business Address.....Box 209
 Tel.: TEmple 7-2277.....Independent
 Representative.....Tracy Moore
 Pres., Gen. Mgr.....Cole E. Wylie
 Sta., Comm. Mgr.....Don G. Bennett
 Program Director.....Jean Runyan
 Chief Engineer.....H. Spidle

KPEG—Spokane—1957

Frequency: 1380 Kc.....Power: 5 Kw. d.
 Owned.....Bellevue Bcstrs.

KMO—Tacoma—1926

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned.....Tacoma Radio Corp.

WASHINGTON

Address..... P. O. Box 1651
Tel.: WA 2-8733..... Independent
Station Representative... Avery-Knodel; Moore
Pres., Gen. Sta. Mgr..... J. Archie Morton
Nat. Sales Mgr..... Danny Dever
Prom., Pub. Dir..... Win McCracken
Chief Engineer..... Duane White

KTAC—Tacoma—1941

Frequency: 850 Kc..... Power: 1000 Watts
Owned-Operated By..... Tacoma Bcstrs., Inc.
Address..... Winthrop Hotel
Tel.: BR 2-2241..... Independent
Sta. Reps..... Pearson; Feltis; Jacobson
President, Gen. Mgr..... Jerry Geehan
Assistant Manager..... John Condon
Program Director..... Dick Weeks
Chief Engineer..... R. C. Velo

KTNT—Tacoma—1952

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... Tribune Publ. Co.
Address..... So. 11th & Grant Sts.
Tel.: FU 3-2561..... Independent
Newspaper Affil..... News Tribune
Representative..... Weed
Station Manager..... Max H. Bice
National Sales Mgr..... John Upham
Sales Prom. Mgr..... Ted Knightlinger
Program Director..... Don St. Thomas
Chief Engineer..... Dick F. Engh

KENE—Toppenish—1954

Frequency: 1490 Kc..... Power: 250 Watts
Owned..... Radio Broadcasters Inc.
Address..... P. O. Box 350
Tel.: TO 5-7272..... KBS
Representative..... Hil F. Best
President..... Jack R. Woodroffe
Gen., Sta. Manager..... Robert A. Sumbardo
Comm. Program Dir..... Don Downing
Publicity Dir..... Fulton H. Travis
Chief Engineer..... Andy Thompson

KKEY—Vancouver—1954

Frequency: 1150 Kc..... Power: 1,000 Watts d.
Owned-Oper. By..... Western Bcstg. Co.
Address..... 5500 Fourth Plain Road
Tel.: OX 3-2585..... KBS
Representative..... Bernard
President..... Ralph C. Weagant
General Mgr..... Ernest Crater
Commercial Mgr..... Al Picinni
Program Dir..... Ken Debord
Chief Engineer..... Bryce Howard

KHIT—Walla Walla—1956

Frequency: 1320 Kc..... Power: 1000 Watts d.
Owned By..... Leader Broadcasting Co.
Business Address..... Denny Bldg.
Tel.: JAcKson 5-1390..... Independent
Station Representative..... Grant; Feltis
Pres., Gen., Sta. Mgr..... Arch Le Roux
Program Director..... Herb Kennedy
Chief Engineer..... Lee Ashworth

KTEL—Walla Walla—1946

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Walla Walla Bdcstg. Co.
Address..... Box 1028
Tel.: JAcKson 5-4103..... ABC
Sta. Rep..... Wagner
Pres., Gen. Mgr..... Jack Keating
Sales Prom. Mgr., Prog. Dir..... Al Buttolph
Chief Engineer..... Beven Roth

KUJ—Walla Walla—1927

Frequency: 1420 Kc..... Power: 5000 Watts
Owned-Operated By..... KUJ, Inc.
Business Address..... P.O. Box 276
Tel.: JA 9-1230..... Independent
Representative..... Forjoe
President..... H. E. Studebaker
General, Comm. Mgr..... Earle C. Ferguson
Sales Prom. Mgr., Prog. Dir..... Ken Brooks

KMEL—Wenatchee—1948

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Frontier Broadcasting Co.
Address..... 119 N. Wenatchee Ave.
Tel.: NO 2-7135..... Independent
Representatives..... Pearson; Siegner
President, Ch. Eng..... John Goslin
Commercial, Sls. Prom. Mgr..... Phil Rather
Program Director..... Don Bernier
Publicity Director..... Craig Lawrence, Jr.

KPQ—Wenatchee—1929

Frequency: 560 Kc..... Power: 5000 Watts
Owned-Oper. By..... Westcoast Bcstg. Co., Inc.
Bus-Studio Address..... 32 N. Mission
Tel.: NO 3-5121..... ABC
Representative..... Weed
Pres., Sta., Gen. Mgr..... James W. Wallace
Sales Promotion Manager..... Carl Fugitt
Program Director..... James Bunch
Chief Engineer..... Kenneth Hansen

KUEN—Wenatchee—1956

Frequency: 900 Kc..... Power: 500 Watts d.
Owned..... KUEN Bcstg.
Address..... 209 Orondo Ave.
Tel.: NOrmandy 3-5186..... Independent
Station Representative..... Grant; Feltis
Gen., Sta. Mgr..... Dale R. Woods
Comm. Mgr..... W. G. Cannon
Sales Prom. Mgr..... James Johnson
Prog. Dir..... William Moeller

KIMA—Yakima—1944

Frequency: 1460 Kc..... Power: 5000 Watts
Owned-Oper. By..... Cascade Bdcstg. Co.
Address..... P. O. Box 702
Tel.: GLEncourt 2-9111..... ABC-CBS-NBC
Rep..... Hollingbery; Art Moore
President..... A. W. Talbot
Gen. Manager..... Thomas C. Bostic
Station Manager..... Gene Grischow
Sales Promotion Manager..... Don DeVan

WASHINGTON-WEST VIRGINIA

KIT—Yakima—1929

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....KIT, Inc.
 Bus. Ad....414½ E. Yakima Ave.; Box 1222
 Tel.: GL 7-8115.....Independent
 Station Representative.....McGavren; Feltis
 President.....Carl E. Haymond
 Gen., Sta. Mgr.....Jack H. Goetz
 Commercial Manager.....John Puckett
 Publicity Director.....Pete Wick
 Sales Promotion Manager.....V. Chartier
 Program Director.....Allen Bell
 Chief Engineer.....H. B. Murphy

KLOQ—Yakima—1947

Freq.: 1390 Kc. Power: 1 Kw. d., 500 W. n.

Owned By.....Yakima Broadcasting Corp.
 Address.....P. O. Box 172
 Tel.: Chestnut 8-1390.....Independent
 Representative.....Young; Masla; Siegner
 President, General Mgr.....Warren J. Durham
 Station Manager.....William E. Shela

KUTI—Yakima—1954

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....H. A. Roddick
 Address.....316 Butterfield Rd.
 Tel.: CH 8-0980.....Independent
 Station Representative.....Forjos
 Pres., Gen. Mgr.....H. A. Roddick
 Commercial Manager.....Jack McMahan

Pop.: 2,125,000
 Families: 572,000
 Radio Homes: 546,000

WEST VIRGINIA

TV Homes: 431,000
 AM Stas. in State: 50
 TV Stas. in State: 9

WJLS—Beckley—1939

Freq.: 560 Kc. Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By.....Joe L. Smith, Jr., Inc.
 Bus.-Studio Address.....N. Kanawha St.
 Tel.: CL 3-7311.....CBS
 Representative.....Burn-Stuart
 President, Gen. Mgr.....Joe L. Smith, Jr.
 Station Manager.....Gene Moehouse
 Program Director.....Gary Dent
 Chief Engineer.....Howard C. Williams

WWR—Beckley—1947

Freq.: 620 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Rahall Bcstg. Co.
 Address.....1708 Harper Road
 Tel.: CL 3-8309.....Independent
 Representative.....Weed
 President.....N. Joe Rahall
 Gen., Sta. Mgr.....R. H. Booth
 Comm. Mgr.....Margaret A. Jenkins
 Sls. Prom. Mgr.....Paul Harless
 Program, Publicity Dir.....Robert B. Harvit
 Chief Engineer.....Jack Slygh
 OWNERS OF: WKAP, ALLENTOWN, PA.; WLCY, ST.
 PETERSBURG, FLA.; WNR, NORRISTOWN, PA.

WCST—Berkeley Springs—1958

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned By...Berkeley Springs Radio St. Corp.
 Business Address.....Berkeley Springs
 Tel.: 771.....Independent
 President.....Vernon Weber
 Gen., Sta. Mgr.....Thomas Butscher
 Commercial Manager.....Dale Brooks
 Program Director.....Kenneth Robertson
 Chief Engineer.....Gary Daniels

WHIS—Bluefield—1929

Freq.: 1440 Kc. Power: 5 Kw., d.; 500 W., n.
 Owned-Oper. By...Daily Telegraph Prtg. Co.
 Business Address.....Municipal Bldg.
 Tel.: DA 7-7115.....NBC

Newspaper Affil...Telegraph; News Observer
 Representative.....Katz
 President.....Hugh Ike Shott
 General, Station Mgr.....Melvin Barnett
 Commercial Manager.....George Hendricks
 Pub. Director.....Janie Marie Lambert
 Chief Engineer.....Kenneth Dick

WKOY—Bluefield—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....WKOY, Inc.
 Address.....Box 800
 Tel.: DA 7-6124.....Independent
 Pres., Gen. Mgr., Comm. Mgr. J. Lindsley Allen

WBUC—Buckhannon—1959

Frequency: 1460 Kc. Power: 1 Kw. d.
 Owned.....Upshur County Bcstg. Co.
 Address.....Box 71
 Tel.: 444.....Independent
 General Manager, Ch. Eng., Jesse D. Newman

WCAW—Charleston—1946

Frequency: 880 Kc. Power: 250 Watts
 Owned-Oper. By.....Capitol Bcstg. Corp.
 Address.....Kanawha Hotel Bldg.
 Tel.: DI 3-7503.....Independent
 General Mgr.....P. N. Miles
 Sales Prom. Mgr.....Gloria Best

WCBS—Charleston—1927

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By.....The Tierney Co.
 Address.....1111 Virginia St.
 Tel.: DI 2-8131.....CBS
 Representative.....Peters, Griffin, Woodward
 President.....Hawthorne T. Battle
 V.P., Gen. Mgr.....John T. Gelder, Jr.
 Station Manager.....Robert M. Sinclair
 Commercial Manager.....Carl Cook
 Sales Prom., Pub. Dir.....Harry Brawley

WEST VIRGINIA

Program Director Joe Farris
Chief Engineer William E. Dixon

WHMS—Charleston—1939

Frequency: 1490 Kc. Power: 250 W.
Owned Charleston Bcstg. Co.
Business Address 315 Professional Bldg.
Tel.: DI 3-9544 ABC
Station Representative Weed
President Joseph L. Brechner
V.P., Gen., Comm. Mgr. G. L. Sutherland
Program, Prom. Mgr. Charels Coleman

WKAZ—Charleston—1957

Frequency: 950 Kc. Power: 5 Kw., d; 1 Kw. n.
Owned By H. L. Samuels
Address 210 Dickinson St.
Tel.: Dickens 4-3521 NBC
News, Affil., Dispatch, Advertiser (Huntington)
Station Rep. Katz
President Hartley L. Samuels
General Mgr. John L. Sinclair, Jr.
Station Manager Don O. Hays
Publicity Director Jack Williams
Commercial Manager William Penhale
Sales Promotion Manager William Kelly
Program Director Bob Turley
Chief Engineer William Ford

WTIP—Charleston—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Chemical City Bcstg. Co.
Bus. Address 415 Dickinson St.
Tel.: Dickens 2-3136 MBS
Station Representative Bernard
Pres., Ch. Eng. Gus Zaharais
General Manager Mel S. Burka
Commercial Manager Bud A. Burka
Sales Promotion Mgr., Pub. Dir. Bob Bower
Program Director Shirley Wolfe Annard

WBOY—Clarksburg—1937

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WSTV, Inc.
Business Address 912 W. Pike St.
Tel.: MA 4-7571 NBC
Representative Walker-Rawalt
President Jack Berkman
General Station Mgr. Roger Garrett
Publicity Dir. Sls. Prom. Mgr. Peter Lyman
Program Dir., Comm. Mgr. Robert Toothman
Chief Engineer Harry Brown

WHAR—Clarksburg—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Harrison Corp.
Address P.O. Box 1111
Tel.: MAin 4-5525 ABC-MBS-KBS
President Charles Gaylord
General Sta. Mgr. Mason C. Deaver
Commercial Manager F. T. Gregg
Program, Prom. Mgr. Paul Ellison
Publicity Dir. Jennings Randolph, Jr.
Chief Engineer Frank B. Snyder

WPDX—Clarksburg—1946

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By Clarksburg Bcstg. Corp.
Business-Studio Address 339 W. Main St.
Tel.: MA 4-6425 Independent
Station Representative Pearson
President G. B. Hamilton
Sta. Mgr., Prog. Dir. Dewitt H. Wyatt
Executive V.P. R. C. Warden
Commercial Manager James Fawcett
Chief Engineer Robert D. Hough

WDNE—Elkins—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Marja Bcstg. Corp.
Address Davis & Wash. Sts.
Tel.: 1300 KBS
Pres., Gen. Mgr. John Carr

WMMN—Fairmont—1928

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By Peoples Bcstg. Corp.
Business Address 208 Adams St.
Tel.: 3100 CBS
Representative Hollingbery
President Herbert E. Evans
General Manager A. Garen Ferrise
Program Director Frank Lee
Chief Engineer Harry W. Jackson

WTCS—Fairmont—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned Fairmont Broadcasting Co.
Address Leonard Ave.
Tel.: 5000 ABC-KBS
Representative Keystone
President Paul Pitrolo
General Station Mgr. Nick Fantasia
Comm. Mgr. Nuna Fabre, Jr.
Program Director Josephine Trotta
Chief Engineer Richard L. McBride

WELD—Fisher—1956

Frequency: 690 Kc. Power: 500 W., d.
Owned-Oper. By South Branch Bcstg. Corp.
Address Fisher
Tel.: LE 8-6062 ABC
President Marian Park Lewis

WVVW—Grafton-Fairmont 1956

Frequency: 1260 Kc. Power: 1 Kw. d.
Owned Beacom Bcstg. Enterprises
Address 400 Quincy Street, Fairmont
Tel.: FAirmont 8000 MBS
Representative Gill-Perna, Inc.
President, Gen. Mgr. J. Patrick Beacom
Sta. Mgr. Robert B. Frazier
Comm. Prom. Mgr. Robert Bolyard
Program Dir. Edward Stevens
Chief Engineer Joseph Stralowski

WKEE—Huntington—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned By: Geyer Broadcasting Co.
 Address: 623 4th Ave.
 Tel.: JACKSON 5-7788. CBS
 Sta. Representative: Gill-Perna
 President: Wayne W. Geyer
 General Mgr.: James J. Wychor
 Commercial Mgr.: F. J. Evans

WPLH—Huntington—1946

Frequency: 1470 Kc. Power: 5000 Watts, d.
 Owned-Oper. By: The Tierney Co.
 Business Address: 1046½ Third Ave.
 Tel.: JA 3-3421. MBS
 Representative: Peters, Griffin, Woodward
 President: Hawthorne D. Battle
 General Manager: Jack Gelder
 Station Mgr.: James F. McDonald, Jr.
 Sales Promotion Manager: Harry Brawley
 Program Director: Bob Grove
 Chief Engineer: Bob Nixon

WSAZ—Huntington—1923

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: WSAZ, Inc.
 Business-Studio Address: 301 Ninth St.
 Tel.: JA 3-8401. NBC
 Newspaper Affil.: Huntington Pub. Co.
 Representative: Katz
 V.P., Gen. Mgr.: C. Tom Garten
 Station Manager: George Andrick
 Publicity Dir., Sls. Prom. Mgr.: Jack M. Williams
 Program Director: C. Bosworth Johnson
 Chief Engineer: Carroll Kessel

WKYR—Keyser—1953

Freq.: 1270 Kc. Power: 5000 Kw. d.
 Owned: WKYR Inc.
 Address: Ft. Cumberland Hotel, Cumberland, Md.
 Tel.: SUNSET 8-3211. MBS
 Station Rep.: Burn-Smith
 President: Robert K. Richards
 Gen., Sta. Mgr.: William W. Robinson
 Publicity, Program Dir.: Jack R. Husson
 Commercial, Sls. Prom. Mgr.: Richard Barrett
 Chief Engineer: Lee Bruner

WLOG—Logan—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: C. H. Frey, R. O. Greever
 Address: 445 Stratton St.
 Tel.: 540. MBS
 Newspaper Affil.: Banner
 Partners: Clarence H. Frey, R. O. Greever
 Comm. Mgr.: C. H. Murphey
 Program Director: Lucille Gallion
 Chief Engineer: Lewis H. Frye

WVOW—Logan—1952

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: Logan Bcstg. Co.

Address: 52 Water St.
 Tel.: 3123. Independent
 President: W. C. Browning

WEPM—Martinsburg—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Martinsburg Bcstg. Co.
 Business Address: Peoples Trust Co. Bldg.
 Tel.: AM 3-5252. Independent
 Representative: Devney
 General Mgr.: C. Leslie Golliday
 Program Director: John E. Taylor
 Station Manager: George N. O'Brien
 Chief Engineer: Joseph Pelletier

WHJC—Matewan—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By: Three States Bcstg. Co.
 Tel.: Williamson 4771. Independent
 President, Gen. Mgr.: Fred Morningstar

WMON—Montgomery—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned: Fayette Associates, Inc.
 Address: 1028 First Ave.
 Tel.: HI 2-4620. MBS
 President: Arnold M. Vickers
 Station Manager: Robert L. Marsh
 Program Director: Richard A. Rhodes
 Chief Engineer: J. C. Craver

WAJR—Morgantown—1940

Freq.: 1440 Kc. Power: 5 Kw. d., 500 Watts, n.
 Owned-Oper. By: West Virginia Radio Corp.
 Business-Studio Address: 446 Spruce St.
 Tel.: 9488. NBC
 Newspaper Affil.: W. Va. Newspaper Pub. Co.
 President: Agnes J. Reeves Greer
 Gen., Sta. Mgr.: Malcolm A. Campbell, Jr.
 Comm., Sales Prom. Mgr.: James Redmond
 Program Director: Jack Tennant
 Chief Engineer: Thomas Klotz

WCLG—Morgantown—1954

Frequency: 1300 Kc. Power: 1000 Watts, d.
 Owned: Morgantown Broadcasting Co.
 Address: P. O. Box 885
 Tel.: 2-2222. Independent
 Pres., Gen. Mgr.: W. S. Freed

WMOD—Moundsville—1950

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Miracle Valley Bcstg. Co.
 Address: 505 Seventh St.
 Tel.: Tilden 5-1230. Independent
 Pres., Gen. Mgr.: Joseph M. LaRosa
 Station Mgr., Prog. Dir.: W. G. Broadhurst
 Commercial Manager: Judy Reager
 Chief Engineer: Felice Regoli

**WETZ—New Martinsville
 1952**

Frequency: 1330 Kc. Power: 1000 Watts d.

WEST VIRGINIA

Owned-Oper. By... Magnolia Broadcasting Co.
Address..... Box 391
Tel.: Gladstone 5-3030.....KBS
President, Gen. Mgr...... Harry G. Bright
Vice President..... C. R. Bright
Comm. Manager..... George K. Eubanks
Program Director..... Donald F. Hartline
Chief Engineer..... J. W. Jones

WOAY—Oak Hill—1947

Frequency: 860 Kc.....**Power:** 10 Kw. d.
Owned-Oper. By..... Robert R. Thomas, Jr.
Business Address..... Box 251
Tel.: HO 9-3381.....Independent
Representative..... Pearson
Pres., Gen. Mgr...... Robert R. Thomas, Jr.
Commercial Manager..... A. W. Vickers
Chief Engineer..... Thomas Phillips

WCEF—Parkersburg—1954

Frequency: 1050 Kc.....**Power:** 1000 Watts d.
Owned..... Franklin Broadcasting Co.
Address..... 219 Eighth St.
Tel.: HU 5-4401-2.....Independent
Gen. Mgr., Ch. Eng...... C. E. Franklin
Commercial Mgr...... Mike Morris
Sales Prom. Mgr...... Dorothy Leon
Program Director..... Ronnie King

WPAR—Parkersburg—1935

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Oper. By..... WPAR, Inc.
Business-Studio Address..... 211 5th St.
Tel.: HUdson 5-5475.....CBS
Sta. Representative..... Walker-Rawalt
President..... Jack N. Berkman
General. Sta. Mgr...... Robert E. Metcalfe
Commercial Mgr...... Charles Long
Prog. Dir...... Sherman Grimm
Sales Prom. Mgr...... Frank Inslee
Chief Engineer..... A. J. English

WTAP—Parkersburg—1947

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned By..... Zanesville Publish. Co.
Address..... 123 West Seventh St.
Tel.: HUdson 5-4588.....ABC-MBS
Sta. Representative..... Pearson
President..... Clay Littick
General Mgr...... Allan Land
Station Mgr...... Milton Komito
Comm. Prom. Mgr...... Russell Starnes
Program Director..... John A. See
Chief Engineer..... William Hunt

WWYO—Pineville—1949

Frequency: 970 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By... Wyoming Bdcstg. Co., Inc.
Address..... Box 184
Tel.: 2711.....Independent
President..... R. D. Bailey
Gen., Sta., Comm. Mgr...... Edward Hawley
Program Director..... Rose Shuck
Chief Engineer..... William D. Stone

WLOH—Princeton—1947

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By..... Mountain Bcstg. Co.
Address..... Box 1011
Tel.: GA 5-2151.....Independent
General Manager, Pub. Dir.... Robert L. Harrison
Prog. Dir...... Bob Woodburn
Chief Engineer..... Earle Graham

WMOV—Ravenswood—1957

Frequency: 1360 Kc.....**Power:** 1000 Watts
Owned By..... Valley Broadcasters, Inc.
Address..... Gibbs & Gallatine Sts.
Tel.: BRowning 3-2544.....Independent
President..... Joseph M. Handlan

WMNF—Richwood—1957

Frequency: 1280 Kc.....**Power:** 1000 Watts
Owned By..... Royal Bcstg. Co.
Business Address..... P.O. Box 608
Tel.: VIlking 6-0411.....Independent
President..... W. Courtney Evans
Gen., Comm. Mgr...... J. Mullens
Program Director..... John Adams

WRON—Ronceverte—1947

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Oper. By..... Blake Bcstg. Co.
Address..... Box Z
Tel.: Midway 5-1327.....KBS
Station Representative..... Devney
Pres., Gen. Mgr...... James Venable
Commercial Manager..... Betty Ann Venable
Program Director..... Walter Cross

WKLC—St. Albans—1956

Frequency: 1300 Kc.....**Power:** 1 Kw., d.
Owned By..... Kandel Corp.
Business Address..... 105 - 6th Ave.
Tel.: PA 7-1300.....Independent
General Manager..... Raymond I. Kandel
Chief Engineer..... Harry Bowen

WEIR—Weirton—1950

Frequency: 1430 Kc.....**Power:** 1000 Watts
Owned-Oper. By..... Tri-State Bcstg. Co.
Address..... 3992 Main St.
Tel.: 2814.....NBC
Station Representative..... Weed
President..... Thomas E. Millsop
General Manager..... Edward J. Hirschberg
Station Manager..... Robert E. Badger
Sales Prom. Mgr...... Geraldine Cohen
Program Dir...... Steve Liadis
Publicity Dir...... Lou Seria
Chief Engineer..... James Mark

WELC—Welch—1950

Frequency: 1150 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By..... Pocahontas Bcstg. Co.
Address..... Box 1032
Tel.: HEMlock 6-2131-2.....KBS
President, General Manager..... Sam Sidote
Program Director..... John Villani
Chief Engineer..... Howard R. King

WEST VIRGINIA-WISCONSIN**WOVE—Welch—1947**

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: McDowell Cty. Bcstg. Co.
 Address: Rhodes Realty Building
 Tel.: HEmlock 6-2790 Independent
 President: South C. Bevins
 General Mgr., Ch. Eng.: Eddie Lane
 Publicity Dir.: Ella Rae Gillespie

WHAW—Weston—1948

Frequency: 980 Kc. Power: 1 Kw., d.
 Owned-Oper. By: Central W. Va. Serv. Corp.
 Address: P. O. Box 431
 Tel.: 1555 KBS
 Newspaper Affil.: Record, Buckhannon, W. Va.
 President: R. H. Ralston
 Vice Pres.: Francis Andrew
 Station Manager: John J. Bobinski
 Sales Prom. Mgr.: L. C. McMaster
 Chief Engineer: Edward Stark

WHLL—Wheeling—1949

Frequency: 1600 Kc. Power: 5000 Watts d.
 Owned-Operated By: Wheeling Bcstg. Co.
 Address: Box 989
 Tel.: CE 3-1300 Independent
 Representative: Gill-Perna
 President: Kenneth Forney
 Gen., Sta. Mgr.: Fred A. Grewe, Jr.
 Commercial Mgr.: Jim Smith
 Program Dir.: Donn Caldwell
 Publicity Dir.: Nick Corvello
 Chief Engineer: Fred Baker

WKWK—Wheeling—1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Community Bcstg., Inc.
 Business Address: 1600 Market St.
 Tel.: CE 2-2250 ABC
 Station Representative: Dore
 Gen. Manager: W. Johns
 Commercial Manager: Elsie M. Cook
 Chief Engineer: F. Baker

WWVA—Wheeling—1926

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By: Storer Broadcasting Co.
 Address: Hawley Bldg.
 Tel.: CEDar 2-1170 CBS
 Newspaper Affiliation: Miami Beach Sun
 Representative: John Blair
 President: George B. Storer
 Station Manager: Paul J. Miller
 Commercial Manager: Andrew F. Hofmann
 Sales Prom. Mgr.: Howard W. Meagle
 Program Director: Paul A. Myers
 Publicity Director: Charles McNash
 Chief Engineer: Edwin L. Keim
 OWNERS OF: WJBK-AM-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-AM-FM-TV, CLEVELAND; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

WBTH—Williamson—1939

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Williamson Bcstg. Corp.
 Business Address: 2nd Ave. at Court St.
 Tel.: BELmont 5-3600 MBS
 President: Phil Beinhorn
 Gen., Comm. Mgr.: John Blair
 Chief Engineer: Clifton Brnham

Pop.: 4,165,000
 Families: 1,162,000
 Radio Homes: 1,151,000

WISCONSIN

TV Homes: 1,032,000
 AM Stas. in State: 75
 TV Stas. in State: 13

WATK—Antigo—1948

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By: Antigo Bcstg. Co.
 Address: Journal Bldg.
 Tel.: MArket 3-4124-5 Independent
 Newspaper Affil.: Daily Journal
 President: A. F. Berner
 General Manager: W. F. Helms
 Program Director: Mrs. LaVonne Petroskey
 Chief Engineer: Hans Ehrlin

WAPL—Appleton—1952

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By: John Dixon
 Address: 124 W. Walsh St.
 Tel.: RE 4-9226 Independent
 Station Representative: Walker-Rawalt
 Pres., Gen. Manager: John Dixon
 Chief Engineer: James Markham

WHBY—Appleton—1925

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Ncrbertine Fathers
 Bus.-Studio Address: 600 So. Lawe St.
 Tel.: 3-6639 MBS
 Station Representative: Burn Smith
 President: Abbot Killean
 General Station Mgr.: Lewis J. Process
 Program Director: Tom Thompson
 Publicity Dir., Sls. Prom. Mgr.: J. Berryman
 Chief Engineer: George Merkl

WATW—Ashland—1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: WATW, Inc.
 Business Address: 321 W. 2nd St.
 Tel.: MURdock 2-2727 Independent
 Representative: Thomas F. Clark

WISCONSIN

President, Gen. Mgr. Gene Halker
Station Manager Bud Huber
Commercial Manager Ethel Plucinski
Program Director Arnold Peterson
Chief Engineer Russ Johnston

WBEV—Beaver Dam—1950

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By ... Beaver Dam Bcstg. Co.
Address 109½ Front St.
Tel.: TU 5-4442 Independent
Representative Hal Holman
President W. E. Walker
General Mgr. Thomas H. Faile
Business Mgr. Duane R. Wendt
Chief Engineer J. Bellman

WBEL—Beloit—1948

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By Beloit Bcstrs., Inc.
Business-Studio Address 430 State St.
Tel.: EMerson 5-5525 Independent
Representative Gill-Perna
President Russ Salter
General Mgr. Robert O. Moran
Sta., Comm. Mgr. Joe Moen
Program Director Bill Greener
Chief Engineer Leo Wilson

WGEZ—Beloit—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned By Radio Beloit, Inc.
Address 416 College
Tel.: EM 5-8865 MBS
Rep. Everett-McKinney
President Angus Pfaff
General Mgr. Tom Anderson
Commercial Mgr. Gene Steinhorst
Program Director Lou Wendlandt
Chief Engineer Dick Buggs

WWIS—Black River Falls 1958

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned By Clarkwood Broadcasting Corp.
Business Address P.O. Box 32
Tel.: 4645 KBS
President Hartley Samuels

WAXX—Chippewa Falls—1958

Frequency: 1150 Kc. Power: 5 Kw. d.
Owned Radio Chippewa
Address Box 41
Tel.: PArk 3-2242 Independent
General Manager Stephen Bellinger

WBIZ—Eau Claire—1944

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WBIZ, Inc.
Address 609 Cameron St.
Tel.: TE 5-5111 MBS
Representative Pearson
President, General Mgr. Howard G. Bill

Commercial Manager Jack Kelly
Chief Eng., Prog. Dir. Harold Jahnke

WEAU—Eau Claire—1936

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By Central Bcstg. Co.
Business-Studio Address 2514 Hastings Way
Tel.: Temple 2-3474 Independent
President W. C. Bridges
General Mgr. Leo Howard

WECL—Eau Claire—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned ... Chippewa Valley Radio & TV Corp.
Business Address Rudolph Road
Tel.: Temple 2-1629 KBS
Station Representative Bolles; Riley
President Harry S. Hyett
General Manager Robert Nelson
Commercial Manager Donald Smith
Program Director Steve Henry
Chief Engineer Everett Burrows

KFIZ—Fond Du Lac—1922

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address .. 18 W. First St.
Tel.: WA 1-3770 MBS
Representative Holman
President A. H. Lange
General. Sta. Mgr. Emery W. Martin
Commercial Mgr. Clarence Goeser
Program Dir. Ron Bothe
Sales Prom. Mgr. Robert Carey
Publicity Dir. Ron Harvey
Chief Engineer Wendell S. Meyers

WBY—Green Bay—1922

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By Norbertine Fathers
Address 115 South Jefferson
Tel.: HE 2-3333 CBS
General Manager Haydn R. Evans

WDUZ—Green Bay—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Green Bay Bcstg. Co.
Business-Studio Address 222 Nicolett Bldg.
Tel.: HEMlock 5-5331 ABC
Station Representative McGavren
President Ben A. Laird
V.P., Station Manager Allen H. Embury
Program Director Jack Gardiner
Chief Engineer Clifford Graff

WJPG—Green Bay—1947

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By Green Bay Newspaper Co.
Address Box 766
Tel.: HE 5-7575 MBS
Newspaper Affiliation Press-Gazette
Station Representative Weed
President A. B. Turnbull

General Manager.....Joseph Horner, Jr.
Station Manager.....John M. Walter
 Commercial Manager.....Glen R. Holznecht
 Sales Prom. Mgr.....William McCarthy
 Program Director.....Clair Stone
 Publicity Director.....Jack Yuenger
 Chief Engineer.....Elmo Reed

WTKM—Hartford—1954

Frequency: 1540 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Times Press Radio, Inc.
 Address.....23 N. Main St.
 Tel.: 600.....KBS
 Newspaper Affiliation.....Times Press
 President.....John J. Shinnors
 General Manager, Chief Eng.....George Dodge

WHSM—Hayward—1957

Frequency: 910 Kc.....Power: 1000 Watts, d.
 Owned By.....WJMC, Inc.
 Address.....Hayward, Wisc.
 Tel.: 303.....MBS
 Station Rep.....Hollingbery
 President.....W. C. Bridges
 General Mgr.....Russell J. Brown
 Station Mgr.....George Palo
 Program Dir.....Allen Caraway
 Chief Engineer.....Robert P. Kolsky

WCLO—Janesville—1930

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Southern Wisconsin Radio, Inc.
 Business-Studio Address.....200 E. Milwaukee St.
 Tel.: PL 4-3316.....MBS
 Newspaper Affiliation.....Daily Gazette
 Representative.....Everett-McKinney
 President.....Sidney H. Bliss
 General Manager.....V. W. Williams
 Commercial Manager.....Charles V. Bessire
 Chief Engineer.....Wayne Clay

WLIP—Kenosha—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Kenosha Bcstg., Inc.
 Business Address.....625 57th St.
 Tel.: OL 7-6162.....Independent
 Pres., Gen. Mgr.....William L. Lipman

WKBH—La Crosse—1923

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBH, Inc.
 Business-Studio Address.....141 So. 6th St.
 Tel.: 2-4678.....NBC
 Newspaper Affiliation.....Tribune
 Representative.....H-R
 President, Station Mgr.....Howard Dahl
 Commercial Manager.....Richard Schueler
 Program Director.....Bernice Callaway
 Sales Manager.....Leonard Anderson
 Chief Engineer.....Al Leeman

WKTY—La Crosse—1948

Frequency: 580 Kc.....Power: 5 Kw., d., 1 Kw., n.
 Owned-Oper. By.....Lee & Associates, Inc.
 Address.....Box 751

Tel.: 2-6042.....ABC
 Rep.....Everett-McKinney; Evans
 President, Gen. Mgr.....Herbert H. Lee
 Station Manager.....George G. Sauer
 Prog. Dir.....Marilyn J. Bahwell
 Commercial, Sls. Prom. Mgr.....Philip A. Dyer
 Publicity Dir.....Charlie Kearns
 Chief Engineer.....Herbert H. Lee

WLCC—La Crosse—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....La Crosse Radio Inc.
 Address.....306 Rivoli Bldg.
 Tel.: 4-4521.....KBS
 Pres., Gen. Mgr., Ch. Eng.....Joe Rohrer
 Comm. Prom. Mgr.....Glenn H. Pederson
 Program. Publicity Dir.....Jean Gitz

WLDY—Ladysmith—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Flambeau Bcstg. Co.
 Address.....Hwy. 8
 Tel.: 585.....KBS
 Representative.....Thomas Clark
 Sec'y Treas., Gen. Mgr.....Chas. H. Nelson
 Gen. Mgr.....Chas. H. Nelson
 Chief Engineer.....R. Bohner

WIBA—Madison—1925

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Bcstg. Co.
 Business-Studio Address.....3800 Regent St.
 Tel.: CE 3-5311.....NBC
 News. Afilil... Capital Times, Wis. St. Journ.
 Representative.....Avery-Knodel
 President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Commercial Manager.....Howard A. Johnson
 Chief Engineer.....Norman Hahn

KKOW—Madison—1947

Freq.: 1070 Kc...Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By.....Monona Bcstg. Co.
 Address.....215 W. Washington Ave.
 Tel.: AL 7-2261.....CBS
 Representative.....Headley-Reed
 President.....Stewart Watson
 General Manager.....Ben Hovel
 Asst. General Manager.....Frank Bignell
 Prom. Mgr., Pub. Dir.....James Roy Miller
 Chief Engineer.....Robert Wickhem

WISM—Madison—1948

Frequency: 1480 Kc...Power: 5 Kw., d., 1 Kw., n.
 Owned-Oper. By.....Heart O'Wisc. Bcstrs. Inc.
 Address.....122 E. Main St.
 Tel.: Alpine 3-6167.....MBS-ABC
 Newspaper Afilil...Superior Evening Telegram
 Representative.....Radio-TV Reps
 President.....W. E. Walker
 General Manager.....William R. Walker
 Asst. Sales Prom. Mgr.....Chuck Mefford
 Commercial Manager.....Phil Fisher
 Prog., Pub. Dir.....Lee Wesner
 Chief Engineer.....Walter Hariu

WISCONSIN

WCUB—Manitowoc—1950

Frequency: 980 Kc. Power: 1000 Watts d.
Owned By WCUB Div. of Business Mgt. Inc.
Address 2500 N. Mirror Drive
Tel.: Murray 2-2481 Independent
Representative Radio-TV Reps.
President Joseph A. Clark
Gen. Mgr. Christian Schneider
Program Director Bob Irish
Commercial Mgr. Ross Knorr
Sales Prom. Mgr. Dick Barrett
Chief Engineer Oran Bushman

WOMT—Manitowoc—1926

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Francis M. Kadow
Address Radio Building
Tel.: MU 4-6015 MBS
Representative Hal Holman
General, Commercial Mgr. Francis M. Kadow
Station Manager Geo. H. Erdman
Program Dir. G. H. Todd
Publicity Director L. J. Splitt
Sales Promotion Mgr. Wm. Holland
Chief Eng. H. E. Willis

WMAM—Marinette—1939

Freq.: 570 Kc. Power: 250 W. d., 100 W. n.
Owned-Oper. By M. & M. Bcstg. Co., Inc.
Bus.-Studio Address 400 Wells St.
Tel.: RE 5-6631 NBC
Station Representative Hollingbery
President Morgan Murphy
General Manager Joseph D. Mackin
Sta., Comm. Mgr. Gene E. Pitroff
Program Director Bill Liegeois
Publicity Director Yvonne Fronsee
Chief Engineer Al Alexander

WDLB—Marshfield—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned Clarkwood Broadcasting Corp.
Address 1710 N. Central Ave.
Tel.: FULTON 4-2191 KBS
Representative Grant-Webb
President, Gen. Mgr. Hartley L. Samuels
Comm. Prom. Mgr. John R. Thornton
Program Director John Kal
Chief Engineer Richard Hanneman

WIGM—Medford—1941

Frequency: 1490 Kc. Power: 250 Watts
Owned WIGM, Inc.
Business Address Box 59
Tel.: 255 KBS
Representative Clark
Pres., Gen. Mgr. Paul Allman
Comm., Sales Prom. Mgr. Joe Dahlvig
Prog., Pub. Dir. Don Seehafer
Chief Engineer Ray Bohnert

WMNE—Menomonie—1951

Frequency: 1360 Kc. Power: 1 Kw. d.
Owned-Oper. By Menomonie Bcstg. Co.
Address 603½ Broadway
Tel.: 1156 KBS
Station Representative Hopewell
President C. A. Whitford
General, Station Manager Don Wortwend
Commercial, Sls. Prom. Mgr. Thor Edgeberg
Program Director, Ch. Eng. LaVern Garton
Publicity Director Gary Jacobsen

WEMP—Milwaukee—1935

Frequency: 1250 Kc. Power: 5 Kw.
Owned-Oper. By Milwaukee Bcstg. Co.
Bus.-Address 1701 W. Wisconsin Ave.
Tel.: DI 2-4040 Independent
Representative Headley-Reed
President A. M. Spheeris
General Mgr. Hugh K. Boice, Jr.
Commercial Manager John Gagliano
Station, Program Dir. Tom Shanahan
Chief Engineer Rolland Paske

WFOX—Milwaukee—1946

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By Wisconsin Bcstrs. Inc.
Address 208 E. Wisconsin Ave.
Tel.: BRoadway 2-1272 MBS
Station Representative Pearson
Pres., Gen. Mgr. Howard Miller
Commercial Manager Viola E. Wilson
Program Director Jim Lewis
Chief Engineer Robert Mayer

WISN—Milwaukee—1922

Frequency: 1150 Kc. Power: 5,000 Watts
Owned-Oper. By Hearst Corporation
Address 759 N. 19th St.
Tel.: Division 2-3000 ABC
Newspaper Affiliation Sentinel
Representative Petry
Vice President D. L. Provost
General Manager R. E. Shireman
Station Manager James T. Butler
Commercial Manager Herman Schneider
Pub. Dir., Sales Prom. Mgr. Arthur H. Barnes
Program Director Tom Lambert
Chief Eng. Donald Weller

WMIL—Milwaukee—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By Cream City Bcstg. Co., Inc.
Bus.-Studio Address 2625 W. Wisconsin Ave.
Tel.: WE 3-1290 Independent
Station Representative Gill-Perna
Pres., Gen. Mgr. Gene Posner
Station Manager Sol Rodoff
Commercial Manager Oliver West
Program Director Bill Bramhall
Publicity Director Jacqueline Kowalski
Chief Engineer Gino Monaco

WRIT—Milwaukee—1955

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Radio Milwaukee, Inc.
 Address: 5407 W. Martin Dr.
 Tel.: Glenview 3-4130 Independent
 Representative: Eastman
 Exec. V.P. & Mgr. Dir.: John F. Box, Jr.
 Gen. Mgr.: Bernie Strachota
 Gen. Sls. Mgr.: Parker Daggett
 Program Dir.: Leland C. Rothman
 Publicity Dir.: Audrey B. Hansen
 Chief Engineer: Ralph Ingraham
 OWNERS OF WIL, ST. LOUIS, MO.; KBOX, DALLAS,
 TEX.; WTVO-TV, ROCKFORD, ILL.; WICS-TV,
 SPRINGFIELD, ILL.; WHCU-TV, CHAMP, ILL.

WTMJ—Milwaukee—1927

Frequency: 620 Kc. Power: 5000 W.
 Owned-Oper. By: The Journal Co.
 Business Address: 333 W. State
 Tel.: BR 1-6000 NBC
 Newspaper Affil.: Journal
 Representative: Christal
 General Manager: George Comte
 Station Manager: R. J. Heiss
 Sales Mgr.: Joseph Killeen
 Prog. Mgr.: Don Loose

WOKY—Milwaukee—1947

Frequency: 920 Kc. Power: 1 Kw.
 Owned: Bartell Broadcasters, Inc.
 Address: 522 W. Wisc. Ave.

Tel.: BR 1-8480 Independent
 President: Gerald A. Bartell
 Sta. Mgr.: Len Schindler
 Commercial Manager: James Jordan
 Sales Prom., Pub. Dir.: Miss Edith Hanson
 Asst. Mgr.: J. A. Reddy
 Chief Engineer: Conrad Mangrum
 Mgr., Engineering: Philip B. Laesser
 Prom. Mgr.: R. Bruce Wallace
 Administrative Asst.: Lewis W. Herzog
 OWNERS OF WYDE, BIRMINGHAM, ALA.; KCBQ, SAN
 DIEGO, CALIF.; WAKE, ATLANTA, GA.; KYA, SAN
 FRANCISCO, CALIF.; WADO, NEW YORK, N. Y.

WEKZ—Monroe—1951

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned-Operated By: Green County Bcstg. Co.
 Address: Box 460
 Tel.: 1260 Independent
 President: Kenneth Stuart
 Station Manager: Joseph Urban
 Comm. Mgr., Prog. Dir.: Stanley Neuberger
 Engineers: H. Bolliger, D. Martin

WNAM—Neenah—1947

Frequency: 1280 Kc. Power: 1 Kw.
 Owned: Neenah-Menasha Bcstg. Co.
 Address: Radio Park
 Tel.: PA 2-6471 Independent
 Station Rep.: Everett-McKinney
 V.P., Gen. Mgr.: Don C. Wirth
 Commercial Mgr.: Don Harrington
 Chief Engineer: Gordon Daily

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 ... dominant
 in Milwaukee

WRIT

MILWAUKEE, WISCONSIN

JOHN F. BOX, Managing Director

One of the Balaban Stations—in tempo with the times

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New York, Chicago, San Francisco, Dallas, St. Louis



WISCONSIN

WCCN—Neillsville—1957

Frequency: 1370 Kc. Power: 1000 Watts
Owned: Central Wisconsin Bcstg.
Business Address: 140 W. 5th St.
Tel.: Sherwood 3-3333 Independent
President: Herman North
Gen., Sta. Mgr.: Howie Sturtz, Jr.
Comm., Sales Prom. Mgr.: Wayne Grap
Prog. Dir., Ch. Eng.: Charles Marvin
Publicity Director: Robert Lulloff

WOSH—Oshkosh—1941

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Oshkosh Bcstg. Co.
Business Address: 2333 Bowen St.
Tel.: Beverly 54-3150 Independent
General Manager: Wm. L. McDonald

WFPF—Park Falls—1953

Frequency: 1450 Kc. Power: 250 Watts
Owned: Northland Bcstg. Co., Inc.
Address: P.O. Box 309
Tel.: 2-3959 Independent
Pres., Gen., Comm. Mgr.: Gordon Schluter

WSWW—Platteville—1955

Frequency: 1590 Kc. Power: 1 Kw. d.
Owned-Operated By: Southwest Wisc. Co.
Address: P. O. Box 1
Tel.: 2775 Independent
General. Comm. Mgr.: R. J. Bodden
Chief Engineer: Lloyd Nowak

WPLY—Plymouth—1954

Frequency: 1420 Kc. Power: 500 Watts d.
Owned-Oper. By: WPLY, Inc.
Address: Box 222
Tel.: TWinbrook 3-2661 KBS
President: R. Bunker Rogoski
Gen., Sta. Mgr.: Dalton C. Hille

WPDR—Portage—1952

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By: Portage Bcstg. Co.
Address: P.O. Box 14
Tel.: RI 2-2350 Independent
President: W. T. Comstock
General, Sta. Mgr.: Robert D. Hutchings
Commercial Mgr.: Robert V. Hoffman
Program Dir.: Del McLachlan
Sales Prom. Mgr.: Carol Mork
Publicity Dir.: Nancy Kinney
Chief Engineer: George Wuerch

WIBU—Poynette—1925

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WIBU
Address: Poynette
Tel.: 98 MBS-KBS
Pres., Gen. Mgr.: William C. Forrest
Program Director: Sarah Forrest
Chief Engineer: Leonard Doese

WPRE—Prarie Du Chien—1952

Frequency: 980 Kc. Power: 500 Watts, d.
Owned: Prarie Bcstg. Co., Inc.
Address: P. O. Box 36
Tel.: 637 Independent
Representative: Holman
Gen., Sta. Mgr.: W. C. Schlaugat, Jr.

WRAC—Racine—1951

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By: WRAC, Inc.
Business Address: 423 Main St.
Tel.: ME 2-1627 Independent
Station Representative: Devney
Pres., Gen. Mgr.: William J. Prialux
Comm., Sales Prom. Mgr.: Raymond J. Pawzun

WRJN—Racine—1926

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Racine Bcstg. Corp.
Business Address: Radio Park
Tel.: ME 4-3311 ABC
Newspaper Affiliation: Journal-Times
Station Representative: Walker-Rawalt
President: J. D. McMurray
General Manager: H. R. LePoidevin
Station Manager: Harold J. Newcomb
Commercial Manager: Gerald D. Nelson
Program Director: Lyman Merens
Prom., Publicity Dir.: Amelia French
Chief Engineer: Stanley D. Fisher

WRDB—Reedsburg—1953

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: William C. Forrest
Address: Box 207, Reedsburg
Tel.: 400 MBS
President: William C. Forrest
Gen., Sta. Mgr.: Michael J. Flaherty
Commercial Manager: Lee Olson
Prog. Dir.: Robert Sands
Chief Engineer: Charles Gill

WOBT—Rhineland—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Onelda Bcstg. Co.
Address: P. O. Box 498
Tel.: FO 2-6140 Independent
Station Representative: Devney
President: James Cleary
General Mgr.: Lee W. Allerton
Commercial Mgr.: Lee Cahak
Program Dir.: John Wadd
Chief Engineer: William Anderson

WJMC—Rice Lake—1939

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: WJMC, Inc.
Address: Box 352
Tel.: 550 Independent
President: W. C. Bridges
Station Manager: Russell J. Brown

WRCO—Richland Center—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Richland Bcstg. Co.
 Address: P. O. Box 192
 Tel.: MI 7-2111. Independent
 Pres., Gen. Mgr.: H. D. Pebbles
 Comm. Manager: Gerald W. Cook
 Chief Engineer: Pete Athanas

WCWC—Ripon—1957

Frequency: 1600 Kc. Power: 5 Kw. d.
 Owned: Central Wisconsin Co., Inc.
 Address: Radio Road
 Tel.: BL 818. Independent
 Sta. Representative: Walker-Rawalt
 President: Miriam Monroe
 Gen., Sta. Mgr.: Francis J. Stratman
 Sales Prom. Mgr.: Roger Westlund
 Prog. Dir.: Norman Clark
 Chief Engineer: Gordon Alsum

WTCH—Shawano—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
 Owner: Shawano County Leader Pub. Co.
 Business-Studio Address: 107 E. Green Bay St.
 Tel.: 668. Independent
 Representative: Hil F. Best
 General Manager: J. P. Donald
 Station Manager: Ray Gruetzmacher

WHBL—Sheboygan—1926

Freq.: 1330 Kc. Power: 1 Kw. d., 250 W. n.
 Owned-Operated By: WHBL, Inc.
 Bus.-Studio Address: Box 27
 Tel.: GL 8-2107. ABC
 Sta. Rep.: Burn-Smith
 Pres., General Manager: Paul F. Skinner
 Comm. Manager: Ray Withuhn
 Comm. Traffic Mgr.: Doris Donnie
 Chief Engineer: Christ Brauer

WKTL—Sheboygan—1955

Frequency: 950 Kc. Power: 500 Watts, d.
 Owned By: Central States Bcstg Co.
 Address: 507 N. 8th St.
 Tel.: GLEncourt 7-9481. Independent
 Representative: Holman
 President: W. E. Walker
 General Mgr.: John D. Harvey
 Station Mgr.: Bob Art
 Chief Engineer: Ray Falle

WCOW—Sparta—1951

Frequency: 1290 Kc. Power: 1000 Watts
 Owned: Sparta-Tomah Broadcasting Co.
 Address: 124½ S. Water Street
 Tel.: 3307. KBS
 Pres., Gen. Mgr.: John D. Rice
 Commercial Manager: Charles Sullivan
 Program Director: Thomas J. Dorsey
 Publicity Director: Bill S. Lahm
 Chief Engineer: Thomas P. Heffernan

WSPT—Stevens Point—1948

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By: Stevens Pt. Bcstg. Co.
 Business Address: 414½ Main St.
 Tel.: Diamond 4-9778. KBS
 Representative: Hal Holman
 President: William F. Johns, Sr.
 V.P., Gen. Mgr.: Peter A. Barnard

WDOR—Sturgeon Bay—1951

Frequency: 910 Kc. Power: 500 Watts d.
 Owned-Oper. By: Door County Bcstg. Co. Inc.
 Address: 212 N. Third Ave.
 Tel.: Pioneer 3-4411. KBS
 Pres., Gen. Mgr.: Edward Allen, Jr.
 Commercial Manager: Leonad Koskabar
 Program Director: William Kary
 Publicity Director: Dolores Allen
 Chief Engineer: Edward W. Jacker

WDSM—Superior—1939

Frequency: 710 Kc. Power: 5000 Watts
 Owned-Oper. By: Northwest Pub., Inc.
 Busi. Address: 230 E. Superior St., Duluth, Minn.
 Tel.: RA 7-8484. Independent
 News. Affil.: St. Paul Pioneer & News Tribune
 Representative: Peters, Griffin, Woodward, Inc.
 President: Robert B. Ridder
 General Manager: C. D. Tully
 Asst. General Manager: Robert J. Rich
 Station Manager, Prog. Dir.: D. Murphy
 Commercial Manager: Mike Daley
 Publicity Dir., Sls. Prom. Mgr.: M. Olson
 Chief Engineer: George Carlson

WTMB—Tomah—1959

Frequency: 1390 Kc. Power 500 Wts. d.
 Owned By: Tomah Maustom Bcstg. Co.
 Address: P.O. Box 142
 Tel.: 822. Independent
 President: Hugh Dickie
 General Mgr.: Tom Price
 Comm. Mgr.: J. Rush
 Program Dir.: E. Cary
 Chief Engineer: B. Merritt

WTRW—Two Rivers—1951

Frequency: 1590 Kc. Power: 1000 W. d.
 Owned By: WTRW, Inc.
 Address: Washington St.
 Tel.: TR 4-6555. Independent
 Station Representative: Webb
 President: Kenneth A. Daum
 Gen., Sta. Mgr.: Ray F. Kessenich
 Comm. Prom. Mgr.: James Harvey
 Program Dir.: Craig McCoy
 Publicity: Eleanore Daum

WISV—Viroqua—1958

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned By: Parks Robinson
 Address: Box 191
 Tel.: ME 7-7200. Independent
 Gen. Mgr., Ch. Eng.: Parks Robinson

WISCONSIN-WYOMING

Station Mgr., Prog. Dir. Dwayne Munyon
Publicity Director. Dorothy Geddes
Commercial Manager. Clair Melghen

WTTN—Watertown—1950

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By. Watertown Radio, Inc.
Address. 104 W. Main St.
Tel.: 2215
Station Rep. Hopewell
Pres., Gen. Mgr. Carl V. Kolata
Sta. Mgr. Willard James
Comm. Mgr. Clifford Scott
Program Dir. Ernie Siegrist
Chief Engineer. Sheridan Campbell

WAUX—Waukesha—1947

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By. Waukesha Bcstg. Co.
Business-Studio Address. 319 W. Main St.
Tel.: Liberty 2-6636
Representative KBE
Gen. Mgr., Prog. Dir. Mig Figi
Commercial Manager. Charles E. Williams
Chief Engineer. Adin Randall

WDUX—Waupaca—1956

Frequency: 800 Kc. Power: 1000 Watts d.
Owned. Laird Broadcasting Co.
Address. 204½ S. Main
Tel.: 83
Representative ABC
McGavren
President. Ben A. Laird
General Mgr. Allen Embury
Station, Commercial Mgr. Tom Karavakis
Chief Engineer. James Markham

WHVF—Wausau—1953

Freq.: 1230 Kc. Power: 250 Watts
Owned. Lakeland Bcstg. Corp.
Address. 1110 Wausau Ave.
Tel.: 2-1188
Independent
President, Ch. Eng. Hilding V. Foren
General Manager. Arthur N. Lynn
Commercial Manager. George Wiesman
Program Director. Roger Johnson

WRIG—Wausau—1958

Frequency: 1400 Kc. Power: 250 Watts

Owned By. WRIG, Inc.
Address. 531 Third St.
Tel.: 2-1921
CBS
Sta. Representative Devney
President. Duey E. Wright, Sr.
Station Mgr. Marvin G. Nelles
Program Dir. Duey E. Wright, Jr.
Chief Engineer. Richard Haskey

WSAU—Wausau—1937

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By. Wisc. Valley TV Corp.
Business Address. 427 4th St.
Tel.: 2-2111
NBC
Newspaper Affil. Record Herald
Representative Meeker
President. George T. Frechette
Gen. Mgr. Richard D. Dudley
Station Manager. George Bundner
Commercial Manager. James Frey
Sales Prom., Pub. Dir. Thomas E. Bolger
Prog. Dir. Rudy Topinka
Chief Engineer. Roland W. Richardt

WBKV—West Bend—1950

Frequency: 1470 Kc. Power: 500 Watts d.
Owned-Oper. By. West Bend Bcstg. Co.
Business Address. P.O. Box 60
Tel.: FE 4-2344
Independent
Representative Clark
Pres., Gen. Mgr. August C. Berkholtz
Station Manager. Harold H. Berkholtz
Comm. Mgr., Chief Eng. Paul J. Mueller
Sales Promotion Manager. Jack Skidmore
Program Director. Robert Becker

WFHR—Wisconsin Rapids 1940

Frequency: 1320 Kc. 5 Kw., d., 500 Watts, n.
Owned-Oper. By. William F. Huffman Radio
Business Address. 230 First Ave. South
Tel.: HArrison 3-1340
MBS
Newspaper Affil. Daily Tribune
Representative Devney & Co.
President. Louise F. Huffman
Gen., Sta. Mgr. George T. Frechette
Commercial Manager. L. J. Zurawski
Program Director. Arnie Strope
Chief Engineer. Gordon Miller

Pop.: 354,000	<h1>WYOMING</h1>	TV Homes: 63,900
Families: 110,000		AM Stas. in State: 23
Radio Homes: 105,000		TV Stas. in State: 3

KBBS—Buffalo—1956

Frequency: 1450 Kc. Power: 250 Watts
Owned. Northern Wyoming Bcstg. Corp.
Address. 98 S. Main Street
Tel.: MU 4-7169
KBS
Gen. Mgr. Jack Rosenthal
Chief Engineer. R. P. Burger

KATI—Casper—1956

Frequency: 1400 Kc. Power: 250 Watts
Owned. KATI Corp.
Address. P. O. Box 2006
Tel.: 3-7994
KBS
Station Representative Pearson
Pres., Gen. Mgr. Kenneth G. Prather

Sales Prom. Mgr. Misha S. Prather

KSPR—Casper—1930

Freq.: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By Donald L. Hathaway
Business Address Box 930
Tel.: 3-5777 CBS
Station Representative Walker-Rawalt
Gen. Mgr. Donald L. Hathaway

KVOC—Casper—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KVOC Bcstg. Co.
Address Box 2090
Tel.: 2-4511 ABC-MBS
Station Representative Devney
Sta., Sales Prom. Mgr. William F. Shutts
Comm. Mgr., Ch. Eng. Duane W. Simons
Program Director Robert P. Turner

KCHY—Cheyenne—1959

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned KCHY Broadcasting Corp.
Address 309 W. 18 St.
Tel.: 7-7975 Independent
General Manager George I. Norman
Station Manager Lou Torok
Program Director Hal Buckner
Prom. Mgr. Richard Cable
Chief Engineer B. Roberts

KFBC—Cheyenne—1940

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Frontier Bcstg. Co.
Bus. Studio Address 2923 East Lincolnway
Tel.: 4-4461 ABC
Representative Intermountain Net.
News, Affil. Wyoming Eagle, State Tribune
President Robert S. McCracken
General Mgr., Chief Eng. William C. Grove
Station, Commercial Mgr. Larry Birleffi
Program Director Linda Preston

KVWO—Cheyenne—1952

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By Great West Co.
Address Box 926
Tel.: 2-6433 MBS-KBS
General Mgr. W. T. Brack

KODI—Cody—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Park Broadcasters
Address P. O. Box 1222
Tel.: 1400 Independent
Station Representative Devney
President, Station Mgr. R. B. Beall
Chief Engineer Phil Barnhart

KWIV—Douglas—1957

Frequency: 1050 Kc. Power: 250 Watts d.
Owned By Douglas Broadcasting, Inc.
Business Address Box 114

Tel.: 800 KBS
Pres., Gen. Sta. Mgr. J. Howard Jones
Chief Engineer H. L. Albers

KLUK—Evanston—1954

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Morgan County Bcstg. Co.
Address P. O. Box 198
Tel.: 700 ABC-KBS
Sta. Representative Ayres, Allen & Smith
President Robert Dolph
General, Station Mgr. James Belcher
Program Director M. C. Bennett
Publicity Director M. R. Patterson
Chief Engineer Harry Albers

KIML—Gillette—1957

Frequency: 1490 Kc. Power: 250 Watts
Owned By Gillette Bcstg Co.
Address Box 277
Tel.: Mutual 2-4747 KBS
President W. H. Edelman, Jr.
Station Manager, Ch. Eng. Robert H. Larson
Program Dir. R. Allen

KOVE—Lander—1948

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By Fremont Bcstg.
Business Address P. O. Box 438
Tel.: 488 KBS-MBS
Representative Continental
Sta., Gen. Mgr. Dan Breece
Comm. Manager Dorothy L. Reed
Sales Prom. Mgr. James Fitzgerald

KOWB—Laramie—1948

Frequency: 1340 Kc. Power: 250 Watts
Own-Oper. By Kowboy Bcstg.
Address Box 972
Tel.: Franklin 5-4888 ABC-MBS-KBS
Sta. Representative Gill Perna
President John C. Hunter
Gen., Sales Prom. Mgr. Charles R. Bell
Station Manager W. Britt Davis
Commercial Manager Colleen Ralston
Chief Engineer R. Strock

KASL—Newcastle—1953

Frequency: 1240 Kc. Power: 250 Watts
Owned Northeast Wyoming Bcstrs. Inc.
Address Masonic Bldg.
Tel.: SH 6-2721 KBS
Representative Devney
President Stella Sue Parrott
Prog. Dir. Dorothy Accola
Sales., Prom., Pub. Dir. Denny Hawkins
Chief Engineer Ben Rinehardt

KPOW—Powell—1941

Freq. 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By A. J. Meyer
Address P.O. Box 879
Tel.: Skyline 4-2421 ABC-MBS
Representative Avery-Knodel
President, Sta. Manager Al Meyer

WYOMING-GUAM

Comm. Manager.....K. Meyer
Program Director.....Agnes Fields
Chief Engineer.....J. S. Kilness

Program Director.....Don Hargis
Chief Engineer.....Bob Crosthwaite

KRAL—Rawlins—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Business Address.....Box 385
Tel.: EA 4-2711.....MBS-KBS-ABC
Gen. Mgr.....W. C. Grove
Chief Engineer.....R. E. Williams

KRTR—Thermopolis—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Mildred V. Ernst
Address.....500 Broadway
Tel.: 800.....KBS
Gen., Comm. Mgr.....Mildred V. Ernst
Sta. Mgr.....Karl V. Kerstan
Chief Engineer.....Joseph P. Ernst

KWRL—Riverton—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Joseph P. Ernst
Business Address.....Box 393
Tel.: UL 6-2251.....Independent
Station Representative.....Devney
President.....Joseph P. Ernst
General Manager.....William G. Stewart
Chief Engineer.....Dave Griesel

KTHE—Thermopolis—1958

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Horn Basin Bcstg. Co.
Address.....320 N. Railroad Ave.
Tel.: UNion 4-2119.....Independent
Pres., Gen. Mgr.....Hugh R. Graham
Comm., Sales Prom. Mgr.....Fred Hobbs
Program, Publicity Dir.....Phyllis Harrison
Chief Engineer.....Gayle Robinson

KVRS—Rock Springs—1938

Freq.: 1360 Kc...Power: 1 Kw. d., 500 Watts n.
Owned.....Wyoming Broadcasting Co.
Address.....Box 1067
Tel.: Empire 2-3799.....ABC-KBS
Representative.....Avery-Knodel
President.....D. G. Richardson
Gen., Sta. Mgr.....Dwight A. Fisher
Comm., Sales Prom. Mgr....Laurel H. Mosbey

KGOS—Torrington—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Kermit G. Kath
Address.....Box 271
Tel.: Jefferson 2-2158.....Independent
Gen., Sta. Mgr.....Kerm Kath
Commercial Manager.....Bob Kath
Publicity Director.....Jack Jolly
Chief Engineer.....Wayne McFarland

KWYO—Sheridan—1934

Frequency: 1410 Kc...Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business Studio Address.....21 N. Main
Tel.: Orchard 4-4461.....ABC-MBS
Representative.....Avery-Knodel
Pres., Gen. Mgr.....Jim Carroll
Commercial Mgr.....Zeke Taggart

KWOR—Worland—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address.....Route 20 West
Tel.: 303.....KBS
Gen. Comm. Mgr.....Mildred V. Ernst

Territories and Possessions

GUAM

KUAM—Agana—1954

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....Radio Guam, Inc.
Address.....P. O. Box 368
Tel.: 7961.....NBC
Station Rep.....Intercont. Services Ltd.

Pres., Gen. Mgr.....Harry M. Engel
Station Mgr.....John P. Barton
Commercial Mgr.....Mary Chapelle
Program Dir.....Gil Bahr
Publicity Dir.....Dick Williams
Chief Engineer.....Ted Coltrin

PUERTO RICO

WABA—Aguadilla—1951

Frequency: 850 Kc. Power: 500 Watts
 Owned-Operated By: L. Hector Reichard
 Address: Box 188
 Tel.: 241 Independent
 General Manager: F. Bonnet Velez
 Chief Engineer: Ted Coltrin
 Program Dir.: Hector M. Somohano

WCMN—Arecibo—1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By: Caribbean Bdcstg Corp.
 Address: P. O. Box 7
 Tel.: 589 Independent
 President: Antonio E. Vidal
 General Manager: Nabal Barreto
 Commercial Mgr.: Frank L. Oronoz
 Program Dir.: Hector M. Somohano
 Chief Engineer: Jose Soler

WMIA—Arecibo—1957

Frequency: 1070 Kc. Power: 500 Watts
 Owned: Abacoa Radio Corp.
 Address: Box 126
 Tel.: 463 Independent
 Station Representative: Pan-American
 President: Carlos M. Pirallo-Lopez
 General, Comm. Mgr.: Epitacio Rodriguez-Velez
 Program Director: Tommy Acevedo
 Sales Prom. Mgr.: Manuel Pirallo
 Chief Engineer: Jose E. Medina

WNIK—Arecibo—1957

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Arecido Radio Corp.
 Address: P.O. Box 1075
 Tel.: Arecibo Independent
 General Manager: H. A. Mena

WENA—Bayamon—1947

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By: Gustavo Diaz Atilles
 Business Address: Box 157
 Tel.: 539 Independent
 President, Gen. Mgr.: Gustavo Diaz Atilles
 Chief Engineer: Fernando Salazar

WNEL—Caguas—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owner: Inter-American Radio Corp.
 Address: Box 487
 Tel.: 677 Independent
 Pres., Gen. Mgr., C. E.: Eduardo Biascochea
 Station Mgr.: Emilia P. Biascochea
 Program Director: Charles Miner
 Comm. Mgr.: Alberto Flores-Blandino

WVJP—Caguas—1947

Frequency: 1110 Kc. Power: 250 Watts

Owned-Oper. By: Borinquen Bdcstg. Co.
 Address: P.O. Box 387
 Tel.: 789 Independent
 General Manager: Hector Pereira
 Station Manager: Federico E. Virella
 Commercial Manager: Jorge L. Arzuaga
 Program Director: J. Colon Santiago

WMDD—Fajardo—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: WMDD, Inc.
 Address: Box 387
 Tel.: 132 Independent
 General Manager: Agustin B. Camunas

WXRF—Guayama—1948

Frequency: 1590 Kc. Power: 1,000 Watts
 Owned-Oper. By: Guayama Bcstg. Co. Inc.
 Business Address: P.O. Box 615
 Tel.: 243 Independent
 General Mgr.: Gumersindo Cordero, Jr.
 Program Director: Maria Belen Rivera
 Publicity Director: Jose Gilberto Morales
 Chief Engineer: Johnny Ortiz

WAEL—Mayaguez—1948

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: Mario Acosta
 Business Address: 12 Iglesia St.
 Tel.: 600 Independent
 Rep.: Pan-American Bcstg.
 Gen. Manager: Mario Acosta
 Comm. Mgr.: Manuel Pirallo

WKJB—Mayaguez—1946

Frequency: 710 Kc. Power: 1000 Watts
 Owned-Operated By: Jose A. Bechara, Jr.
 Address: Box 1293
 Tel.: 983 Independent
 Pres., Gen. Mgr.: Jose A. Bechara, Jr.
 Manager: Arturo Cortes

WORA—Mayaguez—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Americas Corp.
 Studio Address: P. O. Box 43
 Tel.: 1150 Independent
 Station Representative: Interamerican
 Pres., Gen. Mgr.: Alfredo R. DeArellano
 Sta., Comm. Mgr.: Reinaldo M. Dupont
 Program Director: Nelson Del Valle
 Chief Engineer: John Prather

WPRA—Mayaguez—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By: WPRA, Inc.
 Address: Box 869
 Tel.: 869 Independent
 President: Andres Camara
 Gen. Mgr.: E. Camara de Ramos

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New York 36, N. Y.
Longacre 5-7840

PUERTO RICO

WTIL—Mayaguez—1950

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By... Mayaguez Radio Corp.
Address... P. O. Box 1346
Tel.: 1290 Independent
Station Representative... Continental
President... William G. Mamary
Gen., Comm. Mgr... Gilbert Mamary
Station Mgr... P. R. Fermaintt
Program Dir... Rafael Colon Diaz
Chief Engineer... Aristides Zapata, Jr.

WISO—Ponce—1953

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By... South P. R. Bcstg. Corp.
Tel.: 2-1257 Independent
President... Andres Grillasca
Gen. Mgr., Ch. Eng... Luis E. Freyre
Program Dir... A. L. Ramos
Sta. Manager... Nilda P. Freyre

WLEO—Ponce—1956

Frequency: 1170 Kc. Power: 250 Watts
Owned By... Ponce Broadcasting Corp.
Business Address... P.O. Box 1526
Tel.: 2-0136 Independent
Pres., Gen. Mgr... Charles Cordero
Program Director... Felix Irizarry
Chief Engineer... J. H. Conesa

WPAB—Ponce—1939

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned By... Portorican Am. Bcstg. Co., Inc.
Address... P.O. Box 786
Tel.: 2-3260 Independent
Representative... Inter-American Pub'l., Inc.
Pres., Gen. Mgr... A. Gimenez-Aguayo

WPRP—Ponce—1936

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By... Voice of Porto Rico
Address... P. O. Box 430
Tel.: 2-0166 Independent
Representative... Inter-Amer. Pub.
President, Gen. Mgr... Alfredo R. de Arellano
Station, Comm. Mgr... Antonio Miro
Program Director... Vicente Lianza
Chief Engineer... Pedro M. Conesa

WRIO—Rio Piedras—1949

Frequency: 1320 Kc. Power: 5 Kw. d. 1 Kw. n.
Owned-Oper. By... The Master Bdcstg. Corp.
Address... Box 335, Hato Rey, Rio Piedras
Tel.: 6-2491 Independent
President... Isidoro Quinones Vidal
Sta. Mgr., V.P... Julio Morales Ortiz

WWW—Rio Piedras—1949

Frequency: 1520 Kc. Power: 250 Watts
Owned-Oper. By... Abacoa Radio Corp.
Address... P. O. Box 935
Tel.: 6-5000 Independent
Pres., Gen. Mgr... Carlos M. Pirallo

PUERTO RICO-VIRGIN ISLANDS

WAPA—San Juan—1947

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus. Address357 Ponce De Leon Ave.
Tel.: 3-3000Independent
Representative.....Caribbean Network, Inc.
Owner.....Jose Ramon Quinones
General Mgr.Segismundo Quinones
Program Dir.....Francisco Aranzamendi, Jr.
Publicity Dir.....Antonio Velez
Chief EngineerJose Arzuaga

WHOA—San Juan—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Continental Broadcasting Corp.
AddressBox 168 Hato Rey
Tel.: 6-3182Independent
Representative.....Pan-American Broadcasting
Pres., Gen. Mgr.....Carmina Mendez

WIAC—San Juan—1947

Frequency: 740 Kc.....Power: 10 Kw.
Owned-Oper. By.....Radio Station WIBS, Inc.
AddressBox 4504
General Manager.....Tomas Muniz
Asst. Mgr.....B. P. Rios

WITA—San Juan—1947

Frequency: 1140 Kc.....Power: 500 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
AddressP.O. Box 2792
Tel.: 3-3594Independent
General Mgr.....Mariano A. Suarez
Station Mgr.....Osvaldo T. Velazquez
Chief Engineer.....Luis Prado Martorell

WKVM—San Juan—1945

Frequency: 810 Kc.....Power: 5000 Watts
Owned-Oper...American Colonial Bcstg. Corp.
Address1000 Ponce de Leon Ave.
Tel.: 3-0840Independent
Representative.....Pan American Bcstg. Co.
Pres., Gen. Mgr.....R. P. Perry

WKAQ—Santurce—1922

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address...Box 9007, Santurce, P. R.
Tel.: 2-2023Independent
Newspaper Affiliation.....El Mundo
Representatives...Inter-American Pub'l, Inc.
President.....Angel Ramos
General Mgr.....V. Lamas, Jr.
Program Director...Esther Pales de Rodriguez
Chief Eng.....Jose A. Fernandez



WIVI—Christiansted—1952

Frequency: 1040 Kc.....Power: 250 Watts
Owned-Oper..Radio American West Indies, Inc.
AddressChristiansted, St. Croix, V. I.
Tel.: 28KBS
Station Rep.....Pan American
Pres., Gen. Mgr.....Mrs. Hazel M. Higdon
Station Manager.....Mrs. Mavis Lang

WSTA—St. Thomas—1950

Frequency: 1340 Kc.....Power: 250 Kc.
Owned-Oper. By.....Island Bcstg. Co. Inc.
AddressBox 538
Tel.: 489MBS-NBC
Station Representative.....Intercontinental
President.....Harry Engel, Jr.
General. Sta. Mgr.....Len Stein
Program, Pub. Dir.....John Nash
Chief Engineer.....Les Miner

COMPLETE ALPHABETICAL LISTING

OF U. S. AM RADIO STATIONS BY

CALL LETTERS START ON PAGE 261

END OF MONOPOLY TV

...Hearings Under Way In Canada



By T. J. ALLARD
Executive Vice President, CAB

THE Canadian Association of Broadcasters entered the '60's with 157 radio members (compared to 147 members as of December 31, 1958) and 41 TV members (compared with 37 TV members at the end of the previous year).

Much of Canadian broadcasting history this past year has been concerned with the activities of the Board of Broadcast Governors, the independent regulatory tribunal, for whose appointment the private broadcasters had campaigned for many years.

The BBG held its first public hearing in Ottawa in January of 1959, and has since held seven other hearings to consider license applications and power boosts. At all of these hearings, the Board has given applicants full opportunity to state their case, and decisions have been given promptly. The BBG also held a public meeting to consider its proposed regulations for radio broadcasting, and a separate one to consider its television regulations.

Although the C.A.B. believed that the radio regulations were a considerable improvement over the former CBC regulations, it felt the wording of some of the proposed regulations could be changed, and this was done, in some cases.

The draft regulations for television stations were especially interesting since TV stations had not had separate regulations.

Here again, the Board's procedure of holding a public hearing on its draft proposals paid dividends. Both

private and government-owned stations submitted their views on the regulations, with most of the attention focusing on the BBG proposals for a 55 per cent Canadian broadcasting content and the proposed ban on morning telecasting.

As a result of these submissions, the Canadian content clause of the regulation was changed so that the 55 per cent Canadian content regulation provided "there shall be no specified minimum percentage of broadcast time of stations or networks devoted to programs that are basically Canadian in content and character prior to April 1st, 1961; and from April 1st, 1961 to March 31st, 1962 inclusive, the minimum percentage of broadcast time so devoted shall be 45 per cent."

The meaning of the words "Canadian content" was defined: the ban on morning TV was substantially modified and a regulation which would have given the BBG empirical control of the prime evening viewing time was dropped completely.

Hearings have been taking place across Canada in the early months of 1960 to determine which companies will be okayed by the BBG as holders of second television licenses in major cities across Canada.

In ending monopoly television in Canada, the BBG has proceeded carefully. In each case the Board went carefully into the applicants' financial stability; technical arrangements (including facilities for transmitting color TV) and their plans for Canadian content.

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if...*

... you can do without the business of Canada's daily TV audience of more than 3,400,000 homes;

... you don't need to sell to the audience reached by more than 1,780,000 car radios, or that reached by millions of home radios during their average four hours per day of operation.

If, on the other hand, the market for your product is found within the above potential, you can't afford *not* to advertise on radio or TV. When that's the case, you'll get best assistance, and best value for your advertising dollar, from the members of

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L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS**

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Ottawa 4, Canada

Toronto Office:
200 St. Clair Ave. W.,
Toronto 7, Canada



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Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

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Area Engineer, E. D. Witherstone

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Phone: CE 3-4035

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.
Phone: Walnut 2-3334



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Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organizations of 156 privately owned (independent) radio broadcasting stations, and 41 television stations in Canada.

U. S. AND CANADIAN INTERNATIONAL STATIONS

<i>Station Operator and Location</i>	<i>Call Letters</i>	<i>Power</i>
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Bethany, Ohio.....	WLWO-1	110 kw.
	-2	110 kw.
	-3	110 kw.
	-4	110 kw.
	-5	110 kw.
	-6	110 kw.
General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.....	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.....	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	50 kw.
*Radio Station KGEI, Inc., Belmont, Calif.....	KGEI	50 kw.

*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used for programs of the Voice of America, Armed Forces Radio & Television Service, & United Nations Radio.

CANADIAN BROADCASTING CORP. INTERNATIONAL SERVICE

Two transmitters at Sackville, N. B. of 50 kw. each, operating under the following call letters:

<i>Call Letters</i>	<i>Frequency (kc.)</i>	<i>Call Letters</i>	<i>Frequency (kc.)</i>
CHAC	6160	CKNA	5970
CHLA	21710	CKNC	17820
CHLS	9610	CKNK	11945
CHOL	11720	CKOB	6090
CKCS	15320	CKRA	11760
CKCX	15190	CKRP	21600
CKEX	11900	CKRZ	6060
CKLO	9630	CKXA	11705
CKLP	9585	CHYS	17865
CHAY	5990	CKUS	15105
CHLR	9710	CKSR	15255
CHFO	9740	CKBR	15275
CHRX	17735	CHSB	17710

CBC—Mar. 1960.

CANADIAN AM STATIONS

Listed Alphabetically By Call Letters

Call Letters	City	Page	Call Letters	City	Page
CBA . . .	Sackville, N. B.	631	CFPL . . .	London, Ont.	635
CBAF . . .	Moncton, N. B.	630	CFPR . . .	Prince Rupert, B. C.	628
CBE . . .	Windsor, Ont.	638	CFQC . . .	Saskatoon, Sask.	643
CBF . . .	Montreal, Que.	639	CFRA . . .	Ottawa, Ont.	636
CBG . . .	Gander, Nfld.	631	CFRB . . .	Toronto, Ont.	638
CBH . . .	Halifax, N. S.	632	CFRG . . .	Gravelbourg, Sask.	642
CBI . . .	Sydney, N. S.	632	CFRN . . .	Edmonton, Alta.	626
CBJ . . .	Chicoutimi, Que.	639	CFRS . . .	Simcoe, Ont.	637
CBK . . .	Regina, Sask.	642	CFRY . . .	Portage La Prairie, Man.	629
CBL . . .	Toronto, Ont.	637	CFSL . . .	Weyburn, Sask.	643
CBM . . .	Montreal, Que.	639	CFTJ . . .	Galt, Ont.	634
CBN . . .	St. John's, Nfld.	631	CFUN . . .	Vancouver, B. C.	628
CBO . . .	Ottawa, Ont.	636	CHAB . . .	Moose Jaw, Sask.	642
CBT . . .	Grand Falls, Nfld.	631	CHAD . . .	Amos, Que.	639
CBU . . .	Vancouver, B. C.	628	CHAT . . .	Medicine Hat, Alta.	627
CBV . . .	Quebec City, Que.	640	CHED . . .	Edmonton, Alta.	626
CBW . . .	Winnipeg, Man.	630	CHEF . . .	Granby, Que.	639
CBX . . .	Edmonton, Alta.	626	CHEX . . .	Peterborough, Ont.	636
CBY . . .	Corner Brook, Nfld.	631	CHFA . . .	Edmonton, Alta.	626
CFAB . . .	Windsor, N. S.	633	CHGB . . .	Rouyn, Que.	641
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CFAM . . .	Altona, Man.	629	CHLO . . .	St. Thomas, Ont.	636
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CFBR . . .	Sudbury, Ont.	637	CHNO . . .	Sudbury, Ont.	637
CFCF . . .	Montreal, Que.	640	CHNS . . .	Halifax, N. S.	632
CFCH . . .	North Bay, Ont.	635	CHOK . . .	Sarnia, Ont.	636
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CFCN . . .	Calgary, Alta.	626	CHRC . . .	Quebec City, Que.	640
CFCO . . .	Chatham, Ont.	633	CHRD . . .	Drummondville, Que.	639
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CFDA . . .	Victoriaville, Que.	642	CHUB . . .	Nanaimo, B. C.	627
CFGP . . .	Grande Prairie, Alta.	626	CHUM . . .	Toronto, Ont.	638
CFGT . . .	Alma, Que.	639	CHVC . . .	Niagara Falls, Ont.	635
CFJB . . .	Brampton, Ont.	633	CHWK . . .	Chilliwack, B. C.	627
CFJC . . .	Kamloops, B. C.	627	CHWO . . .	Oakville, Ont.	635
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ALBERTA

CFAC—Calgary—1922

Frequency: 960 Kc. Power: 10,000 Watts
 Owned-Oper. By Calgary Bcstg. Co., Ltd.
 Business Address Greyhound Bldg.
 Tel.: AM 6-1036 CBC
 President Basil Dean
 Sta. Manager A. M. Cairns
 Commercial Manager D. H. Hartford
 Sales Promotion Manager G. B. Mannix
 Program Director George Brown
 Chief Engineer E. C. Connor

CFCN—Calgary—1922

Frequency: 1060 Kc. Power: 10,000 Watts
 Owned-Oper. By The Voice of the Prairies, Ltd.
 Bus.-Studio Address 712 Twelfth Ave., E.
 Tel.: AM 2-1161 CBC
 Sta. Reps. Young Canadian; Harlan Oakes
 President, Gen. Mgr. H. Gordon Love
 Commercial Mgr. Gordon L. Carter
 Program Dir. Ned B. Corrigan
 Publicity Dir. James A. Love
 Chief Engineer Robert W. Lamb

CKXL—Calgary—1950

Frequency: 1140 Kc. Power: 1000 Watts
 Owned-Oper. By CKXL Ltd.
 Address 210 9th Ave. S.W.
 Tel.: AM 6-3026 Independent
 Representative H. C. Slovins, Forjoe
 President, Gen. Mgr. A. R. Mackenzie
 Gen. Sales Mgr. Allan J. Barker
 Chief Engineer G. R. Morrison

CFCW—Camrose—1954

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Camrose Bcstg. Co.
 Address Smith Bldg.
 Tel.: 3044 Independent
 Representative Lorrie Potts
 Pres., Gen. Mgr. H. J. Yerxa
 Sta. Mgr., Pub. Dir. Gene Ross
 Chief Engineer Kenneth Anholt

CJDV—Drumheller—1958

Frequency: 910 Kc. Power: 1000 Watts
 Owned By Dinosaur Bcstg. Corp.
 Address Broadcast Bldg.
 Station Rep. Trans Ocean; Forjoe
 President Gordon Purnell
 General Mgr. Tony Mayer
 Chief Engineer John Jonkman

CBX—Edmonton—1948

Frequency: 1010 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus.-Studio Address 713 MacDonald Hotel
 Tel.: 4-8221 CBC
 Director J. R. Finlay
 Sta. Mgr. D. C. Claringbull
 Commercial Manager Ralph Horley

CFRN—Edmonton—1934

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Sunwapta Bcstg. Co., Ltd.
 Address 102 C.P.R. Bldg.
 Tel.: GArden 2-2101 CBC
 Radio Reps. Young Canadian; Oakes Assoc.
 Pres., Gen Mgr. G. R. A. Rice
 Station Manager A. J. Hopps
 Commercial Manager R. L. McGhee
 Sales Prom., Pub. Dir. Glenn O'Reilly
 Program Director Harry Farmer
 Chief Engineer Frank G. Makepeace

CHED—Edmonton—1954

Freq.: 1080 Kc. Power: 10,000 Wts. d., 1000 n.
 Owned-Oper. By CHED, Ltd.
 Address 10006—107th St.
 Tel.: GArden 4-2111 Independent
 Representative Stephens & Towndrow
 Gen. Commercial Mgr. M. D. Dyck
 Prog. Dir. Jerry Forbes
 Chief Engineer Clint Nichol

CHFA—Edmonton—1949

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By Radio Edmonton, Ltd.
 Business Address 10012—109th St.
 Tel.: GA 4-2157 CBC
 President Andre M. Dechene
 Comm. Sta. Mgr. B. J. Gagnon
 Chief Engineer Larry Leclair

CJCA—Edmonton—1922

Frequency: 930 Kc. Power: 500 Watts
 Owned-Oper. By Edmonton Bcstg. Co., Ltd.
 Business Address 413 Birks Bldg.
 Tel.: GArden 4-4131 CBC
 Representative All-Canada, Weed
 Sta. Manager Gerry Gaetz
 Commercial Manager Rolfe Barnes
 Program Director Dalt Elton
 Chief Engineer Frank Hollingworth

CFGP—Grande Prairie—1937

Frequency: 1050 Kc. Power: 10 Kw.
 Owned By Northern Bcstg. Corp., Ltd.
 Business Address 9910 99th St.
 Tel.: 2311 CBC
 Representative All-Canada, Weed
 President Hugh E. Pearson
 Station Manager Cameron A. Perry
 Comm. Mgr. G. Pearcy
 Program Director Colin Fraser
 Chief Engineer Jim de Roaldes

CJOC—Lethbridge—1926

Freq.: 1220 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By Lethbridge Bcstg., Ltd.
 Address 1015 Third Ave. S.
 Tel.: FA 7-3161 CBC

ALBERTA-BRITISH COLUMBIA

Station Representative All-Canada; Weed
Station Manager A. J. Balfour
Commercial Manager B. J. O'Grady
Program Director Wally Stambuck
Chief Engineer Doug Card

CKSA—Lloydminster—1957

Frequency: 1150 Kc. Power: 1000 Watts
Owned By Sask-Alta Bcstg. Ltd.
Address Lloydminster
Station Rep. Natl. Bcstg. Sales
President A. F. Shortell
General Mgr. P. J. Edwards
Chief Engineer Howard Simmonds

CHAT—Medicine Hat—1946

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By Monarch Bcstg. Co., Ltd.
Address 520 First St.
Tel.: JACKSON 6-2821 CBC
Representative Weed, All-Canada
President J. H. Yull
Gen., Sta. Mgr. R. J. Buss
Commercial, Prom. Mgr. Orv Kope

Program Director Bill Saviak
Chief Engineer Sid Gaffney

CKYL—Peace River—1954

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By Peace River Bcstg. Co.
Address Radio Bldg.
Representative Hunt, Lorrie Potts
President Oscar Moro
General Mgr. W. C. Gliege
Engineer Bob Guy

CKRD—Red Deer—1949

Freq.: 850 Kc. Power: 1000 Watts
Owned By Central Alberta Bcstg. Co. Ltd.
Bus. Address 5203 Gaetz Ave., Foster Block
Tel.: 2083 CBC
Sta. Reps. Trans-Ocean; Young Can.; Rad Reps
President Leonard Purnell
Station Mgr. Gordon Purnell
Comm. Mgr. W. R. Scott
Program, Prom. Mgr. J. M. Younie
Chief Engineer Ken Martin

BRITISH COLUMBIA

CHWK—Chilliwack—1927

Frequency: 1270 Kc. Power 10,000 Watts
Owned-Oper. By Fraser Valley Bcstrs., Ltd.
Address 50 Yale Rd., E.
Tel.: SYCAMORE 3-7226 CBC
Representative All-Canada, Weed
President, Ch. Eng. Jack Pilling
General Manager Mudro Maclachlan
Commercial Manager Bill Teetzel
Program, Publicity Dir. Bill Wolle

CKEK—Cranbrook—1957

Frequency: 570 Kc. Power: 1 Watt
Owned By Kootenay Bcstg. Ltd.
Address P.O. Box 570
Tel.: JUNIPER 6-2224 Independent
Sta. Reps. Messner, Radio Reps
President, Gen. Mgr., Ch. Eng. R. A. Reagh
Commercial Mgr. Ed Zirk

CJDC—Dawson Creek—1948

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By Radio Station CJDC, Ltd.
Business Address 902 - 102nd Ave.
Tel.: STERLING 2-3838 Independent
Representative Radio Representative, Cooke
President H. Michaud
Gen. Mgr., Comm. Mgr. Mike Lavern
Chief Engineer Mel Lang

CFJC—Kamloops—1927

Frequency: 910 Kc. Power: 10 Kw.
Owned Inland Bcstrs., Ltd.
Address 387—Fourth Ave.

Tel.: 1021 CBC
Sta. Rep. All-Canada, Weed
President Ronald White
General Manager Ian G. Clark
Commercial Mgr. Bev Foot
Station Mgr. Arthur Hall
Chief Engineer Kurt Reisenac

CKOV—Kelowna—1931

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By Okanagan Bcstrs., Ltd.
Address Box 1481
Tel.: 3331 CBC
Representative All-Canada, Weed
President Mrs. J. W. B. Browne
Gen. Mgr. J. H. Browne
Comm. Manager J. D. Bews
Chief Engineer A. Vipond

CHUB—Nanaimo—1949

Frequency: 1570 Kc. Power: 10,000 Watts
Owned-Operated By Standard Bcstg. Co.
Business Address Malaspina Hotel
Tel.: 2630 Independent
Newspaper Affil. Vancouver Sun
Representative Stephens & Towndrow
Sta. Mgr., Prog. Dir. C. J. Rudd
Nat. Sales Dir. Sheila Hassell
Chief Engineer E. R. McIntyre

CKLN—Nelson—1939

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By News Publishing Co., Ltd.
Address P. O. Box 250
Tel.: 10 CBC

BRITISH COLUMBIA

Newspaper Affiliation.....Nelson Daily News
Rep.....Stovin & Byles; Adam Young
Sta. Mgr., Ch. Eng.....Alan R. Ramsden

CKNW—New Westminster 1944

Frequency: 1320 Kc.....Power: 5000 Watts
Owned By.....Radio NW, Ltd.
Business-Studio Address.....227 Columbia St.
Tel.: LA 2-2711.....Independent
Sta. Reps.....Adam Young; R.Reps., B'cast. Reps
President.....Frank A. Griffiths
Gen., Station Mgr.....W. J. Hughes
Prog. Dir.....Hal Davis
Natl. Sales Mgr.....Mel Cooper
Chief Engineer.....Jack Gordon

CKLG—No. Vancouver—1954

Frequency: 730 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Lions Gate B'casting., Ltd.
Address.....143 E. 11th, North Vancouver
Tel.: YUkon 8-1101.....Independent
Reps.....Stephens-Towndrow; Donald Cooke
President.....A. Earson Gibson
Business Mgr.....Miss Eileen Fox
Station Mgr.....Sid Boyling
Commercial Mgr.....John N. Hunt
Publicity Dir.....Jack Thomas
Chief Engineer.....Peter Mackintosh

CKOK—Penticton—1948

Freq.: 800 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address.....125 Nanaimo Ave.
Tel.: HYatt 2-2800.....CBC
Representative.....All Canada; Weed
Pres., Gen., Mgr.....Maurice P. Finnerty
Station Manager.....Ralph J. Robinson
Sales Mgr.....Ken Compton
Sales Prom., Pub. Dir.....Ed Boyd
Chief Engr.....George Cameron

CJAV—Port Alberni—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., N.
Tel.: 604.....Independent
Rep.....Hunt, Cooke, Stephens & Towndrow
Pres., Gen. Mgr.....Kenneth Hutcheson
Commercial Mgr.....Ray Jordan
Prog., Sta. Mgr.....Andy Marquis
Chief Engineer.....R. McIntyre

CKPG—Prince George—1954

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station CKPG, Ltd.
Address.....1220 Sixth Ave.
Tel.: LO 4-2626.....CBC
Representative.....All-Canada, Weed
President.....Frank H. Elphicke
Managing Dir.....Cecil G. Elphicke
Comm. Manager.....R. T. Harkins
Prog. Director.....Ronald A. East
Chief Engineer.....L. Fraser

CFPR—Prince Rupert—1938

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Canadian Broadcasting Corp.
Address.....343 W. 2nd Ave.
Tel.: 2161.....CBC
Sta. Mgr.....W. C. Hankinson
Comm. Mgr.....M. Munro

CKCQ—Quesnel—1957

Frequency: 570 Kc.....Power: 1 Kw.
Owned.....Cariboo Bcstrs. Ltd.
Address.....Box 699
Tel.: 485.....Independent
Representative.....Radio Rep., Cooke
President.....James H. Ritchie
General, Sta. Mgr.....Dennis Reid
Comm. Prom. Mgr.....John V. Boates
Program Director.....Robert R. Leckie
Chief Engineer.....J. Fred Weber

CJAT—Trail—1931

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Address.....1300 Cedar Ave.
Tel.: 3000.....CBC
Rep.....Weed, All-Canada Radio Facilities
President.....A. S. Mawdsley
General Manager.....John W. Loader
Comm. Mgr.....J. P. Kobluk
Prog. Dir.....Ken Hughes
Chief Engineer.....Gordon Fairweather

CBU—Vancouver—1947

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Tel.: MU 4-0246.....CBC
Dir. for Brit. Col.....Kenneth Caples
Commercial Rep.....M. L. Munro

CFUN—Vancouver—1922

Freq.: 1410 Kc.....Power: 10 Wts. d., 1 Wts. n.
Owned-Oper. By.....Radio CFUN Ltd.
Address.....1900 W. 4th Ave.
Tel.: REgent 1-6511.....Independent
Rep.....Nat. Broadcast Sales; Devney
President.....R. R. Keay
Gen. Mgr.....J. L. Sayers
Comm. Manager.....Doug Greig
Program Director.....T. J. Garner
Chief Engineer.....Stan Davis

CJOR—Vancouver—1926

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Tel.: MUtual 5-6464.....CBC
Representative.....Stovin & Byles, Ltd.
Pres., Sta. Mgr., Gen. Mgr. George C. Chandler
Prog. Director.....Vic Waters
Commercial Mgr.....Don Laws
Publicity Director.....Hudson W. Olson
Chief Engineer.....Art Chandler

CKWX—Vancouver—1923

Frequency: 1130 Kc. Power: 50,000 Watts
 Owned-Oper. By.....CKWX Radio, Ltd.
 Business-Studio Address.....1275 Burrard St.
 Tel.: MU 4-5131.....MBS
 Representative.....All-Canada, Weed
 President.....Arthur Holstead
 General Manager.....William A. Speers
 Commercial Mgr.....Clare G. Copeland
 Program Manager.....John Ansell
 Sales Prom. Director.....T. Action Kilby
 Publicity Dir.....Phil Baldwin
 Chief Engineer.....Charles Smlth

CJIB—Vernon—1947

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Operated By.....Interior Bcstrs., Ltd.
 Business Address.....3315 B. Barnard Ave.
 Tel.: Linden 2-3900.....CBC
 Rep.....All Canada; Weed
 President.....Richard Peters
 Sta. Manager.....A. G. Seabrook
 Commercial Mgr.....Ann Gaustin
 Sales Prom. Mgr.....David Gamble
 Publicity Dir.....Jack Pollard
 Chief Engineer.....Laurie Wrich!

CJVI—Victoria—1941

Frequency: 900 Kc. Power: 10,000 Watts

Owned-Oper. By.....Island Bcstg. Co.
 Business-Studio Address.....817 Fort Street
 Tel.: EV 2-8221.....CBC
 Sta. Rep.....All-Canada; Weed
 President, Gen. Mgr.....William M. Guild
 Sls. Prom. Mgr.....Ralph S. Jamison
 Prog. Dir.....Walter Cownden
 Publicity Dir.....William S. Allen
 Chief Engineer.....Joe Sommers

CKDA—Victoria—1950

Frequency: 1280 Kc. Power: 10 Kw.
 Owned-Oper. By.....Capital Bcstg. System
 Address.....1450 Douglas St.
 Tel.: EVERgreen 4-9311.....Independent
 Representative.....Radio Reps., Forjoe
 President.....David M. Armstrong
 Station Manager.....David G. Hill
 Program, Publicity Dir.....Phil Barter
 Chief Engineer.....Norman Bergquist

CFAX—Victoria—1959

Frequency: 810 Kc. Power: 1000 Watts
 Owned By.....Swanick Bcstg. Ltd.
 Address.....Central Bldg.
 Tel.: EVERgreen 6-2441.....Independent
 Sta. Reps.....Radio Rep; Cooke
 President.....E. Queale
 General Mgr.....Roy V. Parrett
 Program Dir.....D. Wilson

MANITOBA

CFAM—Altona—1957

Freq.: 1290 Kc. Power: 10 Watts, d., 5 Wts., n.
 Owned.....Southern Manitoba Bcstg. Co.
 Address.....P.O. Box 1000
 Tel.: 285.....Independent
 Sta. Reps.....Cooke; Natl. Bcst. Sales
 President.....Walter E. Kroeker
 Station Manager.....Dennis Barkman
 Publicity Dir.....D. K. Friesen
 Chief Engineer.....John J. Pauls

CKX—Brandon—1928

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....Western Manitoba Bcstrs.
 Address.....2940 Victoria Ave.
 Tel.: Parkway 6-5393.....CBC
 Sta. Reps.....Radio Reps.; Young Canadian
 Pres., Gen. Manager.....J. B. Craig
 Commercial Manager.....E. D. Holland
 Prog. Dir.....Frank Bird
 Publicity Director.....Marvin Freeman
 Chief Engineer.....E. Humphrey Davies

CKDM—Dauphin—1950

Freq.: 730 Kc. Power 10 Watts, d., 5 W., n.
 Owned.....Dauphin Bcstg. Co., Ltd.
 Address.....3rd Ave., N. E.
 Tel.: 3230.....Independent

Reps.....Hunt; Young Canadian
 President.....A. T. Warnock
 General, Sta. Mgr.....Jack Henderson
 Comm. Prom. Mgr.....Mrs. Martha Fidler
 Program Director.....Gary Kirton
 Chief Engineer.....Alan Watson

CFAR—Flin Flon—1937

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By.....Arctic Radio Corp., Ltd.
 Business Address.....75 Callinan St.
 Tel.: 4422.....CBC
 Sta. Reps.....Young Can.; Messner
 President.....Grey Mundie
 Station Mgr.....J. E. Smallwood
 Commercial Mgr.....Alex Cobban
 Program Asst.....Bernie Pascall

**CFRY—Portage La Prairie
1956**

Frequency: 1570 Kc. Power: 250 Watts
 Owned.....Portage-Delta Bcstg. Co.
 Address.....Hotel Portage
 Tel.: 7-6447.....Independent
 Representative.....Lorrie Potts
 Pres., Gen. Mgr., Ch. Eng.....R. D. Hughes
 Comm. Mgr.....Dolores Kustra

MANITOBA-NEW BRUNSWICK

Commercial Manager.....J. G. McCrory
Sales Promotion Manager.....Gordon Walker
Program Director.....Robert Bye
Chief Engineer.....Burt Hooper

CKY—Winnipeg—1949

Frequency: 580 Kc.....Power: 50 Kw.
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St., N.
Tel.: Whitehall 3-1531.....Independent
Representative.....Stovin, Forjoe
President.....Lloyd E. Moffat
General. Sta. Mgr.....Jack M. Davidson
Comm. Manager.....D. McDermid
Program Director.....Jack R. Stewart
Sales Prom. Mgr.....Donn Kirton
Chief Engineer.....Andy Malowanchuk

CKSB—St. Boniface—1946

Frequency: 1050 Kc.....Power: 10,000 Watts d.
Owned.....Radio-St. Boniface Ltd.
Address.....607 Langevin St.
Tel.: CH 7-4865.....CBC
Sta. Reps.....Devney; Interprovincial Sales
President.....Auguste Dansereau
Gen. Sta. Mgr.....Roland Couture
Commercial Mgr.....Raoul Normandeau
Program Co-ord.....Flore Toupin
Chief Engineer.....Yves Savignac

CBW—Winnipeg—1948

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By.....Canadian Bcstg. Corp.
Business Address.....541 Portage Ave.
Tel.: SP 4-2541.....CBC
Reg. Director.....J. R. Finlay
Prog. Dir.....A. E. Parr
Reg. Engineer.....R. D. Cahoon
Comm. Sls. Rep.....R. L. Horley
Publicity Dir.....C. E. l'Ami

CJOB—Winnipeg—1946

Freq.: 680 Kc.....Power: 10 Kw. d., 2500 W. n.
Owned By.....Blick Bcstg. Ltd.
Business Address.....10th Fl., Lindsay Bldg.
Tel.: WH 2-6374.....Independent
Pres., Gen. Mgr.....John O. Blick
Commercial Manager.....R. M. MacLennan
Program Dir.....George McCloy
Sales Prom., Publicity Dir.....Richard R. Moody
Chief Engineer.....R. V. Durlie

CKRC—Winnipeg—1927

Frequency: 630 Kc.....Power: 5000 Watts
Owned.....Transcanada Communications, Ltd.
Bus. Studio Address.....300 Carlton St.
Tel.: WH 2-2201.....CBC
Representative.....Weed, All-Canada
Station Manager.....J. A. Hammond

NEW BRUNSWICK

CKBC—Bathurst—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bathurst Broadcasting Co., Ltd.
Business Address.....455 Golf St.
Tel.: LI 6-4461.....CBC
Sta. Reps.....Radio Reps; Young Canadian
President.....J. Leo Hachey
Station Manager.....W. A. Winton
Comm., Sales Prom. Mgr.....R. J. Gallagher
Program Dir.....Ray J. Bourque
Chief Engineer.....Phil Pacquet

CKNB—Campbellton—1939

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Restigouche Bcstg. Co., Ltd.
Business Address.....110 Water St.
Tel.: Plaza 3-4415.....CBC
President.....John Alexander
General Mgr.....Dr. Charles Houde
Sta., Comm. Mgr.....Robert D. Richards
Program Dir....."Buck" Richards
Publicity Dir.....Ernestine Bourque
Chief Engineer.....William Freeman

CJEM—Edmundston—1944

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Address.....91 Canada Rd.
Tel.: RE 5-3351.....CBC

Representative.....Stovin, Young
Gen. Mgr.....Jack Brilliant
Station, Comm. Mgr.....Georges Guerrette
Chief Engineer.....M. Vallee

CFNB—Fredericton—1923

Frequency: 550 Kc.....Power: 50 Kw.
Owned.....James S. Neill & Son, Ltd.
Address.....67 York St.
Tel.: GR 5-5501.....CBC
Representative.....All-Canada, Weed
President.....J. Stewart Neill
General Manager.....D. Malcolm Neill
Prog. Director.....H. L. McFee
Sta., Comm. Manager.....J. T. H. Fenety
Promotion Mgr.....Mrs. Joan Watson
Chief Engineer.....Glenn D. Love

CBAF—Moncton—1953

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....232 St. George St.
Tel.: EV 4-3366.....CBC
President.....A. Ouimet
Station Manager.....P. E. Czrrier
Program Dir.....Guy Theriault
Chief Engineer.....Yvon Roy

CKCW—Moncton—1934

Frequency: 1220 Kc.....Power: 10,000 Watts

NEW BRUNSWICK-NEWFOUNDLAND

Owned-Oper. By..... Moncton Bcstg. Ltd.
Address..... K of P Bldg.
Tel.: EV 4-9111..... CBC
Station Rep..... Young Canadian; Stovin-Byles
Pres., Gen. Mgr..... F. A. Lynds
Sta., Comm. Mgr..... Tom H. Tonner
Sales Prom. Mgr., Prog. Dir..... Bob Reid
Chief Engineer..... Keith MacConnell

CKMR—Newcastle—1949

Frequency: 790 Kc..... Power: 1000 Watts
Owned..... Miramichi Bcstg. Co. Ltd.
Address..... 129 Castle St.
Tel.: MADison 2-3311..... CBC
Sta. Rep..... Radio Time Sales; Hunt
President..... L. W. Flett
General, Comm. Mgr., Ch. Eng., R. J. Wallace
Publicity Director..... Fred Haining

CBA—Sackville—1939

Frequency: 1070 Kc..... Power: 50,000 Watts
Owned-Oper. By..... Canadian Bcstg. Corp.
Address..... 100 Sackville St., Halifax, N. S.
Tel.: 152..... CBC
Regional Director..... W. E. S. Briggs

Regional Prog. Dir..... S. R. Kennedy
Comm. Rep..... W. Tracy

CFBC—Saint John—1946

Frequency: 930 Kc..... Power: 5000 Watts
Owned-Operated By..... Fundy Bcstg. Co., Ltd.
Business Address..... 68 Carleton St.
Tel.: OX 2-3301..... CBC
Station Rep..... Radio Reps.; Young Canadian
President..... A. M. A. McLean
General Manager..... R. T. Bowman
Sales Manager..... Vincent Saunders
Program Supervisor..... D. H. Armstrong
Publicity Director..... Marita McNulty
Chief Engineer..... H. M. Stout

CHSJ—Saint John—1947

Frequency: 1150 Kc..... Power: 5000 Watts
Owned-Oper. By..... New Brunswick Bcstg. Co.
Business-Studio Address..... 85 Germain St.
Tel.: OX 3-3304..... CBC
Representative..... All Canada, Weed & Co.
General Manager..... George A. Cromwell
Comm. Mgr..... James Morrow
Station Manager..... Earl McCarron

NEWFOUNDLAND

CBY—Corner Brook—1949

Frequency: 790 Kc..... Power: 1000 Watts
Owned-Operated By..... Canadian Bcstg. Corp.
Address..... Cobb Lane
Tel.: NEptune 4-5127..... CBC
Dir. for Prov..... W. F. Galgay
Station Mgr..... C. V. Hierlihy

CBG—Gander—1949

Frequency: 1450 Kc..... Power: 1000 Watts
Owned-Operated By..... Canadian Bcstg. Corp.
Address..... P. O. Drawer 790
Tel.: 4311..... CBC
Station Manager..... Charles Mardel
Commercial Mgr..... G. D. Halley
Program Dir..... R. G. O'Brien
Chief Engineer..... E. D. Witherstone

CBT—Grand Falls—1949

Frequency: 990 Kc..... Power: 1000 Watts
Owned-Operated By..... Canadian Bcstg. Corp.
Business Address..... Mill Road
Tel.: 2102..... CBC
Gen. Mgr..... J. Alphonse Ouimet
Station Manager..... John J. Grace
Comm. Manager..... G. D. Halley
Prog. Director..... R. G. O'Brien
Chief Engineer..... E. D. Witherstone

CBN—St. John's—1949

Frequency: 640 Kc..... Power: 10,000 Watts

Owned-Operated By..... Canadian Bcstg. Corp.
Address..... Box E 5372
Tel.: 7181..... CBC
Dir. for NFLD..... W. F. Galgay
Comm. Mgr..... G. D. Halley
Area Eng..... E. D. Witherstone

CJON—St. John's—1951

Frequency: 930 Kc..... Power: 10,000 Watts
Owned-Oper. By..... Nfld. Bcstg. Co., Ltd.
Address..... Prince of Wales St
Tel.: 7105..... Independent
Station Rep..... Stovin-Byles; Weed
Pres..... Geoffrey W. Stirling
General Manager..... Don Jamieson
Sta. Mgr..... George MacDonald
Commercial Manager..... Jack Baird
Sales Promotion Manager..... Mary Brennan
Publicity Director..... Judith A. Curtis
Chief Engineer..... Oscar Hierlihy

VOAR—St. John's—1929

Frequency: 1230 Kc..... Power: 100 Watts d.
Owned..... Seventh-day Adventists Corp.
Address..... 106 Freshwater Rd.
Tel.: 6760..... Independent
President..... W. A. Nelson
General Manager..... Desmond E. Tinkler
Chief Engineer..... George Rabbits

NEWFOUNDLAND-NOVA SCOTIA

VOCM—St. John's—1936

Frequency: 590 Kc. Power: 10,000 Watts
Owned-Operated By Colonial Bcstg. System
Address: McBride's Hill & Water Sts.
Tel.: 3149 Independent

Rep. Radio TV Sales: Young Canadian
Pres., Ch. Eng. W. B. Williams
Managing Director H. N. Butler
Commercial Mgr. Denys Ferry
Sales Prom. Mgr. Bill Squires
Publicity Dir. Bob Lockhart

NOVA SCOTIA

CKDH—Amherst—1958

Frequency: 1400 Kc. Power: 250 Watts
Owned By Amherst Bcstg. Ltd.
Address: 32 Church St.
Tel.: 3875 Independent
Station Rep. Hardy
President J. A. Langille
General Mgr. T. A. Giles
Commercial Mgr. L. A. McKim
Chief Engineer Geo. Lewis

CJFX—Antigonish—1943

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By Atlantic Bcstrs., Ltd.
Address: St. Ninian St.
Tel.: 580 CBC
Station Rep. Young Canadians: Mulvihill
President Rev. Dr. F. Ginivian
Gen., Sta., Mgr. J. Clyde Nunn
Commercial Manager Pauline MacIntosh
Program Director W. F. MacKinnon
Sales Prom., Publicity Dir. Al Graham
Chief Eng. Gordon MacDougall

CKBW—Bridgewater—1947

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By Acadia Bcstg. Co., Ltd.
Business Address: 399 King St.
Tel.: LI 3-2401 CBC
Representative Radio Reps., Don Cooke
President C. J. Morrow
General Manager John F. Hirtle
Sta. Mgr., Comm. Mgr. James A. MacLeod
Program Director A. Maxwell Ramey
Sales Prom. Mgr. Lester L. Rogers
Publicity Dir. Hugh A. Godfrey
Chief Engineer Douglas B. Hirtle

CBH—Halifax—1947

Frequency: 1330 Kc. Power: 100 Watts
Owned-Operated By Canadian Bcstg. Corp
Business-Studio Address: 100 Sackville St
Regional Director W. E. S. Brigg
Reg. Prog. Dir. S. R. Kennedy
Comm. Rep. W. Tracy

CHNS—Halifax—1926

Frequency: 960 Kc. Power: 10 Kw.
Owned-Oper. By Maritime Bcstg. Corp., Ltd
Bus.-Studio Address: 10 Tobin St.
Tel.: 3-8318 CBC
Representative All-Canada. Weed

President Graham W. Dennis
Gen., Station Manager Gerald Redmond
Commercial Manager Douglas Grant
Program Manager Fred W. Arenburg
Promotion Mgr. John Holden
Chief Engineer Arthur H. Greig

CJCH—Halifax—1944

Freq.: 920 Kc. Power: 10,000 Wts. d., 5000 n.
Owned-Operated By CJCH Limited
Bus.-Studio Address: 741 Robie St.
Tel.: 5-5443 Independent
Representative Mulvihill, Young Can.
President Gerald E. Martin
General Sta. Mgr. E. Finlay MacDonald
Program Director Robert M. Bambury
Comm. Manager Howard E. Gerard
Chief Engineer A. Reginald MacWilliams

CKEC—New Glasgow—1953

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Hector Bcstg. Co.
Address: 130 George St.
Tel.: 2-4200 CBC
Representative Donald Cooke
Pres., Gen. Mgr. James M. Cameron
Prog. Dir. W. Ellis
Chief Engineer Lew Wright

CBI—Sydney—1948

Freq.: 1140 Kc. Power: 5000 Watts
Owned-Operated By Canadian Bcstg. Corp.
Address: 247 Charlotte St.
Tel.: 4495 CBC
President J. A. Ouimet
Station Manager F. G. Cooke
Comm. Mgr. Al Redden
Sales Prom. Mgr. Chris Meisner
Publicity Dir. D. G. LeBlanc
Chief Engineer G. R. Oulton

CJCB—Sydney—1929

Freq.: 1270 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Cape Breton Bcstrs., Ltd.
Business Address: Charlotte St.
Tel.: 5596 CBC
Station Rep. All Canada; Weed
President Nathaniel Nathanson
Station Manager Norris L. Nathanson
Commercial Manager M. Grant
Sales Promotion Manager Lloyd W. Taylor
Publicity Director Florence MacLeod
Chief Engineer A. E. Vernon

NOVA SCOTIA-ONTARIO

CKCL—Truro—1947

Frequency: 600 Kc. Power: 1,000 Watts
Owned-Operated By Colchester Bcstg. Co. Ltd.
Address: 840 Prince St.
Tel.: 4491 Independent
Representative Radio Time Sales
President, General Mgr. J. Arthur Manning
Comm. Mgr., Pub. Dir. H. C. Deryk Upton
Program Director Jack Armstrong
Chief Engineer E. S. Bernasconi

CFAB—Windsor—1944

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Evangeline Bcstg. Co., Ltd.
Address Radio Centre

Tel: 2111 Independent
Representative Lorrie Potts
President, Ch. Eng. A. M. Bishop
General Manager J. A. C. Lewis
Comm. Mgr. Mrs. E. J. MacMillan
Program Director Willard Bishop

CJLS—Yarmouth—1934

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Gateway Bcstg. Co., Ltd.
Address: 222 W. Main St.
Tel.: 500 Independent
Representative All-Canada, Weed
Gen., Comm. Mgr. D. L. Smith
Chief Engineer W. Singer

ONTARIO

CKBB—Barrie—1949

Freq.: 950 Kc. Power: 5000 Wts. d., 2500 n.
Owned-Oper. By Barrie Bcstg. Co. Ltd.
Business Address Box 519
Tel.: PA 6-6466 Independent
Representative Young, Mulvihill
Pres. Ralph T. Snelgrove
Sta. Mgr. Robert Hunter
Comm. Mgr. Edward Delaney
Program Director Jack Ruttle
Chief Engr. Jack Mattenley

CJBQ—Belleville—1946

Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By Quinte Bcstg. Co., Ltd.
Business Address 11 Victoria Ave.; Box 399
Tel.: Woodland 8-5555 CBC
Representative Young, Stovin
President Dr. G. A. Morton
Station Mgr. Frank C. Murray
Commercial Manager J. H. MacDonald
Program Director L. Jourard
Sls. Prom. Manager Lu Ferguson
Chief Engineer J. B. Buchanan

CJNR—Blind River—1958

Frequency: 730 Kc. Power: 1000 Watts
Owned By Nash Radio-TV Bcstg. Co.
Address Lawton St.
Tel.: ELgin 6-2209 CBC
Representative Radio-TV Sales
Pres., Gen. Mgr., Ch. Eng. Thomas C. Nash
Sta., Comm. Mgr. C. McKnight
Program Dir. William L. Smith

CFJB—Brampton—1953

Frequency: 1090 Kc. Power: 250 W. d
Owned-Oper. By CFTB, Ltd.
Address 2 Ellen St.
Tel.: GL 1-3110 Independent
Rep. Radio Time Sales

President Gordon F. Keelbe
General, Program Dir. John Fox
Chief Eng. Robert McBean

CKPC—Brantford—1923

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Telephone City Bcst., Ltd.
Address 525 Colborne St.
Tel.: PLaza 3-2664 CBC
Station Representative Potts
President Mrs. Florence M. Buchanan
Station Manager R. Buchanan
Comm., Prom. Mgr. Russ Waters
Prog. Dir. Arnold Anderson
Chief Engineer J. Featherston

CFJR—Brockville—1943

Frequency: 1450 Kc. Power: 250 Watts
Owned By Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address Revere Hotel Bldg.
Tel.: Diamond 2-4628 CBC
Station Rep. Jcs A. Hardy; Young Canadian
Pres., Gen. Mgr. Jack R. Radford
Asst. Sta. Mgr. Thomas Statham
Comm. Mgr. Keith Pelton
Prog., Pub. Dir. Jim Chapman
Chief Engineer Peter Paczynsky

CFCO—Chatham—1926

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By John Beardall
Business Address 42 King St. W—Box 550
Tel.: EL 2-3000 CBC
Owner, Gen. Mgr. John Beardall
Comm., Prog. Mgr. Arch Ferrie
Program Director Bob Anakin
Chief Engineer Gordon Brooks

CJSS—Cornwall—1945

Frequency: 1220 Kc. Power: 1000 Watts
Owned By Cornwall Broadcasting, Ltd.

ONTARIO

Address Box 969
Tel.: Wellington 3-2030 CBC
Station Reps. Trans-Ocean; Weed
President, Gen. Mgr. E. W. Miller
Station, Comm. Mgr. Bob Aiken
Sales Prom., Publicity Dir. Robert McGuigan
Chief Engineer James Mitchell

CFOB—Fort Frances—1944

Frequency: 800 Kc. Power: 1000 Watts
Owned By Border Bcstg., Ltd.
Business-Studio Address 242 Scott St.
Tel.: Atlas 3-3311 CBC
Rep. Cooke, Radio Reps.
Manager Don Fawcett
Chief Engineer O. Petsnick

CKPR—Fort William—1931

Freq.: 580 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By H. F. Dougall Co., Ltd.
Bus.-Studio Address. Radio Hall, Victoria Ave.
Tel.: 3-3477 CBC
Station Reps. Radio Reps.; All Canada
Pres., Gen. Mgr. H. F. Dougall
Sta., Comm. Mgr. George Jeffrey
Program Director J. P. Friesen
Sales Prom., Publicity Dir. J. Masters
Chief Engineer W. T. Ross

CFTJ—Galt—1954

Frequency: 1110 Kc. Power: 250 Watts
Owned-Oper. By Galt B'casting Co., Ltd.
Address 3 Ainslie St.
Tel.: 4318 Independent
Representative Radio Time Sales
Pres., Gen. Mgr. John V. Evans
Chief Eng. Paul Kemper

CJOY—Guelph—1948

Frequency: 1460 Kc. Power: 10 W., d., 5 W., n.
Owned-Operated By CJOY, Ltd.
Business Address Bond Bldg.
Tel.: TA 4-0670 Independent
Representative Radio Reps., Cooke
Pres., Sta. Mgr. Wallace Slatter
General Mgr. Frederick T. Metcalf
Program Director J. D. LeBlanc
Commercial Mgr. J. Jackson
Chief Engineer J. Milligan

CHML—Hamilton—1926

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address 848 Main St., E.
Tel.: LI 9-2411 CBC
Rep. Stephens & Towndrow
President Kenneth D. Soble
General Manager Tom Darling
Commercial Manager W. D. Whitaker
Prog. Dir. William E. Hall
Chief Engineer Hugh Potter

CKOC—Hamilton—1922

Frequency: 1150 Kc. Power: 5000 Watts

Owned Wentworth Radio Bcstg. Co., Ltd.
Business-Studio Address 32 John St., N.
Tel.: JA 7-4483 CBC
Representative All-Canada, Weed
President Clifford Sifton
V. P., General Manager W. T. Cranston
Comm. Mgr., Asst. Mgr. J. N. Inkster
Sales Promotion Manager Lyn Cooper
Program Director John M. Hill
Chief Engineer Leslie Horton

CKAR—Huntsville—1958

Frequency: 590 Kc. Power: 1 Watt
Owned By Muskoka-Parry Bcstg. Ltd.
Address P.O. Box 1016
Tel.: 934 Independent
Station Rep. Radio Reps.
President L. Olan
General Mgr. Jim Gibson
Chief Engineer M. Shields

CJRL—Kenora—1938

Frequency: 1220 Kc. Power: 1000 Watts
Owned-Oper. By Lake of Woods B'cast. Ltd.
Business Address Johnson Block
Tel.: 7850 CBC
Representative Stovin-Byles
President Stuart King
Station Manager William Wylie
Program Director Jack Thomson
Chief Engineer Dick Queen

CKLC—Kingston—1953

Frequency: 1380 Kc. Power: 5 Kw.
Owned-Oper. By St. Lawrence Bcstg. Co., Ltd.
Address 99 Brock St.
Tel.: 2-4927 Independent
Representative Stovin, Forjoe
Sta., Gen. Manager T. D. French
Comm. Manager J. F. French
Chief Engineer W. W. Grant

CKWS—Kingston—1942

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By Frontenac Bcstg. Co., Ltd.
Address 170 Queen St.
Tel.: Liberty 2-4977 CBC
Newspaper Affil. Kingston Whig Standard
Rep. Natl. Bcst. Sales, Weed
President Senator W. R. Davies
Gen. Manager Don Lawrie
Station Manager Wally Rewegan
Commercial Manager Bill King
Prog. Director Carl Cogan
Sales Prom. Mgr. Mrs. Rita Lloyd
Pub. Director Bryan Olney
Chief Engineer Bert Cobb

CJKL—Kirkland Lake—1934

Frequency: 560 Kc. Power: 5000 Watts
Owned Kirkland Lake Bcstg., Ltd.
Address P.O. Box 430
Tel.: 27 CBC
Reps. Natl. Bcst Sales; All Canada; Weed

PresidentIrma Brydson
 General Manager.....H. C. Freeman
 Station Manager.....K. C. Billings
 Commercial Manager.....Dave Clark
 Prog. Dir.....Don O'Neil
 Chief Engineer.....C. L. Spence

CKCR—Kitchener—1929

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Opera. By.....K-W. Bcstg. Co., Ltd.
 Business-Studio Address.....125 King St. W.
 Tel.: SH 3-3628.....CBC
 Rep.....Nat. Bcst. Sales; Devney
 Pres., Gen. Mgr.....James C. Mitchell
 Comm. Mgr.....Jack G. Liddle
 Publicity Dir.....John Hodges
 Chief Engineer.....Ion Hartman

CJSP—Leamington—1954

Frequency: 710 Kc.....Power: 250 Watts
 Owned-Operated By...Sun Parlor Bcstrs., Ltd.
 Address.....23 Erie St., N.
 Tel.: FA 6-6171.....Independent
 Representative.....Radio-TV Sales; Best
 President, Gen. Mgr.....Al A. Bruner
 Program Dir.....Lou Tomasi
 Sale Prom., Publicity Dir..Mrs. Eleanor Carder
 Production Mgr.....Stu Brandy
 Chief Engineer.....Ed Derkøch

CKLY—Lindsay—1955

Frequency: 910 Kc.....Power: 1 Kw.
 Owned-Operated By...Greg-May Bcstg. Ltd.
 Business Address.....249 Kent St.
 Tel.: FA 4-3585.....Independent
 Sta. Rep.....Radio Time Sales; Hunt
 Pres., Sta. Mgr.....E. N. Gregory
 Gen. Mgr., Ch. Engr.....C. A. Gregory

CFPL—London—1922

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper.....London Free Press Printing Co.
 Address.....442 Richmond St.
 Tel.: GEneral 8-8391.....CBC
 Newspaper Affil.....London Free Press
 Representative.....Weed, All-Canada
 President.....Walter J. Blackburn
 Gen. Mgr.....Murray T. Brown
 Comm., Station Mgr.....Douglas C. Trowell
 Prog. Dir.....Ward M. Cornell
 Sls. Prom. Mgr., Pub. Dir...Harvey M. Clarke
 Chief Engineer.....Glen A. Robtaille

CKSL—London—1956

Frequency: 1290 Kc.....Power: 5 Kw.
 Owned.....London Bcstrs. Ltd.
 Address.....343 Richmond St.
 Tel.: GEneral 2-4181.....Independent
 Representative.....Young Canadian
 President.....F. Vincent Regan
 General Mgr.....Don M. E. Hamilton
 Commercial Mgr.....Alex Snider
 Sales Prom. Mgr.....Pat Dorey

Program Director.....Vaughn Bjerre
 Chief Engineer.....Ron Turnpeny

CHVC—Niagara Falls—1947

Frequency: 1600 Kc.....Power: 5,000 Watts
 Owned-Oper. By.....Radio Station CHVC, Ltd.
 Business Address.....Rainbow Bridge
 Tel.: EL 8-7151.....Independent
 Station Rep.....Potts; Cooke; Hunt
 President.....B. Howard Bedford
 Commercial Mgr.....Michael Mezo, Jr.
 Station Manager.....A. W. Blakely
 Program Director.....Mrs. Emily Lamb
 Chief Engineer.....Joseph Spicer

CFCH—North Bay—1931

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Northern Bcstg.
 Address.....581 Fraser St.
 Tel.: GR 4-2000.....CBC
 Sta. Rep.....Natl. Bcst. Sls.; Weed
 President.....Mrs. A. P. Campbell
 Commercial Manager.....Clarence Houston
 Station Manager.....Harvey C. Freeman
 Program Director.....Bill O'Halloran
 Sales Prom. Mgr.....Doug Scanlan
 Publicity Dir.....Bruce Ruggles
 Chief Engineer.....Jack Barnaby

CHWO—Oakville—1957

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned.....CHWO Radio
 Address.....34A Colborne St. W.
 Tel.: VI 5-2821.....Independent
 Representative.....Radio & TV Sales Inc.
 Pres., Gen. Mgr.....Howard C. Caine
 Commercial Manager.....Victor Tipple
 Program Director.....Hartley Hubbs
 Chief Engineer.....Albert Aufleger

CFOR—Orillia—1945

Freq.: 1570 Kc.....Power: 10 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....Radio Station CFOR
 Bus-Studio Address.....241 West St., N.
 Tel.: FA 4-3511.....CBC
 Newspaper Affiliation.....Beaverton Express
 Rep.....Stephens & Towndrow
 Pres., Gen. Mgr.....Gordon E. Smith
 Comm., Sales Prom. Mgr.....Don McLeod
 Program, Publicity Dir.....Pete McGarvey
 Chief Engineer.....Peter Rowe

CKLB—Oshawa—1946

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Lakeland Bcstg. Co., Ltd.
 Business-Studio Address.....360 King St. W.
 Tel.: RA 3-3415.....Independent
 Rep.....Lorrie Potts, John N. Hunt, Devney
 Station Mgr.....Gordon G. Garrison
 Commercial Mgr.....R. P. MacGowan
 Program Director.....Fred M. Oliver
 Chief Engineer.....W. C. Marchand

ONTARIO

CBO—Ottawa—1924

Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Address: P.O. Box 1045
Tel.: Central 6-9541
Dir. for Prov.: H. G. Walker
Station Mgr.: P. A. Meggs
Comm. Mgr.: L. O'Neil

CFRA—Ottawa—1947

Frequency: 560 Kc. Power: 5000 Watts
Owned: CFRA, Ltd.
Address: 150 Isabella St.
Tel.: CE 3-6241
Independent Representative: Stephens & Towndrow, Weed Pres., Gen., Sta. Mgr.: Frank Ryan
Comm. Mgr.: George M. Gowling
Program Director: Terry Kiely
Program Manager: Tom Foley
Chief Engineer: Harold Peerenboom

CKOY—Ottawa—1924

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By: CKOY, Ltd.
Address: 635 Richmond Rd.
Tel.: Parkway 2-6501
CBC Station Rep.: Cooke, Natl. Bcst. Sales President: Irving Cameron
General Manager: Jack Turrall
Station Mgr.: Jack Daly
Commercial Manager: Don Hamilton
Prog. Dir.: Keith Sterling
Pub. Dir.: Ann Hammell
Chief Engineer: Ken Puttock

CFOS—Owen Sound—1940

Frequency: 560 Kc. Power: 1000 Watts
Owned: Grey & Bruce Bcstg. Co., Ltd.
Address: 270 9th St. E.
Tel.: 1940
CBC Newspaper Affiliation: Sun-Times
Station Rep.: Stovin-Byles; Young Canadian
President: C. J. McTavish
Station Manager: William N. Hawkins
Commercial Manager: Russ Tomlinson
Program Director: Stan Latham
Chief Engineer: Stan Switzer

CHOV—Pembroke—1942

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Oper. By: Ottawa Valley Bcstg. Co.
Business Address: 319 Pembroke St., W.
Tel.: RE 2-3657
CBC Representative: Stovin
President: E. Gordon Archibald
Commercial Manager: Ramsay F. Garrow
Sales Promotion Manager: J. B. Scott
Chief Engineer: W. Edwin Schmidt

CHEX—Peterborough—1942

Frequency: 980 Kc. Power: 5000 Watts
Owned: Kawartha Bcstg. Co., Ltd.
Business-Studio Address: Box 657
Tel.: RI 2-7708
CBC News. Affil.: The Examiner

Representative: Natl. Bcst. Sales. Weed
President: W. R. Davies
General Manager: N. J. Weatherwax
Chief Engineer: A. Crump

CFPA—Port Arthur—1944

Freq.: 1230 Kc. Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By: Ralph H. Parker
Bus. Address: 87 N. Hill St.; Box 747
Tel.: 4-2404
CBC Sta. Rep.: Mulvihill; Messner; Weed
President, Gen. Mgr.: Ralph H. Parker
Commercial Manager: John Garbutt
Program Director: Don Seath
Station Manager: Margaret McGregor

CJRH—Richmond Hill—1957

Freq.: 1310 Kc. Power: 1000 Wts. d., 250 n.
Owned: Radio Richmond Hill
Business Address: 50 Yonge St., N.
Tel.: AVenue 5-4915
Independent Station Representative: Radio Reps. Ltd.
Pres., Gen. Mgr.: John O. Graham
Commercial Manager: Stanley L. Larke
Chief Engineer: F. Owen

CKTB—St. Catharines—1930

Frequency: 610 Kc. Power: 5000 Watts
Owned: Niagara District Bcstg. Co., Ltd.
Business-Studio Address: 12 Yates St.
Tel.: MU 4-1174
CBC Station Representative: Mulvihill; Devney
President: W. B. C. Burgoyne
Mgr. Dir., Gen. Mgr.: Miss M. C. Burgoyne
Comm. Manager: V. A. Lococo
Sales Prom. Mgr., Pub. Dir.: Roy Bonisteel
Prog. Dir.: Jack Dawson
Chief Engineer: W. H. Allen

CHLO—St. Thomas—1948

Frequency: 680 Kc. Power: 1000 Watts
Owned: Souwesto Broadcasters Ltd.
Address: 133 Curtis St.
Tel.: ME 1-3910
CBC Representative: Radio-TV Sales; Cooke
President, Gen. Mgr.: John L. Moore
Comm. Mgr.: George Harper
Program, Publicity Dir.: Don Lumley
Chief Engineer: W. R. Onn

CHOK—Sarnia—1946

Freq.: 1070 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By: Sarnia Bcstg., Ltd.
Address: 148½ Front St. N.
Tel.: DI 4-1121
CBC Representative: Cooke, Mulvihill
Pres., Gen. Mgr.: Claude R. Irvine
Station Manager: Karl E. Monk
Commercial Manager: Arthur H. J. O'Hagan
Program Director: George Ludgate
Chief Engineer: Robert F. Cooke

CJIC—Sault Ste. Marie—1934

Frequency: 1050 Kc. Power: 250 Watts

Owned-Oper. By.....Hyland Radio-TV Ltd.
Address.....119 East St.
Tel.: ALgoma 3-1121.....CBC
Representative.....Lorrie Potts, McGillvra
President.....Mrs. Eileen Hyland
General, Sta. Mgr......E. G. Vance
Comm. Mgr......Wilf Belec
Program Director.....George Jonecu
Publicity Dir......Mrs. Grace Pitt
Chief Engineer.....David Irwin

CKCY—Sault Ste. Marie—1955

Frequency: 1400 Kc.....**Power**: 250 Watts
Owned.....Algonquin Radio & TV
Address.....254 Queen St., E.
Tel.: AL 3-2393.....Independent
Representative.....Young Canadian
President.....C. P. Greco
Station, Comm. Mgr......Al Bestall
Program, Publicity Dir......John Meadows
Chief Engineer.....Joseph Marinelli

CFRS—Simcoe—1956

Frequency: 1560 Kc.....**Power**: 250 W., d.
Owned.....Simcoe Bcstg. Co.
Business Address.....John & Grove Sts.
Tel.: GA 6-3240.....Independent
Representative.....Radio & TV Sales
Pres., Gen. Mgr......Ted M. Fielder
Sta., Comm. Mgr......Fred G. Sherratt
Sales Prom. Mgr......Richard T. Maxwell
Publicity Director.....Richard Gray
Chief Engineer.....Robert Watmough

CJET—Smith Falls—1955

Frequency: 630 Kc.....**Power**: 1000 Watts
Owned.....Rideau Broadcasting Ltd.
Address.....Box 1070
Tel.: 1070.....Independent
Representative.....Lorrie Potts, Devney
President, Gen. Mgr......Jack Pollie
Program Director.....Ron McKee
Chief Engineer.....Kurt Mayer

CJCS—Stratford—1924

Frequency: 1240 Kc.....**Power**: 250 Watts
Owned-Operated By.....CJCS, Ltd.
Address.....125 Ontario St.
Tel.: 1675.....CBC
Station Rep......Radio Reps.; Weed
Pres., Gen. Manager.....Frank M. Squires
Sta., Comm. Mgr......S. E. Tapley
Program Director.....William Inkol
Chief Engineer.....John Grigg

CFBR—Sudbury—1957

Frequency: 550 Kc.....**Power**: 100 Watts, d.
Owned.....Sudbury Bcstg. Co.
Bus. Address.....166 Elm St., W.
Tel.: OSborne 4-6401.....CBC
Sta. Rep......Potts; Hunt; Young
Pres., Gen. Mgr......F. Baxter Ricard
Sta., Comm. Mgr......Rene Riel
Publicity Director.....Robert Grandmaison
Chief Engineer.....Henry Albert

CHNO—Sudbury—1947

Frequency: 900 Kc.....**Power**: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Tel.: OS 4-6401.....CBC
Sta. Rep......Hunt; Young Canadian
President, General Mgr......F. B. Ricard
Station, Commercial Manager.....Peter Scott
Chief Engineer.....Henry Albert

CKSO—Sudbury—1935

Frequency: 790 Kc.....**Power**: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Address.....336 Ash St.
Tel.: OS 4-1711.....CBC
Representative.....All-Canada, Weed
President, Gen. Mgr......W. J. Woodill
Nat. Comm. Mgr......Ralph Connor
Chief Engineer.....James McRae

CKOT—Tillsonburg—1955

Frequency: 1510 Kc.....**Power**: 1 Kw., d.
Owned-Oper. By.....Tillsonburg Bcstg. Co., Ltd.
Address.....20 Baldwin St.
Tel.: VICTor 2-4281.....Independent
Representative.....Radio Reps.
General Manager.....John Lamers
Comm. Mgr......Jack Campbell
Prog. Dir., Chief Eng......A. Ken Orton

CFCL—Timmins—1951

Freq.: 620 Kc.**Power**: 10 Wts., d. 2500 Wts., n.
Owned.....J. Conrad Lavigne Ent. Ltd.
Address.....Box 620
Tel.: AMhest 4-4211.....CBC
Representative.....Mulvihill; Hunt; Devney
President.....J. Conrad Lavigne
Gen. Mgr......Rene Barrette
Comm. Mgr......Jean Legault
Program Dir......Gerald Lefebvre
Chief Engineer.....Rudy Fauteux

CKGB—Timmins—1933

Freq.: 680 Kc.....**Power**: 5000 Watts
Owned-Oper. By.....Timmins Bcstg. Ltd.
Bus-Studio Address.....Thomson Bldg.
Tel.: AM 4-3251.....CBC
Newspaper Affiliation.....Daily Press
Rep......Natl. Bcst. Sales, Weed, All-Canada
President.....K. R. Thomson
Station Manager.....W. G. Hall
Comm. Mgr......Gino Cicci
Program Director.....B. Nadeau
Publicity Director.....D. Kelly
Chief Engineer.....E. Mott

CBL—Toronto—1927

Frequency: 740 Kc.....**Power**: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Tel.: WALnut 5-3311.....CBC
General Manager (CBC).....J. Alphonse Oulmet
Dir. for Ont......H. G. Walker
Station Mgr......A. Maitland
Comm. Mgr......R. S. Joynst

ONTARIO-PRINCE EDWARD ISLAND

CFRB—Toronto—1927

Frequency: 1010 Kc. Power: 50,000 Watts
Owned-Oper. By: Rogers Radio Bcstg. Co., Ltd.
Address: 37 Bloor St. W.
Tel.: WALnut 4-5711. CBS
Sta. Rep.: All Canada; Young Canadian
President: W. C. Thornton Cran
Commercial Mgr.: Waldo Holden
Program Dir.: Bill Baker
Station Mgr.: Wes McKnight
Production Mgr.: Ken Marsden
Publicity Dir.: Jack Dawson
Chief Engineer: Clive Eastwood

CHUM—Toronto—1945

Freq.: 1050 Kc. Power: 5000 Wts. d., 2500 n.
Owned-Oper. By: Radio CHUM, Ltd.
Address: 1331 Yonge St.
Tel.: WALnut 5-6666. Independent
Station Rep.: Stephens & Townsend
President, Gen. Mgr.: Allan F. Waters
Comm. Mgr.: Wes Armstrong
Program. Prom. Dir.: Allan Slight
Pub. Dir.: Phil Stone
Chief Engineer: George Jones

CJBC—Toronto—1943

Frequency: 860 Kc. Power: 50 Kw.
Owned: Canadian Broadcasting Corp.
Address: P.O. Box 500
Tel.: WALnut 5-3311. CBC
Representative: Horace N. Stovin; McGavren
Dir. for Ont.: H. G. Walker
Station Mgr.: A. Maitland
Comm. Mgr.: R. S. Joynt

CKEY—Toronto—1944

Frequency: 580 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned By: Frybrook Ltd.
Bus. Address: 1262 Don Mills Rd.
Tel.: HICKory 4-2580. Independent
Representative: Natl. Bcst. Sales, Cooke
President: Jack K. Cooke
Gen., Sta. Mgr.: Hal Cooke
Commercial Mgr.: James Armstrong
Program Director: Don Insley
Publicity Dir.: Bas Foster

Chief Engineer: Allan Taylor

CKFH—Toronto—1951

Frequency: 1430 Kc. Power: 5000 Watts
Owned: Foster Hewitt Bcstg., Ltd.
Address: 1 Grenville St.
Tel.: WA 3-0921. Independent
Sta. Rep.: Potts; Weed
President: Foster Hewitt
General Sta. Mgr.: Bill Hewitt
Commercial Mgr.: Keith Davey
Prog., Pub. Dir.: Barry Nesbitt
Chief Engineer: Gerald Wilson

CBE—Windsor—1950

Frequency: 1550 Kc. Power: 10,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Address: Security Bldg.
Tel.: CL 4-5116. CBC
Station Manager: K. A. Murray
Commercial Manager: Em Saunders

CKLW—Windsor

(See U. S. Listing, Detroit, Mich.)

CKNX—Wingham—1926

Frequency: 920 Kc. Power: 2500 Watts
Owned: CKNX, Ltd.
Address: Carling Terrace
Tel.: Wingham 158. CBC
Station Rep.: Potts; Young Canadian
Pres.: W. T. Cruickshank
General Manager: G. W. Cruickshank
Sta. Manager: J. J. Cruickshank
Program Dir.: John Langridge
Chief Engineer: S. C. Reid

CKOX—Woodstock—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Oxford Bcstg. Co.
Business Address: 290 Dundas St.
Tel.: LE 7-3414. Independent
Sta. Rep.: Lorrie Potts
President, Gen.-Station Mgr.: Monty J. Werry
Program Director: William Tonner
Chief Engineer: Paul Hunter

PRINCE EDWARD ISLAND

CFCY—Charlottetown—1924

Frequency: 630 Kc. Power: 5 Kw.
Owned-Oper. By: Island Radio Bcstg. Co.
Business-Studio Address: 85 Kent St.
Tel.: 7347. CBC
Representative: All-Canada, Weed
President: Mrs. K. S. Rogers
Sta. Mgr., Comm. Mgr.: R. F. Large
Chief Engineer: J. G. Gay

CJRW—Summerside—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gulf Bcstg. Co., Ltd.
Business-Studio Address: 218 Water St.
Tel.: 2201. Independent
Representative: Radio Reps.
V.P., General Manager: R. C. Schurman
Program Director: L. E. Huestis
Sales Prom., Publicity Dir.: P. H. Schurman
Chief Engineer: Angus MacKie

QUEBEC

CFGF—Alma—1953

Frequency: 1270 Kc. Power: 1 Kw.
Owned-Oper. By Radio Lac. St. John Ltd.
Address: 200 DuPont Ave.
Tel.: NO 2-3461. Independent
General Manager: Jean Jacques Fortin
Commercial Mgr.: Jacques Cote
Program Dir.: Rosaire Pelletier
Chief Engineer: Y. Champagne

CHAD—Amos—1942

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Northern Radio Inc.
Business Address: P. O. Box 70
Tel.: 313
Rep.: Weed
Pres., Gen. Mgr.: David A. Gourd
Chief Engineer: Jean G. Langevin

CBJ—Chicoutimi—1933

Frequency: 1580 Kc. Power: 10,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Tel.: Liberty 3-7747. CBC
Address: 121 Racine St., E.
Station Manager: V. Fortin

CJMT—Chicoutimi—1954

Frequency: 1420 Kc. Power: 1000 Watts
Owned CJMT Ltd.
Business Address: 365 Racine St.
Tel.: LI 3-1517. Independent
Station Rep.: Interprovincial; Weed
President: J. O. Masse
Sta. Mgr.: J. Marcel Houle
Commercial Manager: Pierre Tremblay
Sales Prom. Mgr.: Francois Ranger
Program Director: Achille Soucy
Chief Engineer: Lucien Simard

CHR—Drummondville—1954

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Radio Drummond Ltee.
Address: 248 Lindsay St.
Tel.: 2-5458. Independent
Mgr., Comm. Dir.: Benoit Vanier
Chief Engineer: G. Paul

CHEF—Granby—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By La Voix de l'Est Ltee.
Business Address: 13 Rue Center
Tel.: Frontenac 2-3301. Independent
Station Representative: Hardy
Pres., Gen. Mgr.: Aime Laurion
Comm. Mgr., Pub. Dir.: R. M. Dube

CKCH—Hull—1933

Frequency: 970 Kc. Power: 5000 Watts
Owned Syndicat D'Oeuvres Soc. Limit.
Business Studio Address: 121 Notre-Dame St.
Tel.: PR 7-2771. CBC
Representative: Weed

Sta. Manager: J. P. Lemire
Comm. Manager: Henry Allard
Publicity Dir.: S. Lanctot
Chief Engineer: J. L. Guerette

CKRS—Jonquiere—1947

Frequency: 590 Kc. Power: 1000 Watts
Owned Radio-Saguenay Ltd.
Address: 175 Sir Wilfrid Laurier St.
Tel.: LI 2-4551. CBC
Representative: Hardy, Young
President: Henri Lepage
Gen., Comm. Mgr.: Tom Burham
Program Director: Yvon Lavoie
Sta. Mgr.: Guy Boivin
Chief Engineer: Gerard Lemieux

CKLS—La Sarre—1950

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Radio LaSarre, Inc.
Business Address: P.O. Box 70, Rouyn
Tel.: ROger 2-7741, Rouyn. CBC
Sta. Rep.: Weed; Trans-Ocean; Hunt
Pres., Gen. Mgr.: David Armand Gourd
Chief Engineer: J. G. Langevin

CKBL—Matane—1948

Frequency: 1250 Kc. Power: 5000 Watts
Owned By La Co. De Radiodiffusion De Matane
Address: P.O. Box 1090
Tel.: 1100. CBC
Representative: Hardy
Pres., Gen. Mgr.: Rene Lapointe
Station Mgr.: Octave Lapointe
Prog., Pub. Dir.: Claude Guenette
Chief Engineer: Yvan Fortier

CKBM—Montmagny—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Radio Alleghany, Inc.
Address: 8, Rue St. Thomas
Tel.: 801. Independent
Representative: Radio & TV Sales
President, Prog. Dir.: Henri Deschenes
Gen., Comm., Sls. Prom. Mgr.: Andre Mercier
Chief Engineer: Marcel Coulombe

CBF—Montreal—1937

Frequency: 690 Kc. Power: 50,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Address: 1425 Dorchester St., W.
Tel.: UN 6-2571. CBC-ABC-MBS-NBC
Dir. of Que. Prov.: J. Lamarche
Comm. Mgr.: M. Valiquette
Program Dir.: Jean-Marie Dugas

CBM—Montreal—1936

Frequency: 940 Kc. Power: 50,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Business Address: P.O. Box 6000
Tel.: UNiversity 6-2571. CBC
Dir. of Prov.: J. Lamarche

QUEBEC

Commercial Manager.....Maurice Valiquette
Station Mgr.....Kenneth Withers

CFCF—Montreal—1919

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus. Studio Address.....600 Dominion Sq. Bldg
Tel.: UNiversity 1-9471.....ABC-CBC
Representative.....Weed, All-Canada
General Manager.....R. E. Misener
Program Director.....Vin Dittmer
Chief Engineer.....J. Creighton Douglas

CJAD—Montreal—1945

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address.....1191 Mountain St.
Tel.: UNiversity 6-6821.....CBS
Sta. Rep. Radio Time Sales; Young Canadian
Pres., Gen. Mgr.....J. Art Dupont
Sta. Mgr.....H. T. McCurdy
Comm. Mgr.....Berthe Poulet
Prog. Dir.....Ned Conlon
Sales Prom. Manager.....R. L. Laurion
Chief Engineer.....Aurele Boisvert

CJMS—Montreal—1954

Freq.: 1280 Kc.....Power: 10 Kw., d. 5 Kw., n.
Owned.....CJMS Radio, Inc.
Address.....188 E. Dorchester Blvd.
Tel.: UN 1-3456.....Independent
Station Representative.....Stephens; Forjoe
President.....Fernand Guay
General. Comm. Mgr.....J. Nadon
Station, Program Dir.....R. Demers
Chief Engineer.....Jean Provost

CKAC—Montreal—1922

Frequency: 730 Kc.....Power: 50,000 Watts
Owned.....Publication La Presse
Studio Address.....980 St. Catherine St., W.
Tel.: UNiversity 6-7301.....CBS
Representative.....Devney, I.B.S. Canada
News, Affil.....La Presse
Pres.....Mrs. A. Du Tremblay
Sta. Manager.....Phil Lalonde
P.ogram Director.....Ferdinand Biondi
Comm. Mgr.....G. Bourassa
Sales Prom. Mgr., Pub. Dir.....Paul Gelinias
Chief Engineer.....Leonard Spencer

CKVL—Montreal—1946

Freq.: 850 Kc.....Power: 50 Wts., d., 10 Wts. n.
Owned By.....CKVL, Ltd.
Address.....211 Gordon Ave.
Tel.: PO 6-2311.....Independent
Newspaper Affil.....Radlmonde Ltd.
Rep.....Radio & TV Sls., Inc., Cooke
President.....Jack Tietolman
Commercial Mgr.....Judah Tietolman
Program Dir.....Marcel Provost
Station, Prom. Mgr.....Corey Thomson
Chief Engineer.....Maurice Rousseau

CHNC—New Carlisle—1933

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gaspesia Radio Bcstg. Co.
Tel.: 63 & 64.....CBC
Representative.....Hardy, Young
President.....Dr. Charles A. Dumont
General Mgr.....Dr. Charles Houde
Chief Engineer.....Bruce MacDonald

CBV—Quebec City—1934

Frequency: 980 Kc.....Power: 5,000 Watts
Owned.....Canadian Bcstg. Corp.
Bus. Address.....Palais Montcalm, St. John St.
Tel.: LA 5-8155.....CBC
Station Manager.....Rene Dussault
Program Dir.....R. Rolland

CHRC—Quebec City—1922

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By.....CHRC, Limitée
Business Address.....1143 St. John St.
Tel.: LA 2-8177.....Independent
Station Rep.....Hardy; Young Canadian
President.....Herve Baribeau
General Manager.....Henri Lepage
Station Manager.....Aurele Pelletier
Comm., Sls. Prom. Mgr.....F. Richard Thibodeau
Program Director.....Magella Alain
Chief Engineer.....Arsene Nadeau

CJQC—Quebec City—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....The Goodwill Bcstrs. of Quebec
Address.....405 Blvd. Hamel
Tel.: MU 3-4931.....CBC
Station Representative.....Radio & TV Sales
President.....Paul Lepage
Gen., Sta. Mgr.....H. Burnside
Chief Engineer.....C. Roberge

CKCV—Quebec City—1926

Frequency: 1280 Kc.....Power: 5 Kw.
Owned-Operated By.....CKCV, Ltd.
Bus. Studio Address.....978 St. John St.
Tel.: LA 2-1585.....Independent
Rep.....Interprov.
Gen. Mgr.....Paul Lepage
Sta., Comm. Mgr.....Marcel Leboeuf
Sales Prom., Pub. Dir.....Jean-Gay Bernier
Prog. Dir.....Michel Gariépy
Chief Engineer.....Lucien Gobeil

CJBR—Rimouski—1937

Frequency: 900 Kc.....Power: 10,000 Watts
Owned.....La Radio du Bas St. Laurent Inc.
Business Address.....6 St. Jean St.
Tel.: RA 3-2217.....CBC
Newspaper Affil.....Le Progres Du Golfe
Station Representative.....I.B.S. Ltd.; Weed
President.....Jacques Brillant
Gen., Sta. Mgr.....Andre Lecomte
Sls. Prom., Prog. Dir.....S. Burgess

Publicity Director.....Harry A. Willsie
Chief Engineer.....Marcel Vallee

CJFP—Riviere-Du-Loup—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio CJFP, Ltd.
Address.....1 Christophe Colomb
Tel.: UN 2-2727.....CBC
Representative.....IBS, Young
President, Prom. Mgr.....Lue Simard
General, Program Dir.....Rene Viel
Comm. Sta. Mgr.....Raoul Savard
Chief Engineer.....Raymond Lavoie

CHRL—Roberval—1949

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....C. P. 930
Tel.: 450.....Independent
Representative.....Jos. A. Hardy
President.....Rodolphe Lefebvre
Station Mgr.....J. C. Bordeleau
Commercial Mgr.....N. Gagnon
Program Dir.....Harvey Paradis
Chief Engineer.....Yvon Souchon

CKRN—Rouyn—1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Northern Radio Nord, Inc.
Address.....P. O. Box 70
Tel.: RO 2-7741.....CBC
Representative.....Weed
Pres., Gen. Mgr.....David A. Gourd
Comm. Mgr.....G. Chartrand
Chief Engineer.....Guy Langevin

CHGB—Rouyn—1938

Freq.: 1350 Kc.....Power: 1 Kw. d., 250 W. n.
Owned.....CHGB, Ltd.
Address.....Main St.
Tel.: 101.....Independent
General Mgr.....G. Thomas Desjardins
Station Mgr.....P. E. Hudon
Sales Prom. Mgr.....M. Levesque

CKRB—St. Georges—1953

Freq.: 1460 Kc..Power: 10 Wts., d., 5 Wts., n.
Owned-Oper. By.....Radio-Beauce, Inc.
Address.....St. Georges de Beauce
Tel.: 751.....CBC
Station Rep.....IBS
President.....Yvon Thibaudeau
General, Sta. Mgr.....C. A. Thibaudeau
Comm., Prom Mgr.....Jean Barbeau
Program. Dir.....Gilles Bernier
Chief Engineer.....Armand Catellier

CKJL—St. Jerome—1956

Frequency: 900 Kc.....Power: 1 Kw.
Owned.....Radio Laurentides
Address.....Hotel Lapointe
Tel.: GE 8-8383.....Independent
Representative.....Lorrie Poits
Pres., Gen. Mgr.....Jean Lalonde
Station Mgr.....Roger Lopez

Commercial Mgr.....Blaise Gouin
Program. Dir.....Jacques Tremblay
Sales Prom. Mgr.....Paul Watson
Publicity Dir.....Susy Rochon
Chief Engineer.....Gilles Comeau

**CKSM—Shawinigan Falls
1951**

Frequency: 1220 Kc.....Power: 1000 Watts
Owned.....Shawinigan Falls Bcstg.
Address.....Box 69
Tel.: LE 6-4494.....Independent
Representative.....Hardy
Gen. Mgr., Pub. Dir.....Allen Rogerson
Comm. Mgr.....Emilien Beaulieu
Prog. Dir.....Alain Chartier
Chief Engineer.....Ernest Brunelle

CHLT—Sherbrooke—1937

Freq.: 630 Kc..Power: 10 Wts., d., 5 Wts., n.
Owned By.....La Tribune Ltd.
Business-Studio Address.....221 Dufferin St.
Tel.: LO 9-2525.....CBC
Representative.....Trans. Ocean; Young
President.....Paul Desruisseaux
General Manager.....J. Alphee Gauthier
Station, Program Dir.....V. Bernard
Comm. Sales Prom. Mgr.....Jean Louis Gauthier
Chief Engineer.....Leo Gilbeau

CKTS—Sherbrooke—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....Telegram Printing & Pub. Co.
Business-Studio Address.....221 Dufferin St.
Tel.: LO 9-2525.....CBC
Representative.....Young, Canadian
President.....C. B. Howard
General Manager.....A. Gauthier
Commercial Mgr., Prog. Dir.....Morris C. Austin
Pub. Dir.....Gordon Beerworth
Chief Eng.....Marcel Girard

CJSO—Sorel—1945

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....72 du Roi St.
Tel.: RI 3-3318.....Independent
Station Representative.....Jos A. Hardy
President.....J. Arthur Villeneuve
General Manager.....Henri Olivier
Station Manager.....Maurice Boulianne
Comm. Manager.....Maurice Berube
Program Director.....Claude Rochon
Sls. Prom. Manager.....L. Brouillard
Chief Engineer.....Joseph Cardin

CKLD—Thetford Mines—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Megantic Ltee
Address.....Ave Labbe
Tel.: FE 5-7500.....CBC
Representative.....Hardy
Newspaper Affil.....Canadian Press
Sls. Sta. Manager.....Henri Lagueux
Conam. Mgr.....Will Dugre

QUEBEC-SASKATCHEWAN

Sls. Prom. Manager.....Raymond Cusson
Prog. Director.....R. Buri
Chief Engineer.....Paul Cloutier

CHLN—Three Rivers—1927

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By...Radio Trois-Rivieres, Inc.
Bus.-Studio Address.....522 Bonaventure St.
Tel.: FR 4-3556.....Independent
Representative.....IBS, Young
President.....Honore Dansereau
Station Manager.....Léon Trépanier
Program Dir.....Maurice Dansereau
Comm., Prom., Pub. Dir.....Maurice Duval
Chief Engineer.....Oric Lefebvre

CKTR—Trois-Rivieres—1954

Freq.: 1150 Kc...Power: 5000 Wts. d., 1000 n.
Owned-Oper. By.....CKTR, Ltd.
Address.....543 Gervais St.
Tel.: FR 5-4855.....Independent
Station Representative...Cooke; Trans-Ocean
President.....Paul Aboud
Station Mgr.....J.-F. Rufange
Commercial Manager.....Charles Couture
Program Director.....Jean Denys
Publicity Director.....Jacques Hebert
Chief Engineer.....Herve Lapointe

CKVD—Val D'Or—1939

Frequency: 1230 Kc.....Power: 250 Watts

Owned....Northern Radio-Radio Nord, Inc.
Address.....P. O. Box 70
Representative.....Renaud, Weed
President.....David A. Gourd
Station Manager.....Franco Capellari
Sls. Prom. Mgr., Comm. Mgr....G. A. Chartrand
Chief Engineer.....Jean Guy Langevin

CFDA—Victoriaville—1951

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Radio Victoriaville Limitee
Address.....Victoriaville
Tel.: PL 2-5545.....Independent
Representative.....Radio & TV Sales
President.....Dr. C. A. Gilbert
Gen., Sta., Comm. Mgr.....Roger Gilbert
Sales Prom. Mgr.....Real Vaudreuil
Prog. Dir.....J. Maurice Bilodeau

CKVM—Ville-Marie—1950

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By...Radio Temiscamingue
Business Address.....Ville-Marie
Tel.: 710.....CBC
Representative.....Young Canadian, Hardy
President.....Herve LeBlanc
General, Sta. Mgr.....Guy Burelle
Commercial Mgr.....Roger Loiselle
Program Dir.....Yvon Lariviere
Publicity Dir.....Marcel Ladouceur
Chief Engineer.....Gaston Tasset

SASKATCHEWAN

CFRG—Gravelbourg—1952

Frequency: 710 Kc...Power: 5 W. d. 250 W. n.
Owned-Oper. By...Radio Gravelbourg, Ltd.
Address.....Edifice Villeneuve
Tel.: 155.....CBC
Representative.....Hunt
Gen., Sta., Comm. Mgr.....Dumont LePage
Sales Prom. Mgr.....Joseph E. DeGagne
Chief Engineer.....R. Lizee

CHAB—Moose Jaw—1922

Freq.: 800 Kc...Power: 10,000 Wts. d., 5000 n.
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
Tel.: OX 2-6464.....CBC
Station Representative.....Weed
Pres., Gen. Mgr.....Jack Moffat
Commercial Manager.....New Skingle
Sales Prom. Mgr.....Bill Smith
Program Director.....Bill Falkner
Chief Engineer.....M. Pickford

CJNB—North Battleford—1947

Frequency: 1460 Kc.....Power: 10,000 Watts
Owned-Oper. By...Northwestern Bcstg. Co., Ltd.
Business Address.....P.O. Box 1460

Tel.: 2477.....Independent
Representative.....Stovin
President.....Harry S. Hay
Gen., Sta. Mgr.....Harry Dekker
Commercial Manager.....Alex Johnson
Sales Prom. Mgr., Pub. Dir...Mrs. Chris Dekker
Program Director.....Lee Sage
Chief Engineer.....Al Ruddell

CKBI—Prince Albert—1934

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By...Central Bcstg. Co., Ltd.
Address.....10th St. West
Tel.: ROger 3-7421.....CBC
Representative.....All-Canada, Weed
General Manager.....E. A. Rawlinson
Comm., Sales Prom. Mgr.....G. Prest
Program Director.....Ian Barrie
Chief Engineer.....T. Van Nes

CBK—Regina—1939

Frequency: 540 Kc.....Power: 50 Kw.
Owned.....Canadian Bcstg. Corp.
Business Address.....1840 McIntyre St.
Tel.: LAkeside 3-6641.....CBC
Sta. Mgr.....R. H. Roberts

CKCK—Regina—1922

Frequency: 620 Kc. Power: 5000 Watts
 Owned. Transcanada Communications Ltd.
 Address. 1853 Hamilton St.
 Tel.: LA 2-8525. CBC
 Newspaper Affiliation. Leader Post
 Representative. All-Canada, Weed
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 General Manager. Harold A. Crittenden
 Station Manager. Donald R. Dawson
 Commercial Manager. Jim Grisenthwaite
 Sales Prom., Pub. Dir. Miss Lorie Molter
 Program Director. Bob MacDonald
 Chief Engineer. E. A. Strong

CKRM—Regina—1926

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By. Western Communications Ltd.
 Business-Studio Address. 2060 Halifax St.
 Tel.: LA 3-5661. CBC
 Representative. Young Canadian
 President. Dr. E. A. McCusker
 Gen. Manager. W. E. Collier
 Program Director. B. R. Hill
 Chief Eng. L. Cozine

CFNS—Saskatoon—1952

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Oper. By. Radio-Prairies-Nord, Ltd.
 Address. 1902 Broadway
 Tel.: Windsor 9-3766. CBC
 Station Rep. IBS Ltd., Hunt; Devney
 President. Cl. Denis
 Sta. Mgr. Charles Papen
 Comm. Mgr. J. DeGagne
 Prog. Dir. M. A. Papen
 Chief Engineer. J. Lacroix

CFQC—Saskatoon—1923

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By. A. A. Murphy & Sons, Ltd.
 Bus.-Studio Address. 216 1st Ave., N.
 Tel.: CHerry 2-6611. CBC
 Representative. Young, Oakes
 President. A. A. Murphy
 Station Mgr. Vernon Dallin
 Comm. Mgr. E. C. Bourassa
 Program Director. Roy Currie
 Chief Engineer. Lyn Hoskins

CKOM—Saskatoon—1951

Frequency 1420 Kc. Power: 5000 Watts
 Owned. Saskatoon Community Bcstg. Co., Ltd.
 Address. Empire Hotel
 Tel.: OLiver 2-1420. Independent
 Representative. Stovin, Weed
 Pres., Gen. Mgr. R. A. Hosle
 Sta., Comm. Mgr. W. H. Stovin
 Sales Prom., Pub. Dir. Patricia Baudru
 Program Director. G. E. Walburn
 Chief Engineer. Maynard Greer

CKSW—Swift Current—1956

Frequency: 1400 Kc. Power: 250 Watts
 Owned. Frontier City Bcstg. Co. Ltd.
 Address. 134 Central Ave.
 Tel.: PR 3-4605. Independent
 Representative. Radio Reps.
 Pres., Gen. Mgr. Douglas Scott
 Sta. Mgr., Prog. Dir. Wilf Gilbey
 Comm., Sales Prom. Mgr. William H. Friest
 Chief Engineer. Mac Hanna

CFSL—Weyburn—1957

Frequency: 1340 Kc. Power: 250 Watts
 Owned. Soo Line Bcstg. Co.
 Business Address. P.O. Box 1330
 Tel.: Victor 2-4666. Independent
 Sta. Rep. Stovin-Byles; Natl. Bcst. Sales
 President. Gordon H. Russell
 Gen. Mgr. Keith D. Baker

CJGX—Yorkton—1927

Freq.: 940 Kc. Power: 10,000 Wts. d., 1000 n.
 Owned-Oper. By. Yorkton Bcstg. Co., Ltd.
 Business Address. Tower Bldg.
 Tel.: 3-2258. CBC
 Sta. Reps. Messner; Young Canadian
 President. F. K. Tully
 Station Manager. G. G. Gallagher
 Commercial Manager. M. G. Phillips
 P'om. Mgr., Pub. Dir. J. C. Goodman
 Program Director. E. A. Laurence
 Chief Engineer. H. F. McRae

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Albuquerque	KNME (TV)	U. of New Mexico & Albuquerque Bd. of Educ.	C. P. Mitchell, Co-Ord.
NEW YORK			
Albany	WAMC (FM)	Albany Med. College	Albert P. Fredette, Station Mgr.
Bronx	WFUV (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	Dorothy Klock, Acting Dir.
Elmira	WECW (FM)	Elmira College	David M. Crossman, Director
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Hempstead	WYHC (FM)	Hofstra College	Frank Tezzi, Exec. Dir.
Ithaca	WICB (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Best. Sys.	Seymour N. Siegel, Director
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Wallace M. Bradley, Sta. Mgr.
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
Troy	WRPI (FM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
NORTH CAROLINA			
Chapel Hill	WUNC (TV)	Consol. Univ. of North Carolina	Roy J. Johnson, Chairman
Chapel Hill	WUNC (FM)	Univ. of North Carolina	Donald Kneepfer, Director
Greensboro	WGPS (FM)	Greensboro Public Sch.	A. O. Medlin, Director
Greenville	WWWS (FM)	E. Carolina College	Miss Rosalind Roulston, Director
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal

NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
NORTH DAKOTA			
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
OHIO			
Akron	WAPS (FM)	Akron Public Schools	Dorothy Kester, Coordinator
Athens	Woub (AM-FM)	Ohio University	Archie Greer, Station Mgr.
Bowling Green	WBGU (FM)	Bowling Green State U.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cincl. TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Lee Battin, Director
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	A. William Blum, Director
Kent	WKSU (FM)	Kent State Univ.	Wilton D. Clarke, Dir. of Radio
Oxford	WMUB (FM-TV)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools	Harry D. Lamb, Dir.
Yellow Springs	WYSO (FM)	Antioch College	Harold A. Roeth, Mgr.
OKLAHOMA			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Director
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KOKU (FM-TV)	Board of Education	Dr. Charles Gray, Station Mgr.
Okl. City	KETA (TV)	Okl. ETV Autho.	John W. Dunn, Director
Stillwater	KOSU (FM)	Okl. State Univ.	L. H. van Landingham, Station Mgr.
Tulsa	KOED (TV)	Okl. ETV Autho.	John W. Dunn, Director
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit,
OREGON			
Corvallis	KOAC (AM-TV)	Oregon State System of Higher Education	James M. Morris, Director
Eugene	KRYM (FM)	Eugene Pub. Schools	Roger J. Houghlum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Coordinator
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
PENNSYLVANIA			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Havertown	WHHS (FM)	School Dist.	Frank Kuorr, Director
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerbing, Director
Philadelphia	WHYY (FM-TV)	Metro. Phila. Educ. Radio & TV Corp.	Richard S. Burdick, Mgr.-Director
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir.
Philadelphia	WXPX (FM)	Univ. of Pennsylvania	Ralph Thornton, Mgr.
Pittsburgh	WDCU (FM)	Duquesne Univ.	B. Kendall Crane, Director
Seranton	WUSV (FM)	Univ. of Seranton	Rev. Richard F. Grady, S.J., Manager
Univ. Park	WDFM (FM)	Penn. St. Univ.	Harold E. Nelson, Gen. Mgr.
SOUTH CAROLINA			
Columbia	WUSC (FM)	Univ. of S. Carolina	Alice Wyman, Coordinator
SOUTH DAKOTA			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Mgr.
TENNESSEE			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir.
Memphis	WKNO (TV)	Memphis Comm. TV	Ernest C. Ball, Dir.
TEXAS			
Austin	KUT (FM)	Univ. of Texas	Robert Schenkan, Dir.
Dallas	KERA (TV)	Area ETV Foundation	M. Campbell, Exec. Dir.
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	John Meaney, Dir.
Houston	KUHT (TV)	Univ. of Houston	John Meaney, Dir.
UTAH			
Logan	KVSO (FM)	Utah State University	Burrel F. Hansen, Chairman
Salt Lake City	KUED (TV)	University of Utah	Dr. Keith Engar, Mgr.
VIRGINIA			
Harrisonburg	WEMC (FM)	Eastern Mennonite College	J. Otis Yoder, Chairman
Norfolk	WMTI (FM)	William-Mary College	Conrad S. Wilson, Program Dir.
Richmond	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
Williamsburg	WCWM (FM)	William & Mary	Charles M. Woodliff, Director
WASHINGTON			
Pullman	KWSC (AM)	Wash. St. Univ.	Burt Harrison, Manager
Seattle	KCTS (TV)	Univ. of Wash.	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Mgr.
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
WISCONSIN			
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, General Mgr.
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty
West Salem	WHLA (FM)	Wisc. St. Counc.	H. B. McCarty
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Paul K. Taff, Station Mgr.
PUERTO RICO			
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager
San Juan	WIPR (TV)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

NEW AM STATIONS EXPECTED ON THE AIR THIS YEAR

ALABAMA

Dadeville WDVE
Mobile WCIQ

ARIZONA

Page KGPE
Phoenix KINK
Tempe KTMP
Wilcox KWCC

ARKANSAS

Nashville KBHC
Prescott KTPA

CALIFORNIA

Mojave KDOL
San Luis Obispo KCJH
Weed KDAD

COLORADO

Fort Collins KZIX

CONNECTICUT

Hamden WDEE

FLORIDA

East Palatka WREA
Fort Lauderdale WFLM
Panama City WSCM

GEORGIA

Blakely WBBK
Lawrenceville WLAW

HAWAII

Honolulu KNDI
Honolulu KODD

INDIANA

Brazil WITE
Lafayette WAZY

IOWA

Cedar Rapids KHAK

KENTUCKY

Grayson WGOH

MICHIGAN

Clare WCRM
St. Helen WNIC
St. John WJUD

MINNESOTA

International Falls KGHS
Long Prairie KEYL

MISSISSIPPI

Belzoni WELZ
Lexington WXTH

NEW MEXICO

Albuquerque KARA
Ruidoso KYAP
Santa Rosa KSYX

NORTH CAROLINA

Dallas WCFT
Farmville WBTL
Scotland Neck WCRC
S. Gastonia WGAS
Wilson WLSN

NORTH DAKOTA

Fargo KUTT

OREGON

Bend KGRL
Portland KBEV
St. Helens KSTH
Toledo KLUU

PENNSYLVANIA

Clarion WWCH
Greenville WGRP

SOUTH CAROLINA

N. Augusta WJVW

SOUTH DAKOTA

Belle Fourche KBFS
Rapid City KEZU

TENNESSEE

Carthage WRKM
Oneida WBNT
Shelbyville WHJA

TEXAS

La Grange KVLG
Plainview KPLA

VIRGINIA

Danville WDTI

WASHINGTON

Bellingham KOQT

MANAGEMENT CONTROL

... Solution To Prime Problems

By MORTON J. WAGNER

Exec. Vice Pres. & Gen. Mgr., Bartell Broadcasters, Inc.



FROM Madison, Wisconsin, to Madison Avenue, and soon one of the industries most unique management control structures . . ." This is how Jerry, Lee and Mel Bartell sum up the latest step in the growth of Bartell Broadcasters, Inc.

Our Group is comprised of seven radio and television stations—domestic and international and real estate interests from Coast to Coast. Recently we've also gone "over the counter" on the Stock Exchange and are preparing for a major issue.

On April 15, we took over facilities in the Newsweek Building at 444 Madison Avenue. Half a floor is devoted to WADO, New York, executive offices and to coordinating facilities for all far-flung interests. The new offices also contain two broadcasting studios.

For 13 years we have been building toward our current position and as we establish Bartell Central in New York, we are dedicated to utilizing our management and operating experience in pursuing solutions to the prime problems of our industry — issues that have been discussed pro and con by thinkers in our profession for years. To that end, we are delighted to announce the formulation of a special division. This we feel is the challenge, the privilege, the obligation of a group of our size and experience.

The situations inherent in the development of a group of radio and television properties are but a small scale version of the growing pains of an entire industry. For 13 years,

we have pioneered independent or so-called modern radio and its myriad ramifications. Now with stations in major markets across the country and with our international interests, we believe its time to apply our intra-group problem solving procedures to our industry for whatever good they might do.

We propose weekly seminars to which we will invite industry apprentices and professionals. Our suite is surrounded by a patio. Throughout the summer over sandwiches we hope to pursue shirt sleeve sessions designed to treat subjects of industry import. We propose to evolve plans and solutions.

All we hope to do is focus a penetrating and persistent spotlight on each area causing consternation throughout the industry. One by one and working together, we'll chip away each of our flaws. The second to second attention given to individual station management will be advocated on an industry scale.

If enough top station operators contribute time and talent, we will further shape a brilliant, exciting and lucrative profession into the smooth functioning machine that is now the pride of many individual station operators.

We hope to form a Control Council of industry leaders to assist in the accomplishment of our plans . . . twelve people—each from a different phase of the business will be asked to meet to expand upon or pare down subjects to be treated. Now is the time.

NEGRO RADIO MARKET

... Only Media With Boom Potential

By HARRY NOVIK
General Manager, WLIB, N. Y.



NEGRO radio is the one communications media today that has the basic potential for an expanded growth of boom proportions. A potential that is fast being recognized by advertisers of national products. The reasons for the interest in the Negro market as an area of rapid expansion are numerous, probably the most important however, is the fact that in no other media is there still a virtually untouched consumer market as in the Negro radio field.

For years national advertisers have been completely neglecting these markets with the rationalization that their investments in general radio stations "covered" these areas. Only when a few pioneering national advertisers experimented with campaigns designed specifically for the Negro market and found them successful beyond their expectations did agencies begin to realize that they had a fabulously fertile new market for their products. The success of these early national advertisers became so apparent in this specialized Negro market, that other manufacturers began to raise the question of whether or not they also should be in these specialized markets with specialized campaigns designed for the Negro audiences.

In the past few short years nearly every national advertiser of a major product has utilized Negro radio with continuing successful results. The effectiveness of this approach has been due to the sweeping change in programming concepts of Negro stations during the past ten years. Typical of this new concept is that followed by

WLIB, and now used by the majority of successful stations programming to a specialized market.

The concept follows the pattern of true community service. It differs in its presentation and appeal only insofar as its specific audience interest is concerned. It offers a well-rounded, versatile and interesting program schedule aimed specifically at the Negro audience.

But this is only part of the up-beat approach Negro radio stations have inaugurated in their programming plans. Mr. and Mrs. service programs are just as popular as those on "general" radio. The stations have developed musical programs ranging from the best in jazz and classical to the smoothest in pop music and with the plentitude of outstanding Negro artists, they are never lacking in either talent or material.

Occupying an increasing position of importance in Negro stations broadcasting is the public service field. The majority of Negro stations throughout the country are making special efforts to provide a broad assortment of special public service programming for their Negro audiences. At WLIB for instance we have special coverage on the fight against segregation in the New York City schools and at present we are presenting a series on Negro life in America "The Last Citizen."

The change in some agency thinking is slow but fortunately they are being forced, by the successes of their more perceptive competitors in this area to look into the "possibilities" of the Negro market.

STATIONS FEATURING NEGRO PROGRAMS

ALABAMA

(100% Programming)

WEDR—Birmingham
WENN—Birmingham
WJLD—Birmingham
WEUP—Huntsville
WGOK—Mobile
WMOZ—Mobile
WRMA—Montgomery
WTUG—Tuscaloosa

(8 or more hours per week)

WRFS—Alexander City
WATM—Atmore
WAUD—Auburn
WXAL—Demopolis
WDIG—Dothan
WOOF—Dothan
WBLO—Evergreen
WOWL—Florence
WJOI—Florence
WETO—Gadsden
WMFC—Monroeville
WJHO—Opelika
WROS—Scottsboro
WHBB—Selma
WJDB—Thomasville
WABT—Tuskegee
WVNA—Tuscumbia

ARKANSAS

(100% Programming)

KOKY—Little Rock

(8 or more hours per week)

KVRC—Arkadelphia
KBBA—Benton
KLCN—Blytheville
KXJK—Forrest City
KFFA—Helena
KCLA—Pine Bluff
KOTN—Pine Bluff

KPBA—Pine Bluff
KWYN—Wynne

CALIFORNIA

(8 or more hours per week)

KICO—Calexico
KCRE—Crescent City
KGST—Fresno
KGFJ—Hollywood
KGER—Long Beach
KPOP—Los Angeles
KALI—Pasadena
KSN—San Francisco

COLORADO

(8 or more hours per week)

KFSC—Denver

DELAWARE

(8 or more hours per week)

WILM—Wilmington

DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington
WUST—Washington

FLORIDA

(100% Programming)

WOBS—Jacksonville
WFEC—Miami
WMBM—Miami Beach
WBOP—Pensacola
WTMP—Tampa

(8 or more hours per week)

WSWN—Belle Glade
WDSP—DeFuniak Springs
WFTL—Fort Lauderdale
WIRA—Fort Pierce
WRHC—Jacksonville
WMAF—Madison
WMOP—Ocala

STATIONS FEATURING NEGRO PROGRAMS

WCNH—Quincy
WTRR—Sanford
WTNT—Tallahassee

GEORGIA

(100% Programming)

WAOK—Atlanta
WCLS—Columbus
WCRY—Macon

(8 or more hours per week)

WAAG—Adel
WJAZ—Albany
WDEC—Americus
WERD—Atlanta
WAUG—Augusta
WBIA—Augusta
WGIG—Brunswick
WMOG—Brunswick
WGRA—Cairo
WCLA—Claxton
WDAK—Columbus
WMJM—Cordele
WDWD—Dawson
WBHB—Fitzgerald
WFPM—Fort Valley
WHIE—Griffin
WLAG—LaGrange
WIBB—Macon
WYTH—Madison
WMTM—Moultrie
WBBN—Perry
WSGA—Savannah
WKTG—Thomasville
WGOV—Valdosta
WACL—Waycross
WBRO—Waynesboro
WBMK—West Point

ILLINOIS

(100% Programming)

WBEE—Chicago

(8 or more hours per week)

WIBV—Belleville
WAAF—Chicago
WGES—Chicago
WHFC—Chicago
WSBC—Chicago

WTAQ—LaGrange
WOPA—Oak Park
WROK—Rockford

INDIANA

(8 or more hours per week)

WGRY—Gary
WWCA—Gary
WJOB—Hammond
WGEE—Indianapolis

KANSAS

(8 or more hours per week)

KCKN—Kansas City
KTOP—Topeka

KENTUCKY

(100% Programming)

WLou—Louisville

(8 or more hours per week)

WKIC—Hazard
WMLF—Pineville

LOUISIANA

(100% Programming)

WXOK—Baton Rouge
WBOK—New Orleans
WNOE—New Orleans
WYLD—New Orleans
KOKA—Shreveport

(8 or more hours per week)

KDBS—Alexandria
KEUH—Eunice
KFNV—Ferriday
KLEC—Jonesville
KAOK—Lake Charles
KLPL—Lake Providence
KLIC—Monroe
KSLO—Opelousas
KTLD—Tallulah

MARYLAND

(100% Programming)

WANN—Annapolis
WEBB—Baltimore
WSID—Baltimore

 **STATIONS FEATURING NEGRO PROGRAMS**

(8 or more hours per week)

WITH—Baltimore
WDVM—Pocomoke City

WHBI—Newark
WNJR—Newark
WBUD—Trenton

MICHIGAN

(8 or more hours per week)

WJLB—Detroit
WAMM—Flint
WBBC—Flint
WCHB—Inkster

NEW MEXICO

(8 or more hours per week)

KFUN—Las Vegas

NEW YORK

(8 or more hours per week)

WINE—Buffalo
WLIB—New York
WEVD—New York
WADO—New York
WWRL—New York

MISSISSIPPI

(100% Programming)

WOKJ—Jackson
WQIC—Meridian
(8 or more hours per week)

WGLC—Centreville
WROX—Clarksdale
WCLD—Cleveland
WACR—Columbus
WMAG—Forest
WGVM—Greenville
WMDC—Hazlehurst
WKOZ—Kosciusko
WESY—Leland
WMBC—Macon
VSJC—Magee
NHNY—McComb
NNAT—Natchez
NSSO—Starkville
WROB—West Point

NORTH CAROLINA

(100% Programming)

WSRC—Durham
WAAA—Winston-Salem
(8 or more hours per week)

WBBB—Burlington
WGIV—Charlotte
WCDJ—Edenton
WFMO—Fairmont
WFAI—Fayetteville
WFMC—Goldsboro
WGBG—Greensboro
WHVH—Henderson
WHPE—High Point
WISP—Kinston
WPAQ—Mt. Airy
WRAL—Raleigh
WCEC—Rocky Mount
WSAT—Salisbury
WEEB—Southern Pines
WAIR—Winston-Salem

MISSOURI

(100% Programming)

KPRS—Kansas City
KATZ—St. Louis
KXLW—St. Louis
(8 or more hours per week)
KSTL—St. Louis

NEVADA

(8 or more hours per week)

KENO—Las Vegas

OHIO

(100% Programming)

WCIN—Cincinnati
WJMO—Cleveland
(8 or more hours per week)
WVKO—Columbus

NEW JERSEY

(8 or more hours per week)

WMID—Atlantic City
WCAM—Camden

OKLAHOMA

(8 or more hours per week)

KWPR—Claremore

STATIONS FEATURING NEGRO PROGRAMS

KBIX—Muskogee
KOKL—Okmulgee

WDIA—Memphis
WHEY—Millington
WLAC—Nashville

PENNSYLVANIA

(100% Programming)

WHAT—Philadelphia
(8 or more hours per week)

WDAS—Philadelphia
WAMO—Pittsburgh

SOUTH CAROLINA

(100% Programming)

WYNN—Florence
(8 or more hours per week)

WANS—Anderson
WBAW—Barnwell
WBSC—Bennettsville
WPAL—Charleston
WOIC—Columbia
WJMX—Florence
WOLS—Florence
WESC—Greenville
WFBC—Greenville
WEAB—Greer
WJOT—Lake City
WLCM—Lancaster
WLBG—Laurens
WJAY—Mullins
WTND—Orangeburg
WSSC—Sumter
WALD—Walterboro

TENNESSEE

(100% Programming)

WMFS—Chattanooga
WJAK—Jackson
WLOK—Memphis
WVOL—Nashville
(8 or more hours per week)

WEAG—Alcoa
WMCH—Church Hill
WJZM—Clarksville
WDKN—Dickson
WBEJ—Elizabethton
WAGG—Franklin
KWAM—Memphis

TEXAS

(8 or more hours per week)

KJET—Beaumont
KRIC—Beaumont
KNOK—Fort Worth
KGBC—Galveston
KOCH—Houston
KYOK—Houston
KSEL—Lubbock
KMHT—Marshall
KSFA—Nacogdoches
KLVV—Pasadena
KFTV—Paris
KOLE—Port Arthur
KCOR—San Antonio
KDOK—Tyler
KZEY—Tyler

VIRGINIA

(100% Programming)

WYOU—Newport News
WRAP—Norfolk
WANT—Richmond
(8 or more hours per week)

WBTM—Danville
WEVA—Emporia
WHAP—Hopewell
WBRG—Lynchburg
WMVA—Martinsville
WSSV—Petersburg
WYTI—Rocky Mount
WHLF—South Boston

WASHINGTON

(8 or more hours per week)

KNBX—Kirkland

WEST VIRGINIA

(8 or more hours per week)

WWNR—Beckley



STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Association

P.O. Box 6174, University, Alabama

Meetings: March and October

Elections: March meeting

Members: 68 Active, 18 Assoc.

President.....John C. Cooper, WJRD,
Tuscaloosa

V.P. Radio.....Jess L. Jordan, WTBF, Troy
WKRG, Mobile

V.P. TV...Ray Furr, WAPI-TV, Birmingham

Secy.-Treas. (Act.).....Beri Moore, WAMI,
Opp

Exec. Secy.....Mrs. Angie M. Youngson

Arizona Broadcasters Association

c/o President or Exec. Secy.

Meetings: November

Elections: November

Members: 41

Pres.....Tom Chauncey, KOOL, Phoenix

Vice Pres.....John Hogg, KOY, Phoenix

Secy., Treas.....Fred Vance, KVOA-TV,
Tucson

Exec. Secy.....Lucy Krug, KPHO, Phoenix

Arkansas Broadcasters Association

c/o Secy., KAGH, Crossett

Meetings: March and August

Elections: August

Members: 50

President.....Kermit Richardson, KBOK,
Malvern

Vice Pres...C. R. Horne, KXRJ, Russellville

Secy., Treas...Julian Haas, KAGH, Crossett

California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28, Cal.

Meetings: November (and on special call)

Elections: November

Members: 100

President.....William E. Goetze, KFSD,
San Diego

Vice Pres. (Radio).....Ernest L. Spencer,
KWIZ, Santa Ana

Vice Pres. (TV).....Richard P. Hogue,
KXTV, Sacramento

Sec.-Treas.....Alan Lisser, KBIG, Avalon
Exec. Secy.....Eleanor Henshaw,
6047 Hollywood Blvd., Hollywood 28

Directors.....Goetze, Spencer, Hogue &
Lisser; Louis S. Simon, KPIX-TV, San
Francisco; Hale Bondurant, KWG, Stock-
ton; John T. Reynolds, KHJ-TV, Los An-
geles; William D. Pabst, KTVU, San Fran-
cisco-Oakland; M. F. Woodling, KHSL,
Chico; Art Westlund, KRE, Berkeley; Joe
Drilling, KJEO-TV, Fresno

Colorado Broadcasters Association

c/o President

Meetings: Semi-annual

Elections: June

Members: 49

Chairman...Harry W. Hoth, KRDO-AM-TV,
Colo. Springs

President.....Al Ross, KGEK, Sterling

Vice Pres...Abbott Tessman, KEXO, Grand
Junction

Treas.....Ed Koepke, KDEN, Denver

Secy.....Clayton Brace, KLZ, Denver

Exec. Secy.....Mrs. Isabell Prien,
RFD No. 3, Box 518, Golden

Directors...Dennis Behand, KLMR, Lamar;
Robt. D. Ellis, KGHF, Pueblo.

Connecticut Broadcasters Association

c/o Sec. Treas., 991 Broad St., Bridgeport

Meetings: Periodically

Elections: May

Members: 30

Pres....Walter C. Johnson, WTIC, Hartford

Secy. Treas.....John L. Ellinger, WNAB,
Bridgeport

Delaware Association of Broadcasters

c/o President

Meetings: October

Elections: Annually

Members: 11

President.....Harvey C. Smith, WDEL,
Wilmington

Vice Pres.....Wayne Rollins, WAMS,
Wilmington

Secy., Treas.....Gordon MacIntosh,
WTUX, Wilmington

STATE BROADCASTERS ASSOCIATIONS

Florida Association of Broadcasters

c/o Exec. Secy., 214 Center Bldg., Tallahassee

Meetings: Annually, plus regional

Elections: Annual

Members: 90

Pres....Lawrence A. Rollins, WSIR, Winter Haven

1st Vice Pres.....Robert R. Feagin, WPDQ, Jacksonville

2nd Vice Pres....Lee Ruwitch, WTVJ, Miami

Secy.-Treas.....Fred P. Shawn, WSUN, St. Petersburg

Exec. Secy., Gen. Counsel.....J. Kenneth Ballinger

Georgia Association of Broadcasters

c/o President, P.O. Box 34, Tifton

Meetings: August and January

Elections: August

Members: 70

Pres.....Ralph N. Edwards, WWGS, Tifton

1st Vice Pres.....Geo. Patton, WBML, Macon

2nd Vice Pres.....Paul Reid, WBHB, Fitzgerald

Secy.-Treas.....Jim Hicks, WRDW, Augusta

Hawaiian Association of Broadcasters

c/o Pres., P.O. Box 1007, Waipahu

Meetings: First Fri. each month

Elections: December

Members: 10

President...Harry En Chu, KAHU, Waipahu

Vice Pres....Perry Carle, KPOA, Honolulu

Secy.-Treas...Wm. O. Paine, KGU, Honolulu

Idaho Broadcasters Association

c/o President

Meetings: Annual (Sept.)

Elections: Annual

Members: 34 Radio; 6 TV

President...Gene Shumate, KRXX, Rexburg

Vice Pres....."Gub" Mix, KRPL, Moscow

Secy. Treas....Duane Wolfe, KCID, Caldwell

Illinois Broadcasters Association

c/o Pres., 441 N. Michigan Ave., Chicago, Ill.

Meetings: May & October

Elections: October

Members: 70 Active; 10 Assoc.

President.....Bruce Dennis, WGN, Chicago

Vice Pres....William Holm, WLPO, La Salle
Secy.-Treas.....M. H. Stuckwisch, WSOY,
Decatur

Indiana Broadcasters Association

c/o Executive Secretary

307 N. Pennsylvania, Indianapolis

Meetings: 3 times a year

Elections: March

Members: 62 Radio; 16 TV

President.....Joseph Higgins, WTHI, Terre Haute

Vice Pres. (AM)....Dee Coe, WWCA, Gary

Vice Pres. (FM).....Elmer Sulzer, WFIU, Bloomington

Vice Pres. (TV)....Neal Welch, WSBT-TV, South Bend

Secy., Treas.....E. Berry Smith, WFIE-TV, Evansville

Exec. Secy.....Mrs. Helen B. Huber, WIRE, Indianapolis

Asst. Treas....Ron Ross, WPTA, Fort Wayne

Directors.....Eldon Campbell, WFBM, Indianapolis; Robert McConnell, WISH, Indianapolis; John Atkinson, WHBU, Anderson; Jack Douglas, WCSI, Columbus;

E. M. Jackson, WCNB, Connersville; Wm. C. Fowler, WBAT, Marion; Joseph Ed-

wards, WAMW, Washington

Iowa Broadcasters Association

c/o President or Secy.-Treas.

Meeting: Annual

Elections: Annual

Members: 46

President..Paul A. Loyet, WHO & WHO-TV, Des Moines

Vice Pres.....Kenneth L. Hastie, WMT, Cedar Rapids

Exec. Secy.....James Duncan, Drake University, Des Moines

Sect. Treas....Robert W. Erickson, KOKX, Keokuk

Directors.....Ernie Sanders, WOC, Davenport; Gene Clausen, KXIC, Iowa City;

Oscar Grau, KAYL, Storm Lake; Don Sullivan, KVTV, Sioux City; George Volger, KWPC, Muscatine

Kansas Association of Radio Broadcasters

c/o President

Meetings: May

Elections: May

Members: 45

President.....Tom Bashaw, KFH, Wichita

Vice Pres.....Thad Sandstrom, WIBW, Topeka

Secy. Treas....Jim Platt, KBTO, El Dorado

STATE BROADCASTERS ASSOCIATIONS

Kentucky Broadcasters Association

c/o J. W. Betts, Sec.-Treas.
WFTM, Maysville

Meetings: October and March
Elections: October
Members: 55

President. . . . J. Francke Fox, WHLN, Harlan
First Vice Pres. . . . Donald J. Horton, WVLK,
Lexington
2nd Vice Pres. . . . Jim Caldwell, WAVE,
Louisville
Secy. Treas. . . . J. W. Betts, WFTM, Maysville
Exec. Comm. . . . Al Temple, WKET, Bowling
Green; Bill Whitaker, WMOR, Morehead;
Katherine Peden, WHOP, Hopkinsville

Louisiana Association of Broadcasters

608 Fidelity Bldg., Baton Rouge, La.

Meetings: September
Elections: September
Members: 75

President. . . . Tom Pears, KVOL, Lafayette
Radio Vice Pres. . . . Hillman Bailey, KNOC,
Natchitoches
TV Vice Pres. . . . Tom Gibbens, WAFB-TV,
Baton Rouge
Treasurer. . . . Si Willing, KMAR, Winnsboro
Exec. Secy. . . . Rolfe McCollister, 608 Fidelity
Bank Bldg., Baton Rouge.

Maine Assoc. of Broadcasters

c/o Secretary-Treasurer

Meetings: Annual (November)
Elections: November
Members: 28 Radio; 6 TV

President. . . . Elby Stevens, WFST, Caribou
Vice Pres. . . . Walter Dixon, WABI, Bangor
Secy.-Treas. . . . Norman G. Gallant, WFAU,
Augusta

Maryland-D. C. Broadcasters Association

c/o President or Secy.-Treas.

Meetings: June and October
Elections: October
Members: 34 Active; 44 Assoc.

President. . . . Jason Pate, WASA,
Havre de Grace
Vice Pres. . . . Lloyd Dennis, WTOP,
Washington, D. C.
Secy. Treas. . . . Robert B. Jones, Jr., WFBR,
Baltimore

Massachusetts Broadcasters Association, Inc.

c/o President

Meetings: Annual
Elections: Annual
Members: 36

President. . . . Herbert L. Krueger, WTAG,
Worcester
Vice Pres. . . . Thomas Y. Gorman, WEEL,
Boston
Treasurer. . . . Richard Adams, WKOX,
Framingham
Secretary. Otto Arnold, WBSM, New Bedford

Michigan Association of Broadcasters

c/o Executive Secretary

Meetings: February-September
Elections: September
Members: 79 Active, 22 Associate

President. . . . Elmer A. Knopf, WFDF, Flint
Vice Pres. . . . John Pomeroy, WILX-TV,
Jackson
Secy. Treas. . . . James R. Sumbler, WMTE,
Mahistee
Exec. Secy. . . . Robt. J. Coleman, 453
Rosewood, E. Lansing
Directors. . . . James Sumbler, WMTE,
Manistee, Don DeGroot, WWJ, Detroit,
Gene Ellerman, WWTV, Cadillac, Paul J.
Haller, WELL, Battle Creek

Minnesota Broadcasters Association

c/o Secretary-Treasurer
50 South Ninth St., Minneapolis

Meetings: Board, bi-annually; spec. mtgs.
subj. to call by President
Elections: Annually
Members: 53 Active, 4 Associate

President. . . Robt. DeHaven, KYSM, Mankato
Vice Pres. . . . James Hambacher, KBUN,
Bemidji
Secy., Treas. . . . Sherman Headley, WCCO-
TV, Minneapolis

Mississippi Broadcasters Association

c/o President or Secy.-Treas.

Meetings: April & September
Elections: Spring meeting
Members: 59

President. . . . Joe Carson, WOKK, Meridian
Vice Pres. . . . Harold B. McCarley, WBLE,
Batesville
Secy. Treas. . . . C. H. Quick, WSUH, Oxford
Exec. Secy. . . . Duncan Whiteside, Box 5,
University

STATE BROADCASTERS ASSOCIATIONS

Missouri Broadcasters Association

c/o Executive Secretary

Meetings: Spring & Fall
Elections: Fall
Members: 76
President Clarence Breazeal, KCMO, Kansas City
Vice Pres..... Robert Hyland, KMOX, St. Louis
Secy.-Treas..... Harold Douglas, KMMO, Marshall
Exec. Secy..... Eugenia Collins, WEW, St. Louis
Directors.... Bruce Barrington, Don Daily, F. L. Donze, Bob Hyland

Montana Broadcasters Association

c/o President

Meetings: May
Elections: Annual
Members: 25
President..... Mrs. Charlotte Brader, KOJM, Havre
Vice Pres..... Robert Warner, KMON, Great Falls
Secy. Treas..... Dale Moore, KCAP, Helena

Nebraska Broadcasters Association

c/o Secy. Treas.

c/o KFOR, Lincoln, Nebraska

Mtgs., Election: May 14-15
Members: 34
President... Jack Gilbert, KHOL-TV, Kearney
Vice Pres..... Harry Peck, KODY, North Platte
Secy.-Treas.... Dick Chapin, KFOR, Lincoln

New Hampshire Association of Broadcasters, Inc.

c/o President or Secretary

Meetings: October
Elections: October
Members: 10
President... Frank B. Estes, WKXL, Concord
Vice Pres..... Bernie Mack, WGIR, Manchester
Secy., Treas..... Bill Visser, WLNH, Laconia

New Jersey Broadcasters Association

c/o Secy. Treas.

Meetings: Semi-annually
Elections: October
Members: 28

President..... Frank Matrangola, WCMC, Wildwood
Vice Pres.... Robert Gessner, WNNJ, Newton
Secy. Treas..... Howard Green, WOND, Pleasantville
Exec. Committee.... Gordon Giffen, WKDN, Camden; Everett Rudloff, WJKL, Asbury Park; Paul Alger, WSNJ, Bridgeton; Richard Hardin, WBUD, Trenton, N. J.

New Mexico Broadcasters Association

c/o President

Meetings: April & August
Elections: April
Members: 28 Active; 4 Assoc.
Pres..... Ivan Head, KVSF, Santa Fe
Vice Pres. Virgil Parker, KRSN, Los Alamos
Secy. Treas..... Dave Button, KMIN, Grants

New York State Association of Radio and Television Broadcasters

Address: c/o President or Secretary

Meetings: March
Elections: March
Members: 100
President..... George Dunham, WBNF, Binghamton
1st Vice-Pres..... Paul Adanti, WHEN-AM-TV, Syracuse
2nd Vice Pres..... Gunnar Wiig, WROC, Rochester
Secretary..... Elliott Stewart, WIBX, Utica
Treasurer..... Harry Trenner, WBNY, Buffalo

North Carolina Association of Broadcasters Inc.

c/o Secretary-Treasurer

Meetings: Spring & Fall
Elections: October
Members: 117
Pres..... Robert R. Hilker, WCGC, Belmont
V.P. Radio... Richard H. Dunlea, Jr., WMFD, Wilmington
V.P.-TV.... Floyd Fletcher, WTVD, Durham
Secy., Treas..... Cecil B. Hoskins, WWNC, Asheville

North Dakota Broadcasters Association

c/o Secretary-Treasurer, Box 232, Minot

Meetings: September
Elections: September
Members: 19 Radio, 10 TV, 5 Associate
President..... John W. Boler, KXGO, Fargo
Vice Pres.... Dick Johnson, KBOM, Bismarck
Secy.-Treas..... Les Maupin, KPLM, Minot

Ohio Association of Broadcasters

c/o Secy. Treas.

Meetings: Spring & Fall
Elections: Fall meeting
Members: 86
Pres.....Tom Rogers, WCLT, Newark
Vice Pres. (Radio)....Gene Trace, WBBW,
Youngstown
Vice Pres. (TV)....Bob Mack, WIMA, Lima
Secy., Treas.....Carlton Dargusch, Jr.
218 E. State St., Columbus

Oklahoma Broadcasters' Association

Box 542, Norman, Okla.

Meetings: January and August
Elections: January
Members: 49
President...Tom Johnson, KTOK, Oklahoma
City
Vice Pres.....Ray Van Hooser, KNED,
McAlester
Secy., Treas.....Wm. S. Morgan, KNOR,
Norman
Board of Directors.....Pat Murphy, KCRC,
Enid, J. R. Bellatti, KSPI, Stillwater, John
Mahoney, KVIN, Vinita, Jack Pink,
KWCO, Chickasha, Ron Wheeler, KTAT,
Frederick, Bob Hotli, KAKC, Tulsa, John
Gray, KGYN, Guymon

Oregon Association of Broadcasters

c/o Robert Monaghan, Box 5025, Eugene

Meetings: November & April
Elections: April
Members: 47 Radio; 7 TV; 4 Assoc.
President.....Ray Johnson, KMED, Medford
Vice Pres.....Gordon Capps, KSRV, Ontario
Secy. Treas.....Frank Coffin, KOIN-TV,
Portland
General Mgr.....Robert Monaghan

Pennsylvania Association of Broadcasters

c/o President

Meetings: May
Elections: May
Members: 110 Active; 30 Assoc.
Pres.....Cecil Woodland, WEJL, Scranton
1st Vice Pres.....Milton Bergstein, WMAJ,
State College
2nd V.P..Thomas Metzger, WMRF, Lewiston
Exec. Secy.....Miss Kaye Witmer, Box 606,
Harrisburg
Treas.....J. Robt. Gulick, WGAL, Lancaster
Sect.....Robert R. Williams, WHLM,
Bloomsburg

Puerto Rican Association of Broadcasters

c/o President

Meetings: July & as called
Elections: July
Members: 20
President.....Ventura Lamas, Jr., WKAQ,
San Juan
Vice Pres.....Nabal Barreto, WCMN,
Arecibo
Secretary....Charlie Cordero, WLEO, Ponce
Treasurer.....Julio Morales, WKYN,
Rio Piedras
Exec. Secy.....Roberto Bocanegra, P. O. Box
10144, Santruce

Rhode Island Broadcasters Association

c/o WADK, Newport, R. I.

Meetings: Quarterly
Elections: June
Members: 15
Pres.....Milton E. Mitler, WADK, Newport
Vice-Pres.....Edward Bogoshian, WJAR,
Providence
Secy.-Treas..Zel Levin, WWON, Woonsocket

South Carolina Broadcasters Association

c/o Secretary-Treasurer

Meetings: January & Summer
Elections: January
Members: 59 Radio; 6 TV
President....Edward L. B. Osborne, WBCU,
Union
Vice Pres.....Louis M. Neale, Jr.,
WBEU, Beaufort
Secy.-Treas....T. Doug Youngblood, WFIG,
Sumter
Directors.....John T. Cashion, WGCD,
Chester; Frank Harden, WIS, Columbia;
H. M. McElveen, WNOK-TV, Columbia;
John Davenport, WESC, Greenville; and
Osborne, Neale and Youngblood.

South Dakota Broadcasters Association

c/o President or Secy.-Treas.

Meetings: Annual
Elections: Annual
Members: 15
President.....Donald D. Sullivan, WNAX,
Yankton
Vice Pres....Bill Johnson, KYNT, Yankton
Secy., Treas....Jas. Slack, KUSD, Vermillion

Tennessee Association of Broadcasters

c/o Exec. Secy.

STATE BROADCASTERS ASSOCIATIONS

Univ. Tennessee, Knoxville, Tenn.
Meetings: November
Elections: November
Members: 68 Active; 3 Assoc.
President.....Charles B. Brakefield, WREC,
Memphis
Vice Pres.....Charles W. Brewer, WHIN,
Gallatin
Secy., Treas.....Stan Torgerson, WMC,
Memphis
Exec. Secy.....Kenneth Wright, 14 Ayres
Hall, University of Tenn., Knoxville

Texas Association of Broadcasters

c/o Exec. Secy.
1004 International Life Bldg., Austin, Tex.
Meetings: Semi-annual
Elections: Fall
Members: 173
President...Joe Leonard, KGAF, Gainesville
Vice Pres...Jim Hairgrove, KBRZ, Freeport
Secy. Treas...Gene Hendryx, KVLF, Alpine
Exec. Secy.....Bonner McLane
Directors.....Al Johnson, Leo Hackney,
Marshall Formby, Charles Jordan, Wendell
Mayes, Jack Roth

Utah Broadcasters Association

c/o President
1393 N. Main St., Logan, Utah
Meetings: Annual
Elections: Annual
Members: 15
President.....Reed Bullen, KVNU, Logan
Vice Pres.....Kenneth J. Hanni, KCPX
Salt Lake City
Secy.-Treas....Arch G. Webb, KVOG, Ogden

Vermont Association of Broadcasters

c/o President
Meetings: June
Elections: June
Members: 14
President.....Carlo F. Zezza, WCFR,
Springfield
Vice Pres.....Craig S. Parker, WDEV,
Waterbury
Treas.....Daniel B. Ruggles, WSKI,
Montpelier
Sect.....Andrew S. Ball, WCAX, Burlington

Virginia Association of Broadcasters

c/o Secretary-Treasurer
Meetings: June
Elections: June
Members: 64 Active; 9 Assoc.

President.....Thomas P. Chisman,
WVEC AM-TV, Hampton
Vice Pres.....Robert C. Walker, WCHV,
Charlottesville
Secy. Treas.....N. Wilber Kidd, WAYB,
Waynesboro
Leg. Chairman.....C. T. Lucy, WRVA,
Richmond

Washington State Association of Broadcasters

c/o Mgr. Dir.
White-Henry-Stuart Bldg., Seattle
Meetings: April and October
Elections: April
Members: 53 Radio; 11 TV; 6 Assoc.
President.....James W. Wallace, KPQ,
Wenatchee
Vice-Pres....W. W. Warren, KOMO-AM-TV,
Seattle
Secy.-Treas...Allen Miller, KWSC, Pullman
Mng. Dir., Counsel.....Ronald A. Murphy

West Virginia Broadcasters Association

c/o President or Secy.-Treas.
Meetings: Spring and fall
Elections: Spring
Members: 44
Pres.....C. Leslie Golliday, WEPM,
Martinsburg
Vice Pres.....John Shott, WHIS, Bluefield
Secy. Treas.....A. W. Vickers, WOAY,
Oak Hill
Exec. Secy.....Mrs. Mary Sonis, 3615
Kanawha S. E., Charleston

Wisconsin Broadcasters Association

c/o President
Meetings: Jan.-June
Elections: January
Members: 48
President.....Mig Figi, WAUX, Waukesha
Vice-Pres....Donald Wirth, WNAM, Neenah
Sect.....Carl Kolata, WTTN,
Watertown
Treas...Richard Dudley, WSAU-TV, Wausau
Attorney.....Henry Buslee, 202 Monona
Ave., Madison

Wyoming Association of Broadcasters

c/o Secretary-Treasurer
Meetings: Annually
Elections: Annually
Members: 18
President.....Roy Marsh, KRAL, Rawlins
Vice Pres.....Mildred Ernest, KWRB-TV,
Thermopolis
Secy. Treas...Bob Berger, KTWO-TV, Casper

BROADCASTERS' PROMOTION ASSOCIATION, INC.

815 Superior Ave. N.E., Cleveland 14, Ohio

Phone: CH 1-0942

OFFICERS

President

Gene Godt

KYW-TV, Cleveland, O.

1st Vice-President

John Hurlbut

WFBM-TV, Indianapolis, Ind.

2nd Vice-President

Don Curran

KTVI, St. Louis, Mo.

DIRECTORS

James Bowermaster
WMT Stations
Cedar Rapids, Ia.

Dean Faulkner
KOA-TV, Denver, Colo.

Robert Freeland
KOTV, Tulsa, Okla.

Chuck Olson
WITI-TV, Milwaukee, Wisc.

Janet Byers
KYW, Cleveland, O.

Harvey M. Clarke
CFPL Radio
London, Ont.

Austin Heywood
KNXT, Los Angeles, Calif.

L. Walton Smith
WROC-TV, Rochester, N. Y.

Robert B. Cheyne
WHDH, Boston, Mass.

Ken McClure
KFSD-TV, San Diego, Calif.

Dorothy Sanders
WLW-D, Dayton, O.

Mike Schaffer
WAVY-TV, Portsmouth, Va.

Charles Wilson
WGN, Inc., Chicago, Ill.

ROSTER OF VOTING MEMBERS

ALABAMA

Whatley, Jim
WRFS, Alexander City
Chenoweth, James B.
WAPI & WABT,
Birmingham

ARIZONA

Hill, Milt Dean
KOOL AM-TV, Phoenix

ARKANSAS

Huey, Harry
Box 825, Ft. Smith

CALIFORNIA

Ireton, Margaret
KERO-TV, Bakersfield
Hovore, Franklin T.
KRCA, Hollywood

Heywood, Austin

KNXT, Los Angeles
Hillman, Philmour B.
KNX-CBS, Los Angeles
Nashick, E. Robert
KTLA-TV, Los Angeles
Nelson, Robert L.
KHJ-TV, Los Angeles
Bachman, Monas S.
KXTV, Sacramento
Jackson, Parker H.
KFMB-TV, San Diego
Christensen, A. H.
KPIX, San Francisco
Clark Evelyn
KCBS, San Francisco
Rodman, George T.
KGO-TV, San Francisco
Norton, Mrs. Margaret
KNTV, San Jose

COLORADO

Taft, Harold
KBTB, Denver
Faulkner, Dean
KOA-TV, Denver
Atteberry, Ellis
KCOL, Fort Collins
Seaney, Jim
KLZ-TV, Denver

CONNECTICUT

Gallagher, Peter F.
WNHC-TV, New Haven
Wry, Howard V.
WKNB, W. Hartford

DISTRICT OF COLUMBIA

Adams, Robert M.
WTOP-TV, Washington

BROADCASTERS' PROMOTION ASSOCIATION, INC. 

Meeks, Haywood
WMAI-TV,
Washington, D. C.
McCawley, Ralph R.
WRC-TV, Washington
Roberts, Edwin A.
WTOP, Washington
Wilson, Jo, Miss
WWDC, Inc.,
Washington 6, D. C.

FLORIDA

Maitlen, D. J.
WESH-TV,
Daytona Beach
Amyx, Andy
WFGA-TV, Jacksonville
Mahaffey, Tom W.
WJXT, Jacksonville
Arden, Jon E.
WCKT, Miami
Kelly, John J.
Storer Bcstg
Miami Beach
Elber, Samuel
WGBS, Miami Beach
Toppan, Burt
WTVJ, Miami
Taggart, Byron
WFLA & WFLA-TV
Tampa

GEORGIA

Paschall, Walter G.
WSB, WSB-TV, Atlanta
Ned Jay
WAGA-TV, Atlanta
Gewinner, Holt, Jr.
WSB-TV, Atlanta
Andrews, Joe
WMAZ-TV, Macon
Jenkins, George
WRBL, Columbus
Cook, George B.
WGAF, Valdosta

IDAHO

Winters, Evelyn
KIDO, Boise

ILLINOIS

Hanlon, James G.
WGN, Chicago
Haviland, Thomas E.
WCFL, Chicago
Peterson, Edwin R.
Keystone Bcstg Co.,
Chicago
Wiedenkiller, L. O.
WTVP, Decatur
Biggar, Geo. C.
WLBK, De Kalb
Henry, Elliott, W., Jr.
ABC-WBKB, Chicago
Hohmann, William R.
WBBM-TV, Chicago

Keys, John M.
WMAQ-WNBQ, Chicago
Sack, Ronald L.
WLS, Inc., Chicago
Holland, John
WIND, Chicago
Hollembaek, Loren
WBBM, Chicago
Wilson, Charles A.
WGN, WGN-TV,
Chicago

Knapp, Albert E.
WEEK, WEEK-TV,
East Peoria
Sebastian, Charles
WTAQ, La Grange
Noyes, Stan
WOPA, Oak Park
Johnston, James
WMBD-TV, Peoria
Means, William
WICS, Springfield
Olson, Chuck
WREX-TV, Rockford
Darton, Heber E.
WHBF, WHBF-TV,
Rock Island

INDIANA

Lindsay, Paul A.
WOWO, Ft. Wayne
Frerk, Laurence
WPTA, Ft. Wayne
Keefe, Robert
WANE-TV, Fort Wayne
Schroeder, Wilson
WKJG-AM & TV,
Fort Wayne
Bidlock, Robert W.
WIBC, Indianapolis
March, Thomas B.
WWCA, Gary
Hurlbut, John F.
WFBM, WFBM-TV,
Indianapolis
Wilson, H. Keith
WTTV, Indianapolis
Reisinger, Ray
WISH, WISH-TV,
Indianapolis
Gassensmith, Skip
WSBT-TV, South Bend

IOWA

Bowermaster, James H.
WMT Stations,
Cedar Rapids
Upp, Richard W.
WOC-TV, Davenport
Cornils, Wayne C.
KPIG, Cedar Rapids
De Vine, Ric
KRNT-TV, Des Moines
Schambow, John L.
KVTU, Sioux City

KANSAS

Larsen, M. Dale
KTVH, Wichita

KENTUCKY

Harman, Glenn A.
WINN, Louisville
Loader, William F.
WHAS, Inc., Louisville

LOUISIANA

Annenberg, Marion
WDSU, WDSU-TV,
New Orleans
Lyte, Box
WWL-TV, New Orleans
Grant, Jean
KSLA-TV, Shreveport
Briggs, James T.
KWKH, Shreveport

MAINE

Couture, Faust
WCOV, Lewiston
Joyce, Robert M.
WMTW, Poland Spgs.
Pitman, Linwood T.
WCSH-AM & TV,
Portland
Stone, Melvin L.
WLOB, Portland

MARYLAND

Picha, Anton G.
WMAR-TV, Baltimore
Tinsley, Thomas G. Jr.
WITH, Baltimore
Vaden, H. Taylor
WJZ-TV, Baltimore
Werling, Rupe
WMAL, Bethesda
Hines, Henry F.
WBAL, WBAL-TV,
Baltimore
Roeder, Charles A.
WCBM, Baltimore

MASSACHUSETTS

Cheyne, Robert B.
WHDH, Boston
Colvin, W. B.
WBZ-TV, Boston
Williams, Jack
WBZ, Boston

MICHIGAN

Edell, Robert
WJBK-TV, Detroit
Kirvan, Bud
WXYZ, Inc., Detroit
Kyker, A. Glenn
WWJ, WWJ-TV, Detroit
Levinson, H. Y.
WCAR, Detroit

BROADCASTERS' PROMOTION ASSOCIATION, INC.

Grant, Clark
WOOD-TV,
Grand Rapids
Sumner, Thomas M.
WNEM-TV, Flint

MINNESOTA

Olson, Martin A.
WDSM, WDSM-TV,
Duluth
Le Masurier, Don
KDAL-TV, Duluth
Kaufman, Clayton
WCCO, Minneapolis
Cousins, Tom
WCCO-TV, Minneapolis
Ficker, William A.
WLOL, Minneapolis
Van Roo, Robert H.
WTCN-WTCH-TV
Minneapolis

MISSOURI

Harned, William
KODE, KODE-TV,
Joplin
Redmond, Joe
KMBC-KMBC-TV
Kansas City
Strawn, F. C.
KCMO, Kansas City
Woods, Jud
WDAF-WDAF-TV
Kansas City
Corrigan, John J.
KXOX, St. Louis
Curran, Don
KTVI, St. Louis
Koch, Alice, Mrs.
KMOX, St. Louis
Mueller, Fred J.
KSD, KSD-TV, St. Louis
Stanton, Tom
KMOX-TV, St. Louis
McKibben, William T.
Balaban Station,
St. Louis
Ruppe, Michael, Jr.
KWK, St. Louis

MONTANA

May, Conna G.
KOOK-AM and TV,
Billings
Nyberg, Gertrude C.
KGHL-TV, Billings
Craney, E. B.
KXLF, Butte

NEBRASKA

Wallick, Bud
KOLN-TV, Lincoln
Meier, Evans
WJAG, Norfolk
NEW YORK
Schweitzer, William A.
WEBR, Inc., Buffalo

Hellman, Gordon A.
Transcontinent TV
Corp., New York
Lannon, Mike
WRCA-TV, New York
Stahlberger, R. L.
WCBS, New York
Sullivan, R. J.
Corinthian Bestg., N. Y.
Linger, Dean D.
ABC TV, New York
Partridge, David E.
Westinghouse Bcstg.,
New York
Patt, Robert
WCBS-TV, New York
Roberts, Martin
NTA, New York
Smith, L. Walton
WROC-TV, Rochester
Garland, Arthur R.
WGY, Schenectady
Peel, Robert G.
WHEN-AM & TV,
Syracuse
Schlanger, Ruth
WKTU, Utica
NORTH CAROLINA

Ellis, Bill
WLOS-WLOS-TV
Asheville
Covington, J. Robert
WBT-WBTU, Charlotte
Scruggs, William M., Jr.
WSOC-WSOC-TV
Charlotte
Witherspoon, David H.
WRAL-TV, Raleigh
Mosier, David W.
WNCT, Greenville
White, Worth
WPTF-Radio, Raleigh
Barron, Richard
WSJS-TV,
Winston-Salem.

NORTH DAKOTA

Blackstead, Connie Miss
N. Dak. Bestg. Fargo
Pedersen, Roy C.
WDAY, WDAY-TV,
Fargo

OHIO

Elliot, Jean
WCUE, Akron
Fleming, R. M.
WCKY, Cincinnati
Schulte, Vera
WCPO-TV, Cincinnati
Byers, Janet
KYW, Cleveland
Davis, W. Gray
WHK, Cleveland
Mertens, Bud
WJW-TV, Cleveland

Roper, Peter
WERE, Cleveland
Godt, Gene
KYW-TV, Cleveland
Dorr, Jack
WBNS-TV, Columbus
Gay, Chuck
WHIO-TV & AM,
Dayton
Sanders, Dorothy
WLW-D, Dayton
Wilson, George
WSTV, Steubenville
Osborne, Deane D.
WSPD, Toledo
Fayer, Steve
WTOL-TV, Toledo

OKLAHOMA

Larkins, Charles E.
P.O. Box 1637
Muskogee
Sherry, Jack
WKY-TV,
Oklahoma City
Tjaden, Montez
KWTU, Oklahoma City
Freeland, Robert V.
KOTV, Tulsa

OREGON

Newton, Dick
KEX, Portland
PENNSYLVANIA
Woodland, Paul I.
WGAL, WGAL-TV,
Lancaster
Kiss, James M.
WPEN, Philadelphia
Birnbaum, Fred
WCAU, Philadelphia
Pryor, Robert N.
WCAU-TV,
Philadelphia
Krauss, Mitchell
WIP, Philadelphia
Babcock, William E.
WICU-WICU-TV, Erie
Dunne, John
WFBG-WFBG-TV
Philadelphia
Scheuer, John D., Jr.
Triangle Publications,
Inc., Philadelphia
Wiley, John P.
WRCV, WRCV-TV,
Philadelphia
Augustine, Caley E.
WIIC, Pittsburgh
Buzzelli, June L.
KDKA, Pittsburgh
Lewis, David N.
KDKA-TV, Pittsburgh
Chernin, Kenneth
Triangle Public.
Philadelphia

BROADCASTERS' PROMOTION ASSOCIATION, INC.

Stevenson, William J.
WRCV, Philadelphia
Winther, Donn
WFIL, Philadelphia
Sperry, George
WNEP-TV, Scranton
Paul, Dick
WBRE-TV
Wilkes-Barre
Holcomb, Douglas
WGBI & WDAU-TV,
Scranton

RHODE ISLAND

Kavanagh, Jack
WPRO-TV, Providence
Morton, Don
WEAN, Providence

SOUTH CAROLINA

Cureton, Thomas G.
WIS-TV, Columbia
Davenport, J.
WESE, Greenville
Adams, William A.
WSPA-TV
Spartanburg

SOUTH DAKOTA

Townsend, Jack
KELO, KELO-TV,
Sioux Falls

TENNESSEE

Roper, Gene
WHBQ-TV, Memphis
Cash, Charles H., Jr.
WSM-TV, Nashville
Jones, W. A.
WSIX, Nashville

TEXAS

Brazier, Roland
KGUL-TV, Houston
Cohlmia, Casey
WFAA-TV, Dallas
Sullivan, Edward A.
KSET, El Paso

Wygant, Phil
WBAP-WBAP-TV
Fort Worth
Collins, Ken
KXYZ, Houston
Harriss, Kirt
KPRC, KPRC-TV,
Houston
Shipley, W. H.
KDUB, Lubbock
McClure, Ken
KENS-TV, San Antonio
Yancy, Bill N.
WOAI-TV, San Antonio

VIRGINIA

Heyne, Donald G.
WINA, Charlottesville
Hydrick, Daniel E., Jr.
WGH, Norfolk, Va.
Schaffer, Mike
WAVY, WAVY-TV,
Portsmouth
Stone, John L., Jr.
WRVA-TV, Richmond
Evans, James W.
WTAR-WTAR-TV
Norfolk
McCollum, Thomas F.
WXEX-TV, Richmond

WASHINGTON

Blosl, Thomas L.
KIRO-KIRO-TV
Seattle
Devon, Don
KIMA, KIMA-TV,
Yakima

WEST VIRGINIA

Greenwood, George
WSAZ, Inc., Huntington
Knight, James H.
WTRF-TV, Wheeling
Meagle, Howard W.
WWVA, Wheeling

WISCONSIN

Moran, Robert O.
WBEL, Beloit

Meister, Robert
WBAY, WBAY-TV,
Green Bay
Anderson, Leonard G.
WKBH-WKBT,
La Crosse
Barnes, Art
WISN, WISN-TV,
Milwaukee
Bolger, Thomas E.
WSAU-WSAU-TV
Wausau
Cohen, Joella Miss
WFRV, Green Bay
Olson, Chuck
WITI-TV, Milwaukee
Turet, Lawrence
WXIX, Milwaukee
Wallace, Bruce
WTMJ-WTMJ-TV,
Milwaukee

CANADA

Mannix B.
CFAC, Calgary, Alberta
Love, Jas. A.
CFCN, Calgary
Kilby, T. Acton
CKWX, Vancouver
Allen, William S.
CJVI, Victoria, B. C.
Walker, Gordon N.
CKRC, Winnipeg, Man.
Clark, Harvey M.
CFPL, London, Ontario
Freeman, Marvin M.
CKX, Brandon, Man.
Tweedie, P. A.
CFCF, Montreal
Wall, Don
CKGM, Montreal
Gardi, Frank J.
CJIC-TV,
Sault Ste. Marie, Ont.
Goodman, J. C.
CJGX, Yorkton, Sask.
Marsden, Kenneth C.
CFRB, Toronto, Ontario.

ROSTER OF AFFILIATE MEMBERS

Anthony, Ted
WJW-TV, Cleveland
Daly, Thomas
CFPL-TV, London, Ont.
Lurie, Louise
WBBM-TV, Chicago
Paradis, George
WECH-TV,
Portland, Me.
Downing, Bert
KYW, Cleveland
Gerity, James, Jr.
WNEM-TV, Flint, Mich.
Hansen, Bob
WCCO-TV, Minneapolis

Henderson, C. George
WSOC, Charlotte, N. C.
Rogers, John
WBBM-CBS, Chicago
Gohring, R. A.
WNEM, Flint, Mich.
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Pinney, Richard D.
WMT, WMT-TV, Cedar
Rapids, Iowa
Marx, Dorothy Mrs.
Balaban Stations
St. Louis, Mo.

Gallagher, Robert R.
WCBS, New York
Vitale, Raymond
WCBS, New York
Larrison, Hovey
WHEN-WHEN-TV
Syracuse
Dillon, John P.
WBTV, Charlotte
Duperrault, Doug
WTAR-WTAR-TV
Norfolk, Va.
Curran, Don
KTVI, St. Louis, Mo.
Gzebb, L.
CKRC, Winnipeg

Stations In Major Markets Offering Advertisers In-Store Displays

This compilation, a four-month project, has been completed by the media merchandising division of BBDO's marketing department. It is the third annual survey of Radio and Television stations which offer in-store display space to their advertisers. The full report lists 185 Radio and 81 Television stations in major markets whose merchandising plans include supermarket display space for their advertisers. The survey was organized and executed under the direction of Louis Kruh, head of the media merchandising division, and Paul Freyd, vice president in charge of marketing at BBDO.

Radio Stations

ALABAMA

*WJLD—Birmingham
WBRC—Birmingham

ARIZONA

KOOL—Phoenix
KOY—Phoenix
KCNA—Tucson

CALIFORNIA

KAFY—Bakersfield
KMAP—Bakersfield
KPAY—Chico
KARM—Fresno
KFRE—Fresno
KDAY—Hollywood
KABC—Los Angeles
KHJ—Los Angeles
KNX—Los Angeles
KRCA—Los Angeles
KFIV—Modesto
KIDD—Monterey
KVIP—Redding
KPAY—Sacramento
KCRA—Sacramento
KROY—Sacramento
KITO—San Bernardino
KCBQ—San Diego
KSFJ—San Diego
KCBS—San Francisco
KFRC—San Francisco
KGO—San Francisco
KJBS—San Francisco
KNBC—San Francisco
KOBV—San Francisco
KYA—San Francisco
KXRJ—San Jose

* Negro Programming

KSRO—Santa Rosa
KWG—Stockton

COLORADO

KMYR—Denver

CONNECTICUT

WNHC—New Haven

DIST. OF COLUMBIA

WTOP—Washington
WWDC-FM—Washington

FLORIDA

*WOBS—Jacksonville
WGBS—Miami
WINZ—Miami
WALT—Tampa

GEORGIA

WPLO—Atlanta
WAKE—Atlanta
WAOK—Atlanta
*WERD—Atlanta
WQXI—Atlanta

HAWAII

KGU—Honolulu

ILLINOIS

WBBM—Chicago
WGN—Chicago
WMAQ—Chicago

INDIANA

WANE—Fort Wayne
WIBC—Indianapolis
WJVA—South Bend

IN-STORE DISPLAYS

IOWA

WHO—Des Moines

KENTUCKY

WFKY—Frankfort

WVLK—Lexington

WAKY—Louisville

LOUISIANA

WLCS—Baton Rouge

*WXOK—Baton Rouge

*KAOK—Lake Charles

WBOK—New Orleans

WNOE—New Orleans

WSMB—New Orleans

WWL—New Orleans

KJOE—Shreveport

MAINE

WPOR—Portland

WAGM—Presque Isle

MARYLAND

WBAL—Baltimore

*WEBB—Baltimore

WITH—Baltimore

MASSACHUSETTS

WEEI—Boston

WAAB—Worcester

MICHIGAN

WKMJ—Dearborn

WJBK—Detroit

WXYZ—Detroit

WOOD—Grand Rapids

MINNESOTA

WMFG—Hibbing

KSTP—Minneapolis

WCCO—Minn.-St. Paul

WHLB—Virginia

MISSISSIPPI

WDJX—Jackson

WLBT—Jackson

WOKJ—Jackson

MISSOURI

KCMO—Kansas City

KMBC—Kansas City

KPRS—Kansas City

KMOX—St. Louis

KSW—St. Louis

KWK—St. Louis

KXOK—St. Louis

MONTANA

KBOW—Butte

KFBB—Great Falls

NEW JERSEY

WTTM—Trenton

NEW YORK

WROW—Albany

WNBF—Binghamton

WBNY—Buffalo

WGR—Buffalo

WTKO—Ithaca

WABC—New York

WCBS—New York

WLIB—New York

WINS—New York

WMGM—New York

WOR—New York

WADO—New York

WRCA—New York

*WWRL—New York

WBBF—Rochester

WHEC—Rochester

WHEN—Syracuse

WSYR—Syracuse

NORTH CAROLINA

WBT—Charlotte

WPET—Greensboro

WKIX—Raleigh

WTOB—Winston-Salem

NORTH DAKOTA

WDAY—Fargo

OHIO

WCUE—Akron

WCMW—Canton

WKRC—Cincinnati

WLW—Cincinnati

KYW—Cleveland

WERE—Cleveland

WGAR—Cleveland

WJW—Cleveland

WTVN—Columbus

WSPD—Toledo

WBBW—Youngstown

WFMJ—Youngstown

WKBN—Youngstown

OREGON

KGW—Portland
KWJJ—Portland

PENNSYLVANIA

WFBG—Altoona
WEST—Easton
WJET—Erie
WCMB—Harrisburg
WHGB—Harrisburg
WKBO—Harrisburg
WGAL—Lancaster
WLAN—Lancaster
WCAU—Philadelphia
*WDAS—Philadelphia
WFIL—Philadelphia
*WHAT—Philadelphia
WIBG—Philadelphia
WIBG-FM—Philadelphia
WIP—Philadelphia
WPEN—Philadelphia
WPEN-FM—Philadelphia
WRCV—Philadelphia
WCAI—Pittsburgh
WHUM—Redding
WRAW—Redding
WORK—York

RHODE ISLAND

WEAN—Providence
WJAR—Providence

SOUTH CAROLINA

WIS—Columbia
WMSC—Columbia

TENNESSEE

*WMFS—Chattanooga
*WLOK—Memphis

ARIZONA

KOOL-TV—Phoenix

CALIFORNIA

KMJ-TV—Fresno
KCOP-TV—Hollywood
KABC-TV—Los Angeles
KHJ-TV—Los Angeles
KRCA-TV—Los Angeles
KTTV—Los Angeles
KGO-TV—San Francisco
KRON-TV—San Francisco

TEXAS

KGNC—Amarillo
KLIF—Dallas
WFAA—Dallas
KROD—El Paso
KSET—El Paso
XELO—El Paso
KTHT—Houston
KTRH—Houston
*KYOK—Houston
KDAV—Lubbock
KFYO—Lubbock
KCOR—San Antonio

UTAH

KSL—Salt Lake City

VIRGINIA

WSVA—Harrisonburg
WAVY—Norfolk
WGH—Norfolk
WLEE—Richmond
WRVA—Richmond
WDBJ—Roanoke

WASHINGTON

KWIQ—Moses Lake
KAYO—Seattle
KXLY—Spokane

WEST VIRGINIA

WCHS—Charleston
WHLL—Wheeling

WISCONSIN

WOKY—Milwaukee

TELEVISION

COLORADO

KBTB—Denver

CONNECTICUT


WHNC-TV—New Haven
WATR-TV—Waterbury

FLORIDA

WESH-TV—Daytona Beach

GEORGIA

WLW-A-TV—Atlanta

IN-STORE DISPLAYS 

IDAHO

KIDO-TV—Boise

ILLINOIS

WBKB-TV—Chicago

WGN-TV—Chicago

INDIANA

WEHT-TV—Evansville

WTVW-TV—Evansville

WANE-TV—Fort Wayne

WLW-I—Indianapolis

LOUISIANA

KNOE-TV—Monroe

WDSU-TV—New Orleans

KTBS-TV—Shreveport

MAINE

WAGM-TV—Presque Isle

MASSACHUSETTS

WWRP-TV—Greenfield

WHYN-TV—Springfield

WWLP-TV—Springfield

MICHIGAN

CKLW-TV—Detroit

WJBK-TV—Detroit

WXYZ-TV—Detroit

MINNESOTA

WDSM-TV—Duluth

KSTP-TV—Minneapolis

WCCO-TV—Minneapolis

MISSISSIPPI

WLBT-TV—Jackson

MISSOURI

KODE-TV—Joplin

KCMO-TV—Kansas City

KMBC-TV—Kansas City

NEVADA

KLAS-TV—Las Vegas

NEW MEXICO

KOAT-TV—Albuquerque

NEW YORK

WNBF-TV—Binghamton

WGR-TV—Buffalo

WABD-TV—New York

WNTA-TV—New York

WOR-TV—New York

WHEN-TV—Syracuse

NORTH CAROLINA

WSOC-TV—Charlotte

WTOB-TV—Winston-Salem

NORTH DAKOTA

KFYR-TV—Bismarck

WDAY-TV—Fargo

OHIO

WKRC-TV—Cincinnati

WLW-TV—Cincinnati

WSTV—Steubenville

WKBN-TV—Youngstown

OREGON

KPTV-TV—Portland

PENNSYLVANIA

WFBG-TV—Altoona

WCMB-TV—Harrisburg

WTPA-TV—Harrisburg

WFIL-TV—Philadelphia

WNEP-TV—Scranton

WILK-TV—Wilkes-Barre

WSBA-TV—York

RHODE ISLAND

WJAR-TV—Providence

SOUTH CAROLINA

WUSN-TV—Charleston

WIS-TV—Columbia

TEXAS

KFDA-TV—Amarillo

KTRK-TV—Houston

KCOR-TV—San Antonio

UTAH

KUTV-TV—Salt Lake City

VIRGINIA

WAVY-TV—Norfolk

WXEX-TV—Richmond

WDBJ-TV—Roanoke

WASHINGTON

KING-TV—Seattle

KXLY-TV—Spokane

WEST VIRGINIA

WCHS-TV—Charleston

WBOY-TV—Clarksburg

WTRF-TV—Wheeling

WISCONSIN

WDSM-TV—Superior

WFRV-TV—Green Bay

WISN-TV—Milwaukee

PUERTO RICO

WAPA-TV—San Juan



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TELEVISION DAILY

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GROUP OWNED
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**BRANCH OFFICES
EXECUTIVE PERSONNEL
STATIONS COMPRISING GROUP**

1960

REGIONAL NETWORKS AND GROUP OWNED STATIONS

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NOrmandy 3-3311

V. P. West Div. James G. Riddell
Sales Mgr., Western Div. Vince Francis

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KLYD-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KPTV, Portland, Ore.; KNDO-TV, Yakima, Wash.; KOMO-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTW, Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KRDO, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KTVB-TV, Boise, Idaho; KXLF-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Mon-

tana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWO, Casper, Wyo.; KVIP, Redding, Calif.; KVIQ-TV, Eureka, Calif.; KOTI-TV, Klamath Falls, Ore.; KLIX-TV, Twin Falls, Id.; KWRB-TV, Riverton, Wyo.; KHVH-TV, Honolulu; KENI-TV, Anchorage, KFAR-TV, Fairbanks, Alaska.

ABC Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.

Phone: NOrmandy 3-3311

Western Sales Mgr. Harry Woodworth
Sales Service Mgr. Sheila Manes
Chief Engineer. Ralph Denechaud

STATIONS

KPMC, Bakersfield; KTIP, Porterville; KIBS, Bishop; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBK, Sacramento; KSYC, Yreka; KCKC, San Bernardino; KGB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KOMO, Seattle; KGA, Spokane; KIMA, Yakima; KEPR, Kennewick; KTEL, Walla Walla; KPQ, Wenatchee, KEDO, Long-

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General Offices: 595 Madison Avenue, New York, N. Y.

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SUPPLEMENTARY GROUP

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A-Buy in California Group

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Air Trails Network

121 N. Main St., Dayton 2, Ohio

Phone: Baldwin 2-3773

President Charles Sawyer
Exec. V.P. J. P. Williams
Vice Presidents Alex Buchan,
Ernest A. Gudridge, Victor Bushong

STATIONS

WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.; WEZI, Louisville, Ky.

Alaska Broadcasting System

1001 Tower Bldg., Seattle, Wash.

Phone: MAin 4-6333

General Manager Wm. J. Wagner
Representative Alaska Radio-TV Sales

STATIONS

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Allegheny Mountain Network

P. O. Box 88, c/o WBLF, Bellefonte, Pa.

Gen. Mgr. Cary H. Simpson

STATIONS

WKBI, St. Marys; WNBW, Wellsboro; WTRN, Tyrone; WFRM, Coudersport; WBLF, Bellefonte.

W. Gordon Allen Stations

c/o KGAY, P. O. Box 768, Salem, Ore.

STATIONS

KGAY, Salem; KGAL, Lebanon, both Ore.; KMAR, Winnsboro, La.

All Islands Radio Network

c/o Advertisers Bldg.

Station KGU, Honolulu, Hawaii

Manager William O. Paine

STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KHBC, Hilo.

American Colonial Broadcasting Stations

c/o WSUR-TV, 1000 Ponce de Leon Ave.,

Santurce, P.R.

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George Basil Anderson Stations

c/o KLIR, 6535 W. Jewell, Denver, Colo.

President G. B. Anderson

STATIONS

KLIR, Denver, Colo.; KJSK, Columbus, Neb.; KCLO, Leavenworth; KJRG, Newton, both Kan.

Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.

Phone: Highland 3779

Gen., Comm. Mgr. Elmo Mills
Sales Promotion Mgr. Harry McTigue
Program Director Art Grunewald
Publicity Director Jack Mills
Chief Engineer Dave Jordan

BRANCH OFFICE

P. O. Box 333, London, Ky., Elmo Mills, Gen. Mgr., Phone: Volunteer 4-2148; Representative, Harry McTigue.

STATIONS

WFTG, London, Ky.; WCPM, Cumberland, Ky.; WNRG, Grundy, Va.; WMNF, Richwood, W. Va.

Arizona Network

840 N. Central Ave., Phoenix, Ariz.

Phone: ALpine 8-8181

Pres., Gen. Mgr. John L. Hogg
Comm. Mgr. James W. Ross
Pro. Dir. Jack Williams
Chief. Eng. Edward R. Janney

STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KOY, Phoenix; KVOY, Yuma; KNOT, Prescott; KNOG, Nogales; KHFH, Sierra Vista; KAAA, Kingman; KWJB, Globe; KGLU, Safford.

Arkansas Network

1001 Spring St., Little Rock, Ark.

General Manager T. K. Barton

Commercial Mgr. Lee Bryant

STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Manager Walter C. Bridges

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing.

REGIONAL NETWORKS (=====)

Minn.: WHLB, Virginia, Minn.: WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

James D. Asher Stations

c/o WESX, Box 710, Salem, Mass.
 President.....J. D. Asher
 STATIONS

WESX, Salem; WGAW, Gardner, WJDA, Quincy.

Gene Auntry Stations

c/o KOOL, 511 W. Adams, Phoenix, Ariz.
 President.....Tom Chauncey
 STATIONS

KOOL, Phoenix; KOLD, Tucson, both Ariz.; KVI, Seattle, Wash.; KMPC, Los Angeles; KSFO, San Francisco.

Cy N. Bahakel Stations

c/o KXEL, P. O. Box 2395, Waterloo, Iowa
 President.....Cy N. Bahakel
 STATIONS

KXEL, Waterloo, Iowa; WABG-AM-TV, Greenwood, Miss.; WKOZ, Kosciusko, Miss.; WKIN, Kingsport, Tenn.; WRIS, Roanoke, Va.; WLBj, Bowling Green, Ky.; WWOD, Lynchburg, Va.

Balaban Stations

Broadcast House, St. Louis 8, Mo.
 Phone: OLive 2-4500

Exec. V.P. & Mgr. Dir.....John F. Box, Jr.
 Asst. to V.P.; Sales.....Stanley N. Kaplan
 Admin'stration.....William T. McKibben
 Admin. Asst.....Harriet Baker
 Program Director.....John Carney, Jr.
 Publicity Director.....Dorothy Marx
 Group Engineer.....David Sandine

BRANCH OFFICES

Radio Park, Dallas 18, Tex., Phone: DI 8-3800,
 Irene Runnels, Mgr.; Radio Park, Milwaukee 8,
 Wisc., Phone: GL 3-4130, Parker Daggett; Broad-
 cast House, St. Louis 8, Mo., Phone: OL 2-4500,
 Harriet Baker; 190 N. State St., Chicago, Ill.;
 Phone: FR 2-2262, Richard Balaban; 527 Mad-
 ison Ave., N. Y. 22; Phone: PL 9-7760, Lee Lahey;
 Leland Office Bldg., Springfield, Ill., Phone: LA
 8-0465, Milton Friedland; Inman Hotel, Cham-
 paign, Ill., Phone: FL 2-7673, Milton Friedland;
 WTVO-TV, N. Meridan Rd., Phone: 3-5413,
 Harold Froelich.

STATIONS

WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.;
 KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.;
 WICS-TV, Springfield, Ill.; WCHU-TV, Cham-
 pion, Ill.

W. W. Bankhead Stations

c/o WWWF, 505 Temple Ave., Fayette, Ala.
 President.....W. W. Bankhead
 STATIONS

WWWF, Fayette; WWWB, Jasper, WWWR,
 Russellville, all Ala.

The Bartell Family Radio Group

Box 105, Madison 1, Wisconsin
 Phone: CEdar 3-0733

President.....Gerald A. Bartell
 Managing Dir.....Lee Bartell

Chief Engineer.....Ralph Evans
 Program Director.....Al Heacock
 Publicity Director.....George Goldman

BRANCH OFFICES

Number One Nob Hill Circle, San Francisco
 2, Cal., (KYA) Morton J. Wagner, V.P., Gen.
 Mgr., Phone: DOuglas 2-2536; Seventh Ave. at
 Ash, San Diego 1, Cal. (KCBQ) Lee Bartell,
 Pres., Gen. Mgr., Phone: BELmont 2-7161; 3500
 N. Sherman Blvd., Milwaukee 16, Wis. (WOKY)
 Len Schindler, Mgr., Phone: HILLtop 2-0150;
 730 Fifth Ave., New York 19, N. Y., (WADO)
 Mel Bartell, Pres., Gen. Mgr., Phone: Circle
 5-7979.

STATIONS

WYDE, Birmingham, Ala.; KCBQ, San Diego,
 Calif.; WAKE, Atlanta, Ga.; WOKY, Milwau-
 kee, Wis.; KYA, San Francisco, California;
 WADO, New York, N. Y.

Bellinger-Townsend-Kemper Stations

c/o WVMC, P. O. Box 450, Mt. Carmel, Ill.
 President.....S. P. Bellinger
 STATIONS

WVMC, Mt. Carmel; WRAM, Monmouth;
 WIZZ, Streator, all Ill.; WAXX, Chippewa Falls,
 Wisc.

Better Music Broadcasters

c/o Broadcast Time Sales
 509 Madison Ave., New York, N. Y.

STATIONS

WAYE, Baltimore; WVNj, Newark; WJMJ,
 Philadelphia; WCRB, Boston; KIXL, Dallas;
 KGON, Portland, Me.; KADY, St. Louis, WZIP,
 Cincinnati; WVCG, Miami; WKYW, Louisville;
 KBUZ, Phoenix; WDOK, Cleveland.

BFR Stations

c/o KSO, 1910 Ingersoll Ave., Des Moines, Ia.
 President.....Larry Bentson
 STATIONS

KSO, Des Moines, Ia.; WLOL, Minneapolis,
 Minn.; KDLO-TV, Florence; KPLO-TV, Reliance;
 KELO-AM-TV, Sioux Falls, all S. D.

George W. Bingham Stations

c/o WGNy, Old Little Britain Rd.,
 Newburgh, N. Y.

STATIONS

WGNy, Newburgh; WSLB, Ogdensburg;
 WKIP, Poughkeepsie, all N. Y.

Black Hawk Broadcasting Stations

c/o KWWL, Insurance Bldg., Waterloo, Ia.
 President.....Ralph McElroy
 STATIONS

KWWL-AM-TV, Waterloo, Ia.; KMMT, Austin,
 Minn.

Blue Ridge Network

c/o WBAW, Jackson St., Barnwell, S. C.
 Representative.....Cannon
 STATIONS

WBAW, Barnwell; WSNW, Seneca; WABU,

Abbeville; WSSC, Sumter; WBHC, Hampton, all South Carolina; WLFA, Lafayette, Ga.

Booth Broadcasting Co.

700 Buhl Bldg., Detroit 26, Mich.
Phone: W0odward 2-0220

Bd. Chmn., Pres. John L. Booth
Vice President Thomas J. Warner
Gen. Managers R. W. Phillips (WSGW),
J. R. Fife (WBBC), G. Lasley (WIBM), J. Jeffrey
(WIOU), M. G. Creel (WJVA), S. Miller
(WTOD).
Program Director Edwin E. Nyy
Publicity Director Richard Desautel
Chief Engineer Edward H. Clark

STATIONS

WJLB, Detroit; WSGW, Saginaw; WBBC, Flint; WIBM, Jackson, all Michigan; WIOU, Kokomo, Ind.; WJVA, South Bend, Ind.; WTOD, Toledo, O.; WMZK-FM, Detroit, Mich.; WMKZ-FM, Jackson, Mich.; WTRT-FM, Toledo, O.

Charles B. Britt Stations

c/o WIRY, 301-03 Cornelia St., Plattsburgh, N. Y.
STATIONS

WIRY, Plattsburgh; WBAC, Cleveland, Tenn.; WJBS, Deland; WDSR, Lake City, both Fla.

Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.
Phone: Kenmore 6-0854

President James Murley
Program Director E. P. Gieringer
Merchandising Director F. P. Russell
Representative Weed

STATIONS

WHDH, Boston, Mass.; WCSH, Portland, Me.; WLBZ, Bangor, Me.; WJAR, Providence, R. I.; WTIC, Hartford, Conn.

Broadcasting Co. of the South Stations

c/o WSFA-TV, 10 E. Delano, Montgomery, Ala.
President B. C. Hipp

STATIONS

WSFA-TV, Montgomery; WIST, Charlotte, N. C.; WIS-AM-TV, Columbia, S. C.

Kenyon Brown Stations

Miami Hotel Bldg., Miami, Okla.
Phone: KI 2-3303

KGLC, Miami, Okla.

Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: Windsor 7-7675

Pres., Gen. Mgr. Les Biederman
Comm. Mgr. Robert Detwiler
Chief Engineer William H. Kiker

STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord; WTCM, Traverse City; WPBN-TV, Traverse City; WTOM-TV, Cheboygan, all Mich.

Burroughs-Randolph Stations

c/o KMUL, P. O. Box 1058, Muleshoe, Tex.
President J. Burroughs
STATIONS

KMUL, Muleshoe; KZUM, Farmington; KENM, Portales, both N. M.

Cactus Network

K.I.U.N. Radio & TV, Pecos, Tex.
Phone: PEcos 5-2497-8

President Barney Hubbs
Gen. Mgr., Pub. Dir. Bill Hubbs
Commercial Mgr. Cliff Sanderford
Sales Prom. Mgr. Dave Martin
Chief Engr. Harry Boehnemann
Program Dir. Bill Woodruff

BRANCH OFFICES

Alpine, Tex.; Gene Hendrix; Ft. Stockton, Tex.; Janes Parr; Cortez, Colo.; Jack Hawkins.

STATIONS

KIUN, Pecos; KFST, Ft. Stockton; KVLF, Alpine, all Tex.; KVFC, Cortez, Colo.

California Farm Network

2223 Fulton St., Berkeley 4, Cal.
Phone: TH 3-9600

Manager Milton L. Levy
Radio Director Al Tiffany

STATIONS

KFL, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo; KAFP, Petaluma; KLOK, San Jose, all Calif.

California Northern Group

c/o Station KSYC, Yreka, Calif.
Phone: Victor 2-4158

President D. M. Comstock
STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville.

California-Oregon TV Trio

Box 1021, Eureka, Calif.
Phone: Hillside 3-3123

Pres., Gen. Mgr. William B. Smullin
V.P., Sales Donald H. Telford
V.P., Engr. Edward A. Malone

BRANCH OFFICES

Box 1021, Eureka, Cal. (KIEM-TV) Ed Smith, Mgr., Phone: HI 3-3123; Box 1189, Medford, Ore. (KBES-TV) Jerry Poulos, Mgr., Phone: SP 3-4581; Box 732, Klamath Falls, Ore. (KOTI-TV) Walter Richartz, Mgr., Phone: TU 4-8131.

STATIONS

KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.

Capital Cities Television Corp.

65 East 55th St., New York 22, N. Y.
Phone: PLaza 2-1750

President Frank M. Smith
Gen. Mgrs., Radio R. Peebles, D. Weinig
V.P., Gen. Mgr. TV J. P. Dougherty

REGIONAL NETWORKS

V.P. Charge of Radio.....Michael Joseph
V.P., Chief Eng.....Daniel H. Smith

BRANCH OFFICES

Box 10, Albany 1, N. Y., Phone: Albany
3-2225, Thomas S. Murphy, V.P.; 24 Mason St.,
Providence, R. I., Phone: PLantations 1-9776,
J. P. Dougherty, Gen. Mgr.; Box 2009, Durham,
N. C.; Phone: 2-2111, Harmon L. Duncan, Floyd
Fletcher, V.P.'s.

STATIONS

WTEN-TV, WROW, both Albany, N. Y.;
WPRO-TV, AM, Providence, R. I.; WTVD Raleigh-
Durham, N. C.

Carolina Radio Group

Box 609, Durham, North Carolina
Phone: Durham 8-6129

General Manager.....H. Tom Morris
Representative.....Pearson

STATIONS

WTK, Durham; WFLB, Fayetteville, N. C.;
WKIX, Raleigh; WCEC, Rocky Mt.; WRRF,
Washington; WGNL, Wilmington; WBBB, Bur-
lington; WSOC, Charlotte; WGBG, Greensboro;
WIRC, Hickory; WSAT, Salisbury; WTOB, Win-
ston-Salem, all N. C.

Carolina Radio Network

c/o WVOT, P. O. Box 170, Wilson, N. C.

STATIONS

WVOT, Wilson; WIAM, Williamston; WCPS,
Tarboro; WEEE, Rocky Mount; WRCS, Ahoskie;
WELS, Kinston; WRRZ, Clinton; WGBR, Golds-
boro; WGTC, Greenville; WRRF, Washington;
WHNC, Henderson; WMPM, Smithfield.

Cascade Broadcasting Co.*

P.O. Box 702, Yakima, Washington
Phone: GLencourt 2-9111

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President.....Thomas C. Bostic
V.P. & Gen. Mgr.....Jack Reber
V.P. in Chg. of TV Prog.....Jim Nolan
V.P., TV Sales.....Bill Grogan
V.P. Radio.....Joe Kendall
Promotion Mgr.....Ed Morrissey
Engineering Director.....M. E. Burrill

STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Eph-
rata; KEPR-AM-TV, Pasco; KIMA, KIMA-TV,
Yakima; KWIQ, Moses Lake, all Wash.

Cassel Stations

c/o WBRX, Jackson Bldg., Berwick, Pa.

STATIONS

WBRX, Berwick; WCHA, Chambersburg;
WATS, Sayre, all Pa.

CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California
Phone: Hollywood 9-1212

V.P. & Gen. Manager.....Fred Ruegg
Commercial Mgr.....Gordon Mason
Sales Promotion Mgr.....Arthur Wittum
Program Director.....Robert P. Sutton

Publicity Dir.....Lloyd Brownfield
Chief Engineer.....Ted Denton

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CBS Radio Spot Sales Offices: 485 Madison
Avenue, New York, N. Y., Phone: PL 1-2345,
Milton Allison, V.P.; Sheraton-Palace Hotel, San
Francisco, Calif., YU 2-7000, Byron Nelson,
Sales Mgr.; 932 Fisher Bldg., Detroit, Mich.,
TR 2-5550, Ralph H. Patt, Jr., Sales Mgr.; 630
N. McClurg Court, Chicago 11, Ill., WH 4-6000,
Thomas H. Peterson, Sales Mgr.; 805 Peachtree
St., N.E., Atlanta 8, Ga., TR 4-4407, George
Crumbley, Jr., Sales Mgr.; Ninth & Sidney Sts.,
St. Louis 4, Mo., PR 3-1120, Eugene R. Myers,
Sales Mgr.; 6121 Sunset Blvd., Los Angeles 28,
Cal., HO 9-1212, Roland McClure, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Fran-
cisco, Calif.; KFRE, Fresno, Calif.; KFMB, San
Diego, Calif.; KROY, Sacramento, Calif.;
KERN, Bakersfield, Calif.; KINS, Eureka,
Calif.; KOIN, Portland, Ore.; KFIR, North Bend,
Ore.; KERG, Eugene, Ore.; KFLW, Klamath
Falls, Ore.; KYJC, Medford, Ore.; KRNR, Rose-
burg, Ore.; KIRO, Seattle, Wash.; KXLY, Spo-
kane, Wash.; KEPR, Kennewick, Wash.; KIMA,
Yakima, Wash.; KOLO, Reno, Nev.; KVCV,
Redding, Calif.; KHSL, Chico, Calif.

CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: OLive 1-2345

President.....Merle S. Jones
General Manager.....Clark B. George
Sls. Prom., Info. Serv. Dir.....Austin Heywood
Comm. Mgr.....Robert D. Wood
Prog. Director.....Donald M. Hine
Engineer in Charge.....Edwin Miller

STATIONS

KTVA, Anchorage, Alaska; KTVF, Fair-
banks, Alaska; KIVA, Yuma, Ariz.; KBAK-TV,
Bakersfield, Calif.; KHSL-TV, Chico, Calif.;
KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno,
Calif.; KNXT, Los Angeles, Calif.; KBET-TV,
Sacramento, Calif.; KSBW-TV, Salinas-Monterey,
Calif.; KFMB-TV, San Diego, Calif.; KPIX, San
Francisco, Calif.; KSBY-TV, San Luis Obispo,
Calif.; KGMB-TV, Honolulu, Hawaii; KLEW-TV,
Lewiston, Idaho; KMSO-TV, Missoula, Mont.;
KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno,
Nev.; KBES-TV, Medford, Ore.; KOTI-TV, Kla-
math Falls, Ore.; KOIN-TV, Portland, Ore.;
KVOS-TV, Bellingham, Wash.; KIRO-TV, Se-
attle, Wash.; KXLY-TV, Spokane, Wash.;
KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco,
Wash.; KEY-TV, Santa Barbara, Calif.; KBAS-
TV, Ephrata, Wash.

Central South Carolina Radio Network

P. O. Box 748, c/o WCOS, Columbia, S. C.
General Manager.....G. H. Buck, Jr.

STATIONS

WCOS, Columbia; WKDK, Newberry; WDIX,

REGIONAL NETWORKS

Orangeburg; WFIG, Sumter.

Clearfield Broadcasters Stations

c/o WCPA, 215 Church St., Clearfield, Pa.
President.....W. K. Ulerich

STATIONS

WCPA, Clearfield; WDAD, Indiana, both Pa.;
WJCM, Sebring, Fla.

John C. Cohan Stations

c/o KVEC, P. O. Box 787, San Luis Obispo, Calif.
President.....J. C. Cohan

STATIONS

KVEC, KSBY-TV, San Luis Obispo; KSBW-TV,
Salinas, all Calif.

Colorado Network

P. O. Box 279, Montrose, Colo.
Phone: 599

RepresentativeCory

STATIONS

KRAL, Cragg, Colo.; KSLV, Monte Vista,
Colo.; KUBC, Montrose-Delta, Colo.

Columbia New England Radio Network

c/o WEEL, 182 Tremont St., Boston 11, Mass.
Phone: HUBbard 2-2323

Gen. Mgr.....Thomas Y. Gorman
Comm. Mgr.....Robert Sinnelt
National Rep.....CBS Radio Spot Sales

STATIONS

WEEL, Boston, Mass.; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WGAN, Portland, Maine; WCAX, Burlington, Vt.

Community Broadcasting Service Stations

c/o WAGM, 489 Main St., Presque Isle, Me.
President.....H. H. Hildreth

STATIONS

WAGM-AM-TV, Presque Isle; WABI, Bangor; WPOR, Portland, all Me.

Concert Network, Inc.

171 Newbury St., Boston 16, Mass.
Phone: COpley 7-6020

President.....I. Mitchell Hastings
General Manager.....John R. Thornton
Program Director.....John Q. Adams
Chief Engineer.....David Passell

BRANCH OFFICES

11 E. 47th St., New York, N. Y.
Phone: PL 2-0870

Gen. Mgr., Lawrence L. Wynn; P. O. Box 1062,
Hartford, Conn. Phone: BEverly 5-8622, Ch.
Engr., Wm. Meola; P. O. Box 1015, Providence,
R. I., Phone: NI 7-4827, Ch. Engr., Wm. Hlavas.

STATIONS

WNCN, N.Y.C.; WBCN, Boston, Mass.;
WHCN, Hartford, Conn.; WXCN, Providence,
R.I.; WMTW, Poland Springs, Me.

The Connecticut State Network

440 Meadow St., Waterbury, Conn.
Phone: PLaza 5-1121

President.....Samuel R. Elman
Vice President.....Edward Obrist
Secretary.....Paul Baumgartel
Directors.....Ed Waller,
Julian Schwartz, John Ellinger, Donald Lasser,
R. L. Chalmers.

STATIONS

WATR, Waterbury; WHAY, New Britain,
WNHC, New Haven; WTOR, Torrington;
WSTC, Stamford; WNAB, Bridgeport; WICH,
Norwich.

Consolidated Sun Ray Stations

c/o WPEN, 2212 Walnut St., Philadelphia, Pa.
President.....W. Sylik

STATIONS

WPEN, Phila.; WALT, Tampa, Fla.; WSAI,
Cincinnati, O.

Continental Broadcasters Stations

c/o KCKN, 4121 Minnesota, Kansas City, Kan.
President.....C. Blumenthal

STATIONS

KCKN, Kansas City; WARL, Washington,
D. C.; WROV, Roanoke, Va.; WCMS, Norfolk,
Va.

Continental Broadcasting

Box 1389, Wilmington, Del.
Phone: OLYmpia 4-8881

Pres.....O. Wayne Rollins
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V.P., Dir. of Sales.....Albert R. Lanphear
Dir. of Pub. Relat.....Tim Crow
Eng. Dir.....G. Russell Chambers

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565 Fifth Ave., New York, N. Y., Phone
OXford 7-7040, Graeme Zimmer, Nat'l. Sales
Mgr.; 75 E. Wacker Dr., Chicago 1, Ill., Phone:
FI 6-8611, John Wilson, Midwest Sales Mgr.

STATIONS

WNJR, Newark, N. J.; WBEE, Chicago, Ill.;
WRAP, Norfolk, Va.

Cook, Paint & Varnish Stations

c/o KFRM, KBBC Bldg., Concordia, Kan.
President.....D. Davis

STATIONS

KFRM, Concordia; KMOS-TV, Sedalia; KMBC-AM-TV, Kansas City, both Mo.

Corinthian Broadcasting Corporation

630 Fifth Avenue, New York 20, N. Y.
Phone: PLaza 7-0500

President.....C. Wrede Petersmeyer
Sec.-Treas.....Robert F. Bryan
Admin. V.P. Treas.....Johnston F. Northrop
Dir. Sales.....Don L. Kearney
Dir. Programming, Sec.....Robert H. Salk

REGIONAL NETWORKS

Dir. Research.....Charles H. Smith
Dir. Engineering.....George G. Jacobs
Dir. Pub. Rel. & Sp. Events...Herman W. Land
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302 S. Frankfort, Tulsa 20, Okla. Phone:
Luther 2-9233. George Stevens, Exec-in-Charge;
1900 Prudential Bldg., Houston 25, Tex., Phone:
JACKSON 9-4811, James C. Richdale, Jr., Exec-
in-Charge; 601 Seventh Ave., Sacramento 18,
Calif., Phone: GILBERT 1-4041. Richard P. Hogue,
Exec-in-Charge; West State Blvd. at Broadcast,
Ft. Wayne 15, Ind., Phone: ANTHONY 9411.
Reid G. Chapman, Exec-in-Charge; 1440 N.
Meridan St., Indianapolis 2, Ind., Phone: MEL-
rose 4-6411. Robert G. McConnell, Exec-in-
Charge.

STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-
AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.;
KHOU-TV, Houston, Tex.; KXTV, Sacramento,
Calif.

Sherrill Corwin Stations

c/o KAKE P. O. Box 1240, Wichita, Kan.

STATIONS

KAKE-AM-TV, Wichita; KBAF-FM-TV, San
Francisco; KFMW-FM, San Bernardino; KFMX-
FM-TV, San Diego; KFMU-FM, Los Angeles.

Country Music Network

730 Fifth Ave., New York 19, N. Y.

Phone: Circle 6-7242

President.....Charles "Chuck" Bernard
Asst. to President.....Rita Hughes
Promotion Director.....Leonard Kessler
Sales Dir.....Dick Buchbinder

BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.

Baltimore 1, Md.

Phone: LE 9-1680

Exec. in Chg.....Miss L. Wentworth
672 S. Lafayette Park, Los Angeles 5, Calif.
Phone: DUNKIRK 2-3200

Exec. in Chg.....Harlan Oakes
260 Kearny St., San Francisco 8, Calif.
Phone: EXBROOK 7-4827

Exec. in Chg.....Ed Gamrin

STATIONS

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Springs; KLAQ, Denver; WARL, Washington,
D. C.; WOOO, DeLand-Daytona Beach; WMIE,
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WBMD, Baltimore; KEVE, Minneapolis-St. Paul;
KWAM, Memphis; KCUL, Fort Worth-Dallas;
KRCT, Houston; KSOP, Salt Lake City; WCMS,
Norfolk, Va.; WEXL, Detroit; KOOO, Omaha;
WQIK, Jacksonville; WPFA, Pensacola; KDAV,
Lubbock, Tex.; KZIP, Amarillo, Tex.; WENO,
Nashville, Tenn.; WKXY, Knoxville, Tenn.;
WQSN, Charleston, S. C.; WPNX, Columbus,
Ga.; WTJH, Atlanta, Ga.; WABB, Mobile, Ala.;
KHAT, Phoenix; KMOP, Tucson; WHIY, Or-
lando; WRFB, Tallahassee; KCKN, Kansas
City, Kan.; WCBG, Chambersburg, Pa.; WLDB,
Atlantic City, N. J.; WTAQ, LaGrange, Ill.;
WREM, Remsen-Utica-Rome, N. Y.; WWCC,
Bremen, WV; WVIV, Savannah, both Ga.; WOCH,
N. Vernon, Ind.; WCTT, Corbin, WTMT, Louis-

ville, both Ky.; WYNK, Baton Rouge, WIKC,
Bogalusa, KCIJ, Shreveport, all La.; WABW,
Annapolis, Md.; WESO, Southbridge, Mass.;
WHGR, Houghton Lake, Mich.; WEW, St.
Louis; KCLV, Clovis, N. M.; WAGY, Forest
City, WFSC, Franklin, WPNC, Plymouth,
WMPM, Smithfield, all N. C.; WWIZ, Lorain,
O.; KILPR, Okla. City; KKEY, Portland, Ore.;
WAVL, Apollo, WPTS, Pittston, WPAZ, Potts-
town, WKMC, Roaring Spgs., all Pa.; WBLR,
Batesburg, WDKD, Kingstree, all S. C.; KHEM,
Big Spring, KGRI, Henderson, KETX, Livingston,
all Tex.; WPRW, Manassas, WJWS, S. Hill,
WKCW, Warrenton, all Va.; WTIP, Charleston,
W. Va.

Cowles Stations

c/o KRNT, 9th & Pleasant Sts.,

Des Moines, Iowa

STATIONS

KRNT-AM-TV, Des Moines; KTVH, Hutchin-
son, Kan.; WCCO-AM-TV, Minneapolis, Minn.

James M. Cox Stations

c/o WSB, 1601 W. Peachtree N.E. Atlanta, Ga.
President.....J. M. Cox, Jr.

STATIONS

WSB-AM-TV, Atlanta; WCKT, Miami; WHIO-
AM-TV, Dayton, O.; WSOC-AM-TV, Charlotte,
N. C.

Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio

Phone: CHERRY 1-1822

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Pres., Gen. Mgr.....Robert E. Dunville
V.P., Television.....John T. Murphy
V.P., Sales.....H. P. Lasker

BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone
PLaza 1-5353, H. P. Lasker, V.P. Sales; 360
N. Michigan Ave., Chicago 1, Ill., State 2-6693,
H. Albrecht, V.P. Central Div.

STATIONS

WLW-A (TV), Atlanta, Ga.; WLW-I (TV),
Indianapolis, Ind.; WLWT (TV), WLW (Radio),
Cincinnati; WLW-D (TV), Dayton; WLW-C (TV),
Columbus, all Ohio.

Crowell-Collier Publishing Stations

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President.....R. M. Purcell

STATIONS

KEWB, Oakland; KFVB, Los Angeles; WISK,
St. Paul, Minn.

Dandy Broadcasting Stations

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President.....R. E. Sharon

STATIONS

KDEO, El Cajon; KQEO, Albuquerque; KLEO,
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Denver Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah

Sales Mgr.....L. L. Meyer

STATIONS

KYSN, Colorado Springs; KIMN, Denver;
KGHF, Pueblo.

REGIONAL NETWORKS

Vic Diehm Radio Group, Inc.

706-716 Hazleton Nat'l. Bank Bldg.
Hazleton, Pa.

Phone: GL 4-3531

President Victor C. Diehm
Administration Assistant... Kathryn E. Kahler
Commercial Mgr..... Robert J. Sacco
National Sales Manager..... Thomas A. Tito
Program Director..... Robert Williams
Publicity Director..... Paul Cerula
Chief Engineer..... Arthur Deters
Sales Prom. Manager..... Willard Camperson

BRANCH OFFICES

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(WAZL) Victor C. Diehm, Phone: GL 4-3531;
Colorado & Poplar Sts., Allentown, Pa. (WHOL)
Victor C. Diehm, Phone: HEMlock 4-4801;
Bloomsburg, Pa. (WHLM) Harry L. Magee.
Phone: STerling 4-5500.

STATIONS

WAZL, Hazleton; WHOL, Allentown; WHLM,
Bloomsburg, all Pa.; WTAL, Tallahassee, Fla.

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.
Phone: JUNiper 3-1743

Pres., Gen. Mgr..... Charles W. Holt
Commercial Mgr..... Stanley Lightsey
Sales Prom. Mgr..... Frank Zainoski
Prog., Pub. Dir..... Connie I. Holt
Chief Engineer..... Charles Sharpling

BRANCH OFFICES

Montgomery, Ala. (WHHY) Robert N. Robin-
son; Tulsa, Okla. (KOME) Stan Hagan; Mc-
Comb, Miss. (WHNY) Carroll Hines.

STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel,
Miss.; WHNY, McComb, Miss.; WBOX, Boga-
lusa, La.; WARB, Covington, La.; WHHY,
Montgomery, Ala.; WQBC, Vicksburg, WGVM,
Greenville; WABG, Greenwood; WCLD, Cleve-
land, all Miss.; WFUN, Huntsville; WAGF,
Dothan, both Ala.; WMEN, Tallahassee, Fla;
WROK, Clarksdale; WNAT, Natchez, both Miss.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
Phone: 7-9611

President A. B. Robinson
V. P., Gen. Mgr..... Jack Cecil
Representative... Venard, Rintoul, McConnell

STATIONS

.. WDXI, Jackson; WENK, Union City; WPTR,
Paris; WDXE Lawrenceburg; WDXL Lexing-
ton; WDXN Clarksville, all Tennessee;
WCMA Corinth, Miss.

Dolph-Petty Stations

c/o KJBS, 1470 Pine St., San Francisco, Calif.
President..... H. L. Petty

STATIONS

KJBS, San Francisco; KUDE, Oceanside, both
Calif.; WPEO, Peoria, Ill.; WMT-TV, Cedar
Rapids, Ia.

Dixie Radio Stations

c/o WDLP, 323 W. Beach Dr., Panama City, Fla.
President..... D. Brannen

STATIONS

WDLP, Panama City, WCOA, Pensacola;
KCLP, Rayville; KCIL, Houma, La.

Donrey Media Group

Southwestern House, Las Vegas, Nev.
Phone: DU 4-4660

President..... Donald W. Reynolds
Vice President..... William D. Stiles

STATIONS

KFSA-AM-TV, Ft. Smith, Ark.; KLRJ-TV, Las
Vegas; KOLO-AM-TV, Reno, both Nev.; KOKL,
Okmulgee, Okla.; KGNS-TV, Laredo, Tex.

R. H. Drewry Stations

c/o KGWA, 115½ E. Broadway, Enid, Okla.

STATIONS

KGWA, Enid; KSWO-AM-TV, Lawton; KRHD,
Duncan, all Okla.; KMID-TV, Midland, Tex.

Duhamel Enterprises Stations

c/o KOTA, 524½ 6th St., Rapid City, S. D.
President..... Helen Duhamel

STATIONS

KOTA-AM-TV, Rapid City; KDUH-TV, Hay
Springs, Neb.

East Coast Network

Box 509, Edenton, N. C.

Phone: Edenton 2178

President E. M. Schuman

STATIONS

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Phone: DA 2-5681

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Program Dir..... Ed Kemp
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Phone: TU 1-4114

Gen., Comm. & Sales Prom. Mgr...M. R. Bradley
Pub. Director.....Janie Swanson
Chief Engineer.....Jack Jones

BRANCH OFFICES

101 Park Ave., New York 17, N. Y., Phone: LE 2-3783, Joe Cannon; Box 503, Carthage, Mo., Phone: FL 8-4496, L. C. McKenney; Station KWPM, West Plains, Mo., Phone: 400, Bob Neathery.

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General Manager.....Donald K. Powers
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President.....H. Matson

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Phone: JUDson 2-7000

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Pres., Gen. Manager.....John McLendon

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c/o KILT, 500-04 Lovett Blvd., Houston, Tex.
President.....G. B. McLendon
General Manager.....Bill Weaver

STATIONS

KILT, Houston; KLIF, Dallas; KTSA, San An-
tonio; all Tex.; KEEL, Shreveport, La.; WAKY,
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Bob McRaney Stations

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President.....B. McRaney

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17th & Locust Sts., Des Moines, Iowa
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AM TV Phoenix, Ariz., WOW AM TV
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General Manager.....Bob Evans

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Miracle Valley Radio Network

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Executive.....John T. Taylor
Representative.....Clark

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Phone: MURRAY Hill 2-4500

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672 S. Lafayette Pk. Pl., Los Angeles, Calif.

Phone: DUNKirk 2-3200, Ch. Exec., Harlan

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Phone: EXbrook 7-4827, Ch. Exec., Ed Gamrin;

1401 Peachtree St. N.E., Atlanta, Ga., Phone:

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STATIONS

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STATIONS

WOKK, Meridian; WNSL, Laurel; WLSM,

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STATIONS

WHBY, Appleton; WBAY-AM-TV, Green Bay,

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Phone: Pioneer 8-2345

Pres., Gen. Mgr.....E. Dean Finney

Assistant Manager.....Donald Thurston

Chief Eng.....Ralph H. Dennis

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Concord Ave., St. Johnsbury, Vt., Phone: PI

8-2344, E. Dean Finney, Gen. Mgr.; Farrant St.,

Newport, Vt., Phone: NEWport 832, Donald A.

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KXMC-TV, Minot, KXJB-TV, Valley City;

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General Manager H. S. Brown
Program Supervisor John Deal
Engineering Manager Donald Udey

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STATIONS

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STATIONS

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STATIONS

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General Manager Richard Bradley
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General Manager. E. B. Craney

STATIONS

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President.....C. W. Roberts

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President.....E. O. Roden

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565 Fifth Ave., N. Y. C. 36, Graeme Zimmer,

Natl. Sales, Phone: OXford 7-7040; 75 E. Wacker Dr., Lincoln Tower, Chicago 1, Ill., John Wilson, Midwest Sales, Phone: Financial 6-8611.

STATIONS

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STATIONS

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Program Director.....Joyce Monroe
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Sales Manager.....L. L. Meyer

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Phone: MAin 1-1811

President.....Jack R. Howard

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 President.....F. A. Seaton
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c/o KJR, 2600 26th Ave., S.W., Seattle, Wash.
 President.....L. M. Smith
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Cary H. Simpson Stations

c/o WTRN, 8 W. 10th St., Tyrone, Pa.
 President.....C. H. Simpson
STATIONS

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 V.P., West Coast.....P. G. Lasky

BRANCH OFFICE

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STATIONS

KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-FM, Boston, Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM, Cleveland, O.; KEX-FM, Portland, Ore.

D. Gene Williams Stations

c/o KQDL 117½ N. 5th St., Bismarck, N. D.
 STATIONS

KQDL, Bismarck; KQDY, Minot; KUTT, Fargo, all N. D.; KOYN, Billings, KUDI, Great Falls, both Mont.

Winston-Salem Bestg. Stations

c/o WTOB, 300 S. Stratford Rd.
 Winston-Salem, N. C.

President.....J. W. Coan
 STATIONS

WTOB-AM-TV, Winston-Salem; WSGN, Birmingham, Ala.; WAPA-TV, San Juan, P. R.

Wisconsin Network

230 First Ave. S., Wisconsin Rapids, Wis.
 Phone: HA 3-7000

President.....John M. Walter
 Gen., Comm. Mgr.....George T. Frechette
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WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit, Wisc.

WKY Television System

c/o WKY, 500 E. Britton Rd.
 Oklahoma City, Okla.

President.....E. K. Gaylord
 STATIONS

WKY-AM-TV, Oklahoma City; WTVT, Tampa, Fla.

Wometco Enterprises Stations

c/o WLOS, 288 Macon Ave., Asheville, N. C.
 STATIONS

WLOS-AM-TV, Asheville; WFGA-TV, Jacksonville; WTVJ, Miami, both Fla.

Allen M. Woodall Stations

c/o WMOG, Torras Causeway, Brunswick, Ga.
 President.....A. M. Woodall

REGIONAL NETWORKS

STATIONS

WMOG, Brunswick; WDAK, Columbus; WDAX, McRae, all Ga.

W. C. Woodall Jr. Stations

c/o WGRA, Bainbridge Rd., Cairo, Ga.
 President.....W. C. Woodall

STATIONS

WGRA, Cairo; WDWD, Dawson; WFPM, Ft. Valley; WIMO, Widner, all Ga.; WGSW, Greenwood, S. C.

J. W. Woodruff Stations

c/o WGPC, Stuart Ave., Albany, Ga.
 President.....J. W. Woodruff, Jr.

STATIONS

WGPC, Albany; WAZA, Bainbridge; WRBL-AM-TV, Columbus, all Ga.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
 Phone: Commonwealth 6-0800

PresidentNorman Knight
 Exec. V.P.....George W. Steffy
 V.P. SalesThomas Bateson
 Nat'l. Sales Mgr.....Proctor Jones
 Sales Promotion Mgr.....George Hallberg
 Program DirectorJohn D. Maloy
 Publicity DirectorPhyllis Doherty
 Chief EngineerIrving B. Robinson

STATIONS

WNAC, Boston; WFAU, Augusta, Maine;

WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg, Mass.; WHAI, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston, Maine; WLLH, Lowell, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.; WKXL, Concord, N. H.; WKNE, Keene, N. H.; WNHC, New Haven, Conn.; WHMP, Northampton, Mass.; WDEV, Waterbury, Vt.; WERI, Westerly, R. I.

Zanesville Publishing Stations

c/o WHIZ, Lind Arcade Bldg., Zanesville, O.
 PresidentC. Littick

STATIONS

WHIZ-AM-TV, Zanesville; WTAP, Parkersburg, W. Va.

Z Net Stations

c/o KXLJ, Box 797, Helena, Mont.
 President.....E. B. Craney

STATIONS

KXLJ-AM-TV, Helena; KXLL, Missoula; KXLF AM-TV, Butte, all Mont.

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1960

<i>Albuquerque</i>	<i>KHFM-fm</i>
<i>Austin</i>	<i>KHFI-fm</i>
<i>Denver</i>	<i>KTGM-fm</i>
<i>El Paso</i>	<i>KHMS-fm</i>
<i>Houston</i>	<i>KHGM-fm</i>
<i>Los Angeles</i>	<i>KHOF-fm</i>
<i>Los Angeles</i>	<i>KUTE-fm</i>
<i>Phoenix</i>	<i>KELE-fm</i>
<i>San Diego</i>	<i>KLRO-fm</i>
<i>San Fernando Valley</i>	<i>KVFM-fm</i>
<i>San Francisco</i>	<i>KPEN-fm</i>
<i>Seattle</i>	<i>KGFM-fm</i>

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WESTERN FM BROADCASTING

1615 Cherokee Avenue
 Hollywood, California
 HO 4-7497

FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1960 were as follows. This list does not include CPs granted or non-commercial and educational stations.

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
ALABAMA					
Albertville	WAVU FM	105.1	4.7	360	Sand Mt. Bcstg. Service
Alexander City	WRFS-FM	106.1	4.6	240	Piedmont Service Corp.
Andalusia	WCTA-FM	98.1	10	200	Andalusia Bcstg. Co., Inc.
Anniston	WHMA-FM	100.5	3.7	190	Anniston Bcstg. Co.
Athens	WJOF	104.3	1.5	260	Athens Bcstg. Co.
Birmingham	WAPI-FM	99.5	72	780	Ala. Bcstg. System, Inc.
	WBRC-FM	106.9	15.5	900	WBRC, Inc.
	WSFM	93.7	20	80	J. V. Melonas
Clanton	WKLF-FM	100.9	.37	255	Southeastern Bcstg. Co.
Cullman	WFMH-FM	101.1	5.3	165	Voice of Cullman
Decatur	WHOS-FM	102.1	7	30	N. Ala. Bcstg. Co.
Huntsville	WAHR	99.1	3.2	50	J. A. Hornbuckle
Laurel	WRLD-FM	102.9	8.5	165	Valley Bcstg. Co., Inc.
Mobile	WKRG-FM	99.9	3	310	WKRG-TV Inc.
Tuscaloosa	WTBC-FM	95.7	17.5	320	Tuscaloosa Bcstg. Co.
ARIZONA					
Globe	KWJB-FM	100.3	11	2,270	Gila Bcstg. Co.
Mesa	KBUZ-FM	104.7	16	140	Greater Phoenix Bcstg. Co.
Phoenix	KELE	95.5	18	115	ANJO Bcstrs. & Tlcstrs., Inc.
	KITH	101.3	4.56	1575	Voice of Arizona, Inc.
Tucson	KFMM	99.5	7.2	—24	Copper State Bcstg. Corp.
ARKANSAS					
Blytheville	KLCN-FM	96.1	21	600	H. L. Sudbury
Jonesboro	KBTM-FM	101.9	8	200	Patteson Bros.
Mammoth Spring	KAMS	103.9	.31	125	R. F. Neathery
Pine Bluff	KOTN-FM	92.3	3.2	285	Universal Bcstg. Corp.
Siloam Springs	KUOA-FM	105.7	2.6	450	KUOA Inc.
CALIFORNIA					
Alameda	KJAZ	92.7	1.0	60	Henry & Larsen
Atherton	KPEN	101.3	35	2 400	Peninsula FM
Bakersfield	KERN-FM	94.1	9.1	240	McClatchy Newspapers
	KQXR	101.5	14.5	155	KLEF Bcstrs.
Berkeley	KPFA	94.1	54	1,330	Pacifica Foundation
	KRE-FM	102.9	19.5	—32	Central Calif. Bcstrs. Inc.
Beverly Hills	KCBH	98.7	75	1,218	A. A. Crawford
	KLFM	105.5	.30	435	Long Beach FM Bcstg. Co.
El Cajon	KUFM	93.3	3.4	160	Forwek & Co.
Eureka	KRED	96.3	5.6	1,500	Redwood Bcstg. Co., Inc.
Fresno	KARM-FM	101.9	7.4	360	KARM, The Geo. Harm Station
	KMJ-FM	97.9	7.3	630	McClatchy Newspapers
	KRFM	93.7	70	2,000	Triangle Public. Inc.
	KJPO	94.5	17.5	350	J. H. Poole
	KMAK-FM	95.5	26	175	McMahan Bcstg. Co.
	KMER	102.7	2.85	195	Dean & Newman
Glendale	KUTE	101.9	82	620	R. P. Adams
Inglewood	KTYM-FM	103.9	39	375	A. J. Williams
La Habra	KDOG	95.9	48	350	Hi Fi Bcstrs. Inc.
Lancaster	KANT-FM	107.9	20.5	1520	C. W. Fray
Long Beach	KFOX-FM	102.3	1	120	KFOX, Inc.
	KNOB	97.9	3.4	670	Cerritos Bcstg. Co.
	KLFM	105.5	3	435	Long Beach FM Bcstg. Co.

(Continued on Next Page)

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Los Angeles	KABC-FM	95.5	4.3	2,800	American Bcstg. Co.
	KBCA	105.1	6	2,900	Radio Beverly Hills
	KBIO	104.3	55	2,950	Poole Bcstg. Co.
	KBMS	105.9	60	770	Planned Music, Inc.
	KFAC-FM	92.3	59	2,810	L. A. Bcstg. Co., Inc.
	KGLA	103.5	13	430	Echo Pk. Evangelistic Assn.
	KHJ-FM	101.1	16.8	2,950	RKO Teleradio Pictures
	KHOF	99.5	100	260	The Maple Chapel
	KNX-FM	93.1	67	2,870	Columbia Bcstg. System
	KPOL-FM	93.9	38	550	Coast Radio Bcstg. Corp.
	KRHM	94.7	58	2,835	KRHM Bcstg. Co.
	KRKD-FM	96.3	54	475	Continental Telecasting Corp.
	KFUM	97.1	58	750	Metropolitan Theatre Corp.
	KMLA	100.3	60	1,190	KMAL Bcstg. Corp.
	KBBI	107.5	19.5	175	Bible Institute of L. A.
	KMYC-FM	99.9	4.9	150	Carlton Bcstg. Corp.
	KBEE-FM	103.3	11.5	150	McClatchy Bcstg. Co.
	KTRB-FM	104.1	4.7	283	KTRB Bcstg. Co., Inc.
	Marysville	KEAX	99.3	.85	80
KAJS		103.1	.86	41	A. J. Stone
Newport Beach	KAFE	98.1	1.5	1,080	Hal Cox
	KASK-FM	93.5	1	-415	The Daily Report Co.
Oakland	KAAR	104.7	10.5	—	Oxnard Bcstg. Corp.
Oxnard	KPSR	92.1	1	-600	KPSR, Inc.
Palm Springs	KCAL-FM	96.7	1	-320	Southwest Bcstg. Co.
Redlands	KAPP	93.5	1	82	South Bay Bcstg. Co.
Redondo Beach	KACE-FM	92.7	.69	-50	KACE Radio Inc.
Riverside	KDUO	97.5	72	1,630	Western Bcstg. Co.
Sacramento	KPLI	99.1	1.57	1,625	Parker-Lee, Inc.
	KCRA-FM	96.1	11	380	KCRA, Inc.
	KFBK-FM	92.5	1.9	-115	McClatchy Newspapers
	KHIQ	105.1	17.3	—	Erickson, Spaulding & Stilgenbauer
	KJML	106.5	2.7	158	Town & Country Bcstrs.
	KXOA-FM	107.9	12.5	200	Cal-Val Radio, Inc.
	KSRM	96.9	3.5	250	Audiolab Co.
	KXRQ	98.5	3.5	255	D. W. Flewelling
	KGMS-FM	100.5	15	135	KGMS, Inc.
	KROY-FM	102.5	18.2	165	J. T. Carey, Inc.
	KSBB-FM	102.5	18.5	2,270	Valley Bcstg. Corp.
	KFMW	99.9	31	1,625	S. C. Corwin
	KDWD	98.1	3.7	650	E. E. Jacobson
	KFSD-FM	94.1	33	425	KFSD, Inc.
	KITT	105.3	56	180	Music Unlimited
	KFMB-FM	100.7	18.5	630	Marietta Bcstg. Inc.
	KFMX	96.5	29.5	590	S. C. Corwin
	KGB-FM	101.5	36	120	KGB, Inc.
	KLRO	94.9	7.5	73	E. F. Weerts
KLTT	102.5	2.4	305	Bible Inst. of L. A.	
KPRI	106.5	3.5	240	Barbary Coast Records Inc.	
KSEA	97.3	29.5	95	L. Grayson	
KSON	103.7	11.5	—	Kenyon Brown	
San Fernando	KVFM	94.3	.86	-130	San Fernando Valley Bcstg. Co.
San Francisco	KSFV	106.3	1	-110	San Fernando Bcstg. Co.
	KCBS-FM	98.9	35	640	Columbia Bcstg. System, Inc.
	KEAR	97.3	82	1,100	Family Stations, Inc.
	KGO-FM	103.7	23.6	930	Amer. Bcstg.-Paramount Theatres
	KNBC-FM	99.7	45	1,240	National Bcstg. Co., Inc.
	KSFR	94.9	9.5	1,170	KSFR, Inc.
	KBAY-FM	104.5	29.92	870	S. C. Corwin
	KBCO	105.3	17.5	810	Bay FM Bcstrs.
	KDFC	102.1	33	1,050	Sundial Bcstg. Corp.
	KFRC-FM	105.1	71	1,160	RKO Teleradio
	KOBY-FM	95.7	27	1,050	Mid-America Bcstrs. Inc.
	KPUP	106.9	18	1,140	F. Mieuli
	KRON-FM	96.5	13.5	1,230	Chronicle Publ. Co.
	KYA-FM	93.3	14.5	710	Golden State Bcstrs. Inc.
	KSJO-FM	92.3	1.4	-66	Santa Clara Broadcasting
	KEEN-FM	100.3	3	—	United Bcstg.
	KRPM	98.5	3.3	-155	Audio House Inc.
	KATY-FM	96.1	3.8	-510	Sweetheart of SLO Inc.
	San Luis Obispo	KWIZ-FM	96.7	1	160
Santa Ana	KFIL	106.3	1	145	P. E. Brestoff
Santa Barbara	KRCW	97.5	17.5	2,890	Channel Bcstg. Co.
	KGUD-FM	107.9	29.5	-800	S. C. Corwin
	KMUZ	99.9	3.1	3,200	Tri-Counties Bcstg. Co.
Santa Maria	KSMA-FM	102.5	27	-57	Groom & Hagerman
	KEYM-FM	99.1	3.2	-135	Santa Maria Bcstg. Co.
Stockton	KRAK-FM	92.9	1.5	300	Golden Valley Bcstg. Co.
	KSTN-FM	107.3	8.9	1,570	San Joaquin Bcstg. Co.
	KWG-FM	105.7	3.5	130	KWG Bcstg. Co.
Ventura	KUDU-FM	95.1	24	-16	Tri-Counties Public Ser. Inc.
	KVEN-FM	100.7	12	-180	Coast Ventura Co.
Walnut Creek	KWME	92.1	.25	97	Walnut Creek Bcstrs.
West Covina	KDWC	98.3	.81	250	Pacific-South Bcstg. Co.

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
COLORADO					
Colorado Springs	KFMH	96.5	5	1540	FM Colorado Co.
	KVQR-FM	92.9	1.35	—670	KVOR Inc.
Boulder	KRNW	97.3	2	—730	Colorado Recording Co.
Denver	KDEN-FM	99.5	1.5	594	KDEN Bcstg. Co.
	KFML-FM	98.5	2.35	580	Note Bcstg. Co.
	KTGM	105.1	10	250	Good Music Associates
	KLIR-FM	100.3	8.77	71	KLIR, Inc.
Grand Junction	KREX-FM	92.3	2.8	—10	Western Slope Bcstg. Co.
Manitou Springs	KCMS-FM	102.7	21.5	—780	Garden of Gods Bcstg. Co.

CONNECTICUT

Bridgeport	WJZZ	99.9	9	870	Conn.-N. Y. Bcsters. Inc.
	WCCC-FM	106.9	6.6	740	Greater Hartford Bcstg. Co.
	WDRC-FM	102.9	7	750	Buckley-Jaeger Bcstg. Corp.
	WFNQ	93.7	7	750	General Bcstg. Inc.
Brookfield	WGHF	95.1	20	500	Easton Bcstg. System, Inc.
Danbury	WLAD-FM	98.3	.34	280	Berkshire Bcstg. Corp.
Hartford	WHCN	105.9	7	750	Concert Network Inc.
	WTIC-FM	96.5	8	705	Travelers Bcstg. Service Corp.
Meriden	WMMW-FM	95.7	20	1,100	Silver City Crystal Co.
New Haven	WNHC-FM	99.1	10	630	Triangle Publications, Inc.
Stamford	WSTC-FM	96.7	.65	305	Western Conn. Bcstg. Co.

DELAWARE

Dover	WDOV-FM	94.7	2.8	200	Dover Bcstg. Corp.
Wilmington	WDEL-FM	93.7	20	460	Delmarva Bcstg. Co.
	WJBR	99.5	19	500	J. B. Reynolds

DIST. OF COLUMBIA

Washington	WASH	97.1	15	470	Comm'l Radio Equip't. Co.
	WFAN	100.3	9.4	320	United Bcstg. Co., Inc.
	WGMS-FM	103.5	20	440	Good Music Station, Inc.
	WMAL-FM	107.3	20	450	Evening Star Bcstg. Co.
	WOL-FM	98.7	20	485	Washington Bcstg. Co.
	WRC-FM	93.9	20	484	National Bcstg. Co., Inc.
	WTOP-FM	96.3	20	390	Washington Post Co.
	WWDC-FM	101.1	20	410	WWDC, Inc.

FLORIDA

Coral Gables	WVCG-FM	105.1	18.5	220	Peninsula Bcstg. Corp.
Daytona Beach	WNDB-FM	94.5	8.5	330	News-Journal Corp.
Ft. Lauderdale	WWIL-FM	103.5	31	150	Florida Air Power Inc.
Jacksonville	WJAX-FM	95.1	7.7	560	City of Jacksonville
	WMBR-FM	96.1	50	850	Fla. Bcstg. Co.
	WZFM	96.9	9.7	350	I. Glick
Miami	WCKR-FM	97.3	100	250	Biscayne TV Corp.
	WGBS-FM	96.3	1.55	80	Storer Bcstg. Co.
	WMET-FM	93.9	13	170	Community Service Bcstrs. Inc.
	WWPB-FM	101.5	9.2	275	P. Brake
	WAFM	93.1	17.5	230	Bayfront Bcstg. Corp.
	WSJG	94.9	56	460	Hallandale Drive-In Theatre
Orlando	WDBO-FM	92.3	25	500	Orlando Bcstg. Co.
	WHOO-FM	96.5	59	460	WHOO Radio Inc.
	WKIS-FM	100.3	16.5	300	Central Fla. Bcstg. Co.
	WQXT-FM	97.9	22	235	Flame Radio-TV Corp.
Palm Beach	WTCX	99.5	31	190	Trans-Chord Co.
St. Petersburg	WDAE-FM	100.7	65	434	Tampa Times Co.
Tampa	WFLA-FM	93.3	46	910	The Tribune Co.
	WPKM	104.7	10.5	160	Frank Knorr, Jr.

GEORGIA

Athens	WGAU-FM	102.5	4.4	365	Clark Bcstg. Corp.
Atlanta	WPLO-FM	103.3	36	960	Plough Radio
	WGKA-FM	92.9	9.4	270	Glenkaren Associates, Inc.
	WSB-FM	98.5	45.48	770	Atlanta Newspapers, Inc.
	WQXI-FM	94.1	76	140	Rounsville of Atlanta

(Continued on Page 707)

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WFMQ / FM



**107.5 FM
RADIO**

The high spot
on the FM dial
Chicago, Illinois

FOR STATE BROADCASTERS ASSOCIATION

SEE PAGE 659

FOR BROADCASTERS' PROMOTION ASSOCIATION

SEE PAGE 665

FOR STATIONS OFFERING IN-STORE DISPLAYS

SEE PAGE 669

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
<i>(Continued from Page 705)</i>					
Augusta	WAUG-FM	105.7	5.5	100	Garden City Bcstg. Co.
	WBBQ-FM	103.7	19.3	682	Musi-east of the South, Inc.
Columbus	WRBL-FM	93.3	25	570	Columbus Bcstg. Co.
Gainesville	WDUN-FM	103.9	.34	175	Northeast Ga. Bcstg. Co.
LaGrange	WLAG-FM	104.1	2.3	180	LaGrange Bcstg. Co.
Macon	WMAZ-FM	99.1	3	170	Southeastern Bcstg. Co.
	WNEX-FM	96.9	4.1	—	Macon Bcstg. Co.
Marietta	WBIE-FM	101.5	1.35	210	Marietta Bcstg.
Newnan	WCOH-FM	96.7	.33	240	Newnan Bcstg. Co.
Savannah	WTOC-FM	97.3	7.9	397	Savannah Bcstg. Co., Inc.
Toccoa	WLTE-FM	106.1	.73	190	R. G. LeTourneau

HAWAII

Honolulu	KAIM-FM	95.5	5.7	—290	Christian Bcstg. Assn.
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ILLINOIS

Arlington Heights	WNWC	92.7	1	225	J. D. Morgan
Anna	WRAJ-FM	92.7	1	250	Anna Bcstg. Co.
Bloomington	WJBC-FM	101.5	5.1	425	Bloomington Bcstg. Corp.
Carmi	WROY-FM	97.3	11	210	Carmi Bcstg. Co.
Champaign	WDWS-FM	97.5	27	430	Champaign News Gazette Inc.
Chicago	WBBM-FM	96.3	10.5	560	Columbia Bcstg. System, Inc.
	WCLM	101.9	18	500	Carol Music, Inc.
	WDHF	95.5	52	270	DeHaan Hi-Fi, Inc.
	WEBH	93.9	35	240	Buddy Black Bcstg. Co.
	WEFM	99.5	44	560	Zenith Radio Corp.
	WENR-FM	94.7	4.3	580	American Bcstg. Co., Inc.
	WFMT	100.3	33	540	Functional Music Inc.
	WFMT	98.7	29.5	550	Gale Bcstg. Co., Inc.
	WKFM	103.5	50	500	F. S. Kovas, Jr.
	WMAQ-FM	101.1	24	640	National Bcstg. Co., Inc.
	WNIB	97.1	11	210	Northern Ill. Bcstg. Co., Inc.
	WSEL	104.3	40	567	F. J. Curtis

	WFMQ	107.5	11	560	L. Vihon & Assoc., Inc.
Cicero	WSBC-FM	93.1	27.5	260	WSBC Bcstg. Co.
Decatur	WEHS	97.9	21	200	WHFC, Inc.
Effingham	WSOY-FM	102.1	31	460	Illinois Bcstg. Co.
Elmwood Pk.	WSEI	95.7	20	295	Illinois Bcstg. Co.
Evanston	WXFM	105.9	32	250	E. R. C. Schoonfield
Harrisburg	WEAW-FM	105.1	36	300	North Shore Bcstg. Co., Inc.
Jacksonville	WEBQ-FM	99.9	1.65	305	First Trust Association
Mattoon	WLDS-FM	100.5	9	340	Jacksonville Radio & TV Bcstg.
Mt. Vernon	WLBH-FM	96.9	23	190	Mattoon Bcstg. Co.
Oak Park	WMJX-FM	94.1	15.2	550	Mt. Vernon Radio & TV Co.
Olney	WOPA-FM	102.7	3.6	260	Village Bcstg. Co.
Paris	WVLN-FM	92.9	18.5	338	Illinois Bcstg. Co.
Peoria	WPRS-FM	98.3	1	225	Paris Bcstg. Co.
Quincy	WMBD-FM	92.5	2.5	550	WMBD, Inc.
	WGEM-FM	105.1	8.3	640	Quincy Newspapers, Inc.
	WTAD-FM	99.5	27	770	Lee Bcstg. Inc.
Rockford	WROK-FM	97.5	16	300	Rockford Bcstrs. Inc.
Rock Island	WHBF-FM	98.9	3.7	380	Rock Island Bcstg. Co.
Springfield	WTAX-FM	103.7	6.7	315	WTAX Inc.

INDIANA

Bloomington	WTTS-FM	92.3	31	1110	Sarkes Tarzian Inc.
Columbus	WCSI-FM	98.3	.76	231	White River Bcstg. Co.
Connersville	WCNB-FM	100.3	9.8	270	News-Examiner Co.
Elkhart	WTRC-FM	100.7	9.7	350	Truth Radio Corp.
Evansville	WIKY-FM	104.1	19	450	South Central Bcstg. Corp.
Fort Wayne	WPTH	95.1	44	680	Sarkes Tarzian Inc.
Hammond	WJOB-FM	92.3	3.1	400	South Shore Bcstg. Corp.
Indianapolis	WFMS	95.5	4.5	110	Williams FM Service
	WFBM-FM	94.7	51.75	110	Time, Inc.
	WIBC-FM	93.1	2.8	170	WIBC, Inc.
Jasper	WITZ-FM	104.7	1.65	280	Jasper On The Air Inc.
Madison	WORX-FM	96.7	.35	290	Electronic Laboratories, Inc.
Marion	WMRI-FM	106.9	31	275	WMRI, Inc.
Muncie	WMUN	104.1	7.4	286	Tri-City Radio Corp.
Newcastle	WCTW	102.5	4	250	Courier-Times Inc.
Terre Haute	WTHI-FM	99.9	7.4	365	Wabash Valley Bcstg. Corp.
Warsaw	WRSW-FM	107.3	34	230	Reub William & Son
Washington	WFML	106.5	14	365	Washington Radio Inc.

(Continued on Next Page)

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
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IOWA

Clinton	KROS-FM	96.1	13	400	Clinton Bcstg. Co.
Davenport	WOC-FM	103.7	33	490	Tri-City Bcstg. Co.
Des Moines	WHO-FM	100.3	24	690	Central Bcstg. Co.
Dubuque	WDBQ-FM	103.3	15	335	WDBQ Bcstg.
Mason City	KGLO-FM	101.1	16	230	Lee Radio, Inc.
Muscatine	KWPC-FM	99.7	.78	290	Muscatine Bcstg. Co., Ltd.
Storm Lake	KAYL-FM	101.5	8.9	370	Cornbelt Bcstg. Co.

KANSAS

Kansas City	KCBM	98.1	59	155	F. W. Hurlbert
Newton	KJRG-FM	92.1	.25	225	KJRG, Inc.
Topeka	KTOP-FM	100.1	.75	100	C. B. Axton
Wichita	KFH-FM	100.3	11	410	Radio Sta. KFH Co.

KENTUCKY

Ashland	WCMI-FM	93.7	2.75	200	WCMI Radio, Inc.
Central City	WNES-FM	101.9	21.5	215	Muhlenberg Bcstg. Co.
Fulton	WFUL-FM	104.9	.5	155	Ken-Tenn Bcstg. Corp.
Hazard	WKIC-FM	96.5	8.3	461	Mt. Bcstg. Serv. Inc.
Henderson	WSON-FM	99.5	20	400	Henderson Bcstg. Co., Inc.
Hopkinsville	WHOP-FM	98.7	8.7	210	Hopkinsville Bcstg. Co.
Lexington	WLAP-FM	94.5	3.5	320	WLAP Radio Inc.
Louisville	WFAK	95.1	13.5	215	Jefferson Bcstg. Co.
	WLVL	97.5	17.5	345	Fidelity Radio Inc.
Madisonville	WFMW-FM	93.9	2.5	450	Messenger Bcstg. Co., Inc.
Mayfield	WNGO-FM	94.7	.583	203	W. Ky. Bcstg. Co., Inc.
Owensboro	WOMI-FM	92.5	19.5	375	Owensboro Bcstg. Co.
	WVJS-FM	96.1	10	370	Owensboro on the Air, Inc.
Paducah	WKYB-FM	93.3	31	430	Barrington Co. of Ky.
	WPAD-FM	96.9	36	335	Paducah Bcstg. Co., Inc.
Somerset	WSFC-FM	92.3	3	210	Southeastern Bcstg. Co.

LOUISIANA

Alexandria	KALB-FM	96.9	8.4	393	Alexandria Bcstg. Co.
Baton Rouge	WJBO-FM	98.1	7.6	460	Baton Rouge Bcstg. Co., Inc.
Monroe	KMLB-FM	104.1	17	220	WSTV, Inc.
New Orleans	WDSU-FM	105.3	3.4	590	WDSU Bcstg. Co.
	WRCM	97.1	5.9	250	Supreme Bcstg. Co., Inc.
	WWMT	95.7	44	215	Fidelity Bcstg. Co.
Shreveport	KRMD-FM	101.1	11.5	200	Radio Station KRMD
	KWKH-FM	94.5	13.5	390	International Bcstg. Corp.
	KBCL-FM	86.5	11	265	Good Music Inc.

MAINE

Caribou	WFST-FM	97.7	.22	185	Northern Bcstg. Co.
Lewiston	WCOH-FM	93.9	13	250	Twin City Bcstg. Co., Inc.
Poland Springs	WMTW-FM	94.9	49	—	Mt. Washington TV Inc.
Portland	WLOV-FM	97.9	10	175	Casco Bcstg. Corp.

MARYLAND

Annapolis	WNAV-FM	99.1	16.6	370	Capital Bcstg. Co.
	WANN-FM	107.9	4	200	Annapolis Bcstg. Corp.
Baltimore	WCAO-FM	102.7	20	400	Plough Bcstg. Co., Inc.
	WIFH-FM	104.3	20	500	Md. Bcstg. Co.
	WSID-FM	92.3	11	185	United Bcstg. of E. Md.
	WFMM-FM	93.1	18	520	Commercial Radio Inst.
	WFDS-FM	97.9	15	220	Hearst Corp.
	WCBM-FM	106.5	.17	310	Baltimore Bcstg. Corp.
Bethesda	WUST-FM	106.3	.5	320	Broadcast Management, Inc.
Bradbury Hgts.	WPGC	95.5	15.5	280	WPGC, Inc.
Cumberland	WCUM-FM	102.9	1.25	—	Allegheny Cty. Bcstg. Corp.
Frederick	WFMD-FM	99.9	2.1	1120	Monocacy Bcstg. Co.
Hagerstown	WARK-FM	106.9	2.2	225	United Bcstg. Co. of W. Md.
	WJEJ-FM	104.7	9.4	1,340	Hagerstown Bcstg. Co.
Harve de Grace	WASA-FM	103.7	3.8	185	Chesapeake Bcstg. Corp.

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Silver Spring	WSHO	99.5	20	280	WGAY, Inc.
Towson	WYNS	101.9	20	280	WTOW, Inc.
Westminster	WTTR-FM	100.7	4.6	190	County Bcstg. Corp.

MASSACHUSETTS

Boston	WBCN	104.1	20	490	Concert Network Inc.
Boston	WBZ-FM	106.7	2.8	1,040	Westinghouse Bcstg. Co., Inc.
	WCOP-FM	100.7	20	495	Plough Bcstg. Corp.
	WEEL-FM	103.3	20	430	Columbia Bcstg. System, Inc.
	WHDH-FM	94.5	20	455	WHDH, Inc.
	WRKO-FM	98.5	20	410	RKO Teleradio Pictures, Inc.
Brockton	WBET-FM	97.7	.8	275	Enterprise Publishing Co.
Brookline	WBOS-FM	92.9	15	285	Champion Bcstg. Inc.
Cambridge	WHRB-FM	107.1	.96	44	Harvard Radio Bcstg. Co., Inc.
	WXHR	96.9	20	440	Middlesex Bcstg. Co.
Fitchburg	WFGM-FM	104.7	20	280	Wachusett Bcstg. Corp.
Framingham	WKOK-FM	106.7	15.5	120	WKOX, Inc.
Greenfield	WHA1-FM	98.3	1	—240	Haigis Bcstg. Corp.
Haverhill	WHAU-FM	92.5	20	350	WHAU Bcstg. Co.
Lawrence	WGHJ-FM	93.7	1.35	210	Lawrence Bcstg. Co.
Lowell	WLLH-FM	99.5	12.2	600	Merrimac Bcstg. Co., Inc.
Medford	WHIL-FM	107.9	15	78	Conant Bcstg. Co.
New Bedford	WBSM-FM	97.3	2.5	330	Bay State Bcstg. Co.
	WNBH-FM	98.1	20	380	E. Anthony & Sons, Inc.
Springfield	WHYN-FM	93.1	3.2	970	Hampden-Hampshire Corp.
	WMAS-FM	94.7	1.35	175	WMAS Inc.
Waltham	WCRB-FM	102.5	20	180	Charles River Bcstg. Co.
West Yarmouth	WOCB-FM	94.3	1	155	E. Anthony & Sons
Worcester	WTAG-FM	96.1	10	640	WTAG Inc.

MICHIGAN

Benton Harbo.	WHFB-FM	99.9	9.2	230	Palladium Publishing Co.
Coldwater	WTVB-FM	98.3	.26	230	Twin Valley Bcstrs. Inc.
Dearborn	WKMH-FM	100.3	7.1	190	Knorr Bcstg. Corp.
Detroit	WHFI	94.7	20.5	220	Meadowcroft Bcstg. Inc.
	WJBK-FM	93.1	30	440	Storer Bcstg. Co.
	WJR-FM	96.3	24	483	The Goodwill Station, Inc.
	WNUZ	103.5	19.5	180	Alpha Bcstg. Co.
	WMZK	97.9	10	430	Booth Bcstg. Co.
	WWJ-FM	97.1	50	480	Evening News Assn. Inc.
	WXYZ-FM	101.1	27	880	WXYZ Inc.
	WCHD	105.9	34	175	Bell Bcstg. Co.
E. Lansing	WJIM-FM	99.1	30	320	Mid-State Bcstg. Corp.
Grand Rapids	WJEF-FM	93.7	115	420	Fetzer Bcstg. Co.
	WLAV-FM	96.9	1.75	210	Stevens-Wismer Bcstg. Inc.
Jackson	WMKZ	94.1	5.4	310	Booth Bcstg. Co.
Lansing	WJIM-FM	97.5	46	340	Gross Telecasting Inc.
Oak Park	WLDM	95.5	20	430	Lincoln Bcstg. Co.
Royal Oak	WOMC	104.3	61	390	Sparks Bcstg. Co.
Saginaw	WSAM-FM	98.1	1.7	330	Knorr Bcstg. Corp.
Sturgis	WSTR-FM	103.1	.285	190	WSTR, Inc.

MINNESOTA

Mankato	KYSM-FM	103.5	14	525	Southern Minnesota Supply Co
Minneapolis	KWFM	97.1	21	150	Fidelity Bcstg. Co.
	WLQL-FM	99.5	9.7	320	BFR Bcstg. Corp.
	WPBC-FM	101.3	5.2	180	Peoples Bcstg. Co.
St. Cloud	KFAM-FM	104.7	15	425	The Times Publishing Co.

MISSISSIPPI

Jackson	WJDX-FM	102.9	50	600	Lamar Life Ins. Co.
Laurel	WNSL-FM	100.3	4.8	—	Voice of New South

MISSOURI

Kansas City	KCMK	93.3	35	300	FM Bcstrs. Inc.
	KCMO-FM	94.9	56	390	Meredith Engr. Co.
	KXTR	96.5	58	215	Telesound Bcstg. Corp.

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FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Kennett	WDAF-FM	102.1	56	640	Nat. Mo. TV Inc.
Poplar Bluff	KBOA-FM	98.9	6.9	320	Kennett Bcstg. Corp.
St. Charles	KWOC-FM	94.5	14	215	Poplar Bluff Broadcasting Co.
St. Louis	KADY-FM	96.5	24.5	—	KADY, Inc.
Springfield	KCFM	93.7	60	450	Commercial Bcstg. Co.
West Plains	KTTS-FM	94.7	9.1	660	Independent Bcstg. Co.
	KWPM-FM	93.9	3.4	130	R. F. Neathery

NEBRASKA

Holdrege	KHOL-FM	98.9	57	440	Bi-States Co.
Lincoln	KFMQ	95.3	.32	100	H. Burton
Omaha	KQAL-FM	94.3	1	220	Katz Enter.
	KCOM-FM	96.1	3.4	230	Delta Bcstg. Sys. Inc.
	KFAB-FM	99.9	8.2	500	KFAB Bcstg. Co.
	KSWI-FM	98.7	3.1	220	Nonpareil Bcstg. Co.

NEVADA

Reno	KNEV	95.5	10.5	35	E. B. Cobb
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NEW HAMPSHIRE

Berlin	WKQC	103.7	10	160	McKee Bcstg. Co., Inc.
Claremont	WTSV-FM	106.1	3.4	1,000	Radio Claremont, Inc.
Manchester	WKBR-FM	95.7	3.6	940	Granite State Bcstg. Co., Inc.
Mt. Washington	WMTW-FM	94.9	49	3,850	Mt. Washington TV Inc.
Nashua	WOTW-FM	106.3	1	195	Gateway Bcstg. Corp.

NEW JERSEY

Asbury Park	WJLK-FM	94.3	1	250	Asbury Park Press, Inc.
Bridgeton	WSNJ-FM	98.9	9	480	Eastern States Bcstg. Corp.
Camden	WKDN-FM	106.9	7.3	340	South Jersey Bcstg. Co.
Newark	WNFA-FM	94.7	13.5	621	NTA Radio Broadcasting
New Brunswick	WCTC-FM	98.3	1	110	Raritan Valley Bcstg. Co., Inc.
Paterson	WPAT-FM	93.1	20	310	WPAT, Inc.
Princeton	WPRB	103.9	.85	195	Princeton Bcstg. Service Inc.
Red Bank	WFHA-FM	106.3	1	105	F. H. Accorsi
Trenton	WTOA	97.5	14.5	275	Morcer Bcstg. Co.
Wildwood	WCMC-FM	100.7	3.5	98	F. J. Matrangola

NEW MEXICO

Albuquerque	KHFM	96.3	1.5	140	CHE Bcstg. Co., Inc.
Aztec	KNDE-FM	94.9	3.4	—95	I. E. Shahan
Los Alamos	KRSN-FM	98.5	4.6	—33	Parker & Burns
Rosewell	KBIM-FM	97.1	2.9	180	Taylor Bcstg. Co.
Tularosa	KMFM	97.9	13	—160	Tularosa Bcstg. Corp.

NEW YORK

Albany	WROW-FM	95.5	20	280	Capital Cities TV Corp.
Auburn	WMBO-FM	96.1	18	520	WMBO, Inc.
Babylon	WTFM	103.5	15	120	WGLI, Inc.
	WBAB-FM	102.3	.67	110	Babylon Bayshore Bcstg.
Binghamton	WKOP-FM	95.3	.420	320	Binghamton Bcstrs., Inc.
	WNBF-FM	98.1	4.6	912	Triangle Publications, Inc.
Buffalo	WBEN-FM	102.5	110	1,350	WBEN, Inc.
	WBNY-FM	92.9	48.5	500	Albertson Bcstg. Corp.
	WBUF-FM	92.9	100	570	Functional Bcstg. Inc.
	WWOL-FM	104.1	.250	310	Greater Erie Bcstg. Co.
	WEBR-FM	96.1	16	710	WEBR, Inc.
	WGR-FM	96.9	17.5	630	Transcontinent TV Corp.
Cherry Valley	WRRR	101.9	5.4	1,080	Ivy Bcstg.
Corning	WCLI-FM	106.1	4.2	500	Radio Corning, Inc.
Cortland	WKRT-FM	99.9	14	710	Radio Cortland, Inc.
DeRuyter	WRRD	105.1	5.3	560	Ivy Bcstg.
Garden City	WHLI-FM	98.3	1	250	FM Bcstg. Corp.
Hicksville	WLIR	92.7	1	175	Hi Fidelity Music Co.
Hornell	WWHG-FM	105.3	8.3	560	Ra-Tel Bcstrs. Inc.

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee	
Ithaca	WRRR	103.7	5.6	890	Ivy Bcstg.	
	WHCU-FM	97.3	40	730	Cornell Univ.	
	WYBR-FM	93.5	.175	—210	Cornell Radio Guild, Inc.	
	WJTN-FM	93.3	9.5	735	James Bcstg. Co.	
	WINE-FM	103.3	4.6	230	McClendon Corp.	
	WMSA-FM	105.3	13	335	The Brockway Co.	
	WVOX-FM	93.5	1	190	Suburban Bcstg. Co.	
	WABC-FM	95.5	1.5	1,270	American Bcstg. Co.	
	WBAI	99.5	18	588	Pacifica Foundation	
	WBFM	101.9	10.3	650	Muzak Corp.	
New York	WCBS-FM	101.1	1.5	1,270	Columbia Bcstg. System, Inc.	
	WEVD-FM	97.9	20	340	DEBS Memorial Radio Fund, Inc.	
	WHOM-FM	92.3	11	630	Progress Bcstg. Corp.	
	WNCN	104.3	15	560	Concert Network Inc.	
	WNEW-FM	102.7	1.3	1,360	Metropolitan Bcstg. Corp.	
	WOR-FM	98.7	1.7	1,260	RKO Teleradio Pictures, Inc.	
	WQXR-FM	96.3	11	675	Interstate Bcstg. Co., Inc.	
	WRCA-FM	97.1	1.1	1,445	National Bcstg. Co., Inc.	
	WHLI-FM	98.5	46	420	E. C. Hull	
	WHDL-FM	95.7	43	830	WHDL, Inc.	
	WALK	97.5	15	520	Suffolk Bcstg. Corp.	
	WPAC-FM	106.1	8.3	145	Patchogue Bcstg. Co., Inc.	
	WLNA-FM	100.7	20	500	Highland Bcstg. Corp.	
	Poughkeepsie	WKIP-FM	104.7	2.3	1,120	Dutchess County Bcstg. Corp.
		WHFM	98.9	8.7	240	Genesee Bcstg. Corp.
WRCC-FM		97.9	18	410	Transcontinent TV Corp.	
Schenectady	WGFM	99.5	6	805	General Electric Co.	
	WRRE	95.1	5.3	990	Ivy Bcstg.	
	WDDS-FM	93.1	100	660	Functional Bcstg. Inc.	
	WONO	100.9	.26	475	Sentinel Heights FM Bcstrs.	
	WSYR-FM	94.5	10	480	Central New York Bcstg. Corp.	
Troy	WFLY	92.3	5.4	840	Troy Record Co.	
	WRUN-FM	105.7	4.3	490	Rome Sentinel Co.	
Utica	WRRL	107.7	5.4	460	Ivy Bcstg.	
Wethersfield	WFAS-FM	103.9	.12	675	Westchester Bcstg. Corp.	
White Plains	WRFM	105.1	20	235	Long Island Bcstg. Corp.	
Woodside						

NORTH CAROLINA

Albemarle	WABZ-FM	100.9	.75	52	Radio Station WABZ Inc.
Asheboro	WGWR-FM	92.3	10	650	Asheboro Bcstg. Co., Inc.
Asheville	WLOS-FM	104.3	9.2	130	Skyway Bcstg. Corp.
Burlington	WBBB-FM	101.1	3.8	410	Alamance Bcstg. Co., Inc.
	WFNS-FM	93.9	2.8	250	Burlington-Graham Bcstg. Co.
	WSOC-FM	103.5	35	415	Carolina Bcstg.
Charlotte	WDNC-FM	105.1	36	380	Durham Radio Corp.
Durham	WFIM-FM	100.9	.35	—35	Tri-County Bcstg. Co., Inc.
Elkin	WFNC-FM	98.1	14	290	Cape Fear Bcstg. Co.
Fayetteville	WBBO-FM	93.3	1.5	345	Rutherford County Radio Co.
Forest City	WGNC-FM	101.9	11.1	890	C. T. McSwain
Gastonia	WEQR	96.9	16	360	Eastern Carolina Bcstg. Co., Inc.
Goldsboro	WMDE	98.7	5.8	110	H. C. Hall
Greensboro	WHNC-FM	92.5	9	260	Henderson Radio Corp.
Henderson	WHKP-FM	102.5	9.5	2	Radio Hendersonville
Hendersonville	WHKY-FM	102.9	15	325	Catawba Valley Bcstg.
Hickory	WHPE-FM	95.5	13	395	High Pt. Bcstg. Co.
High Point	WMFR-FM	99.5	8	350	WMFR Inc.
	WNOS-FM	100.3	2.7	195	C. E. Doos
Laurinburg	WEWO-FM	96.5	9.2	215	Scotland Bcstg. Co.
Leaksville	WLOE-FM	94.5	13.5	96	WLOE Inc.
Lexington	WBUY-FM	94.3	.3	210	Davidson County Bcstg. Co.
Marion	WMIT	106.9	36	3,100	Mt. Mitchell Bcstrs. Inc.
Raleigh	WKIX-FM	96.1	30	420	WKIX Broadcasting Co.
	WPTF-FM	94.7	50	560	WPTF Radio Co.
Reidsville	WRAL-FM	101.5	54	325	Capitol Bcstg. Co., Inc.
Rocky Mount	WREY-FM	102.1	1.6	330	Reidsville Bcstg. Co.
	WEED-FM	92.1	.27	160	W. A. Wynne
Roxboro	WFMA	100.7	33	400	Eastern Carolina Electronics
Salisbury	WRXO-FM	96.7	.6	280	Roxboro Bcstg. Co.
Sanford	WSTP-FM	106.5	15	250	WSTP, Inc.
Shelby	WWGP-FM	105.5	.49	340	WWGP Bcstg. Corp.
Shelby	WOHS-FM	96.1	2.6	460	Western Carolina Radio Corp.
Statesville	WFMX	105.7	2.4	335	Statesville Bcstg. Co., Inc.
Tarboro	WCPS-FM	104.3	7	260	Coastal Plains Bcstg. Co.
Thomasville	WTNC-FM	98.3	.45	250	Thomasville Bcstg. Co.
Winston-Salem	WAIR-FM	93.1	34	370	Forsythe Bcstg. Co.
	WSJS-FM	104.1	12.5	160	Piedmont Publishing Co.
	WYFS	107.5	1.55	195	Winsonette Inc.

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FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee	
OHIO						
Akron	WAKR-FM	97.5	4.4	260	Summit Radio Corp.	
	WCUE-FM	96.5	14.5	105	WCUE Radio Inc.	
Alliance	WFAH-FM	101.7	1	160	Review Publishing Co.	
Ashland	WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.	
Ashtabula	WICA-FM	97.1	118	380	WICA Inc.	
Bellaire	WOMP-FM	100.5	9	550	Ohio Valley Bcstg. Corp.	
Canton	WHBC-FM	94.1	15	390	Ohio Broadcasting Co.	
Cincinnati	WCPO-FM	105.1	16.5	590	Scripps-Howard Radio Inc.	
	WKRC-FM	101.9	15.5	530	Radio Cincinnati Inc.	
Cleveland	WSAI-FM	102.7	14.7	550	Con. Sun Ray Inc.	
	WAEF-FM	100.3	4.8	100	N. Cincinnati Bcstg. Co.	
	KYW-FM	105.7	27	900	Westinghouse Bcstg. Co., Inc.	
	WDOK-FM	102.1	31	120	Civic Bcstrs. Inc.	
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.	
	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.	
	WHK-FM	100.7	11.5	620	Met. Bcstg. Corp.	
	WJW-FM	104.1	2.8	510	Storer Bcstg. Co.	
	WABQ-FM	106.5	18.5	51	Tuschman Bcstg. Co.	
	WNOB	107.9	135	370	N. Ohio Bcstg. Co.	
	WJMO-FM	95.3	1	780	Friendly Bcstg. Co.	
	Columbus	WBNS-FM	97.1	54	315	RadioOhio, Inc.
		WCOL-FM	92.3	7.2	350	Air Trails, Inc.
	Dayton	WVKO-FM	94.7	52	220	Sky-Way Bcstg. Corp.
		WTVN-FM	96.3	26	570	Radio Columbus Inc.
	E. Liverpool	WHIO-FM	99.1	19	515	Miami Valley Bcstg. Corp.
		WIFE	104.7	24	370	Skyland Bcstg. Corp.
	Elyria	WOHI-FM	104.3	27	330	E. Liverpool Bcstg. Co.
	Findlay	WECL-FM	107.3	15	290	Elyria-Lorain Bcstg. Co.
	Fostoria	WFIN-FM	100.5	8.2	240	Findlay Publishing Co.
Fremont	WFQB-FM	56.7	1	215	Seneca Radio Corp.	
Hamilton	WFRO-FM	99.3	1	200	Wolfe Bcstg. Corp.	
	WQMS	96.7	.29	285	Community Bcstg. Co.	
Lancaster	WHOH	103.5	8.7	255	Port Hamilton Bcstg. Co.	
Lima	WHOK-FM	95.5	15	140	Hocking Valley Bcstg. Corp.	
Marion	WIMA-FM	102.1	15	250	Northwestern Ohio Bcstg. Corp.	
Middletown	WWRN-FM	106.9	25	330	Marion Bcstg. Co.	
Mt. Vernon	WPFB-FM	105.9	30	350	P. F. Braden	
Newark	WMVO-FM	93.7	2.9	270	Mt. Vernon Bcstg. Co.	
Portsmouth	WCLT-FM	100.3	8.5	370	WCLT Radio Inc.	
Salem	WPAY-FM	104.1	7	520	P. F. Braden	
Sandusky	WSOM	105.1	100	400	Salem Bcstg. Co.	
Springfield	WLEC-FM	102.7	5.9	120	Lake Erie Bcstg. Co.	
Steubenville	WBLY-FM	103.9	1	62	Champion City Bcstg. Co.	
Toledo	WSTV-FM	103.5	3.1	880	WSTV, Inc.	
	WMHE	92.5	10	135	Hillebrand Electronics	
Wooster	WSPD-FM	101.5	23	440	Storer Bcstg. Co.	
	WTRT	99.9	8.8	170	Booth Bcstg. Co.	
Youngstown	WTOL-FM	104.7	1.3	156	Community Bcstg. Co.	
Youngstown	WWST-FM	104.5	13	330	Wooster Republican Printing Co.	
	WKBN-FM	98.9	50	545	WKBN Bcstg. Corp.	
	WBBW-FM	93.3	19.5	39	Mahoning Valley Bcstg. Corp.	
	WRED	101.1	24.6	110	M. Jones	

OKLAHOMA

Durant	KSEO-FM	107.3	2.9	355	Durant Publish Bcstg. Corp.
Oklahoma City	KEFM	94.7	2.9	125	C. E. Williams
	KYFM	98.9	1.5	155	Capitol City Bcstg. Co.
Stillwater	KSPI	93.9	3.9	300	Stillwater Publishing Co.
Tulsa	KOCW	97.5	1.5	165	Grayhill Inc.

OREGON

Eugene	KUGN-FM	99.1	.39	60	KUGN, Inc.
Grants Pass	KFMY	97.9	3.6	—60	Music Inc.
	KGPO	96.9	1.3	—475	Southern Ore. Bcstg. Co.
Medford	KBOY-FM	95.3	.8	—225	KBOY Bcstrs.
Portland	KEX-FM	92.3	56	955	Westinghouse Bcstg. Corp.
	KOIN-FM	101.1	48	1,390	Mt. Hood Radio & TV Bcstg. Corp.
Springfield	KPFM	97.1	33	900	Bcstrs. Ore. Ltd.
	KPOJ-FM	98.7	4.4	1,100	KPOJ, Inc.
	KOFM	100.3	17	960	H. O. Cox
	KEED-FM	93.1	1.35	90	KEED, Inc.

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
PENNSYLVANIA					
Allentown	WFMZ	100.7	4.8	835	WFMZ, Inc.
Altoona	WVAM-FM	100.1	.36	—345	General Broadcasting Corp.
	WFBG-FM	98.1	33	1020	Triangle Pub. Inc.
Beaver Falls	WBVP-FM	106.7	16.5	255	WBVP, Inc.
Bethlehem	WGPA-FM	95.1	10	630	Bethlehem's Globe Pub. Co.
Bloomsburg	WHLM-FM	106.5	8.8	600	Bloom Radio
Braddock	WLOA-FM	96.9	68	490	Matta Bcstg. Co.
Butler	WBUT-FM	97.7	.72	290	WBUT Radio
Carlisle	WHYL-FM	102.3	.76	19	R. F. Lewis, Jr.
Chambersburg	WCHA-FM	95.1	2.8	240	Chambersburg Bcstg. Co., Inc.
DuBois	WCED-FM	102.1	3.2	660	Tri-County Bcstg. Co.
Easton	WEEX-FM	99.9	3.3	200	Easton Publishing Co.
	WEST-FM	107.9	11	50	Associated Bcstrs. Inc.
Erie	WERC-FM	99.9	9.7	400	Cleveland Bcstg. Co.
Glenside	WIFI	92.5	20	430	Hi Fidelity Bcstrs. Corp.
Harrisburg	WHP-FM	97.3	1.55	—35	WHP Inc.
Hazleton	WAZL-FM	97.9	2.6	630	Hazleton Bcstg. Co., Inc.
Johnstown	WARD-FM	92.1	.285	—87	Central Bcstg.
	WJAC-FM	95.5	8.3	1,070	WJAC, Inc.
Lancaster	WGAL-FM	101.3	3.8	940	WGAL, Inc.
	WLAN-FM	96.9	6.7	80	Peoples Bcstg. Co.
	WDAC	94.5	20	135	P. B. Crawford
Lebanon	WLBR-FM	100.1	.72	290	Lebanon Bcstg. Co.
Meadville	WMGW-FM	100.3	10	585	Regional Bcstrs. Inc.
Montrose	WPEL-FM	96.5	57	500	Montrose Bcstg. Corp.
Oil City	WDJR	98.5	3.4	300	WKRZ, Inc.
Palmyra	WJWR	92.1	.76	100	W. N. Reichard
Philadelphia	WCAU-FM	98.1	10	660	CBS, Inc.
	WDAS-FM	105.3	20	285	M. M. Leon, Inc.
	WFIL-FM	102.1	6.3	780	Triangle Publications Inc.
	WFLN-FM	95.7	20	490	Franklin Bcstrs. Corp.
	WHAT-FM	96.5	20	290	Independence Bcstg. Co., Inc.
	WIBG-FM	94.1	20	170	Seaboard Radio Bcstg. Corp.
	WIP-FM	93.3	20	430	WIP Bcstg. Inc.
	WPEN-FM	102.9	20	420	Wm. Penn Bcstg. Co.
	WQAL	106.1	7.8	710	Geo. Voron & Co.
Pittsburgh	KDKA-FM	92.9	47	890	Westinghouse Bcstg.
	WFMP	99.7	24	470	National Bcstg. Co., Inc.
	WKJF	93.7	40	470	A. J. R. Greer
	WWSW-FM	94.5	50	940	WWSW Radio Inc.
	WCAE-FM	96.1	31	295	WCAE, Inc.
	WILY	105.9	2.74	450	Dynamic Bcstg. Inc.
	WPIT-FM	101.5	19	510	WPIT, Inc.
Pottsville	WPPA-FM	101.9	2.8	650	Pottsville Bcstg. Co.
Scranton	WGBI-FM	101.3	1.8	1,200	WGBI Radio Inc.
Sharon	WPIC-FM	102.9	26	455	Sharon Herald Bcstg. Co.
Sunbury	WKOK-FM	94.1	4.4	875	Sunbury Bcstg. Corp.
Warren	WRRN	92.3	3	450	Northern Allegheny Bcstg Co
Waynesboro	WAYZ-FM	101.5	3	21	R. F. Lewis, Jr. Inc.
Wilkes-Barre	WBRE-FM	98.5	2.25	1,160	WBRE Radio Inc.
	WYZZ	103.3	3.1	975	R. G. Evans
Williamsport	WLYC-FM	105.1	.84	1,150	Lycoming Bcstg. Co.
	WRAK-FM	100.3	4	1,220	WGAL, Inc.
York	WNOW-FM	105.7	1.2	465	WNOW, Inc.

RHODE ISLAND

Cranston	WLOV	99.9	3.4	225	Neighborly Bcstg. Co.
Providence	WPFM	95.5	3.2	170	Golden Gate Corp.
	WPJB-FM	105.1	20	500	Providence Journal Co.
	WPRO-FM	92.3	15	560	Capital Cities TV Corp.
	WXCN	101.5	20	500	Concert Network Inc.
Woonsocket	WWON-FM	106.3	.39	215	Woonsocket Bcstg. Co.

SOUTH CAROLINA

Anderson	WCAC	101.1	6.4	330	W. E. Hall
Charleston	WCSC-FM	96.9	68	700	WCSC, Inc.
	WTMA-FM	95.1	10	385	Corp. of Charleston
Columbia	WCOS-FM	97.9	5.3	260	WCOS Inc.
	WNOK-FM	104.7	3.4	450	Palmetto Radio Corp.
Dillon	WDSC-FM	92.9	8.8	290	Border Bcstg. Co.
Greenville	WESC-FM	92.5	12	360	Bcstg. of Carolinas
	WFBC-FM	93.7	9.9	1,350	WMRC, Inc.
Rock Hill	WRHI-FM	98.3	.65	310	York County Bcstg. Co.
Seneca	WSNW-FM	98.1	9.4	330	Blue Ridge Bcstg. Co.
Spartanburg	WSPA-FM	98.9	4.9	520	Spartan Radiocasting Co.

(Continued on Next Page)

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
TENNESSEE					
Bristol	WOPI-FM	96.9	9.7	260	Pioneer Bcstg. Corp.
Greeneville	WGRV-FM	94.9	4.6	250	Radio Greeneville Inc.
Jackson	WTJS-FM	104.1	50	640	Sun Publishing Co., Inc.
Johnson City	WJHL-FM	100.7	9.6	1,400	WJHL, Inc.
Kingsport	WKPT-FM	98.5	10	960	Kingsport Bcstg. Co., Inc.
Knoxville	WBIR-FM	93.3	3.3	620	WBIR, Inc.
Memphis	WMCF	99.7	300	940	Memphis Publishing Co.
	WQMM	95.5	1.3	770	Quality Music
Nashville	WFMB	105.9	3.6	42	Great Southern Bcstg. Co.
	WSIX-FM	97.5	9	770	WSIX, Inc.

TEXAS

Amarillo	KGNC-FM	93.1	14.5	440	Plains Radio Bcstg. Co.
Austin	KAZZ	95.5	1.35	150	Audioland Bcstg. Co.
	KHFI	98.3	.780	52	R. E. Kennedy
Beaumont	KRIC-FM	97.5	9.1	360	Enterprise Co.
Cedar Hill	KDFW	99.5	25	770	C & F Musicasting Co.
Cleburne	KCLE-FM	94.9	6.4	260	Marti, Inc.
Corpus Christi	KDMC	95.5	4.1	280	Master Music, Inc.
Dallas	KIXL-FM	104.5	25	470	Variety Bcstg. Co.
	KRLD-FM	92.5	40	480	KRLD Radio Corp.
	KSFM	105.3	11	280	Metropolitan Bcstg. Corp.
	WRR-FM	101.1	68	500	City of Dallas
	WFAA-FM	97.9	38	300	A. H. Bello Corp.
	KQRO	102.9	7.6	200	E. F. Weerts
Denton	KDNT-FM	106.3	.76	270	H. V. Shepard
Diboll	KSPL-FM	95.5	6.5	295	A. Temple, Jr.
El Paso	KHMS	94.7	2.55	115	H & M Service Corp.
Fort Worth	WBAP-FM	96.3	52	475	Carter Publications Inc.
	KFJZ-FM	97.1	21.8	730	Tarrant Bcstg. Co.
Gainesville	KGAF-FM	94.5	2.5	250	Gainesville Bcstg. Co.
Harlingen	KELT	94.5	3.1	700	Harbenito Radio Corp.
Houston	KFMK	97.9	10.5	235	J. R. Corry
	KHGM	99.1	48	550	Taft Bcstg. Co.
	KTRH-FM	101.1	29.5	485	KTRH Bcstg. Corp.
	KARO	94.5	7.6	245	E. F. Weerts
	KHUL	96.7	15.5	235	B-M-R Bcstg. Corp.
	KROW	100.3	16.5	215	McLendon Corp.
	KRBE	104.1	40	260	Texas Fine Music
Lubbock	KRKH-FM	93.7	9.6	195	Southwestern Bcstg. Co.
	KBFM	96.3	3.6	275	J. W. Blankenship
Marshall	KLUE	97.3	5.9	320	Marshall Nat. Bank
Midland	KNFM	92.3	4.8	400	FM Assoc.
Port Arthur	KFMP	93.3	3.2	190	Triangle Bcstg. Co.
San Antonio	KEEZ	97.3	17.5	110	C. B. Gay, Inc.
	KISS	99.5	12.9	515	The Walmac Co.
	KONO-FM	92.9	3.8	475	Mission Bcstg. Co.
	KAKI	98.1	25	310	Sunshine Bcstg. Co.
Texarkana	KCMC-FM	98.1	1.4	275	KCMC, Inc.
Waco	KEFC	95.5	3.2	210	Music Unlimited Inc.
Waxahachie	KBEC-FM	93.5	.345	115	R. Tuck Enterpr.

UTAH

Salt Lake City	KDYL-FM	98.7	1.2	2,970	Intermountain Bcstg. & TV Corp.
	KSL-FM	100.3	6.1	3,660	Radio Service Corp. of Ut.
	KLUB-FM	97.1	11	—190	LLUB Bcstg. Co.

VIRGINIA

Arlington	WARL-FM	105.1	2.05	500	Northern Va. Bcstrs. Inc.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
	WCCV-FM	97.5	3.4	110	Eastern Bcstg. Corp.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Gretna	WMNA-FM	103.3	3	105	Central Va. Bcstg. Co.
Harrisonburg	WSVA-FM	100.7	7.2	345	Shenandoah Valley Bcstg. Corp.
Lynchburg	WWOD-FM	100.1	.94	170	Lynchburg Independent Bcstrs.

FM STATIONS IN OPERATION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Martinsville	WMVA-FM	96.3	2.9	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
	WYFI-FM	99.7	11.5	70	Electronic Research
Norfolk	WRVC	102.5	8.7	95	Virginia Good Music Corp.
Richmond	WCOD	98.1	34	430	Havens & Martin Inc.
	WRNL-FM	102.1	50	320	Richmond Newspapers Inc.
	WRVA-FM	94.5	25	460	Larus & Bro. Co., Inc.
Roanoke	WDBJ-FM	94.9	14.5	1,940	Times-World Corp.
Rocky Mt.	WSLS-FM	99.1	21	1,890	Shenandoah Stas. Inc.
Staunton	WAFB-FM	93.5	.5	350	American Home Bcstg. Corp.
Winchester	WRFL	92.5	13.4	1,390	R. F. Lewis, Jr., Inc.
Woodbridge	WBVA	105.8	9.5	305	S & W Enterpr. Inc.

WASHINGTON

Bellingham	KGMI-FM	92.9	20	2330	International Good Music
Edmonds	KGFM	105.3	17.5	760	King's Garden Inc.
Opportunity	KZUN-FM	96.1	3.32	—205	KZUN, Inc.
Seattle	KING-FM	98.1	15	410	King Bcstg. Co.
	KIRO-FM	100.7	16.5	750	Queen City Bcstg. Co., Inc.
	KISW	99.9	2.1	350	E. W. Lippincott
	KMCS	98.9	10.5	1,070	FM Bcstrs. Inc.
	KLSN	96.5	14.5	350	Sight & Sound
	KETO-FM	101.5	10	1100	Chem-Air Inc.
Spokane	KREM-FM	92.9	4.8	720	KREM Bcstg. Corp.
	KXLY-FM	99.9	2	490	Northern Pacific Radio
Tacoma	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.
	KTWR	103.9	.85	240	T. W. Read
	KLAY-FM	106.3	.83	240	C. F. Huntington

WEST VIRGINIA

Beckley	WBKW	99.5	34	1,050	J. L. Smith, Jr., Inc.
Charleston	WKAZ-FM	97.5	9	124	Kanawha Valley Bcstg. Co.
	WKNA	98.5	2.65	390	J. L. Smith, Jr.
Huntington	WHTN-FM	100.5	53	560	Cowles Bcstg. Co.
Logan	WLOG-FM	103.3	2.1	725	Frey & Greover
Martinsburg	WEPM-FM	94.3	.81	170	Martinsburg Bcstg. Co.
Morgantown	WAJR-FM	99.3	1	10	West Va. Radio Corp.
Oak Hill	WOAY-FM	94.1	14.5	660	R. R. Thomas, Jr.
Parkersburg	WAAM-FM	106.5	8.9	280	WSTV, Inc.
Wheeling	WKWK-FM	97.3	10	470	Community Bcstg. Inc.
	WWVA-FM	98.7	7.4	470	Storer Bcstg. Co.

WISCONSIN

Eau Claire	WEAU-FM	94.1	60	360	Central Bcstg. Co.
Fort Atkinson	WFAY	107.3	2.96	160	Goetz & Meythaler
Green Bay	WBAY-FM	101.1	13.5	750	Norbertine Fathers
Glendale	WFMR	96.5	24.5	—	Hi Fidelity Bcstg. Corp.
Greenfield	WWCF	94.9	37	1,300	W. C. Forrest
Janesville	WCLO-FM	99.9	15.5	200	Southern Wis. Radio Inc.
Madison	WISC-FM	98.1	1	105	Radio Wisconsin Inc.
	WMFM	104.1	7.5	80	E. W. Fessler
	WIBA-FM	101.5	45	1020	Badger Bcstg. Co.
	WRVB-FM	102.5	3.9	185	P. A. Stewart Enterpr.
Marinette	WMAN-FM	105.1	37	430	M & M Bcstg. Co.
Marshfield	WDLB-FM	103.9	.25	250	Clarkwood Bcstg. Corp.
Merrill	WLIN	100.7	9.3	348	Wis. Valley TV Corp.
Milwaukee	WFMR	96.5	15	215	High Fidelity Bcstg. Corp.
	WQFM	93.3	30	190	Koeth Bcstg. Corp.
	WTMJ-FM	94.1	2.8	980	Journal Company
	WMIL-FM	95.7	29	245	Cream City Bcstg. Co.
	WEMP-FM	99.1	25	—	Milwaukee Bcstg. Co.
	WISN-FM	87.3	25.5	920	Hearst Corp.
Monroe	WEKZ-FM	93.7	14.8	180	Green Company Bcstg. Co.
Racine	WRJN-FM	100.7	15	265	Racine Bcstg. Corp.
Rice Lake	WJMC-FM	96.3	50	540	WJMC Inc.
West Bend	WBKV-FM	92.5	6	145	West Bend Bcstg. Co.
Wisconsin Rapids	WFHR-FM	103.3	2.1	360	W. F. Huffman Radio Inc.
Waukesha	WAUX-FM	106.1	3.3	180	Waukesha Bcstg. Co.

NATIONAL ASSOCIATION OF FM BROADCASTER MEMBERS

CALIFORNIA

Atherton KPEN
Beverly Hills KCBH
Hollywood KGLA
Los Angeles KFMU
Los Angeles KRHM
Los Angeles KMLA
Sacramento KORA-FM
San Diego KFMB-FM
San Diego KGB-FM
San Diego KITT
Santa Barbara KRWC
Santa Barbara KMUZ

COLORADO

Denver K DEN-FM

CONNECTICUT

Brookfield WGHF
Meriden WMMW-FM

DELAWARE

Wilmington WJBR

FLORIDA

Ft. Lauderdale WFLM
Tampa WPKM

ILLINOIS

Bloomington WJBC-FM
Chicago WKFM
Chicago WCLM
Chicago WFMP
Decatur WSOY
Rock Island WHBF-FM

INDIANA

Indianapolis WFBM-FM
Indianapolis WFMS

KENTUCKY

Hopkinsville WRLX
Louisville WLVL

MAINE

Portland WMTW-FM

MASSACHUSETTS

Boston WBCN
Springfield WHYN-FM

MICHIGAN

Detroit WLDM
Detroit WQRS
East Lansing WSWN

MINNESOTA

Minneapolis KWFM
Minneapolis WLOL-FM

MISSISSIPPI

Jackson WJDX-FM

MISSOURI

Kansas City KCMK
St. Louis WIL-FM

NEBRASKA

Lincoln KFMQ
Omaha KFAB-FM
Omaha KQAL

NEW MEXICO

Albuquerque KHFM
Roswell KBIM-FM

NEW YORK

Buffalo WBUF
Ithaca WHCU-FM
Woodside WRFM

NORTH CAROLINA

Charlotte WMIT
Greensboro WMDE

OHIO

Cincinnati WKRC-FM
Columbus WBNS-FM
Dayton WHIO-FM
Toledo WMHE

OKLAHOMA

Tulsa KOCW

OREGON

Eugene KFMY

PENNSYLVANIA

Philadelphia WPEN-FM
Philadelphia WQAL
Pittsburgh WKJF
Wilkes-Barre WYZZ

TENNESSEE

Memphis WMCF
Nashville WFMB
Nashville WSIX-FM

TEXAS

Amarillo KGNC-FM
Austin KHFI
Diboll KSPL-FM
Houston KFMK
Houston KHGM
Houston KHUL
Houston KRBE
Houston KTRH-FM

VIRGINIA

Richmond WRVA-FM
Staunton WAFC-FM

WASHINGTON

Seattle KLSN

OFFICIAL FCC TV CHANNEL ALLOCATIONS

CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.
ALABAMA	
Andalusia	*2-, 29
Anniston	70+
Auburn	*50
Bessemer	54
Birmingham	6-, *10-, 13-, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23-
Demopolis	18
Dothan	2, 19-
Enterprise	40+
Eufaula	44
Florence	15
Fort Payne	19
Gadsden	21+, 37-
Greenville	49-
Guntersville	40-
Huntsville	31+
Jasper	17
Mobile	5+, 10+, *42, 48+
Montgomery	12, 20, *26+, 32
Murford	*7-
Opelika	22-
Selma	8-, 58+
Sheffield	47-
Sylacauga	24-
Talladega	64
Thomasville	27-
Troy	38
Tuscaloosa	45, 51-
Tuskegee	16
University	*74+
ALASKA	
Anchorage	2-, *7-, 11, 13-
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4-, 9-
Sitka	13
ARIZONA	
Ajo	19-
Bisbee	54
Casa Grande	18-
Clifton	25-
Coolidge	36+
Douglas	3-, 35
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6-
Mesa	12-
Miami	28+
Morenci	31
Nogales	16, 32, 44+

	Channel No.
Phoenix	3+, 5-, *8+, 10-
Prescott	15
Safford	21
Tucson	4-, *6+, 9-, 13-
Williams	25
Winslow	16-
Yuma	11-, 13+, 22+, 60

ARKANSAS

Arkadelphia	34+
Batesville	30-
Benton	40
Blytheville	64+, 74
Camden	50
Conway	62
El Dorado	10-, 26-
Fayetteville	*13-, 41-
Forrest City	22+
Fort Smith	5-, *16, 22, 39
Harrison	24
Helena	54-
Hope	15-
Hot Springs	9+, 52+
Jonesboro	*8, 39+
Little Rock	*2-, 4, 7-, 11+, 17-, 23+
Magnolia	28+
Maumori	46
Morrilton	43-
Newport	28
Paragould	58-
Pine Bluff	36
Russellville	19
Searcy	33
Springdale	35-
Stuttgart	14+

CALIFORNIA

Alturas	9
Bakersfield	10-, 17, 29, 39
Bishop	19
Brawley	16
Chico	12-
Corona	52
Delano	37+
El Centro	26-, 48
Eureka	6-, 3-, 13-
Fresno	12+, *18-, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	59
Merced	34-, 66
Modesto	14+, 58
Monterey. (See Salinas.)	
Napa	62
Oakland. (See Francisco.)	
Oxnard	32
Palm Springs	19+
Petaluma	66
Pittsburg	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40-, 46+
Salinas-Monterey	8+, 35
San Bernardino	18, *24-, 30
San Buenaventura	38-
San Diego	8, 10, *15+, 27, 39, 51
San Francisco-Oakland	2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44-
San Jose	11+, 48, *54, 60
San Luis Obispo	6+
Santa Barbara	3-, 20, 26

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FCC TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.
Santa Cruz	56	Sarasota	34+
Santa Maria	44	Tallahassee	*11-, 24, 51
Santa Paula	16+	Tampa-St. Petersburg	*3, 8-, 10-, 13-, 38
Santa Rosa	50	West Palm Beach	5, 12, *15, 21+
Stockton	13+, 36, *42, 64		
Tulare	27+	GEORGIA	
Ukiah	18	Albany	10, 25
Visalia	43, 49	Americus	31
Watsonville	22-	Athens	*8, 60-
Yreka City	19	Atlanta	2, 5-, 11+, *30, 36
Yuba City	52-	Augusta	6+, 12+
		Bainbridge	35-
COLORADO		Brunswick	28+, 34-
Alamosa	3-, 19+	Cairo	45+
Boulder	*12, 22+	Carrollton	33
Canon City	36	Cartersville	63-
Colorado Springs	11, 13, *17+, 23+	Cedartown	53-
Craig	19	Columbus	3, 9, *34
Delta	24-	Cordele	43
Denver	2, 4-, *6-, 7, 9-, 20, 26+	Dalton	25+
Durango	6+, 15	Douglas	32-
Fort Collins	44+	Dublin	15
Fort Morgan	15+	Elberton	24+
Grand Junction	5-, 21+	Fitzgerald	53+
Greeley	50	Fort Valley	18+
La Junta	24	Gainesville	52
Lamar	12-, 18-	Griffin	39+
Leadville	14+	La Grange	50
Longmont	32	Macon	13+, *41+, 47+
Loveland	38	Marietta	57+
Montrose	10+, 18	Milledgeville	51+
Pueblo	5, *8, 28+, 34-	Moultrie	48-
Salida	25	Newnan	61+
Sterling	3, 25-	Rome	59
Trinidad	21-	Savannah	3+, *9-, 11
Walsenburg	30-	Statesboro	22
		Swainsboro	20-
CONNECTICUT		Thomasville	6, 27
Bridgeport	43-, 49-, *71	Tifton	14-
Hartford	3+, 18-, *24	Toccoa	35
Meriden	65-	Valdosta	37+
New Britain	30+	Vidalia	26
New Haven	8+, 59+	Waycross	8+, 16
New London	26+, 81		
Norwalk. (See Stamford.)		HAWAII	
Norwich	57+, *63-	Hilo, Hawaii	2, *4, 7, 9, 11, 13
Stamford-Norwalk	27	Honolulu, Oahu	2+, 4-, *7+, 9-, 11+, 13-
Waterbury	53	Lihue, Kauai	3+, *8-, 10+, 12-
		Wailuku, Maui	3, 8, *10, 12
DELAWARE			
Dover	40	IDAHO	
Wilmington	12, *59-, 83+	Blackfoot	33
DISTRICT OF COLUMBIA		Boise	2, *4+, 7
Washington	4-, 5-, 7+, 9, 14-, 20+, *26-, 50-	Burley	15-
		Caldwell	9-
FLORIDA		Emmett	26-
Belle Glade	27+	Gooding	23
Bradenton	28-	Idaho Falls	3, 8+
Clearwater	32+, 50	Jerome	17
Daytona Beach	2-, 53	Kellogg	33-
De Land	44+	Lewiston	3-
Fort Lauderdale	17-, 39	Moscow	12-, *15
Fort Myers	11+	Nampa	6, 12+
Fort Pierce	19	Payette	14+
Gainesville	*5-, 20+	Pocatello	6-, 10
Jacksonville	4+, *7, 12-, 30+, 36-	Preston	41
Key West	14+, 20	Rexburg	27+
Lake City	33+	Rupert	21
Lakeland	16+, 22+	Sandpoint	23-
Lake Wales	14	Twin Falls	11, 13-
Leesburg	26-	Wallace	27-
Marianna	17+	Weiser	20-
Melbourne	37-		
Miami	*2, 4, 6, 7-, 10+, 23-, 33	ILLINOIS	
Ocala	15+	Alton	48
Orlando	6-, 9, 18, *24-, 47	Aurora	75
Palatka	17	Belleville	54+
Yanama City	7+, 13, *30, 36+	Bloomington	15-
Pensacola	3-, 15-, *21, 46	Cairo	24-
Quincy	54+	Carbondale	*8
St. Augustine	25+	Centralia	32+, 59+
St. Petersburg. (See Tampa.)		Champaign-Urbana	3+, *12-, 21, 27, 33
Sanford	35+	Chicago	2-, 5, 7, 9+, *11, 20, 26, 32, 38, 44
		Danville	24
		Decatur	17, 23+
		DeKalb	*67

FCC TV CHANNEL ALLOCATIONS

	Channel No.
Dixon	47+
Elgin	83
Freeport	23
Galesburg	77
Harrisburg	3, 22
Jacksonville	49-
Joliet	48+
Kankakee	14
Kewanee	60-
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46-
Moline. (See Davenport, Iowa.)	
Mt. Vernon	38-
Olney	16-
Pekin	69+
Peoria	19, 25+, 31+, *37-, 43+
Quincy	10-, 21+
Rockford	13+, 39+, *45+
Rock Island. (See Davenport, Iowa.)	
Springfield	20+, 26-, 36-, *66+
Streator	65-
Urbana. (See Champaign.)	
Vandalia	28-
Waukegan	79+

INDIANA

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30-, 36
Columbus	42-
Connersville	38+
Elkhart (see South Bend)	
Evansville	7, *9+, 14-, 50-
Fort Wayne	15+, 21+, *27+, 33-, 69
Gary	50, *66
Hammond	56-
Indianapolis	6, 8-, 13-, *20-, 39, 67
Jasper	19+
Kokomo	29+
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25-
Marion	31
Michigan City	62+
Muncie	49, 55+, *71
Plymouth	34
Princeton	52+
Richmond	32-
Shelbyville	58+
South Bend-Elkhart	16, 22, 28+, *52
Tell City	78
Terre Haute	2+, 10, *57+, 63-, 73+
Vincennes	44+
Washington	60+

IOWA

Algona	37+
Ames	5, 25
Atlantic	45-
Boone	19-
Burlington	32-, 38+
Carrroll	39
Cedar Rapids	2, 9-, 20-, *26+
Centerville	31-
Charles City	18-
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	
	4+, 6+, 8, *30+, 42-, 68
Decorah	44+
Des Moines	8-, *11+, 13-, 17+, 23-
Dubuque	56+, 62-
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	71
Iowa City	*12+, 24-

	Channel No.
Keokuk	44-
Knoxville	33-
Marshalltown	49
Mason City	3+, 35-
Muscatine	58
Newton	65+
Oelwein	28
Oskaloosa	52+
Ottumwa	15+, 63
Red Oak	32+
Shenandoah	20+
Sloux City	4-, 9, *30, 36-
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16-, *22-, 46+
Webster City	27

KANSAS

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50-
Coffeyville	33-
Colby	22-
Concordia	47-
Dodge City	23
El Dorado	55+
Emporia	39-
Ensign	6+
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7-, 20-
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15-
Lawrence	*11, 17-
Leavenworth	54
Liberal	14
McPherson	26-
Manhattan	*8, 23+
Newton	14+
Olathe	52-
Ottawa	21-
Parsons	46-
Pittsburg	7+, 38-
Pratt	36+
Salina	34
Topeka	13+, 42, *48+
Wellington	24-
Wichita	3-, 10-, 16-, *22+
Winfield	43+

KENTUCKY

Ashland	59-
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43-
Glasgow	28+
Harlan	73+
Hazard	19-
Hopkinsville	20
Lexington	18+, 27-, 64, 70+
Louisville	3-, 11+, *15, 21-, 41-, 51-
Madisonville	26
Mayfield	63
Maysville	24+
Middlesboro	57, 63+
Murray	33-
Owensboro	56-, 62
Paducah	6+, 43, 72
Pikeville	14-
Princeton	45-
Richmond	60
Somerset	29-
Winchester	37+

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FCC TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.
LOUISIANA			
Abbeville	27+	Ann Arbor	20+, *26-
Alexandria	5, 62+, 74	Bad Axe	46-
Bastrop	53+	Battle Creek	58-, 64
Baton Rouge	2, 9, 18-, 28, 34, 40-	Bay City	5-, €3-, *73+
Bogalusa	69, 78	Benton Harbor	40+
Crowley	76	Big Rapids	39
De Ridder	70	Cadillac	13-, 45
Eunice	64-	Calumet	5
Franklin	46+	Cheboygan	4+, 36+
Hammond	57	Coldwater	24-
Houma	11, 30+	Detroit	2+, 4, 7-, 50-, *56, 62
Jackson	59	East Lansing	60+
Jennings	48	East Tawas	25-
Lafayette	10, 36-, 67-	Escanaba	3+, *49
Lafayette-Lake Charles	3	Flint	12-, 16-, *22-, 28
Lake Charles	7-, *14, 25, 60+	Gladstone	40-
Minden	30	Grand Rapids	8+, *17+, 23-
Monroe	3+, *13, 43+	Houghton	19-, 25
Monroe-El Dorado	10	Iron Mountain	8-, 27
Morgan City	33+	Iron River	33-
Natchitoches	17+	Ironwood	12+, 51-
New Iberia	15+	Jackson	48
New Orleans	4+, 6+, *8, 12, 20-, 26, 32+, 61	Kalamazoo	3-, *74, 46
Oakdale	54+	Lansing	6-, 54
Opelousas	58	Ludington	33
Ruston	20	Manistee	15-
Shreveport	3-, 12	Manistique	14+
Thibodaux	24	Marquette	6-, 13+, 17, *35
Winnfield	22-	Midland	19+
MAINE			
Auburn	23+	Mount Pleasant	47-
Augusta	10-, 29+	Muskegon	29-, 35+
Bangor	2-, 5+, *16-	Parma-Onondago	10-
Bar Harbor	22-	Petoskey	31
Bath	65	Pontiac	44+
Belfast	41-	Port Huron	34+
Biddeford	59	Rogers City	24
Calais	7-, 20-	Saginaw	51-, 57-
Dover-Foxcroft	18+	Sault Ste. Marie	8, 10+, 28-, *34
Fort Kent	17+	Traverse City	7+, 20-, *25+
Foxcroft (See Dover)		West Branch	21
Houlton	24	MINNESOTA	
Lewiston	8-, 17	Albert Lea	57-
Millinocket	14+	Alexandria	7, 36
Orono	*12-	Austin	6-, 51+
Portland	6-, 13+, *47-, 53+	Bemidji	9, 24
Presque Isle	8, 10+, 19	Brainerd	12-
Rockland	25-	Cloquet	44
Rumford	55-	Crookston	21-
Van Buren	15-	Detroit Lakes	18+
Waterville	35+	Duluth-Superior, Wis.	3, 6+, *8, 10+, 32, 38
MARYLAND			
Annapolis	53-	Ely	16
Baltimore	2+, 11-, 13+, 18, *24+, 72-	Fairmont	40+
Cambridge	22+	Faribault	20
Cumberland	17+, 30-	Fergus Falls	16-
Frederick	62	Grand Rapids	20-
Hagerstown	52, 68+	Hastings	29+
Salisbury	16+	Hibbing	13-
MASSACHUSETTS			
Amherst	*82	International Falls	11
Barnstable	25+	Little Falls	14+
Boston	*2+, 4-, 5-, 7+, 38, 44+, 56	Mankato	12, 15-
Brockton	62	Marshall	22+
Easthampton	61	Minneapolis-St. Paul	*2-, 4, 5-, 9+, 11-, 17, 23+
Fall River	46-, 68	Montevideo	19
Greenfield	32+, 68	New Ulm	43-
Holyoke. (See Springfield.)		Northfield	26
Lawrence	72	Owatonna	45
Lowell	78	Red Wing	63-
New Bedford	6+, 28-, 34+	Rochester	10, 55-
North Adams	19, *80+	St. Cloud	33
Pittsfield	64+	St. Paul. (See Minneapolis.)	
Springfield-Holyoke	22, 40	Stillwater	39-
Worcester	14, 20	Thief River Falls	15
MICHIGAN			
Alma	41+	Virginia	26+
Alpena	9+, *11, 30-	Wadena	27+
MISSISSIPPI			
		Willmar	31+
		Winona	61
		Worthington	32
		Biloxi	13+, *44+, 50-
		Brookhaven	37+
		Canton	16

FCC TV CHANNEL ALLOCATIONS

	Channel No.
Clarksdale	32
Columbia	35+
Columbus	4-, 28-
Corinth	41
Greenville	21-, 27
Greenwood	6-, 24+
Grenada	44
Gulfport	56-
Hattiesburg	17-
Jackson	3+, 12+, *19+, 25-
Kosciusko	52-
Laurel	33-
Laurel-Pachuta	7
Louisville	46-
McComb	31-
Meridian	11-, 20-, *33-
Natchez	29+
Pachuta (see Laurel)	
Pascagoula	22
Picayune	14
Starkville	34-
State College	*2+
Tupelo	9-, 38
University	*20+
Vicksburg	41+
West Point	56+
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18+, 69
Carthage	56-
Caruthersville	27-
Chillicothe	14-
Clinton	49-
Columbia	8+, 16+, 22-
Farmington	52
Festus	25-
Fulton	24+
Hannibal	7-, 27+
Jefferson City	13, 33+
Joplin	12+, 30+
Kansas City	4, 5+, 9+, *19+, 25+, 65
Kennett	21
Kirksville	3-, 18
Lebanon	23
Marshall	40+
Maryville	26+
Mexico	45
Moberly	35+
Monett	14
Nevada	18-
Poplar Bluff	15+
Rolla	46
St. Joseph	2-, 30-, *36
St. Louis	2, 4-, 5-, *9, 11-, 30, 42+
Sedalia	6-, 28+
Sikeston	37
Springfield	3+, 10, *26+, 32
West Plains	20-

MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22-
Butte	4, 6+, *7-, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	5+, 18-
Great Falls	3+, 5+, *23-
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	9-
Laurel	14+
Lewiston	13
Livingston	16-
Miles City	3-, *6, 10
Missoula	8-, *11-, 13-, 21+
Polson	18
Red Lodge	18+
Shelby	14-
Sidney	14

	Channel No.
Whitefish	16+
Wolf Point	20-

NEBRASKA

Alliance	13-, 21
Beatrice	40
Broken Bow	14-
Columbus	49+
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11-, 21+
Hastings	5-, 27-
Hay Springs	*4+
Hayes Center	6
Kearney	13, 19
Lexington	23-
Lincoln	10+, *12-, 18+, 24
McCook	8-, 17
Nebraska City	50
Norfolk	33+
North Platte	2-, 9+
Omaha	3, 6+, 7-, 16, 22, 28
Scottsbluff	10-, 16+
York	15

NEVADA

Boulder City	4+
Carlin	14
Carson City	37
Elko	10-
Ely	3-, 6+
Fallon	29-
Goldfield	5-
Hawthorne	31
Henderson	2-
Las Vegas	8-, *10+, 13-
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27-
Tonopah	9-
Winnemucca	7+
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	76
Durham	*11
Hanover	*27+
Keene	45-
Laconia	43
Littleton	24-
Manchester	9-, 48+
Nashua	54
Portsmouth	15
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64-
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13-
New Brunswick	*19-, 47+
Paterson	37+
Trenton	41+
Wildwood	48-

NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	13+
Belen	24+
Carlsbad	6-, 23

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FCC TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.		
Clayton	27-	Hickory	30-		
Clovis	12+, 35	High Point	15+		
Columbus	16-	Jacksonville	16		
Deming	14+	Kannapolis	59+		
Farmington	12+, 17-	Kinston	45		
Five Points (see Atrisco)		Laurinburg	41-		
Gallup	3, *8-	Lumberton	21+		
Hobbs	46	Mount Airy	55		
Hot Springs	19	New Bern	12+		
Las Cruces	22-	Raleigh	5, *22-, 28-		
Las Vegas	14-	Roanoke Rapids	30+		
Lordsburg	23+	Rocky Mount	50+		
Los Alamos	20-	Salisbury	80		
Lovington	27	Sanford	38		
Portales	22+	Shelby	39		
Raton	46, *52	Southern Pines	49		
Roswell	*3+, 8, 10	Statesville	64-		
Santa Fe	2+, *9+, 11-	Washington	7		
Silver City	*10+, 12	Wilmington	3-, 6, 29-, *35+		
Socorro	15+	Wilson	56		
Truth or Consequences	19	Winston-Salem	12, 26+, *32-		
Tucumcari	25+				
NEW YORK					
Albany-Schenectady-Troy	6, 13, *17+, 23-, 35, 41	Bismarck	5, 12-, 18, *24		
Amsterdam	52-	Bottineau	16+		
Batavia	33-	Carrington	26-		
Binghamton	12-, 40-, *46+, 56+	Devils Lake	8+, 14-		
Buffalo	17, *23	Dickinson	2+, 4, *17		
Buffalo-Niagara Falls	2, 4-, 7+, 29+	Fargo	6, 11+, *34-, 40		
Carthage	7-	Grafton	17		
Clymer	37	Grand Forks	*2, 10		
Cortland	72	Harvey	22+		
Dunkirk	46	Jamestown	7-, 42		
Elmira	18+, 24-, 30	Lisbon	23		
Glens Falls	39+	Minot	*6+, 10-, 13+		
Gloversville	29-	New Rockford	20+		
Hagaman	29	Pembina	12		
Hornell	50	Rugby	38-		
Ithaca	*14+, 20-	Valley City	4-, 32-		
Jamestown	58+	Whapeton	45+		
Kingston	66-	Williston	8-, 11-, *34+		
Lake Placid	5				
Malone	20+, *66	OHIO			
Massena	14-	Akron	49+, *55-, 61+		
Middletown	60	Ashtabula	15		
New York	2, 4, 5+, 7, 9+, 11+, *25, 31-	Athens	62-		
Niagara Falls. (See Buffalo-Niagara Falls.)		Bellefontaine	63		
Ogdensburg	24+	Bowling Green	*70		
Olean	54+	Cambridge	26		
Oneonta	62-	Canton	29		
Oswego	31	Chillicothe	56+		
Patchogue	75	Cincinnati	5-, 9, 12, *48-, 54-, 74-		
Plattsburgh	28+	Cleveland	3, 5+, 8, 19, *25+, 65+		
Poughkeepsie	21-, *83	Columbus	4-, 6+, 10+, *34, 40-		
Rochester	5-, 10+, 15-, *21, 27+	Coshocton	20		
Rome. (See Utica.)		Dayton	2, 7+, *16+, 22+		
Saranac Lake	18	Defiance	43		
Schenectady. (See Albany.)		Fremont	53		
Syracuse	3-, 8, *43+	Gallipolis	59+		
Troy. (See Albany.)		Hamilton-Middletown	72		
Utica-Rome	2-, *25+, 54-	Lancaster	65		
Vail Mills	10-	Lima	28-		
Watertown	48	Lorain	35-, 73		
		Mansfield	31-		
NORTH CAROLINA				Mansfield	36+
Ahoskie	53	Marion	17-		
Albemarle	53	Massillon	23+		
Asheville	13-, *56-, 62+, 78	Middletown. (See Hamilton.)			
Burlington	63	Mount Vernon	58		
Burnsville	18	Newark	60-		
Chapel Hill	*4+	Oxford	*14+		
Charlotte	3, 9+, 36+, *42+	Piqua	44-		
Durham	11+, *40-, 46+, 73-	Portsmouth	30		
Elizabeth City	31+	Sandusky	42+		
Fayetteville	18, 54-	Springfield	52-, 76		
Gastonia	48	Steubenville. (See Wheeling, W. Va.)			
Goldsboro	34, 72	Tiffin	47+		
Greensboro-High Point-Winston Salem	8-	Toledo	11-, 13, *30+, 79		
Greensboro	2-, *51-, 57-	Warren	67+		
Greenville	9	Youngstown	21-, 27, 33, 73-		
Henderson	52-	Youngstown, Ohio-New Castle, Pa.	45-		
Hendersonville	27	Zanesville	18-, 50+		

FCC TV CHANNEL ALLOCATIONS

	Channel No.
OKLAHOMA	
Ada	10+, 50+
Altus	36
Alva	30
Anadarko	58-
Ardmore	12-, 55-
Bartlesville	62-
Blackwell	51-
Chickasha	64
Claremore	15
Clinton	32-
Duncan	39-
Durant	27-
Elk City	8+, 15+, 26+
El Reno	56+
Enid	5, 21, *27+
Frederick	44
Guthrie	48
Guymon	20+
Hobart	23+
Holdenville	14-
Hugo	21+
Lawton	7+, *28+, 34-
McAlester	47
Miami	58+
Muskogee	*45+, 68+
Norman	31-, 37-
Oklahoma City	4-, 9-, *13, 19+, 25-
Oklmulgee	26
Pauls Valley	61
Ponca City	40-
Pryor Creek	54
Sapulpa	42-
Seminole	59
Shawnee	53
Stillwater	29-, *69
Tulsa	2+, 6, *11-, 17+, 23, 8-
Vinita	28-
Woodward	35+

	Channel No.
OREGON	
Albany	55+
Ashland	14-
Astoria	30-
Baker	37+
Bend	15-
Brookings	8+
Burns	16
Coos Bay	11
Corvallis	*7-, 49-
Eugene	9+, 13, 20+, 26
Grants Pass	30
Klamath Falls	2-, 17
La Grande	13+
Lebanon	43+
McMinnville	46-
Medford	5, 10+
North Bend	16+
Pendleton	28
Portland	2, 6+, 8-, *10, 12, 21-, 27+
Roseburg	4+, 28+
Salem	3+, *18-, 24+, 66
Springfield	37-
The Dalles	32

	Channel No.
PENNSYLVANIA	
Allentown	39, 67
Altoona	10-, 25-
Bethlehem	51-
Bradford	80-
Butler	43-
Chambersburg	46-
Du Bois	31+
Easton	57-
Emporium	42-
Erie	12, 35+, *41-, 66+
Harrisburg	27-, 55+, 71+
Hazleton	63
Johnstown	6, 19+, 56-
Lancaster	8-, 21+
Lebanon	15+
Lewistown	75-
Lock Haven	32-

	Channel No.
RHODE ISLAND	
Meadville	62+
New Castle (see Youngstown, Ohio)	
Oil City	64
Philadelphia	3, 6-, 10, 17-, 23+, 29, *35-
Pittsburgh	2-, 4+, 11, *13-, *16, 22, 53+
Reading	33+, 61-
Scranton	16-, 22-, 44
Shamokin	65
Sharon	39+
Shinglehouse	26+
State College	*48+
Sunbury	38
Wilkes-Barre	28, 34
Williamsport	36-
York	43, 49

RHODE ISLAND	
Providence	10+, 12+, 16, *36+

	Channel No.
SOUTH CAROLINA	
Aiken	54
Anderson	40, 58-
Camden	14
Charleston	2+, 4, 5+, *7-, 17+
Clemson	*68
Columbia	10-, *19+, 25-, 67+
Conway	23-
Florence	13+, 60
Georgetown	27-
Greenville	4-, 23+, *29
Greenwood	21-
Lake City	55+
Lancaster	31-
Laurens	45-
Marion	43-
Newberry	70
Orangeburg	44-
Rock Hill	61-
Spartanburg	7+, 17-, 74-
Sumter	47
Union	65-

	Channel No.
SOUTH DAKOTA	
Aberdeen	9-, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5-, 26
Madison	46
Mitchell	5+, 20-
Mobridge	27-
Pierre	10+, *22+
Rapid City	3+, 7+, 15-
Reliance	6-
Sioux Falls	11, 13+, 38+, *44
Sturgis	20
Vermillion	*2+, 41
Watertown	3-, 35+
Winner	18-
Yankton	17-

	Channel No.
TENNESSEE	
Athens	14+
Bristol, Tenn.-Bristol, Va.	5+, 46-
Chattanooga	3+, 9, 12-, 43+, 49+, *55
Clarksville	53
Cleveland	38+
Columbia	39-
Cookeville	24, *69
Crossville	*77
Covington	19-
Dyersburg	46+
Elizabethton	22+
Fayetteville	47+
Gallatin	48+
Harriman	67
Humboldt	25+
Jackson	7+, 16+

(Continued on Next Page)

FCC TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.
Johnson City	11—, 34+	Huntsville	15
Kingsport	28	Jacksonville	36—
Knoxville	6, 10+, *20+	Jasper	49+
Lawrenceburg	50+	Keokuk	14
Lebanon	58	Kilgore	59—
Lexington	*11	Kingsville	40
MacMinnville	46	Lamesa	28
Maryville	51	Lampasas	40—
Memphis	3—, 5+, *10+, 13+, 42—, 48—	Laredo	8, 13, *15+, 27—, 39
Merriestown	54+	Levelland	38—
Murfreesboro	18—	Littlefield	32
Nashville	*2—, 4+, 5, 8+, 30+, 36+	Longview	32, 38+
Oak Ridge	32+	Lubbock	5—, 11, 13—, *20, 26
Paris	51+	Lufkin	9, 45—
Pulaski	44—	McAllen	20—
Shelbyville	56	McKinney	65—
Sneedville	*2+	Marfa	19+
Springfield	42	Marshall	16—
Tulahoma	68—	Mercedes	66
Union City	55	Mexia	50—
TEXAS			
Abilene	9+, 33—	Midland	2+, 18
Alice	34+	Mineral Wells	38
Alpine	12	Mission	70+
Amarillo	*2—, 4, 7, 10	Monahans	9—
Athens	25+	Mount Pleasant	35
Austin	7+, 18—, 24, *70—	Nacogdoches	19—, 40+
Ballinger	25	New Braunfels	62—
Bay City	33	Odessa	7—, 24—
Beaumont-Port Arthur	4—, 6—, 12—, 31+, *37	Orange	43—
Eeenville	38—	Pampa	17—
Big Spring	4—, 34+	Paris	33+
Bonham	43	Pearsall	31
Borger	33	Pecos	16+
Brady	15—	Perryton	22
Breckenridge	14+	Plainview	29+
Brenham	52—	Port Arthur. (See Beaumont.)	
Brownfield	15	Presidio	21
Brownsville	26, 44	Quanah	42
Brownsville-Harlingen-Weslaco ¹	4+, 5	Raymondville	64—
Brownwood	19	Rosenberg	17—
Bryan	54—	San Angelo	3—, 8+, 17+, *23—
Bryan-College Station (also see College Station)	3+	San Antonio	4, 5, *9—, 12+, 35+, 41+
Childress	40	San Benito	48
Cleburne	57	San Marcos	53+
Coleman	21—	Seguin	14—
College Station (also see Bryan-College Station)	*48—	Seymour	24+
Conroe	20+	Sherman	46+
Corpus Christi	6+, 10—, *16+, 22, 43	Snyder	30+
Corsicana	47+	Stephenville	32+
Crockett	56	Sulphur Springs	41
Crystal City	44+	Sweetwater	12
Cuero	25—	Taylor	58+
Dalhart	16	Temple	6, 16, 22+
Dallas	4+, 8, *13+, 23, 29, 73	Texarkana	6+, *18, 24—
Del Rio	16, 52+	Tyler	7, 61+, 72
Denison	52	Uvalde	20
Denton	*2, 17	Vernon	18+
Eagle Pass	22—, 64	Victoria	19+
Edinburg	60	Waco	10+, *28—, 34—
El Campo	27	Waxahachie	45—
El Paso	4, *7, 9, 13, 26+, 38, 50, 62	Weatherford	51
Falfurrias	52	Weslaco. (See Brownsville-Harlingen-Weslaco.)	
Floydada	45	Wichita Falls	3, 6—, *16+, 22—
Fort Stockton	22	Zapata	49
Fort Worth	5+, 11—, 20—, *26—	UTAH	
Gainesville	49—	Erigham	36—
Galveston	35—, 41—, *47—	Cedar City	5
Gonzales	64+	Logan	12—, 30, *46
Greenville	69—	Ogden	9+, *18—, 24
Harlingen (also see Brownsville-Harlingen-Weslaco)	23	Price	6
Hebbronville	58	Provo	11+, 22, *28
Henderson	42+	Richfield	13+
Hereford	19—	St. George	18+
Hillsboro	63	Salt Lake City	2—, 4—, 5+, *7—, 20+, 26
Houston	2—, *8—, 11+, 13—, 23+, 29—, 39—	Tooele	44
		Vernal	3+
VERMONT			
		Bennington	69—
		Brattleboro	77+
		Burlington	3, *16+, 22+

¹ These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

FCC TV CHANNEL ALLOCATIONS

	Channel No.
Montpelier	57
Newport	46
Rutland	49+
St. Albans	34-
St. Johnsbury	30

VIRGINIA

Blacksburg	*60+
Bristol. (See Bristol, Tenn.)	
Charlottesville	*45+, 64+
Covington	44+
Danville	24-
Emporia	25+
Farmville	19
Fredericksburg	47
Front Royal	39-
Harrisonburg	3-, 34
Lexington	54
Lynchburg	13, 16-
Marion	50
Martinsville	35-
Newport News. (See Norfolk-Portsmouth- Newport News.)	
Norfolk-Portsmouth	27
Norfolk-Portsmouth-Newport News	
3+, 10+, 13-, 15, *21-, 33	
Norton	52
Petersburg	8, 41
Portsmouth. (See Norfolk-Portsmouth and also see Norfolk-Portsmouth- Newport News.)	
Pulaski	37-
Richmond	6+, 12-, *23, 29+
Roanoke	7-, 10, 27+, *33
South Boston	14+
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28+

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12+, 18+, 24-
Bremerton	44, 50
Centralia	17
Clarkston	34+, 40+
Ellensburg	49, *65
Ephrata	16-, 43
Everett	22-, 28-
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick	31
Kennewick-Richland-Pasco	*41
Longview	33
Moses Lake	61
Okanogan. (See Omak.)	
Olympia	60
Omak-Okanogan	*35-
Pasco (also see Kennewick-Richland- Pasco)	19-
Port Angeles	16+
Pullman	*10-, 24
Richland (also see Kennewick-Richland- Pasco)	25
Seattle	4, 5+, 7-, *9, 20, 26+
Spokane	2-, 4-, 6-, *7+
Tacoma	11+, 13-, *56, 62
Walla Walla	22, 44-, *50
Wenatchee	*45, 55, 67
Yakima	23+, 29+, *47

WEST VIRGINIA

Beckley	4, 21, 66
Bluefield	6-, 41+
Charleston	8+, *43+, 49
Clarksburg	12+, 69-
Elkins	40+
Fairmont	35
Hinton	31
Huntington	3+, 13+, *53-
Logan	23-

	Channel No.
Martinsburg	58-
Morgantown	*24
Parkersburg	15-
Welch	25
Weston	5, 32
Wheeling	*57+
Wheeling-Steubenville, Ohio	7, 9+, 51+
Williamson	17

WISCONSIN

Adams	*58+
Appleton	42+
Asnland	15+
Beaver Dam	51-
Beloit	57
Chilton	*31+
Eau Claire	13, *19+, 25+
Fond du Lac	54+
Green Bay	2+, 5+, 70+
Janesville	63+
Kenosha	61-
La Crosse	8+, *32+, 58-, 72
Madison	3, *21-, 27-, 33+
Manitowoc	65
Marinette	11+, 32-, *38+
Milwaukee	4-, *10+, 12, 18+, 24+, 30
Oshkosh	48-
Park Falls	*18
Portage	17-
Prairie du Chien	34
Racine	49-, 55
Rhineland	22
Rice Lake	21+
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20+, 26-
Sturgeon Bay	44-
Superior. (See Duluth, Minn.)	
Wausau	9, 7-, 16+, *46-
Whitefish Bay	6
Wisconsin Rapids	14-

WYOMING

Buffalo	29
Casper	2+, 6+
Cheyenne	5+
Cody	24-
Douglas	14
Evanston	14-
Gillette	40
Green River	16
Greybull	40
Lander	17-
Laramie	*8+, 18+
Lovell	36+
Lusk	19-
Newcastle	28+
Powell	30+
Rawlins	11-
Riverton	10+
Rock Springs	13
Sheridan	9-, 12+
Thermopolis	15
Torrington	27
Wheatland	24+
Worland	34

U. S. TERRITORIES AND POSSESSIONS

GUAM

Agana	8, 10
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PUERTO RICO

Arecibo-Aguadilla	12+
Caguas	11-
Fajardo	13+
Mayaguez	3+, 5-
Ponce	7, 9-
San Juan	2+, 4-, *6+

VIRGIN ISLANDS

Charlotte Amalie	10-
Christiansted	8+

ATTORNEYS SPECIALIZING IN RADIO-TELEVISION

NEW YORK

☆	Becker, George 43 E. 43rd St. OX 7-4118	☆
	Becker, Mortimer 4 E. 43rd St. OX 7-9525	
	Bergreen, Morris H. 1501 Broadway OX 5-0820	
	Boros, Jerome S. 30 Rockefeller Plaza CI 7-3040	
	Brauner, Julius F. 485 Madison Ave. PL 1-2345	
	Bueher, Hyman I. 10 Columbus Circle. JU 2-7300	
	Chopnick, Max 9 E. 46th St. OX 7-8130	
	Colin, Ralph F. 575 Madison Ave. MU 8-7800	
	Cuddihy, Arthur B., Jr. 70 Pinewood Gardens, Hartsdale	
	Durka, William J. 30 Rockefeller Plaza CI 7-3040	
	Elber, George A. 1 E. 44th St. MU 2-6252	
	Ernst, Morris 285 Madison Ave. MU 5-1582	
	Ervin, Thomas E. 30 Rockefeller Plaza CI 7-8300	
	Falk, Edwiu A. 40 Wall St. WH 4-1771	
	Finkelstein, Herman 575 Madison Ave. MU 8-8800	
	Fletcher, Stephen H. 195 Broadway EX 3-3721	
	Fly, James Lawrence 30 Rockefeller Plaza CI 7-3043	
	Gerber, Gustave A. 55 Broadway BO 9-8233	
	Gibbons, John F. 67 Broad St. BO 9-3800	
	Golub, William W. 3 E. 54th St. MU 8-7440	
	Keesing, John M. 250 W. 57th St. PL 7-7860	
	Landon, S. Whitney 195 Broadway EX 3-1000	
	Lerner, Max K. 485 Lexington Ave. OX 7-4343	
	Lynch, Paul B. 30 Rockefeller Plaza CI 7-8300	
	McCauley, Raymond F. 959 Eighth Ave. JU 6-1300	
	McDaniel, Glen 63 Wall St. WH 3-7380	
	Nicholas, Minoa J. 70 E. 45th St. MU 3-9553	
	Nields, John W. 63 Wall St. WH 4-7400	
	North, Ernest D. 32 Ave. of Americas EX 3-6245	
	Quisenberry, John T. 195 Broadway EX 3-3556	
	Rosen, Leo 285 Madison Ave. MU 5-1582	
	Rosenman, Samuel I. 575 Madison Ave. MU 8-7800	
	Schoemer, John E., Jr. 220 E. 42nd St. MU 2-4567	
	Shuebruk, Peter 30 Rockefeller Plaza CI 7-3040	
	Shte, John V. 30 Rockefeller Plaza CI 7-8300	
	Smith, Bernard B. 460 Park Ave. PL 1-2680	
	Socelow, A. Walter 580 Fifth Ave. PL 7-2112	
	Solinger, David M. 250 Park Ave. MU 7-1140	
	Sprague, E. Stuart 36 W. 44th St. MU 2-5521	

Turner, George B. 15 Broad St. HA 2-3000
Waters, John H. 60 Hudson St. WO 2-7300
Webster, Bethuel M. 40 Wall St. DI 4-3350
Wendt, William 60 Hudson St. WO 2-7300
Werner, Robert L. 30 Rockefeller Plaza CO 5-5900
Zeller, Robert G. 63 Wall St. WH 4-7400

WASHINGTON

☆	Adams, Eva B. Senate Office Bldg. NA 8-3120	☆
	Albertson, Fred W. Munsey Bldg. ST 3-1000	
	Altman, Norman S. 1001 15th N.W. EX 3-0900	
	Anderson, Howard C. 725 13th St. ME 7-9900	
	Anello, Douglas A. 1771 N St., N.W. DE 2-9300	
	Arnold, Thurman 1229 19th St., N.W. EX 3-7300	
	Bader, Michael H. 1735 De Sales, N.W. DI 7-2724	
	Balley, Clyde S. Penn Bldg. NA 8-6512	
	Baker, Philip M. Penn Bldg. DI 7-8881	
	Baker, Warren E. Shoreham Bldg. RE 7-8050	
	Ball, Frederic Ring Bldg. RE 7-2566	
	Bankson, John P., Jr. Munsey Bldg. ME 8-2193	
	Barker, Robert W. 744 Jackson, N.W. NA 8-1114	
	Barlow, Joel Union Trust Bldg. RE 7-5900	
	Barnes, Maurice R. Munsey Bldg. ST 3-7670	
	Baron, Max G. Investment Bldg. ST 3-7122	
	Baron, Theodore National Press Bldg. ST 3-4115	
	Baskette, Jesse E. 1625 K St., N.W. ST 3-0600	
	Bauer, William H. Washington Bldg. ST 3-3480	
	Bealy, Richard N. 1000 Vt. Ave., N.W. DI 7-7480	
	Bechhoefer, Bernard G. National Press Bldg. ST 3-4115	
	Becker, Harry A. Penn Bldg. EX 3-3003	
	Becker, Ralph E. 1700 K St., N.W. ST 3-1865	
	Beebe, Raymond N. 1025 Conn. Ave., N.W. ST 3-2252	
	Beelar, Donald C. World Center Bldg. ST 3-3200	
	Bergson, Philip Wyatt Bldg. ME 8-6900	
	Bilger, Donald E. 710 14th St., N.W. EX 3-4600	
	Bingham, Herbert M. Tower Bldg. DI 7-2141	
	Blair, Forbes W. 710 14th St., N.W. EX 3-4600	
	Blooston, Arthur 908 20th St., N.W. ST 3-5551	
	Blum, William, Jr. 1741 K St., N.W. RE 7-6333	
	Blume, Jack P. 1612 K St., N.W. ME 8-6190	
	Booth, Robert M., Jr. 815 15th St., N.W. RE 7-8159	

RADIO-TV ATTORNEYS

Brady, John B. McLachlin Bldg.	NA 8-4806	Delaney, Frank J. 1317 F St., N.W.	ST 3-1234
Brooks, Leon 1735 De Sales.	EM 2-9300	Delaney, Paul L. Union Trust Bldg.	DI 7-2282
Brown, Darwin Charles 1632 K St.	ST 3-5650	Dempsey, William J. Bowen Bldg.	RE 7-6363
Brown, Russell M. 1425 H St., N.W.	ST 3-7300	Denslow, L. Alton Washington Bldg.	RE 7-0727
Brown, Thad H., Jr. 1771 N St., N.W.	DE 2-9300	Dobin, Paul Cafritz Bldg.	ST 3-3580
Rugay, Paul E. Colorado Bldg.	ME 8-2027	Donaldson, Ray S. 1223 19th St., N.W.	EX 3-8476
Bunn, George 1229 19th St., N.W.	EX 3-7300	Doty, Dwight David 1735 De Sales.	DI 7-2724
Burke, Eugene L. Bowen Bldg.	ST 3-3717	Dow, Fayette B. Munsey Bldg.	ST 3-1000
Burroughs, J. Edward 1625 K St., N.W.	DI 7-0777	Dowd, Thomas N. Ring Bldg.	RE 7-2566
Burt, William C. Wyatt Bldg.	RE 7-5566	DuCoer, Joseph World Center Bldg.	ST 3-3200
Butman, Carl H. Natl Press Bldg.	NA 8-7846	Duvall, Charles F. Perpetual Bldg.	RE 7-1450
Cahill, Robert V. 1771 N St., N.W.	DE 2-9300	Eagan, R. Russell World Center Bldg.	ST 3-3200
Carr, John P. Munsey Bldg.	ST 3-1000	Eden, Fred J., Jr. 710 14th St., N.W.	EX 3-4600
Carson, Byron G. Tower Bldg.	NA 8-0080	Emerson, Leonidas P. B. 1735 De Sales.	NA 8-2931
Case, Norman S. Southern Bldg.	NA 8-1841	Fanelli, Joseph A. 1701 K St.	ST 3-5921
Chase, Seymour M. Wyatt Bldg.	EX 3-2299	Fischer, Henry G. 1735 De Sales.	ST 3-3660
Clagett, John F. 301 E. Capitol.	LI 4-8018	Fisher, Ben C. Perpetual Bldg.	RE 7-1450
Clark, Robert M. Shoreham Bldg.	DI 7-7987	Fletcher, Frank U. Munsey Bldg.	ME 8-0023
Cohen, Harold D. Ring Bldg.	RE 7-2566	Forrest, Herbert E. 710 14th St.	EX 3-4600
Cohen, Lester Colorado Bldg.	NA 8-2006	Fortas, Abe 1229 19th St.	EX 3-7300
Cohen, Marcus Cafritz Bldg.	ST 3-5880	Foullis, Ronald J. 1001 Conn. Ave.	NA 4-9900
Cohen, Stanley B. Cafritz Bldg.	ST 3-5880	Freeman, Milton V. 1229 19th St.	EX 3-7300
Cohen, Wallace M. 1832 Jefferson Pl., N.W.	ST 3-5905	Freret, Julian B. Continental Bldg.	NA 8-0032
Colby, Lauren A. 1612 K St., N.W.	ME 8-6190	Fullerton, Hugh T. 1001 Conn. Ave., N.W.	ME 8-1448
Cole, John P., Jr. 111 E St., N.W.	EX 3-8333	Gaguine, Benito 1612 K St., N.W.	ME 8-6190
Coll, Robert W. 1735 DeSales St.	NA 8-2931	Granik, Theodore 1627 K St.	NA 8-4600
Collier, Robert A. 1700 K St., N.W.	EX 3-7800	Greeley, James E. 815 15th St., N.W.	ME 8-1100
Collins, Clayton B. 433 N. J. Ave.	LI 4-4383	Green, Robert N. 710 14th St.	EX 3-4600
Collins, Linton M. Tower Bldg.	DI 7-2141	Green, William S. Ring Bldg.	RE 7-2566
Colton, Herbert S. 1625 K St., N.W.	RE 7-5062	Griffith, Kelley E. World Center Bldg.	ST 3-3200
Cordon, Alfred C., Jr. Munsey Bldg.	ST 3-1000	Groner, Samuel B. Warner Bldg.	RE 7-3300
Cottone, Benedict P. 1820 Jefferson Pl.	EX 3-4477	Haley, Andrew G. 1735 De Sales.	DI 7-2724
Courtney, Jeremiah 908 20th St., N.W.	ST 3-5551	Hancock, Parker D. Colorado Bldg.	NA 8-2006
Cragun, John W. 744 Jackson Pl., N.W.	NA 8-1114	Hand, Frank B., Jr. Transportation Bldg.	NA 8-6587
Craig, Peter S. Union Trust Bldg.	RE 7-5900	Hardy, Russell, Sr. Beacon Bldg.	RE 7-0437
Crook, Omar L. Shoreham Bldg.	RE 7-4123	Harris, Abraham J. Woodward Bldg.	RE 7-3028
Cutler, Charles R. World Center Bldg.	ST 3-3200	Harris, Stanley S. Colorado Bldg.	NA 8-2006
Cutter, Mitchell S. 710 14th St., N.W.	EX 3-4600	Hawkins, Carl S. 744 Jackson Pl.	NA 8-1114
Czarra, Edgar F., Jr. Union Trust Bldg.	RE 7-5900	Hayes, John C. Munsey Bldg.	DI 7-5376
Daly, Harry J. Penn Bldg.	DI 7-0700	Heald, Robert L. Munsey Bldg.	ME 8-0023
Daubin, Meredith M. Natl Press Bldg.	NA 8-7949	Heckman, Jerome H. Munsey Bldg.	ST 3-1000
David, Nathan H. 425 13th St., N.W.	NA 8-4736	Hedrick, F. Cleveland, Jr. 1001 Conn. Ave.	NA 8-5923
Davis, Clarence A. 1625 K St., N.W.	DI 7-1900	Hennessey, Philip, Jr. 1240 19th St., N.W.	EX 3-7242
De Grazia, Edward World Center Bldg.	ST 3-3200		

(Continued on Next Page)

RADIO-TV ATTORNEYS

Hennock, Frieda B. 1025 Conn. Ave., N.W.	ST	3-1405
Hersch, Harold H. Munsey Bldg.	ST	3-1000
Hildreth, Richard Munsey Bldg.	ME	8-0023
Hodson, Robert E. Ring Bldg.	RE	7-2566
Irwin, Robert L. Munsey Bldg.	ST	3-1000
Jacobs, John B. Munsey Bldg.	ST	3-1000
Jameson, Guilford 734 15th St.	NA	8-6232
Jansky, Maurice M. 1317 F St., N.W.	ST	3-4004
Jennes, Ernest W. Union Trust Bldg.	RE	7-5900
Johnston, Everett D. 1012 14th St., N.W.	NA	8-0032
Jones, Robert F. Perpetual Bldg.	ME	8-6632
Jorgensen, Norman E. Wyatt Bldg.	EX	3-1635
Juntilla, James O. 1229 19th St.	EX	3-7300
Kearney, William R. National Press Bldg.	ST	3-2977
Keller, Joseph E. Munsey Bldg.	ST	3-1000
Keenan, Edward F. 1735 DeSales St.	DI	7-2724
Kenkel, John B. Munsey Bldg.	ME	8-2193
Kertz, Harold 821 15th St., N.W.	DI	7-0558
Kessler, Sylvia D. Washington Bldg.	ST	3-0116
Kieffer, Charles C. 1346 Conn. Ave.	CO	5-7641
Kistler, H. Donald Tower Bldg.	DI	7-2141
Kittner, Joseph M. 1735 DeSales St.	NA	8-2931
Knowles, Miles H. Bowen Bldg.	NA	8-0771
Kohlhaas, Vernon C. Ring Bldg.	RE	7-2566
Koplovitz, William C. Bowen Bldg.	RE	7-6363
Koteen, Bernard Wyatt Bldg.	RE	7-5566
Kramer, Milton 1625 K St.	NA	8-6926
Krieger, Seymour Wyatt Bldg.	EX	3-1635
Krooth, David L. 1001 15th St., N.W.	EX	3-0900
Leahy, William E. Bowen Bldg.	DI	7-0558
Leasure, C. Edward 1701 K St., N.W.	NA	8-7174
L'Heureux, Robert D. Albee Bldg.	ME	8-4575
Litschgt, A. Byrne 1001 Conn. Ave.	NA	8-5923
Littlepage, James H. Investment Bldg.	DI	7-3723
Littlepage, John M. Investment Bldg.	DI	7-3723
Littlepage, Thomas P., Jr. Investment Bldg.	DI	7-3723
Lockwood, Corwin R., Jr. Colorado Bldg.	NA	8-2006
London, John M. Wyatt Bldg.	ME	8-6900
Loucks, Philip G. 1317 F St.	ST	3-4004
Lovett, Eliot C. 734 15th St., N.W.	ST	3-5168
Luxford, Ansel F. 1210 18th St.	RE	7-7643
Lyon, Richard K. Wyatt Bldg.	ME	8-6900
MacDonald, Donald P. 1111 E St., N.W.	EX	3-8333
Madlyek, E. Theodore Colorado Bldg.	ST	3-7371
Marks, Leonard Cafritz Bldg.	ST	3-5880
Marmet, Robert A. 816 Conn. Ave.	DI	7-8797
May, Robert E. 1700 K St.	RE	7-4123
Mayer, J. Gerald Wyatt Bldg.	ME	8-3662
McCabe, Aloysius B. World Center Bldg.	ST	3-3200
McDonnell, W. Barrett 1010 Vt. Ave., N.W.	EX	3-3595
McDonough, Francis X. Munsey Bldg.	ST	3-1000
McGovern, William L. 1229 19th St.	EX	3-7300
McGrath, J. Howard 1000 Conn. Ave., N.W.	ST	3-4636
McInnis, Charles B. 1012 14th St.	NA	8-0032
McKenna, Edward R. 1735 De Sales.	NA	8-2931
McKenna, James A., Jr. 1735 De Sales.	NA	8-2931
Midden, John Munsey Bldg.	ME	8-6006
Miller, Neville Munsey Bldg.	ME	8-2193
Miller, Reed 1229 19th St.	EX	3-7300
Miller, Samuel Washington Bldg.	ST	3-6811
Miller, William E. Shoreham Bldg.	NA	8-8282
Mode, Douglas G. Ring Bldg.	ST	3-5646
Morgan, Edward P. 710 14th St.	EX	3-4600
Mott, Harold E. 710 14th St.	EX	3-4600
Mullin, Eugene F., Jr. 839 17th St., N.W.	DI	7-1380
Murray, John M. 744 Jackson Pl.	NA	8-1114
Myse, Daryl A. 1411 Pa. Ave.	RE	7-7040
Naftalin, Alan Y. Wyatt Bldg.	RE	7-5566
Nail, Edwin S. 1240 19th St., N.W.	EX	3-7242
Neustadt, Stanley S. Cafritz Bldg.	ST	3-5880
Newton, Blake T., Jr. 1001 Conn. Ave.	NA	4-9900
Norvel, Robert J. Southern Bldg.	ST	3-4636
O'Bryan, Paul A. Munsey Bldg.	ST	3-1000
Oelkershausen, Harry J. Bowen Bldg.	RE	7-6363
O'Hare, Richard C. Cafritz Bldg.	NA	8-6579
O'Laughlin, James P. 1025 Conn. Ave.	RE	7-1522
Oliver, Robert W. Southern Bldg.	EX	3-0440
Oppenheimer, Monroe Woodward Bldg.	RE	7-3028
Panzer, Irving R. M. 1735 De Sales.	ST	3-3660
Parkinson, Kenneth Wells Tower Bldg.	DI	7-2141
Patrick, Duke M. Colorado Bldg.	NA	8-2006
Pendleton, George C. 1701 K St., N.W.	NA	8-7174
Pepper, Vincent A. 1111 E St., N.W.	EX	3-8333
Peterson, Nad A. Ring Bldg.	RE	7-2566
Phelps, Gerald L. Munsey Bldg.	ST	3-1000
Pierson, W. Theodore Ring Bldg.	RE	7-2566
Plotkin, Harry M. Ring Bldg.	EX	3-7373
Pogue, L. Welch Southern Bldg.	EX	3-0440

RADIO-TV ATTORNEYS

Porter, Paul A. 1229 19th St.	EX 3-7300	Seward, P. W. Warner Bldg.	RE 7-7944
Porter, William Tower Bldg.	DI 7-2141	Shannon, Charles V. 1700 K St.	RE 7-4123
Powell, Walter R. 1771 N St.	DE 2-9300	Sharkey, James T. Perpetual Bldg.	ME 8-6632
Prather, Alfred V. J. Union Trust Bldg.	RE 7-5900	Sheble, Walter F. 1025 Conn. Ave., N.W.	ST 3-6628
Preece, Robert N. Ring Bldg.	RE 7-2556	Sher, Robert E. Woodward Bldg.	RE 7-3028
Prince, D. F. 815 15th St., N.W.	RE 7-8154	Shipley, Carl L. Nat'l. Press Bldg.	ST 3-1647
Quinstedt, Warren D. 1240 19th St., N.W.	EX 3-7242	Shore, Chester L. Woodward Bldg.	RE 7-8040
Rafter, John A. Munsey Bldg.	ST 3-1000	Simmons, Roy Munsey Bldg.	ST 3-1000
Randolph, John P. Cafritz Bldg.	NA 8-6244	Sims, William P. Jr. Munsey Bldg.	ST 3-1000
Rauh, Joseph L. Jr. 1631 K St.	RE 7-7795	Sirica, John J. Colorado Bldg.	NA 8-2006
Rea, Bryce Munsey Bldg.	DI 7-3551	Slaughter, Harrison T. Ring Bldg.	RE 7-2566
Reich, David Wyatt Bldg.	ME 8-6900	Smith, Donald K. Munsey Bldg.	ME 8-6006
Resnick, Leo 1420 Pa. Ave., N.W.	NA 8-9320	Smith, E. Stratford 714 Perpetual Bldg.	EX 3-8333
Reynolds, William L. 1721 DeSales St., N.W.	NA 8-3902	Smith, George S. 1240 19th St., N.W.	EX 3-7242
Rhync, Brice W. 839 17th St., N.W.	DI 7-1380	Smith, Karl A. Colorado Bldg.	NA 8-2006
Rhync, Charles S. 839 17th St., N.W.	DI 7-1380	Smith, Quayle B. 1818 Q St., N.W.	DE 2-6040
Richey, Charles R. 1001 15th St., N.W.	NA 8-3468	Smith, Sidney Tower Bldg.	DI 7-0016
Rigby, Scott G. Wyatt Bldg.	ME 8-3662	Smith, William P. Walker Bldg.	DI 7-1192
Robb, Roger Tower Bldg.	DI 7-2141	Southmayd, John P. Perpetual Bldg.	RE 7-1450
Roberson, Frank, Judge Munsey Bldg.	ME 8-0023	Spearman, Paul D. Jr. Munsey Bldg.	ME 8-0023
Roberts, William A. 1012 14th St., N.W.	NA 8-0032	Stambler, Arthur Nat'l. Press Bldg.	ST 3-4115
Rogers, Christian E. Jr. Tower Bldg.	RE 7-0797	Stanley, Earl R. Munsey Bldg.	ST 3-1000
Rogers, William 1229 19th St.	EX 3-7300	Stein, Abe L. Warner Bldg.	RE 7-7944
Rolto, Reed T. World Center Bldg.	ST 3-3200	Stevens, David S. 1735 De Sales.	NA 8-2931
Rorer, Dwight E. Washington Bldg.	RE 7-0727	Stollenwerk, Frank Nat'l. Press Bldg.	NA 8-7846
Ross, Bradford 725 15th St.	NA 8-2623	Stout, Clair L. Munsey Bldg.	ST 3-1000
Rowe, Frederick M. World Center Bldg.	ST 3-3200	Stuart, Harold C. 1001 Conn. Ave.	ST 3-1767
Rowell, Russell Munsey Bldg.	ME 8-0023	Sullivan, John P. Munsey Bldg.	ST 3-1000
Russell, Percy H. Jr. World Center Bldg.	ST 3-3200	Sutton, George O. Nat'l. Press Bldg.	NA 8-7949
Salisbury, Franklin C. 2922 45th St., N.W.	EM 2-1118	Thomson, William Nat'l. Press Bldg.	NA 8-0055
Samuelson, Cyrus D. Washington Bldg.	ST 3-0498	Timberg, Sigmund 815 15th St., N.W.	EX 3-1074
Schafer, Edwin J. National Press Bldg.	NA 8-7949	Tower, Charles H. 1771 N St., N.W.	DE 2-9300
Scharfeld, Arthur W. Nat'l. Press Bldg.	ST 3-4115	Tumulty, Joseph P. Jr. 1317 F St.	NA 8-2121
Scheiner, Arthur 1820 Jefferson Pl.	EX 3-4477	Tyler, Lyon L. Jr. 1511 K St., N.W.	RE 7-3836
Schellenberg, Howard J. Jr. 1025 Conn. Ave.	RE 7-1552	Tyson, William S. Bowen Bldg.	RE 7-1717
Schneider, Edwin R. Tower Bldg.	DI 7-2141	Vance, Verne J. Union Trust Bldg.	RE 7-5900
Schroeder, Arthur H. Munsey Bldg.	ME 8-2193	Vieth, Duane 1229 19th St.	EX 3-7300
Schulkind, Herbert M. 1612 K St., N.W.	ME 8-6190	Walker, Ralph Ring Bldg.	RE 7-2566
Slawys, Leon L. 910 17th St., N.W.	RE 7-1464	Wall, Thomas H. Munsey Bldg.	ST 3-1000
Seaks, Robert G. Southern Bldg.	DI 7-7117	Walton, Frederick H. Jr. Bowen Bldg.	RE 7-6363
Seay, Temple W. Munsey Bldg.	ST 3-1000	Warner, Harry P. Evans Bldg.	NA 8-2150
Seeley, F. Hamilton Wyatt Bldg.	ME 8-3662	Wasilewski, Vincent T. 1771 N St., N.W.	DE 2-9300
Segal, Paul M. 816 Conn. Ave.	DI 7-8797	Wayland, Charles V. Perpetual Bldg.	RE 7-1450
Sells, Harry G. Munsey Bldg.	ST 3-1000	Weaver, Henry B. Jr. 1225 19th St.	EX 3-8476

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RADIO-TV ATTORNEYS

Welch, Francis X.
Munsey Bldg. NA 8-3080

Welch, Vincent B.
710 14th St. EX 3-4600

Wells, John A.
1000 Vermont RE 7-8191

Werner, Jack
Wyatt Bldg. RE 7-5102

Wheeler, Burton K.
Southern Bldg. DI 7-7117

Wheeler, Edward K.
Southern Bldg. DI 7-7117

Wilkinson, Ernest L.
744 Jackson Pl. NA 8-1114

Wilkinson, Glen A.
744 Jackson Pl. NA 8-1114

Wilkinson, Vernon L.
1735 De Sales. NA 8-2931

Willis, John W.
1735 De Sales. ST 3-3660

Wilner, Morton H.
Wyatt Bldg. ME 8-6900

Wilson, James E.
1111 E St., N.W. NA 8-2530

Wilson, Thomas
Munsey Bldg. ST 3-1000

Wollenberg, J. Roger
1735 De Sales. DI 7-2724

Woods, Warren
1111 E St., N.W. NA 8-2530

Wozencroft, Frank W.
Southern Bldg. EX 3-5363

Young, Verne R.
1317 F St. ST 3-4004

Zias, Joseph F.
1317 F St. ST 3-4004

Zwicky, Warren G.
1111 E St. ME 8-6632



CHICAGO



Bloch, Roger S.
77 W. Washington AN 3-6400

Bluestein, Arthur S.
33 N. La Salle. DE 2-4070

Burgess, Kenneth F.
11 S. La Salle. ST 2-5400

Compere, Thomas H.
360 N. Michigan. RA 6-8168

Davis, Phillip R.
1 N. LaSalle St.
Edes, Francis Davie
5921 W. Dickens Ave.
Gardner, Addison Jr.
231 S. La Salle. AN 3-3434

Hilton, Henry M.
134 N. La Salle
Lawton, Samuel T.
7 S. Dearborn St. CE 6-2355

Masters, Keith
130 E. Randolph. RA 6-2929

Moser, John B.
360 N. Michigan Ave. RA 6-8168

Smith, Samuel B.
30 W. Monroe St. FI 6-5750

Wolf, Sanford I.
1 N. La Salle. FI 6-6877

Wood, Joseph G.
100 W. Monroe St.
Wright, Joseph S.
6001 W. Dickens Ave.



LOS ANGELES



Brown, James Harvey
6223 Selma Ave. HO 5-5305

Callister, Reed E.
650 S. Spring St. MA 3-5288

Gingery, C. Arden
453 S. Spring St.
Hearne, John P.
12515 Sunset Blvd.
Jencks, Richard
CBS TV City. WE 8-3011

Miller, Justin
15320 Earllham St.
Petty, Don E.
523 W. 6th. MA 7-8104

Whitsett, William
1313 N. Vine St.



SAN FRANCISCO



Clinton, John Hart
Crocker Bldg. GA 1-5670

Gaylor, Robert B. Jr.
Russ Bldg. GA 1-7331

George, Arthur T.
140 New Montgomery St. GA 1-9000

Spillane, Lester W.
Central Tower YU 6-1365

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AGENTS, MANAGERS & TALENT REPRESENTATIVES

In New York, Los Angeles and Chicago

★ NEW YORK

Actors Agency, The 234 W. 44th St. (36).....BR 9-8387	Cogan Agency, Inc., David J. 350 Fifth Ave.....OX 5-0076
Adair Agency, Rose 250 W. 57th St. (19).....JU 2-1958	Cohan, Louis W. 1225 Broadway.....MU 6-4595
Adams-Leigh Associates Agency 7 W. 46th St. (36).....JU 2-3223	Cohn, Theatrical Agency, Dave 165 W. 46th St. (36).....PL 7-7536
Adler, Harry 165 W. 46th St. (36).....PL 7-2535	Coleman Agency, Deborah 200 W. 57th St. (19).....PL 7-6272
Alexander Agency, Inc., Willard 425 Park Ave. (22).....PL 1-7070	Coleman Agency, Raymond 30 W. 60th St. (23).....JU 2-7597
Althoff, Hattie 30 Rockefeller Plaza (20).....CO 5-3583	Collins Agency, Leroy 1697 Broadway
Amerling Agency, Joel 119 W. 57th St. (19).....PL 7-4595	Collins Corp. Agency, Ted 500 Fifth Ave.....CH 4-5036
Appell, James S. 400 Madison Ave.....PL 3-7840	Columbia Artists Management, Inc. 113 W. 57th St.....CI 7-6900
Arnold Agency, Laura 545 Fifth Ave.....MU 2-2795	Conaway Agency, Charles 157 W. 57th St.....CI 7-4490
Arnold Agency, Lilian 119 W. 57th St. (19).....PL 7-3400	Concert Associates, Inc. Agency 36 W. 57th St. (19).....PL 7-2045
Arthur Associates Agency, Irvin 853 Seventh Ave.....JU 6-2660	Conran-Republic Agency 510 Madison Ave.....MU 8-0136
Artist Management Associates 200 W. 57th St.....PL 7-2157	Consolidated Concerts 30 Rockefeller Plaza (20).....CO 5-3580
Ashley-Steiner Inc. Agency 579 Fifth Ave. (17).....MU 8-8330	Conway Agency, Julie 160 W. 46th St.....CO 5-8717
Associated Booking Corp. Agency 745 Fifth Ave. (22).....PL 9-4600	Cooper Associates Agency, Frank 17 E. 54th St. (22).....PL 1-0725
Barry Agency, The 40 W. 57th St. (19).....CI 6-5740	Curtis, Mort 221 W. 57th St. (19).....CI 7-4915
Basch, Buddy 17 E. 45th St.....MU 7-8351	Davies Agency, Jack 48 W. 48th St. (36).....PL 7-1880
Baum-Newborn Associates Corp. Agency 574 Fifth Ave. (36).....JU 2-7850	Deacy Agency, Jane 231 E. 76th St. (21).....YU 8-0870
Beaudet, Ray 15 E. 48th St. (17).....PL 5-1732	Degroot Consultants, Inc., Roy 545 Fifth Ave.....MU 7-6865
Becker Advertising Service, V. S. 551 Fifth Ave.....MU 2-0777	Dell, William 1560 Broadway (36).....PL 7-2231
Beers Agency, Nathan T., Jr. 55 W. 42nd St. (36).....LO 5-1383	DeLorme, G. LeMay 5 W. 46th St. (36).....JU 2-0447
Bel Canto Theatrical Agency 55 W. 42nd St. (36).....PE 6-9787	Deutsch Agency, Inc., Milton 200 W. 57th St. (19).....CI 7-1627
Brandt & Brandt Dramatic Dept. Inc. 101 Park Ave.....MU 3-5890	Dobritsch Agency, Alexander 10 Rockefeller Plaza (20).....CO 5-4682
Briscoe & Arthur, Inc. 234 W. 44th St.....PL 9-1344	Doelling Agency, Mary G. 730 Fifth Ave. (19).....JU 6-6915
Broder Agency, Jane 40 E. 49th St. (17).....MU 8-0960	Eastman Agency, Carl 80 Park Ave.....MU 2-4986
Brooks Inc. Model Agency, Emily 515 Madison Ave. (22).....PL 8-0842	Entertainment Bureau of America 127 W. 43rd St. (36).....JU 2-3267
Brooks, Ted 134 E. 57th St.....PL 9-1344	Fadiman Associates, Ltd. 1501 Broadway (36).....LA 4-3544
Brown Agency, Henry C. 75 E. 55th St. (22).....PL 9-7474	Famous Artists Corp. 610 Fifth Ave.....CI 7-6200
Burke, Bernard, & Roth, Max, Agency 48 W. 48th St. (36).....PL 7-4540	Flaum, Joe 1697 Broadway (19).....CI 7-7276
Burnay Agency, Inc., Eva 527 Madison Ave. (22).....PL 1-5750	Ford Model Agency, Inc. 949 Second Ave. (22).....PL 6-1587
Castle Artists Co. Agency 562 Fifth Ave.....JU 2-5729	Foster-Ferguson Agency 141 E. 44th St. (17).....YU 6-4330
Central Casting Corp. 200 W. 57th St.....CO 5-0756	Foy Model Agency, Inc. 35 W. 53rd St. (19).....CI 7-0380
Central Park South Associates 36 Central Pk. S. (19).....PL 1-2180	Gabbe, Lutz, Heller & Loeb 119 W. 57th St.....CI 5-7998
Circle Artists Corp. 48 W. 48th St. (36).....PL 7-7100	Garber Agency, Maggie 400 E. 57th St.....PL 9-8672
Claire, Billy 1504 Broadway (36).....CI 6-7048	Garrick Associates Agency, Dale 117 W. 48th St. (36).....CI 6-8985
	General Artists Corp. 640 Fifth Ave. (19).....CI 7-7543
	Gewald Agency, Robert 1 W. 58th St. (19).....PL 3-0460

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SOURCE: American Federation of TV & Radio Artists; Screen Actors' Guild; Artists' Representative Association, Inc.

AGENTS, MANAGERS & TALENT

Gibbs Agency, Inc. 12 W. 55th St. (19)	PL 7-5959
Gieson & Boomer, Inc. Agency 113 W. 57th St. (19)	CO 5-0862
Gill Agency, Inc., Frances 1 E. 53rd St. (22)	EL 5-7227
Gilly Agency, Georgia 1697 Broadway (19)	SP 7-6514
Glaser, Joe, Inc. 110 W. 55 St.	CI 5-9071
Glazer Agency, Inc., Rita 47 W. 44th St. (36)	YC 6-6575
Goldsmith Agency, George 400 E. 49th St. (17)	PL 1-5564
Goodman, Martin 36 Central Pk. S.	PL 1-3555
Grady Enterprises, James L. 250 W. 57th St. (19)	CI 6-9790
Grayson, Ken 1560 Broadway (36)	CI 6-1974
Greshler, Abner J. 1270 Ave. of Amer's.	CI 7-3025
Grossman, Mim 1564 Broadway (36)	PL 7-3985
Grund Enterprises, Leo 15 E. 48th St. (17)	PL 5-8620
Hahlo Theatrical Agency, Sylvia 745 Fifth Ave. (22)	CI 6-2165
Harkrider Agency, John 341 E. 43rd St.	LE 2-6640
Harris, Fred 1270 Ave. of Amer's.	CI 7-3025
Hartford Agency, The 18 E. 48th St. (17)	PL 3-6500
Henry, Inc., Dick 1733 Broadway (19)	JU 2-0016
Herrman Agency, Henry W. 1250 Ave. of Amer's.	CI 6-6992
Hofmann Agency, Hans J. 516 Fifth Ave. (36)	CI 6-1557
Howell Agency, Miriam 17 E. 49th St. (17)	PL 3-4327
Hunt Agency, Diana 246 W. 44th St.	BR 9-0009
Hunter Agency, Jeff 420 Madison Ave. (17)	PL 5-9611
Hurok Attractions, Inc. 730 Fifth Ave. (19)	CI 5-0500
Ingalls & Hoyt Theatrical Agency, Inc. 160 W. 46th St. (36)	CI 6-6425
Irwin, Inc., Agency, Lou 48 W. 48th St. (19)	PL 7-1880
Jacobson Enterprises, Inc., Leonard 853 Seventh Ave. (19)	PL 7-0037
Jonas, David 200 W. 57th St. (19)	CO 5-5889
Joyce, Jolly, Agency 234 W. 48th St.	PL 7-1787
Kaplan Agency, Inc., Eddie 1564 Broadway (36)	PL 7-7247
Kaplan-Veidt, Inc. 527 Madison Ave. (22)	PL 5-2214
Kid Agency, Bonnie 1674 Broadway (19)	CI 6-0223
Killeen Agency, Madelyn 200 W. 54th St.	CI 7-3648
King Agency, Archer 119 E. 57th St. (22)	EL 5-6313
Kohler Agency, Bob 119 W. 57th St. (19)	JU 6-2888
Kroll Agency, Luey 119 W. 57th St. (19)	PL 7-4250
Kuehuk Agency, Ben 160 W. 46th St. (36)	JU 2-1783
Lang, Lou 507 Fifth Ave. (17)	MU 2-7147
Lator Agency, Kenneth 144 W. 54th St. (19)	PL 7-4940
Leddy Agency, Mark J. 48 W. 48th St. (36)	JU 6-2760
Lee-Draper Agency 113 W. 57th St. (19)	JU 6-4180
Lenny-Debin Agency 140 W. 58th St. (19)	JU 2-0270
Leonard Agency, Julie 11 W. 42nd St. (17)	UN 5-1821
Lewis Associates Agency, Lester 11 E. 48th St. (17)	PL 3-5082
Lloyd's Theatrical Enterprises 1564 Broadway (36)	PL 7-0625
Lohman Agency, Dorothy 250 W. 57th St. (19)	PL 7-1900
Lucille's Theatrical Agency 160 W. 46th St. (36)	CI 5-5721
Lyons Agency, Grace 15 E. 48th St. (17)	PL 8-1960
Management Corp. of America 598 Madison Ave.	PL 9-7500
Mauder Agency, Jack 1697 Broadway (19)	JU 6-0690
Mark, James 200 W. 57th St. (19)	PL 7-4865
Marks Talent Agency Inc., Herbert 113 W. 57th St. (19)	JU 6-0334
Martinelli Attractions, Johnnie 1674 Broadway (19)	JU 6-0963
McCaffrey Agency, William 501 Madison Ave. (22)	EL 5-1076
McClelland-Libby Agency, Inc. 8 W. 56th St. (19)	CI 5-3555
McDermott Enterprises Agency, Marge 60 E. 42nd St. (17)	MU 7-4363
Mercury Artists Corp. 730 Fifth Ave. (19)	JU 6-6500
Meyer Agency, Ted 250 W. 57th St. (19)	JU 6-7255
Montgomery Agency, Jack 247 W. 46th St. (36)	CI 5-4648
Morris Agency, Inc., William 1740 Broadway (19)	JU 6-5100
Morrow Agency, Marjorie 1501 Broadway (36)	CH 4-0644
Moss, John H. 730 Fifth Ave. (19)	CI 6-2677
Music Corp. of America (MCA) Artists 598 Madison Ave. (22)	PL 9-7500
National Artists Corp. 711 Fifth Ave. (19)	PL 9-6000
National Casting Agency 220 W. 42nd St. (36)	LO 3-4260
National Television & Radio Artists 1650 Broadway (19)	CI 7-6646
Newman Agency, Leon 48 W. 48th St. (36)	JU 6-2760
Nielas Agency, Emmy Hotel Wellington (19)	CI 7-3900
North, Meyer B. 1564 Broadway (36)	PL 7-3445
Oakes, Percy 1564 Broadway (36)	JU 6-9152
O'Connell 1564 Broadway (36)	JU 6-0917
O'Connor Agency, John 200 W. 58th St. (19)	CI 7-4179
O'Neill Theatrical Agency, The 1650 Broadway (19)	JU 6-2289
Oflin, Phil 165 W. 46th St. (36)	PL 7-0242
Oscar Agency, Fifi 1674 Broadway (19)	CI 7-3263
Osterlag Agency, Barna 507 Fifth Ave. (17)	OX 7-6339
People & Production, Inc. Agency 750 Third Ave. (17)	MU 7-0440
Perle Agency, Sally 200 W. 57th St. (19)	CO 5-0756
Peters Agency, Dell 521 Fifth Ave. (17)	MU 7-1750
Piceliani Enterprises, James 1560 Broadway (36)	CI 6-5848
Pinkard Enterprises, Maceo 226 W. 42nd St. (36)	WI 7-8783
Plaza Five, Inc. Model Agency 65 E. 55th St.	PL 5-5893
Powers Agency, John Robert 681 Fifth Ave. (22)	PL 5-1070
Prenninger-Stuart Agency, Inc. 141 E. 55th St. (22)	PL 8-1888
Professional Artists Agency 211 E. 62nd St. (21)	CI 6-5542
Rice-McHugh Agency, Inc. 59 E. 54th St. (17)	OX 7-2760
Richard, Inc. Agency, Max 1776 Broadway (19)	PL 7-6414
Rivers Associates, Inc. Agency, Tom 826 Seventh Ave. (19)	CI 5-3790

AGENTS, MANAGERS & TALENT

Robbins Bros. Agency
67 W. 44th St. (36).....MU 7-2033

Robbins, Fred
67 W. 44th St. (36).....MU 7-2033

Robinson, Frances
220 W. 42nd St. (36).....WI 7-2308

Rocco, Vic
250 W. 57th St. (19).....CO 5-5730

Rogers Theatrical Agency, Trixie
1674 Broadway (19).....CI 6-0986

Rosen Agency, Lewis Maxwell
14 E. 58th St. (22).....PL 5-3957

Ross, Kat
15 E. 48th St.....PL 1-2156

Rudder, Harry
160 W. 46th St.....CI 6-3940

Russell-Stewart, Inc. Agency
405 Park Ave. (22).....PL 3-4610

Ryan Agency, Charles V.
35 W. 53rd St. (19).....CI 5-2225

Saifer Agency, Gloria
667 Madison Ave. (21).....TE 8-4868

Sanford Agency, Robert
25 W. 45th St. (36).....PL 7-0100

Santley Agency, The
1650 Broadway (19).....CI 5-5130

Savan-Levinson, Inc.
20 E. 53rd St. (22).....PL 2-1360

Schubert Agency, Inc., Bernard L.
505 Park Ave. (22).....MU 8-0940

Schuller Agency, William
200 W. 57th St. (19).....JU 2-3434

Schwartz-Luskun Agency
15 E. 48th St. (17).....PL 3-1529

Segal Agency, Jack
1650 Broadway (19).....CO 5-7489

Sharp, Ltd. Agency, Doris
38 W. 57th St.....JU 2-6464

Shaw Artists Corp.
565 Fifth Ave. (17).....OX 7-7744

Shaw, Ralph
160 W. 46th St. (36).....PL 7-7119

Shilling, Gladys
1560 Broadway (36).....CO 5-0879

Shurr Agency, Louis
1501 Broadway (36).....CI 4-8240

Smith, Edward E.
160 W. 46th St. (36).....JU 6-3345

Soglia Agency, Anthony
423 Madison Ave. (17).....PL 9-3316

Stark-Layton Agency, Inc.
6 E. 45th St.....OX 7-6860

Six & Gule Agency
30 Rockefeller Plaza (20).....CI 7-2690

Storer, Douglas F.
1270 Ave. of Amer's.....CI 7-6325

Stuart, Charles
160 W. 46th St. (36).....JU 2-0408

Sullivan Agency, Pat
248 E. 50th St. (22).....PL 5-6220

Taft Agency, Inc.
139 E. 52nd St. (22).....PL 3-0161

Tabak Corp.
730 Fifth Ave. (19).....CO 5-3530

Thomas Agency, Jean
119 W. 57th St. (19).....CI 6-4880

Tramm, Inc. Agency, Charles B.
60 E. 58th St. (22).....PL 1-3880

Troughton Agency, Olga
1270 Ave. of Amer's.....CI 6-3860

United Entertainment Producers, Inc.
1674 Broadway (19).....CI 5-4771

United Talent Agency
119 W. 57th St. (19).....CI 6-0464

Universal Attractions
200 W. 57th St. (19).....JU 2-7575

Ward-Kemp Agency Ltd.
1227 Ave. of Amer's.....PL 7-0280

Weissman Agency, Dora
1776 Broadway (19).....CI 6-1299

Werfel, George
1733 Broadway (19).....PL 7-6989

White Agency, Mary Ellen
40 E. 49th St. (17).....PL 3-3344

Wiese, Henry William
1647 Broadway (19).....CO 5-1930

Wiginton Agency, Marjorie
250 W. 57th St.....CI 7-5562

Williams, Joe
1650 Broadway (19).....CI 5-9310

Witt Associates, Inc. Agency, Peter
37 E. 57th St. (19).....PL 9-7966

Ziegler Agency, Juies
545 Fifth Ave. (17).....MU 2-2080

Ziegler-Hellman & Ross, Inc.
65 E. 55th St. (22).....PL 3-6300

★ **LOS ANGELES** ★

Adams Agency, Earle & Bernice
1212 N. La Brea, Hollywood (38)

Alexander Agency, Alec
208 S. Beverly Dr., B.H.....CR 1-6101

All-Star Theatrical Agency
6331 Hollywood Blvd.

Alvarado Agency, Carlos
8820 Sunset Blvd. (46).....OL 2-0272

Aragon & Associates
10722 W. Washington Blvd., Culver City VE 8-9967

Armstrong-Deuser Agency
425 S. Beverly Dr., B.H.....CR 4-8135

Artigue Agency, Louis B.
247 S. Beverly Dr., B.H.....CR 6-2488

Ashley-Steiner Corp. Agency
449 S. Beverly Dr., B.H.....CR 4-7068

Associated Booking Corp.
8619 Sunset Blvd. (46).....OL 2-9940

Auer Agency, Miles Bohm
5205 Hollywood Blvd. (27).....HO 9-1691

Barnes Agency, William
247 S. Beverly Dr., B.H.....CR 1-5256

Barr Agency, Riekey
1350 N. Highland Ave., Hlywd.....HO 3-1543

Barry Personnel Agency, Vy
1717 N. Vine St., Hlywd.

Barskin Agency
8743 Sunset Blvd. (46).....OL 2-5470

Bell Agency, Marcella
9172 Sunset Blvd. (46).....CR 6-0012

Bellis & Associates Agency, Dorothy
6987 Hollywood Blvd. (28)

Bender Agency, David
971 N. La Cienega Blvd. (46).....OL 2-1465

Bernie Agency, Herman
260 S. Beverly Dr., B.H.....CR 5-0117

Boulham Agency, Hershel C.
1570 N. Gower St.....HO 4-3060

Brandies Agency, Bob
11559 Ventura Blvd., Studio City....PO 2-4872

Cinema Artists Agency
8923 Sunset Blvd. (46).....OL 2-7074

Cloutman-Palmer-Stewart & Short
9046 Sunset Blvd. (46).....CR 4-6833

Cochran Agency, Eddie
1213 N. Highland Ave., Hlywd.....HO 4-0493

Cole Agency, J. S. Rex
519-525 Equitable Bldg., Hlwd. (28).....HO 9-2976

Comora-Iernbroek Agency
9100 Sunset Blvd. (46).....OR 6-6285

Connor Agency, Allen
820 N. La Brea (38).....HO 5-0834

Cooper Agency, Ray
139 S. Beverly Dr., B.H.....CR 6-9769

Cooper Associates, Frank
9145 Sunset Blvd. (46).....CR 4-5971

Cumber Agency, Lil
4183 S. Western Ave (62).....AX 3-6159

Darrin Agency, Bob
8506 Sunset Blvd. (46).....OL 2-0761

Darrow Agency
9884 Santa Monica Blvd., B.H.....CR 4-7253

Davis Agency, Charles
5653 1/2 Hollywood Blvd. (28)

Davis, Mary Webb
8532 Sunset Blvd. (46).....OL 2-6850

Dawn Agency, Wilma
6605 Hollywood Blvd. (28).....HO 5-7438

Deutsch Agency, Inc., Milton
9034 Sunset Blvd. (46).....CR 4-7321

Diamond Artists Agency
8400 Sunset Blvd. (46).....OL 4-5960

Donaldson Agency, Jack
951 N. La Cienega Blvd. (46).....OL 2-0355

Druesemer Agency, Isabelle
232 N. Canon Dr., B.H.....OL 1-3027

Faber Agency, The
515 S. Olive St.....MA 4-1011

(Continued on Next Page)

AGENTS, MANAGERS & TALENT

Fame Agency, The 232 N. Canon Dr., B.H.	CR 6-6238
Famous Artists Agency, Inc. 9441 Wilshire Blvd., B.H.	CR 4-7431
Famous Artists Corp. 9441 Wilshire Blvd., B.H.	CR 1-5222
Finger Agency, Jay 324 S. Beverly Dr., B.H.	CR 4-5559
Flaire Agency, The 8165 Sunset Blvd. (46)	OL 6-3060
French Agency, Hugh 9405 Brighton Way, B.H.	CR 4-8741
Frings Agency, Inc., Kurt 242 N. Canon Dr., B.H.	CR 4-8881
Garfield Agency, Milton 9000 Sunset Blvd. (46)	CR 1-7227
Garrick International, Dale 8820 Sunset Blvd. (46)	OL 7-2661
Gefsky Agency, Harold L. 9121 Sunset Blvd. (46)	CR 4-7801
General Artists Corp. 9650 Santa Monica Blvd., B.H.	CR 1-8101
Gertz Agency, Mitchell 338 N. Rodeo Dr., B.H.	CR 4-5491
Gold Agency, Herman 9034 Sunset Blvd. (46)	CR 4-8171
Gold Agency, Rebecca 8255 Sunset Blvd. (46)	OL 4-0565
Gold Agency, Sid 8961 Sunset Blvd (46)	CR 4-7247
Goldstone-Tobias Agency 404 N. Roxbury Dr., B.H.	CR 6-1071
Gould Agency, Billy 8278 Sunset Blvd. (46)	OL 6-1122
Grady-Towers Agency 8732 Sunset Blvd. (46)	OL 2-6810
Green Agency, Ivan 292 S. La Cienega Blvd. (46)	OL 2-4010
Greenevine Agency 943½ N. La Cienega Blvd. (46)	OL 7-2800
Griffith Agency, Byron 7509½ Sunset Blvd. (46)	HO 7-2600
Groleau Agency, Pierre 6087 Sunset Blvd. (28)	HO 3-2195
Grossman Agency, Milton M. 9000 Sunset Blvd. (46)	CR 4-8631
Halliburton Agency, Jeanne 12407 Ventura Blvd., Studio City	CR 5-5575
Halsey Agency, Reece 8733 Sunset Blvd. (46)	OL 2-7595
Hamilburg Agency, Mitchell 8776 Sunset Blvd. (46)	OL 2-5160
Harris Agency, Mickey 5908 Sunset Blvd. (28)	HO 4-1317
Heineman Agency, Marion Garner 8255 Sunset Blvd.	
Herdan-Sherrell Agency 8961 Sunset Blvd. (46)	CR 1-5236
Hershon Agency, Red 9952 Santa Monica Blvd., B.H.	CR 4-1079
Herzbrun Agency, Walter 8820 Sunset Blvd. (46)	OL 2-7210
Horzon-Kendall 9121 Sunset Blvd. (46)	CR 4-8107
Hinton Agency, Ray 6760 Franklin Pl., Hlywd. (28)	
Hite-Fain Agency 4477 W. Adams Blvd. (16)	RE 4-3569
Hollywood Theatrical Agency 8746 Sunset Blvd.	OL 2-5989
Horner Agency, Lottie 1049 S. La Cienega Blvd.	OL 2-7970
Hunt & Associates, George B. 8350 Santa Monica Blvd. (46)	OL 4-6600
Ingersoll Agency, George 7167½ Sunset Blvd. (46)	HO 7-0862
Irvin Agency, Lou 9165 Sunset Blvd. (46)	CR 1-7131
Jackson Agency, Inc., Edith 1717 N. Highland Ave., Hlywd. (28)	
Jaffe Agency, The 8555 Sunset Blvd. (46)	OL 7-2711
Kingston Enterprises Agency, Inc., Al 9046 Sunset Blvd. (46)	CR 6-8538
Kohner Agency, Paul 9169 Sunset Blvd. (46)	CR 1-5165
Kumin-Oleniek Agency 400 S. Beverly Dr., B.H.	CR 4-7281
Lance Agency, Leon B. 8820 Sunset Blvd. (46)	OL 2-0191
La Roy Agency, Rita 281 S. Beverly Dr., B.H.	CR 4-6043
Lauren Agency, J. W. 8272 Sunset Blvd. (46)	OL 6-4070
Lazer Agency, Irving Paul 211 S. Beverly Dr., B.H.	CR 5-6153
Leonard Agency, Fred J. 7441 Sunset Blvd. (46)	HO 4-7546
Leonetti Ltd., Carloline 6607 Sunset Blvd. (28)	HO 2-2345
Lesser Agency, Ted 900 Wilshire Blvd. (17)	MA 8-7356
Levee Agency, M. C. & Sid 9000 Sunset Blvd. (46)	CR 4-8631
Linsk Agency, Lester 195 S. Beverly Dr., B.H.	CR 5-4396
Longenecker Agency, Robert 8428 Melrose Pl. (46)	OL 3-3770
MacQuarrie Agency, Earl 9157 Sunset Blvd. (46)	CR 4-8919
Marion Agency, Paul 8746 Sunset Blvd. (46)	OL 2-9540
Marx Agency, Bert 915½ Westbourne Dr. (46)	CR 4-8555
Medford Agency, Ben 300 S. Beverly Dr., B.H.	CR 1-7021
Meyers Agency, Walter 9107 Sunset Blvd. (46)	CR 1-8161
McConkey Artists Corp., Gail 1822 N. Wilcox, Hlywd. (28)	HO 3-7141
McHugh Agency, James Jr. 121 S. Beverly Dr., B.H.	CR 4-5167
McMillan Agency, Hazel 7471 Melrose Ave. (46)	WE 1-1171
Middleton-Chiles Agency 8272 Sunset Blvd. (46)	OL 6-4460
Miley-Ritchie Agency 9100 Sunset Blvd. (46)	CR 5-7883
Mishkin Agency, The 292 S. La Cienega Blvd., B.H.	OL 2-0944
Mitchell Corp., Dane 1155 Hacienda Pl. (46)	CR 8-0850
Moore Agency, Lola D. 9172 Sunset Blvd. (46)	CR 6-5401
Morris Agency, Inc., William 151 El Camino, B.H.	CR 4-7451
Music Corp. of America (MCA) Artists 9370 Santa Monica Blvd., B.H.	CR 4-7711
Nayar Agency, Joe 8820 Sunset Blvd. (46)	OL 2-7912
(Nugent Agency, Lucille 8733 Sunset Blvd. (46)	
Ochs Agency, Al 1651 Cosmo St., Hlywd. (28)	HO 9-6470
Oliver Agency, Maurine 8218 Sunset Blvd. (46)	OL 6-3651
Omega Artists Agency 8721 Sunset Blvd. (46)	OL 5-7212
Orsatti & Co., Inc. 300 S. Beverly Dr., B.H.	CR 6-6241
Payton Agency, Bob 8272 Sunset Blvd. (46)	OL 6-1880
Pearson Agency, Ben 1046 N. Carol Dr. (46)	CR 4-5488
Performers Management Corp. Agency 9012 Sunset Blvd. (46)	CR 6-8552
Pomeroy Agency, Jack 7616 Sunset Blvd. (46)	HO 9-6366
Premiere Artists & Productions Agency 1046 N. Carol Dr. (46)	CR 4-5488
Preminger-Stuart Agency, Inc. 8462 Sunset Blvd. (46)	OL 6-2360
Raison Agency, The 8749 Sunset Blvd. (46)	OL 2-1122
Rhodes Theatrical Agency, Margaret 1561 N. Western Ave., Hlywd.	
Richards Agency, Danny 1610 N. Wilcox Ave., Hlywd. (28)	CR 4-8551
Rocamora Agency, Wynn 8584 Sunset Blvd. (46)	OL 2-9710
Rose Agency, Arnold 9110 Sunset Blvd. (46)	CR 4-5459
Rose Agency, Harold 9441 Wilshire Blvd., B.H.	CR 6-2445
Rosen Agency, Jerry 468 N. Bedford Dr., B.H.	BR 2-2345

AGENTS, MANAGERS & TALENT

Rosenberg-Coryell Agency
404 N. Roxbury Dr., B.H.....CR 4-7381

Rosner Agency, Mill
9110 Sunset Blvd. (46).....CR 6-7023

Rush Agency, Art
357 N. Canon Dr., B.H.....CR 4-6841

Ryan Agency, Frank
8949 Sunset Blvd. (46).....CR 1-4627

Salkow Agency, Lester
8741 Sunset Blvd. (46).....OL 2-6750

Saphier Agency, Inc., James L.
9538 Brighton Way, B.H.....CR 1-7231

Schuller Agency, William
9121 Sunset Blvd. (46).....CR 4-6949

Seaman Agency, George
8272 Sunset Blvd. (46).....OL 6-1161

Sebby Associates
9172 Sunset Blvd. (46).....CR 1-6306

Sennes Theatrical Agency
6205 Sunset Blvd. (28).....HO 2-6581

Sharpe Agency, Don W.
1048 Carol Dr. (46).....CR 6-2044

Shauer Agency, Melville
9110 Sunset Blvd. (46).....CR 1-1103

Shaw Agency, Glenn
8746 Sunset Blvd. (46).....OL 5-6956

Shiffrin Agency, William
449 S. Beverly Dr., B.H.....CR 4-7643

Shipley Agency, Howard
9163 Sunset Blvd. (46).....CR 6-6251

Shurr Agency, Louis
327 N. Rodeo Dr., B.H.....CR 4-8111

Small-Josephy Agency, Inc.
190 N. Canon Dr., B.H.....CR 4-5877

Smyth, Philomena
8201 Santa Monica Blvd. (46).....HO 5-6796

Snitzer-Fritschl, Inc.
6404 Hollywood Blvd. (28).....HO 9-6271

Somlyo Agency, E. T.
407 N. Maple Dr., B.H.....CR 6-2041

Stempel Agency, Frank
9034 Sunset Blvd. (46).....CR 4-8343

Stewart Agency, Rosalie
9046 Sunset Blvd. (46).....CR 4-6123

Swoverland Agency, Harold
1032 N. Fairfax Ave. (46).....OL 6-0900

Talent, Inc.
1421 N. McCadden Pl. (28).....HO 2-0913

Thompson Agency, Lionel
8979 Sunset Blvd. (46).....CR 1-2188

Top Artists Agency, Inc.
8833 Sunset Blvd. (46).....OL 7-2920

Ullman Agency, George
8979 Sunset Blvd. (46).....CR 4-5238

Universal Attractions
3849 S. Western Ave.....AX 2-0517

Vitt Agency, Angela
9172 Sunset Blvd. (46).....CR 6-4484

Von-Young Agency
1610 N. Argyle Ave., Hlywd. (28).....HO 5-2551

Wadsworth Agency, Jessie B.
9172 Sunset Blvd. (46).....CR 6-0698

Ward Agency, Harry
509 S. Beverly Dr., B.H.....CR 6-2327

Weil Agency, The
971 N. La Cienega Blvd. (46).....OL 2-2872

Weiner Agency, Jack
8721 Sunset Blvd. (46).....OL 2-1140

Weintraub Agency, Murray
724 N. La Cienega Blvd. (46).....OL 2-3971

White Agency, Thelma
9121 Sunset Blvd. (46).....HO 2-2567

Wilkins Agency, Paul
9006 Sunset Blvd. (46).....CR 1-6188

Willson Agency, Henry
8611 Sunset Blvd. (46).....OL 2-7452

Wooley Agency, Betty
8743 Sunset Blvd. (46).....OL 2-3911

Wormser Agency, Jack
7417 Sunset Blvd. (46).....HO 4-4200

Young Way Agency, The Loretta
609 S. Westmorland (5).....DU 7-2114

Ziegler Hellman & Ross Agency
321 S. Beverly Dr., B.H.....CR 4-5963

Zimmerman Agency, Herman
9172 Sunset Blvd. (46).....CR 6-0266

☆ **CHICAGO** ☆

Abbott, Merriel
Palmer House.....RA 6-2677

Ace Attractions
203 N. Wabash Ave. (1).....DE 2-4768

Alexander, Inc., Willard
333 N. Michigan Ave. (1).....CE 6-2395

Associated Booking Corp.
203 N. Wabash Ave. (1).....CE 6-9451

Associated Music & Entertainment Svc.
6960 N. Sheridan Rd. (26).....HO 5-1800

Barnes-Carruthers Theatrical Enterprises
159 N. Dearborn St. (1).....FR 2-1561

Benn Theatrical Enterprises
64 W. Randolph St.DE 2-6850

Breyer, Harry
203 N. Wabash Ave. (1).....DE 2-7016

Cohan & Associates, Goldie
203 N. Wabash Ave. (1).....CE 6-9094

Consolidated Radio Artists of Illinois
32 W. Randolph St. (1).....FR 2-8300

Elco Enterprises
109 N. Dearborn St. (1).....ST 2-5505

Ferguson Agency, George R.
1230 W. Washington Blvd. (7).....MO 6-9700

General Artists Corp.
8 S. Michigan Ave. (1).....ST 2-6288

Graham, Danny
203 N. Wabash Ave. (1).....CE 6-8453

Greben, Harry, Enterprises
203 N. Wabash Ave. (1).....DE 2-0996

Gumbiner Management Co.
500 S. Clinton.....HA 7-6363

Hogan, Frank J.
203 N. Wabash Ave. (1).....AN 3-6910

Hurtig & Associates, Doris
307 N. Michigan Blvd.....DE 2-2503

Jack & Jill Players
218 S. Wabash Ave.....WA 2-0317

King, John
203 N. Wabash Ave. (1).....ST 2-6682

Marr Theatrical Agency, Paul
162 N. State.....DE 2-7415

Morris Agency, Inc., William
435 N. Michigan Ave.....WH 3-1744

Music Corp of America (MCA) Artists
440 N. Michigan Ave. (1).....DE 7-1100

Mutual Entertainment Agency, Inc.
203 N. Wabash Ave. (1).....RA 6-6990

Nadel Orchestras & Amusements
203 N. Wabash Ave. (1).....CE 6-6622

O'Malley, Inc., David P.
203 N. Wabash Ave. (1).....FR 2-5070

Page, Sidney J.
203 N. Wabash Ave. (1).....ST 2-7344

Paramount Attractions
505 N. Michigan Ave. (1).....WH 4-2650

Prager Theatrical Agency, Estelle
616 Rush St.....DE 7-6700

Roberts Agency, James A.
307 N. Michigan Ave. (1).....FR 2-9454

Russell & Associates, Jack
203 N. Wabash Ave. (1).....ST 2-2818

Salkin Agency, Leo B.
203 N. Wabash Ave. (1).....FR 2-4246

Schultz Theatrical Agency, Howard W.
203 N. Wabash Ave. (1).....ST 2-7418

Schuster, Milton
127 N. Dearborn St.....DE 2-2708

Shapiro Agency, Seymour
32 W. Randolph St. (1).....DE 2-6022

Shaw Artists Corp.
203 N. Wabash Ave. (1).....RA 6-0130

Shaw, Floyd F.
203 N. Wabash Ave. (1).....ST 2-6249

Standard Entertainment Svc. Corp.
203 N. Wabash Ave. (1).....FI 6-0438

Stevens, Inc. Agency, Patricia
22 W. Madison St. (2).....ST 2-9100

Voorhees & Co., Inc., Reginald
32 W. Randolph St. (1).....RA 6-1172

Wee-Mac Productions
159 N. Dearborn St. (1).....AN 3-7140

Whyte Theatrical Agency, Marty
203 N. Wabash Ave. (1).....CE 6-1087

WIS Artists Bureau
1230 W. Washington Blvd.....MO 6-9700

NS/TV

COMPLETE PRODUCTION FACILITIES

NS/TV

NATIONAL SCREEN SERVICE CORPORATION
TELEVISION AND INDUSTRIAL FILMS DIVISION

NS/TV

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SPONSOR IDENTIFICATION

...Importance Depends On Use

By **BOB FOREMAN**
Exec V.P. in Charge Creative Services, BBDO



S.I. is just as important today as it was yesterday—or a year ago. Also it is just as unimportant since the degree of vitality attached to it depends upon many different things. Things such as the particular product or products, service or services doing the sponsoring. Whether the particular corporation using the medium of TV is out to do a corporate job, and so on.

The degree of S.I. importance can be nil. For example—there's spot television which has often demonstrated itself to be a great salesman. Yet, of course, spots provide no Sponsor Identification.

So let's generalize with this: whenever exposure-to-viewers is all that is expected of a television commercial, Sponsor Identification is of little significance.

For this reason, many package-goods sponsors of television programs insert one-minute product commercials in their shows as if they were spot buyers instead of program sponsors. When three different products are included per half hour—perhaps six in two weeks' time—these advertisers usually decide to let sponsor identification be damned. Circulation is their sole criterion.

But there's another side to the coin.

Where a corporate image is to be fashioned and each product must be a reflection of that image, Sponsor Identification grows in status. Here

the main title of a program and perhaps a portion of every individual commercial can contribute to overall identification of the sponsor.

Where the entire commercial format is devoted, not to the selling of individual products, but to enhancing the viewing public's knowledge of the sponsor and his place in the American economy, Sponsor Identification, of course, is vital. One must be concerned about how many viewers know who is bringing them the show.

Today, there's a new facet to S.I. In the present climate I do think more advertisers than ever will be seeking television that will bring them things other than commercial exposure. They will try to create (or purchase) a new and more fitting climate with their programs. They will be more concerned with the public's opinion of the intent of their programming . . . with its qualities of good taste, artistic level, progressiveness. Therefore, they will also be concerned more than ever before with the S.I. they achieve.

Since television can build an emotional rapport with its audience it can also offer advertisers a big plus in high Sponsor Identification. More advertisers will realize the value of this in the months that lie ahead. And as they do they will be more concerned with the type of show they present to the public. To this, I say—Hallelujah!

In
TELEVISION

you know
where you're
going with

STORER

DETROIT	WJBK-TV	(CBS)
CLEVELAND	WJW-TV	(CBS)
MILWAUKEE	WITI-TV	(CBS)
ATLANTA	WAGA-TV	(CBS)
TOLEDO	WSPD-TV	(ABC- NBC)

STORER BROADCASTING COMPANY

National Sales Offices:

625 Madison Ave., New York 22, N.Y. • 230 N. Michigan Ave., Chicago 1, Ill.

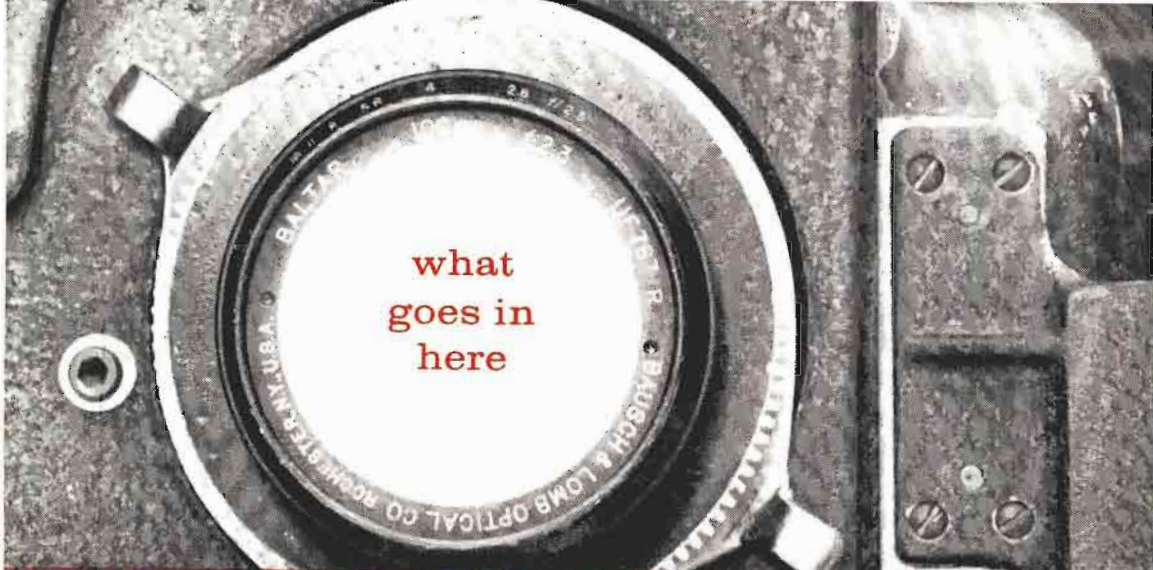
320 NETWORK TV ADVERTISERS

— ESTIMATED EXPENDITURES FOR 1959 —

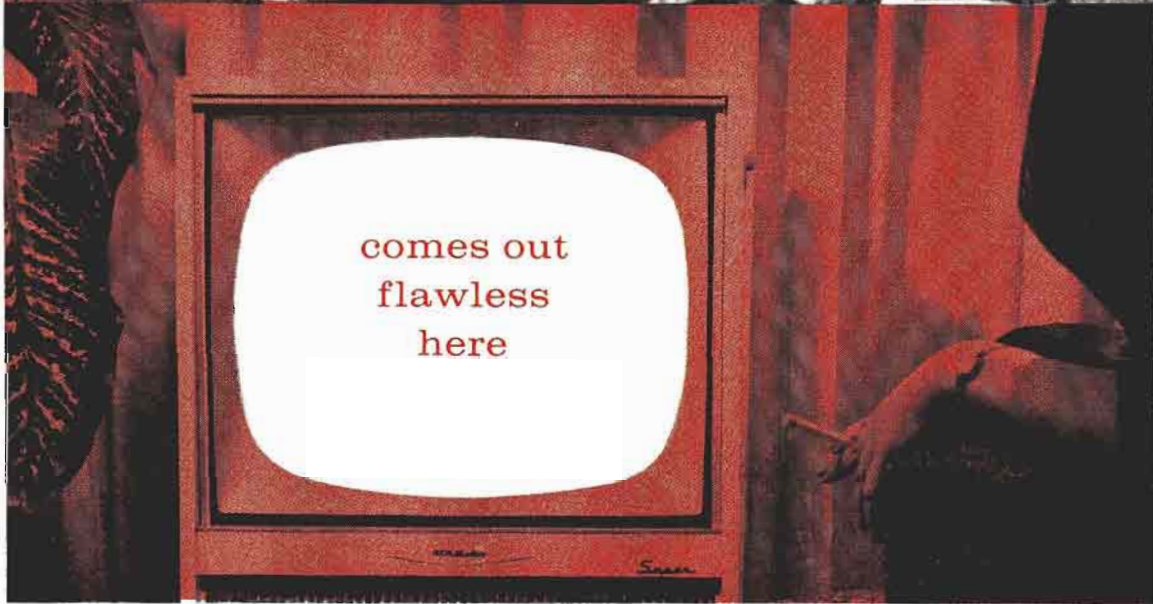
(LNA-BAR: Gross Time Costs)

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
161.	A. S. R. Products Corp.	\$ 362,071	149.	Congoleum Nairn, Inc.	460,639
190.	Academy of Mot. Pict. A & S	221,498	110.	Consolidated Cigar Corp.	782,115
163.	Adolphs, Ltd.	363,037	278.	Consolidated Electronics Ind. Corp.	35,566
32.	Alberto Culver Co.	5,140,407	202.	Consolidated Foods Corp.	177,808
187.	Allied Van Lines, Inc.	235,587	112.	Continental Baking Co.	776,135
197.	Aluminum, Ltd.	185,143	262.	Coopers, Inc.	53,448
12.	Aluminum Co. of America	3,012,921	37.	Corn Products Co.	4,512,697
113.	Amana Refrigeration, Inc.	500,730	165.	Corning Glass Works	345,116
296.	American Agr. Chemical Co.	25,660	219.	Coty, Inc.	126,530
188.	American Can Co.	226,752	156.	Crackan Jack Co.	434,721
212.	American Character Doll Corp.	83,275	305.	Culligan Inc.	10,440
16.	American Chicle Co.	3,331,580	241.	Diamond National Corp.	54,028
96.	American Dairy Ass'n.	1,209,127	233.	Disney, Walt, Productions	104,157
251.	American Express Co.	64,463	112.	Distillers Corp., Seagrams, Ltd.	593,350
69.	American Gas Ass'n.	1,919,286	151.	Dow Chemical Co.	451,075
3.	American Home Prods. Corp.	28,109,458	56.	Drackett Co.	2,174,780
295.	American Luggage Works, Inc.	25,897	57.	Drug Research Corp.	2,453,349
150.	American Mach. & Foundry Co.	454,950	35.	Du Pont, de Nemours, E. I., & Co., Inc.	4,684,491
155.	American Marietta Co.	438,146	290.	Duquesne Brew. Co. of Pittsburgh	27,689
191.	American Petroleum Inst.	206,394	236.	Dusharme Products, Inc.	100,250
89.	American Tel. & Tel. Co.	1,106,190	154.	Eastco, Inc.	439,218
16.	American Tobacco Co.	9,881,440	29.	Eastman Kodak Co.	5,660,265
209.	Amity Leather Prods. Co.	151,140	126.	Edison Electric Institute	607,219
166.	Anheuser Busch, Inc.	343,427	224.	Eleanor Roosevelt Inst. for Cancer Research	114,735
36.	Armour and Co.	4,599,368	125.	Elgin National Watch Co.	624,725
51.	Armstrong Cork Co.	2,098,265	90.	Equitable Life Assur. Soc. of the U.S.	1,349,817
230.	Arnold Schwinn & Co.	108,492	153.	Eversharp, Inc.	451,553
313.	Artfield Creations, Inc.	8,000	239.	Ex-Lax, Inc.	92,900
281.	Arvida Corp.	32,084	315.	F and F Laboratories, Inc.	7,126
183.	Associated Products, Inc.	260,490	77.	Falstaff Brewing Corp.	1,634,569
94.	Atlantis Sales Corp.	1,255,175	61.	Firestone Tire & Rubber Co.	2,108,612
273.	Aveo Corp.	43,625	102.	Florida Citrus Commission	1,022,992
222.	Ballantine, P. and Sons	117,690	13.	Ford Motor Co.	12,018,187
280.	Barclay Mfg. Co., Inc.	33,758	286.	Forman, L. C. & Sons, Inc.	29,558
28.	Bayuk Cigars, Inc.	5,962,772	231.	Frito Co.	107,720
33.	Beech Nut Life Savers, Inc.	4,839,370	238.	Gaylord Products, Inc.	99,060
130.	Bell and Howell Co.	588,113	129.	General Aniline & Film Corp.	598,978
268.	Bellone Hearing Aid Co.	40,124	136.	General Cigar Co., Inc.	550,926
148.	Benrus Watch Co., Inc.	466,123	304.	General Dynamics Corp.	20,475
203.	Berkshire Knitting Mills	172,737	27.	General Electric Co.	6,194,634
104.	Bishop, Inc.	924,510	5.	General Foods Corp.	20,890,321
232.	Bissell, Inc.	105,503	10.	General Mills, Inc.	12,919,237
52.	Block Drug Co., Inc.	2,866,572	6.	General Motors Corp.	20,021,744
212.	Bon Ami Co.	136,870	175.	General Tel. & Electronics Corp.	327,700
78.	Borden Co.	1,626,436	122.	General Time Corp.	663,707
241.	Borg Warner Corp.	83,977	249.	General Tire & Rubber Co.	70,910
275.	Botany Industries, Inc.	42,610	272.	Genesee Brewing Co., Inc.	44,688
198.	Boyer Internat'l. Laboratories, Inc.	181,599	92.	Gerber Products Co.	1,282,149
98.	Breck, John H., Inc.	1,182,380	314.	Getty Oil Co.	14,275
116.	Brillo Mfg. Co., Inc.	731,612	8.	Gilette Co.	13,642,174
12.	Bristol Myers Co.	12,616,707	211.	Glamorene, Inc.	144,095
259.	Brown Shoe Co., Inc.	55,099	195.	Glidden Co.	196,187
19.	Brown & Williamson Tob.	8,592,953	284.	Goebel Brewing Co.	30,459
200.	Brunswick-Balke-Collender	179,223	111.	Gold Seal Co.	779,091
74.	Bulova Watch Co.	1,686,676	144.	Goodrich, B. F., Co.	405,160
270.	Burgemeister Brewing Corp.	46,417	82.	Goodyear Tire & Rubber Co.	1,559,205
255.	Burgess Vibrocrafters, Inc.	63,835	167.	Graham, Billy, Evangelistic Ass'n.	341,200
297.	Burlington Industries, Inc.	21,444	101.	Greyhound Corp.	1,038,513
244.	California Prune Advls. Bd.	78,771	277.	Gulf Guaranty Land & Title Co.	36,771
31.	Campbell Soup Co.	4,766,675	85.	Gulf Oil Corp.	1,492,450
174.	Canada Dry Corp.	327,800	193.	Hagan Chemicals & Controls, Inc.	207,141
273.	Canadian Breweries, Ltd.	330,007	103.	Hallmark Cards, Inc.	1,018,794
183.	Capital Airlines, Inc.	30,766	128.	Hamm, Theodore, Brewing Co.	600,461
55.	Carnation Co.	2,640,818	265.	Hanes, P. H., Knitting Co.	52,190
30.	Carter Products, Inc.	5,468,065	168.	Hartz Mountain Products.	310,325
293.	Channel Master Corp.	26,808	276.	Hassenfeld Brothers, Inc.	40,000
97.	Chemstrand Corp.	1,190,561	53.	Heinz, H. J., Co.	2,847,490
62.	Chesebrough-Ponds, Inc.	2,271,639	72.	Helene Curtis Industries, Inc.	1,733,022
282.	Chicago Printed String Co.	31,698	215.	Hickok Mfg. Co., Inc.	133,850
17.	Chrysler Corp.	0,507,266	107.	Hills Brothers Coffee, Inc.	873,699
253.	Clark, J. R., Co.	64,554	121.	Hollywood Brands, Inc.	675,950
159.	Cuett, Peabody & Co., Inc.	418,648	132.	Hoover Co.	576,833
162.	Coca-Cola Co.	375,180	186.	Hudson Pulp & Paper Corp.	240,196
4.	Colgate-Palmolive Co.	22,478,524	263.	Hygrade Food Products Corp.	52,981
223.	Colorforms, Inc.	116,000	274.	Ideal Toy Corp.	42,996
218.	Columbia Bldg. Syst., Inc.	126,680			

(Continued on Page 741)



what
goes in
here



comes out
flawless
here

when film
is processed at

CFI

From original photography to release prints, skilled CFI technicians accurately interpret the creative objectives of the cinematographer. Exactng CFI laboratory control and advanced processing methods insure maximum definition and correct tone reproduction . . . consistently.

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521 W. 57th St., New York 19, New York • CIRCLE 6-0210

COMPLETE 35MM AND 16MM FILM SERVICES

(Continued from Page 739)

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
199.	Insurance Co. of No. America	180,272	51.	Quaker Oats Co.	2,810,056
139.	International Parts Corp.	526,074	43.	Radio Corp. of America	3,811,836
279.	International Shoe Co.	35,510	289.	Rainbow Crafts, Inc.	28,000
299.	Jackson & Perkins Co.	23,950	38.	Ralston Purina Co.	4,114,520
300.	Jaymar-Ruby, Inc.	22,300	171.	Realemon-Puritan Co.	331,517
306.	Johns-Manville Corp.	19,410	185.	Reardon Co.	215,600
260.	Johnson, Howard, D., Co.	51,621	251.	Reddi-Wip, Inc.	66,241
50.	Johnson & Johnson	3,001,115	231.	Remco Industries, Inc.	103,275
23.	Johnson, S. C., & Son, Inc.	7,125,705	86.	Remult, Inc.	1,131,689
45.	Kaiser Industries Corp.	3,672,891	40.	Revlon, Inc.	4,216,911
303.	Karoff, Inc.	20,821	127.	Rexall Drug & Chemical Co.	601,750
123.	Kayser-Roth Corp.	615,821	49.	Reynolds Metals Co.	3,018,510
21.	Kellogg Co.	7,154,261	7.	Reynolds, R. J., Tob. Co.	16,123,827
120.	Kemper, James, S., & Co.	676,331	75.	Ritchie, Harold F., Inc.	1,681,020
152.	Kendall Co.	152,072	250.	Rock of Ages Corp.	70,569
47.	Kimberly-Clark Corp.	3,291,632	135.	Sandura Co., Inc.	551,814
140.	Kleinert, I. B., Rubber Co.	511,742	292.	Savings & Loan Found., Inc.	27,161
291.	Knapp-Monarch Co.	27,188	213.	Sehenley Industries, Inc.	136,379
248.	Lanvin Parfums, Inc.	72,108	76.	Schick, Inc.	1,619,117
172.	Leening, Thomas, & Co., Inc.	330,445	88.	Schlitz, Joseph, Brewing Co.	1,410,407
2.	Lever Brothers Co.	32,731,955	317.	Schonbrunn, S. A. & Co., Inc.	6,375
201.	Lewis Howe Co.	179,070	41.	Scott Paper Co.	4,100,596
160.	Libbey-Owens-Ford Glass Co.	415,870	68.	Sears, Roebuck & Co.	1,964,691
131.	Libby, McNeil & Libby	585,063	87.	Seven-Up Co.	1,119,930
11.	Liggett & Myers Tob. Co.	11,591,507	221.	Shaefer, W. A., Pen Co.	119,960
246.	Lincoln Nat'l. Life Ins. Co.	73,176	298.	Shakespeare Co.	24,263
207.	Lionel Corp.	159,353	205.	Shattuck, Frank G., Co.	170,233
176.	Longines-Witnauer Watch Co., Inc.	325,236	226.	Shell Oil Co.	112,185
11.	Lorillard, P., Co.	12,825,558	118.	Shulton, Inc.	699,514
121.	Ludens, Inc.	631,290	302.	Siegel, Henry I., Co.	21,080
146.	M & R Dietetic Labs, Inc.	482,183	217.	Sinclair Oil Corp.	127,050
271.	Magnus Organ Corp.	45,552	63.	Singer Manufacturing Co.	2,114,355
145.	Manhattan Shirt Co.	487,504	257.	Smith, Kline & French Labs.	55,625
204.	Marcomt Automotive Prods. Inc.	170,291	100.	Socony Mobil Oil Co., Inc.	1,139,832
80.	Mars, Inc.	1,616,991	316.	South Penn Oil Co.	6,893
184.	Marx, Louis & Co.	219,815	106.	Speidel Corp.	898,870
71.	Massey, Ferguson, Ltd.	1,789,730	58.	Sperry Rand Corp.	2,427,951
109.	Mattel, Inc.	801,710	137.	Staley, A. F., Mfg. Co.	515,615
157.	Maybelline Co.	433,731	25.	Standard Brands, Inc.	6,251,610
256.	McGraw-Edison Co.	57,930	311.	Standard Oil Co. of Calif.	7,500
369.	McGregor-Domiger, Inc.	48,138	158.	Standard Oil Co. of Indiana	424,573
81.	Mennen Co.	1,500,051	108.	Standard Oil Co. of N. J.	839,069
99.	Mentholatum Co.	1,166,118	320.	Standard Oil Co. of Ohio	3,118
301.	Merriam G. & Co.	21,332	309.	Stanley-Warner Corp.	11,570
22.	Miles Laboratories, Inc.	7,420,515	131.	State Farm Mut. Auto. Ins. Co.	562,429
114.	Miller Brewing Co.	752,810	9.	Sterling Drug, Inc.	12,975,463
147.	Minnesota Mining & Mfg. Co.	166,730	216.	Sterling Silversmiths' Guild of A.	131,182
235.	Minute Maid Corp.	101,531	189.	Sterns Nurseries, Inc.	225,658
119.	Mogen David Wine Corp.	691,230	169.	Stokely-Van Camp, Inc.	333,086
211.	Monsanto Chemical Co.	131,191	247.	Stroh Brewery Co.	72,566
79.	Mut. Ben. Health & Acc. Ass'n.	1,622,120	261.	Strncto Manufacturing Co.	52,280
20.	National Biscuit Co.	7,599,142	133.	Studebaker-Packard Corp.	568,521
181.	National Brewing Co.	298,181	65.	Sunbeam Corp.	2,050,161
21.	National Dairy Prods. Corp.	6,395,377	95.	Sunshine Biscuits, Inc.	1,223,966
177.	National Grape Coop Ass'n., Inc.	321,910	67.	Sweets Co. of America Inc.	1,969,350
180.	National Presto Industries, Inc.	306,296	61.	Swift & Co.	2,301,794
66.	Nestle Co., Inc.	1,980,761	215.	Syntex Chemical Co., Inc.	73,588
196.	Niagara Therapy Mfg. Corp.	189,938	26.	Texaco, Inc.	6,198,830
161.	North American Phillips Co., Inc.	101,352	318.	Time, Inc.	5,261
206.	North American Van Lines, Inc.	169,220	252.	Travelers Insurance Co.	65,750
229.	Northam Warren Corp.	180,750	178.	U.S. Brewers Foundation, Inc.	311,325
81.	Noxema Chemicals Co.	1,599,591	48.	U.S. Steel Corp.	3,225,820
291.	Ohio Oil Co.	26,111	115.	U.S. Time Corp.	745,500
220.	Old London Foods, Inc.	123,820	105.	Union Carbide Corp.	911,291
83.	Olin Mathieson Chem. Corp.	1,519,932	210.	Union Oil Co. of Calif.	85,199
243.	Oster, John, Mfg. Co.	80,970	285.	United Air Lines, Inc.	30,156
170.	Outboard Marine Corp.	332,512	113.	Van Camp Sea Food Co., Inc.	767,704
208.	Palm Beach Co.	151,818	93.	Vick Chemical Co.	1,272,711
312.	Paper Novelty Mfg. Co.	12,990	192.	Vitamin Sales Co.	210,655
307.	Paramount Pictures Corp.	18,738	319.	Volksswagenwerk, G.M.B.H.	4,632
60.	Pet Milk Co.	2,327,620	258.	Wagner, E. R., Mfg. Co.	55,615
141.	Peter Paul, Inc.	510,582	266.	Wander Co.	52,000
15.	Pharmaceuticals, Inc.	10,658,987	227.	Ward Baking Co.	111,470
179.	Phileo Corp.	306,318	59.	Warner Lambert Pharm. Co.	2,392,791
18.	Philip Morris, Inc.	8,595,078	310.	Washington, State of	41,388
117.	Phillips-Van Heusen Corp.	723,512	225.	Watchmakers of Switzerland	113,085
39.	Pillsbury Co.	4,222,541	288.	Weather Proof Co.	28,157
287.	Pioneer Industries, Inc.	29,029	228.	Wembley, Inc.	110,964
70.	Pittsburgh Plate Glass Co.	1,871,109	31.	Westinghouse Electric Corp.	5,166,265
73.	Polaroid Corp.	1,716,171	191.	Whitman, Stephen F. & Son, Inc.	212,409
138.	Polk Miller Products Corp.	514,686	182.	Williamson Diekle Mfg. Co.	292,640
237.	Pond, A. H., Co., Inc.	99,560	267.	Wylar & Co.	52,000
1.	Proctor & Gamble Co.	50,293,552	210.	Young, W. F., Inc.	116,999
44.	Prudential Ins. Co. of America	3,776,169			
91.	Purex Corp., Ltd.	1,313,718			
308.	Puritron Corp.	16,084			

Score: LNA-BAR: Gross time costs released by TV-B.

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Wherever Films Are Used*

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

*Agents for the Sale and Distribution of
Eastman Professional Motion Picture Films*

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Authorization of Different Classes of Broadcast Services

<i>Class</i>	<i>June 30, 1959</i>	<i>June 30, 1958</i>	<i>Increase or (Decrease)</i>
Commercial AM	3,500	3,353	147
Commercial TV	667	665	2
Educational TV	59	53	6
TV Translator	245	156	89
Auxiliary TV	991	861	130
Experimental TV	20	17	3
Commercial FM	769	634	135
Educational FM	165	157	8
International	3	2	1
Remote Pick-up	3,630	3,087	543
Studios-Transmitter Link.....	59	51	8
Developmental	0	1	(1)
Total	10,108	9,037	1,070

STATUS OF BROADCAST AUTHORIZATIONS

<i>Class</i>	<i>Operating Authorization</i>	<i>Construction Permits</i>
Commercial AM	3,377	123
Commercial TV	566	101
TV Translator	158	187
Educational TV	43	46
Commercial FM	622	11
Educational FM	154	71
Total	4,920	485

Source: FCC.

RESEARCH IN TELEVISION

... Emphasizes Positive Aspects

By MERLE S. JONES

President, CBS Television Stations Division



LAST summer, CBS Television Stations presented a major research study that put the viewer under the microscope. I might refer to this as breakthrough research in television. This project involved a major motivational research effort conducted by the Institute for Motivation Research and Market Planning Corporation. The presentation called "More Than Meets The Eye," measured and analyzed the viewer's preference for certain stations. I would like to review some findings of the study as it emphasizes the positive aspects of the medium.

The series of aptitude and depth interviews used in the study revealed some of the factors that go into the making of a channel personality or station image. The factors include the excitement of television, viewer enjoyment, worthwhile programming, anticipation, trust and confidence, commercial atmosphere, advertising and promotion plus the viewers general satisfaction with what he sees on the home screen.

The respect accumulated by a station can only be accomplished with a balance of programming—network and local. I would like to state here that the CBS Owned television stations came out even higher in qualitative preference than they do in normal quantitative audience measurements.

We believe the personality created by the CBS Owned stations is derived from three primary sources. First, strong balanced programming maintained by the CBS Television Network. Second, the personality

has been influenced by the contributions made by the stations through their local entertainment, news and public affairs programs. The third point is the adherence to the highest level of broadcasting operation. Indeed, the five CBS Owned stations not only follow the NAB code, but in addition, go beyond it with their own strict standards.

The CBS Television Network presents entertainment, information and cultural programs to satisfy the viewing habits of an entire family.

Each of the stations presents a group of locally produced programs which have become an important part of the program structure in each market.

In addition, three of the CBS Owned stations participated in a cultural program exchange during 1959 which we plan to repeat this year. The exchange called for thirteen half-hour public affairs programs to be produced on tape by each station, thus giving each market an hour and a half of additional diversified public affairs programming. All of these features go into creating a personality for a station. The image developed by the viewers affects the advertisers. A highly thought-of station is viewed in an aura of authority, prestige and confidence. A commercial on such a station assures maximum attention and respect.

The future will find the CBS Owned television stations undertaking individual and group efforts aimed at increasing and strengthening their image.

TV INDUSTRY FINANCIAL REVENUES—INCOME AND EXPENSES FOR 1958

TV Broadcast Revenues, Expenses and Income, 1958

<i>Items</i>	<i>3 Networks and Their 19 Owned and Operated TV Stations (Millions)</i>	<i>495 Other TV Stations (Millions)</i>	<i>Total 3 Networks and 514 TV Stations (Millions)</i>
<i>Broadcast Revenues</i>			
Revenues from the sale of time:			
Total network time sales.....	\$306.7	\$117.8	\$424.5
Non-network time sales to:			
National and regional advertisers.....	\$ 73.5	\$271.7	\$345.2
Local advertisers	24.6	156.7	181.3
Total non-network time sales.....	\$ 98.1	\$428.4	\$526.5
Total time sales.....	\$404.8	\$546.2	\$951.0
Deduct—Commissions to agencies, representatives, etc.	83.4*	75.9	159.3
Net Time Sales.....	\$321.4	\$470.3	\$791.7
Revenues from incidental broadcast activities:			
Talent	\$161.8	\$ 10.4	\$172.2
Sundry broadcast revenues.....	33.5	32.6	66.1
Total incidental broadcast activities..	\$195.3	\$ 43.0	\$238.3
Total broadcast revenues.....	\$516.7	\$513.3	\$1,030.0
<i>Broadcast Expenses</i>			
Total broadcast expenses of networks and stations	\$439.7	\$418.4	\$858.1
<i>Broadcast Income (before Federal Income Tax)</i>			
Broadcast income before Federal income tax	\$ 77.0	\$ 94.9	\$171.9

* Of this amount \$64.5 million is applicable to the total sales of network time.
Source: FCC.



For **SERVICE** in TV

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- Help in protecting music ownership rights.
- Aid in music clearance.
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV.

TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist.

... practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. *Look for the BMI TV Sketchbook when it reaches your station each month.*



Let BMI give you the TV Music Story — Call or write BMI TV SERVICE department.

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**TELEVISION
NETWORKS**

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EXECUTIVE PERSONNEL
U. S. MAP OF NETWORK
LIST OF O & O STATIONS

1960

LEGISLATE CREATIVITY?

... People Determine Their Needs

By OLIVER TREYZ

President, ABC Television



IT IS impossible to legislate excellence in legislative activity. In the recent flood of discussion about television, I have yet to see anyone explain why the American people—who have always been trusted with political and religious democracy—must somehow be regarded as children when it comes to cultural democracy and told what is “good” or “bad” for them.

In a dictatorship, the dictator believes that he can choose for the people better than they can for themselves. But who in America honestly believes he can set himself up as the sole judge of the people?

The basic question, I believe, is, what is a good television program—and how do we know we have it? In a dictatorship, a program is good which serves the interest of the state. The entire cultural product is imposed on the tastes of the people, not determined by them. By direct contrast this helps us define what we mean by a good program in America.

A good program is one which directly serves the interest and interests of the viewer rather than the government or an elite power group. And in a free society, these interests must be determined by the people, not for the people.

It is, I believe, impossible to legislate excellence in creative activity. Therefore we must be aware of and avoid any controls—whether in the form of legislation or regulation, or even in the form of pressure too heavily applied—which might cripple or retard television’s growth and its ability to experiment.

Can we believe that television should diminish its basic freedoms of thought and speech while our newspapers and schools do not, simply because of a purely technological difference which calls for the federal licensing of television and not of the press or our schools? If we are to actively believe and live the concepts of democratic freedom in America, I think not. Television is already regulated by the most demanding judge of all—the audience.

In television, if you do not please, the people do not watch. The viewer turns the dial off and television ceases to exist. Yet in some circles, an effort to please television’s audience is the equivalent of a crime.

The ABC-TV attitude here has been and always will be that we are convinced the people set the standards for programming. The people determine their needs.

The validity of this is amply demonstrated by the growth of ABC Television, youngest of the three networks; in seven years, ABC-TV has passed one network and is crowding on the heels of the other in the national ratings.

This was not accomplished by jamming preconceived programming concepts down the throats of the public. On the contrary, the public has gone to its voting booths, elected what it wants, and ABC-TV has made it available.

To keep the votes which the viewing audience has been giving to ABC Television in growing numbers, we have a fine slate of “candidates” for the 1960-61 season.

ABC TELEVISION NETWORK

THOMAS W. MOORE

Vice President in Charge of Programming and Talent

Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.



JAMES G. RIDDELL

Vice President in Charge of Western Division



James G. Riddell was elected vice president in charge of the Western Division in February, 1959. He is a native of Glasgow, Scotland, and came to the United States at an early age. He entered the broadcasting industry in 1931 at Detroit with Station WXYZ. After successive promotions he was named general manager of the station when it was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. Riddell was instrumental in launching WXYZ-TV, which pioneered in daytime operations. He is married and the father of two daughters.

WILLIAM P. MULLEN

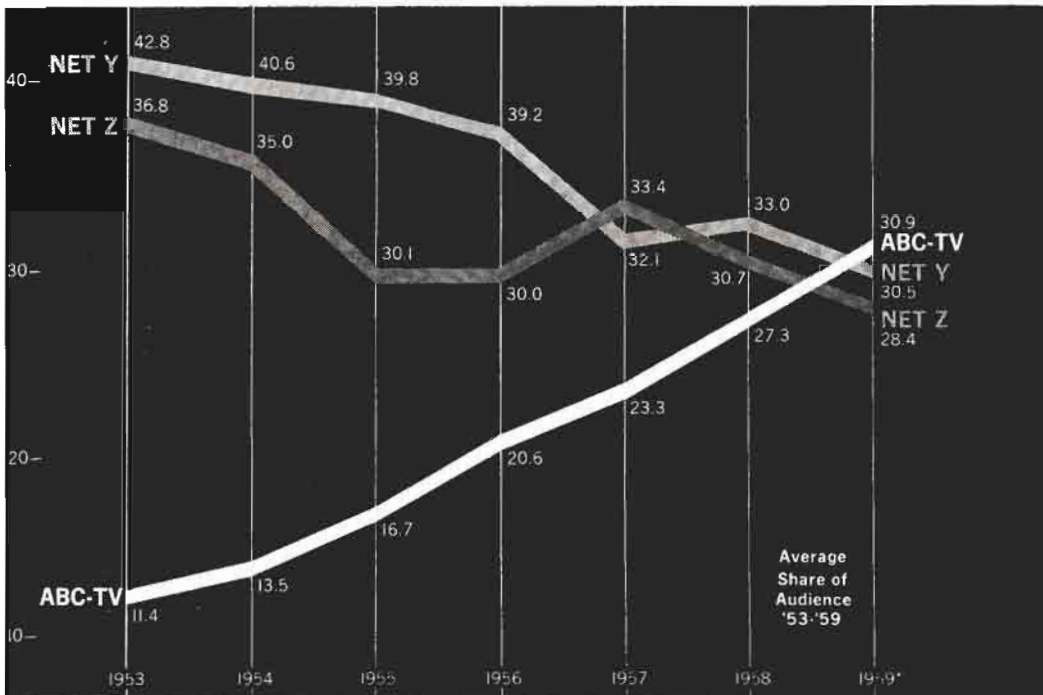
Vice President in Charge of Sales

William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonald & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U. S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.



Dial Turning: a popular American sport

(OR HOW THE PUBLIC EXPRESSED ITS VIEWING PREFERENCES IN THE '50S)



SOURCE: *SUNDAY-SATURDAY 8-10-30 P.M. NIELSEN MULTI-NETWORK MARKETS, DEC. 1953-1958. *NIELSEN 24 MARKETS, DEC. 1, 1959.

In the '50s television came of age. Its growing pains were necessarily marked by occasional dislocations and disenchantments as well as by many brilliant cultural achievements.

And in the '50s, as television emerged as the world's largest mass medium, it became clear that the television audience is actually *many* audiences, with widely diverse tastes.

The programming obligations of the broadcasters must therefore be based on a democratic concept of cultural freedom—that is, the rights of the people to want what they want when they want it.

Obviously no one is told what to watch in this country. Instead of arm-twisting, we go in for dial-twisting. It is this broad freedom of choice, as it naturally evolved in the '50s, which makes the graph on the left worth noting. This graph shows at a glance how *consistent* has been ABC's gain in average share of audience[†] over the peak viewing periods of seven Decembers.

Today, in a medium where cultural democracy supplies the most definitive of measurements, ABC has now gained the largest share of audience.* This is an expression of popularity achieved, it would seem, by giving *more* people what they want when they want it. This will continue to be our goal for the *sixties*.

ABC TELEVISION

AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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Donald Coyle Vice-President
Sanford Cummings Vice-President
John Daly Vice-President
Omar Elder Vice-President
Theodore Fetter Vice-President
Michael J. Foster Vice-President
Henry T. Hede Vice President
Frank Marx Vice-President
Daniel Melnick Vice-President
John H. Mitchell Vice-President
Thomas Moore Vice-President
William P. Mullen Vice-President
Sterling C. Quinlan Vice-President
James G. Riddell Vice President
Stephen Riddleberger Vice President
Selig Seligman Vice-President
Joseph Stamler Vice-President
Thomas Velotta Vice-President
Mortimer Weinbach Vice-President
& General Counsel
Michael P. Boland Assistant Treasurer
J. Russell Gavin Assistant Treasurer

TELEVISION

Oliver Treyz President of ABC-TV Network

Engineering

Frank Marx Vice-President in Charge
G. Edward Hamilton Dir. of Eng. Oprs.
Richard Hamilton Supervisor of Communications
George Milne Dir. of Traffic & Comm.
Clure Owen Administrative Assistant
John Preston Director of Engineering Facilities
Lawrence A. Ruddell Recording Director
Reginald Willcocks Traffic Manager
Merle Worster Eastern Engineering Ops. Mgr.

Production Services

John Kneeshaw Oprs. Mgr.
Ruth K. Blainee Bus. Mgr.
James McNaughton Executive Art Director
Frederick J. Schuhman Dir. of Prod. Serv.
Arthur Segal Scenic Svcs. Mgr.

Finance, Personnel & General Services

Simon B. Siegel Finan. V.P. of AB-PT &
V.P. & Treasurer of ABC
Martin Brown Asst. Treas. of ABC-PT &
Asst. Treas. of ABC
George Ast. Purchasing Agent
Michael P. Boland Assistant Treasurer
Joseph Fitzpatrick Internal Auditor
J. Russell Gavin Assistant Treasurer
Edward Graessle Manager of Treasury Affairs
Marie McWilliams Director of Personnel
Joseph Spagnola Dir. of Office & Studio Services

Legal

Mortimer Weinbach Vice-President
& General Counsel
Richard L. Freund Dir. of Labor Relations

TV Network Legal

Omar Elder.....V.P. & General Counsel

Programming

Thomas W. Moore.....Vice-President
in Charge of Programming and Talent
Theodore H. Fetter.....V.P. & Program Director
Giraud Chester.....V.P. in Charge of
Daytime Programs
Daniel Melnick.....V.P. in chg. Pgs. Deve.
Thomas DeVito.....Pgm. Serv. Mgr.
James McConnochie.....Mgr. Anncg. Div.
Armund Grant.....Dir. Daytime Progrms.
John B. Green.....Ntwk. Exec. Producer
Frederick P. Laffey.....Business Manager
& Budget Officer
Leonard Maskin.....Admin. Mgr.
William Seaman.....Program Production Manager
William Whitehouse.....Dir. of Sports

News, Special Events & Public Affairs

John Daly.....Vice-President in Charge of
News, Special Events & Public Affairs
Thomas Velotta.....V.P. for Special Projects
Donald G. Coe...Dir. of Special Events and Ops.
Francis N. Littlejohn.....Dir. of News &
Public Affairs
Wiley Hance.....Mgr. of Public Affairs

Press Information

Michael J. Foster.....Vice-President in Charge
Stephen Strassberg...Director of Press Information
Sidney R. Mesibov.....Dir. of Spec. Exploitation
Projects
Catharine Lynch.....Librarian

Continuity Acceptance

Grace Johnsen.....Director

Advertising

Dean Linger.....Dir. of Advertising

Sales

William P. Mullen.....V.P. in Charge
Donald W. Coyle...V.P. in Chg. International Div.
Slocum Chapin.....V.P. in charge of Western
Division TV Net-sales
Julius Barnathan.....V.P. for Affil. TV Stations
Henry T. Hede.....V.P. Admin. Sls. Mgr.
Charles Ayres.....V.P. & Eastern Sales Mgr.
Harold Day.....V.P. in chg. Daytime Sales
Alice Stamatis.....Dir. Sls. Svc.

Owned & Operated Stations

Stephen Riddleberger..... V.P. in Chg.

**Affiliated Stations, Station Relations,
Station Clearance**

Julius Barnathan.....V.P. for Affili. Stations
Robert Coe.....Dir. Sta. Rel.
Ralph S. Hatcher.....Mgr., Station Rel.
Donald S. Shaw Jr., Director of Station Clearance
Joseph Giaquinto...Manager Station Clearance

Research and Sales Development

Frederick Pierce.....Mgr., Research
Bert Briller.....Dir. of Sales Development
Henry Levinson.....Mgr. of Sales Development

International Division

Donald W. Coyle.....V.P. in Chg.
James T. Larkin.....Bus. Mgr.

ABC Film Syndication, Inc.

1501 Broadway

Henry G. Plitt.....President
Howard Anderson...V.P. Superv. Sales, Chicago
William L. Clark.....Vice-President &
Director of Western Sales Division
Gilbert Cohen.....Film Supervisor
Raymond Fox.....Comptroller
Irving Paley.....Advertising & Prom. Manager
Richard Hurley.....Mid-West. Div. Sls. Mgr.
Edwin Smith.....Dir. of International Oper.
Stanley Smith.....Eastern Sales Mgr.
Ronald Willman.....Client Service Mgr.

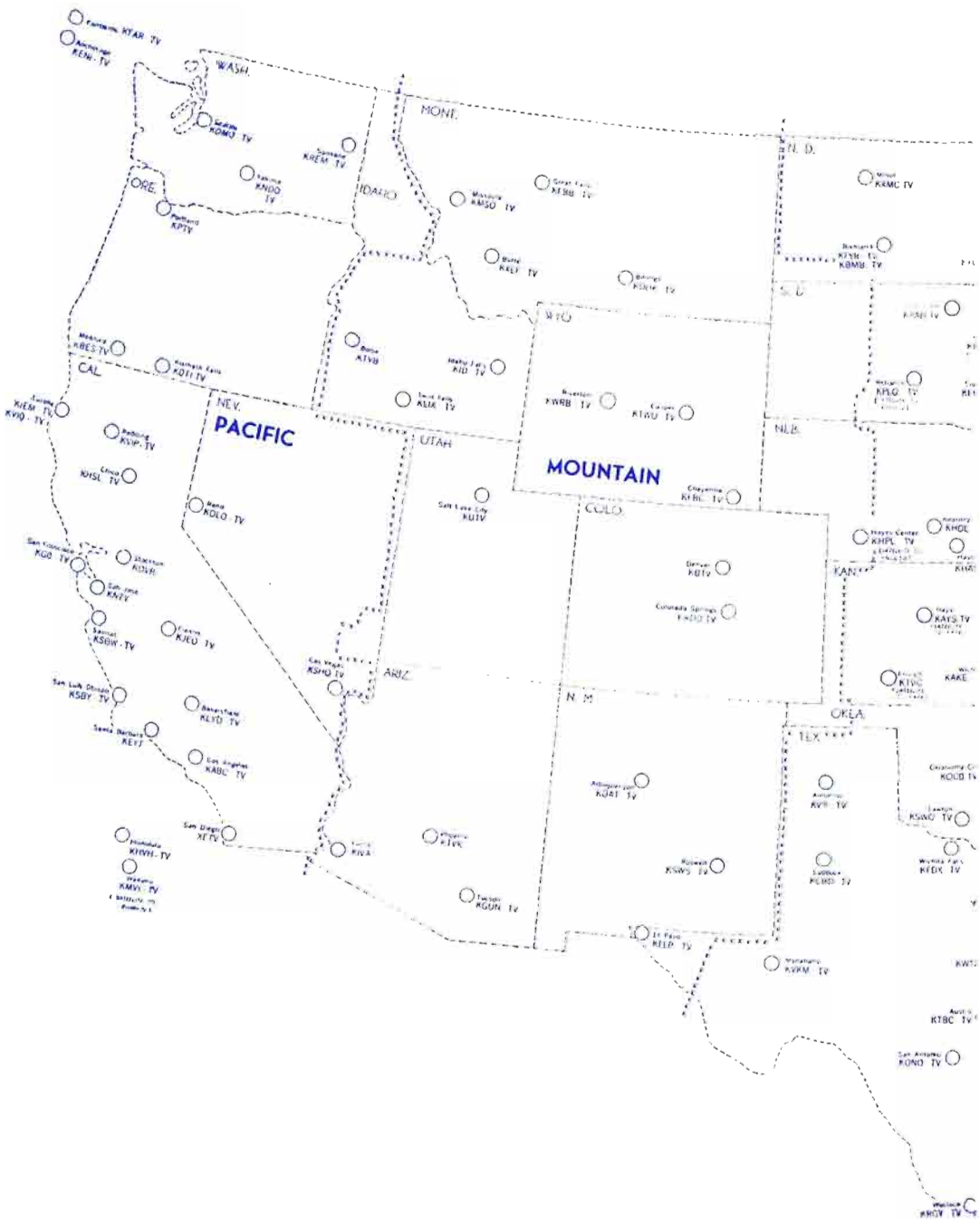
CHICAGO (WBKB)

190 N. State St., Chicago, Ill.

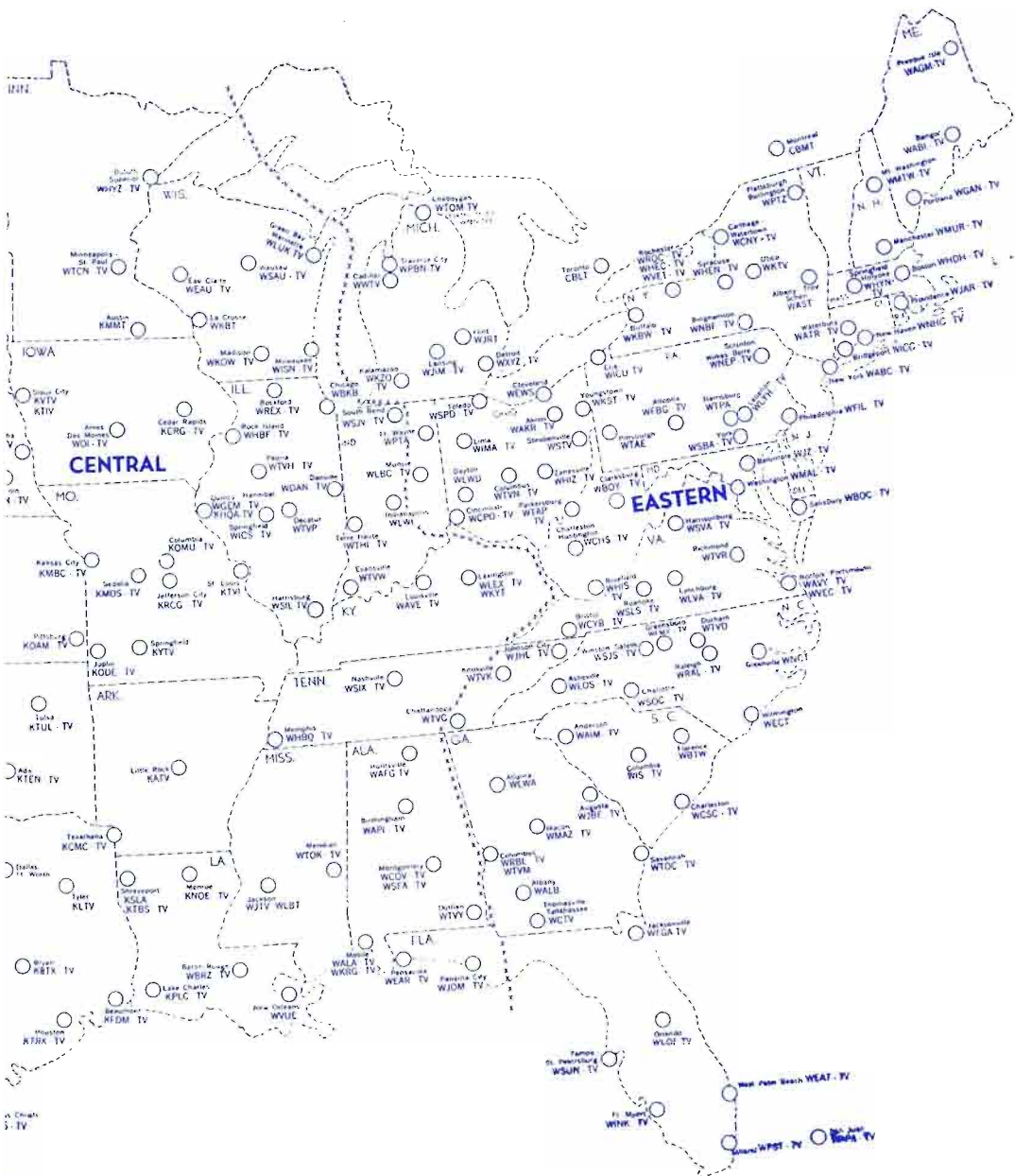
Sterling C. Quinlan.....Vice-President in
Charge of WBKB
James W. Beach.....Vice-President in Chg.
TV Net Sales Dev.
James Asher.....Dir. Pub. & Prom.
Ralph Andrews.....Film Director
Manuel Fingerhut.....Comptroller, WBKB
William Gillogly.....Dir. of Sales, TV Net.
John Grace.....Mgr. Sls. Serv. TV Networks
William P. Kusack...Manager of Engineering
Dept.
Rex Maupin.....Dir. of Music for WBKB &
ABC C. D.
Con O'Dea.....Manager, WBKB News &
Special Events
Daniel Schuffman....Program Manager, WBKB
Matthew Vieracker...General Manager, WBKB

(Continued on Page 756)

ABC TELEVISION



NETWORK



(Continued from Page 753)
DETROIT (WXYZ)

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton.....Traffic Manager
Harold Christian.....V. P., in Charge of
 Merchandising & Research
Ralph Dawson.....Television Sales Manager
Richard Femmel.....News Director
Charles Kocher.....Chief Engineer
John Lee.....Television Studio Manager
John Pival.....Vice-President for Television
John Reynolds.....Controllor
Peter Strand.....TV Executive Producer
Hal Gordon.....Musical Director

HOLLYWOOD (KABC-TV)

**ABC Television Center
Hollywood 27, Calif.**

James G. Riddell...Vice-President, Western Div.
J. Clifford Anderson...Director of Special Servs.
Jack Brembeck.....Mgr., Adv., Pub., Promo.
Dorothy L. Brown...Continuity Acceptance Editor,
 Western Division
Milt Fishman.....Dir. Radio-TV News
Rowe S. Giesen.....Mgr. Prog. Svcs.
Theodore Grenier...Chief Engineer, Western
 Division
Vincent Francis.....Regional & TV Network
 Sales Mgr., W. D.
Arthur Harvey.....Dir. Labor Relations
Courtney McLeod...Admin. Mgr., TV Progs.
Norma T. Olson.....Director TV Program
 Operations
Frank G. Ralston, Jr...Network Film Dept. Dir.
Peter G. Robinson...Program Director, KABC-TV
Elton Rule.....Sales Manager, KABC-TV
Florence T. Schiro...Personnel Director
Selig Seligman.....V.P. & Gen. Mgr. KABC-TV
John C. Wagner...Controllor, Western Division
Elliott Henry.....Dir. of Publicity
 Western Division
Elliott F. Alexander..Mgr. of Adv. & Prom., W. D.
Sanford Cummings...V.P. Net. Prog. Dept.
Mitchell L. Gamson...ABC Coordinator-
 Warner Bros. TV
Gene Gordon.....ABC-Disney Coord.
Howard H. Lipstone...Mgr. Film Dept.
 KABC-TV
Norman Sloane.....Sales Serv. Mgr. &
 Office Mgr., KABC-TV

SAN FRANCISCO (KGO)

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell.....V. P. in Charge of
 San Francisco Office
George Rice.....Program Manager
George Rodman.....Dir, Public Adv.
Harry Jacobs.....Chief Engineer & Building
 Maintenance Manager
Edith Kirby.....Traffic Manager
Robert Mitchell.....Mgr., Film Dept.
Noel Pazdral.....Mgr., KGO TV Sales Serv.
Lorraine Pedersen..Continuity Acceptance Editor
David Sacks.....Sales Manager, KGO-TV
Henry Saroyan..Comptroller & Purchasing Agent
Yale Roe.....Nat. Spot Sales Mgr.

WASHINGTON (WMAL-TV)

**4461 Connecticut Ave., N.W.
Washington, D. C.**

Alfred Beckman.....V.P. in Chg.
Edgar Shelton.....Vice-President

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Joseph Stamler...V.P. & Gen. Mgr. of WABC-TV
Arthur Dorfner.....Business Mgr.
James Szabo.....Sales Mgr.
A. L. Hollander, Jr...Program Director
Takashi Kako.....Film Director
Gordon Kunz...Production Manager of WABC-TV
Lester Dinoff.....Publicity Director
Libby Calamia.....Art Director

**ABC-TV Station Affiliates Association
BOARD OF GOVERNORS**

Chairman—Joseph Hladky...KCRG-TV, Cedar
 Rapids, Ia.
Vice-Chmn.—Brent Kirk...KUTV, Salt Lake
 City, Utah
Secty.—Donald Davis...KMBC-TV, Kansas
 City, Mo.
Treas.—Howard Maschmeier...WNHC, New
 Haven, Conn.
Joseph Bernard...KTVI-TV, St. Louis, Mo.
John Dille...WSJV, Elkhart, Indiana
Joseph Drilling...KJEO-TV, Fresno, Calif.
John Gelder...WCHS-TV, Charleston, W. Va.
D. A. Noel...WHBQ-TV, Memphis, Tenn.

FUTURE IN NETWORK TV

... Will Advance In Days Ahead

By JAMES T. AUBREY, JR.
President, CBS Television Network



WE live in a period of some of the most electrifying advances that mankind has ever known. We have seen the audience for entertainment, the desire for information and the interest in the cultured arts grow to unprecedented proportions.

The future of network television lies in its unique ability to meet and, indeed, to reflect the programming desires and interests of the ever-growing audience. The future of television derives, for example from efforts such as the CBS Reports series of prime time informational programs, which will be appearing twice as often next season on the CBS Television Network. It derives from the talents of entertainers like Harry Belafonte, producers like Leland Hayward, from recognition that true comedy, like true drama, is one of the great entertainment arts.

In 1960, we are seeing, too, that television can owe much to the intelligent advertiser. The fact that "Eyewitness to History" in its coverage of the journeys of President Eisenhower has enjoyed full commercial sponsorship, or that the CBS News reporting of the political conventions and presidential election is also under commercial sponsorship, is an indication of the exercise of exemplary responsibility by major American business concerns. By the same token, advertisers who use the CBS Television Network to bring the works of Hemingway and Cervantes and Beethoven and Mozart to the television audience of the nation are also providing examples of corporate

good citizenship and television in the public interest.

We are delighted also to be able to have regularly sponsored presentations of the only weekly historical documentary program and the outstanding science program in network television.

More and more advertisers are discovering the truly amazing impact of the television medium. In the next year, I anticipate that the roster of sponsors will include a number of companies not previously active in television. The variety of advertisers seems to bring with it a matching increase in the variety of program subjects.

One thing which the CBS Television Network intends to continue emphasizing is elasticity and adaptability in scheduling.

No attempt to outline what lies in the future for network television would be realistic if we did not also consider the past and present of the medium. It is interesting to note that even in a period which made newspaper headlines not too long ago there was sustained and continuous growth in the viewing audience. This, it seems to me, is strong proof of Dr. Frank Stanton's recent statement that "There is not a single problem we face, however complex and disturbing, that does not give broadcasters a heaven-sent opportunity for improving television and thus giving it another mighty shove forward toward its inherent—and as yet only partially realized — greatness as a medium of mass communication in a free society."

Small measure



1-8.125

1-4.250

3-8.375

1-2.500

5-8.625

3-4.750

7-8.875

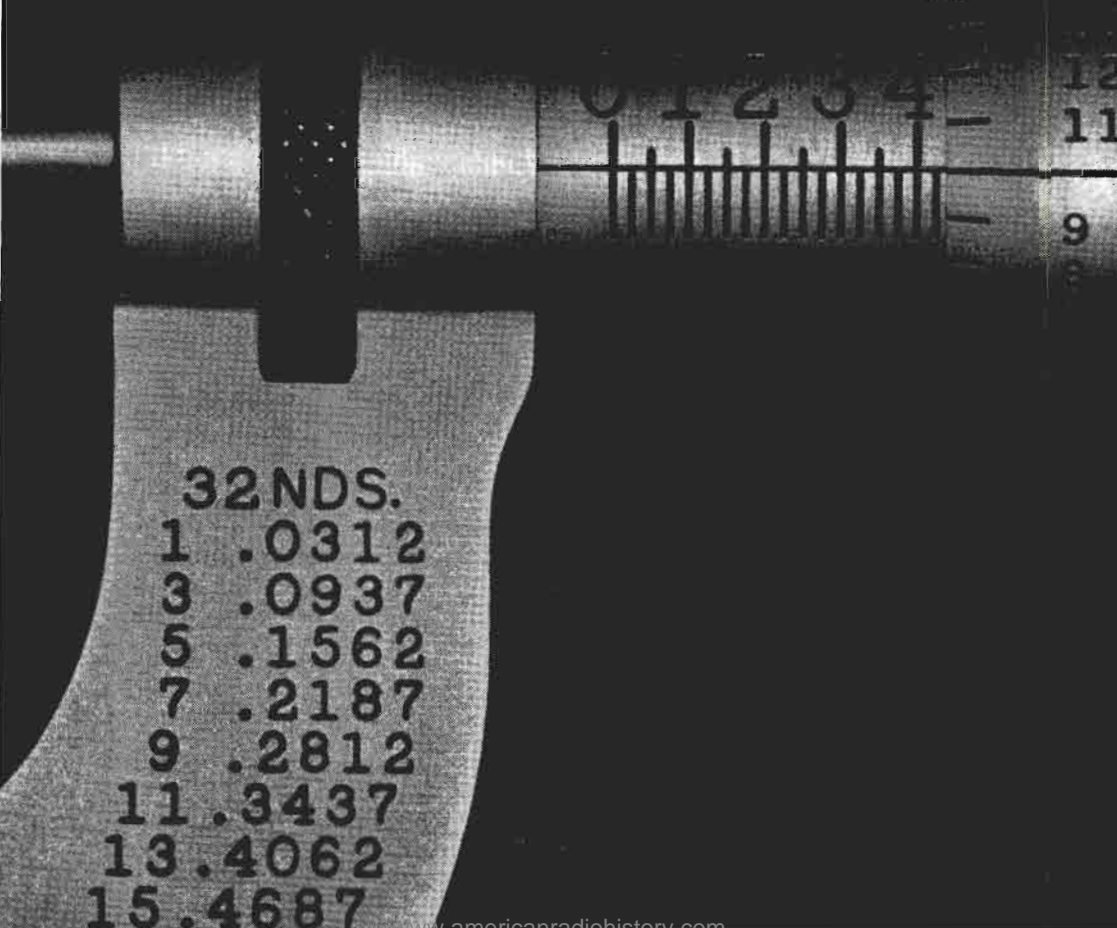
16THS.

To the CBS Owned television stations, dollar measure is but *small measure* of the value of their local community service activities.

The fact that in 1959 these five stations devoted better than *eleven million dollars* in time and production costs to non-network public affairs programs and messages is a small gauge of accomplishment. Much more important was the *limitless* amount of care, imagination and skill expended to insure that these information programs met the same high standards as any of the top-rated programs that comprise the most varied and most widely-viewed broadcast schedules in television today.

It is this consistent devotion to excellence which last year won for the CBS Owned stations more than *45 awards and citations* for public affairs programming. And which provides an indication of the immeasurable contribution to the communities they serve made by CBS Owned WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago, KMOX-TV St. Louis and KNXT Los Angeles.

CBS TELEVISION STATIONS



32 NDS.	
1	.0312
3	.0937
5	.1562
7	.2187
9	.2812
11	.3437
13	.4062
15	.4687

CBS TELEVISION NETWORK

JAMES T. AUBREY, JR.

President, CBS Television Network

James T. Aubrey, Jr. was named President of the CBS Television Network on December 8, 1959. He had been Executive Vice President of the CBS Television Network since June 1, 1959. Mr. Aubrey, 41 years old, rejoined CBS as Vice President—Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958. He had been with the ABC Television Network as Vice President in Charge of Programming and Talent since December, 1956. Previously, he had been with the CBS Television Network as Manager of Network Programs, Hollywood, since June, 1956. Mr. Aubrey was General Manager of KNXT, CBS-owned television station in Los Angeles, and the Columbia Pacific Network from October, 1952, until June, 1956. Prior to that he was Sales Manager of KNXT and account executive for KNXT and KNXT-Radio. He was also associated with Street & Smith Publications and Conde Nast Publications following World War II. During the war he served with the U. S. Air Force, being separated with the rank of Major. A graduate of Princeton University, cum laude, Mr. Aubrey is married to motion picture and television actress Phyllis Thaxter. They have two children, Susan 13 and James 6. Their home is in Bronxville, New York.



OSCAR KATZ

Vice President, Network Programs, CBS Television Network



Oscar Katz was named Vice President, Network Programs, for the CBS Television Network on August 10, 1959. Mr. Katz had been Vice President in Charge of Daytime Programs for the CBS Television Network since August 31, 1956. Mr. Katz joined CBS in the Research Department in 1938. In November 1942, he was named Assistant Director of the department. Subsequently, he became Associate Director, and in 1948 was named head of the department. In July, 1951, Mr. Katz was named Director of Research for the CBS Television Network, the post he held until his appointment in 1956 as Vice President in Charge of Daytime Programs. Over the last three years, Mr. Katz has been responsible for many important program developments and for program experimentation. He is concerned with plans for the whole program spectrum, daytime as well as nighttime, since 1951. He is a member of the Market Research Council and the Friars and The Players clubs. During World War II, Mr. Katz was on loan from CBS on a special assignment for the Office of War Information. Mr. Katz was born in New York City, and received his B.S. degree from the College of the City of New York.

WILLIAM H. HYLAN

CBS Television Network Vice President of Sales Administration

William H. Hylan has been CBS Television Network Vice President of Sales Administration since February, 1957. In this capacity, he directs all phases of network sales and services. Mr. Hylan previously had been Vice President in Charge of Network Sales since December, 1952. He joined CBS in 1937 and served as account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U.S. Army, remaining in the service until November, 1945, when he returned to CBS as Assistant to the Director of Station Administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951, Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named Assistant Sales Manager and, in January, 1952, he was appointed Eastern Sales Manager. He was elevated to a Vice Presidency in December, 1952. Mr. Hylan was born in New York City in 1915, and is a graduate of Yale University. He saw service with the Counter-Intelligence Corps OSS. He is married and has three children, a boy and two girls. His home is in Green Farms, Connecticut.



CBS TELEVISION A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUdson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 250.

CBS TELEVISION DIVISION OFFICERS

James T. Aubrey, Jr. President
Oscar Katz Vice President in Charge
of Network Programs
Michael Dann Vice President in Charge
of Network Programs, New York
Guy della Cioppa Vice President,
Programs, Hollywood
Joseph H. Ream Vice Pres., Program Practices
Edward L. Saxe V.P. in Charge of Operations
William H. Hylan V.P. of Sales Administration
Thomas Dawson Vice-President—Network Sales
John Karol V.P., Special Prog. Netwk. Sales
William B. Lodge Vice-President of Engineering
and Affiliate Relations
Carl Ward Vice Pres., Affiliate Relations
W. Spencer Harrison Vice-President and
Business Mgr. of Talent & Contract Properties
John P. Cowden Vice Pres., Information Serv.
Charles S. Steinberg Vice President,
Public Information
Thomas K. Fisher Vice President and
General Attorney
James Geer Controller

Network Sales

William H. Hylan V.P., Sales Administration
Thomas H. Dawson Vice-President—Network
Sales
John Karol Vice President,
Special Proj. Netwk. Sales
Sam K. Maxwell, Jr. Gen. Sales Mgr.,
Netwk. Sales
Joseph Curl Daytime Sales Mgr.
Roland Blair Mid-Western Sales Manager
Robert Swats Detroit Sales Manager
William J. Fagan Business Manager
Theodore Shaker Program Sales Mgr.
Alfred Harding Mgr., Public Opinion
Program Sales
George Zurich Sales Service Manager
George A. Kolpin Contract Manager

Affiliate Relations

Carl Ward Vice-President in Charge
Gordon Hayes National Mgr.
Robert Wood Mgr., Contracts & Records
Bert Lown Western Manager
Ed Scovill Midwest Manager
David R. Williams Eastern Manager
Donald Clancy Administrative Manager

Network Programs

Oscar Katz Vice Pres. in Chg. Netwk. Programs
Michael Dann Vice-President in Charge
of Network Programs, N. Y.
Guy della Cioppa Vice-President,
Netwk. Pgs., Hollywood
Robert D. Martin Talent & Casting Director
New York
Bert Berman Dir. of Daytime Pgm., Hollywood
Richard Lewine Director, Special Projects
Robert Milford Director, Netwk. Progs., N. Y.
Jerry Leider Director, Special Programs
Larry White Director, Daytime Pgms., N. Y.
John Walsh Coordinator, Special Programs

Operations

Edward L. Saxe Vice-President in Charge
of Operations
R. G. Thompson Director of Technical
Staff Services
E. Carlton Winckler Director, Design &
Prod. Opera.
H. C. Meier Manager, Studio Operations
Tom Judge Dir. Production Sales
Walter R. Pierson Dir. Production Facilities
Planning
Albert J. Raymond Mgr. of Theater and
Stage Operations
Anthony Boschetti Manager of Procurement
Paul Wittlig Manager of Production Develop.
Orville Sather, .. Manager of Technical Operations
M. Clay Adams Manager of Film Productions
Operation
James Heslen Director, West Coast
Live Operations
Lester Bowman Director, West Coast
Technical Operations
Gordon Shadwick Manager of Film Service
Operations
George Lehmann Manager of Scenery
Construction

(Continued on Page 764)

CBS TELEVISION



NETWORK



(Continued from Page 761)

Information Services

John Cowden..... Vice President

Advertising & Sales Promotion

Louis Dorfman..... Creative Director

George Bristol..... Operations Director

Robert Strunsky..... Copy Chief

Alex Kennedy..... Director of Audience Promotion

Richard Golden..... Director of Sales Presentations
and Market Planning

David Fuchs..... Mgr., Sales Presentations

Leonard Broom..... Promotion Mgr., N. Y.

Edward Side..... Production Manager

Press Information

Charles Steinberg..... Vice President

Public Information

Leonard Spinrad..... Exec. Editor

Hank Warner..... Director, Press Information

Harry Feeney..... Manager of Trade &
Business News

Ernest Stern..... Director, Hollywood

Dorothy Leffler..... Director of Magazine Division

James Kane..... Mgr., Affiliate Press Relations

Research

Jay Eliasberg..... Director

Rose Marie O'Reilly..... Manager of Ratings

Tore Hallonquist..... Manager of Program Analysis

Leonard DeNooyer..... Mgr., Coverage Div.

EngineeringWilliam B. Lodge..... V.P., Engineering
and Affiliate Relations

A. B. Chamberlain..... Dir. of Engineering

H. A. Chinn..... Chief Engineer

Richard O'Brien..... Director, Audio-Video
Engineering**Business Affairs**W. Spencer Harrison..... Vice-President and Busi-
ness Mgr. of Talent & Contract PropertiesPhilip Feldman..... V.P. & Bus. Mgr., Talent
& Contracts, Hollywood

Merritt H. Coleman..... Director of Business Affairs

David Klinger..... Budget Control Manager

Accounting

James Geer..... Comptroller

CBS News

Sig Mickelson..... President

John F. Day..... Vice President

Irving Citlin..... Program Exec., Creative Products

Jack Bush..... Manager of News Film Production

Pamela Ilott..... Director, Religious Programs

Henry Wefing..... Executive Assistant to
Director News

James Burke..... Assignment Editor, CBS News

David Zellmer..... Executive Producer of TV News

Robert Skedgell..... Exec. Producer of Radio News

William MacPhail..... Director of Sports

Theodore F. Koop..... Director of News and
Public Affairs, Washington**CBS TELEVISION****STATIONS DIVISION**

Merle S. Jones..... President

Craig Lawrence..... Vice President in Charge of
CBS Television-Owned Stations**WCBS-TV, 488 Madison Ave.****New York 22, N. Y.**

Frank Shakespeare, Jr..... General Manager

Norman E. Walt..... Sales Manager

Clarence Worden..... Assistant to General Manager

Dan Gallagher..... Program Director

Bob Van Roo..... Promotion Manager

William C. Lacey..... Film Manager

John Horn..... Publicity Manager

WBBM-TV, 410 N. Michigan Ave.**Chicago, Ill.**

Clark George..... Vice President & Gen'l Mgr.

KNXT, 1313 North Vine St.**Los Angeles 28, Calif.**

Robert Wood..... Vice President, Gen'l Mgr.

WCAU-TV, City Line &**Monument Aves., Phila., Pa**

John Schneider..... Vice President, Gen'l Mgr.

KMOX-TV, 12th & Cole Streets**St. Louis 4, Mo.**

Gene Wilkey..... Vice President, Gen'l Mgr.

CBS Television Spot Sales

Bruce Bryant..... Vice President, Gen'l Mgr.

Ben Margolis..... Business Manager

Robert Schneider..... Research Manager

Arthur Elliott, Jr..... Eastern Sales Manager

Frank Elliott..... Director Sales Development

William Hohmann..... Director Sales Promotion

Branch OfficesTed O'Connell..... Midwest Sales Manager
630 N. McClurg Ct., ChicagoH. H. Holtshouser..... Atlanta Manager
805 Peachtree St., N.E., Atlanta, Ga.John Logan..... Detroit Manager
932 Fisher Bldg., Detroit 2, Mich.Richard Loftus..... San Francisco Manager
Palace Hotel, San FranciscoSam Hill..... Los Angeles Manager
1313 N. Vine St., Los Angeles**CBS Films, Inc.**

Sam Cook Digges..... Adm. Vice-President

Robert Lewine..... Vice-President, Production

Fred Mahlstedt..... Dir. Oper. & Prodn.

Eugene Moss..... Sales Promotion Manager

Walter Scanlon..... Merchandising Manager

Murray Benson..... Dir. of Licensing

Robert Fuller..... Dir. of Publicity

David Sontag..... Mgr., Programs

Howard Kany..... Dir. of Intern. Bus. Rel.

Terrytoons Division

Paul Terry, William Weiss

Advertising & Sales Promotion

Tom Means..... Director

Information Services

Howard Berk..... Director

Legal

Thomas K. Fisher..... V.P. & Gen. Attorney

Programming

Hal Hough..... Director

SERIOUS PROGRAMMING

...Now Attracting Selling Message

By WALTER D. SCOTT

Executive Vice President, NBC-TV Network



ON A recent Sunday, Vice Admiral Hyman G. Rickover appeared on "Meet the Press" and delivered himself of a sharp and cogent criticism of American education. He declared that education is the most important problem facing this country in its competition with the Soviet Union, and he then called for some fundamental changes in the American public school system. Within the next few days, "Meet the Press" received more than 10,000 requests for copies of the interview—the largest viewer response in the 14-year history of the program.

When more than 10,000 viewers write in, not for a giveaway, but for the text of a program like "Meet the Press," it is time for a closer look at the program and its audience. It is time, I suggest, to reappraise the ability of television's cultural, public affairs and news program to excite real viewer interest and to serve as effective advertising vehicles. It may be that Admiral Rickover has unwittingly called our attention to some program values that are too often overlooked.

There is, for instance, the value of what I would call an active, rather than a passive audience. The viewers of these programs are not idle dial-twirlers who take what comes along. They are active participants in serious programming who study the schedule, select carefully and sit down to view their choice from the edge of their chair. I submit that when this audience tunes in it is in a receptive mood, not just for the program, but for the advertiser's mes-

sage as well.

Secondly, this hard core of viewers who watch public affairs and cultural programs are an audience worth aiming at. They are a minority, but a minority that numbers in the millions. They include the educated, high-income groups who are this country's opinion-formers and taste-makers, who set the patterns of public opinion and set the pace for consumption. They constitute the first and most important market for any advertiser with a new product or a new idea.

Finally, the influence of this kind of programming extends far beyond the actual telecast. These are not shows that fade from memory as quickly as they fade from the picture tube. They are discussed long afterward, are quoted in the newspapers, win awards and are often repeated by popular request. The cultural and public affairs programs give the advertiser a lot of mileage for his money.

These programs, in short, are a good buy, and they are being recognized as such by a growing list of advertisers.

It is evident that the product-selling message, as well as the institutional ad, is finding its place on serious programming.

I think that there is a deep popular concern for information and education in a world where these are becoming conditions of survival. I suggest that broadcasters and advertisers should make this concern their own.



a rose...



...is not



...is not a rose...



...is not



...rose...



...is not a rose...



...rose...

96% of all television homes today fall within the color coverage area. More than 300 stations in the United States have the facilities to carry network color.

At NBC alone, total hours of color programming have increased more than tenfold in the past six years; over 450 hours scheduled in the first six months of 1960.

Owners of color sets tend to be higher in income, better educated, more influential.

The proof is all around us. Proof that color — an integral part of living — is an integral part of living television. Proof that your advertising future is in color.

NBC TELEVISION NETWORK

...unless it's in color

NBC TELEVISION NETWORK

WALTER D. SCOTT

Executive Vice President, Television Network

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 20 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.



DON DURGIN

Vice President, Network Sales



Don Durgin, who was appointed vice president, television network sales, in February, 1959, first joined NBC in 1949 as assistant to the manager of advertising and promotion for NBC Spot Sales. In 1951, he joined the ABC Television Network as a sales presentation writer, subsequently holding several positions there until he was elected vice president in charge of the ABC Radio Network in November, 1955. Returning to NBC in March, 1957, he became vice president in charge of sales planning for the television network. He was appointed vice president, national sales manager, television network sales, in January, 1958, holding that position until he was named to his present post. He is a summa cum laude graduate of Princeton University and a graduate of New York University Law School.

DAVID LEVY

Vice President, Programs and Talent

David Levy, vice president, programs and talent, television network, was vice president and associate director of the radio and television department of Young & Rubicam, Inc., before he joined NBC in April, 1959. With more than 20 years of experience in creative programming, Mr. Levy is spearheading the network's expansion in the areas of talent and creativity. At Young & Rubicam, he wrote, directed and supervised many of the agency's radio shows, and in 1947 entered television, becoming the agency's first television supervisor. He became vice president in charge of talent and new programs in August, 1950, and in April, 1958, was named associate director of the radio and television department. He also served on the agency's plans board for several years. Mr. Levy is also a successful author of television plays and short stories. He was graduated from the University of Pennsylvania's Wharton School of Finance and Commerce.



NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 223.

DEPARTMENTS EXECUTIVE

Robert W. Sarnoff.....Chairman of the Board
Robert E. Kintner.....President

ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations
& NBC Spot Sales
Anthony C. Krayer.....Dir., Business Affairs

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
Edwin T. Jameson.....Dir., TV Spot Sales
Walter B. Davison..Mgr., Western TV Spot Sales
John J. Ryan.....Mgr., Eastern TV Spot Sales
John C. Treacy.....Mgr., TV Spot Sales, Detroit
Wilbur Fromm.....Dir., New Bus. & Prom.
Francis Mangan.....Mgr., Central TV Spot Sales
George S. Dietrich.....Dir., Radio Spot Sales
Frank De Rosa..Mgr., Cent. Off. Radio Spt. Sls.
William B. Buschgen..Mgr., Detroit Off. Radio
Spot Sales
Frederick T. Lyons, Jr.....Mgr., Eastern Office
Radio Spot Sales
Edward H. Macaulay.....Mgr., Western Office,
Radio Spot Sales
William D. Edouarde..Sales-Div. Mgr., Hollywood
Office
Dave Scott..Mgr., New England, Radio Spot Sls.
Walter Davison..Mgr., Western Off. TV Spot Sls.

NBC Owned Stations WRCA-TV, New York

William N. Davidson....V.P. & General Manager

WRC-TV, Washington

Carleton D. Smith.....V.P. & General Manager

WNBQ, Chicago

Lloyd Yoder.....V.P. & General Manager

WRCV-TV, Philadelphia

Ray Welpott.....V.P. & General Manager

KRCA, Los Angeles

Thomas C. McCray....V.P. & General Manager

KNBC—AM-FM, San Francisco

George Fuerst.....General Mgr.

WAMP, WFMP, Pittsburgh

Stephen Rooney.....General Mgr.

NEWS

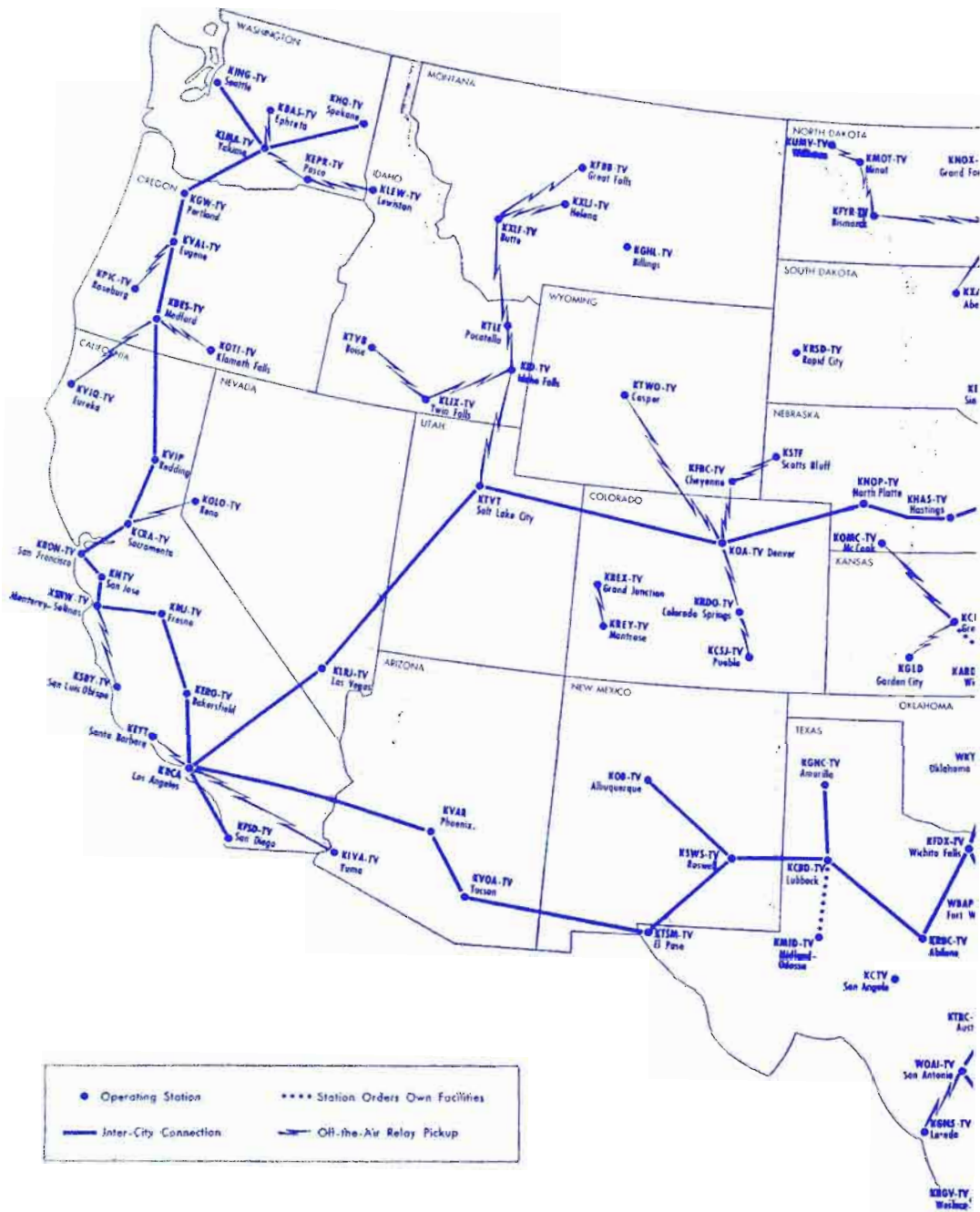
William McAndrew.....Vice President, News
Julian Goodman..Director, News & Public Affairs
Joseph O. Meyers.....Director, News
William Ray.....Mgr., News, Central Div.
Stanley G. Rotkewicz..Mgr., Budgets & Pricing
Eugene E. Juster.....Manager, News Film
Samuel M. Sharkey, Jr.....Editor, News
Edward Stanley.....Director, Public Affairs
George Heineman.....Mgr. Public Affairs
Leslie C. Vaughan.....Manager, Administration
News

TELEVISION NETWORK TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network
George D. Matson.....V.P., General Mgr.,
TV Network

(Continued on Page 772)

NBC TELEVISION



NETWORK



(Continued from Page 769)

David Levy.....VP., Programs & Talent
Don Durgin.....Vice President, Sales
Robert L. Stone.....VP, Facilities Operations

TV NETWORK BUSINESS AFFAIRS

John J. Heywood.....Director, Business Affairs

SPORTS

Thomas S. Gallery.....Director, Sports

TELEVISION NETWORK PROGRAMS

Jerry Danzig.....V.P., Participating Programs
Robert F. Aaron.....Mgr., Daytime Prog. Admin.
Louis B. Ames.....Mgr., NBC Opera Unit
Alan Courtney.....V.P., Nighttime Programs
Joseph P. Cunneff.....Mgr., Night. Progr. Opera.
Ross Donaldson.....Dir. Script Services
Roger Gimbel.....Exec. Prod. Daytime Prog.
John Greene.....Mgr., Day Prog. Opera.
Donald B. Hyatt.....Director, Special Projects
Carl Lindemann, Jr.....V.P., Daytime Programs
Thomas Madigan.....Mgr., Night Prog. Opera.
George M. Rogers, Jr.....Mgr., Administ.
Participating Programs
Richard Linkroum.....V.P., Special Programs
David Tebet.....V.P., Talent Relations
Ernest V. Theiss.....Mgr., Night Prog. Admins.
Burton H. Hanft.....V.P. in Charge
Talent & Program Cont.

Music

Samuel Chotzinoff.....Gen. Music Director

TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales
Don Durgin.....V.P., TV Network Sales
Edward R. Hitz.....V.P., General Sales Exec.
Thomas B. McFadden.....V.P., National Sales
Charles R. Abry.....Gen. Sales Exec.
Sidney P. Allen.....Gen. Sales Exec.
Raymond F. Eichman.....Dir. Sales Presentations
& Promotion
Harry T. Floyd.....Mgr., TV Sales, Western Div.
Stephen Flynn.....Dir., TV Station Sales, Clearances
& Sales Services
Walter W. Gross.....Mgr., TV Sales, Detroit
David Hedley.....Mgr., TV Sales Presentations
William Storke.....Director, Sales Partic. Program
Arthur Johnson.....Mgr., Station Sales

Edward Friendly.....Dir., Spec. Pgm. Sales
Nicholas Gurdon.....Dir., TV Sales Development
Hamilton Robinson.....Mgr., Office Services
Robert Greenwell.....Art Dir., Sales Plann.
Dean Shaffner.....Dir., Sales Planning
Ira Wolff.....Mgr., Sales Prom.

FACILITIES OPERATIONS

Robert L. Stone.....V.P., Facilities Operation
Nicholas Gilles.....Director, Business Affairs

Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.
Paul Gallant.....Mgr., Radio Technical Ops.
James Chenard.....Business Mgr.
Charles Bennis.....Mgr., Radio Recording

Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,
Art & Scenic Prod.
Robert MacKichan.....Mgr., Design & Art
Curtis Blank.....Mgr., Prodn. Services
Peter Bonardi.....Mgr., Scenic Const. & Painting
Thomas Tart.....Business Mgr.
Bernard J. Paulson.....Dir. Design, Art
& Serv. Prod.

Telesales

Malcolm Madden.....Director, TeleSales

Color Coordination

Norman H. Grant.....Director, Color Coord.

Television Network Operations

William H. Trevarthen.....Director, Television
Network Operations
Peter M. Affe.....Manager, Facilities Planning
and Operations Control
Richard H. Edmondson.....Manager, Technical and
Operations Planning
Charles E. Corcoran.....Manager, Video Tape,
Film and Kinescope Operations
John A. Hilton.....Manager, Traffic and Lines
Thomas H. Phelan.....Manager, Plant Facilities and
Maintenance
John B. Rogers.....Manager, Studio-Field Technical
Operations
H. Rodomista.....Manager, Studio and Theatre
Production Services

STAR COOPERATION

... A Plus Value For Sponsors

By FREDERICK W. ZIV

Chairman of the Board, ZIV-United Artists, Inc.



"**H**AVE starring role in TV series . . . will travel."

In casting a series, Ziv looks for two separate—yet related—sets of qualifications in a star: (1) a perfect match between the role and an actor (or actress) capable of delivering a winning performance every time out . . . a man who is photogenic, able to "project" to the viewers and adept in all the acting skills . . . (2) proper "presence" to meet, attract and sell to people: executives, plant workers, the Press and to "the public." In order to meet the sponsor's expectations, he must be equal to the strain of whirlwind campaigns through large market areas and still be in top form every minute.

"Shop talk" for the series star is no longer confined to "the Method," characterization, script interpretation and so forth. When today's star "talks shop," he's talking someone "else's shop"—beer sales, milksheds, tobacco leaf, bakery routes, gasoline taxes . . . and he talks it with the men who know best: his sponsor and his sponsor's executive associates, plant managers and work force. Most important, he's talking to the sponsor's customers. He faces thousands of them at a time.

Sponsors reveal a lot of excitement about these tours, using them as the focal point of other big promotions.

The series producer, today, literally says, "be our guest." We, through our stars, are seeing to it that the sponsor gets many additional thousands of TV homes not reckoned in his film buy, which, presumably, he made on a cost-per-

thousand basis. Reason: we make it possible for his star frequently to appear in network dramas, make "guest shots" on variety shows and emcee special events.

It's money in the bank for the sponsor who has a star who gets these calls. This all enhances the prestige of his star and series.

Another plus—the star can pinpoint identification of series and sponsor's product by appearing in filmed commercials . . . another service of the major TV studios.

Our new industry has created a new brand of star performer and turned him into a unique and valuable natural resource for our customer.

Obviously, TV film stardom requires talents beyond the purely thespian. Primarily he's an actor before cameras but he's also a business representative, a hail-fellow-well-met, minister-without-portfolio, a salesman devoted to his sponsor's commercial success which, in the final analysis, determines his own success, ours and that of the whole TV industry.

In promotional activities, every sponsor of a series is the star's boss. The more successful the series, the more bosses he's likely to have—particularly in syndication. This calls for a high degree of adaptability, at least a reasonable amount of business sense and absolute "zero" of old-time "artistic temperament" (modern translation: bad manners). There's no place in our shop for a "prima donna." Our customers can't afford it.

NATIONAL & REGIONAL SPOT TELEVISION ADVERTISERS

—Product Classification—4th Quarter 1959—

Product	Est. Expendit.
AGRICULTURE	\$ 385,000
Feeds, Meals	214,000
Miscellaneous	171,000
ALE, BEER & WINE.....	11,729,000
Beer & Ale.....	9,716,000
Wine	2,013,000
AMUSEMENTS, ENTERTAINMENT	299,000
AUTOMOTIVE	5,435,000
Anti-Freeze	121,000
Batteries	230,000
Cars	3,938,000
Tires & Tubes.....	238,000
Trucks & Trailers.....	139,000
Misc. Accessories & Supplies....	769,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	609,000

Product	Est. Expendit.
Fixtures, Plumbing, Supplies....	121,000
Materials	196,000
Paints	87,000
Power Tools	141,000
Miscellaneous	64,000
CLOTHING, FURNISHINGS, ACCESSORIES	5,126,000
Clothing	4,110,000
Footwear	514,000
Hosiery	452,000
Miscellaneous	50,000
CONFECTIONS & SOFT DRINKS..	6,696,000
Confections	3,792,000
Soft Drinks	2,904,000
CONSUMER SERVICES	4,601,000
Dry Cleaning & Laundries.....	10,000
Financial	898,000
Insurance	977,000
Medical & Dental.....	61,000
Moving, Hauling, Storage.....	111,000
Public Utilities	2,206,000
Religious, Political, Unions.....	238,000
Schools & Colleges.....	55,000
Miscellaneous Services	45,000
COSMETICS & TOILETRIES.....	14,282,000
Cosmetics	3,781,000
Deodorants	930,000
Depilatories	31,000
Hair Tonics & Shampoos.....	1,936,000
Hand & Face Creams, Lotions...	1,063,000
Home Permanents & Coloring...	890,000
Perfumes, Toilet Waters, etc....	1,188,000
Razors, Blades	1,609,000
Shaving Creams, Lotions, etc....	291,000
Toilet Soaps	1,717,000
Miscellaneous	846,000
DENTAL PRODUCTS	3,337,000
Dentifrices	2,411,000
Mouthwashes	779,000
Miscellaneous	147,000
DRUG PRODUCTS	16,923,000
Cold Remedies	7,206,000
Headache Remedies	3,462,000
Indigestion Remedies	2,828,000
Laxatives	731,000
Vitamins	937,000
Weight Aids	285,000
Miscellaneous Drug Products....	1,249,000
Drug Stores	225,000

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NATIONAL & REGIONAL SPOT TV ADVERTISERS

Product	Est. Expendit.	Product	Est. Expendit.
FOOD & GROCERY PRODUCTS..	47,744,000	HOUSEHOLD, GENERAL	1,180,000
Baked Goods	7,683,000	Brooms, Brushes, Mops, etc.....	196,000
Cereals	3,781,000	China, Glassware, Crockery,	
Coffee, Tea & Food Drinks.....	10,662,000	Containers	212,000
Condiments, Sauces, Appetizers..	2,396,000	Disinfectants, Deodorizers	335,000
Dairy Products	1,683,000	Fuels (Heating, etc.)	119,000
Desserts	445,000	Insecticides, Rodenticides	105,000
Dry Foods (Flour, Mixes, Rice,		Kitchen Utensils	17,000
etc.)	7,558,000	Miscellaneous	196,000
Fruits & Vegetables, Juices.....	2,116,000	NOTIONS	47,000
Macaroni, Noodles, Chili, etc....	614,000	PET PRODUCTS	1,630,000
Margarine, Shortenings	2,753,000	PUBLICATIONS	79,000
Meat, Poultry & Fish.....	1,856,000	SPORTING GOODS, BICYCLES,	
Soups	447,000	TOYS	2,929,000
Miscellaneous Foods	2,820,000	Bicycles & Supplies.....	26,000
Miscellaneous Frozen Foods.....	718,000	Toys & Games.....	2,794,000
Food Stores	2,212,000	Miscellaneous	109,000
GARDEN SUPPLIES &		STATIONERY, OFFICE	
EQUIPMENT	67,000	EQUIPMENT	56,000
GASOLINE & LUBRICANTS.....	5,632,000	TELEVISION, RADIO,	
Gasoline & Oil.....	5,304,000	PHONOGRAPH, MUSICAL	
Oil Additives	295,000	INSTRUMENTS	269,000
Miscellaneous	33,000	Radio & Television Sets.....	71,000
HOTELS, RESORTS,		Records	92,000
RESTAURANTS	188,000	Miscellaneous	106,000
HOUSEHOLD CLEANERS,		TOBACCO PRODUCTS &	
CLEANSERS, POLISHES,		SUPPLIES	9,023,000
WAXES	9,204,000	Cigarettes	7,945,000
Cleaners, Cleansers	7,558,000	Cigars, Pipe Tobacco.....	923,000
Floor & Furniture Polishes, Waxes	493,000	Miscellaneous	155,000
Glass Cleaners	344,000	TRANSPORTATION & TRAVEL..	1,065,000
Home Dry Cleaners.....	35,000	Air	844,000
Shoe Polish	688,000	Bus	37,000
Miscellaneous Cleaners	86,000	Rail	166,000
HOUSEHOLD EQUIPMENT—		Miscellaneous	18,000
APPLIANCES	1,835,000	WATCHES, JEWELRY, CAMERAS	1,768,000
HOUSEHOLD FURNISHINGS	759,000	Cameras, Accessories, Supplies..	558,000
Beds, Mattresses, Springs.....	348,000	Clocks & Watches.....	14,000
furniture & Other Furnishings..	411,000	Jewelry	94,000
HOUSEHOLD LAUNDRY		Pens & Pencils.....	970,000
PRODUCTS	9,114,000	Miscellaneous	132,000
Bleaches, Starches	1,902,000	MISCELLANEOUS	2,672,000
Packaged Soaps, Detergents	6,830,000	Trading Stamps	462,000
Miscellaneous	382,000	Miscellaneous Products	1,076,000
HOUSEHOLD PAPER PRODUCTS	1,049,000	Miscellaneous Stores	1,134,000
Cleansing Tissues	247,000	TOTAL	\$165,732,000
Food Wraps	326,000		
Napkins	22,000		
Toilet Tissue	277,000		
Miscellaneous	177,000		

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EXECUTIVE PERSONNEL
ADDRESSES AND PHONE
ALPHABETICAL LISTING
BY STATES AND CITIES

1960

TELEVISION STATIONS

Commercial Stations of U. S. Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW-TV	Detroit-Windsor, Mich./Ont.	818	KGGM-TV	Albuquerque, N. M.	829
KABC-TV	Los Angeles, Calif.	787	KGHL-TV	Billings, Mont.	824
KAKE-TV	Wichita, Kan.	810	KGLO-TV	Mason City, Iowa	809
KALB-TV	Alexandria, La.	811	KGMB-TV	Honolulu, Hawaii	801
KARD-TV	Wichita, Kan.	810	KGNC-TV	Amarillo, Tex.	850
KARK-TV	Little Rock, Ark.	785	KGNS-TV	Laredo, Tex.	855
KATV	Little Rock, Ark.	786	KGO-TV	San Francisco, Calif.	788
KAVE-TV	Carlsbad, N. M.	829	KGUN	Tucson, Ariz.	785
KAYS-TV	Hays, Kan.	810	KGW-TV	Portland, Ore.	840
KBAK-TV	Bakersfield, Calif.	786	KHAS-TV	Hastings, Neb.	825
KBES-TV	Medford, Ore.	840	KHJ-TV	Los Angeles, Calif.	787
KBLR-TV	Goodland, Kan.	809	KHOL-TV	Kearney, Neb.	825
KBMB-TV	Bismarck, N. D.	835	KHOU-TV	Houston, Tex.	853
KBOI-TV	Boise, Ida.	803	KHQ-TV	Spokane, Wash.	860
KBTV	Denver, Colo.	791	KHQA-TV	Hannibal, Mo.	823
KBTX-TV	Bryan, Tex.	850	KHSL-TV	Chico, Calif.	786
KCBD-TV	Lubbock, Tex.	855	KHTV	Portland, Ore.	840
KCCC-TV	Sacramento, Calif.	788	KHVH-TV	Honolulu, Hawaii	801
KCEN-TV	Temple, Tex.	856	KID-TV	Idaho Falls, Ida.	803
KCIX-TV	Nampa, Ida.	803	KIEM-TV	Eureka, Calif.	786
KCKT-TV	Great Bend, Kan.	810	KIMA-TV	Yakima, Wash.	861
KCMC-TV	Texarkana, Tex.	857	KING-TV	Seattle, Wash.	860
KCMO-TV	Kansas City, Mo.	823	KINY-TV	Juneau, Alaska	784
KCMT	Alexandria, Minn.	820	KIRO-TV	Seattle, Wash.	860
KCOF	Los Angeles, Calif.	787	KIVA	Yuma, Ariz.	785
KCOR-TV	San Antonio, Tex.	856	KJEO	Fresno, Calif.	786
KCPX-TV	Salt Lake City, Utah	857	KKTV	Colorado Springs, Colo.	789
KCRS-TV	Sacramento, Calif.	788	KLAS-TV	Las Vegas, Nev.	827
KCRG-TV	Cedar Rapids, Iowa	808	KLFY-TV	Lafayette, La.	811
KCSJ-TV	Pueblo, Colo.	791	KLIX-TV	Twin Falls, Ida.	803
KCTV	San Angelo, Tex.	856	KLOR-TV	Provo, Utah	857
KDAL-TV	Duluth-Superior, Minn./Wisc.	820	KLRJ-TV	Las Vegas, Nev.	827
KDIX-TV	Dickinson, N. D.	835	KLTV	Tyler, Tex.	857
KDKA-TV	Pittsburgh, Pa.	844	KLZ-TV	Denver, Colo.	791
KDUB-TV	Lubbock, Tex.	855	KMBC-TV	Kansas City, Mo.	823
KEDY-TV	Big Spring, Tex.	850	KMID-TV	Midland, Tex.	856
KELO-TV	Sioux Falls, S. D.	846	KMJ-TV	Fresno, Calif.	787
KELP-TV	El Paso, Tex.	851	KMMT	Austin, Minn.	820
KENI-TV	Anchorage, Alaska	784	KMOS-TV	Sedalia, Mo.	823
KENS-TV	San Antonio, Tex.	856	KMOX-TV	St. Louis, Mo.	824
KERO-TV	Bakersfield, Calif.	786	KMSO-TV	Missoula, Mont.	825
KETV	Omaha, Neb.	825	KMSP-TV	Minneapolis-St. Paul, Minn.	820
KEYT	Santa Barbara, Calif.	789	KMTV	Omaha, Neb.	826
KFAR-TV	Fairbanks, Alaska	784	KMVI	Wailuku, Hawaii	803
KFBB-TV	Great Falls, Mont.	824	KNAC-TV	Fort Smith, Ark.	785
KFBC-TV	Cheyenne, Wyo.	864	KNBS	Walla Walla, Wash.	861
KFDA-TV	Amarillo, Tex.	849	KNO	Yakima, Wash.	861
KFDM-TV	Beaumont, Tex.	850	KNOE-TV	Monroe, La.	813
KFDX-TV	Wichita Falls, Tex.	857	KNOP-TV	North Platte, Neb.	825
KFEQ-TV	St. Joseph, Mo.	824	KNOX-TV	Grand Forks, N. D.	835
KFJZ-TV	Fort Worth, Tex.	851	KNTV	San Jose, Calif.	789
KFMB-TV	San Diego, Calif.	788	KNXT	Los Angeles, Calif.	787
KFRE-TV	Fresno, Calif.	786	KOA-TV	Denver, Colo.	791
KFSD-TV	San Diego, Calif.	788	KOAM-TV	Pittsburgh, Kan.	810
KFVS-TV	Cape Girardeau, Mo.	821	KOAT-TV	Albuquerque, N. M.	829
KFYR-TV	Bismarck, N. D.	835	KOB-TV	Albuquerque, N. M.	829
KGBT-TV	Harlingen, Tex.	853	KOCO-TV	Enid, Okla.	839

Station	City—State	Page	Station	City—State	Page
KODE-TV	— Joplin, Mo.	823	KRLD-TV	— Dallas, Tex.	851
KOIN-TV	— Portland, Ore.	840	KRNT-TV	— Des Moines, Iowa	808
KOLD-TV	— Tucson, Ariz.	785	KROC-TV	— Rochester, Minn.	820
KOLN-TV	— Lincoln, Neb.	825	KROD-TV	— El Paso, Tex.	857
KOLO-TV	— Reno, Nev.	827	KRON-TV	— San Francisco, Calif.	789
KOMO-TV	— Seattle, Wash.	860	KRSD-TV	— Rapid City, S. D.	846
KOMU-TV	— Columbia, Mo.	821	KRTV	— Great Falls, Mont.	825
KONA-TV	— Honolulu, Hawaii	801	KSBW-TV	— Sainais, Calif.	788
KONO-TV	— San Antonio, Tex.	856	KSBY-TV	— San Luis Obispo, Calif.	789
KOOK-TV	— Billings, Mont.	824	KSD-TV	— St. Louis, Mo.	824
KOOL-TV	— Phoenix, Ariz.	784	KSHO-TV	— Las Vegas, Nev.	827
KOSA-TV	— Odessa, Tex.	856	KSL-TV	— Salt Lake City, Utah	858
KOTA-TV	— Rapid City, S. D.	846	KSLA-TV	— Shreveport, La.	815
KOTI-TV	— Klamath Falls, Ore.	840	KSTP-TV	— St. Paul-Minneapolis, Minn.	820
KOTV	— Tulsa, Okla.	839	KSWO-TV	— Lawton, Okla.	839
KOVR-TV	— Stockton, Calif.	789	KSWV-TV	— Roswell, N. M.	829
KPAC-TV	— Port Arthur, Tex.	856	KSYD-TV	— Wichita Falls, Tex.	857
KPAR-TV	— Abilene-Sweetwater, Tex.	849	KTAG-TV	— Lake Charles, La.	813
KPHO-TV	— Phoenix, Ariz.	784	KTAK-TV	— Houston, Tex.	853
KPIX	— San Francisco, Calif.	788	KTBC-TV	— Austin, Tex.	850
KPLC-TV	— Lake Charles, La.	811	KTBS-TV	— Shreveport, La.	815
KPLR-TV	— St. Louis, Mo.	823	KTEN	— Ada, Okla.	839
KPRC-TV	— Houston, Tex.	855	KTES	— Nacogdoches, Tex.	856
KPTV	— Portland, Ore.	840	KTHV	— Little Rock, Ark.	785
KQTV	— Fort Dodge, Iowa	809	KTIV	— Sioux City, Iowa	809
KRBC-TV	— Abilene, Tex.	849	KTLA	— Los Angeles, Calif.	787
KRCA	— Los Angeles, Calif.	787	KTNT-TV	— Tacoma-Seattle, Wash.	860
KRCG-TV	— Jefferson City, Mo.	823	KTRE-TV	— Lufkin, Tex.	855
KRDO-TV	— Colorado Springs, Colo.	789	KTSM-TV	— El Paso, Tex.	851
KREM-TV	— Spokane, Wash.	860	KTTS-TV	— Springfield, Mo.	823
KREX-TV	— Grand Junction, Colo.	791	KTTV	— Los Angeles, Calif.	787
KRGV-TV	— Weslaco, Tex.	857	KTUL-TV	— Tulsa, Okla.	839
KRIS-TV	— Corpus Christi, Tex.	850	KTVA	— Anchorage, Alaska	784

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Station	City—State	Page	Station	City—State	Page
KTVB	— Boise, Ida.	803	WBEN-TV	— Buffalo, N.Y.	830
KTVK-TV	— Ensign, Kan.	809	WBIR-TV	— Knoxville, Tenn.	847
KTVE	— El Dorado, Ark.	785	WBKB-TV	— Chicago, Ill.	804
KTVF	— Fairbanks, Alaska	784	WBNS-TV	— Columbus, O.	837
KTVH	— Hutchinson, Kan.	810	WBOC-TV	— Salisbury, Md.	817
KTVI	— St. Louis, Mo.	824	WBOY-TV	— Clarksburg, W. Va.	861
KTVK	— Phoenix, Ariz.	784	WPZ-TV	— Lock Haven, Pa.	843
KTVO	— Ottumwa, Iowa	809	WBRC-TV	— Birmingham, Ala.	783
KTVR	— Denver, Colo.	791	WBRE-TV	— Wilkes-Barre, Pa.	844
KTVU	— San Francisco-Oakland, Calif.	789	WBRZ	— Baton Rouge, La.	811
KTVW	— Seattle, Wash.	860	WBTW	— Charlotte, N. C.	833
KTWO-TV	— Casper, Wyo.	864	WBTW	— Florence, S. C.	846
KUAM-TV	— Agana, Guam	865	WBZ-TV	— Boston, Mass.	817
KULR	— Kalispell, Mont.	825	WCAU-TV	— Philadelphia, Pa.	843
KUTV	— Salt Lake City, Utah	858	WCAX-TV	— Burlington, Vt.	858
KVAL-TV	— Eugene, Ore.	840	WCBI-TV	— Columbus, Miss.	821
KVAR	— Phoenix, Ariz.	785	WCBS-TV	— New York, N. Y.	831
KVER-TV	— Clovis, N.M.	829	WCCO-TV	— Minneapolis, Minn.	820
KVII-TV	— Amarillo, Tex.	850	WCHS-TV	— Charleston, W. Va.	861
KVIP	— Redding, Calif.	787	WCIA	— Champaign, Ill.	803
KVIQ-TV	— Eureka, Calif.	786	WCKT	— Miami, Fla.	796
KVKM-TV	— Monahans, Tex.	856	WCNY-TV	— Carthage, N. Y.	830
KVOA-TV	— Tucson, Ariz.	785	WCOV-TV	— Montgomery, Ala.	783
KVOG-TV	— Ogden, Utah	857	WCPO-TV	— Cincinnati, O.	836
KVOO-TV	— Tulsa, Okla.	839	WCSC-TV	— Charleston, S. C.	845
KVOS-TV	— Bellingham, Wash.	860	WCSH-TV	— Portland, Me.	815
KVTV	— Sioux City, Iowa	809	WCTV	— Thomasville, Ga.	801
KWRB-TV	— Riverton, Wyo.	864	WCYB-TV	— Bristol, Va.	858
KWTW	— Oklahoma City, Okla.	839	WDAF-TV	— Kansas City, Mo.	823
KWTX-TV	— Waco, Tex.	857	WDAM-TV	— Hattiesburg, Miss.	821
KWWL-TV	— Waterloo, Iowa	809	WDAN-TV	— Danville, Ill.	804
KXAB-TV	— Aberdeen, S.D.	846	WDAU-TV	— Scranton, Pa.	844
KXGN-TV	— Glendive, Mont.	824	WDAY-TV	— Fargo, N. D.	835
KXGO-TV	— Fargo, N.D.	835	WDBJ-TV	— Roanoke, Va.	859
KXII	— Ardmore, Okla.	839	WDBO-TV	— Orlando, Fla.	797
KXJB-TV	— Valley City, N.D.	835	WDEF-TV	— Chattanooga, Tenn.	847
KXLF-TV	— Butte, Mont.	824	WDSM-TV	— Duluth-Superior, Minn./Wisc.	820
KXLJ	— Helena, Mont.	825	WDSU-TV	— New Orleans, La.	815
KXLY-TV	— Spokane, Wash.	860	WDXI-TV	— Jackson, Tenn.	847
KXMC-TV	— Minot, N.D.	835	WEAR-TV	— Pensacola, Fla.	797
KXTV	— Sacramento, Calif.	788	WEAT-TV	— West Palm Beach, Fla.	799
KYTV	— Springfield, Mo.	823	WEAU-TV	— Eau Claire, Wisc.	863
KYW-TV	— Cleveland, O.	837	WECT	— Wilmington, N. C.	834
KZTV	— Corpus Christi, Tex.	850	WEEK-TV	— Peoria, Ill.	804
WABC-TV	— New York, N.Y.	831	WEHT	— Evansville, Ind.	805
WABI-TV	— Bangor, Me.	815	WESH-TV	— Daytona Beach, Fla.	795
WAFB-TV	— Baton Rouge, La.	811	WEWS	— Cleveland, O.	837
WAFG-TV	— Huntsville, Ala.	783	WFAA-TV	— Dallas, Tex.	850
WAGA-TV	— Atlanta, Ga.	799	WFAM-TV	— Lafayette, Ind.	807
WAGM-TV	— Presque Isle, Me.	816	WFBC-TV	— Greenville, S. C.	846
WAIM-TV	— Anderson, S. C.	845	WFBG-TV	— Altoona, Pa.	841
WAKR-TV	— Akron, O.	836	WFBM-TV	— Indianapolis, Ind.	807
WALA-TV	— Mobile, Ala.	783	WFGA-TV	— Jacksonville, Fla.	796
WALB-TV	— Albany, Ga.	799	WFIE-TV	— Evansville, Ind.	805
WANE-TV	— Fort Wayne, Ind.	807	WFIL-TV	— Philadelphia, Pa.	843
WAPA-TV	— San Juan, P.R.	865	WFLA-TV	— Tampa, Fla.	797
WAPI-TV	— Birmingham, Ala.	783	WFMJ-TV	— Youngstown, O.	838
WARD-TV	— Johnstown, Pa.	841	WFMY-TV	— Greensboro, N. C.	834
WAST	— Albany, N.Y.	830	WFRV-TV	— Green Bay, Wisc.	863
WATE-TV	— Knoxville, Tenn.	847	WGAL-TV	— Lancaster, Pa.	841
WATR-TV	— New Haven, Conn.	795	WGAN-TV	— Portland, Me.	815
WAVE-TV	— Louisville, Ky.	811	WGEM-TV	— Quincy, Ill.	805
WAVY-TV	— Norfolk, Va.	859	WGN-TV	— Chicago, Ill.	803
WBAL-TV	— Baltimore, Md.	817	WGR-TV	— Buffalo, N. Y.	830
WBAP-TV	— Fort Worth, Tex.	853	WHAS-TV	— Louisville, Ky.	811
WBAY-TV	— Green Bay, Wisc.	863	WHBF-TV	— Rock Island, Ill.	805
WBBM-TV	— Chicago, Ill.	804	WHBQ-TV	— Memphis, Tenn.	847

Station	City—State	Page	Station	City—State	Page
WHCT	Hartford, Conn.	793	WJIM-TV	Lansing, Mich.	819
WHDH-TV	Boston, Mass.	817	WJMR-TV	New Orleans, La.	813
WHEC-TV	Rochester, N. Y.	831	WJPB-TV	Fairmont, W. Va.	862
WHEN-TV	Syracuse, N. Y.	833	WJRT	Flint, Mich.	819
WHIO-TV	Dayton, O.	837	WJTV	Jackson, Miss.	821
WHIS-TV	Bluefield, W. Va.	861	WJW-TV	Cleveland, O.	837
WHIZ-TV	Zanesville, O.	838	WJXT	Jacksonville, Fla.	796
WHO-TV	Des Moines, Iowa	809	WJZ-TV	Baltimore, Md.	816
WHP-TV	Harrisburg, Pa.	841	WKAO-TV	San Juan, P. R.	865
WHTN-TV	Huntington, W. Va.	862	WKBN-TV	Youngstown, O.	838
WHYN	Springfield, Mass.	817	WKBT	La Crosse, Wisc.	863
WIBW-TV	Topeka, Kan.	810	WKBW-TV	Buffalo, N. Y.	830
WICC-TV	Bridgeport, Conn.	793	WKJG-TV	Fort Wayne, Ind.	807
WICS	Springfield, Ill.	805	WKNX-TV	Saginaw, Mich.	819
WICU-TV	Erie, Pa.	841	WKOW-TV	Madison, Wisc.	863
WIC	Pittsburgh, Pa.	843	WKRC-TV	Cincinnati, O.	836
WILX-TV	Onondaga-Lansing, Mich.	819	WKRQ-TV	Mobile, Ala.	783
WIMA-TV	Lima, O.	838	WKST-TV	Youngstown, O.	838
WINK-TV	Fort Myers, Fla.	796	WKTV	Utica, N. Y.	833
WINR-TV	Binghamton, N. Y.	830	WKY-TV	Oklahoma City, Okla.	839
WIS-TV	Columbia, S. C.	845	WKYT	Lexington, Ky.	810
WISC-TV	Madison, Wisc.	863	WKZO-TV	Kalamazoo, Mich.	819
WISE-TV	Asheville, N. C.	833	WLAC-TV	Nashville, Tenn.	849
WISH-TV	Indianapolis, Ind.	807	WLBC-TV	Muncie, Ind.	807
WISN-TV	Milwaukee, Wisc.	863	WLBT	Jackson, Miss.	821
WITI-TV	Milwaukee, Wisc.	864	WLBZ-TV	Bangor, Me.	815
WITN	Washington, N. C.	834	WLEX-TV	Lexington, Ky.	810
WJAC-TV	Johnstown, Pa.	841	WLOF-TV	Orlando, Fla.	797
WJAR-TV	Providence, R. I.	845	WLOS-TV	Asheville, N. C.	833
WJBF-TV	Augusta, Ga.	799	WLUC-TV	Marquette, Mich.	819
WJBK-TV	Detroit, Mich.	818	WLUK-TV	Green Bay, Wisc.	863
WJDM	Panama City, Fla.	797	WLVA-TV	Lynchburg, Va.	859
WJHL-TV	Johnson City, Tenn.	847	WLW-A	Atlanta, Ga.	799

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ELdorado 5-0405

Station	City—State	Page	Station	City—State	Page
WLW-C	— Columbus, O.	837	WSEE	— Erie, Pa.	841
WLW-D	— Dayton, O.	838	WSFA-TV	— Montgomery, Ala.	783
WLW-I	— Indianapolis, Ind.	807	WSIL-TV	— Harrisburg, Ill.	804
WLW-T	— Cincinnati, O.	837	WSIX-TV	— Nashville, Tenn.	849
WLYH-TV	— Lebanon, Pa.	841	WSJS-TV	— Winston-Salem, N. C.	834
WMAL-TV	— Washington, D. C.	795	WSJV	— South Bend-Elkhart, Ind.	808
WMAR-TV	— Baltimore, Md.	817	WLSL-TV	— Roanoke, Va.	859
WMAZ-TV	— Macon, Ga.	801	WSM-TV	— Nashville, Tenn.	849
WMBD-TV	— Peoria, Ill.	804	WSOC-TV	— Charlotte, N. C.	834
WMCT	— Memphis, Tenn.	849	WSPA-TV	— Spartanburg, S. C.	846
WMSL-TV	— Decatur, Ill.	783	WSPD-TV	— Toledo, O.	838
WMT-TV	— Cedar Rapids, Iowa	808	WSTV-TV	— Steubenville, O.	838
WMTV	— Madison, Wisc.	863	WSUN-TV	— St. Petersburg, Fla.	797
WMTW-TV	— Poland Spring, Me.	815	WSUR-TV	— Ponce, P. R.	865
WMUR-TV	— Manchester, N. H.	827	WSVA-TV	— Harrisonburg, Va.	858
WNAC-TV	— Boston, Mass.	817	WSYR-TV	— Syracuse, N. Y.	833
WNBC	— New Britain, Conn.	793	WTAE	— Pittsburgh, Pa.	843
WNBF-TV	— Binghamton, N. Y.	830	WTAP-TV	— Parkersburg, W. Va.	862
WNBQ	— Chicago, Ill.	804	WTAR-TV	— Norfolk, Va.	859
WNCT	— Greenville, N. C.	834	WTCN-TV	— Minneapolis, Minn.	820
WNDU-TV	— South Bend, Ind.	807	WTEN	— Albany, N. Y.	830
WNEM-TV	— Bay City-Saginaw, Mich.	818	WTHI-TV	— Terre Haute, Ind.	808
WNEP-TV	— Scranton, Pa.	844	WTIC-TV	— Hartford, Conn.	793
WNEW-TV	— New York, N. Y.	831	WTMA	— Charleston, S. C.	845
WNHC-TV	— New Haven, Conn.	795	WTMJ-TV	— Milwaukee, Wisc.	863
WNOK-TV	— Columbia, S. C.	845	WTOC-TV	— Savannah, Ga.	801
WNTA-TV	— Newark, N. J.	829	WTOK-TV	— Meridian, Miss.	821
WOAI-TV	— San Antonio, Tex.	856	WTOL-TV	— Toledo, O.	838
WOAY-TV	— Oak Hill, W. Va.	862	WTOM-TV	— Cheboygan, Mich.	818
WOC-TV	— Davenport, Iowa	808	WTOP-TV	— Washington, D. C.	795
WOL-TV	— Ames, Iowa	808	WTOV-TV	— Norfolk, Va.	859
WOOD-TV	— Grand Rapids, Mich.	819	WTPA	— Harrisburg, Pa.	841
WOR-TV	— New York, N. Y.	831	WTRF-TV	— Wheeling, W. Va.	862
WORA-TV	— Mayaguez, P. R.	865	WTTG	— Washington, D. C.	795
WOW-TV	— Omaha, Neb.	826	WTTV	— Bloomington, Ind.	805
WOWL-TV	— Florence, Ala.	783	WTVB	— Chattanooga, Tenn.	847
WPBN-TV	— Traverse City, Mich.	819	WTVD	— Durham, N. C.	834
WPXI	— New York, N. Y.	831	WTVH	— Peoria, Ill.	804
WPRO-TV	— Providence, R. I.	845	WTVJ	— Miami, Fla.	797
WPSD-TV	— Paducah, Ky.	811	WTVK	— Knoxville, Tenn.	847
WPST-TV	— Miami, Fla.	797	WTVM	— Columbus, Ga.	801
WPTA	— Fort Wayne, Ind.	807	WTVN-TV	— Columbus, O.	837
WPTV	— Palm Beach, Fla.	797	WTVQ	— Rockford, Ill.	805
WPTZ-TV	— Plattsburgh, N. Y.	831	WTVP	— Decatur, Ill.	804
WRAL-TV	— Raleigh, N. C.	834	WTVR	— Richmond, Va.	859
WRBL-TV	— Columbus, Ga.	801	WTVT	— Tampa, Fla.	797
WRC-TV	— Washington, D. C.	795	WTVW	— Evansville, Ind.	807
WRCA-TV	— New York, N. Y.	831	WTVY	— Dothan, Ala.	783
WRCV-TV	— Philadelphia, Pa.	843	WTWV	— Tupelo, Miss.	821
WRDW-TV	— Augusta, Ga.	799	WUSN-TV	— Charleston, S. C.	845
WREC-TV	— Memphis, Tenn.	849	WVEC-TV	— Hampton-Norfolk, Va.	858
WREX-TV	— Rockford, Ill.	805	WVET-TV	— Rochester, N. Y.	833
WRGB	— Schenectady, N. Y.	833	WVUE-TV	— New Orleans, La.	813
WRGP-TV	— Chattanooga, Tenn.	847	WWJ-TV	— Detroit, Mich.	818
WRIK-TV	— Ponce, P. R.	865	WWL-TV	— New Orleans, La.	813
WROC-TV	— Rochester, N. Y.	831	WWLP	— Springfield, Mass.	817
WRVA-TV	— Richmond, Va.	859	WWOR	— Worcester, Mass.	818
WSAU-TV	— Wausau, Wisc.	864	WWTV	— Cadillac, Mich.	818
WSAV-TV	— Savannah, Ga.	801	WXEX-TV	— Petersburg, Va.	859
WSAZ-TV	— Huntington, W. Va.	862	WXIX-TV	— Milwaukee, Wisc.	864
WSB-TV	— Atlanta, Ga.	799	WXYZ-TV	— Detroit, Mich.	818
WSBA-TV	— York, Pa.	844	XETV	— San Diego, Calif.	788
WSBT-TV	— South Bend, Ind.	808			

Pop.: 3,461,000
Families: 866,000
Radio Homes: 821,000

ALABAMA

TV Homes: 636,000
AM Stas. in State: 108
TV Stas. in State: 10

WAPI-TV—Birmingham—1949

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Oper. By... Alabama Bcastg. System
Business Address... P. O. Box 2553
Tel.: FA 3-6141... ABC-NBC
Newspaper Affiliation... Birmingham News
Representative... Harrington, Righter & Parsons
V.P., Gen. Mgr... Charles F. Grisham
Sales Dir... Albert J. Gillen
Program Director... Ray A. Forr
Pub., Prom. Dir... James Chenoweth
Production... Johnny Johnson
Chief Engineer... J. V. Sanderson

WBRC-TV—Birmingham—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Taft Bcastg. Co.
Address... P.O. Box 6007
Tel.: FA 2-4701... CBS
Representative... Katz
President... Hulbert Taft, Jr.
Gen. Sta. Mgr... R. T. Schlinkert
Commercial Manager... Oliver V. Naylor
Program. Film Mgr... Keith E. Barze
Publicity, Prom. Dir... C. C. Holmes
Chief Engineer... Hardy D. Carl

WMSL-TV—Decatur—1954

Channel: 23 UHF... AP: 102 Kw... VP: 189 W.
Owned By... Tenn. Valley Radio & TV Corp.
Address... 701 Banks St.
Tel.: EL 3-0361... ABC-CBS-NBC
Rep... Masla
President... Frank Whisenant
Commercial Manager... Bob Gleason
Program, Prom. Mgr... Alice A. Whisenant
Film Manager... Mort Hargrove
Chief Engineer... Alvin B. Millwood

WTVY—Dothan—1955

Channel: 2 VHF... A.P.: 15 Kw... V.P.: 30 Kw.
Owned-Operated By... WTVY, Inc.
Address... Box 798
Tel.: SY 2-3195... ABC-CBS
Sta. Reps... Clarke Brown; McGavren
President... Charles Woods
General Mgr... F. E. Busby
Commercial Manager... Arthur Creamer
Program Director... Joe Holloway
Film Manager... Richard Girdner
Chief Engineer... Ellis N. Anderson

WOWL-TV—Florence—1957

Channel: 15 UHF... AP: 600 Kw... VP: 20.9 Kw.
Owned... TV Muscle Shoals, Inc.
Business Address... P. O. Box 600
Tel.: AT 2-7711... CBS-NBC-ABC
President... Richard B. Biddle

Comm. Mgr... Jack Worley
Program Director... Carl Biesang
Prom. Dir... Bill Wynne
Publicity Director... Ann White
Film Manager... Gwynn Richardson
Chief Engineer... Larry Rohling

WAFG-TV—Huntsville—1959

Channel: 31 UHF... AP: 17.2 Kw... 9.64 Kw.
Owned By... Rocket City TV Inc.
Address... 1000 Monte Samo Bldg.
Tel.: JE 9-1783... ABC
Sta. Representative... Weed TV
President... James Cleary
General Manager... John A. Higdon
Asst. Manager... Fred Barton
Chief Engineer... John Abbott

WALA-TV—Mobile—1953

Channel: 10 VHF... AP: 191 Kw... VP: 316 Kw.
Owned-Oper. By... Pape TV Co., Inc.
Address... 210 Government St.
Tel.: HE 3-3754... NBC
Representative... H-R
Pres., Gen. Sta. Mgr... W. O. Pape

WKRQ-TV—Mobile—1955

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By... WKRQ-TV Inc.
Address... 162 St. Louis St.
Tel.: HE 2-5505... CBS
Newspaper Affiliation... Press-Register
Representative... Avery Knodel
President... Kenneth R. Giddens
General, Comm. Mgr... C. P. Persons, Jr.
Program Dir... George Layne
Publicity Dir... Mrs. Roselle Bettac
Film Manager... James Ellis
Chief Engineer... Donald B. Patton

WCOV-TV—Montgomery—1953

Channel: 20 UHF... AP: 200 Kw... VP: 100 Kw.
Owned-Oper. By... Capitol Bcastg. Co.
Business Address... P. O. Box 2505
Tel.: AM 5-3561... ABC-CBS
Sta. Representative... Venard, Rintoul, McConnell
President... O. P. Covington
General Manager... Hugh M. Smith
Commercial Manager... Morris South
Prom., Publicity Director... Martha Hall
Film Manager... Bob House
Chief Engineer... W. D. Weatherly

WSFA-TV—Montgomery—1954

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By... Broadcasting Co. of South
Business Address... 10 East Delano
Tel.: AM 5-1251... NBC-ABC

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Birmingham

ALABAMA

Sta. Rep. Peters, Griffith, Woodward
President B. Calhoun Hipp
Exec. V.P. G. Richard Shatto
Manag. Dir. Carter C. Hardwick
Admin. Asst. Frank Ridolphi

Nat. Sales Mgr. Jack Long
Production Mgr. Sam Spivey
Program Director Gene Jacobsen
Prom. Manager Burt Lydic
Chief Engineer Robert M. Hayward

Pop.: 233,000
Families: 67,400
Radio Homes: 66,400

ALASKA

TV Homes: 46,000
AM Stas. in State: 13
TV Stas. in State: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF..AP: 55 Kw..VP: 59 Kw.
Owned-Oper. By. All-Alaska Bcstg., Inc.
Business Address Box 1160
Tel.: 5-2201 NBC-ABC
President Harry J. Hill
Sta., Gen. Mgr. Alvin O. Bramstedt
Chief Engineer Charles Gray

General Manager Alvin C. Bramstedt
Chief Engineer Charles Gray

KTVF—Fairbanks—1955

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.
Owned-Oper. By. Northern TV, Inc.
Business Address Box 590
Tel.: 3636 CBS
Representative Alaska Radio-TV Sales
Pres., Gen. Mgr. A. G. Hiebert
Station Manager Walt Welch
Commercial Mgr. John Griffin
Program Director Vern Francis
Prom., Pub. Dir. Joan Bovee
Film Manager Lawrence Roberts
Chief Engineer Garth Anderson

KTVA—Anchorage—1953

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.
Owned-Oper. By. Northern Television, Inc.
Business Address P.O. Box 2200
Tel.: 5-4321 CBS
Representative Weed; Alaska Radio-TV
Pres., Gen., Sta. Mgr. A. G. Hiebert
Prog. Dir. Paul West
V.P., Tech. Dir. Jack Walden

KINY-TV—Juneau—1956

Channel: 8 VHF..AP: .14 Kw..VP: .28 Kw.
Owned-Oper. By. Juneau Broadcasters, Inc.
Address 231 So. Franklin St.
Tel.: JU 6-1800 CBS
Sta. Representative Weed; Wagner
Pres., Gen. Mgr. J. W. McKinley
Program Director Richard Peter

KFAR-TV—Fairbanks—1955

Channel: 2 VHF..AP: 2 Kw..VP: 5.4 Kw.
Owned-Oper. By. All-Alaska Bcstg., Inc.
Business Address 516 Second Ave.
Tel.: 2125 ABC-NBC
President Harry C. Hill

Pop.: 1,368,000
Families: 361,000
Radio Homes: 352,000

ARIZONA

TV Homes: 293,000
AM Stas. in State: 47
TV Stas. in State: 8

KOOL-TV—Phoenix—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By. KOOL Radio-TV, Inc.
Business Address 511 West Adams St.
Tel.: ALpine 3-3121 CBS
Representative Hollingsbery
Ch. of Bd. Gene Autry
Pres., Gen. Mgr. Tom Chauncey
V.P., Asst. Gen. Mgr. Homer Lane
V.P., Station Mgr. Kenneth Morton
Program Director Jack Murphy
Publicity Director Milt Dean Hill
Film Manager William Hancharik
Chief Engineer Nelson Nichols

Business Address 631 N. 1st Ave.
Tel.: ALpine 8-4511 Independent
Representative Katz
V.P., General Manager Dick Rawls
Sta., Comm. Mgr. Howard Stalnaker
Program Director Robert Martin
Prom., Pub. Dir. Stephen Q. Shannon
Film Manager Thomas Sherlock
Chief Engineer George McClanathan

KTVK—Phoenix—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By. Arizona TV Co.
Address 3435 No. 16th St.
Tel.: AM 6-5691 ABC
Station Representative Blair TV
President Ernest W. McFarland
General Manager Leon Nowell
Sta., Comm. Manager Burton B. LaDow

KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 100 Kw..VP: 17.5 Kw.
Owned-Oper. By. Meredith Publishing Co.

ARIZONA-ARKANSAS

Program Director.....Don Tuckwood
 Chief Engineer.....George McLouth

KVAR—Phoenix—1953

Channel: 12 VHF..AP: 15.8 Kw..VP: 31.6 Kw.
 Owned-Oper. By.....KTAR Broadcasting Co.
 Address.....1101 No. Central Ave.
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....Richard O. Lewis
 V.P., Sales Mgr.....Ray C. Smucker
 V.P., Program.....Paul J. Hughes
 Commercial Mgr.....George Guyan
 Program Director.....Robert Vache
 Promotion Director.....Ray Thompson
 Film Director.....Betty Campbell
 Chief Engineer.....John Beck

KGUN—Tucson—1956

Channel: 9 VHF..AP: 31.6 Kw..VP: 63.1 Kw.
 Owned-Oper. By.....Tucson Television Co.
 Address.....P. O. Box 5147
 Tel.: MA 3-3633.....ABC
 Rep.....Headley-Reed; Clark Brown
 President.....Tom E. Foster
 General Manager.....Tolbert Foster
 Sta. Mgr., Prog. Mgr.....James Hays
 Comm. Mgr.....Ben L. Slack
 Prom. Public. Dir.....Charlotte Hutchinson
 Film Mgr.....Dan Dellinger
 Chief Engineer.....Jack Tudor

KOLD-TV—Tucson—1953

Channel: 13 VHF..AP: 15 Kw..VP: 30 Kw.
 Owned-Oper. By.....Old Pueblo Bcstg. Co.

Business Address.....115 W. Drachman St.
 Tel.: MA 4-2511.....CBS
 Representative.....Hollingbery
 President.....Tom Chauncey
 V.P., General Manager.....E. S. Mittendorf
 Commercial Manager.....Bernie Perlin
 Program Director.....Budd Wiener
 Prom., Publicity Dir.....E. R. McKane
 Film Manager.....Jim Humphrey
 Chief Engineer.....Howard Smith

KVOA-TV—Tucson—1953

Channel: 4 VHF..AP: 2.69 Kw..VP: 5.37 Kw.
 Owned-Oper. By.....Arizona Bcstg. Co.
 Business Address.....209 West Elm St.
 Tel.: MAin 3-2555.....NBC
 Representative.....The Branham Co.
 President.....Clinton D. McKinnon
 Station Manager.....Fred L. Vance
 Operations Manager.....Gordon E. Hamilton
 Program Director.....Henry Hubbard
 Prom., Public. Dir.....Jim Owen
 Film Manager.....E. D. Wood
 Chief Engineer.....Raymond H. Holsclaw

KIVA—Yuma—1953

Channel: 11 VHF..AP: 16 Kw..VP: 29 Kw.
 Owned-Oper. By.....Electro Investors, Inc.
 Business Address.....P. O. Bin 1671
 Tel.: ST 6-8311.....NBC-CBS-ABC
 President.....Harry C. Butcher
 Gen. Mgr., Film Dir.....R. O. Van Duzer
 Chief Engineer.....Leavenworth Wheeler
 Program Director.....Russ Siner
 Commercial Manager.....Patrick Carrick

Pop.: 1,950,000
 Families: 560,000
 Radio Homes: 554,000

ARKANSAS

TV Homes: 386,000
 AM Stas. in State: 65
 TV Stas. in State: 5

KTVE—El Dorado—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Ark. La. TV Co., Inc.
 Address.....Randolph Hotel
 Tel.: UN 3-8504.....ABC-NBC
 Station Representative.....Weed
 President.....Joe F. Rushton
 General Manager.....Bill Bigley
 Station Mgr.....W. C. Womack
 Prog.....John Turner
 Chief Engineer.....John Long

KNAC-TV—Fort Smith—1956

Channel: 5 VHF..AP: 60.3 Kw..VP: 100 Kw.
 Owned By.....Donald W. Reynolds
 Business Address.....101 N. 4th St.
 Tel.: SU 3-3131.....ABC-CBS-NBC
 Newspaper Affil.....American-Times Record
 Representative...Venard, Rintoul & McConnell
 President.....D. W. Reynolds

V.P., Gen. Mgr.....Harry Huey
 Sales Manager.....Rex Hayes
 Program Director.....Pat Porta
 Prom. Director.....Charles Putman
 Chief Engineer.....W. Matten

KARK-TV—Little Rock—1954

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Arkansas Radio & Equip. Co.
 Business Address.....10th & Spring Streets
 Tel.: FRanklin 6-2481.....NBC
 Representative.....Petry
 Exec. V. President.....T. K. Barton
 V.P., Station Mgr.....Douglas J. Romine
 Commercial Mgr.....H. Lee Bryant
 Program Dir.....Fred Schmutz
 Prom. Public Dir.....Shirley R. Kennedy
 Chief Engineer.....Champ Smith

KTHV—Little Rock—1955

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Little Rock

ARKANSAS-CALIFORNIA

Owned-Operated By.....Arkansas TV Co.
Address.....Box 269
Tel.: FR 4-3764.....CBS
Newspaper Affil.....Arkansas Democrat
Station Representative.....Branham
President.....K. A. Enael
Gen., Sta. Manager.....B. G. Robertson
Comm. Manager.....W. V. Hutt
Program Dir.....Douglas E. Wells, Jr.
Film Manager.....Curtis Threlkeld
Prom., Publicity, Adv. Mgr.....John Pounders
Chief Engineer.....Cecil Suitt

KATV—Little Rock—1953

Channel: 7 VHF..AP: 91.2 Kw..VP: 170 Kw.
Owned-Oper. By.....Central South Sales Co.
Address.....310½ W. 3rd St.
Tel.: FR 4-1691.....ABC
Representative.....Avery-Knodel, Inc.
President.....James C. Leake
General Manager.....R. Doubleday
Sales Prom. Mgr.....R. E. Draughon
Chief Engineer.....A. R. Garrett

Pop.: 15,210,000
Families: 4,875,000
Radio Homes: 4,969,000

CALIFORNIA

TV Homes: 4,330,000
AM Stas. in State: 190
TV Stas. in State: 31

KBAK-TV—Bakersfield—1953

Channel: 29 UHF..AP: 10.5 Kw..VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....29 Woody Road
Tel.: EX 9-1761.....CBS
Newspaper Affil.....San Francisco Chronicle
Representative.....Weed
President.....Harold P. See
Vice President.....Al Constant
General Manager.....Edward R. Tabor
Program Dir.....Matt Burak
Chief Engineer.....James Garner

KERO-TV—Bakersfield—1953

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.
Owned-Oper. By.....Marietta Broadcasting Co.
Business Address.....1420 Truxtun Ave.
Tel.: FA 7-1441.....NBC-ABC
Representative.....Petry
President.....J. D. Wrathier
Vice Pres.....George Whitney
General Manager.....A. M. Mortensen
Sales Mgr.....Roland T. Kay
Program Mgr., Film Dir.....Kenneth R. Croes
Prom. Public Dir.....Margaret Ireton
Chief Engineer.....Edwin Address

KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 156 Kw..VP: 312 Kw.
Owned-Oper. By.....Golden Emprc Bcstg. Co.
Address.....703 Market St., San Francisco
Tel.: SU 1-5576.....ABC-CBS
Representative.....Avery-Knodel
President, Gen. Mgr.....Mickey McClung
Dir. of Operations.....Charles H. Kinsley, Jr.
Director of Sales.....M. F. Woodling
Program Director.....Bob Hoppough
Promotion Director.....John Howe
Publicity Director.....Don Miller
Film Manager.....Jim Musselman
Dir. of Engineering.....Russell Pope

KIEM-TV—Eureka—1953

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.
Owned-Oper. By.....California-Oregon TV, Inc.
Business Address.....P. O. Box 1021
Tel.: HI 3-3123.....ABC-CBS
Rep.....Hollingbery; Art Moore
President.....William B. Smullin
VP-Manager.....Donald H. Telford
Comm. Mgr.....Robert Miller
Station Manager.....W. Edwin Smith
Chief Engineer.....Donald King

KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 7.4 Kw..VP: 14.8 Kw.
Owned.....Calif. Northwest Bcstg. Co.
Address.....Box 1019
Tel.: HI 3-3061.....ABC-NBC
Representative.....McGavren
Gen. Mgr., Sls., Mgr.....George C. Fleharty
Station, Promotion Mgr.....Ted Dooley
Commercial Mgr.....Sam Horel
Promotion Mgr.....Edmund Bennett
Film Manager.....Fred Zehnder
Chief Engineer.....Bruce Joyner

KFRE-TV—Fresno—1956

Channel: 12 VHF...AP: 158...VP: 316 Kw.
Owned By.....Triangle Publications
Business Address.....733 L St.
Tel.: AM 8-6444.....CBS
Newspaper Affil.....Phila. Inquirer, Phila. D. News
Representative.....Blair-TV
General Mgr.....Leslie H. Peard, Jr.
Dir. of Sales.....Robert F. Klein
Dir. of Engineering.....Keith L. Mealey
Sales Manager.....Ian S. Robertson
Program Director.....Hal O'Donnell
Film Manager.....Fred Carbine

KJEO—Fresno—1953

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Fresno, Los Angeles, Sacramento, San Diego, San Francisco, Stockton

Owned: O'Neill Broadcasting Co.
Address Shaw at Cedar Sts.
Tel.: BA 7-4160 ABC
Representative H-R TV
President J. E. O'Neill
V.P., General Manager Joseph C. Drilling
Comm. Manager W. O. Edholm
Program Dir. Don Webster
Promotion Dir. Norman Murray
Chief Engineer Jack McElwain

KMJ-TV—Fresno—1953

Channel: 24 UHF...AP: 240 Kw...VP: 447 Kw.
Owned-Oper. By McClatchy Newspapers
Address 1544 Van Ness Ave.
Tel.: AM 8-6666 NBC
Representative Katz
President Eleanor McClatchy
Station Mgr. John Edwards
Comm., Prom. Mgr. Wilson Lefler
Program Director Joseph Tomes
Film Manager William Curtis
Chief Engineer J. B. Hancock

KABC-TV—Los Angeles—1949

Channel: 7 VHF...AP: 82 Kw...VP: 165 Kw.
Owned-Oper. By ABC
Business Address TV Center
Tel.: NO 3-3311 ABC
Representative Katz
V.P., Gen. Mgr. Selig J. Seligman
Gen. Sales Mgr. Elton Rule
Program Director Peter Robinson
Prom., Pub. Dir. Jack Brembeck
Film Manager Howard Lipstone
Chief Engineer Theodore Grenier

KCOP—Los Angeles—1953

Channel: 13 VHF...AP: 83.2 Kw...VP: 170 Kw.
Owned-Oper. By NAFL Inc.
Bus.-Studio Address 1000 No. Cahuenga Blvd.
Tel.: HO 2-7311 Independent
Representative Petry
President Kenyon Brown
V.P. & Gen. Mgr. Alvin G. Flanagan
Commercial Manager Amos T. Baron
Sales Prom Dir. Hal Biard
Program. Film Mgr. Mary Warren
Publicity Dir. Jerry Ross
Chief Engineer Al Browdy

KHJ-TV—Los Angeles—1948

Channel: 9 VHF...AP: 81 Kw...VP: 162 Kw.
Owned-Oper. By RKO General Station
Business-Studio Address 1313 N. Vine St.
Tel.: HO 2-2133 Independent
Representative H-R
President Thomas F. O'Neil
V.P., Gen. Mgr. Malcolm Klein
Commercial Manager Howard Wheeler
Promotion Director Richard L. Sinclair
Program Director James D. Higson
Film Manager Bill White
Publicity Director Tony Arnone

KNXT—Los Angeles—1948

Channel: 2 VHF...AP: 23.4 Kw...VP: 46.8 Kw.
Owned-Oper. By CBS Inc.
Business-Studio Address 1313 N. Vine St.
Tel.: HO 9-1212 CBS
Representative CBS TV Spot Sales
General Manager Clark B. George
Gen. Sales Mgr. R. D. Wood
Program Director Leon Drew
Prom., Publicity Director Austin Heywood
Film Manager Robert Hurlbut
Film Programming Bill Alcine
Engineer in Chg. Edwin Miller

KRCA—Los Angeles—1949

Channel: 4 VHF...AP: 23.5 Kw...VP: 47 Kw.
Owned NBC
Bus.-Studio Address Sunset & Vine St.
Tel.: TH 5-7000 NBC
Representative NBC Spot Sales
V.P., General Manager Thomas McCray
Commercial Manager James Parks
Promotion Dir. Frank Hovore
Prog. Dir. Jack Kenaston
Publicity Super. Dolores Finlay
Film Manager George Burke
Chief Engineer John Knight

KTLA—Los Angeles—1947

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
Owned-Oper. Paramount TV Production, Inc.
Studio Address 5800 Sunset Blvd., H'wood
Tel.: HO 9-3181 Independent
Representative PGW
V.P. in Charge James A. Schulke
General Sls. Manager Richard Jolliffe
Nat. Sls. Mgr. Jack Donahue
Program Dir. Robert Quinlan
Promotion Dir. Robert Nashick
Publicity Dir. Robert Reagan
Chief Engineer John Silva

KTTV—Los Angeles—1949

Channel: 11 VHF...AP: 83 Kw...VP: 165 Kw.
Owned-Oper. By Times-Mirror Co.
Business Address 5746 Sunset Blvd.
Tel.: HO 2-7111 Independent
Newspaper Affil. L.A. Times, Mirror
Representative Blair TV
Pres., Gen. Mgr. Richard A. Moore
V.P.-Sales John R. Vrba
V.P., Gen. Mgr. Robert Breckner
Dir. & Merch. & Prom. Jack O'Mara
V.P., Program Dir. Richard Woollen

KVIP—Redding—1956

Channel: 7 VHF...AP: 158.5 Kw...VP: 316 Kw.
Owned By Shasta Telecasting Corp.
Business Address 2770 Pioneer Drive
Tel.: CH 1-1414 ABC-NBC
Representative Hollingbery
Pres., Gen. Mgr. George C. Fleharty
Commercial Manager Ray Grant

CALIFORNIA

Program Director.....Lee Arnold
Chief Eng., Ass't Mgr. Russell K. Olsen

KCCC-TV—Sacramento—1959

Channel: 40 UHF...AP: 158...VP: 20.4 Kw.
Owned By.....Capitol TV Co.
Address.....3350 Fulton Ave.
Tel.: Sacramento.....Independent
Station Reps.....Gill-Perna; Ayers
President, Gen. Comm. Mgr.....Mel Lucas
Program, Prom. Mgr.....L. Holien
Chief Engineer.....H. Bartolomei

KCRA-TV—Sacramento—1955

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Tel.: Hickory 4-7300.....NBC
Representative.....Petry
Pres., Gen. Mgr.....Ewing C. Kelly
Asst. Gen. Mgr.....Howard J. Smiley
Comm., Sta. Mgr.....Robert E. Kelly
Program Mgr.....David B. Hume
Promotion Dir.....Fred S. Wade
Chief Engineer.....W. Herbert Hartman

KXTV—Sacramento—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned By.....Great Western Bcstg Corp.
Address.....601 7th Ave.
Tel.: GI 1-4041.....CBS
Rep.....H-R
President.....C. Wrede Petersmeyer
General Manager.....Richard P. Hoque
Sales Manager.....James Osborn
Program Director.....Dean Borba
Promotion Mgr.....M. S. Bachman
Chief Engineer.....Don Ferguson
OWNERS OF: WISH-AM-TV, INDIANAPOLIS, IND.;
WANE-AM-TV, FORT WAYNE, IND.; KOTZ, TULSA,
OKLA.; KHOU-TV, HOUSTON, TEX.

KSBW-TV—Salinas—1953

Channel: 8 VHF...AP: 120 Kw...VP: 240 Kw.
Owned By.....P. Harron-G. Gray Group
Address.....238 John St.
Tel.: HA 2-6422.....ABC-CBS-NBC
Representative.....H-R Television
Pres., Gen. Mgr.....John C. Cohan
Comm. Mgr.....Graham H. Moore
Program Dir., Film Mgr.....Gary Ferlisi
Prom., Adv. Public Mgr.....Clarke Bradley
Chief Engineer.....Wes Chaney

KFMB-TV—San Diego—1949

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Transcontinent TV Corp.
Business Address.....1405 Fifth Ave.
Tel.: BE 2-2114.....CBS
Representative.....Petry
President.....David C. Moore
V.P., Gen. Mgr.....George Whitney
Station, Comm. Mgr.....Bill Fox
Prog. Mgr.....George Stantis
Prom., Adv. Public. Dir.....P. H. Jackson

Film Manager.....Del Gay
Chief Engineer.....Charles Abel

KFSD-TV—San Diego—1953

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....P.O. Box 628
Tel.: CO 2-2421.....NBC
Representative.....Katz
President.....James G. Rogers
V.P., General Manager.....William E. Goetze
V.P., Dir. Sales.....Jay Grill
Program, Film Mgr.....Burke Ormsby
Prom., Adv. Pub. Dir.....Kenneth N. McClure
Chief Engineer.....LeRoy A. Bellwood

XETV—San Diego—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned By.....Radio Television S.A.
Address.....7th & Ash, TV Hghts.
Tel.: BELmont 4-8431.....ABC
Station Representative.....Blair
President.....Frank Fouce
V.P., Gen. Mgr.....Jullan M. Kaufman
Business Mgr.....Lou Meiers
Prog., Prom. Dir.....Harrison W. H. Eagles
Film Manager.....Wayne Feree
Publicity Director.....Bill Nietfeld
Chief Engineer.....Phil Fernandez

KGO-TV—San Francisco—1949

Channel: 7 VHF...AP: 168 Kw...VP: 316 Kw.
Owned-Oper.....Amer. Bcstg. Paramount Thtrs.
Address.....277 Golden Gate Ave.
Tel.: UN 3-0077.....ABC
Representative.....Blair
V.P., Gen., Sta. Mgr.....John H. Mitchell
Sales Mgr.....David Sacks
Pub., Promotion Director...George T. Rodman
Program Director.....George Rice
Film Manager.....Bill Mitchell
Chief Engineer.....Harry Jacobs

KPIX—San Francisco—1948

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg., Inc.
Address.....2655 Van Ness Ave.
Tel.: PR 6-5100.....CBS
Sta. Representative.....TvAR
Pres.....Donald H. McGannon
Exec. Director.....Philip G. Lasky
General Manager.....Louis S. Simon
Sales Manager.....Wm. G. Hunefeld, Jr.
Pro. Dir., Film Mgr.....Ray A. Hubbard
Asst. Prog. Mgr.....Robert Novak
Sales Prom., Adv. Mgr.....A. H. Christensen
Publicity Mgr.....A. M. Baccari, Jr.
Chief Engineer.....Thomas T. Ely
OWNERS OF: WOWO, FORT WAYNE, IND.; WBZ-
WBZA, BOSTON-SPRINGFIELD, MASS.; WBZ-TV,
BOSTON, MASS.; KYW, CLEVELAND, O.; KYW-
TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA,
PITTSBURGH, PA.; KDKA-TV, PITTSBURGH, PA.;
WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE, MD.;
WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTSBURGH,
PA.; KYW-FM, CLEVELAND, O.; KEX-FM, PORT-
LAND, ORE.

CALIFORNIA-COLORADO

KRON-TV—San Francisco—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.
 Business Studio Address.....929 Mission St.
 Tel.: GA 1-1100.....NBC
 Newspaper Affiliation.....Chronicle
 Representative..Peters, Griffin, Woodward Inc.
 President.....Charles de Young Thieriot
 Gen. Manager.....Harold P. See
 Station Manager.....A. H. Constant
 Commercial Mgr.....William A. Morrison
 Program Dir.....Douglas Elleson
 Promotion Dir.....Roland Irving
 Sls. Prom., Mdsq. Dir.....A. Richard Robertson
 Film Buyer.....Jim Bentley
 Publicity Dir.....Thomas Mullahey
 Chief Engineer.....J. L. Berryhill

KTVU—San Francisco-Oakland 1958

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned.....S. F.-Oakland TV, Inc.
 Address.....1 Jack London Sq., Oakland
 Tel.: TE 4-2000.....Independent
 Representative.....H-R Television
 Pres., Gen. Sales Mgr.....Ward D. Ingram
 Gen. Mgr.....William D. Pabst
 Prom. Director.....A. Richard Robertson
 Publicity Director.....Don Arlett
 Chief Engineer.....Robert Arne

KNTV—San Jose—1955

Channel: 11VHF...AP: 123 Kw...VP: 60 Kw.
 Owned-Oper. By...Standard Radio & TV Co.
 Address.....645 Park Avenue
 Tel.: CY 7-5577.....ABC-CBS-NBC
 Sia. Representative.....Young TV
 President.....A. T. Gilliland
 Vice President.....Allen T. Gilliland, Jr.
 Operations Mgr.....Frederic A. Naglestad

Sales Manager.....Fran Conrad
 Program Director.....Jack Lavner
 Chief Engineer.....Robert A. Latham

KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.
 Owned-Oper. By...P. Harron-G. Gray Group
 Business Address.....Box 286
 Tel.: LI 3-0920.....ABC-CBS-NBC
 Representative.....H-R
 Pres., Gen. Mgr.....John C. Cohan
 Commercial Manager.....Graham Moore
 Program Director.....Gaby Ferlisi
 Prom. Dir.....Clarke Bradley
 Station Manager.....Arthur V. Hapgood
 Publicity Director.....Orval Brown
 Chief Engineer.....Charles Mitchell

KEYT—Santa Barbara—1953

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.
 Owned.....Key TV, Inc.
 Business Address.....730 Miramonte Dr.
 Tel.: WO 5-8533.....ABC-CBS-NBC
 Representative.....Headley-Read
 Pres., Gen. Mgr.....Richard C. Bell
 V.P. Comm. Mgr.....Bob Burriss
 Program. Film Mgr.....Mary Ann Casey
 Prom., Adv. Public. Dir.....Carol E. Davis
 Chief Engineer.....Paul Williams

KOVR-TV—Stockton—1954

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Metropolitan Bcstg.
 Address.....225 E. Miner Ave.
 Tel.: HO 6-6981.....ABC
 Representative.....Blair
 President.....Paul Miller
 Gen. Mgr.....Glover DeLaney
 Program Film Mgr.....Bel Lange
 Chief Engineer.....Richard J. Anderson

Pop.: 1,809,000
 Families: 526,000
 Radio Homes: 486,000

COLORADO

TV Homes: 418,000
 AM Stas. in State: 57
 TV Stas. in State: 8

KKTV—Colorado Springs—1952

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.
 Owned-Operated By.....TV Colorado, Inc.
 Address.....512 S. Tejon St.
 Tel.: ME 4-2844.....CBS
 Representative.....Bolling
 President, Gen. Mgr.....James D. Russell
 V.P. Commercial Manager.....Robert D. Ellis
 Program Dir.....Carl Pehlman
 Prom., Pub. Director.....Hal Kennedy
 Film Mgr.....Jerry Mahanke
 Chief Engineer.....Chet Wallack

K R D O - T V—Colorado Springs 1953

Channel: 13 VHF AP: 112.5 Kw. VP: 225 Kw.
 Owned-Oper. By.....Pikes Peak Bcstg. Co.
 Business Address.....399 South Eighth St.
 Tel.: ME 2-1515.....ABC
 Sta. Representative.....Branham
 President.....Harry W. Hoth
 Station Manager.....Jay E. Gardner
 Program Director.....Sheldon Singer
 Publicity Director.....Jack Shippy
 Chief Engineer.....Herb Schubarth

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Denver

KTVR

Channel 2 Denver, Colorado

Station Representative

BLAIR TELEVISION ASSOCIATES

JAMES T. BRENNAN

General Manager

yes, No. 1
in DENVER

KBTV a **9**
CHANNEL

* 13 of the Top Twenty programs are on KBTV!

Greatest share of audience from 3 P.M. to sign off!

Greatest number of homes reached from 3 P.M. to sign off!

The figures are in. They prove that great ABC-Television Network shows, powerful local programs, combine with KBTV's "Perpetual Promotion" to place Channel 9 in undisputed first place with Denver TV viewers.

HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTV?

* Nielsen Station Index for Denver
November, 1959.



KBTV THE FAMILY STATION / CHANNEL **9**

Call your P G W Colonel

Denver, Colorado
JOHN C. MULLINS,
President
JOE HEROLD
Station Manager

KBTV—Denver—1952

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.
 Owned-Operated By.....TV Denver, Inc.
 Address.....1089 Bannock St.
 Tel.: AM 6-3601.....ABC
 Representative.Peters, Griffin, Woodward, Inc.
 President.....John C. Mullins
 Station Manager.....Joseph Herold
 Nat. Sls. Mgr.....Robert L. Brown
 Prog. Mgr.....Mann Reed
 Promotion Director.....Hal Taft
 Film Mgr.....Don Mumford
 Chief Engineer.....Jim Butts

KLZ-TV—Denver—1953

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Aladdin Bcstg. Corp.
 Business Address.....131 Speer Blvd.
 Tel.: MA 3-4271.....CBS
 Representative.....Katz
 Pres., Gen. Mgr.....Hugh B. Terry
 Station Manager.....Jack Tipton
 Program Director.....Paul Blue
 Promotion Director.....Jimm Seamey
 Film Manager.....William Witt
 Chief Engineer.....Eugene Jenkins

KOA-TV—Denver—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Metropolitan TV Co.
 Business Address.....1625 California
 Tel.: Cherry 4-4141.....NBC
 Representative.....NBC Spot Sales
 Pres., Gen. Manager.....William Grant
 Station Mgr.....Ralph Radetsky
 Commercial Manager.....Dick Harris
 Program Director.....Heyward Siddons
 Prom., Pub. Dir.....Dean Faulkner
 Chief Engineer.....S. Davidson

KTVR—Denver—1951

Channel: 2 VHF..AP: 100 Kw..VP: 50. Kw.
 Owned-Oper. By.....KTVR, Inc.
 Business Address.....550 Lincoln St.
 Tel.: KE 4-8281.....Independent
 Sta. Representative.....Adam Young
 President.....J. Elroy McCaw
 General Manager.....James T. Brennan
 Station Manager.....Ralph H. Davison, Jr.
 Commercial Mgr.....Harold N. Michaels
 Program, Prom. Mgr.....Chas C. Mulcahy
 Film Manager.....Thomas J. Donhegan
 Chief Engineer.....Lester J. Dunn

**KREX-TV—Grand Junction
 1954**

Channel 5 VHF..AP: 6.46 Kw..VP: 12.9 Kw.
 Owned By.....Western Slope Bcstg Co., Inc.
 Business Address.....Box 30
 Tel.: CH 2-5000.....ABC-CBS
 Station Representative.....Holman
 President, General Mgr.....Rex Howell
 Station Comm. Mgr.....Bob McMahan
 Production Dir.....Joe Cope
 Advertising Mgr.....Roy Adamson
 Chief Engineer.....James Meyer

KCSJ-TV—Pueblo—1952

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Star Broadcasting Co.
 Business Address.....2226 Television Lane
 Tel.: LI 4-5782.....NBC
 Station Representative.....Meeker Co.
 Station Manager.....J. G. Croll
 Film Manager.....Jackson Cravens
 Promotion Dir.....Jack Sinclair
 Publicity Dir.....Bob Ashby
 Advertising Mgr.....Ken King
 Chief Engineer.....Ken Rentrow

OF COURSE — — —

**YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?**

OF COURSE — — —

the Best Is the Associated Press.



QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



***ASK YOUR
HARRINGTON,
RIGHTER &
PARSONS MAN**

Pop.: 2,460,000
Families: 768,000
Radio Homes: 729,000

CONNECTICUT

TV Homes: 706,000
AM Stas. in State: 31
TV Stas. in State: 6

WICC-TV—Bridgeport—1952

Channel: 43 UHF.. AP: 91 Kw.. VP: 180 Kw.
Owned By.....Bridgeport Bcstg. Co.
Business Address.....Box 9140
Tel.: AM 8-1601.....ABC
Representative.....Adam Young
President, Gen. Mgr.....K. M. Cooper
Comm. Mgr.....Ray Colonari
Pgm. Dir.....Harry Downie
Chief Engineer.....Russell Adams

WHCT—Hartford—1959

Channel: 18 UHF.. AP: 100 Kw.. VP: 186 Kw.
Owned-Oper. By.....RKO General
Business Address.....555 Asylum St.
Tel.: JAcKson 5-2611.....Independent
Station Representatives.....Young; Nona Kirby
Pres., Gen. Mgr.....Edward D. Taddei
Exec. Asst. Gen. Mgr.....Charles Bell, Jr.
Program Director.....David K. Harris
Dir. of Sales.....Keith G. Dare
Film Manager.....C. Donald Woodman, Jr.
Chief Engineer.....Anthony Guarino, Jr.

WTIC-TV—Hartford—1957

Channel: 3 VHF.. AP: 60.3 Kw.. VP: 100 Kw.

Owned..Travelers Broadcasting Service Corp.
Business Address.....26 Grove Street
Tel.: JAcKson 5-0801.....CBS
Representative..Harrington, Righter & Parsons
President.....Paul W. Morency
VP & Gen. Mgr.....Walter C. Johnson
V.P., Sales.....Irwin C. Cowper
VP, Prog.....Leonard J. Patricelli
Prom. Dir.....Eugene J. Muriaty
Publicity Director.....Paul E. Lucas
Dir. of Engineering.....Harold Dorschug
Film Editor.....Ernest Olivieri
Chief Engineer.....Herman D. Taylor

WNBC—New Britain—1952

Channel: 30 UHF.. AP: 113.5 Kw.. VP: 210.4 Kw.
Owned By.....Connecticut TV, Inc.
Address.....1422 New Britain Ave.
Tel.: ADams 3-8551.....NBC
Representative.....NBC Spot Sales
President.....Herbert Scheffei
General Mgr.....Robert W. Bray
Comm. Adv. Mgr.....Jack Fox
Program Dir.....Philip Corvo
Prom., Publicity Dir.....Howard Wry
Film Manager.....Phillip B. Hale
Chief Engineer.....Thomas Doody

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Hartford, New Haven

FOR NETWORK TV ADVERTISERS

SEE PAGE 739

FOR NATIONAL AND REGIONAL

TV SPOT ADVERTISERS

SEE PAGE 111

**STILL
THE
CHAMP**



A TRIANGLE STATION

WNHC-TV

HARTFORD-NEW HAVEN, CONN.

Channel 8

ABC-TV • BLAIR-TV

WNHC-TV, Hartford-New Haven, delivers the biggest audience throughout Connecticut. Power-packed programming, plus the great ABC-TV lineup, give WNHC-TV greater audience* at 31.3% lower CPM** than nearest challenger. To kayo competition from Massachusetts to Long Island, put your money on the champ...WNHC-TV.

*Averages 5500 more TV homes reached, per ¼ hour, Sunday-Saturday, 6 PM-Midnight.

Averages 1200 more TV homes reached, per ¼ hour, Monday-Friday, Noon-6 PM

**Highest one-time, 20-second rate, Monday-Friday, Noon-6 PM

Sources: ARB, New Haven-Hartford, Nov. 1959 (Rev. 1/19/60)
SRDS, Jan. 10, 1960

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

CONNECTICUT**WNHC-TV—New Haven—1948**

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By ..Triangle Publications, Inc.
 Business Address.....135 College St.
 Tel.: SPruce 7-3611.....ABC
 News. Affil.....Phila. Inquirer & Daily News
 Station Representative.....Blair TV
 General Manager.....Howard W. Maschmeier
 Sales Mgr.....John F. Cundiff
 Asst. Gen. Sls. Mgr.....William G. Mulvey
 Program Dir.....James E. Kovach
 Chief Engineer.....Howard W. Wessenberg

WATR-TV—New Haven—1953

Channel: 53 UHF..AP: 125 Kw..VP: 345 Kw.
 Owned-Operated By.....WATR, Inc.
 Business Address.....440 Meadow St.
 Tel.: PL 5-1121.....ABC
 Station Rep.....McGavren; Kirby
 President.....Harold Thomas
 Gen., Sta., Commercial Mgr....Samuel Eiman
 Prog. Dir., Film Manager.....Astrid Curtis
 Chief Engineer.....Andrew Torros

Pop.: 956,000
 Families: 293,000
 Radio Homes: 289,000

DIST. OF COLUMBIA

TV Homes: 267,000
 AM Stas. in State: 9
 TV Stas. in State: 4

WMAL-TV—Washington—1947

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By The Evening Star Bcstg. Co.
 Address.....4461 Connecticut Ave., N.W.
 Tel.: KE 7-1100.....ABC
 Newspaper Affiliation.....The Evening Star
 Representative.....H-R Television
 President.....John W. Thompson, Jr.
 General Manager.....F. S. Houwink
 Commercial Manager.....Neal J. Edwards
 Program Director.....Theodore N. McDowell
 Prom. & Pub. Director.....E. Haywood Meeks
 Chief Engineer.....Allan Powley

WTOP-TV—Washington—1949

Channel: 9 VHF..AP: 174 Kw..VP: 316 Kw.
 Owned By.....Wash. Post Bcstg Div.
 Business Address.....40th & Brandywine Sts.
 Tel.: EM 2-9300.....CBS
 Newspaper Affiliation.....Wash. Post
 Representative.....CBS TV Spot Sales
 President.....John S. Hayes
 Vice-Pres., TV.....George F. Hartford
 Comm. Mgr.....Robert A. J. Bordley
 Pub. & Prom. Director.....Robert M. Adams
 Program Director.....Jim Silman
 Film Manager.....William Hedgpeth
 Vice President for Engineering....Clyde Hunt
 Chief Engineer.....Donald Cooper

WRC-TV—Washington—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus. Address...4001 Nebraska Avenue, N.W.
 Tel.: EM 2-4000.....NBC
 Representative...NBC Television Spot Sales
 VP, Gen. Mgr.....Carleton D. Smith
 Sales Director.....William E. Coyle
 Sales Manager.....Peter B. James
 Program Dir.....Wes Harris
 Adv. Prom. Mgr.....Ralph R. McCawley
 Pub. Mgr.....Carl Bleiberg
 Dir. of Oper.....Lefferts A. McClelland

WTTG—Washington—1947

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Metropolitan Bcstg. Corp.
 Business-Studio Address.....Hotel Raleigh
 Tel.: STerling 3-5300.....Independent
 Representative.....P. G. & W.
 President.....John W. Kluge
 V.P., Gen. Mgr.....John E. McArdle
 Sales Mgr.....Peter A. Whipple
 Production Mgr.....Ellis I. Shook
 Publicity, Prom. Dir.....Symon Cowles
 Chief Engineer.....Malcolm M. Burlison
 OWNERS OF: WNEW AM-FM, NEW YORK; WHK AM-FM, CLEVELAND, O.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: District of Columbia

Pop.: 4,321,000
 Families: 1,355,000
 Radio Homes: 1,529,000

FLORIDA

TV Homes: 1,082,000
 AM Stas. in State: 152
 TV Stas. in State: 16

**WESH-TV—Daytona Beach
1956**

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.

Owned-Oper. By.....Telrad, Inc.
 Business Address.....P.O. Box 1712
 Tel.: CL 3-6591.....NBC
 Rep.....Avery Knodel
 President.....John H. Perry, Jr.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Jacksonville, Miami, St. Petersburg, Tampa

FLORIDA —————

General Manager Thomas S. Gilchrist, Jr.
 Station Mgr. Walter Strouse
 Program Dir. John Whitmore
 Gen. Sls. Mgr. Thomas B. Newsom
 Chief Engineer B. Hayford

WINK-TV—Fort Myers—1954

Channel: 11 VHF . AP: 35 Kw. . VP: 65 Kw.
 Owned By Ft. Myers Bcstg Co.
 Business Address Palm Beach Blvd.
 Tel.: ED 4-1131 ABC-CBS
 Representative Walker-Rawalt
 President Edward McBride
 Gen., Sales Mgr. A. J. Bauer
 Program Dir. Frank Nodine
 Promotion Dir. D. Howell
 Film Manager Bill McHan
 Chief Engineer Bob Bachman

WFGA-TV—Jacksonville—1957

Channel: 12 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Florida-Georgia TV Co., Inc.
 Address 1070 E. Adams St.
 Tel.: EL 6-3381 ABC-NBC
 Representative Peters, Griffin, Woodward
 President Alexander Brest
 Gen. Sta. Film Mgr. Jesse H. Cripe
 Nat. Sls. Mgr. Clay E. Forker
 Program Dir. Rusty Bruton

Publicity Promo. Dir. Andy Amyx
 Chief Engineer Harry Wingfield

WJXT—Jacksonville—1949

Channel: 4 VHF . AP: 69.2 Kw. . VP: 100 Kw.
 Owned-Oper. By Washington Post
 Business Address 605 S. Main
 Tel.: EX 8-0501 ABC-CBS
 Newspaper Affil. Wash. Post & Times Herald
 Representative CBS TV Spot Sales
 President Glenn Marshall, Jr.
 Commercial Manager David Booher
 Prog. Dir., Film Mgr. Leonard L. Mosby, Jr.
 Prom., Pub. Dir. Tom Mahaffey
 Chief Engineer Ernest Vordermark

WCKT—Miami—1956

Channel: 7 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By Biscayne Television Corp.
 Business Address P.O. Box 38 M
 Tel.: PL 1-6692 NBC
 Newspaper Affiliation Herald; News
 Representative NBC Spot Sales
 President, Gen. Mgr. Niles Trammell
 Station Manager Charles Kelly
 Commercial Manager Robert L. Fidler
 Program Director Gene Walz
 Aud. Promotion Mgr. Donald Fischer
 Film Manager Frank Struzziari
 Chief Engineer Robert H. Paasch

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 by a
 wide
 margin** ←

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WTVJ SOUTH FLORIDA



Represented by: Peters, Griffin, Woodward, Inc.



WTVJ—Miami—1949

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.
 Owned-Oper. By.....WTVJ, Inc.
 Address.....316 N. Miami Ave.
 Tel.: FR 4-6262.....CBS
 Representative. Peters, Griffin, Woodward, Inc.
 President.....Mitchell Wolfson
 General Manager.....Lee Ruwitch
 Vice-Pres., Operations Mgr.....John A. Shay
 V.P. Sales.....William Brazzil
 Nat'l. Sales Dir.....Ken Bagwell
 Program Director.....Lee Waller
 Promotion Director.....Burt Toppan
 Film Manager.....Robert J. Ross
 Chief Engineer.....Earl W. Lewis

WPST-TV—Miami—1957

Channel: 10 VHF...AP: 195 Kw...VP: 316 Kw.
 Owned.....Public Service TV, Inc.
 Business Address.....2075 Biscayne Blvd.
 Tel.: FR 1-6501.....ABC
 Representative.....Petry
 Gen. Mgr.....Walter Koessler
 Nat. Sales Mgr.....Bob Hanna
 Prom., Pub. Dir.....Nat Tashman
 Film Mgr.....John Murphy
 Chief Engineer.....William R. Needs

WDBO-TV—Orlando—1954

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Cherry Bcstg.
 Business Address.....30 S. Ivanhoe Blvd.
 Tel.: CH 1-1491.....CBS
 Representative.....Blair-TV
 President.....William S. Cherry, Jr.
 Exec. V.P. Gen. Mgr.....Arnold F. Schoen, Jr.
 Sales Co-ordinator.....A. V. Carlson
 Prod. Dir.....Mark V. Barker, Jr.
 Prog. Dir.....Walter E. Sickles
 Dir. Sales Deve.....Leonard S. Davey, Jr.
 Chief Engineer.....J. E. Yarbrough

WLOF-TV—Orlando—1958

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....Mid Florida TV Corp.
 Address.....639 W. Central Ave.
 Tel.: GArden 4-8537.....ABC
 Representative.....Young TV, Inc.
 President.....Joseph L. Brechner
 V.P., Gen. Mgr.....Donn Colee
 Commercial Mgr.....Lee Hall
 Prog., Prom. Dir.....Walter Baker
 Publicity Director.....Lucy Conroy
 Film Manager.....Hank Johnson
 Chief Engineer.....Dodd Daniels

WPTV—Palm Beach—1954

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper.....John H. Phipps Bcstg.
 Business Address.....5 Coconut Row
 Tel.: TE 3-2471.....NBC
 Representative.....Blair TV Assoc.
 President.....John H. Phipps

General Manager.....Herschel Graves
 Station, Prom. Mgr.....Chet Pike II
 Production Mgr.....Clark Davis
 Film Mgr.....Robert E. Abel
 Chief Engineer.....Lewis Evenden

WJDM—Panama City—1953

Channel: 7 VHF...AP: 5.36 Kw...VP: 10.7 Kw.
 Owned-Operated By.....WJDM-TV
 Business Address.....Box 428
 Tel.: AD 4-2251.....NBC-ABC-CBS
 Representative.....Hollingbery
 President.....Mel Wheeler
 General Comm. Mgr.....Hugh Barclay
 Program, Prom., Publicity.....James Tighe
 Film Mgr.....Earl Hadaway
 Chief Engineer.....Claude Maenza

WEAR-TV—Pensacola—1953

Channel: 3 VHF...AP: 33 Kw...VP: 55 Kw.
 Owned-Oper. By.....Gulfport Bcstg. Corp.
 Business Address.....P.O. Box 431
 Tel.: GL 5-7311.....ABC
 Representative.....Hollingbery
 President, Gen. Mgr.....Mel Wheeler
 Asst. Gen. Sales Mgr.....Milt de Reyna, Jr.
 Comm. Mgr.....Irv Welch
 Chief Engineer.....Gene Sudduth

**WSUN-TV—St. Petersburg
1953**

Channel: 38 UHF...AP: 107 Kw...VP: 200 Kw.
 Owned-Operated By.....City of St. Petersburg
 Business Address.....Municipal Pier
 Tel.: 5-4121.....ABC
 Representative.....Venard, Rintoul & McConnell
 General Manager.....Fred P. Shawn
 Commercial Manager.....Earl W. Welde
 Program Director.....Leo Ribitzki
 Promotion Director.....Jerome Baker
 Film Managers.....Ribitzki, Shawn
 Chief Engineer.....William J. Coddling

WFLA-TV—Tampa—1955

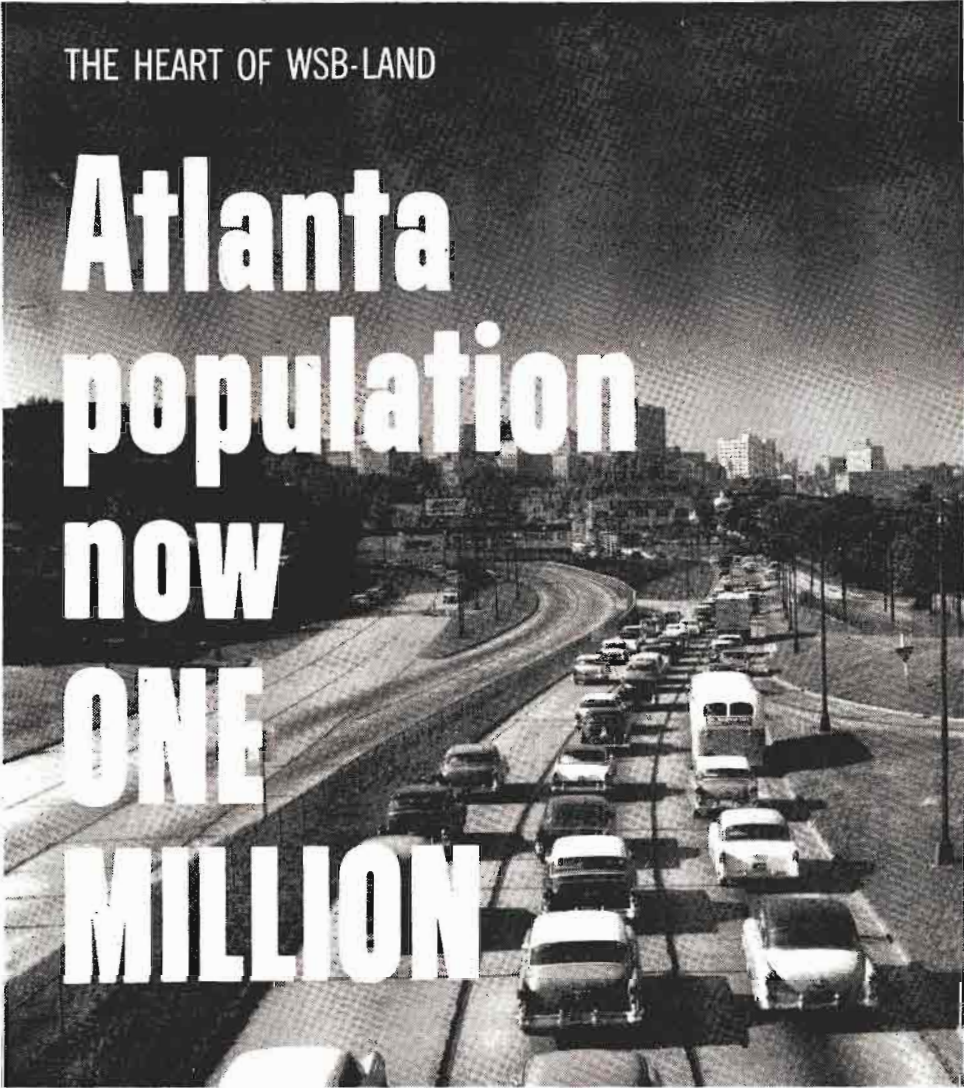
Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Tribune Company
 Address.....Box 1410
 Tel.: 2-0131.....NBC
 Newspaper Affiliation.....Tribune-Times
 Representative.....Blair-TV
 President.....J. C. Council
 V.P., General Manager...George W. Harvey
 Sales Mgr.....William B. Faber
 Prog. Dir., Film Mgr.....J. E. Faraghan
 Promotion Director.....Byron Taggart
 Prog. Oper. Mgr.....Carl Bergquist
 Production Manager.....L. George Gelger
 Chief Engineer.....J. H. Mitchell

WTVT—Tampa—1955

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....WKY Television System, Inc.

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Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

FLORIDA-GEORGIA

Bus. Ad... 3213 Grand Central Ave.; Box 1198
 Tel.: RE 6-1313.....CBS
 Representative.....Katz
 President.....E. K. Gaylord
 Station Manager.....Eugene B. Dodson
 Commercial Mgr.....John Haberman
 Film Mgr.....Jayne Boyd
 Program Dir.....Kenneth Smith
 Chief Engineer.....William Witt

WEAT-TV—West Palm Beach 1955

Channel: 12 VHF... AP: 110 Kw... VP: 250 Kw.

Owned-Oper. By.....WEAT TV, Inc.
 Business Address.....Palm Beach Towers
 Tel.: TE 3-9668.....ABC
 Sta. Representative.....Weed
 President.....Rex Rand
 Gen. Mgr.....Bertram Lebbehear, Jr.
 Commercial Mgr.....Goff Lehtar
 Station Mgr.....Jack Poole
 Program Dir.....Barbara Hegler
 Publicity Dir.....Bob Wilson
 Film Manager.....Lillian Hackman
 Chief Engineer.....J. Ross McPherson

Pop.: 3,865,000 Families: 1,050,000 Radio Homes: 1,030,000	<h2 style="margin: 0;">GEORGIA</h2>	TV Homes: 899,000 AM Stas. in State: 130 TV Stas. in State: 12
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WAGA-TV—Atlanta—1949

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By.....Storer Bcstg. Co., Inc.
 Business Address.....1018 W. Peachtree St.
 Tel.: TRinity 5-5551.....CBS
 Representative.....Katz
 President.....George B. Storer
 General Manager.....Terry H. Lee
 Commercial Manager.....William Flynn
 Program, Film Mgr.....Horace W. Ray
 Promotion Director.....Ned Jay
 Production Mgr.....Stuart Armstrong
 Chief Engineer.....Hugo Bondv
 OWNERS OF: WJBK AM-FM-TV, DETROIT; WSPD AM-FM-TV, TOLEDO; WJW AM-FM-TV, CLEVELAND; WVVV AM-FM, WHEELING, W. VA.; WGBS AM-FM, MIAMI, FLA.; WIGB AM-FM, PHILA., PA.; KPMP, LOS ANGELES; WITI-TV, MILWAUKEE.

WSB-TV—Atlanta—1948

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By...The Atlanta Newspapers
 Business Address...1601 W. Peachtree St., N.E.
 Tel.: TR 5-7221.....NBC
 Newspaper Affiliations...Journal-Constitution
 Representative.....Petty
 Exec. Dir.....J. Leonard Reinsch
 General Manager.....Marcus Bartlett
 Comm. Mgr.....Don E. Heald
 Promotion Dir.....Holt Gewinner, Jr.
 Film Director.....Jean Hendrix
 Chief Engineer.....R. A. Holbrook

WALB-TV—Albany—1954

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By.....Herald Publishing Co.
 Business Address.....Stuart Ave.
 Tel.: HE 5-8386.....ABC-CBS-NBC
 Newspaper Affiliation.....Herald
 Representative...Venard, Rintoul & McConnell
 President.....James H. Gray
 Gen., Comm. Manager...Raymond E. Carow

Program Director.....Don Erickson
 Prom., Dir., Film Mgr.....Reba Hill
 Publicity Dir.....Pat Bethune
 Adv. Mgr.....Joseph Davis
 Chief Engineer.....Bruce Singleton

WLW-A—Atlanta—1951

Channel: 11 VHF... AP: 160 Kw... VP: 316 Kw.
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Bus. Address.....1611 W. Peachtree St. N.E.
 Tel.: TR 2-1141.....ABC
 Representative.....Bomar-Lowrance; Moore
 President.....R. E. Dunville
 V.P.-General Manager.....H. A. LeBrun
 V.P.-Business Manager.....J. P. Dwyer
 Comm. Sales Manager.....James H. Burgess
 Program Dir.....Bob Hendrickson
 Prom. Dir.....Howard Rowe
 Production Manager.....Jim Sharp
 Chief Engineer.....Harvey Aderhold

WJBF-TV—Augusta—1953

Channel 6: VHF... AP: 100 Kw... VP: 50 Kw.
 Owned-Oper. By...Georgia-Carolina Bcstg. Co.
 Business Address.....Television Park
 Tel.: PA 2-6666.....ABC-NBC
 Representative.....Hollingbery
 President, Gen. Mgr.....J. B. Fuqua
 Sales Manager.....Thomas J. Hennesy
 Film Manager.....Gray Mayson
 Program, Prom. Dir.....John Radeck
 Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954

Channel: 12 VHF... AP: 60 Kw... VP: 102 Kw.
 Owned-Oper. By...Southeastern Newspapers
 Business Address.....1301 Georgia Ave.
 Tel.: TA 4-5432.....ABC-CBS
 Newspaper Affiliation...Chronicle, Herald
 Representative.....Branham Company
 President.....Pat H. Rice, Jr.

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you know where you're going

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with **WAGA-TV** You're Capturing

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- A billion dollar market
- 58 counties surrounding Atlanta
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on the Big Movies on*

WAGA-TV

a **STORER** station

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National Sales Offices:

625 Madison Ave., N. Y. 22

230 N. Michigan Ave., Chicago 1

GEORGIA-HAWAII

General Manager..... J. W. Hicks
Sta., Comm. Mgr..... Lou Stratton
Program Dir. Richard A. Fennel
Chief Engineer..... Joseph P. Gill, Jr.

WRBL-TV—Columbus—1953

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Columbus Bcstg. Co.
Business Address..... 1350 13th Ave.
Tel.: FA 2-0602..... CBS-ABC
Newspaper Affil. Ledger Enquirer
Representative Hollingsbery
President, Gen. Mgr..... J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer..... Ridley Bell
Commercial Manager... George "Red" Jenkins
Program Director..... Robert H. Walton
Promotion Director..... Carrie Barry
Chief Engineer..... Joe A. Gamble

WTVM—Columbus—1953

Channel: 9 VHF.. AP: 121 Kw.. VP: 234 Kw.
Owned..... Martin Thea. of Georgia, Inc.
Business Address..... 1307 1st Ave.
Tel.: FA 2-8828..... NBC-ABC
Station Representative Young
President..... E. D. Martin
General Manager..... Frank Ragsdale
Station Manager, Ch. Eng..... Charley Parrott
Commercial Mgr..... Bill Dunaway

WMAZ-TV—Macon—1953

Channel: 13 VHF.. AP: 125 Kw.. VP: 250 Kw.
Owned-Oper. By.... Southeastern Bcstg. Co.
Business Address... Bankers Insurance Bldg.
Tel.: SHERWOOD 2-7373..... CBS-ABC-NBC
Representative Avery-Knodel
President, Ch. Eng..... George Rankin, Jr.
General Manager..... Wilton E. Cobb
Comm. Manager..... Frank Crowther
Promotion Director..... Joe Andrews
Film Manager..... Jim Arnold

WSAV-TV—Savannah—1956

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... WSAV, Inc.
Address..... East Victory Drive
Tel.: AD 6-0303..... ABC-NBC
Representative..... Blair TV
President, Gen. Mgr..... Harben Daniel
Ex. V.P..... Charles Bell
Operations Manager M. E. Thompson
Comm. Adv. Mgr..... Mack Humpidge
Program Director William E. Lucas
Prom., Pub. Dir..... Mrs. Shirley Slater
Film Manager..... Alyce Miller
Chief Engineer Byron Strong

WTOC-TV—Savannah—1954

Channel: 11 VHF.. AP: 104 Kw.. VP: 207.5 Kw.
Dir. Engineering Wm. A. Snowden
Chief Engineer Charles Clifton
Owned-Oper. By..... Savannah Bcstg. Co.
Business Address..... 516 Abercorn St.
Tel.: AD 2-0127..... CBS-ABC
Station Representative Avery-Knodel
President & Gen. Mgr... William T. Knight, Jr.
Commercial Mgr..... Ben B. Williams
Film Mgr., Program Director .. Dwight J. Bruce
Prom., Publicity Dir..... Frank S. Bryson, Jr.
Chief Engineer..... Kyle Goodman

WCTV—Thomasville—1955

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By .. John H. Phipps Bcstg Co.
Address P.O. Box 3547, Tallahassee, Fla.
Tel.: TALL 3-3666..... ABC-CBS
Station Representative..... Blair; Cummings
Owner John H. Phipps
Mng. Dir..... L. Herschel Graves
Station. Comm. Mgr..... Joseph E. Hosford
Program Dir..... H. E. Buck, Jr.
Chief Engineer..... Chas. Clifton

Pop.: 575,000

Families: 153,000

Radio Homes: 132,500

HAWAII

AM Stas. in State: 15

TV Homes: 110,500

TV Stas. in State: 4

KGMB-TV—Honolulu—1952

Channel: 9 VHF.. AP: 79 Kw.. VP: 132 Kw.
Owned-Oper... Hawaiian Broadcasting Sys. Ltd.
Business Address... 1534 Kapiolani Boulevard
Tel.: 9-2011..... CBS
Newspaper Affil..... Star Bulletin
Representative..... Peters, Griffin, Woodward
President..... Arthur L. Wood
General Manager..... M. Franklyn Warren
Sales Manager..... Robert W. Sevey
Prom., Publicity Dir..... Colleen L. Ng
Film Director..... Lorraine Chun
Chief Engineer..... Ronald T. Miyamoto

KONA-TV—Honolulu—1952

Channel: 2 VHF.... AP: 30 Kw.... VP: 60 Kw.

Owned-Oper. By..... Radio Honolulu, Ltd.
Business Address..... 1170 Auchi St.
Tel.: 6-2366..... NBC
Newspaper Affil..... Honolulu Advertiser
Representative NBC Spot Sales
Pres., Gen. Mgr..... John D. Keating
Sta., Gen. Sales Mgr..... Art Sprinkle
Nat'l Sales Mgr..... Jim Spencer
Program Director..... Cecil Seavey
Publicity Director..... Heyden Cheigh
Film Manager..... Paul Yamamoto
Chief Engineer..... Alvin Chang

KHVH-TV—Honolulu—1954

Channel: 4 VHF.. AP: 13.1 Kw.. VP: 26.3 Kw.
Owned-Oper. By... Kaiser Hawaiian TV, Inc.
Address..... 1290 Ala Moana Blvd.

Owned and operated by Chicagoans and dedicated to providing the finest programming and quality community service to the great Chicago market.



WGN -Television—
world's most
colorful station

HAWAII-IDAHO-ILLINOIS

Tel: 5-3991.....ABC
 Representative.....Young-TV
 President.....Henry J. Kaiser, Jr.
 General, Comm. Mgr.....Richard C. Block
 Prom. Adv., Publicity Dir.....Lynn Morrow
 Program Director.....Dan Kawakami
 Chief Engineer.....Dan O. Hunter

KMVI—Wailuku—1955

Channel: 12 VHF...AP: 15 Kw...VP: 30 Kw.

Owned-Oper.....Maui Publishing Co., Ltd.
 Business Address.....Box 374
 Tel.: 33-981.....ABC
 Newspaper Affiliation.....Maui News
 Sta. Reps.....Clark; Oakes, Dickens
 President.....J. Walter Cameron
 General Manager.....Ezra J. Crane
 Station Manager.....Richard E. Mawson
 Film Manager.....Nora I. Cooper
 Chief Engineer.....Spencer Shirachi

Pop.: 774,000 Families: 210,000 Radio Homes: 203,000	<h1 style="margin: 0;">IDAHO</h1>	TV Homes: 157,000 AM Stas. in State: 34 TV Stas. in State: 5
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KBOI-TV—Boise—1953

Channel: 2 VHF...AP: 33 Kw...VP: 65 Kw.
 Owned-Oper. By.....Boise Valley Bcstrs. Inc.
 Business Address.....1007 Jefferson St.
 Tel.: 3-2511.....CBS
 Representative, Peters, Griffin, Woodward, Inc.
 Pres., Gen. Mgr.....Westerman Whillock
 Station, Comm. Mgr.....Earl Glade, Jr.
 Production Director.....Vestal Baker
 Film Manager.....Robert Howell
 Promotion Mgr.....Louise Davis
 Publicity Dir.....Rick Raphael
 Chief Eng.....J. A. Johtnz, Jr.

KTVB—Boise—1953

Channel: 7 VHF...AP: 87.1 Kw...VP: 213 Kw.
 Owned-Oper. By.....KTVB, Inc.
 Address.....709 Idaho St.
 Tel.: 2-4611.....ABC-NBC
 Representative.....Blair
 Pres. and Gen. Mgr.....Georgia M. Davidson
 Commercial Mgr.....George Ganz, Jr.
 Prog. Director.....Del Lundbom
 Prom. Mgr.....Evelyn Winters
 Film Manager.....William Harvey
 Chief Engineer.....Harold Toedtemeter

KID-TV—Idaho Falls—1953

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Idaho Radio Corp.

Address.....Ammon Road
 Tel.: JA 2-5100.....CBS-NBC-ABC
 Sta. Reps.....Hollingsbery; Art Moore
 President.....A. W. Schwieder
 General, Sta. Mgr.....C. N. Layne
 Comm. Adv. Mgr.....Claude Cain
 Program Dir.....Roy Southwick
 Prom. Mgr.....Mel Richardson
 Chief Engineer.....Carroll Secrist

KCIX-TV—Nampa—1958

Channel: 6 VHF...AP: 41.7 Kw...VP: 83.2 Kw.
 Owned-Oper. By.....Hagadone Bcstg Co.
 Address.....315 N. 8th St.
 Tel.: 4-8311.....Independent
 Representative.....Weed
 President.....Roger L. Hagadone
 Sales Manager.....R. F. Frazier
 Program Dir.....Jesse B. Godfrey
 Chief Engineer.....G. Rose

KLIX-TV—Twin Falls—1955

Channel: 11 VHF...AP: 14.5 Kw...VP: 29.5 Kw.
 Owned-Oper. By.....So. Idaho Bcstg. & TV Co.
 Address.....Eastland Dr. & Elizabeth St.
 Tel.: RE 3-5840.....ABC-CBS-NBC
 Representative.....Gill-Perna
 Vice President.....Cecil L. Heffel
 General Mgr.....Gordon Glasmann
 Chief Engineer.....Dennis Lowe

Pop.: 10,319,000 Families: 3,215,000 Radio Homes: 3,129,000	<h1 style="margin: 0;">ILLINOIS</h1>	TV Homes: 2,925,000 AM Stas. in State: 94 TV Stas. in State: 16
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WCIA—Champaign—1953

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Midwest Television, Inc.
 Business Address.....509 S. Neil St.
 Tel.: FL 6-8333.....CBS
 Representative.....Hollingsbery
 President.....August C. Meyer
 V.P., Sales Manager.....Guy Main
 National Sales Dir.....Leonard Davis

Film Mgr.....John Ketterer
 Production Manager.....James Fielding
 Chief Engineer.....Bob Myers

WGN-TV—Chicago—1948

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WGN, Inc.
 Business Address.....441 N. Michigan Ave
 Tel.: MI 2-7600.....Independent

• • • BROADCAST ADVERTISERS REPORTS (BAR) • • •
 Monitored: Chicago, Harrisburg, Peoria

ILLINOIS

Newspaper Affiliation.....Chicago Tribune
Representative.....Petty
President.....J. Howard Wood
V.P., Gen. Mgr.....Ward L. Quaal
Program Director.....Alexander C. Field
Sales Mgr.....Bradley R. Eidmann
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Edward Warren
Chief Engineer.....Carl J. Meyers

WBBM-TV—Chicago—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Address.....630 N. McClurg Ct.
Tel.: WH 4-6000.....CBS
Representative.....CBS TV Spot Sales
Gen. Mgr.....Clark George
General Sls. Mgr.....Edward Kenefick
Program Dir.....Charles Hinds
Promotion Director.....Virgil Mitchell
Publicity Dir.....George Condon
Film Manager.....Patricia Danneman
Chief Engineer.....J. J. Beloungy

WBKB—Chicago—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....190 N. State St.
Tel.: AN 3-0800.....ABC
Representative.....Blair-TV
Vice President.....Sterling C. Quinlan
General Manager.....Mathew Vieracker
Nat'l Spot Sales Mgr.....Clarence Heider
Film Dir.....Ralph Andrews
Prog. Dir.....Dan Schuffman
Prom. Adv. Public Dir.....James Ascher
Chief Engineer.....William P. Kusack

WNBQ—Chicago—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address.....Merchandise Mart
Tel.: SU 7-8300.....NBC
Representative.....NBC Spot Sales
President.....Robert E. Kintner
V.P., General Manager.....Lloyd E. Yoder
Dir. of Sales.....William B. Decker
Sales Manager.....Norman F. Cissna
Program Dir.....Harry D. Trigg
Adv. & Prom. Mgr.....John M. Keys
Film Manager.....Stanley Brightwell
Publicity Director.....Chet Campbell
Chief Engineer.....Howard C. Luttgens

WDAN-TV—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw..VP: 13.2 Kw.
Owned-Oper. By.....Northwestern Publishing Co.
Business Address.....1500 N. Washington Ave.
Tel.: Hickory 2-1700.....ABC
Representative.....Everett-McKinney, Inc.
General Manager.....Robert J. Burow
Station Manager.....Max Shaffer
Commercial Manager.....John Eckert

Program Director.....Honore Ronan
Chief Engineer.....Norlyn Dossey

WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.
Owned-Oper. By.....Metropolitan Bcstg. Corp.
Business Address.....Box 631-Southside Dr.
Tel.: 8-4304.....ABC
Representative.....Gill-Perna
President.....Geo. A. Bolas
Sta. Mgr.....B. K. West
Program Mgr.....Jack Kussart
Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Address.....21½ W. Poplar St.
Tel.: CLebrook 3-7922.....ABC
Representative.....Walker-Rawalt
Station Mgr.....Oscar L. Turner
Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 186 Kw..VP: 371 Kw.
Owned-Operated By.....West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
Tel.: 9-3961.....NBC
Representative.....Headley-Reed
President.....Robert S. Kerr
V.P., Gen. Mgr.....Fred C. Mueller
Comm. Manager.....John Leslie
Program Director.....Victor Fletcher
Promotion Director.....Al Knapp
Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw..VP: 1000 Kw.
Owned.....WMBD, Inc.
Business Address.....212 SW Jefferson Ave.
Tel.: 6-0711.....CBS
Representative.....Peters, Griffin, Woodward, Inc.
President.....Charles C. Caley
General Manager.....Robert O. Runnerstrom
Commercial Mgr.....William S. Dallmann
Promotion Mgr.....Clarence S. Mugge
Prog. Dir.....Winthrop P. Baker
Chief Engineer.....George Pyle

WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw..VP: 500 Kw.
Owned By.....Metropolitan Bcstg. Corp.
Business Address.....621 Main St.
Tel.: 9-7211.....ABC
Sta. Representative.....Blair TV
President.....John W. Kluge
V.P., Gen. Mgr.....Donn Colee
Controller.....Gerald W. Swank
Sales Mgr.....Lee Colee
Program, Film Mgr.....Gene Dybvig
Prom., Publicity Dir.....Gary Gresham
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953

Channel: 10 VHF..AP 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Quincy Bcstg. Co.
 Business Address.....Hotel Quincy
 Tel.: BA 2-6840.....ABC-NBC
 Newspaper Affiliation....Quincy Herald Whig
 Representative.....Young TV Corp.
 President.....T. C. Oakley
 General Manager.....J. S. Bonansinga
 Commercial Mgr.....J. Ben Stewart
 Program Director.....Fred Colgan
 Publicity Director.....Hal Heidbreder
 Chief Engineer.....Frank E. Laughlin

WREX-TV—Rockford—1953

Channel: 13 VHF..AP: 115 Kw..VP: 229 Kw.
 Owned-Oper. By...Greater Rockford TV, Inc.
 Business Address...Auburn & Winnebago Rds.
 Tel.: Woodland 8-1813.....ABC-CBS
 Newspaper Affil.....Star & Republic
 Representative.....H-R Representatives
 President.....L. E. Caster
 General Manager.....Joe M. Baisch
 Program Director.....John Mazzie
 Prom., Pub. Dir.....Charles Olson
 Chief Engineer.....Dick Peck

WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.
 Owned-Oper. By..Winnebago Television Corp.
 Business Address.....Meridian Rd.
 Tel.: Woodland 3-5413.....NBC
 Representative.....Headley-Reed
 President.....Harry Balaban
 Manager.....Harold Froelich
 Sales Manager.....Gene Denari

Program Dir.....John W. Kelin
 Chief Engineer.....H. H. Eckstein
 OWNERS OF: WIL, ST. LOUIS, MO.; WRIT, MILWAU-
 KEE; KBOX, DALLAS, TEX.; WICS-TV, SPRING-
 FIELD, ILL.

WHBF-TV—Rock Island—1950

Channel: 4 VHF..AP: 70 Kw..VP: 100 Kw.
 Owned-Oper. By.....Rock Island Bcstg. Co.
 Business Address...Telco Bldg., 231 18th St.
 Tel.: R.I. 6-5441.....ABC-CBS
 Newspaper Affil....."The Argus"
 Representative.....Avery-Knodel, Hyett
 President.....Ben. H. Potter
 V.P., Sta., Gen. Manager...Leslie C. Johnson
 Director of Sales.....Maurice Corken
 Program Director.....Forest W. Cooke
 Promotion Dir.....Heber E. Darton
 Publicity Dir.....Fern Hawks
 Film Manager.....Joseph Greer
 Chief Engineer.....Robert J. Sinnenot

WICS—Springfield—1953

Channel: 20 UHF..AP: 204 Kw..VP: 406 Kw.
 Owned-Oper. By.....Plains Television Corp.
 Address.....523 E. Capitol Ave.
 Tel.: Lakeside 8-0465.....NBC
 Representative.....Adam Young
 President.....Elmer Balaban
 General Manager.....Milton D. Friedland
 Comm. Manager.....Warren King
 Program, Film Mgr.....H. J. Hoskins
 Promo., Publicity Mgr.....Mildred Miller
 Chief Engineer.....Jerrold Merritt
 OWNERS OF: WIL, ST. LOUIS, MO.; WRIT, MILWAU-
 KEE; KBOX, DALLAS, TEX.; WTVO-TV, ROCKFORD,
 ILL.

Pop.: 4,710,000
 Families: 1,495,000
 Radio Homes: 1,471,000

INDIANA

TV Homes: 1,411,000
 AM Stas. in State: 60
 TV Stas. in State: 16

WTTV—Bloomington—1949

Channel: 4 VHF..AP: 28.8 Kw..VP: 44.6 Kw.
 Owned-Oper. By.....Sarkes Tarzian, Inc.
 Business Address.....3490 Bluff Rd.
 Tel.: ST 7-2211.....Independent
 Sta. Representative.....Young TV
 President.....Sarkes Tarzian
 General, Comm. Mgr.....Robert G. Holben
 Program, Prom., Adv. Mgr.....Arthur R. Hook
 Chief Engineer.....Fred J. Molchin

WEHT—Evansville—1953

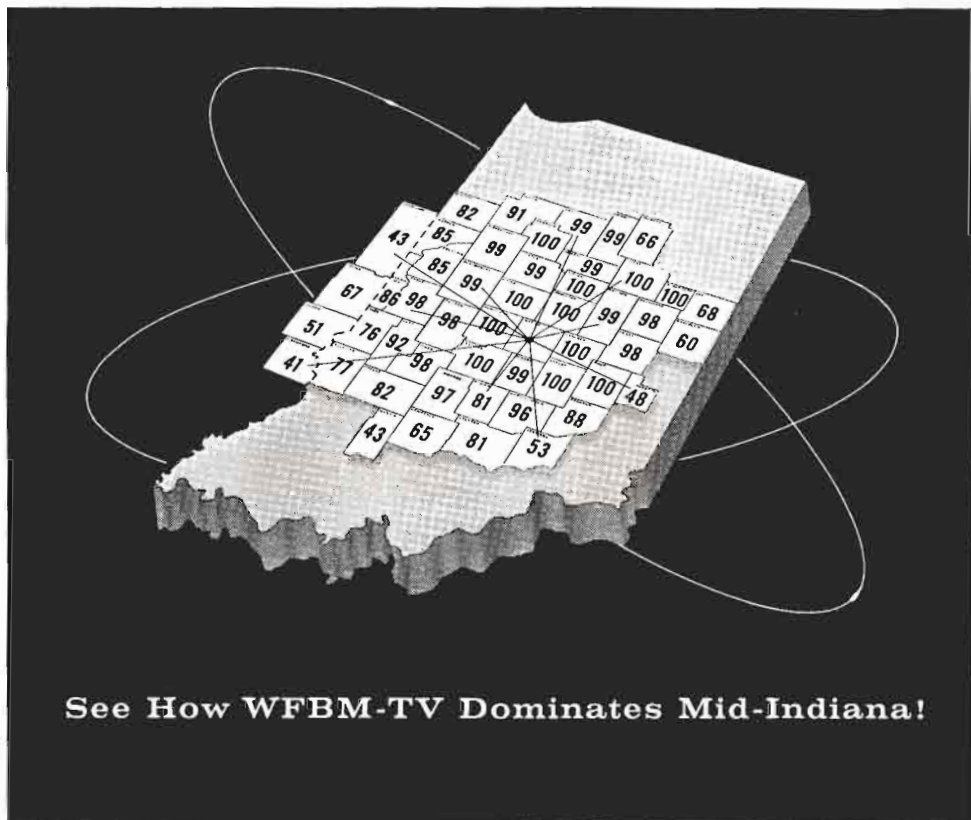
Channel: 50 UHF..AP: 108 Kw..VP: 200 Kw.
 Owned-Oper. By.....WEHT, Inc.
 Business Address.....Box 395
 Tel.: HA 4-9215.....CBS
 Representative.....Young

Pres., Gen. Mgr.....Edwin G. Richter, Jr.
 Sales Mgr.....Howard D. Duncan
 Program Dir.....Ulysses A. Carlini
 Promotion Dir.....Mrs. Priscilla Finberg
 Chief Engineer.....Robert M. Cleveland

WFIE-TV—Evansville—1953

Channel: 14 UHF..AP: 104.8 Kw..VP: 200 Kw.
 Owned-Oper. By.....WFIE, Inc.
 Business Address.....1115 Mount Auburn Rd.
 Tel.: HA 5-6201.....NBC
 Representative.....Raymer
 President.....Nathan Lord
 General, Sta. Mgr.....Berry Smith
 Comm. Manager.....Lee Browning
 Program, Film Mgr.....Chester T. Behrman
 Prom., Publicity Dir.....Jerry Wichser
 Chief Engineer.....Paul Kelley

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Evansville, Fort Wayne, Indianapolis, South Bend, Elkhart



See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration, because it is the only basic NBC outlet. (N.C.S. #3).

where else . . .


—will you find satellite markets that are 15% richer and 30% bigger than the metropolitan trading zone itself!


—can so many satellite markets that are recognized retail trading centers in their own right be covered from *one central point . . . and only one* principal station with no overlapping network affiliates to reach them effectively!

only here—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Let us show you how to test regional marketing ideas here with amazing results.

The Nation's 13th Television Market

... with the only basic NBC coverage of 760,000 TV set-owning families

 **Indianapolis itself**—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

 **11 Satellites**—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. *An audited audience of 412,800 more television homes.*

Represented Nationally by the KATZ Agency



WTWV—Evansville—1956

Channel: 7 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By Evansville TV, Inc.
 Business Address 405 Carpenter St.
 Tel.: H. 2-1121 ABC
 Representative Hollingbery
 President Ferris E. Traylor
 Gen. Sta. Mgr. Dick Shively
 Sales Mgr. Al McKelresh
 Program Dir. William Hill
 Prom. Dir. Jack MacGregor
 Film Manager S. J. Rusche
 Chief Engineer John Schuta

WANE-TV—Fort Wayne—1954

Channel: 15 UHF . AP: 222 Kw. . VP: 445 Kw.
 Owned-Oper. By . Indiana Broadcasting Corp.
 Business Address 2915 W. State Blvd.
 Tel.: A-9411 CBS
 Sta. Representative H-R
 President C. Wrede Petersmeyer
 General Manager Reid G. Chapman
 Sales Dir. John Keenan
 Program Director J. Larry Beauchamp
 Promotion Director Douglas Shull
 Film Manager James Goheen
 Chief Engineer Charles E. Wallace

WKJG-TV—Fort Wayne—1953

Channel: 33 UHF . AP: 144 Kw. . VP: 263 Kw.
 Owned WKJG, Inc.
 Address 2633 W. State Blvd.
 Tel.: AN 2295 NBC
 Newspaper Affiliation Elkhart Truth
 Station Rep. H R Television Inc.
 President John F. Dille, Jr.
 Vice President Paul Brynes
 Gen., Sta. Mgr. Edward G. Thoms
 Commercial Mgr. Carleton B. Evans
 Program Director Calo Mahlock
 Chief Engineer Eugene A. Chase

WPTA—Fort Wayne—1957

Channel: 21 UHF . AP: 55 Kw. . VP: 110 Kw.
 Owned Sarkes Tarzian, Inc.
 Business Address Butler Road
 Tel.: A 5-5015 ABC
 Station Representative Young
 President Sarkes Tarzian
 Gen., Sta. Mgr. Ronald R. Ross
 Comm., Prog. Mgr. Richard D. Morgan
 Prom., Adv. Publicity Dir. Larry Frerk
 Film Manager Charles Smith
 Chief Engineer Gerald Bower

WFBM-TV—Indianapolis—1949

Channel: 6 VHF . AP: 50 Kw. . VP: 100 Kw.
 Owned By Time, Inc.
 Bus. Studio Address 1330 N. Meridian St.
 Tel.: MELrose 4-8521 NBC
 Representative Katz
 President W. C. Pullen, Jr.
 V.P., Gen. Mgr. Eldon Campbell
 Station Manager Don Menke

Nat. Sales Mgr. Hugh L. Kibbey
 Prog. Dir. Warren Wright
 Promotion Director John F. Hurlbut
 Film Mgr. William E. Fagan
 Chief Engineer Robert Flanders

WISH-TV—Indianapolis—1954

Channel: 8 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Indiana Bcstg. Corp.
 Business Address 1440 North Meridian
 Tel.: MELrose 4-6411 CBS
 Sta. Representative H-R
 President C. Wrede Petersmeyer
 Gen., Sta. Manager Robert B. McConnell
 Commercial Manager Joseph E. Lake
 Program, Film Mgr. Dave Smith
 Prom., Pub. Director Ray Reisinger
 Chief Engineer Stokes Gresham, Jr.

WLW-I—Indianapolis—1957

Channel: 13 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Crosley Bcstg. Corp.
 Business Address 1401 N. Meridian St.
 Tel.: MELrose 9-2311 ABC
 Station Rep. Crosley; Lowrance; Moore
 President Robert E. Dunville
 General Manager John B. Babcock
 Spec. Bcat. Serv. Dir. Bruce B. Cox
 Sales Manager Bob Lamb
 Program Mgr. Chuck Brodhead
 Prom., Merch. Dir. Terry Simpson
 Sales Serv. Dir. Scott Cedarholm
 Film Director Patty O'Neill
 Chief Engineer Norman Nixon

WFAM-TV—Lafayette—1953

Channel: 59 UHF . AP: 51 Kw. . VP: 102 Kw.
 Owned Sarkes Tarzian, Inc.
 Business Address McCarty Lane
 Tel.: Gibson 7-2186 CBS-NBC-ABC
 President Sarkes Tarzian
 Gen., Sta. Mgr. Henry Rosenthal
 Comm. Mgr. Dick Pittenger
 Chief Engineer Richard Cochran

WLBC-TV—Muncie—1953

Channel: 49 UHF . AP: 8.5 Kw. . VP: 17 Kw.
 Owned-Oper. By Tri-City Radio Corp.
 Business Address Box 271
 Tel.: ATLAS 8-4403 ABC-CBS-NBC
 Representative Holman
 Pres., Gen., Sta. Mgr. Don Burton
 Comm., Film Mgr. Bill Craig
 Program Director William F. Craig
 Chief Engineer Pat Finnegan

WNDU-TV—South Bend—1955

Channel: 16 UHF . AP: 141 Kw. . VP: 282 Kw.
 Owned-Oper. By Michiana Telecasting
 Address Box 989
 Tel.: CE 3-7111 NBC
 Station Rep. Venard, Rintoul & McConnell
 President Rev. Theodore M. Hesburgh
 Gen., Comm. Mgr. Wm. Thomas Hamilton
 Program Director Edward R. Doyle

INDIANA-IOWA 

Prom., Adv. Mgr. Walter Purcell
 Publicity Dir. Paul A. Listek
 Film Manager Chet Perkins
 Chief Engineer Basil O'Hagan

WSBT-TV—South Bend—1952

Channel: 22 UHF. AP: 122 Kw. VP: 204 Kw.
 Owned-Operated By South Bend Tribune
 Address 300 W. Jefferson Blvd.
 Tel.: CE 3-3141 CBS
 Newspaper Affil. Tribune
 Representative Raymer
 President Franklin D. Schurz
 Sta. Gen. Mgr. Neal B. Welch
 National Sales Mgr. Wilbur R. Darch
 Program Director Robert Drain
 Prom., Adv. Public. Dir. N. J. Gassensmith
 Film Manager Walter A. Sweitzer
 Chief Engineer Arthur R. O'Neil

**WSJV—South Bend-Elkhart
 1954**

Channel: 28 UHF. AP: 148 Kw. VP: 268 Kw.

Owned-Oper. By Truth Publishing Co.
 Business Address Box 28, South Bend
 Tel.: CEntral 2-2828 ABC
 Newspaper Affiliation Elkhart Truth
 Representatives H.R.
 President John F. Dille Jr.
 V.P., Gen. Mgr. Paul C. Brines
 Program Director Edwin J. Lasko
 Nat. Sales Mgr. Vince Doyle
 Production Mgr. W. Forest Morrow
 Chief Engineer Lester E. Zellner

WTHI-TV—Terre Haute—1954

Channel: 10 VHF. AP: 191 Kw. VP: 316 Kw.
 Owned-Oper. By Wabash Valley Bcstg. Corp.
 Business Address 918 Ohio Street
 Tel.: 9481 CBS
 Representative Bolling
 President Anton Hulman, Jr.
 V.P., Gen. Mgr. J. M. Higgins
 Commercial Mgr. George Foulkes
 Program, Film Mgr. Ben Falber, Jr.
 Prom. Director Bill Hawkins
 Chief Engineer Russ Arnold

Pop.: 3,069,000	IOWA	TV Homes: 791,000
Families: 889,000		AM Stas. in State: 61
Radio Homes: 883,000		TV Stas. in State: 12

WOI-TV—Ames—1950

Channel: 5 VHF. AP: 50.1 Kw. VP: 100 Kw.
 Owned-Oper. By Iowa State College
 Address Service Bldg.
 Tel.: CE 2-3400 ABC
 Representative H.R.
 President Dr. James Hilton
 Gen. Manger Robert C. Mulhall
 Assoc. Gen. Manager James H. Davis
 Commercial Mgr. Ted Tostlebe
 Chief Engineer Keith Ketcham

KCRG-TV—Cedar Rapids—1953

Channel: 9 VHF. AP: 156 Kw. VP: 316 Kw.
 Owned-Oper. By Cedar Rapids TV Co.
 Business Address 104½ First St., S.W.
 Tel.: EM 4-4149 ABC
 Newspaper Affiliation Cedar Rapids Gazette
 Representative Branham
 President Joseph F. Hladky, Jr.
 General Manager Redd Gardner
 Commercial Manager Gene McClure
 Prom., Pub. Dir. Edna A. Herbst
 Operation Mgr. Ralph D. Willey
 Film Director Ed Vosmek

WMT-TV—Cedar Rapids—1953

Channel: 2 VHF. AP: 70 Kw. VP: 100 Kw.
 Owned-Oper. By WMT-TV, Inc.
 Bus. Address Paramount Theatre Bldg.
 Tel.: EM 4-0171 CBS
 Representative Katz

President, Gen. Mgr. William B. Quarton
 V.P. Operations Douglas B. Grant
 V.P., Sales Lew Van Nostrand
 Prom., Publicity Dir. Richard Pinney
 Chief Engineer George Hixenbaugh

WOC-TV—Davenport—1949

Channel: 6 VHF. AP: 63.7 Kw. VP: 100 Kw.
 Owned-Oper. By Central Bcstg. Co.
 Business Address 805 Brady St.
 Tel.: 3-3661 NBC
 Representative. Peters, Griffin, Woodward, Inc.
 President Col. B. J. Palmer
 Resident Manager Ernest Sanders
 Sales Manager F. Pax Shaffer
 Film Editor Ken Wagner
 Program Director Raymond Guth
 Promotion Director Richard W. Upp
 Chief Engineer Paul Arvidson

KRNT-TV—Des Moines—1955

Channel: 8 VHF. AP: 199.5 Kw. VP: 316 Kw.
 Owned-Operated By KRNT-TV Co.
 Address Ninth & Pleasant St.
 Tel.: CH 3-4141 CBS
 Representative Katz
 General Manager Robert W. Dillon
 Commercial Manager Paul M. Elliott
 Program Dir. Joe G. Hudgens
 Sls. Mgr. Bill Hippee
 Chief Engineer Charles F. Quentin

• • • BROADCAST ADVERTISERS REPORTS (BAR) Monitored: Cedar Rapids, Des Moines, Waterloo • • •

WHO-TV—Des Moines—1954

Channel: 13 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By...Central Broadcasting Co.
 Business Address.....1100 Walnut St.
 Tel.: AT 8-6511.....NBC
 Representative.Peters, Griffin, Woodward, Inc.
 President.....Col. B. J. Palmer
 Exec. V.P.....Ralph Evans
 V.P., Resident Manager.....Paul A. Loyel
 Sales Manager.....Robert H. Harter
 Film Buyer, Prog. Director.....Jack Kerrigan
 Prom. Manager.....Robert O. Link
 Film Editor.....Robert P. Kress
 Chief Engineer.....Roy W. Pratt

KQTV—Fort Dodge—1953

Channel: 21 UHF..AP: 160 Kw..VP: 330 Kw.
 Owned-Oper. By...Northwest Television Co.
 Business Address.....Television Square
 Tel.: 4-0311.....NBC-ABC-CBS
 Sta. Representative.....Pearson
 Pres., Gen. Mgr.....Edward Breen
 Exec. Vice Pres.....Gene P. Loffler
 Comm. Manager.....Rollie Camp
 Program Director.....Richard Johnson
 Film Manager.....Stanley McCurdy
 Chief Engineer.....David Sinclair

KGLO-TV—Mason City—1954

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Lee Radio, Inc.
 Business Address...Second & Pennsylvania
 Tel.: GArden 3-2540.....Independent
 Representative.....Branham
 President.....Lee P. Loomis
 Exec. V.P., Gen. Manager...Herbert R. Ohrt
 Nat'l Sales Mgr.....Walther Rothschild
 Film. Comm. Manager.....Lloyd Loers
 Prod. Mgr., Prog. Director...Douglas Sherwin
 Chief Engineer.....Roger Sawyer

KTVO—Ottumwa—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By...KTVO Television, Inc.
 Address.....211 East 2nd St.

Tel.: MUrray 2-4535.....ABC-CBS-NBC
 Representative.....Hollingbery
 Pres., Gen. Mgr.....James J. Conroy
 Commercial Mgr.....L. William King
 Promotion Dir.....Al Cunningham
 Program Director.....James Frost
 Film Manager.....Glen Proeschold
 Chief Engineer.....Loyd Hansen

KTIV—Sioux City—1954

Channel: 4 VHF..AP: 100 Kw..VP: 50 Kw.
 Owned-Oper. By.....KTIV Television Corp.
 Address.....Tenth & Grandview
 Tel.: 8-0545.....NBC-ABC
 Newspaper Affil.....Journal-Tribune
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Dietrich Dirks
 V.P. Comm. Mgr.....Eugene T. Flaherty
 Program, Film Mgr.....Don Stone
 Prom., Pub. Dir.....Bill Mote
 Chief Engineer.....Alvin Smith

KVTV—Sioux City—1953

Channel: 9 VHF..AP: 144 Kw..VP: 288 Kw.
 Owned-Oper. By.....Peoples Bcstg. Corp.
 Business Address.....7th & Douglas
 Tel.: 2-2711.....CBS-ABC
 Representative.....Katz
 General Manager.....Donald D. Sullivan
 Comm. Manager.....Robert B. Donovan
 Prog. Director.....Clark Pollock
 Promotion Director.....John Schambow
 Sales Serv. Dir.....Gene Cuddebach
 Film Manager.....Carl Morris
 Chief Eng.....Robert G. Engelhardt

KWWL-TV—Waterloo—1953

Channel: 7 VHF..AP: 214 Kw..VP: 316 Kw.
 Owned-Oper. By.....Black Hawk Bcstg. Co.
 Business Address.....Insurance Bldg.
 Tel.: AD 4-4404.....NBC
 Representative.....Avery-Knodel
 Pres., Gen., Sta. Mgr.....Ralph J. McElroy
 Program, Film Mgr.....Bill Baldwin
 Publicity Director.....Warren Mead
 Chief Engineer.....Edward M. Tink

Pop.: 2,359,000
 Families: 786,000
 Radio Homes: 731,000

KANSAS

TV Homes: 636,000
 AM Stas. in State: 46
 TV Stas. in State: 9

KTVC-TV—Ensign—1957

Channel: 6 VHF..AP: 14.1 Kw..VP: 28.2 Kw.
 Owned.....S.W. Kansas TV Co., Inc.
 Bus. Address...705½ Second St., Dodge City
 Tel.: HU 3-6666, Dodge City.....ABC
 Representative.....Katz
 President.....Leigh Warner
 Gen., Sta. Mgr.....Wendell Elliott
 Chief Engineer.....Kenneth Karr

KBLR-TV—Goodland—1959

Channel: 10 VHF..AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By.....Tri-State TV, Inc.
 Business Address.....17th St. & B'way Ave.
 Tel.: TW 9-2331.....CBS
 Sta. Representative.....Gill-Perna
 General Manager.....Leslie E. Whittemore
 Commercial Mgr.....Jack Kaufman
 Station, Program Dir.....E. R. Jones

KANSAS-KENTUCKY

Production Dir. Wade Hardwick
 Film Director John Perry
 Technical Dir. Art Vogt
 Chief Engineer Paul Bateman

KCKT-TV—Great Bend—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..Central Kansas TV Co., Inc.
 Business Address Box 182
 Tel.: GL 3-7868 NBC
 Representative Bolling
 President E. C. Wedell
 Gen., Sta. Mgr. E. L. Kuhlman
 Program Director Bonnie Perry
 Prom., Pub. Dir. Lelia Henkle
 Film Manager Wayne Davis
 Chief Eng. H. G. Haeefe

KAYS-TV—Hays—1958

Channel: 7 VHF .AP: 63.2 Kw..VP: 116.5 Kw.
 Owned-Oper. By Kays, Inc.
 Business Address 2300 Hall St.
 Tel.: Market 4-2578 ABC
 Representative Holman, Katz
 President Ross Beach, Sr.
 General Mgr. Robert E. Schmidt
 Station Mgr. Gene Confield
 Production Dir. Richard A. McDaniel
 Chief Engineer James E. Kane

KTVH—Hutchinson—1953

Channel: 12 VHF .AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By Wichita-Hutchinson Co., Inc.
 Business Address 1800 North Plum
 Tel.: MO 5-5503 CBS
 News. Affil. Minneapolis Star & Tribune
 Station Representative Blair
 President Joyce A. Swan
 General, Sta. Mgr. M. Oale Larsen
 Comm., Adv. Mgr. Richard V. Fairbanks
 Prom., Publicity Dir. Tom Leachy
 Prog. Dir., Film Mgr. Robert D. Snyder
 Chief Engineer Ken H. Cook

KOAM-TV—Pittsburg—1953

Channel: 7 VHF..AP: 138 Kw..VP: 245 Kw.
 Owned-Oper. Mid-Continent Telecasting, Inc.
 Business Address Box 659
 Tel.: 2508 Independent
 Representative Katz
 General Manager R. E. Wade
 Program Director Louis R. Martin

WIBW-TV—Topeka—1953

Channel: 13 VHF. AP: 158 Kw..VP: 316 Kw.
 Owned Stauffer Publications, Inc.
 Business Address Box 119
 Tel.: CR 2-3456 ABC-CBS-NBC
 Newspaper Affiliation D. Capital; State Journal
 Representative Avery-Knodel
 President O. S. Stauffer
 Gen. Mgr. Thad M. Sandstrom
 Sales Manager Bob Kearns
 Sales Coordinator Ray C. Senate
 Prog. Dir., Film Mgr. Rush Evans
 Technical Dir. Paul Winders

KAKE-TV—Wichita—1954

Channel: 10 VHF .AP: 219 Kw..VP: 316 Kw.
 Owned-Oper. By KAKE-TV, Inc.
 Business Address 1500 N. West St.
 Tel.: WH 3-4221 ABC
 Representative Katz
 President Mark Adams
 Gen. Sta. Mgr. Martin Umansky
 Commercial Mgr. Donivan D. Waldron
 Program Dir. John Froome
 Prom., Pub. Dir. Robert C. Payne
 Chief Engineer Harold Newby

KARD-TV—Wichita—1955

Channel: 3 VHF .AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By Wichita TV Corp.
 Address 833 N. Main St.
 Tel.: AM 5-5633 NBC
 Representative Petry
 President G. M. Brown
 V.P., Gen., Sta. Mgr. W. Moyer
 Comm. Manager Donald Sbarra
 Chief Engineer Russell V. Goyette

Pop.: 3,238,000
 Families: 886,000
 Radio Homes: 869,000

KENTUCKY

TV Homes: 646,000
 AM Stas. in State: 81
 TV Stas. in State: 5

WKYT—Lexington—1957

Channel: 27 UHF..AP: 8.7 Kw..VP: 17.3 Kw.
 Owned Taft Bcstg. Co.
 Business Address 1087 New Circle Road
 Tel.: 2-2533 CBS-ABC
 Representative Young
 President Hulbert Taft, Jr.
 General Manager Robert C. Wiegand

Sales Manager Ray Balsom
 Program Director Garry Brown
 Film Director Dave Fleischer
 Chief Engineer Robert Austin

WLEX-TV—Lexington—1955

Channel: 18 UHF .AP: 9.2 Kw..VP: 17.0 Kw.
 Owned-Oper. By WLEX-TV, Inc.
 Business Address P.O. Box 1457

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Paducah

KENTUCKY-LOUISIANA

Tel.: 4-8747 ABC-NBC
 Representatives Bolling
 Exec. V.P., Gen. Mgr. Earl Boyles
 Station Manager Harry C. Barfield
 Program Mgr. Alex B. Macaulay
 Chief Engineer Jim Robertson

WAVE-TV—Louisville—1948

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....WAVE, Inc.
 Address 725 S. Floyd
 Tel.: JU 5-2201 NBC
 Representative NBC Spot Sales
 President George W. Norton, Jr.
 General Manager Nathan Lord
 Commercial Manager Ralph Jackson
 Prog., Film Dir. George Patterson
 Prom., Pub. Dir. Jas. Caldwell
 Chief Engineer Wilbur Hudson

WHAS-TV—Louisville—1950

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WHAS, Inc.
 Address 525 W. Broadway

Tel.: JU 5-2211..... CBS
 Representative Harrington, Righter, Parsons
 President Barry Bingham
 Director Victor A. Sholla
 Sales Director George Johnson
 Program Director Sam Gifford
 Prom., Publicity Dir. William Loader
 Film Manager Charles McDaniel
 Dir. Engineering O. W. Townser

WPSD-TV—Paducah—1957

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned Paducah Newspapers, Inc.
 Business Address 100 Television Lane
 Tel.: 2-8214 NBC
 Newspaper Affil. Sun Democrat
 Representative Pearson
 President Edwin J. Paxton, Sr.
 V.P., Mgr., Dir. E. J. Paxton, Jr.
 General Mgr. Sam Livingston
 Sales Mgr., Prom. Dir. Charles M. Neel
 Prog. Dir. Wes Potter
 Film Mgr. Bill Watson
 Technical Dir. Ernest J. Pell
 Chief Engineer William Mobley

Pop.: 3,340,000
 Families: 891,000
 Radio Homes: 845,000

LOUISIANA

TV Homes: 686,000
 AM Stas. in State: 75
 TV Stas. in State: 13

KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned Lanford Telecast. Co., Inc.
 Business Address 605-11 Washington
 Tel.: HI 5-2456 ABC-CBS-NBC
 Representative Weed
 President T. B. Lanford
 General Manager Willard L. Cobb
 Sales Manager Jesse R. Sexton
 Oper., Prog. Mgr. Larry McHale
 Sales Serv. Mgr. Franklin Whitehead
 Merchandising Mgr. Edward Wooten
 Film Director Jim Norwood
 Chief Engineer Robert E. Miller

WAFB-TV—Baton Rouge—1953

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.
 Owned Modern Bcstg. Co., Inc.
 Business Address P.O. Box 2671
 Tel.: DI 4-8571 CBS
 Station Representative Blair
 Board Chairman Dwight W. Martin
 Pres., Gen. Mgr. Tom E. Gibbens
 Comm. Mgr. Mervyn E. Rhys
 Program Director Don G. Hallmann
 Prom., Pub. Dir. Grace McElveen
 Chief Engineer Donald K. Allan

WBRZ—Baton Rouge—1955

Channel: 2 VHF..AP: 56.2 Kw..VP: 100 Kw.

Owned-Operated By.....La. TV Bcstg. Co.
 Bus. Address 1650 Highland Rd.; Box 2906
 Tel.: DI 8-1491 ABC-NBC
 News. Affil. State-Times Morning Advocate
 Representative Hollingbery
 Pres., Gen. Mgr. Douglas L. Manship
 Sales Manager Jules L. Mayeux
 Program, Prom. Mgr. John Ferguson
 Film Mgr. Aubrey L. Moore
 Chief Engineer Pat Weathersby

KLFY-TV—Lafayette—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned Camellia Bcstg. Co. Inc.
 Address P.O. Box 398
 Tel.: CE: 5-9494 CBS-ABC
 Representative O'Connell; Clarke Brown
 President Paul H. DeClouet
 Gen. Mgr. Dierrrell Hamm
 Comm. Mgr. Guy Corley
 Prom. Dir. Toni Coons
 Chief Engineer Maurice Wynn

KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 Business Address 320 Division St.
 Tel.: HE 6-3631 ABC-NBC
 Representative Weed
 President T. B. Lanford
 Gen., Sta. Manager P. E. Mills, Jr.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: New Orleans



WWL-TV ... *new* New Orleans Favorite And here's why:

TOP-RATED PROGRAMS — You'll find any list of New Orleans' favorite shows liberally studded with CBS and syndicated shows aired by WWL-TV. Take a look at the lineup of 10:00 p.m. strips as an example and judge for yourself why the viewing trend is toward WWL-TV. These syndicated shows earn *preferred* ratings from the New Orleans audience.

LIVE PROGRAMMING — Ranging in interest from Romper Room and Popeye to The Morgus Board (featured nationally in TV Guide) and authentic jungle adventure on Wild Cargo, WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

ALERT PROMOTION — Day in and day out WWL-TV saturates the local market with heavy newspaper advertising, spot radio, direct mail—uses the latest animated station breaks, countless on-air promos, contests and every form of market exploitation to build audience and sales for advertisers.

FACILITIES AND PERSONNEL — WWL-TV's studios are the product of 5 years of research extending to 64 TV stations; facilities are among the nation's finest. Two complete video tape units are now in operation. And WWL-TV personnel have the experience that counts — *competitive* experience gained in markets coast-to-coast.

*Want more? Ask your Katz representative
about the new New Orleans television picture.*

 **WWL-TV**
NEW ORLEANS

Comm. Manager Art Reuben
 Prom. Dir.....Adele Barnette
 Prog. Director A. B. Craft, Jr.
 Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles—1953

Channel: 25 UHF.. AP: 11 Kw.. VP: 20.4 Kw.
 Owned-Oper. By.....KTAG-TV Associates
 Business Address.....645 15th St.
 Tel.: HE 9-9413.....CBS
 Representative Pearson
 President.....Warren Berwick
 Vice Pres..... Kevin Reilly
 Station Mgr.....Harper Clark
 Chief Engineer.....Lawrence Vicknair

KNOE-TV—Monroe—1953

Channel: 8 VHF.. AP: 115 Kw.. VP: 230 Kw.
 Owned-Oper. By.....Noe Enterprises, Inc.
 Business AddressKNOE Drive
 Tel.: FA 2-8155.....ABC-CBS
 Station Representative...H-R Representatives
 Board Chair. & Owner.....James A. Noe, Sr.
 President.....James A. Noe, Jr.
 Vice-Pres., Gen. Mgr.....Paul H. Goldman
 V.P. Sales Mgr.....Bob Powell
 V.P. Operations Mgr.....Ansel Smith
 V.P. Dir. Engineering.....Ray Boyd
 V.P. Program Dir.....Harry Arthur
 Prom., Publicity Dir.....Guy Popham
 Film Manager.....Blanchard Reno

WWL-TV—New Orleans—1957

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned.....Loyola University
 Address.....1024 N. Rampart St.
 Tel.: EX 4444.....CBS
 Representative Katz
 General Manager.....Lawrence M. Carino
 Sales Manager.....Maurice A. Guillerman
 Program Director.....Robert I. Guy
 Promotion Mgr.....Robert B. Lyte
 Chief Engineer.....J. D. Bloom, Jr.

WVUE-TV—New Orleans—1959

Channel: 13 VHF.. AP: 55 Kw.. VP: 95 Kw.
 Owned-Oper. By.....New Orleans TV Corp.
 Business Address.....1422 Cleveland Ave.
 Tel.: JAcKson 5-9011.....ABC
 Representative Weed
 Pres., Gen. Mgr.....Joseph A. Paretti
 Comm. Mgr.....John H. Bone
 Co-ordinator.....D. G. Neher

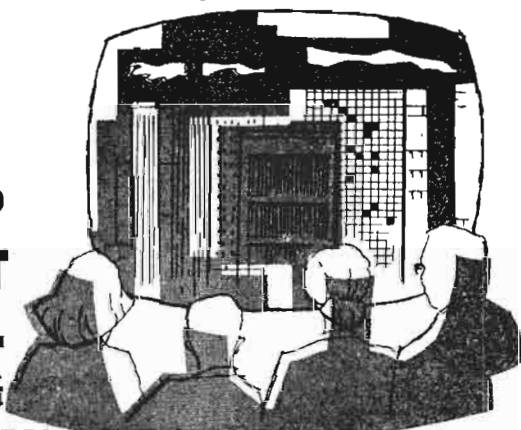
WJMR-TV—New Orleans—1953

Channel: 20 UHF.. AP: 108 Kw.. VP: 216 Kw.
 Owned-Oper. By.....Supreme Bcstg. Co. Inc.
 Business Address.....Jung Hotel
 Tel.: EX 3131.....ABC
 Representative Weed
 Pres. Chester F. Owens
 V.P., Mgr., Dir.....Geo. A. Mayoral

the **NEW**
WVUE

*Coverage of the Nation's
 twenty-third market*

- ★ **OWNERSHIP**
- ★ **MANAGEMENT**
- ★ **PERSONNEL**
- ★ **PROGRAMMING**



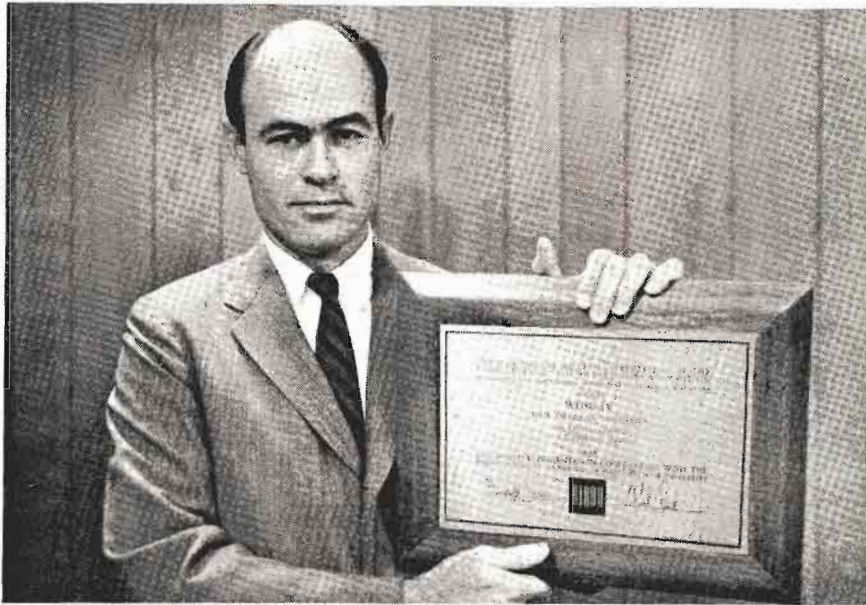
To Better Serve the **NEW ORLEANS** *Market*



Channel 13

OWNED AND OPERATED BY NEW ORLEANS TELEVISION CORPORATION
 REPRESENTED NATIONALLY BY: WEED TELEVISION CORPORATION

WDSU-TV Wins National Award for Editorials



(WDSU-TV News Director Bill Monroe receiving RTNDA award)

Editorials cited for integrity, good taste, courage

NEW ORLEANS—Among all television stations in the United States, WDSU-TV was awarded First Prize by the Radio and Television News Directors Association for editorializing by a TV station. The opinion of the judges was stated as follows: "Our first choice in the TV competition is WDSU-TV, New Orleans.

We were all enormously pleased by the editorials submitted. They were professional, they were important, they were concrete, they were done with good taste and integrity, and they indicated a basic courage on the part of station management."

WDSU-TV, according to station management, will continue to maintain an editorial policy dedicated to the progress and betterment of the area served.

In New Orleans

WDSU-TV

www.americanradiovision.com gives you the picture

LOUISIANA-MAINE

V.P., Secy.-Treas. Robert E Jeffers
 General Mgr. Mort Silverman
 Station Mgr. Dick Kepler

WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By. WDSU Bcastg. Corp.
 Business-Studio Address. 520 Royal St.
 Tel.: TU 4371. NBC
 Representative Blair
 President. Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr. Robert D. Swezey
 V.P., Comm. Mgr. A. Louis Read
 Sales Manager. Robert S. Schultis
 Program Director. Jerry Romig
 Film Dir. Elaine Phillips
 Prom., Pub. Dir. Marion Annenberg
 Chief Engineer. Lindsey Riddle

KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By. Shreveport Journal

Business Address Box 92
 Tel.: 4-8101. ABC-CBS
 Representative. Harrington, Richter, Parsons
 President. Douglas F. Attaway
 Gen. Mgr. Ben Beckham, Jr.
 Station Mgr. Winston B. Linam
 Comm. Mgr. Deane R. Flett
 Prom., Pub. Dir. Carol Vinson
 Chief Engineer. Morris C. Barten

KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By. KTBS, Inc.
 Address. 312 E. Kings Hwy.
 Tel.: 7-3644. NBC
 Representative Edward Petry
 Pres., Gen. Mgr. E. Newton Wray
 Station Manager Patrick J. White
 Commercial Manager Joe B. Foster
 Production Mgr. Don Moore
 Promotion Director. Dick Unterborn
 Film Manager Marvin Perry
 Chief Engineer. Claude R. Scott

Pop.: 1,009,000
 Families: 283,500
 Radio Homes: 273,000

MAINE

TV Homes: 248,000
 AM Stas. in State: 25
 TV Stas. in State: 6

WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.
 Owned-Oper. Community Telecasting Serv.
 Business Address. 55-57 State St.
 Tel.: 6446. ABC-CBS
 Reps. Hollingbery, Kettel-Carter
 President Horace Hildreth
 General Manager. Walter L. Dickson
 Commercial Mgr. Paul Quigg
 Station Manager. Richard B. Bronson
 Program Director. Leon H. Nelson
 Promotion Director. George Gonyar
 Film Manager. Ralph Libby
 Chief Engineer. Edward Winchester

WLBY-TV—Bangor—1954

Channel: 2 VHF..AP: 25.7..VP: 51.3 Kw.
 Owned-Operated By. WLBY Television Inc.
 Business Address. 7 Main St.
 Tel.: 2-4822 ABC-NBC
 Sta. Rep. Weed
 President. William H. Rines
 Asst. to President. E. B. Lyford
 General Mgr., Film Buyer. R. O. Marcoux
 Program Dir. James A. Robinson, Jr.
 Chief Engineer. John Wibby

**WMTW-TV—Poland Spring
 1954**

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.
 Owned-Oper. By. Mt. Washington TV Inc.

Business Address. 477 Congress St., Portland
 Tel.: Poland Sp. 3-5665. ABC
 Rep. Harrington, Richter & Parsons
 Pres. & Gen. Mgr. John W. Guider
 Asst. Gen. Mgr., Comm. Mgr. Rob. L. Maynard
 Prog., Prom. Dir., Adv. Mgr. Rob. M. Joyce
 Publicity Director. Richard Gove
 Film Dir. Brian Higgins
 Chief Engineer. Parker H. Vincent

WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
 Owned-Oper. By. Maine Radio & TV Co.
 Address 157 High Street
 Tel.: SP 2-0181. NBC
 Representative Weed
 President, Gen. Mgr. William H. Rines
 Station Manager. Jack S. Atwood
 Comm. Manager. Bruce McGorill
 Program Director. Burnell Poole, Jr.
 Promotion Director. Linwood T. Pitman
 Film Manager. George Bowler
 Advertising Mgr. Donald S. Powers
 Chief Engineer. Chas. Brown

WGAN-TV—Portland—1954

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By. Guy Gannett Bcastg. Services
 Business Address. 390 Congress St.
 Tel.: SP 2-4661. CBS
 Newspaper Affil. Gannett Publ. Co.
 Station Rep. Avery-Knodel; Foster & Creed
 President. Jean Gannett Williams

MAINE-MARYLAND

General Manager.....Creighton E. Gatchell
 Prog. Dir.....William G. Wadman
 Comm. Manager.....Richard E. Bates
 Sta. Manager.....Samuel G. Henderson
 Prom., Pub. Dir.....John M. Havey
 Chief Engineer.....Roger W. Hodgkins

Business Address.....489 Main St.
 Tel.: PO 9-2461.....ABC-CBS-NBC
 Station Rep.....Hollingbery; Kettell-Carter
 President.....Horace A. Hildreth
 Exec. V.P.....Walter Dickson
 Station Manager.....Stanley A. Lyons
 Commercial Manager.....Robert Gold
 Program Director.....Keith Fowles
 Film Manager.....Mrs. L. Joyce Gilbert
 Advertising Mgr.....Keith Stine
 Chief Engineer.....J. Richards

WAGM-TV—Presque Isle—1956

Channel: 8 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Oper. By.....Aroostook Bcstg. Corp.

Pop.: 3,140,000
 Families: 854,000
 Radio Homes: 816,000

MARYLAND

TV Homes: 780,000
 AM Stas. in State: 33
 TV Stas. in State: 4

WJZ-TV—Baltimore—1957

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Business Address.....Television Hill
 Tel.: MO 4-7600.....ABC
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 General Manager.....R. Earl Higgins
 Sales Manager.....Bob Newsham
 Prom. Mgr.....H. Taylor Vaden

Pub. Dir.....Tommy Dukehart
 Prog. Mgr.....Joel Chaseman
 Chief Engineer.....B. Wolfe

OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO, FORT WAYNE, IND.; WBZ-WBZA, BOSTON-SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.; KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA, PITTSBURGH, PA.; KDKA-TV, PITTSBURGH, PA.; WIND, CHICAGO, ILL.; WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTSBURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM, PORTLAND, ORE.

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Baltimore



*NIELSEN, Dec. '59
 ARB, Nov. '59

In
 Maryland
 Most
 People
 Watch
WMAR-TV
 Channel 2

SUNPAPERS
 TELEVISION



100 MICROVOLTS

MARYLAND-MASSACHUSETTS

WBAL-TV—Baltimore—1948

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....Hearst Corporation
 Business-Studio Address.....2610 N. Charles
 Tel.: HO 7-3000.....NBC
 Representative.....Edward Petry
 President.....Richard Berlin
 General Mgr.....Tony Provost
 Commercial Mgr.....Willis K. Freiart
 Station Mgr.....Brent O. Gunts
 Program Dir.....John Frankenfield
 Prom., Adv. Publicity Dir.....H. F. Hines
 Film Mgr.....George Mance
 Chief Engineer.....John Wilner

WMAR-TV—Baltimore—1947

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.

Business Address.....2 W. Redwood St.
 Tel.: MU 5-5670.....CBS
 Newspaper Affiliation...Baltimore Sunpapers
 Representative.....Katz
 General Manager.....E. K. Jett
 Commercial Manager.....E. A. Lang
 Promotion Director.....Anthony Picha
 Chief Engineer.....Carlton G. Nopper

WBOC-TV—Salisbury—1954

Channel: 16 UHF..AP: 8.4 Kw..VP: 15.8 Kw.
 Owned & Oper....Peninsula Broadcasting Co.
 Address.....Radio-TV, Park
 Tel.: PI 9-6131.....ABC-CBS
 Sta. Rep.....Headley-Reed
 President.....John W. Downing, Sr.
 Gen., Comm. Prom. Mgr.....Charles J. Truitt
 Program. Film Mgr.....John W. Downing, Jr.
 Chief Engineer.....Jack Ward

Pop.: 5,315,000

Families: 1,568,000

Radio Homes: 1,655,000

MASSACHUSETTS

TV Homes: 1,441,000

AM Stas. in State: 57

TV Stas. in State: 6

WBZ-TV—Boston—1948

Channel: 4 VHF..AP: 28.12 Kw..VP: 56.24 Kw.
 Owned-Oper By...Westinghouse B'casting Co.
 Address.....1170 Soldiers Field Rd.
 Tel.: AL 4-5670.....NBC
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 General Mgr.....J. E. Allen
 Sales Manager.....K. T. MacDonald
 Program Director.....H. B. Cahan
 Prom. Adv. Mgr.....W. B. Colvin
 Publicity Director.....Joe Ryan
 Film Manager.....R. Jenkins
 Chief Engineer.....W. H. Hauser
 OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO,
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-
 SPRINGFIELD, MASS.; KYW, CLEVELAND, O.; KYW-
 TV, CLEVELAND, O.; KEX, PORTLAND, ORE.; KDKA,
 PITTSBURGH, PA.; KDKA-TV, PITTSBURGH, PA.;
 WIND, CHICAGO, ILL.; KEX-FM, PORTLAND, ORE.

WHDH-TV—Boston—1957

Channel: 5 VHF..AP: 32.4 Kw..VP: 64.6 Kw.
 Owned.....WHDH, Inc.
 Address.....6 St. James Ave.
 Tel.: HANcock 6-5500.....ABC-CBS-NBC
 Newspaper Afil.....Herald, Traveler
 Representative.....Blair-TV
 President.....Robert B. Choate
 V.P., Man. Dir.....William B. McGrath
 V.P., Sales Dir.....Alexander M. Tanger
 Dir of TV.....Leslie G. Arries, Jr.
 Dir. Sales Prom.....Robert B. Cheyne
 Film Manager.....Joseph Levine
 Chief Engineer.....Philip K. Baldwin

WNAC-TV—Boston—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.

Owned-Oper. By.....RKO General
 Business-Studio Address....21 Brookline Ave.
 Tel.: CO 6-0800.....CBS
 Representative.....H-R
 President.....Norman Knight
 Exec. V.P.....George Steffy
 V.P., Sales.....Tom Bateson
 Nat. Sales Mgr.....Proctor Jones
 Promotion Dir.....George Hallberg
 Program Dir.....John D. Maloy
 Publicity Dir.....Phyllis Doherty
 Film Manager.....Guy Giampapa
 Chief Engineer.....B. Robinson

WWLP—Springfield—1953

Channel: 22 UHF..AP: 107 Kw..VP: 219 Kw.
 Owned By.....Springfield TV Bcstg. Corp.
 Business Address.....P.O. Box 2210
 Tel.: STATE 5-5311.....NBC
 Sta. Rep.....Hollingbery; Kettell-Carter
 Pres., Gen. Mgr.....William L. Putnam
 V.P., Program Dir.....Jerry Barnes
 Promotion Mgr.....Frank J. Doherty, Jr.
 Film Mgr.....Wallace Sawyer
 Chief Engineer.....Don Shaw

WHYN—Springfield—1953

Channel: 40 UHF..AP: 125 Kw..VP: 250 Kw.
 Owned-Oper. By...Hampden-Hampshire Corp.
 Business Address.....1300 Liberty St.
 Tel.: RE 4-1126.....ABC-CBS
 Representative.....Branham, Wheeler
 President.....William Dwight
 Gen., Sta. Manager.....Charles N. DeRose

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Boston

MASSACHUSETTS-MICHIGAN

Commercial, Adv. Mgr. Zack Land
 Asst. Mgr., Program Mgr. Murray Tesser
 Film Manager. Gerald Loughman
 Chief Engineer. Harold Schumacker

WWOR—Worcester—1953

Channel: 14 UHF..AP: 9.5 Kw...VP: 18.5 Kw.

Owned By.....Springfield TV Bcstg Co.
 Business Address..P. O. Box 2210, Springfield
 Tel.: SWIt 9-9800.....NBC
 Representative ..Hollingbery, Kettell-Carter
 Pres. & Gen. Mgr.....William L. Putnam
 Station Mgr.....Francis J. Doherty, Jr.
 Program Dir.....Jerry Barnes

Pop.: 8,246,000
 Families: 2,375,000
 Radio Homes: 2,368,000

MICHIGAN

TV Stas. in State: 15
 AM Stas. in State: 95
 TV Homes: 2,175,000

**WNEM-TV—Bay City-
 Saginaw—1954**

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....Gerity Bcstg. Co.
 Business Address...5700 Becker Rd., Saginaw
 Tel.: PL 5-8191; Saginaw.....NBC
 Newspaper Affiliation..Bay City Valley Farmer
 RepresentativePetry
 President, Gen. Mgr.....James Gerity, Jr.
 Commercial Mgr.....Jack Berry
 Station Mgr.....Thomas Matthews
 Program, Film Mgr.....Vince Collins
 Operations Dir.....Harold Stone
 Publicity Dir.....Thomas Sumner
 Chief Engineer.....Leo Heisel

WWTW—Cadillac—1953

Channel: 13 VHF..AP: 316 Kw...VP: 158 Kw.
 Owned-Oper. By.....Fetzer TV, Inc.
 Business Address.....417 N. Mitchell St.
 Tel.: PR 5-3478.....ABC-CBS
 Sta. Representative.....Avery-Knodel
 President.....John E. Fetzer
 Gen. Mgr.....Gene Ellerman
 Asst. Gen. Mgr.....Daryl Sebastian
 Prog. Dir.....Paul Hill
 Prom., Mdsq. Mgr.....John Wheat
 Chief EngineerGeorge A. Wilson

WTOM-TV—Cheboygan—1959

Channel: 4 VHF...AP: 11. Kw...VP: 21.3 Kw.
 Owned By.....Midwestern Bcstg. Co.
 Address.....P. O. Box 366
 Tel.: MA 7-5683.....ABC-NBC
 President.....Les Biederman
 Station Manager.....M. C. Mills
 Program Director.....James Peyton
 Film Manager.....Ed Coddington
 Chief Engineer.....William Kiker

**CKLW-TV—Detroit-Windsor
 1954**

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
 Owned-Oper...Western Ontario Brdcstng. Co.
 Business Address.....3300 Guardian Bldg.
 Tel.: WO 1-7200.....CBC

Rep.....All-Canada TV Ltd., Adam Young
 Pres., Gen. Manager.....J. E. Campeau
 Oper. Mgr., Prog. Dir.....S. C. Ritchie
 Comm. Mgr.....Norman Hawkins
 Prom., Pub. Dir.....Arthur Gloster
 Film Manager.....Arthur MacColl
 Dir. of Engineering.....Stewart Clark

WJBK-TV—Detroit—1948

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Storer Bcstg Co.
 Business Address7441 Second Blvd.
 Tel.: TR 3-7400.....CBS
 Newspaper Affiliation ...Miami Beach Sun
 RepresentativeKatz
 PresidentGeorge B. Storer
 V.P., Managing Dir.....Bill Michaels
 Program Mgr.....Ralph R. Rust
 Comm. Mgrs...K. T. McKenney, B. S. Buchanan
 Prom., Merch. Mgr.....Bob Edell
 Chief EngineerJoseph B. Haigh

WWJ-TV—Detroit—1947

Channel: 4 VHF..AP: 50.1 Kw...VP: 97.7 Kw.
 Owned-Operated By...Evening News Assoc.
 Business Address.....622 W. Lafayette
 Tel.: WO 2-2000.....NBC
 Newspaper AffiliationDetroit News
 Representative.Peters, Griffin, Woodward, Inc.
 President.....Warren S. Booth
 General Manager.....Edwin K. Wheeler
 Asst. General Manager.....Don DeGroot
 Station Mgr., Film Byr.....James Schiavone
 Business Manager.....Henry C. Rogers
 Natl. Sls. Mgr.....Ray W. Colie
 Local Sls. Mgr.....John A. Wales
 Prog. & Prod. ManagerIan Harrower
 Sales Prom. Manager.....Glenn Kyker
 Sls. Development Mgr....Frank Stellenkamp
 Gen. Eng. Manager.....E. J. Love

WXYZ-TV—Detroit—1958

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...American Broadcasting Co.
 Business Address.....20777 W. Ten Mile Rd.
 Tel.: KEnwood 4-7000.....ABC
 RepresentativeBlair-TV
 V.P.....John F. Pival

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Bay City, Detroit, Flint, Lansing

Sales Manager.....Ralph Dawson
 Program Director.....Peter Strand
 Merchandising Manager....Harold Christian
 Film Mgr.....Ken Sims
 Prom., Publicity Director.....Bud Kirvan
 Chief Engineer.....Charles Kocher

Program Dir.....Thomas B. Jones
 Film, Traffic Mgr.....Phillip E. Sherck
 Chief Engineer.....Carl Onken

WJRT—Flint—1958

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned By.....WJR, Goodwin Station, Inc.
 Business Address.....2302 Lapeer Road
 Tel.: CE 9-6611.....ABC
 Station Rep.....Harrington, Righter & Parsons
 President.....John F. Patt
 Exec. V.P., Gen. Mgr.....Worth Kramer
 Sta. Mgr.....A. Donovan Faust
 Program Director.....Franklin C. Mitchell
 Prom., Public. Dir.....Donn Shelton
 Film Mgr.....Francis Edwards
 Chief Engineer.....C. Jones

WLUC-TV—Marquette—1956

Channel: 6 VHF.. AP: 60 Kw.. VP: 100 Kw.
 Owned-Oper. By.....North Central Bcstg. Co.
 Address.....P.O. Box 546
 Newspaper Affiliation.....Mining Journal
 Tel.: GRanite 5-4161.....ABC-CBS-NBC
 Sta. Representative.....Hollingbery
 President.....Frank J. Russell, Jr.
 General Mgr.....John H. Borgen
 Program Dir.....Ted Hansen
 Promotion Dir.....Ruby Apostle
 Film Mgr.....Kenneth Borst
 Chief Engineer.....Mike Kirkas

WOOD-TV—Grand Rapids—1949

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned By.....Wood Bcstg., Inc.
 Address.....120 College S E
 Tel.: GLendale 9-4125.....ABC-NBC
 Representative.....Katz
 Pres., Gen. Mgr.....Willard Schroeder
 Sales Manager.....John S. Markward
 Business Mgr.....Leonard Bridge
 Promotion Director.....Clark Grant
 Publicity Director.....John Burpee
 Program, Film Mgr.....Robert Smith
 Chief Engineer.....Charles Robison

**WILX-TV—Onondaga-Lansing
 1959**

Channel: 10 VHF.. AP: 174 Kw.. VP: 316 Kw.
 Owned-Oper. By.....TV Corp, of Mich.
 Business Address.....Hotel Hayes, Jackson
 Tel.: STate 3-2621.....NBC
 Sta. Rep.....Venard, Rintoul, McConnell
 Pres., Gen. Mgr.....J. C. Pomeroy
 Gen. Sales Mgr.....Martin Gaiamo
 Promotion Manager.....L. B. Fishout
 Program Director.....David Froh
 Chief Engineer.....Donald Wright

WKZO-TV—Kalamazoo—1950

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By.....Fetzer Bcstg. Co.
 Address.....590 West Maple
 Tel.: FI 5-2101.....ABC-CBS
 Representative.....Avery-Knodel, Inc.
 President.....John E. Fetzer
 V.P., Managing Director.....Carl E. Lee
 Sales Manager.....Donald DeSmit
 Program Director.....Charles Lynch
 Promotion Director.....Willfred Hunt
 Film Mgr.....Mel Haavind
 Chief Engineer.....Arthur Covell

WKNX-TV—Saginaw—1953

Channel: 57 UHF.. AP: 207 Kw.. VP: 103 Kw.
 Owned-Operated By...Lake Huron Bcstg. Co.
 Address.....221 S. Wash. Ave.
 Tel.: PL 3-4471.....CBS
 Representative.....Gill-Perna, Inc.
 President, Gen. Mgr.....William J. Edwards
 V.P.....Hon. Alvin M. Bentley
 Station Manager.....Howard H. Wolfe
 Commercial Manager.....Robert M. Chandler
 Program Director.....Robert A. Oliver
 Chief Engineer.....Max W. Thomas

**WPBN-TV—Traverse City
 1954**

Channel: 7 VHF.. AP: 32.4 Kw.. VP: 53.7 Kw.
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Business Address.....Paul Bunyan Bldg.
 Tel.: WI 7-7675.....ABC-NBC
 Station Rep.....Venard, Rintoul & McConnell
 President, Gen. Mgr.....Les Biederman
 Station Mgr., Prog. Dir.....John Anderson
 Commercial Mgr.....R. E. Detwiler
 Chief Engineer.....William H. Kiker

WJIM-TV—Lansing—1950

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Gross Telecasting, Inc.
 Address.....2820 E. Saginaw
 Tel.: IV 2-1333.....ABC-CBS-NBC
 Representative.....Peters, Griffin, Woodward
 President.....Harold Gross
 Commercial Mgr.....Keith R. Oliver

Pop.: 3,350,000
 Families: 974,000
 Radio Homes: 955,000

MINNESOTA

TV Homes: 835,000
 AM Stas. in State: 61
 TV Stas. in State: 9

KCMT—Alexandria—1958

Channel: 7 VHF..AP: 13.2 Kw..VP: 26.6 Kw.
 Owned By.....Central Minn. TV Co.
 Business Address.....7th & Fillmore
 Tel.: RO 3-5166.....ABC-NBC
 Sta. Rep.....Avery-Knodel, Inc.
 President.....Joseph O. Perino
 Gen., Sta. Mgr.....Glenn W. Flint
 Comm. Mgr.....Gideon Klein
 Prog. Dir.....Ken Bechtel
 Chief Engineer.....K. Olson

KMMT—Austin—1953

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned By.....Minn.-Ia. TV Co.
 Business Address.....Hiway No. 105 S.
 Tel.: HE 3-8836.....ABC
 Representative.....Avery-Knodel, Inc.
 President.....R. J. McElroy
 General Manager.....Thomas L. Young
 Commercial Manager.....Don Jones
 Program Dir.....Stan Stydnicki
 Promotion Director.....Jan Adams
 Film Manager.....Dick Lane
 Chief Engineer.....Leo Chenier

KDAL-TV—Duluth-Superior 1954

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Red River Bcstg. Co., Inc.
 Business Address...Bradley Building
 Tel.: RA 2-2628.....ABC-CBS
 Representative.....Avery-Knodel
 General Manager.....Odin S. Ramsland
 Sales Manager.....John Grandy
 Chief Engineer.....Robert Deitman

WDSM-TV—Duluth-Superior 1954

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..Northwest Publications, Inc.
 Bus. Address.....230 E. Superior St., Duluth
 Tel.: RA 7-8484.....ABC-NBC
 News. Affil....Duluth Herald & News-Tribune
 Sta. Rep....Peters, Griffin, Woodward; Evans
 President.....Bernard H. Ridder
 General Mgr.....Clarence D. Tully
 Commercial Manager.....Carlo Anneke
 Program Dir.....Ed Conrad
 Promotion Director.....Martin Olson
 Chief Engineer.....George Carlson

WCCO-TV—Minneapolis—1949

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Midwest Radio-TV Inc.
 Bus.-Studio Address. Radio City—50 S. 9th St.
 Tel.: FE 8-0552.....CBS
 Newspaper Affiliation.....Star & Tribune Co.

Sta. Rep.....Peters, Griffin & Woodward
 President.....Robert B. Ridder
 Exec. V.P.....F. Van Konynenburg
 Comm. Mgr.....Robert N. Ekstrum
 Film Manager.....Harry C. Jones
 Prom., Pub. Director.....Tom Cousins
 Program Dir.....Gwen Harvey
 Chief Engineer.....John M. Sherman

KMSP-TV—Minneapolis-St. Paul—1955

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...United Television, Inc.
 Business Address.....180 Foshay Tower
 Tel.: FE 9-8811.....Independent
 Sta. Rep.....Young TV
 Pres., Gen. Mgr.....Donald Swartz
 Program Dir.....Joseph Carney
 Chief Engineer.....Gordon Benson

WTCN-TV—Minneapolis—1953

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Operated By...TLF Broadcasters., Inc.
 Business Address.....2925 Dean Blvd.
 Tel.: WALnut 7-8881.....ABC
 Representative.....Katz
 President.....Weston C. Pullen, Jr.
 V.P., General Mgr.....Phil Hoffman
 Sales Mgr.....Robert Fransen
 Station Mgr.....Arthur M. Swift
 Program Dir.....S. M. Rosenman
 Chief Engineer.....W. Fritze

KROC-TV—Rochester—1953

Channel: 10 VHF..AP: 120 Kw..VP: 240 Kw.
 Owned-Oper. By.....So. Minn. Bcstg. Co.
 Business Address.....100 - 1st Ave. Bldg.
 Tel.: AT 9-3924.....NBC
 Station Representative.....Meeker; Hyett
 President.....Mrs. Gregory P. Gentling
 General Manager.....G. David Gentling
 Station. Comm. Mgr.....Willard Lampman
 Prom., Pub. Director.....Walt Bruzek
 Prog. Dir., Film Manager.....Don Perry
 Chief Engineer.....Robert W. Cross

KSTP-TV—St. Paul- Minneapolis—1948

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Operated By.....KSTP, Inc.
 Bus., Trans. Lo.. 3415 University Ave., St. Paul
 Tel.: MI 5-2724.....NBC
 Representative.....Edward Petry
 President, Gen. Mgr.....Stanley E. Hubbard
 Exec. V.P. & Treas.....K. M. Hance
 National Sales Dir.....James E. Blake
 V.P. Chge. Sales.....Marvin L. Rosene
 Prom., Pub. Director.....William Davey

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Duluth, Minneapolis, St. Paul

Pop.: 2,380,000
Families: 590,000
Radio Homes: 573,000

MISSISSIPPI

TV Homes: 360,000
AM Stas. in State: 72
TV Stas. in State: 6

WCBI-TV—Columbus—1956

Channel: 4 VHF...AP: 18 Kw...VP: 20 Kw.
Owned-Oper. By.....Bernie Imes, Jr.
Business Address.....Highway 12 North
Tel.: FAirtax 8-5631.....ABC-CBS-NBC
Newspaper Affiliation.. Commercial Dispatch
Representative.....Everett-McKinney
President.....Birney Imes, Jr.
Gen., Prom. Mgr.....P. B. Hinman
Commercial Mgr.....Bill Whitfield
Program Director.....Jack Huffman
Promotion Dir.....Barbara Moore
Film Manager.....Edward Prescott
Chief Engineer.....Tom McFerrin

WDAM-TV—Hattiesburg 1958

Channel: 7 VHF...AP: 30.2 Kw...VP: 51.3 Kw.
Owned-Oper. By.....So. Miss. TV Co.
Business Address.....Box 1649
Tel.: JU 4-8441.....ABC-NBC
Sta. Representative.....Weed
President.....William S. Smylie
General Mgr.....Marvin Reuben
Comm. Mgr.....Jerry P. Keith
Program Director.....Dave L. Waite
Promotion Director.....Ray Curtis
Film Manager.....Charles Shade
Chief Engineer.....Clarence Vogel

WJTV—Jackson—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Capitol Broadcasting Co.
Business Address.....Box 8187
Tel.: FI 4-2512.....ABC-CBS
Newspaper Affil...Clarion Ledger; Daily News
Station Representative.....Katz
President.....T. M. Hederman, Jr.
General Manager.....L. M. Sepaugh
Station Manager.....Owens F. Alexander
Comm. Manager.....Bill Carlier
Program Director.....Ken Parks

Prom., Pub. Dir.....Sandy McMillan
Film Manager.....L. M. Sepaugh, Jr.
Chief Engineer.....C. A. Perkins

WLBT—Jackson—1953

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Address.....715 S. Jefferson
Tel.: FI 2-2691.....ABC-NBC
Representative.....Hollingbery
President.....P. K. Lutken
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Prom., Pub. Director.....Charles H. Allen
Film Manager.....Bruce Nicholson
Chief Engineer.....Bob Smathers

WTOK-TV—Meridian—1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Southern Television Corp.
Business Address.....Southern Bldg.
Tel.: 3-1441.....ABC-CBS-NBC
Representative.....Headly-Reed
President, Gen. Mgr.....Robert F. Wright
Sales Manager.....W. B. Crooks
Prog., Prom. Dir.....Cecil Germany
Film, Prod. Dir.....George Shannon
Operations Dir.....Bob Holland
Chief Engineer.....Joe Saxon

WTWV—Tupelo—1957

Channel: 9 VHF...AP: 13.6 Kw...VP: 27.2 Kw.
Owned-Oper. By.....WTWV, Inc.
Bus. Address.....Beech Springs Rd.; Box 163
Tel.: VI 2-7620.....NBC
Representative.....Jack Masla
Pres., Gen. Mgr., Ch. Eng.....Frank K. Spain
Comm., Adv. Mgr.....Charles H. Hicks, Jr.
Program Director.....William B. Landers
Prom., Pub. Dir.....Perrin Purvis
Opera. Superv.....Jimmie Steinberg
Film Manager.....Gerald D. Stamford

Pop.: 4,739,000
Families: 1,447,500
Radio Homes: 1,399,000

MISSOURI

TV Homes: 1,271,000
AM Stas. in State: 77
TV Stas. in State: 16

KFVS-TV—Cape Girardeau 1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
Tel.: ED 5-5511.....CBS
Station Representative.....Headley-Reed Co.
President.....Oscar C. Hirsch

Commercial Mgr.....Jack Ramey
Station Mgr.....Robert O. Hirsch
Program Dir.....Donald T. McNeely

KOMU-TV—Columbia—1953

Channel: 8 VHF...AP: 126 Kw...VP: 251 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Highway 63, South
Tel.: Gbson 2-1122.....ABC-NBC

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Cape Girardeau, Kansas City, St. Louis

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2 *video tape units*

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ice rink

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MR. JAMES GOLDSMITH *Director of Sales*
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RepresentativeH.R.
 Director of TV.....Edward C. Lambert
 Station Manager.....Glenn G. Griswold
 Commercial Manager.....John O. Conwell
 Program Director.....Monte Gurwit
 Promotion Director.....Lois Todd
 Film Manager.....Ron C. Hunt
 Chief Engineer.....William J. Reagan

KHQA-TV—Hannibal—1953

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Lee Broadcasting, Inc.
 Business Address.....WCU Bldg., Quincy, Ill.
 Tel.: BA 2-6200.....ABC-CBS
 Newspaper Affiliate.....Courier-Post
 Sta. Representative.....Branham
 President.....Lee P. Loomis
 Exec. V. Pres.....Herbert R. Ohrt
 Gen., Nat'l Sls. Mgr.....Walter Rothschild
 Admin. Asst.....Robert W. Eickmeyer
 Program Dir.....Tom Robey
 Promotion Director.....Dick Moore
 Film Manager.....Jean Eager
 Chief Engineer.....J. E. Gray

KRCG-TV—Jefferson City—1955

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Jefferson TV Co.
 Business Address.....Hills Farm
 Tel.: 6-6188.....ABC-CBS
 Newspaper Affiliation.....News Tribune
 Representative.....Blair TV Assoc.
 President.....William H. Weldon
 Gen., Film Mgr.....Robert Blosser
 Sales Mgr.....R. E. Maxwell
 Chief Engineer.....Edward Schuelein

KODE-TV—Joplin—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WSTV, Inc.
 Business Address.....1928 W 13th St.
 Tel.: MA 3-7260.....ABC-CBS
 Representative.....Avery Knodel
 President.....Jack N. Berkman
 General Manager.....Harry Burke
 Commercial Mgr.....D. T. Knight
 Prom., Pub. Dir.....William Harned
 Chief Engineer.....Jack Langford

KCMO-TV—Kansas City—1953

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.....Meredith Publishing Co.
 Business Address.....125 East 31st St.
 Tel.: JE 1-6789.....CBS
 Representative.....Katz
 General Manager.....E. K. Hartenbower
 Station Mgr.....S. B. Tremble
 Production Mgr.....Harry Francis
 Program Dir.....Kenneth W. Heady
 Prom., Pub. Director.....F. C. Strawn
 Film Manager.....T. R. Thompson
 Chief Engineer.....Karl Troeglen

KMBC-TV—Kansas City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....KMBC Bcstg. Co.
 Business Address.....11th & Central Streets

Tel.: HA 1-2650.....ABC
 Representative.Peters, Griffin, Woodward, Inc.
 President.....Donald Dwight Davis
 Exec. V.P., Gen. Mgr.....John T. Schilling
 V.P. & Sales Man.....George J. Higgins
 Station Mgr.....Mori Greiner
 Film Mgr.....Rose Marie Earp
 Promotion Director.....Joe Redmond
 Chief Engineer.....Henry Goldenberg

WDAF-TV—Kansas City—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By...Natl. Missouri TV Inc.
 Business Address.....Signal Hill
 Tel.: PL 3-4567.....NBC
 Representative..Harrington, Righter, & Parsons
 President.....Charles L. Glett
 V.P. General Manager.....William A. Bates
 Admin. Asst. to Gen. Mgr.....Jay Barrington
 Comm. Manager.....E. Manne Russo
 Program Director.....Bob Wormington
 Promotion Director.....Jud Woods
 Chief Engineer.....James Schmidt

KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw..VP: 16.4 Kw.
 Owned-Oper. By.....Cook Paint & Varnish Co.
 Business Address.....2100 W. Broadway
 Tel.: TAYlor 6-1651.....ABC
 Representative.....Pearson
 Gen., Sta. Mgr.....John Garner
 Chief Engineer.....Bob Klein

KTTS-TV—Springfield—1953

Channel: 10 VHF..AP: 190.55 Kw..VP: 316 Kw.
 Owned-Oper. By.....Independent Bcstg. Co.
 Business Address.....P.O. Box 1716 SSS
 Tel.: UNiversity 2-7474.....CBS
 Representative.....Weed
 President.....J. H. G. Cooper
 General Mgr.....G. Pearson Ward
 Sales Manager.....Jack Lloyd
 Program Director.....Kevin McAndrews
 Promotion Dir.....E. P. Thomas
 Film Manager.....Ted Tucker
 Chief Engineer.....William F. Curry

KYTV—Springfield—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Springfield Television Inc.
 Business Address.....999 W. Sunshine
 Tel.: University 6-2766.....NBC-ABC
 Representative.....Hollingbery
 Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam
 Co-Mgr., Prog. Dir.....Carl Fox
 Chief Engineer.....E. Dennis White

KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....220 TV, Inc.
 Address.....4935 Lindell Blvd.
 Tel.: Forest 7-7211.....Independent
 Representative.....Peters, Griffin, Woodward
 President.....Harold Koplal
 V.P., Dir. Sales.....James Goldsmith
 Film Mgr.....Jim Anians
 Adv., Publicity Dir.....James M. Henneberry
 Dir. of Engineering.....K. E. Hildebrand

MISSOURI-MONTANA

KFEQ-TV—St. Joseph—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... KFEQ Bcstg. Co.
Business Address... 40th & Faraon
Tel.: ADams 3-2528... ABC-CBS
Representative... Blair Assoc.
President... Jesse D. Fine
Gen., Sta. Mgr... Ted Nelson
Sales Manager... Carlton Schirmer
Prog. Dir., Film Mgr... Gene Milsteen
Chief Engineer... John Carroll

KMOX-TV—St. Louis—1958

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... CBS, Inc.
Business Address... 12th & Cole Sts.
Tel.: MAin 1-9100... CBS
Representative... CBS-TV Spot Sales
V.P., Gen. Mgr... Gene Wilkey
Sales Manager... Charles McAbee
Prog. Dir., Film Mgr... Leon Drew
Sales Prom., Adv. Mgr... Tom Stanton
Publicity Dir... Fred S. Heywood
Chief Engineer... Harry Harvey

KSD-TV—St. Louis—1947

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.

Owned-Oper. By... The Pulitzer Publishing Co.
Address... 1111 Olive St.
Tel.: MAin 1-111... NBC
Newspaper Affiliation... St. Louis Post-Dispatch
Representative... NBC Spot Sales
President... Joseph Pulitzer, Jr.
Gen., Sta. Mgr... Harold Grams
Commercial Mgr... Guy E. Yeldell
Film Mgr... Keith Gunther
Promotion Director... Fred J. Mueller
Chief Engineer... J. E. Risk

KTVI—St. Louis—1957

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned... Signal Hill Telecasting Corp.
Business Address... 5915 Berthold
Tel.: MI 7-3600... ABC
Newspaper Affiliation... Globe Democrat
Representative... Blair-TV
President... Harry Tenenbaum
V.P., Gen. Mgr... Joseph Bernard
Nat. Sales Mgr... Shaun Murphy
Operations Mgr... Francis W. Hunt
Production Dir... Jack Murdock
Prog. Dir... Frederick S. Buschmeyer
Promotion Director... Don B. Curran
Film Manager... William T. Cook
Chief Engineer... Richard Trompeter

Pop.: 740,000	MONTANA	TV Homes: 136,000
Families: 214,000		AM Stas. in State: 34
Radio Homes: 206,000		TV Stas. in State: 9

KGHL-TV—Billings—1958

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
Owned... Midland Empire Bcstg. Co.
Address... 214 N. 30th St.
Tel.: 2-4676... NBC
Station Representative... Devney
President... P. N. Fortin
General Manager... J. L. Robinson
Commercial Mgr... Robert McCann
Prog. Prom. Dir... Gertrude C. Kiichli
Chief Engineer... D. Jansma

KOOK-TV—Billings—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Montana Network
Business Address... P. O. Box 2557
Tel.: ALpine 2-5611... ABC-CBS
Station Representative... Hollingbery; Moore
Pres., Gen. Mgr... Joseph S. Sample
Station Manager... Ed Peiss
Comm. Manager... John Conner
Program Director... Cliff Ewing
Promotion Director... Conna G. May
Publicity Director... C. Randall Phlimp
Film Manager... George McKinnon
Chief Engineer... Grant French

KXLF-TV—Butte—1953

Channel: 4 VHF... AP: 29.5 Kw... VP: 56.2 Kw.

Owned-Oper. By... Television Montana
Business Address... Box 1956
Tel.: 2-9111... ABC-NBC-CBS
Sta. Reps... Hollingbery; Moore
Pres., Gen. Mgr... E. B. Craney
Station Manager... Jim Manning
Chief Engineer... Tom Jenkins

KXGN-TV—Glendive—1957

Channel: 5 VHF... AP: 2.5 Kw... VP: 5 Kw.
Owned by... Glendive Bcstg. Corp.
Address... 122 S. Merrill Ave.
Tel.: EMpire 5-3377... CBS
President... Lewis W. Moore
General Manager... Daniel C. Palen
Commercial Director... Bart Rockwell
Program Director... Adeline Schmidt
Film Director... Art Gehmert
Chief Engineer... Donald J. Powers

KFBB-TV—Great Falls—1953

Channel: 5 VHF... AP: 12.7 Kw... VP: 25.4 Kw.
Owned-Oper. By... KFBB Bcstg.
Business Address... Box 1139
Tel.: GL 3-4377... ABC-CBS-NBC
Station Representative... Hollingbery; Moore
Pres., Gen. Mgr... J. P. Wilkins
Comm., Sta. Manager... W. C. Blanchette
Program Director... Joe Wilkins, Jr.
Chief Engineer... Anthony Lopuch

MONTANA-NEBRASKA

KRTV—Great Falls—1958

Channel: 3 VHF..AP: 0.25 Kw..VP: 0.5 Kw.
 Owned By.....Snyder & Assoc.
 Business Address.....Box 1453
 Tel.: GL 2-2433.....NBC
 Sta. Rep.....Forjoe
 Pres., Gen., Sta. Mgr.....Dan Snyder
 Program, Prom. Dir.....Don Bradley
 Chief Engineer.....Jesse Waymire

KXLJ—Helena—1959

Channel: 12 VHF..AP: 486 Kw..VP: .973 Kw.
 Owned by.....Capital City Inc.
 Address.....2433 N. Montana
 Tel.: HI 2-6621.....ABC-CBS-NBC
 Sta. Representative.....Gill-Perna
 President, Gen. Mgr.....E. B. Craney
 Sales, Promotion Mgr.....Walter Marshall
 Station Mgr.....Barclay Craighead
 Program Director.....Robert E. Carroll

Chief Engineer.....Donald H. Hoffman

KULR—Kalispell—1957

Channel: 9 VHF..AP: 8.9 Kw..VP: 15.1 Kw.
 Owned By.....KGEZ-TV, Inc.
 Business Address.....Buffalo Hill
 Tel.: SK 6-5056.....CBS-NBC
 Representative.....Donald Cooke
 President.....Frank Reardon

KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 191 Kw..VP: .95 Kw.
 Owned-Oper. By.....Mosby's Inc.
 Business Address.....127 East Main St.
 Tel.: Lincoln 3-5188.....ABC-CBS-NBC
 Pres., Sta. Mgr.....A. J. Mosby
 Commercial Mgr.....Bob Young
 Program, Adv. Prom. Mgr.....Don Hayes
 Publicity Dir.....Nancy Anschitz
 Film Manager.....Mike Koetter
 Chief Engineer.....Amos Hargarve

Pop.: 1,592,000
 Families: 463,000
 Radio Homes: 453,000

NEBRASKA

TV Homes: 384,000
 AM Stas. in State: 35
 TV Stas. in State: 7

KHAS-TV—Hastings—1956

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Nebraska TV Corp.
 Business Address.....Box 476
 Tel.: 3-1321.....NBC-ABC
 Newspaper Affilia.....Daily Tribune
 Representative.....Weed
 President.....Fred A. Seaton
 General, Sta. Mgr.....Duane L. Watts
 Comm., Program Dir.....Robert E. Schnuelle
 Film Manager.....Paul Loebig
 Chief Engineer.....Duane Allison

Comm. Adv. Mgr.....Lester C. Rau
 Program Director.....Robert L. Johnson
 Prom. Dir.....Ken Johnson
 Publicity Dir.....Marie Stewart
 Production Dir.....Bill Hemke
 Film Manager.....Eli Modenstein
 Chief Engineer.....D. R. Taylor

KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.
 Owned-Oper. By.....Bi-States Co.
 Bus. Address.....414 East Ave., Holdrege, Nebr.
 Tel.: WY 5-5952.....ABC-CBS
 Representative.....Meeker
 President.....Wayne Brewster
 Station Manager.....Jack Gilbert
 Pub. Director.....Tom Nuss
 Dir. of Eng.....Bob Leterly

KNOP-TV—North Platte—1958

Channel: 2 VHF..AP: 15 Kw..VP: 25.9 Kw.
 Owned By.....North Platte TV Inc.
 Business Address.....Box 756
 Tel.: LEnnox 2-2222.....NBC
 Sta. Representative.....Holman
 President.....Rush Clarke
 Gen., Sta. Mgr.....Bob Riedy
 Operations Mgr.....Bob Van Neste
 Acting Mgr.....Bill Wood
 Chief Engineer.....John Seide

KOLN-TV—Lincoln—1943

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Cornhusker TV Corp.
 Address.....40th and W Sts.
 Tel.: 6-2367.....ABC-CBS
 Representative.....Avery-Knodel
 President.....John E. Fetzer
 V.P., General Mgr.....A. James Ebel

KETV—Omaha—1957

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....Herald Corp.
 Address.....27th & Douglas Sts.
 Tel.: HARney 7777.....ABC
 Newspaper Affil.....World-Herald
 Station Representative.....H-R Representatives
 President.....Ben H. Cowdery
 V.P., Gen. Mgr.....Eugene S. Thomas
 Commercial Manager.....Robert O. Paxson
 Program Director.....Ken James
 Prom., Pub. Dir.....Robert F. Coats

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Vice President & General Manager

Fred Ebener
Sales Manager

Represented by **BLAIR-TV, Inc.**

Film Manager.....Dewey Nelsen
Chief Engineer.....J. S. Petrik

KMTV—Omaha—1949

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....May Ecstg. Co.
Bus. Trans. Address.....2615 Farnam St.
Tel.: HA 3333.....NBC
President.....Edward W. May
Gen. Sta. Mgr.....Owen Saddler
Sales Manager.....Alden E. Swisher
Program Director.....Lew Jeffrey
Promotion Director.....Galen Lillethorup
Film Manager.....Ken Michaelsen
Pub. Dir.....Floyd Kalber
Merchandising Mgr.....Amos Eastridge
Chief Engineer.....R. J. Schroeder

WOW-TV—Omaha—1949

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Address.....1716 Locust St., Des Moines
Tel.: WE 3400.....CBS
Representative.....Blair TV
V.P., Gen. Manager.....Frank P. Fogarty
Sales Mgr.....Fred Ebener
Prog. Dir., Film Mgr.....Bill McBride
Prom., Pub. Dir.....Robert Seitzer
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn

FOR
TV NETWORK
PERSONNEL
SEE PAGE 747

FOR
REGIONAL NETS AND
GROUP OWNED STATIONS
SEE PAGE 673

Pop.: 296,000
Families: 98,900
Radio Homes: 88,000

NEVADA

TV Homes: 89,000
AM Stas. in State: 17
TV Stas. in State: 4

KLAS-TV—Las Vegas—1953

Channel: 8 VHF..AP: 27 Kw..VP: 55 Kw.
Owned-Oper. By...Las Vegas Television Inc.
Address.....P. O. Box 1230
Tel.: DU 2-6138.....CBS
Newspaper Affiliation.....Sun
President.....Herman M. Greenspun
General Manager.....Howard A. Kalmenson
Sales Mgr.....Richard N. Jacobson
Program Director.....Andre Beggerly
Film Director.....Eric A. Bock
Chief Engineer.....Hurschel C. McKenzie

KLRJ-TV—Las Vegas—1955

Channel: 2 VHF..AP: 6.3 Kw..VP: 12.2 Kw.
Owned-Oper. By...So. Nevada Radio-TV Co.
Bus. Address...4850 Henderson Hwy.: Box 550
Tel.: DU 2-1760.....NBC
Newspaper Affiliation.....Review-Journal
Representative.....Avery-Knodel
President.....Donald W. Reynolds
General Mgr.....William D. Stiles
Station Manager.....Mark Smith
Nat'l Sls. Mgr.....Allen W. Dunn
Managing Director.....A. E. Cahlan
Chief Engineer.....David Rogers

KSHO-TV—Las Vegas—1956

Channel: 13 VHF..AP: 5.5 Kw..VP: 11 Kw.
Owned-Oper.....TV Co. of Amer., Inc.
Business Address.....El Rancho Vegas Hotel
Tel.: DU 2-8010.....ABC
Representative.....ForJoe
President.....Mervyn Adelsen
General Mgr.....Alex Gold
Commercial Mgr.....Walter Shull
Opera., Program Dir.....Ted McKinstry
Promotion Dir.....Bob Austin
Chief Engineer.....Al Mehner

KOLO-TV—Reno—1953

Channel: 8 VHF..AP: 83 Kw..VP: 166 Kw.
Owned-Oper.....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Tel.: FA 3-0721.....ABC-CBS-NBC
Sta. Representative.....Headley-Reed
President.....Donald W. Reynolds
General Manager.....Lee D. Hirshland
Commercial Mgr.....Bob Lake
Program Dir.....Jere Laird
Prom. Mgr.....Helen Busscher
Film Mgr.....Hugh Sangster
Adv. Mgr.....Don S. Thompson
Chief Engineer.....Tom Hughes

Pop.: 654,000
Families: 187,900
Radio Homes: 184,000

NEW HAMPSHIRE

TV Homes: 169,000
AM Stas. in State: 18
TV Stas. in State: 1

WMUR-TV—Manchester—1953

Channel: 9 VHF..AP: 155 Kw..VP: 282 Kw.
Owned-Oper. By...United TV Co. of N. H.
Business Address.....1819 Elm St.
Tel.: NAtional 3-8061.....ABC

Sta. Representative.....WRED-TV
President.....Richard Eaton
Station Mgr.....David O'Shea
Prog. Dir.....Ray Harris
Chief Engineer.....Ralph U. Nadeau

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2. Open End
3. Day Watch
4. Mike Wallace
5. David Susskind
6. Alexander King
7. Bishop Sheen

DISTINGUISHED



TV RADIO MIRROR GOLD MEDAL AWARD
the best over all television programming, Atlantic States

THE SYLVANIA AWARD
The Play of the Week

THREE "EMMY" AWARDS
most outstanding live program
most outstanding male personality
special station achievement

NEW YORK NEWSPAPER GUILD
PAGE ONE CITATION
imaginative and stimulating live programming

WNTA/TV channel 13 Serving the New York Metropolitan Area

A Subsidiary of National Theaters & Television, Inc.

LEADER IN QUALITY TELEVISION

Pop.: 6,008,000
Families: 1,895,000
Radio Homes: 1,859,000

NEW JERSEY

TV Homes: 1,739,000
AM Stas. in State: 26
TV Stas. in State: 1

WNTA-TV—Newark—1958

Channel: 13 VHF...AP: 89 Kw...VP: 158 Kw.
Owned-Oper. By....National Telefilm Assoc.
Business Address.....1020 Broad Street
Tel.: BA 7-3260.....NTA
Sta. Representative.....Young TV

Gen. Sls. Mgr.....Donald J. Quinn
Program Dir.....Douglas Rodgers
Film Manager.....Joseph Thomas
Adv. Mgr.....Bob Harris
Publicity Dir.....Phil Cowan
Chief Engineer.....Henry L. Dabrowski

Pop.: 925,000
Families: 252,000
Radio Homes: 243,000

NEW MEXICO

TV Homes: 182,000
AM Stas. in State: 43
TV Stas. in State: 6

KGGM-TV—Albuquerque—1953

Channel: 13 VHF...AP: 44.6 Kw...VP: 89.1 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Bus. Address.....1414 Coal Ave. S. W.
Tel.: CH 3-2285.....CBS
Representative.....Branham
Pres., Gen., Sta. Mgr. A. R. Hebenstreit
Comm. Adv. Mgr.....Ralph C. Rhoads
Prom. Dir.....Jim Laramore
Program. Publicity Dir.....Robert Van Driel
Film Manager.....Stretch Scherer
Chief Engineer.....Leonard F. Dodds

KAVE-TV—Carlsbad—1956

Channel: 6 VHF...AP: 5 Kw...VP: 10.7 Kw.
Owned-Oper. By..Voice of the Caverns, Inc.
Address.....2907 W. Church St.
Tel.: TUxedo 5-4101.....CBS
Representative.....Branham
President.....Edward Talbot
Gen., Comm. Mgr.....Tom Wiseheart
Program Director.....Neal Jones
Promotion Director.....Glenda Hargis
Publicity Director.....Marjorie Winfield
Film Manager.....Calvin Waters
Chief Engineer.....Samford Brown

KOAT-TV—Albuquerque—1953

Channel: 7 VHF...AP: 43.5 Kw...VP: 87.1 Kw.
Owned-Oper. By.....Alvarado TV Co.
Business Address.....122 S.E. Tulame Dr.
Tel.: ALpine 5-8716.....ABC
President, Gen. Mgr.....Clinton D. McKinnon
Gen., Sta. Mgr.....Max A. Sklower
Prom., Publicity Dir.....Evan F. Mahaney
Film Manager.....M.s. Evelene Wills
Chief Engineer.....James Sharman

KVER-TV—Clovis—1956

Channel: 12 VHF...AP: 16.2 Kw...VP: 30.2 Kw.
Owned-Oper. By.....Tex., N. Mex. Bcstg. Co.
Business Address.....1000 Sycamore St.
Tel.: PO 3-5511.....CBS
Station Representative.....Branham
President.....Frank Lesley
Gen., Sta. Mgr.....J. H. Morris
Commercial Manager.....Jim Wilkes
Film Manager.....Jim Martin
Chief Engineer.....M. S. O'Dell

KOB-TV—Albuquerque—1948

Channel: 4 VHF...AP: 13.5 Kw...VP: 27 Kw.
Owned-Oper. By.....KSTP, Inc.
Bus. Studio Address...1430 Coal Ave., S. W.
Tel.: CH 3-4411.....NBC
Representative.....Petry
Pres.....Stanley Hubbard
General Manager.....George S. Johnson
Commercial Manager....Robert D. Williams
Opera., Dir., Film Mgr.....Jerry Danziger
Prom., Pub. Dir.....Earl Ferson
Chief Engineer.....Fern Bibeau

KSWs-TV—Roswell—1953

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1717 W. Second St.
Tel.: MA 2-6450.....ABC-CBS-NBC
Representative.....Meeker, Melville
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Ch. Eng.....J. L. Reilly

Pop.: 17,390,000
Families: 5,495,000
Radio Homes: 5,370,000

NEW YORK

TV Homes: 4,990,000
AM Stas. in State: 131
TV Stas. in State: 22

WAST—Albany—1953

Channel: 13 VHF..AP: 76.5 Kw...VP: 152 Kw.
Owned-Operated By...Van Curler Bcstg. Corp.
Business Address 15 N. Pearl St.
Tel.: HO 5-5291.....ABC
Sta. Rep.....H-R
President S. H. Fabian
General Mgr.....William A. Riple
Asst. to Gen. Mgr.....E. David Rosen
Commercial Mgr.....Dom Tovino
Program Dir.....Fred Shavor
Prom. Mgr.....Michael S. Artist
Film Mgr.....Joel Levy
Chief Engineer.....Elmer C. Snow

WTEN—Albany—1953

Channel: 10 VHF..AP: 72.5 Kw...VP: 145 Kw.
Owned-Oper. By.....Capital Cities TV Corp.
Business Address.....Box 10
Tel.: 3-2225.....CBS
Station Representative.....Blair
President.....Frank M. Smith
General. Sta. Mgr.....Thomas S. Murphy
Comm. Adv. Mgr.....William J. Lewis
Program Dir.....Charles Pogan
Prom., Publicity Dir.....Phil Beuth
Film Manager.....Gene Collins
Chief Engineer.....Len Lavendol
OWNERS OF: WROW, ALBANY, N. Y.; WPRO-TV,
AM, PROVIDENCE, R. I., WTVD, RALEIGH-DURHAM,
N. C.

WINR-TV—Binghamton—1957

Channel: 40 UHF..AP: 535 Kw...VP: 1070 Kw.
Owned.....Binghamton Press Co.
Business Address.....70 Henry St.
Tel.: RAYmond 3-8251.....ABC-CBS-NBC
Station Representative.....Everett-McKinney
General Manager.....David F. Milligan
Program Director.....Shirley Ricciardelli
Chief Engineer.....G. Ricciardelli

WNBF-TV—Binghamton—1949

Channel: 12 VHF..AP: 83 Kw...VP: 166 Kw.
Owned Oper. By...Triangle Publications, Inc.
Business Address.....Sheraton-Inn
Tel.: RAYmond 3-7311.....ABC-CBS
Newspaper Affil. Phila. Inquirer; Phila. D. News
Representative.....Blair TV, Inc.
General Manager.....George R. Dunham
Sales Mgr.....Edward M. Scala
Merchandise Mgr.....Ruth Hider
Film Manager.....Betty Edwards
Chief Engineer.....Lamar Cox

WBEN-TV—Buffalo—1948

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.

Owned-Oper. By.....WBEN, Inc.
Address.....2077 Elmwood Ave.
Tel.: MO 0930.....CBS
Newspaper Affiliation.....Evening News
Sta. Rep.....Harrington, Righter, Parsons
President.....Alfred H. Kirchhofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeflner
Film Director.....Quintin P. Renner
Program Director.....Frederick W. Keller
Chief Engineer.....Ralph J. Kingsley

WGR-TV—Buffalo—1954

Channel: 2 VHF...AP: 66 Kw...VP: 100 Kw.
Owned.....Transcontinent TV Corp.
Business Address.....184 Barton St.
Tel.: Su 7115.....NBC
Representative.....Peters, Griffin, Woodward
President.....David C. Moore
Asst. Gen. Mgr.....William P. Dix, Jr.
Sta. Mgr.....Van Beuren W. DeVries
Comm. Mgr.....G. Paschall Swift
Program Dir.....Paul Sciandra
Chief Engineer.....R. M. Eames

WKBW-TV—Buffalo—1958

Channel: 7 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Operated By.....WKBW-TV, Inc.
Business Address.....1420 Main St.
Tel.: GARfield 0770.....ABC
Sta. Rep.....Avery-Knodel
Pres., Gen. Mgr.....Dr. Clinton H. Churchill
Station Manager.....John H. Norton, Jr.
Commercial Mgr.....Thomas E. Martin
Program, Film Mgr.....Labe B. Mell
Chief Engineer.....Floyd A. Timberlake

WCNY-TV—Carthage—1954

Channel: 7 VHF..AP: 95.5 Kw...VP: 178 Kw.
Owned-Oper. By...The Brockway Company
Bus. Address...P. O. Box 211, Watertown, N. Y.
Tel.: SU 2-1800.....ABC-CBS
Newspaper Affil.....Watertown Daily Times
Representative.....Weed
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Commercial Manager.....Alfred M. Tauroney
Prog., Director.....David M. Graves
Film Manager.....John A. LaLiberte
Chief Engineer.....Michael R. Yonkovic

WABC-TV—New York—1948

Channel: 7 VHF..AP: 55 Kw..VP: 110 Kw.
 Owned By..American Bcstg.-Para. Theas Inc.
 Business Address.....7 W. 66th St.
 Tel.: SU 7-5000.....ABC
 Representative.....Blair TV
 V.P., General Mgr.....Joseph Stampler
 General Sales Mgr.....James E. Szabo
 Nat. Sales Mgr.....Bill Scharton
 Adv. Prom. Dir.....Murry Salberg
 Program Dir.....Al Hollander
 Dir., Res. & Sls. Dev.....Lawrence Pollock
 Publicity Director.....Les Dinoff
 Film Dir.....T. Kako
 Chief Engineer.....G. Edward Hamilton

WCBS-TV—New York—1941

Channel: 2 VHF..AP: 21 Kw..VP: 42 Kw.
 Owned-Oper.....Columbia Bcstg. System Inc.
 Business Address.....485 Madison Ave.
 Tel.: PL 1-2345.....CBS
 Representative.....CBS TV Spot Sales
 President (CBS Inc.).....Frank Stanton
 Pres. (CBS TV Stations Div.)...Merle S. Jones
 V. P. Station Div.....Craig Lawrence
 V. P. in Chg. Station.....Frank Shakespeare
 General Sales Mgr.....Norman Walt Jr.
 Program Director.....Dan Gallagher
 Prom., Adv. Dir.....Robert H. Van Roo
 Film Dept. Manager.....William C. Lacey
 Operations Mgr.....Marion Lonsberry
 Chief Engineer.....Robert G. Thompson

WNEW-TV—New York—1944

Channel: 5 VHF..AP: 18.6 Kw..VP: 37.1 Kw.
 Owned-Oper. By...Metropolitan Bcstg. Corp.
 Business Address.....205 E. 67th St.
 Tel.: LE 5-1000.....Independent
 Representative.....Weed
 President.....John W. Kluge
 V.P., General Mgr.....Bennet H. Korn
 Program Dir.....Jack Lynn
 Adv., Prom. Dir.....Hal Cranton
 Chief Engineer.....William Kelly

WOR-TV—New York—1949

Channel: 9 VHF..AP: 65 Kw..VP: 130 Kw.
 Owned-Oper. By.....RKO General
 Business Address.....1440 Broadway
 Tel.: LO 4-8000.....Independent
 Station Representative.....H-R
 President.....Thomas F. O'Neill
 General Manager.....Robert J. Leder
 V.P., Program Director.....Robert S. Smith
 V.P., Commercial Mgr.....Bert Lambert
 Prom., Adv. Mgr.....Robert B. Beusse
 Film Manager.....Tom Reynolds
 Publicity Dir.....Milton Robertson
 Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....WPIX, Inc.

Address.....220 E. 42nd St.
 Tel.: MU 2-6500.....Independent
 News. Affil...N. Y. Dly. News; Chicago Trib.
 Representative.Peters, Griffin, Woodward, Inc.
 V.P., Gen. Mgr.....Fred M. Thrower
 V.P. in Chg. Sales.....J. A. Patterson
 V.P. Operations.....L. J. Pope
 V. P. in Chg. Engineers.....Otis Freeman
 Prog. Sls. Mgr.....Blaney Harris
 Promotion Manager.....F. X. Tuoti
 Live Program Manager.....W. D. Engels
 Film Manager.....W. Cooper
 Sales. Bus. Mgr.....T. P. Robinson

WRCA-TV—New York—1941

Channel: 4 VHF..AP: 14.8 Kw..VP: 30.2 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....30 Rockefeller Plaza
 Tel.: CI 7-8300.....NBC
 Representative.....NBC Spot Sales Dept.
 V.P., General Mgr.....William Davidson
 Station Mgr.....Max E. Buck
 Commercial Manager.....Jay Heitin
 Production Superv.....Michael Gargiulo
 Program Mgr.....Alvin H. Perlmutter
 Program Director.....Ben Hudelson
 Sales Prom. Mgr.....William Thompson
 Publicity Dir.....Al Slep

WPTZ-TV—Plattsburgh—1954

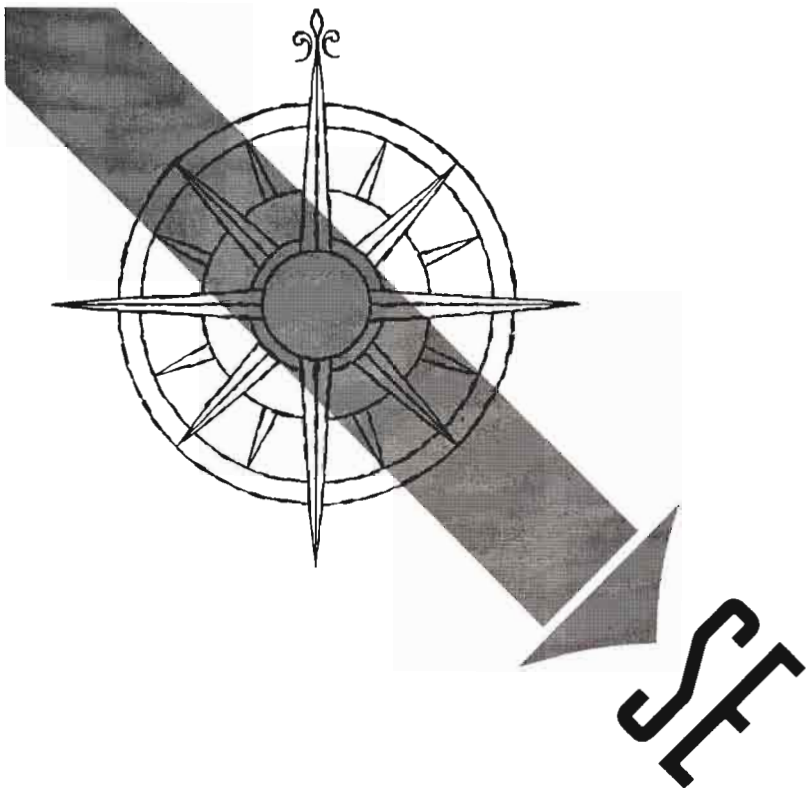
Channel: 5 VHF..AP: 12 Kw..VP: 20 Kw.
 Owned-Oper. By.....Rollins Telecasting Inc.
 Business Address.....357 Cornelia St.
 Tel.: JO. 1-5555.....ABC-NBC
 Station Representative.....Blair; McDermott
 President.....O. Wayne Rollins
 V.P., Gen. Mgr.....George BarenBregge
 Commercial Manager.....Lincoln A. Mayo
 Prog. Dir.....Al Cahill
 Film Manager.....Ray Werlinger
 Advertising Mgr.....Tim Crow
 Publicity Director.....Dick Ford
 Chief Engineer.....Joseph Missick

WHEC-TV—Rochester—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WHEC, Inc.
 Business Address.....191 East Ave.
 Tel.: BA 5-3050.....ABC-CBS
 Newspaper Affili.....Gannett Co.
 Representative.....Everett-McKinney
 President.....Paul Miller
 V.P., General Mgr.....Lowell MacMillan
 Comm. Manager.....LeMoine C. Wheeler
 Program, Film Mgr.....William J. Adams
 Publicity Dir.....Dorothy Cotton
 Chief Engineer.....Howard B. Movatt

WROC-TV—Rochester—1949

Channel: 5 VHF.....AP: 100 Kw., VP: 50 Kw.
 Owned-Oper. By...Transcontinental TV Corp.
 Business Address.....201 Humboldt St.
 Tel.: BU 8-8400.....ABC-NBC
 Station Rep.....Edward Petry
 President.....David C. Moore



**CHARLOTTE-WBTV RULES ABSOLUTE
AS FIRST TELEVISION MARKET
IN ENTIRE SOUTHEAST
AS MEASURED BY N.C.S. # 3**

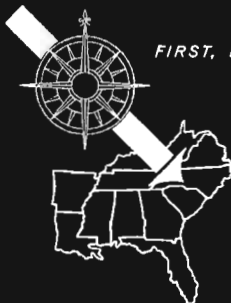
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

COMPARE THESE SOUTHEAST MARKETS!

WBTV-Charlotte	632,070
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	442,690
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680



*FIRST, BIGGEST STEP
TO TV COVERAGE
IN THE
SOUTHEAST*



JEFFERSON STANDARD
BROADCASTING COMPANY

NEW YORK-NORTH CAROLINA

Station Mgr. Gunnar O. Wiig
 Sales Manager John W. Kennedy, Jr.
 Prod. Mgr. Herman Pease
 Program, Film Mgr. Paul M. Sciandra
 Advertising Mgr. L. Walton Smith
 Engineering Dir. George Driscoll

WVET-TV—Rochester—1953

Channel: 10 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned-Oper. By Veterans Bcstg. Co., Inc.
 Address 17 Clinton Ave. S.
 Tel.: HAmilton 6-4820 ABC-CBS
 Representative Bolling
 Pres., Gen. Mgr. Ervin F. Lyke
 Comm. Manager Arthur Murrellwright
 Program Director F. Chase Taylor
 Publicity Director Bill Schubert
 Chief Engineer Raymond Jobs

WRGB—Schenectady—1939

Channel: 6 VHF . AP: 47 Kw. . VP: 93 Kw.
 Owned-Oper. By General Electric Co.
 Business-Studio Address 1400 Balltown Rd.
 Tel.: FR 7-2261 NBC
 Representative NBC Spot Sales
 President Robert Paxton
 Gen. Mgr. J. Milton Lang
 Operations Mgr. Merl L. Galusha
 Marketing Mgr. Robert F. Reid
 Sales Manager George F. Spring
 Program Dir. Donn Chown
 Promotion Mgr. Arthur R. Garland

WHEN-TV—Syracuse—1948

Channel: 8 VHF . AP: 190 Kw. . VP: 316 Kw.
 Owned-Oper. By Meredith Syracuse TV Corp.
 Address 101 Court St.

Tel.: GR 4-8511 CBS
 Representative Katz
 President E. T. Meredith, Jr.
 General Mgr. Paul Adanti
 Comm. Manager Frederick R. Menzies
 Prog. Dir., Film Mgr. Gordon Alderman
 Prom., Adv., Publicity Dir. Bob Peel
 Chief Engineer Albert Chismark

WSYR-TV—Syracuse—1950

Channel: 3 VHF . AP: 50 Kw. . VP: 100 Kw.
 Owned-Oper. By Central Bcstg. Corp.
 Business Address 1030 James St.
 Tel.: GRAnite 4-3911 NBC
 News. Affil. . Post & Standard, Herald-Journal
 Representative Harrington-Righter-Parsons
 Pres., Gen. Mgr. E. R. Vadeboncoeur
 Comm. Manager William R. Alford, Jr.
 Station Mgr. William V. Rothrum
 Program Dir. James McDonald
 Prom., Pub. Director Louis Switzer
 Film Manager Francis Procopio
 Chief Engineer Albert Echolzer

WKTV—Utica—1949

Channel: 2 VHF . AP: 17.35 Kw. . VP: 34.7 Kw.
 Owned-Oper. By Mid-N.Y. Bcstg. Corp.
 Business Address P.O. Box 386
 Tel.: RE 3-0404 ABC-CBS-NBC
 Sta. Representative H.R.
 President, Gen. Mgr. Gordon Gray
 Sales Mgr. David D. Kuyk
 Program Dir. Daniel German
 Prom., Merch. Dir. Stephen Purcell
 Publicity, Adv. Mgr. Ruth Schlanger
 Film Manager Frank Guzzetti
 Chief Engineer De Forest T. Layton, Jr.

Pop.: 4,810,000
 Families: 1,282,000
 Radio Homes: 1,331,000

NORTH CAROLINA

TV Homes: 991,000
 AM Stas. in State: 139
 TV Stas. in State: 11

WISE-TV—Asheville—1953

Channel: 82 UHF . AP: 12 Kw. . VP: 24 Kw.
 Owned-Operated By WISE-TV, Inc.
 Address 92 Haywood St.
 Tel.: AL 3-5381 NBC-CBS
 Station Representative Broadcast Time Sales
 President, Gen. Mgr. Harold H. Thoms
 Program Dir. Hugh McMillan
 Chief Engineer John Randolph

WLOS-TV—Asheville—1954

Channel: 13 VHF . AP: 85 Kw. . VP: 170 Kw.
 Owned-Oper. By Skyway Broadcasting Co.
 Business Address 288 Macon Avenue
 Tel.: AL 4-4321 ABC
 Station Representative PGW; Ayers
 V. P. Gen., Sta. Mgr. Theodore A. Eiland
 V. P. Sales Mgr. Saul Rosenzweig
 Program, Prod. Dir. Ash Dawes

Prom., Publicity Dir. Bill Ellis
 Chief Engineer George Sprague

WBTV—Charlotte—1949

Channel: 3 VHF . AP: 60 Kw. . VP: 100 Kw.
 Owned-Oper. By Jefferson Standard Bcstg. Co.
 Business Address 1 Jefferson Pl.
 Tel.: ED 3-8833 CBS
 Representative CBS TV Spot Sales
 President Joseph M. Bryan
 Exec. V.P., Gen. Mgr. Charles H. Crutchfield
 V.P., Managing Dir. Kenneth I. Tredwell, Jr.
 V.P. Dir. of Engineering Thomas Howard
 V.P.: Prom. Research J. Robert Covington
 Nat. Sales Mgr. Thomas Cookerly
 Comm. Mgr. Wallace J. Jorgenson
 Promotion Mgr. John Dillon
 Program Superv. J. Nathan Tucker
 Film Mgr. Charles Lineberger
 Publicity Dir. Larry M. Harding

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Asheville, Charlotte

NORTH CAROLINA

WSOC-TV—Charlotte—1957

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned.....Carolina Bcstg. Co.
Business Address.....Box 2535
Tel.: FR 6-8401.....ABC-NBC
Newspaper Affiliation.....Cox Newspapers
Station Representative.....H-R Reprs.; F-J
President.....J. Leonard Rainsch
General Sta. Mgr.....Larry Walker
Commercial Mgr.....C. George Henderson
Program Dir.....Sterling W. Wright
Prom., Adv. Publicity Dir.....W. M. Scruggs, Jr.
Film Manager.....Hall Houpe
Chief Engineer.....L. L. Caudle

WTVD—Durham—1954

Channel: 11 VHF..AP: 170 Kw..VP: 316 Kw.
Owned-Oper.....Capital Cities TV Corp.
Business Address.....1750 Newton Rd.
Tel.: 2-2111.....ABC-CBS
Representative.....Petry
President.....F. M. Smith
General Mgr.....Harmon L. Duncan
Comm. Manager.....Mike Thompson
Program Director.....Ernie Greup
Prom., Pub. Dir.....Ken Corbitt
Film Mgr.....Jack Preddy
Chief Engineer.....Roy Fullen
OWNERS OF: WTEN-TV, WROW, BOTH ALBANY,
N. Y.; WPRO-TV, AM, PROVIDENCE, R. I.

WFMY-TV—Greensboro—1949

Channel: 2 VHF..AP: 100 Kw..VP: 100 Kw.
Owned-Operated By.....Greensboro News Co.
Business Address.....Phillips Ave. at White St.
Tel.: BR 2-0114.....ABC-CBS
News. Affil.....News, Record
Representative.....Harrington, Righter & Parsons
President.....E. B. Jeffress
General Manager.....Gaines Kelley
Commercial Manager.....E. A. Hassett
Prog., Pub. Dir.....Gomer R. Lesch
Chief Engineer.....Doyle D. Thompson

WNCT—Greenville—1953

Channel: 9 VHF..AP: 316 Kw..VP: 158 Kw.
Owned-Oper. By.....Carolina Bcstg. System Inc.
Business Address.....S. Evans St. Ext.; Box 898
Tel.: PL 2-6181.....ABC-CBS
Representative.....Hollingbery
President.....Earl McD. Westbrook
General Manager.....A. Hartwell Campbell
Station, Program Dir.....Hank Tribbley
Comm. Manager.....John G. Clark, Jr.
Prom., Pub. Manager.....Dave Mosier
Production Manager.....Mac Nicholson
Chief Engineer.....Heber Adams

WRAL-TV—Raleigh—1956

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Capitol Bcstg. Co., Inc.
Business Address.....2619 Western Blvd.
Tel.: VAnce 8-2511.....ABC-NBC
Representative.....H-R
President.....A. J. Fletcher
V.P., Gen. Mgr.....Fred Fletcher
Commercial Manager.....Fletcher Turner
Prog. Dir.....George Hall
Film Mgr.....James Riddle
Prom., Pub. Dir.....David Witherspoon
Chief Engineer.....Virgil Duncan

WITN—Washington—1955

Channel: 7 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By.....North Carolina TV, Inc.
Business Address.....P.O. Box 468
Tel.: WH 6-3131.....NBC
Station Representative.....Headley-Reed; Ayers
Pres., Gen. Sta. Mgr.....W. R. Roberson, Jr.
Exec. V.P.....T. H. Patterson
Sales Manager.....G. Earle Broome
Opera., Film Mgr.....Hal Wilson
Promotion Director.....Peggy J. Cooper
Production Mgr.....Bob McCoy
Chief Engineer.....Harvey Mason

WECT—Wilmington—1954

Channel: 6 VHF..AP: 62 Kw..VP: 100 Kw.
Owned-Oper. By.....Atlantic Telecasting Corp.
Address.....205 W. Shipyard Blvd.
Tel.: RO 3-4666.....ABC-CBS-NBC
Station Representative.....Weed; Ayers
President.....Dan. D. Cameron
General, Comm. Mgr.....Claud O'Shields
Program Dir.....Wayne Jackson
Film Manager.....Daniel G. Brinson
Tech., Oper. Mgr.....Bill Elks
Chief Engineer.....Ed Herring

WSJS-TV—Winston-Salem 1953

Channel: 12 VHF..AP: 195 Kw..VP: 316 Kw.
Owned-Oper. By.....Triangle Bcstg. Corp.
Business Address.....419-21 N. Spruce St.
Tel.: PA 5-2311.....NBC
Newspaper Aff., Journal & Twin City Sentinel
Representative.....Headley-Reed
President, Gen. Mgr.....Harold Essex
V. President, Sales.....Harry Shaw
V.P., Operations Mgr.....Phil Hedrick
Program Manager.....John A. Comas
Promotion Dir.....Richard Barron
Publicity Dir.....Harold Carter
Film Manager.....Carl Wiegold

FOR

TV STATION INDEX

SEE PAGE 778

Pop.: 726,000
Families: 192,000
Radio Homes: 186,000

NORTH DAKOTA

TV Homes: 161,500
AM Stas. in State: 19
TV Stas. in State: 8

KBMB-TV—Bismarck—1955

Channel: 12 VHF...AP: 45 Kw...VP: 90 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address.....1811 - 15th St.
Tel.: CA 3-9197.....CBS-ABC
Representative.....Weed
President.....John W. Boler
General, Sta. Mgr.....Howard Morris
Program, Publicity Dir.....Tom Kleckner
Film Manager.....Bob Schuh
Chief Engineer.....Tomas Ahner

KFYR-TV—Bismarck—1953

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meyer Bcstg. Co.
Business Address.....202½ Fourth St.
Tel.: CA 3-0900.....ABC-NBC
Representative.....Blair-TV Assoc.
President, Gen. Mgr.....William Ekberg
Station Manager.....Cal Culver
Comm. Manager.....A. L. Anderson
Chief Engineer.....Ivar Nelson

KDIX-TV—Dickinson—1956

Channel: 2 VHF...AP: 13 Kw...VP: 26 Kw.
Owned-Oper. By.....Dickinson Radio Ass'n
Business Address.....119 2nd Ave. West
Tel.: 5133.....ABC-CBS
Station Representative.....Holman; Hurley
President.....Dr. P. J. Weir
General Manager.....Stanley T. Deck
Commercial Manager.....Mel Hallock
Program Director.....Lauren Haacke
Film Manager.....Donald Pearson
Chief Engineer.....Benjamin Lockerd

KXGO-TV—Fargo—1959

Channel: 11 VHF...AP: 15 Kw...VP: 30 Kw.
Owned By.....No. Dakota Bcstg. Co.
Address.....4000 West Main
Tel.: AD 5-4461.....ABC
Sta. Representative.....Weed
President, Gen. Mgr.....John W. Boler
Commercial Mgr.....Orville Burda
Program, Publicity Dir.....Connie Blackstead
Film Mgr.....Dick McGrath
Chief Engineer.....Ozzie Oren

WDAY-TV—Fargo—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDAY, Inc.
Business Address.....207 N. 5th St.
Tel.: AD 2-3371.....ABC-NBC
Newspaper Affiliation.....Forum
Representative..Peters, Griffin, Woodward, Inc.
President.....E. C. Reineke
Gen., Sales Mgr.....Tom Barnes
Station Manager.....Jack Dunn
Program Manager.....Ken Kennedy
Promotion Mgr.....Roy Pedersen

KNOX-TV—Grand Forks 1955

Channel: 10 VHF...AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Oper. By.....Community TV Corp.
Business Address.....Box 1110
Tel.: 4-4611.....NBC
Rep.....Jack Masla
President.....Arthur Tweet
General Mgr.....R. C. Lukkason
Dir. of Operations.....Charles K. Bundlie
Commercial Mgr.....Jack French
Promotion Dir.....Duane Eastvold
Film Mgr.....Lance Fredericks
Chief Engineer.....David L. Chumley

KXMC-TV—Minot—1953

Channel: 13 VHF...AP: 245 Kw...VP: 120 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Address.....Highway 83, S.
Tel.: 51-161.....ABC-CBS
Representative.....Weed
President.....John W. Boler
V.P., Sta. Mgr.....Chester Rieten
Program Dir.....Rod Romine
Chief Engineer.....Henry Haeusler

KXJB-TV—Valley City—1954

Channel: 4 VHF...AP: 57 Kw...VP: 100 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Bus. Ad.....400 W. Main, Fargo, N. D.
Tel.: ADams 5-4461.....ABC-CBS
Representative.....Weed
Pres., Gen. Mgr.....John W. Boler
Commercial Manager.....W. L. Hurley
Program Director.....Constance Blackstead
Chief Engineer.....Robert Ridgeway

Pop.: 9,890,000
 Families: 2,997,500
 Radio Homes: 2,879,000

OHIO

TV Homes: 2,750,000
 AM Stas. in State: 89
 TV Stas. in State: 20

WAKR-TV—Akron—1953

Channel: 49 UHF..AP: 107 Kw..VP: 213 Kw.
 Owned-Oper. By.....Summit Radio Corp.
 Business Address.....853 Copley Road
 Tel.: PO 2-8811.....ABC
 Newspaper Affiliation.....Beacon Journal
 Sta. Representative.....Daren McGavren
 President.....S. Bernard Berk
 V.P. Gen., Sta. Mgr.....Roger G. Berk
 Commercial Manager.....Kenneth M. Keegan
 Prog., Prom. Dir.....Robert I. Bostian
 Chief Engineer.....Irwin L. Knopp

WCPO-TV—Cincinnati—1949

Channel: 9 VHF..AP: 158 Kw..VP: 309 Kw.
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Business Address.....2345 Symmes St.
 Tel.: University 1-9000.....ABC
 Newspaper Affil.....Cincinnati Post Times Star
 Representative.....Blair
 President.....Jack R. Howard
 V.P., General Mgr.....M. C. Watters

Nat. Sales Mgr.....Marian Finney
 Station Dir.....Glenn C. Miller
 Commercial Mgr.....Earl Corbett
 Program Dir.....John Clark
 Prom. Dir.....Vera Schulte
 Film Manager.....Bernie Borden
 Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati—1949

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Taft Broadcasting Co.
 Address.....1906 Highland Ave.
 Tel.: GA 1-1750.....CBS
 Representative.....Katz
 President.....Hulbert Taft, Jr.
 General Mgr.....J. W. McGough
 Asst. Gen. Mgr.....Chas. Dwyer
 Commercial Mgr.....Howard Burns
 Program Director.....Paul E. Shumate
 Publicity Director.....Shirley Dunham
 Promotion Director.....Lila Lambert
 Film Manager.....John Hill
 Chief Engineer.....Hugh D. LaCrosse

BROADCAST ADVERTISERS REPORTS (BAR)

Monitored: Cincinnati, Cleveland, Columbus, Dayton, Steubenville, Toledo, Youngstown

buyers buy

PRODUCTS ADVERTISED ON
 CHANNEL 8 • CBS

WJW-TV
 CLEVELAND, OHIO

Represented nationally by The Katz Agency, Inc.

Yes, over 4 million buyers are influenced by JW's dynamic local and network lineup.

Add to this the biggest and most exciting film library in Cleveland (almost 2,000 big titles from Warner Bros., Paramount, 20th Century, United Artists, and others) and you have good reasons why buyers are sold on **WJW-TV**.



Storer Television

WJW-TV Cleveland WSPD-TV Toledo WAGA-TV Atlanta WITI-TV Milwaukee WJBK-TV Detroit

WLW-T—Cincinnati—1948

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By... Crosley Bcstg. Corp.
 Address..... 140 W. Ninth St.
 Tel.: CH 1-1822..... NBC
 Rep..... WLW Sales, NBC Spot Sales
 Chairman of the Board..... James D. Shouse
 Pres., Gen. Mgr..... Robert E. Dunville
 V.P.-Television..... John T. Murphy
 V.P.-Programming..... Al Bland
 V.P.-Pub. Relations..... Gil Kingsbury
 V.P.-Treas..... K. T. Murphy
 V.P.-Sales..... H. P. Lasker
 V.P.-Engineering..... R. J. Rockwell
 Sales Mgr..... Steve Crane
 Promotion Dir..... Jack Frazier
 Program Dir..... Abe Cowan
 Film Dir..... Tom Storey
 Publicity Dir..... Marge Kemme
 Tech. Adm. Ass't..... Howard Lepple

WJW-TV—Cleveland—1954

Channel: 8 VHF.. AP: 191 Kw.. VP: 302 Kw.
 Owned-Oper. By..... Storer Bcstg. Co.
 Address..... 1630 Euclid Ave.
 Tel.: TO 1-6080..... CBS
 Representative..... Katz
 President..... George B. Storer
 Managing Director..... Ben Wickham
 Prog. Dir., Film Mgr..... Edward L. Herp
 Chief Engineer..... H. A. Brinkman
 OWNERS OF: WJBK, AM-FM-TV, DETROIT; WSPD-
 AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA;
 WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-
 FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.;
 KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

KYW-TV—Cleveland—1948

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Westinghouse Bcstg. Co.
 Business-Studio Address. 815 Superior St. N.E.
 Tel.: CH 1-0942..... NBC
 Sta. Representative..... TvAR
 President..... D. McGannon
 General Mgr..... George H. Mathiesen
 Sales Manager..... Albert Krivin
 Program Manager..... Seymour Horowitz
 Adv't Prom..... Gene Godt
 Film Manager..... Dick McKinney
 Publicity Dir..... Charles Ge'z
 Chief Engineer..... Sidney V. Stadig
 OWNERS OF: KPX, SAN FRANCISCO, CALIF.; WOWO,
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-
 SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.;
 KYW, CLEVELAND, O.; KEX, PORTLAND, ORE.;
 KDKA, PITTSBURGH, PA.; KDKA-TV, PITTSBURGH,
 PA.; WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE,
 MD.; WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTS-
 BURGH, PA.; KYW-FM, CLEVELAND, O.; KEX-FM,
 PORTLAND, ORE.

WEWS—Cleveland—1947

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 93.3 Kw.
 Owned-Oper. By... Scripps-Howard Radio, Inc.
 Address..... 3001 Euclid Ave.
 Tel.: HE 2-1500..... ABC
 Newspaper Affiliation..... E. W. Scripps Co.
 Representative..... Blair TV

President..... Jack R. Howard
 General Manager..... James C. Hanrahan
 Ass't Gen. Mgr..... Donald L. Perris
 Pub. Dir..... Robert K. Doerr
 Pub. Service Dir..... John J. Moffitt
 Nat'l Adv. Mgr..... Jay S. Kerekes
 Film Director..... John J. Richards
 Ohio Sales Mgr..... Peter Hlinka
 Operations Dir..... Ernest E. Sindelar
 Prod. Supervisor..... James E. Kirkey
 Prog. Supervisor..... Earl W. Keyes
 Chief Engineer..... Joseph B. Epperson

WBNS-TV—Columbus—1949

Channel: 10 VHF.. AP: 191 Kw.. VP: 316 Kw.
 Owned By..... Dispatch Printing Co.
 Business Address..... 33 N. High St.
 Tel.: CA 8-4501..... CBS
 Newspaper Affiliation..... Dispatch
 Station Representative..... Blair TV
 President..... H. Preston Wolfe
 General Sta. Mgr..... Richard A. Borel
 Program Director..... John A. Haldi
 Sales Director..... Robert D. Thomas
 Prom., Publicity Dir..... Jack Dorr
 Merchandising Dir..... Mel Grossman
 Film Buyer..... Betty Dixon
 Chief Engineer..... Lester H. Nafzger

WLW-C—Columbus—1949

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By... Crosley Bcstg. Corp.
 Business Address... 3165 Olentangy River Rd.
 Tel.: AM 3-5441..... NBC
 Station Rep..... Crosley; NBC Spot Sls.
 President..... Robert E. Dunville
 General Manager..... James Leonard
 Sales Manager..... Walter E. Bartlett
 Program Director..... Bud Gillis
 Commercial Mgr..... R. E. Goldfredrick
 Promotion Dir..... Mervin A. Durea
 Production Mgr..... Jack Anthony
 Film Dir..... Juanita W. Mitchell
 Chief Engineer..... Charles Sloan

WTVN-TV—Columbus—1949

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Taft Broadcasting Co.
 Business Address..... 753 Harmon Ave.
 Tel.: CA 8-5801..... ABC
 Representative..... Katz
 President..... Hulbert Taft, Jr.
 General Manager..... Sam T. Johnston
 Commercial Mgr..... Fred Von Stade
 Prog. Dir..... Joseph A. Jenkins
 Prom., Pub. Dir..... Harry Mohr
 Film Manager..... Paul Lloyd
 Chief Engineer..... Ray Owen

WHIO-TV—Dayton—1949

Channel 7 VHF.. AP: 100 Kw.. VP: 200 Kw.
 Owned-Oper. By... Miami Valley Bcstg. Corp.
 Business Address..... 1414 Wilmington Ave.
 Tel.: CL 4-5311..... CBS
 Newsp. Affili..... News, Journal Herald
 Representative..... Hollingsbery
 President..... James M. Cox Jr.

OHIO

General Manager.....Robert H. Moody
Commercial Manager.....Stanley G. Mouse
Prog., Prom. Director.....Charles Gay
Chief Engineer.....Ernest L. Adams

WLW-D—Dayton—1949

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...4595 S. Dixie Hwy.
Tel.: AX 3-2101.....ABC-NBC
President.....R. E. Dunvilee
General Mgr.....George Gray
Comm. Manager.....Dale A. Smith
Program Dir.....Paul Law
Prom., Pub. Director.....Dorothy A. Sanders
Chief Engineer.....Robert Wehrmann

WIMA-TV—Lima—1953

Channel: 35 UHF..AP: 97.7 Kw..VP: 195 Kw.
Owned-Operated By.....WLOK, Inc.
Business Address.....1424 Rice Ave.
Tel.: CA 5-3010.....ABC-CBS-NBC
Representative.....H-R
President.....G. E. Hamilton
General Manager.....Robert W. Mack
Sta., Comm. Mgr.....J. L. Spring
Program Director.....Sam Fitzsimmons
Chief Engineer.....M. L. Lamb

WSTV-TV—Steubenville—1953

Channel: 9 VHF..AP: 117 Kw..VP: 234 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address...Exchange Realty Bldg.
Tel.: Atlantic 2-6265.....ABC-CBS
Representative.....Avery-Knodel
President, Gen. Mgr.....Jack N. Berkman
Exec. Vice Pres.....John J. Laux
Vice President.....Fred Weber
Asst. Gen. Film Mgr.....Joseph M. Troesch
Prom., Publicity Dir.....George H. Wilson
Prod. Superv.....Clyde Higgins, Tom Arim
Chief Engineer.....Charles S. Shepherd

WSPD-TV—Toledo—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
Tel.: CH 8-6201.....ABC-NBC
Representative.....Katz
President.....George B. Storer, Sr.
Station Mgr.....Peter Storer
Commercial Mgr.....Floyd E. Beaton
Program, Film Mgr.....Ralph R. Rust
Prom. Publicity Dir.....Deane D. Osborne
Chief Engineer.....George Fulop
OWNERS OF: WJBK, AM-FM-TV, DETROIT; WJW, AM-FM-TV, CLEVELAND; WAGA-TV, ATLANTA; WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

WTOL-TV—Toledo—1958

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
Owned By.....Community Bcstg. Co.
Business Address.....604 Jackson St.

Tel.: Cherry 4-7411.....CBS
Station Representative.....H-R
President.....Frazier Reams
General Mgr.....Thomas S. Bretherton
Gen. Sales Mgr.....George J. Kapel
Program Dir.....Robert Kriegoif
Production Mgr.....James Lynch
Prom. Dir.....Steve Fayer
Film Mgr.....Arthur Michaud
Chief Engineer.....Harold Holmes

WFMJ-TV—Youngstown 1953

Channel: 21 UHF..AP: 47 Kw..VP: 94 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.....101 W. Boardman Street
Tel.: RI 4-8611.....NBC
Newspaper Affil...The Youngstown Vindicator
Representative.....Headley-Reed
President.....William F. Maag Jr.
Gen., Sta., Comm.....Mitchell F. Stanley
Program Director.....Jay A. Grier
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown—1953

Channel: 27 UHF..AP: 218 Kw..VP: 430 Kw.
Owned-Operated By.....WKBN Bcstg. Corp.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....CBS
Representative.....Raymer
President, Gen. Mgr.....W. P. Williamson
Sales Manager.....David V. Stewart
Program Director.....Paul Turner
Prom., Pub. Dir.....W. P. Williamson, III
Film Manager.....Jack Beatty
Chief Engineer.....B. T. Wilkens

WKST-TV—Youngstown—1957

Channel: 33 UHF..AP: 105 Kw..VP: 209 Kw.
Owned By.....WKST, Inc.
Address.....3800 Shady Run Road
Tel.: STerling 8-2424.....ABC
Sta. Representative.....Weed
President, Gen. Mgr.....Sam W. Townsend
Commercial Mgr.....Robert C. Harnack
Promotion Dir.....Bill Harris
Advertising Mgr.....Sam San Filippo
Chief Engineer.....Ernest Ray

WHIZ-TV—Zanesville—1953

Channel: 18 UHF..AP: 8.13 Kw..VP: 14.8 Kw.
Owned-Oper. By...Southeastern Ohio TV Sys.
Bus. Address.....Lind Arcade Bldg.
Tel.: GL 2-5431.....NBC-ABC-CBS
Representative.....Pearson
President.....Clay Littick
Gen., Station Mgr.....Allan Land
Comm. Manager.....Nate Milder
Program Director.....Reed Mellon
Prom., Pub. Director.....Naomi Lorton
Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,395,000
Families: 753,000
Radio Homes: 734,000

OKLAHOMA

TV Homes: 692,000
AM Stas. in State: 54
TV Stas. in State: 9

KTEN—Ada—1954

Channel: 10 VHF..AP: 141 Kw..VP: 252 Kw.
Owned-Oper. By...Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
Tel.: FEderal 2-2211.....ABC-CBS-NBC
Rep....Venard, Rintoul & McConnell; Brown
Pres., Gen. Mgr.....Bill Hoover
V.P. & Station Mgr.....Brown Morris
Promotion Director.....Earl Miller
Chief Engineer.....Fred Smith

KXII—Ardmore—1956

Channel: 12 VHF..AP: 45 Kw..VP: 91 Kw.
Owned-Oper. By.....Texoma Bcstrs., Inc.
Business Address.....114 N. Washington
Tel.: 946.....NBC
Representative.....Pearson
General Mgr.....C. L. Hinkle
Chief Engineer.....Bill Kolb

KOCO-TV—Enid—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Cimarron TV Corp.
Address.....63rd & Portland
Tel.: VI 2-6633, Okla. City.....ABC
Representative.....Blair TV Assoc.
President.....L. E. Caster
General Mgr.....Ben West
Program Dir.....N. B. Chase
Chief Engineer.....B. Key

KSWO-TV—Lawton—1953

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned By.....Oklahoma Quality Bcstg. Co.
Address.....Box 699
Tel.: ELgin 5-7000.....ABC
Sta. Reps.....McGavren, Clarke Brown
President, Gen. Mgr.....R. H. Drewry
Commercial Mgr.....R. H. Scott
Prog. Dir.....Tom Reddell
Promotion Mgr.....Jerry Yates
Film Mgr.....Cary Clanton
Chief Engineer.....Jim Lockerd

KWTV—Oklahoma City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Address.....7401 N. Kelley
Tel.: VI 3-6641.....CBS
Representative.....Petry
President.....John T. Griffin
Ex. V.P., General Manager.....Edgar T. Bell
Commercial Mgr.....Jack De Lier
Promotion, Pub. Dir.....Montez Tjaden
Program, Film Dir.....John Arville
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City—1949

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address.....500 E. Britton Rd.
Tel.: TR 8-2161.....NBC
Newspaper Affiliation.....Daily Oklahoman
Representative.....Katz
President.....E. K. Gaylord
V.P. General Mgr.....Norman P. Bagwell
Asst. Station Mgr.....James R. Terrell
Commercial Mgr.....Tom Parrington
Program Director.....Joe Jerkins
Sale Prom., Adv. Mgr.....W. J. Willis
Publicity Dir.....Jack Sherry
Film Mgr.....Keith Mathers
Chief Engineer.....G. Lyons

KOTV—Tulsa—1949

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Tel.: LU 2-9233.....CBS
Representative.....Petry
President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....George Stevens
Commercial Manager.....Edward Pfeiffer
Prog., Film Mgr.....Dale E. Hart
Prom., Pub. Dir.....Robert Freeland
Chief Engineer.....Lavoy Hooker
OWNERS OF: WISH AM-TV, INDIANAPOLIS; WANE
AM-FM, FORT WAYNE, IND.; KHOU TV, HOUSTON,
TEX.; KXTV, SACRAMENTO, CALIF.

KTUL-TV—Tulsa—1954

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address.....Box 9697
Tel.: HI 6-6184.....ABC
Representative.....Avery-Knodel
President.....James C. Leake
V.P. General Manager.....Bill Swanson
Commercial Manager.....Jim Black
Program Director.....Ben Hevel
Film Mgr.....John Rausser
Chief Engineer.....R. Snider

KVOO-TV—Tulsa—1954

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. Central Plains Enterprises, Inc.
Business Address.....3701 S. Peoria
Tel.: RI 2-5561.....NBC
Representative.....Blair TV
President.....Harold C. Stuart
Gen., Sta. Mgr.....C. B. Akers
Comm. Manager.....John Devine
Program Director.....Bill Sadler
Promotion Director.....Gordon Gerhardt

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Enid, Oklahoma City, Tulsa

Pop.: 1,940,000
 Families: 596,000
 Radio Homes: 591,000

OREGON

TV Homes: 466,000
 AM Stas. in State: 68
 TV Stas. in State: 7

KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.
 Owned-Oper. By.....Eugene Television, Inc.
 Business Address.....P. O. Box 548
 Tel.: DI 3-2551.....NBC
 Rep.....Hollingbery, Art Moore
 President.....Bob Booth
 Gen., Sta. Manager.....S. W. McCready
 Comm. Adv. Mgr.....Glenn E. Nickell
 Prog. Dir.....Martin Jacobsen
 Prom., Pub. Director....Arlene J. Richardson
 Film Manager.....Walt Young
 Chief Engineer.....Alvin H. Barnard

KOTI-TV—Klamath Falls—1956

Channel: 2 VHF..AP: 6.76 Kw..VP: 13.5 Kw.
 Owned-Oper. By.....Calif. Oreg. TV, Inc.
 Business Address.....Box 732
 Tel.: TU 4-8131.....ABC-CBS
 Representative.....Hollingbery, Moore
 President.....William B. Smullin
 Gen. Mgr.....Walter R. Richartz
 Program Director.....R. W. Green

KBES-TV—Medford—1953

Channel: 5 VHF...AP: 5 Kw...VP: 29 Kw.
 Owned-Oper. By.....Calif.-Ore. TV Inc.
 Business Address.....Box 1189
 Tel.: SP 3-4581.....ABC-CBS-NBC
 Sta. Representatives.....Hollingbery; Moore
 President.....William B. Smullin
 Sta. Mgr.....Edward P. Barnett
 Commercial Mgr.....Bob Lindstrom
 Program, Prom. Dir.....Dave Allen
 Film Mgr.....Charlotte Nichaus
 Chief Engineer.....Paul White

KHTV—Portland—1959

Channel: 27 UHF..AP: 9.5 Kw..VP: 19.2 Kw.
 Owned By.....KHTV Chn. 27, Inc.
 Address.....1220 S. W. Stark
 Tel.: Capitol 6-4051.....Independent
 Station Rep.....Gill-Perna, Ayres
 General Mgr., Ch. Eng.....W. J. Matson
 Station Mgr.....J. B. Heald
 Commercial Mgr.....S. Nathanson
 Program Dir.....C. Shevlend
 Promotion Mgr.....M. Branagan

KGW-TV—Portland—1956

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By.....King Bcstg. Co.
 Business Address.....1139 S. W. 13th Ave.
 Tel.: CA 3-6364.....NBC
 Representative.....Blair TV
 President.....Mrs. A. Scott Bullitt
 V.P. Broadcast Div.....Otto P. Brandt
 V.P. Business Div.....Henry B. Owen

Nat. Sls. Mgr.....Fred Eichhorn
 Merchand. Mgr.....Walt Hawthorne
 Station Manager.....Walter E. Wagstaff
 Comm. Manager.....John Pindell
 Sales Serv. Mgr.....Dean Woodring
 Program Director.....Tom Dargan
 Prom., Pub. Dir.....Robert Franklin
 Film Mgr.....Thomas Hagan
 Chief Engineer.....Clare Darwall

KOIN-TV—Portland—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By...Mt. Hood Radio & TV Bcstg. Corp.
 Business Address.....140 S.W. Columbia St.
 Tel.: CA 8-3333.....CBS
 Newspaper Affil.....Oregonian
 Rep.....CBS Spot Sales
 President.....Theodore R. Gamble
 V.P. Managing Dir.....C. Howard Lane
 National Sales Mgr.....John L. Palmer
 Program, Film Mgr.....Ted W. Cooke
 Promotion Director.....Robert McGill
 Chief Engineer.....Louis S. Bookwalter

KPTV—Portland—1952

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....NAFI Corp.
 Address.....735 S.W. 20th Pl.
 Tel.: CA 2-9921.....ABC
 Sta Representative.....Edward Petry
 President.....Kenyon Brown
 General Mgr.....Alvin G. Flanagan
 Station Mgr.....John Hansen
 Commercial Mgr.....Don Tykeson
 Program Dir.....George Sanders
 Publicity Dir.....Albert R. McLaughlin
 Chief Engineer.....Eugene Phelps

**TO BE SURE —
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,
 WHY SETTLE FOR LESS?



BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Portland

Pop.: 11,985,000
Families: 3,950,000
Radio Homes: 3,859,000

PENNSYLVANIA

TV Homes: 3,590,000
AM Stas. in State: 147
TV Stas. in State: 20

WFBG-TV—Altoona—1953

Channel: 10 VHF...AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....Commerce Park
Tel.: Windsor 4-2031.....ABC-CBS
Newspaper Affil. Phila. Inquirer, Phila. D. News
Representative.....Blair TV
General Mgr.....Frank Palmer
Sales Manager.....Robert E. Miller
Program Director.....Edward Andre
Film Dir.....Betty Adams
Chief Engineer.....Dick Kline
OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;
WNBZ-AM-FM-TV, BINGHAMTON, N. Y.; WNBC-
AM-FM-TV, NEW HAVEN, CONN.; WLYH-TV,
LEBANON, PA.; KFRE-AM-FM-TV, FRESNO, CALIF.

WICU-TV—Erie—1949

Channel: 12 VHF...AP: 185 Kw...VP: 316 Kw.
Owned-Oper. By.....Airway Branches, Inc.
Bus. Trans. Address.....3514 State St.
Tel.: GL 4-5201.....ABC-NBC
Sta. Representative.....Blair TV
President.....Edward Lamb
General Manager.....Ben McLaughlin
Comm. Manager.....Bob Lundquist
Prom Mgr.....William Babcock
Film Dir.....John Cook
Sales Dev. Mgr.....Paul Whittingham
Chief Engineer.....Mike Csop

WSEE—Erie—1954

Channel: 35 UHF...AP: 85.2 Kw...VP: 170 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Tel.: Glendale 5-7575.....CBS
Newspaper Affiliation.....Times-News
Representative.....Young TV Corp.
President.....George J. Mead
Gen. Manager.....Donald M. Boyce
Promotion Director.....Liz Gorton
Program Dir.....Brody Seymour
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow

WHP-TV—Harrisburg—1953

Channel: 55 UHF...AP: 502 Kw...VP: 1,000 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Tel.: CE 4-3211.....CBS-NBC
Representative.....Bolling
President.....E. J. Stackpole
General Mgr.....Cecil M. Sansbury
Comm. Prom. Dir.....Geo. Gotschalk
Program Dir.....Ed Gault
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953

Channel: 27 UHF...AP: 648 Kw...VP: 1030 Kw.
Owned-Oper. By.....Patriot-News Co.
Business Address.....3235 Hoffman St.
Tel.: CE 8-7171.....ABC
Newspaper Affiliation.....Patriot-News
Representative...Harrington, Righter, Parsons
General Manager.....Donald D. Wear
Sales Mgr.....Allen Solada
Prom. Prog. Dir.....Mac McCauley
Film Mgr.....Glenn Hoerner
Chief Engineer.....Paul Gross

WARD-TV—Johnstown—1953

Channel: 56 UHF...AP: 79 Kw...VP: 189 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....235 Franklin St.
Tel.: 7-0761.....CBS
Representative.....Weed
President.....W. M. Thomas
Station Mgr.....William D. Confer
Program Director.....William Santoro
Film Manager.....John Kabo
Prom. Publicity Dir.....James T. Malloy, Jr.

WJAC-TV—Johnstown—1949

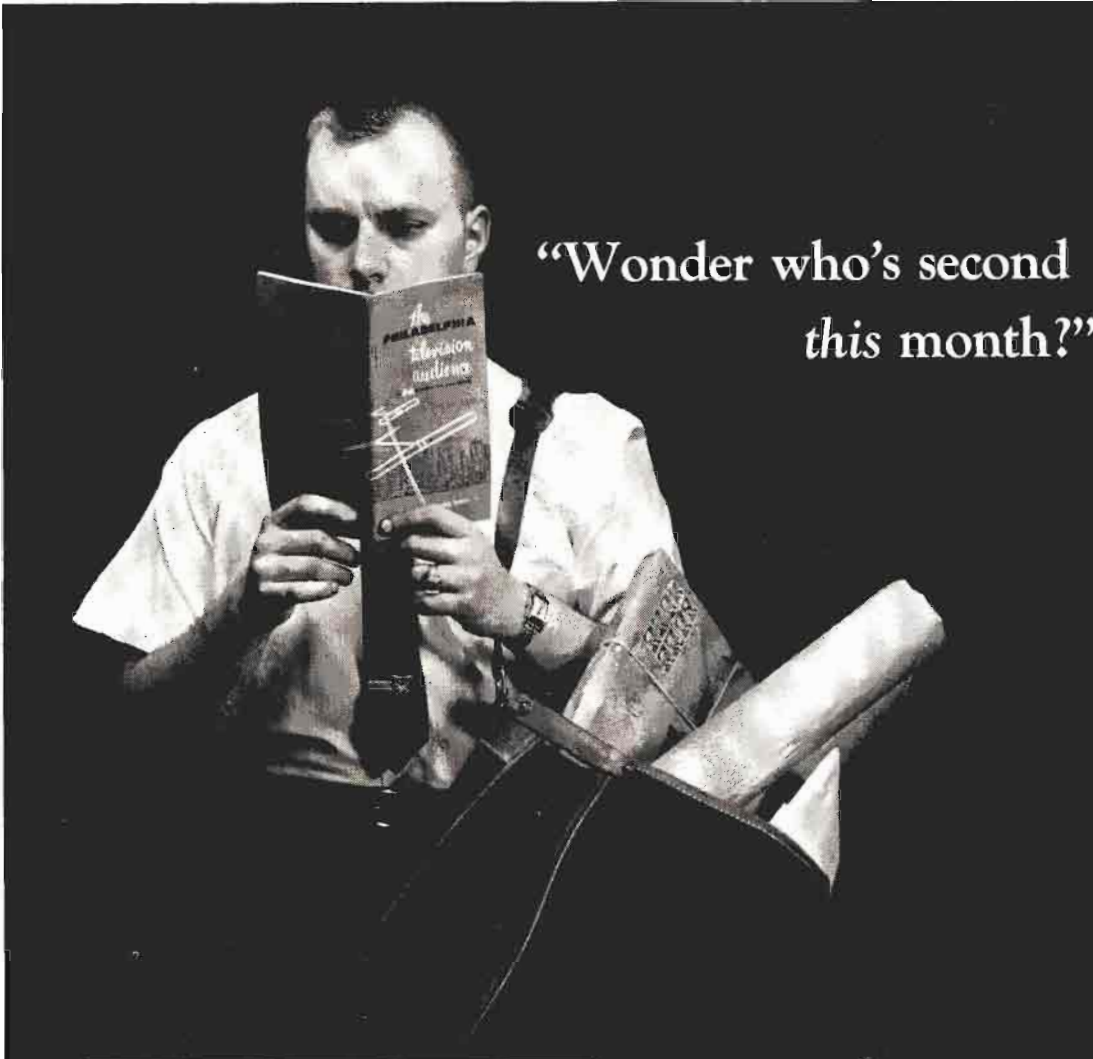
Channel: 6 VHF...AP: 35.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Tel.: 7-8711.....NBC
Newspaper Affil.....The Tribune-Democrat
Sta. Rep.....Harrington Righter Parsons
President.....Walter W. Krebs
General Mgr.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Prog. Film Director.....Frank P. Cummins
Chief Engineer.....Theodore Campbell

WGAL-TV—Lancaster—1949

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Address.....Lincoln Highway W.
Tel.: EX 3-5851.....CBS-NBC
Representative.....Meeker
President, Gen. Mgr.....Clair R. McCollough
Ass't Gen. Mgr.....J. Robert Gulick
Station Manager.....Harold E. Miller
Business Manager.....Harry J. Shaub, Jr.
Program Director.....Paul Rodenhauser
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathiot

WLYH-TV—Lebanon—1957

Channel: 15 UHF...AP: 69.2 Kw...VP: 130 Kw.
Owned.....Triangle Publications, Inc.
Bus. Address.....R. D. #5, Television Hill



**“Wonder who’s second
this month?”**

In Delaware Valley WFIL-TV makes a habit of being FIRST. For example, 20 of top 25 shows in latest survey.* Now in its third year as the area’s number ONE station, WFIL-TV is far and away your BEST buy. Check all ARBs for 1957-1960 before you buy.

*ARB, Philadelphia, January 1960



A TRIANGLE STATION
WFIL-TV
PHILADELPHIA, PENNSYLVANIA
ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Tel.: CRestview 3-4551.....ABC
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Sta. Representative.....Blair TV
 Gen. Mgr.....Joe Zimmermann
 Dir. Nat. Sales.....Edward H. Benedict
OWNERS OF: WFIL-AM-FM-TV, PHILADELPHIA;
 WBNF-AM-FM-TV, BINGHAMPTON, N. Y.; WFBG-
 AM-TV, ALTOONA, PA.; WNHC-AM-FM-TV, NEW
 HAVEN, CONN.; KFRE-AM-FM-TV, FRESNO, CALIF.

WBPZ-TV—Lock Haven—1958

Channel: 32 UHF..AP: 11.9 Kw...VP: 18.2 Kw.
 Owned.....Lock Haven Bcstg. Corp.
 Business Address.....132½ E. Main St.
 Tel.: 4038.....ABC
 Station Rep.....Devney
 President.....Donald C. Welch
 Gen., Sta. Mgr.....Harris Lipetz
 Chief Engineer.....Albert Stratmoen

WCAU-TV—Philadelphia—1948

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....CBS, Inc.
 Address.....City Line & Monument Aves.
 Tel.: GR 7-8300.....CBS
 Representative.....CBS TV Spot Sales
 General Mgr.....John A. Schneider
 Gen. Sales Mgr.....James Conley
 Reg. Sales Mgr.....E. Gordon Walls
 Program Dir.....John O. Downey
 Dir. Prom. & Info.....Harry R. Lapham
 V.P. in chg. Engineering.....John G. Leitch

WFIL-TV—Philadelphia—1947

Channel: 6 VHF..AP: 37 Kw...VP: 74 Kw.
 Owned-Oper. By...Triangle Publications Inc.
 Business Address.....48th & Market Sts.
 Tel.: EV 2-4700.....ABC
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Representative.....Blair TV
 General Manager.....Roger W. Clipp
 Station Mgr.....George A. Koehler
 Gen. Sales Manager...Kenneth W. Stowman
 Chief Engineer.....Henry Rhea
 T.V. Sales Mgr.....Kenneth Curto
 Program Director.....Lew Klein
 Business Mgr.....John C. Harlan
 Dir. Natl. Sales.....Edward H. Benedict
OWNERS OF: WBNF-AM-FM-TV, BINGHAMPTON,
 N. Y.; WFBG-AM-TV, ALTOONA, PA.; WNHC-AM-
 FM-TV, NEW HAVEN, CONN.; WLYH-TV, LEB-
 ANON, PA.; KFRE-AM-FM-TV, FRESNO, CALIF.

WRCV-TV—Philadelphia—1941

Channel: 3 VHF..AP: 50.1 Kw...VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....1619 Walnut St.
 Tel.: LO 4-3700.....NBC
 Representative.....NBC Spot Sales
 V.P., Gen. Mgr.....Raymond Welpott
 Comm. Manager...Theodore H. Walworth, Jr.
 Program Director.....Frank Harris
 Prom., Adv. Mgr.....John P. Wiley
 Publicity Dir.....William M. Smith
 Film Co-ord.....Frank Hall
 Mgr. Tech. Oper.....William A. Howard

WIIC—Pittsburgh—1957

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned.....WIIC, Inc.
 Address.....341 Rising Main Ave.
 Tel.: FAirfax 1-8700.....NBC
 Newspaper Affil.....Post Gazette
 Representative.....Blair TV
 President.....H. K. Brennen
 V.P. Gen. Mgr.....Robert A. Mortensen
 Commercial Mgr.....Roger D. Rice
 Program. Film Mgr.....Shelton Weaver
 Prom., Pub. Dir.....Caley E. Augustine
 Chief Engineer.....Henry Kaiser

WTAE—Pittsburgh—1958

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned By.....Television City, Inc.
 Business Address.....400 Ardmore Blvd.
 Tel.: CHURchill 2-4300.....ABC
 Newspaper Affil.....Sun-Telegraph
 Station Representative.....Katz
 President.....Earl F. Reed
 V.P. Gen. Mgr.....Franklin C. Snyder
 Exec. Vice Pres.....Leonard Kapner
 Commercial Mgr.....Alan Trench
 Operations Mgr.....Preston Stover
 Prom. Dir.....Gregory Van Camp
 Film Mgr.....Howard Reser
 Chief Engineer.....James Greenwood

FOR
 FM STATIONS
 IN OPERATION
 SEE PAGE 703

FOR
 FCC ALLOCATIONS
 SEE PAGE 717

PENNSYLVANIA

KDKA-TV—Pittsburgh—1949

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Westinghouse Brcdstng. Co.
 Business Address.....1 Gateway Center
 Tel.: EX 1-3000.....CBS
 Sta. Representative.....TVAR
 President.....Donald H. McGannon
 Vice President.....Harold C. Lund
 General Manager.....Jerome R. Reeves
 Comm. Manager.....Henry V. Greene, Jr.
 Promotion Director.....David N. Lewis
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers
 OWNERS OF: KPIX, SAN FRANCISCO, CALIF.; WOWO,
 FORT WAYNE, IND.; WBZ-WBZA, BOSTON-
 SPRINGFIELD, MASS.; WBZ-TV, BOSTON, MASS.;
 KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.;
 KEX, PORTLAND, ORE.; KDKA, PITTSBURGH, PA.;
 WIND, CHICAGO, ILL.; WJZ-TV, BALTIMORE, MD.;
 WBZ-FM, BOSTON, MASS.; KDKA-FM, PITTSBURGH,
 PA.; KYW-FM, CLEVELAND, O.; KEX-FM, PORT-
 LAND, ORE.

WDAU-TV—Scranton—1953

Channel: 22 UHF...AP: 544 Kw...VP: 1000 Kw.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business Address.....1000 Wyoming Ave.
 Tel.: DI 2-7634.....CBS
 Representative.....H.R.
 President.....M. E. Megargee
 Vice-Pres., Gen. Mgr.....Vance L. Eckersley

General Sales Mgr.....Francis H. Conway

WNEP-TV—Scranton—1954

Channel: 16 UHF...AP 170 Kw...VP: 850 Kw.
 Owned-Oper. By...Northeastern Pa. Bcstg. Inc.
 Business Address.....333 Madison Ave.
 Tel.: DI 3-1245.....ABC
 Sta. Representative.....Edward Petry
 President.....Mitchell Jenkins
 Exec. V.P. Gen. Mgr.....Thomas P. Shelburne
 Gen. Sales Mgr.....Malcolm W. Dale

WBRE-TV—Wilkes-Barre—1953

Channel: 28 UHF...AP: 500 Kw...VP: 1000 Kw.
 Owned-Oper. By.....WBRE TV Inc.
 Address.....62 S. Franklin St.
 Tel.: VA 3-3101.....NBC
 Representative.....Headley Reed
 President.....Louis G. Baltimore
 V.P., General Manager.....David M. Baltimore

WSBA-TV—York—1952

Channel: 43 UHF...AP: 66 Kw...VP: 132 Kw.
 Owned-Operated By...Susquehanna Bcstg. Co.
 Address.....P. O. Box 1661
 Tel.: YORk 25-531.....ABC-CBS-NBC
 Representative.....Jack Masla
 President.....Louis J. Appell, Jr.
 Chief Engineer.....Glenn W. Winter



Roy Face, Pirate ace—big league hurler in a big league market, Pittsburgh.

- ARB figures show KDKA-TV holds 45% share of audience in this three station market.
- Your message can reach 4.5 million TV viewers on Channel 2, in an area that includes 29 counties.

Wayne Klotsky, construction man, one of the 4.5 million people in KDKA-TV's selling orbit.



This is Pittsburgh where...

- In ratings, coverage, influence, KDKA-TV is the powerhouse in Pittsburgh.
- For sales leadership, put your money on the leader, KDKA-TV. In Pittsburgh, no selling campaign is complete without this powerful WBC station.

Sterling Yates, Atlantic Weatherman, helps build big audiences on KDKA-TV.



your most powerful TV selling force is...

KDKA-TV
© Pittsburgh

REPRESENTED BY TVAR
 WESTINGHOUSE BROADCASTING COMPANY, INC.

Pop.: 915,000
Families: 269,000
Radio Homes: 251,000

RHODE ISLAND

TV Homes: 247,000
AM Stas. in State: 13
TV Stas. in State: 2

WJAR-TV—Providence—1949

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Operated By..... The Outlet Co.
Business-Studio Address.... 176 Weybosset St.
Tel.: GA 1-8255..... ABC-NBC
Representative Petry
Vice President..... George O. Griffith
Sta. Mgr..... J. S. Sinclair
Program Dir..... Frederick R. Griffiths
Sales Manager..... Edward Boghosian
Film Mgr..... Chester Dowling
Chief Engineer..... Thomas Prior

WPRO-TV—Providence—1955

Channel: 12 VHF.. AP: 182 Kw.. VP: 316 Kw.
Owned By..... Capital Cities TV Corp.
Address..... 24 Mason St.
Tel.: PL 1-9776..... CBS
Representative Blair-TV
General. Sta. Mgr..... Joseph P. Dougherty
Comm. Mgr..... Eugene W. Wilkin
Prog. Dir..... Raymond A. Gilvard
Prom., Publicity Dir..... Jack Kavanagh
Chief Engineer..... John V. Ferri
OWNERS OF: WTEN-TV, WROW, BOTH ALBANY,
N. Y.; WTVD, RALEIGH-DURHAM, N. C.

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Providence

Pop.: 2,675,000
Families: 638,000
Radio Homes: 620,000

SOUTH CAROLINA

TV Homes: 479,000
AM Stas. in State: 73
TV Stas. in State: 9

WAIM-TV—Anderson—1953

Channel: 40 UHF.. AP: 207 Kw.. VP: 103.5 Kw.
Owned-Oper. By..... Wilton E. Hall
Business Address..... 321 Kingsley Rd.
Tel.: CA 6-1511..... ABC-CBS
Newspaper Affil... Independent & Daily Mail
Representative Headley-Reed
Owner Wilton E. Hall
General Mgr..... Glenn P. Warnock
Chief Engineer..... Earl Cosend

Sec'y, Ass't Gen. Mgr..... Doug M. Bradham
Comm. Mgr..... A. Cohen
Prod. Director..... Bob Edwards
Chief Engineer..... Walter M. Nelson

WCSC-TV—Charleston—1953

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... WCSC, Inc.
Business Address..... 485 East Bay St.
Tel.: RAYmond 3-8371..... CBS
Representative..... Peters, Griffin, Woodward
President, Gen. Mgr..... John M. Rivers
Nat. Sls. Mgr..... V. V. Evans
Station Manager..... Roland Weeks
Commercial Manager..... Ralph Thornley
Program Director..... Charles Hall
Prom., Pub. Director..... Mrs. Lois Marshall
Film Manager..... Annie Laurie Quarterman
Nat. Adv. Mgr..... Charles S. Cady
Chief Engineer..... Rudy Hughes

WTMA—Charleston—1959

Channel: 4 VHF.. AP: 31 Kw.. VP: 57 Kw.
Owned By..... Atlantic Coast Bcstg. Corp.
Address..... P. O. Box 297
Tel.: RAYmond 2-2961..... ABC
President..... C. E. Smith
Chief Engineer..... D. W. Jefferies

WUSN-TV—Charleston—1954

Channel: 2 VHF.. AP: 53 Kw.. VP: 100 Kw.
Owned-Oper. By..... Southern Broadcasting Co.
Address..... P. O. Box 879
Tel.: TU 4-4141..... NBC
Representative Bolling
Pres., Gen. Mgr..... J. Drayton Hastie

WIS-TV—Columbia—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By..... Bcstg. Co. of the South
Business Address..... 1111 Bull St.
Tel.: ALpine 3-8356..... ABC-NBC
Representative .. Peters, Griffin, Woodward, Inc.
Exec. Vice President..... G. Richard Shafio
Station Manager..... Charles A. Batson
Comm. Manager..... Law Epps
Program Director..... Dixon Lovvorn
Prom. Dir..... Thomas Cureton
Publicity Dir..... Martee Harden
Film Manager..... Bob Humphries
Chief Engineer..... Paul Welcome

WNOK-TV—Columbia—1953

Channel: 67 UHF.. AP: 47 Kw.. VP: 74.1 Kw.
Owned-Oper. By..... Palmetto Radio Corp.
Business Address..... 1881 Main St.
Tel.: AL 2-7737..... CBS-ABC
Representative Raymer

BROADCAST ADVERTISERS REPORTS (BAR)
Monitored: Greenville, Spartanburg

SOUTH CAROLINA-SOUTH DAKOTA

V.P., Gen. Mgr. H. Moody McElveen, Jr.
 Comm. Mgr. David C. Phillips
 Prog. Dir., Film Mgr. Graham M. Thomas
 Promotion Director. Pat Conder
 Chief Engineer. Charlton W. Bowers

Business Address. 505 Rutherford St.
 Tel.: CE 9-1321 NBC
 Newspaper Affiliation News-Piedmont
 Representative Weed
 President. R. A. Jolley
 General Manager. Kenneth Beachboard
 Comm., Adv. Mgr. Robert Q. Glass, Jr.
 Program Director. Norvin C. Duncan
 Prom., Pub. Dir. Edna Seaman
 Film Director. Charles Howard
 Chief Engineer. W. E. Garrison

WBTW—Florence—1954

Channel: 8 VHF . . . AP: 191 Kw. . . VP: 316 Kw.
 Owned-Oper. By. Jefferson Standard Bcstg. Co.
 Address Box 630
 Tel.: MO 2-1566 ABC-CBS-NBC
 Representative. CBS Television Spot Sales
 President. Joseph M. Bryan
 General Manager. Charles H. Crutchfield
 Managing Director. J. William Quinn
 Nat'l Sales Mgr. John H. Brock
 Program Director. George B. Burnette
 Prom., Pub. Director. Whitefoord Smith
 Chief Engineer. E. A. Sellars

WSPA-TV—Spartanburg—1956

Channel: 7 VHF . . . AP: 144 Kw. . . VP: 257 Kw.
 Owned-Oper. By. . . Spartan Radiocasting Co.
 Business Address. 224 E. Main St.
 Tel.: 3-3621 CBS
 Representative Hollingbery
 Pres., Gen. Mgr. Walter J. Brown
 Station Mgr. Jim Hobbs
 Film Mgr. Larry Wilson
 Prom. Adv. Public Dir. Bill Adams
 Engineering Dir. Harold Beckholt

WFBC-TV—Greenville—1953

Channel: 4 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned-Oper. By. WMRC, Inc.

Pop.: 793,000	SOUTH DAKOTA	TV Homes: 140,000
Families: 212,000		AM Stas. in State: 20
Radio Homes: 204,000		TV Stas. in State: 4

KXAB-TV—Aberdeen—1958

Channel: 9 VHF . . . AP: 60 Kw. . . VP: 30 Kw.
 Owned-Operated By. . . N. Dak. Bcstg. Co. Inc.
 Address Country Club Road
 Tel.: BA 5-4350 ABC-NBC
 Representative Weed
 President. John W. Boler
 Station, Comm. Mgr. Neal Edwards
 Program Dir. Dick Dunne
 Prom. Mgr. Bill Karl
 Film Mgr. Hank Poggel
 Chief Engineer. Comet Haroldsen

KRSD-TV—Rapid City—1958

Channel: 7 VHF . . . AP: 12.9 Kw. . . VP: 25.7 Kw.
 Owned. Heart of Black Hills Stations
 Address 1438 Mt. View Drive
 Representative Meeker
 Gen. Mgr., Ch. Eng. Eli Daniels
 Comm. Mgr. Bruce Tirrell
 Station, Program Mgr. Truman Walrod
 Prom. Dir. Audrey Young
 Film Mgr. Charles Outland
 Publicity Dir. Faith Walrod
 Advertising Mgr. Lydia Slater

KOTA-TV—Rapid City—1955

Channel: 3 VHF . . . AP: 37.5 Kw. . . VP: 72.4 Kw.
 Owned-Oper. By. . . . Duhamel Enterprises, Inc.
 Business Address. 524½ 6th St.; Box 1752
 Tel.: Fillmore 2-2000. ABC-CBS
 Representative Headley-Reed
 Pres., Gen. Mgr. Helen S. Duhamel
 Commercial Mgr. William F. Turner
 Program, Film Mgr. Julien A. Naber
 Prom., Publicity Dir. Betty Twinins
 Chief Engineer. Elmer Nelson

KELO-TV—Sioux Falls—1953

Channel: 11 VHF . . . AP: 123 Kw. . . VP: 220 Kw.
 Owned-Oper. By. . . . Midcontinent Bcstg. Co.
 Business Address. Phillips Ave.
 Tel.: 8-9631 ABC-CBS-NBC
 Station Representative H-R; Evans
 President. Joseph L. Floyd
 Gen., Comm. Mgr. Evans A. Nord
 General Sls. Mgr. Rex King
 Sta. Mgr., Prog. Dir. Tom Sheeley
 Prom., Pub. Director. Jack Townsend
 Chief Engineer. Les Froke

Pop.: 3,761,000
 Families: 1,122,000
 Radio Homes: 990,000

TENNESSEE

TV Homes: 881,000
 AM Stas. in State: 103
 TV Stas. in State: 14

WDEF-TV—Chattanooga—1954

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... WDEF Broadcasting Co.
 Address... 3300 Broad St.
 Tel.: AM 7-3393... CBS
 Representative... Branham
 President... Carter M. Parham
 Gen. Sta. Mgr... Otis H. Segler
 Nat. Sales Mgr... Richard W. Holloway
 Prog., Pub. Dir... Morris Quave
 Promotion Dir... Jean Lindsey
 Film Manager... John Bonney
 Chief Engineer... Robert Briscoe

WRGP-TV—Chattanooga—1956

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Mountain City TV, Inc.
 Business Address... 1214 McCallie Ave.
 Tel.: OX 8-1505... NBC
 Representative... H.R.
 President... Jack Berkman
 V.P., Manager... Harry D. Burke
 Commercial Mgr... George P. Moore
 Film Manager... Art Betchel
 Chief Engineer... B. B. Barns

WTVC—Chattanooga—1958

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned... Martin Theatres of Georgia, Inc.
 Business Address... Hotel Patten; Box 1026
 Tel.: AM 6-4151... ABC
 Sta. Representative... Young TV
 Gen. Mgr., Film Buyer... Reeve Owen
 Commercial Manager... Joe Windsor
 Prog. Dir... Jack Sausman
 Promotion Director... Conrad Alexander
 Ch. Eng... Leon Webb

WDXI-TV—Jackson—1955

Channel: 7 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Dixie Bcstg. Co.
 Business Address... Williams Bldg.
 Tel.: 7-9611... ABC-CBS
 Representative... Venard, Rintoul, McConnell
 President... Aaron B. Robinson
 General Manager... John E. North
 Commercial Mgr... Jack Mayer
 Prog. Dir., Film Mgr... James W. Hoppers
 Publicity Dir... Marge Borg
 Chief Engineer... James Thomas

WJHL-TV—Johnson City 1953

Channel: 11 VHF... AP: 156 Kw... VP: 316 Kw.
 Owned-Oper. By... WJHL, Inc.

Business Address... 145 W. Main St.
 Tel.: WALnut 6-2151... ABC-CBS
 Representative... Pearson
 Pres., Gen. Mgr... W. Hanes Lancaster, Jr.
 Sales Mgr... J. Will Hall
 Program Director... Alfred Gregory
 Prom., Pub. Director... W. A. McDonald
 Film Manager... Vernita Wright
 Chief Engineer... William C. Hunter

WATE-TV—Knoxville—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. ... WATE, Inc.
 Business Address... 612 S. Gay St.
 Tel.: 4-4651... NBC
 Representative... Avery-Knodel
 V.P., Gen. Mgr... W. Henry Linebrough
 Comm. Manager... J. T. McCloud
 Film Buyer... J. H. Reese
 Chief Engineer... Fred M. Andrews

WBIR-TV—Knoxville—1955

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... WBIR, Inc.
 Business Address... 1513 Hutchison Ave.
 Tel.: 5-8101... CBS
 Representative... Katz
 Pres., Gen. Mgr... John P. Hart
 Local Sales Mgr... R. S. Quinn
 Prom., Pub. Dir... Robert Wilson
 Prog. Dir., Film Mgr... Neal Branch
 Chief Engineer... J. Rex Horton

WTVK—Knoxville—1953

Channel: 26 UHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... So. Central Bcstg. Co.
 Business Address... P. O. Box 1388
 Tel.: MUlti 7-2313... ABC
 Representative... Pearson
 President, Gen. Mgr... J. Engelbrecht
 Comm. Program Dir... W. E. Eckstein
 Sales Promotion... Florence Woodford
 Chief Engineer... Carl Lawson

WHBQ-TV—Memphis—1953

Channel: 13 VHF... AP: 160 Kw... VP: 316 Kw.
 Owned-Oper. By... RKO General, Inc.
 Business Address... 1381 Madison Ave.
 Tel.: BR 2-3441... ABC
 Representative... H.R.
 President... Thomas F. O'Neil
 Gen. Mgr... D. A. Noel
 V.P. Div. Director... W. H. Grumbles
 Nat. Sales Mgr... Gordon Lawhead
 Program, Prom. Mgr... Gene Roper
 Film Mgr... Freddie Burns
 Chief Engineer... Welton Roy

BROADCAST ADVERTISERS REPORTS (BAR)
 Monitored: Chattanooga, Knoxville, Memphis, Nashville

IF YOU HAVE A QUALITY PRODUCT WHICH
 APPEALS TO A QUALITY AUDIENCE YOU
 ARE INVITED TO REACH YOUR CUSTOMERS
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SERVICE STATION
 OF THE NATION

FIRST IN
 FINE MUSIC
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wbap tv

CHANNEL 5

Radio Refined
 WBAP-570

WBAP

Write WBAP Research Department for the complete market analysis

AM / FM / TV

FORT WORTH—3900 BARNETT • DALLAS—1900 NORTH AKARD

Services of the Fort Worth Star-Telegram—Amon Carter, founder
 NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

WMCT—Memphis—1948

Channel: 5 VHF... AP: 60 Kw... VP: 100 Kw
 Owned-Operated..... Memphis Publish Co.
 Address..... Goodwyn Inst. Bldg.
 Tel.: Jackson 6-7464..... NBC
 Newspaper Affil..... Commercial Appeal
 Representative..... Blair TV
 General Manager..... H. W. Slavick
 Station, Comm. Mgr..... Earl Moreland
 Chief Engineer..... E. C. Frase, Jr.

WREC-TV—Memphis—1956

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
 Owned-Oper. By..... WREC Bcstg. Service
 Business Address..... Hotel Peabody Bldg.
 Tel.: JA 5-1313..... CBS
 Representative..... Katz
 President, Gen. Mgr..... Hoyt B. Wooten
 Commercial Mgr..... Charles B. Brakefield
 Program, Prom. Mgr..... Jack Michael
 Publicity Dir..... Henry Clark
 Film Mgr..... Bernard Cohn
 Chief Engineer..... Wilson Raney

WLAC-TV—Nashville—1954

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper..... WLAC-TV Inc.
 Address..... 159 Fourth Avenue North
 Tel.: CH 2-4331..... CBS
 Representative..... Katz

Exec. V.P. & Gen. Mgr..... T. B. Baker, Jr.
 Ass't to Mgr..... Ruth C. Talley
 Gen. Sls. Manager..... R. M. Reuschle
 Operations Mgr..... Roy A. Smith
 Chief Engineer..... Ralph L. Hucaby

WSIX-TV—Nashville—1953

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... WSIX Inc.
 Business Address..... Nashville Trust Bldg.
 Tel.: AL 5-5431..... ABC
 Station Representative..... H.R. Brown
 President..... Louis R. Draughon
 Sta., Gen. Mgr..... E. S. Tanner
 Commercial Manager..... J. McMurray
 Operations Director..... Robert L. Chaudoin
 Prom., Pub. Dir..... W. A. Jones
 Chief Engineer..... C. R. Duke

WSM-TV—Nashville—1950

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned..... Nat'l Life & Accident Insurance Co.
 Address..... 7th & Union
 Tel.: AL 4-5656..... NBC
 Representative..... Petry
 President..... John H. DeWitt, Jr.
 V.P., Gen. Mgr..... Irving Waugh
 Comm. Manager..... Hi Bramham
 Operations Mgr., Film Mgr..... Brad Crandall
 Production Mgr..... Elmer Alley
 Prom. Dir..... Charlie Cash
 Chief Engineer..... Aaron Shelton

Pop.: 9,710,000
 Families: 2,800,000
 Radio Homes: 2,759,000

TEXAS

TV Homes: 2,239,000
 AM Stas. in State: 238
 TV Stas. in State: 43

**KPAR-TV—Abilene—
Sweetwater—1956**

Channel: 12 VHF... AP: 72.5 Kw... VP: 145 Kw.
 Owned-Oper. By..... Texas Telecasting, Inc.
 Bus. Address 7400 College Ave., Lubbock, Tex.
 Tel.: SH 4-2345..... CBS
 Representative..... Branham
 Pres., Gen. Mgr..... W. D. "Dub" Rogers
 Vice President..... W. H. Shipley
 V.P., Sta. Mgr..... Jimmie Isaacs
 General Sales Manager..... R. S. "Bud" Nielsen
 Prog. Dir., Film Mgr..... Ray Trent
 National Sales Manager..... John Henry
 Promotion Manager..... Ray Huffer
 Chief Engineer..... Rudy Starnes

KRBC-TV—Abilene—1953

Channel: 9 VHF... AP: 13.8 Kw... VP: 27.5 Kw.
 Owned-Oper. By..... Abilene Radio & TV Co.
 Business Address..... 4510 So. 14th St.

Tel.: OW 2-4242..... NBC
 Representative..... Raymer
 President..... Dale Ackers
 Sta. Mgr..... George C. Breeding, Jr.
 Commercial Manager..... Dan C. Guthrie
 Program Director..... Normand Mann
 Chief Engineer..... Troy Mallon

KFDA-TV—Amarillo—1953

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned & Oper. By..... Amarillo Bcstg. Co., Inc.
 Address..... P. O. Box 1400
 Tel.: EV 3-2226..... CBS
 Representative..... Blair
 President..... Gene L. Cagle
 General, Comm. Mgr..... Ed Moore
 Operations Director..... Bill Spiller
 Promotion Director..... Beverly Murr
 Film Mgr..... Dick Knerr
 Publicity Dir..... Bill E. Cook
 Chief Engineer..... Bill Smith

KGNC-TV—Amarillo—1953

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..Globe News Publishing Co.
 Business Address.....2000 N. Polk St.
 Tel.: EVergreen 3-3321.....NBC
 Newspaper Affiliation....News, Times, Globe
 RepresentativeKatz
 PresidentParker Prouty
 General Manager.....Jack Liston
 Sta. Mgr.....Bob Watson
 Commercial Manager.....Bill Clarke
 Prom. Dir.....John Banasik
 Prod. Mgr.....Bud Pursley
 Chief Engineer.....W. H. Torrey

KVII-TV—Amarillo—1957

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned.....Southwest States, Inc.
 Business Address.....P.O. Box 925
 Tel.: FL 6-5241.....ABC
 Station RepresentativeBolling
 V.P.....Dick Watts
 Gen. Mgr.....C. W. Keys
 Asst. Gen. Mgr.....Gordon R. Phillips
 Regional Sales Manager.....John Conboye
 Operations Manager.....Jerry Gardner
 Chief Engineer.....Don Daniels

KTBC-TV—Austin—1952

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.....The L-B-J Co.
 Address.....Box 1155
 Tel.: GR 2-2424.....ABC-CBS-NBC
 RepresentativeRaymer
 Pres., Gen. Mgr.....J. C. Kellam
 Gen. Sales Manager.....O. P. (Bob) Bobbitt
 Program Director.....Dan Love
 V.P., Publicity Dir.....Warren Woodward
 Film Mgr.....David Swope
 Prom. Dir.....Mrs. Alice McElhinney
 Chief Engineer.....Ben Hearn

KFDM-TV—Beaumont—1955

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Beaumont Bcstg. Corp.
 Business Address.....1420 Calder Ave.
 Tel.: TE 8-4731.....ABC-CBS
 RepresentativePeters, Griffin, Woodward
 PresidentD. A. Cannan
 General Manager.....C. B. Locke
 Station Comm. Mgr.....Mott M. Johnson
 Program Dir.....Bob McManus
 Prom., Film Mgr.....Jack Dahmer
 Chief Engineer.....Harold W. Bartlett

KEDY-TV—Big Spring—1956

Channel: 4 VHF.. AP: 6.3 Kw.. VP: 12.9 Kw.
 Owned-Oper. By.....Texas Telecasting
 Address.....7400 College Ave., Lubbock, Tex.
 Tel.: SH 4-2345 (Lubbock).....CBS
 RepresentativeBranham

President.....W. D. Rogers
 Vice President.....W. H. Shipley
 Station Mgr.....Jack Wallace
 Gen. Sales Mgr.....R. S. Nielsen
 Natl. Sales Mgr.....John Henry
 Program Mgr.....Ray Trent
 Prom. Mgr.....Ray Huffer
 Chief Engineer.....Rudy Starnes

KBTX-TV—Bryan—1957

Channel: 3 VHF.. AP: 30.2 Kw.. VP: 60.3 Kw.
 Owned.....Brazos Bcstg. Co.
 Business Address.....Box 3237
 Tel.: VI 6-7777.....ABC-CBS
 RepresentativeRaymer
 President, Gen. Mgr.....M. N. Bostick
 Sta. Mgr.....Harry Lee Gillam
 Comm. Mgr.....David G. Haines
 Prog. Dir.....Rod Whisenant
 Pub. Dir.....Barbara Keller
 Film Mgr.....Charles Henderson
 Chief Engineer.....W. B. Cox

KRIS-TV—Corpus Christi—1956

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....Gulf Coast Bcstg. Co.
 Business Address.....Box 840
 Tel.: TU 3-6511.....ABC-NBC
 RepresentativePeters, Griffin, Woodward
 Pres., Gen. Mgr.....T. Frank Smith
 V.P.-Sales.....W. M. Eikner
 V.P.-Programs.....Charles Nethery
 Promotion Dir.....Harry Abbott
 Chief Engineer.....Jerry E. Smith

KZTV—Corpus Christi—1956

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.....KSIX-Television, Inc.
 Business Address.....Show Room Bldg.
 Tel.: TULip 3-5415.....ABC-CBS
 Station RepresentativeBranham
 Pres., Gen. Mgr.....Vann M. Kennedy
 Commercial Manager.....Harry Mooradian
 Prom., Pub. Dir.....M. L. Kennedy
 Program Dir.....Gene Looper
 Chief Engineer.....D. Taylor

WFAA-TV—Dallas—1949

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Business Address.....3000 Harry Hines Blvd.
 Tel.: RI 1-3315.....ABC
 Newspaper Affiliation.....Morning News
 RepresentativePetty
 President.....Joseph M. Dealey
 General Mgr.....Alex Keese
 Station Manager.....Mike Shapiro
 Commercial Mgr.....Dick Drummy
 Program Director.....Bob King
 Prom., Pub. Dir.....Casey Cohlmic
 Film Manager.....Dick Porter
 Chief Engineer.....George Krutilek

KRLD-TV—Dallas—1949

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned.....Times Herald Printing Co.
 Business Address.....Herald Square
 Tel.: RI 2-6811.....CBS
 Newspaper Affiliation...Dallas Times Herald
 Representative.....Branham
 President.....Clyde Rembert
 V.P., Gen. Mgr.....Roy M. Flynn
 Comm. Manager.....Gene Cuny
 Asst. Gen. Mgr.....Ves Box
 Prom., Pub. Director.....Jack Saunders
 Program Dir.....Fritz Kuler
 Operations Dir.....Nevin Lyerly
 Film Manager.....Nick Mueller
 Chief Engineer.....B. B. Honeycutt

KELP-TV—El Paso—1956

Channel: 13 VHF...AP: 15.8 Kw...VP: 26.6 Kw.
 Owned-Oper. By.....KELP TV Corp.
 Business Address....4530 Delta St.; Box 105
 Tel.: KE 3-5911.....ABC
 Representative.....Young TV
 President.....Norman Alexander
 General Manager.....Gene Roth
 Commercial Mgr.....Ira Hartsfield
 Prom Dir.....Jack MacElrath
 Program Dir.....Jerry Baker
 Film Mgr.....Dub Hartline
 Ch. Eng.....Michael Gaglio

KROD-TV—El Paso—1952

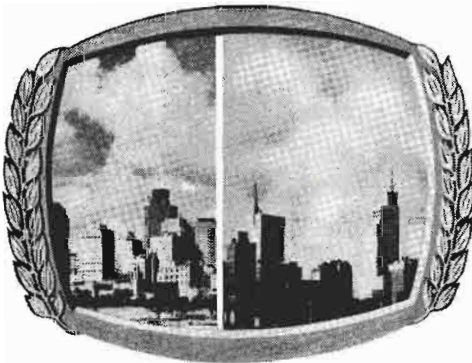
Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.
 Owned-Oper. By.....Southwest States, Inc.
 Address.....2201 Wyoming St.
 Tel.: KE 2-6551.....CBS
 Sta. Rep.....Branham Co.
 President.....Dorrance D. Roderick
 V.P., Gen. Mgr.....Val Lawrence
 Program Dir.....Bernie Bracher
 Prom. Dir.....Mary Davis
 Film Manager.....Frank Jordan
 Chief Engineer.....Edward P. Talbott

KTSM-TV—El Paso—1953

Channel: 9 VHF...AP: 42 Kw...VP: 85 Kw.
 Owned-Operated By.....Tri-State Bcsig. Co.
 Address.....801 N. Oregon St.
 Tel.: KE 2-5423.....NBC
 Representative.....Hollingbery
 President, Sta. Mgr.....Karl O. Wyler
 Commercial Manager.....Roy T. Chapman
 Prog. Dir., Film Mgr.....Jack R. Rye
 Publicity Director.....Mary Davis
 Chief Engineer.....Kenneth J. Walton

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF...AP: 210 Kw...VP: 105 Kw.
 Owned-Oper. By...Texas State Network, Inc.
 Address.....4801 W. Freeway
 Tel.: PE 7-6631.....Independent
 Representative.....Blair TV



The KRLD-TV Dallas-Fort Worth Market ranks 12th nationally in net weekly circulation . . . No. 1 in the entire South! It's a

must buy for any budget. Ask a Branham man.

(Source: ARB Market Reports, Oct. '59)

Low-band channel, maximum power, greatest coverage for more than 675,000 TV Homes!

KRLD-TV channel



Clyde W. Rembert, President

TV-Twin to KRLD Radio 1080, services of The Dallas Times Herald.

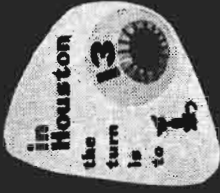
13 covers **31** counties

546,340
TV HOMES

**COMPLETE
COVERAGE**

.....
in Houston Metropolitan area
and surrounding 31 Counties

in the Gulf Coast.



CHANNEL 13



President.....Gene L. Cagle
 V.P. General Mgr.....Stan Wilson
 Asst. Mgr., Sales Mgr.....John Hopkins
 Program Mgr.....Arno W. Mueller
 Prom. Mgr.....Susan Simpson
 Production Mgr.....Olin Terry
 Chief Engineer.....Bill Kessell

WBAP-TV—Fort Worth—1948

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Carter Publications, Inc.
 Business Address.....3900 Barnett St.
 Tel.: JE 6-1981.....NBC
 Newspaper Affiliation.....Star-Telegram
 Representative.....Peters, Griffin, Woodward
 President.....Amon Carter, Jr.
 V.P. & Director.....Harold V. Hough
 Gen., Sta. Mgr.....Roy Bacus
 Commercial Manager.....Jack Rogers
 Program Director.....Robert Gould
 Prom., Pub. Dir.....Phil W. Wygant
 Film Manager.....Lynn Trammell
 Chief Engineer.....Rupert Bogam

KGBT-TV—Harlingen—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Harbenot Bcstg. Co.
 Business Address.....1521 W. Harrison St.
 Tel.: GA 3-4880.....ABC-CBS
 Representative.....H.R. Reps.
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Promotion Dir.....Mal Kasanoff
 Chief Engineer.....Al Beck

KHOU-TV—Houston—1953

Channel: 11 VHF. AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Gulf Television Corp.
 Address.....1945 Buffalo Drive
 Tel.: JA 9-4811.....CBS
 Representative.....CBS Television Spot Sales
 President.....C. Wrede Petersmeyer
 General, Sta. Mgr.....James C. Richdale, Jr.
 Comm. Manager.....Robert S. Wilson
 Program Director.....B. Calvin Jones
 Prom. Dir.....Roland Brazier
 Publicity Dir.....James Everhart
 Chief Engineer.....Art Biggs
 Film Manager.....Bud Johnson
 OWNERS OF: WISH-AM-TV, INDIANAPOLIS, IND.;
 WANE-AM-TV, FORT WAYNE, IND.; KOTZ, TULSA,
 OKLA.; KXTV, SACRAMENTO, CALIF.

KTRK-TV—Houston—1954

Channel: 13 VHF...AP: 170 Kw...VP: 316 Kw.
 Owned-Oper.....Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Tel.: JA 6-1313.....ABC
 Newspaper Affiliation.....Chronicle
 Representative.....Hollingbery
 President.....John T. Jones, Jr.
 Exec. V.P., Gen. Mgr.....W. E. Walbridge
 Program Director.....John E. Hill
 Comm. Manager.....William F. Bennett
 Production Mgr.....Bill Wagner
 Film Mgr.....Hugh Pickett
 Publicity Dir.....Lila Gordon
 Advertising Dir.....John Chapman
 Chief Engineer.....Tom Hiner

KPROD-TV
EL PASO, TEXAS

4

Donna O. Rodrick, Pres.
 Val Lawrence, V. Pres. and Gen. Mgr.
 REPRESENTED NATIONALLY
 BY THE BARNHAM COMPANY

88.5

More audience than all other
 El Paso stations combined! That's
 what the latest ARB gives KROD-TV
 (*February 1959.) And that's
 why KROD-TV is the "must"
 buy to reach the vast
 West Texas-Southern New Mexico market.



SHARE OF AUDIENCE
 IN A COMPETITIVE
 3-STATION MARKET*

IMPACT!
52.6%

*Makes
you feel
like a king
every day!*



KPRC - TV

HOUSTON, TEXAS

*the best faces
watch KPRC-TV
Channel*

2



Fresh up yourself
and your day with
KPRC-TV--known
everywhere as the
world's finest tele-
vision. It's a habit
you'll enjoy.

Courtesy of KING'S MEN

KPRC-TV IS REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KPRC-TV—Houston—1950

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Houston Post Co.
 Bus. Address... 3014 Post Oak Rd.
 Tel.: MA 3-9271... NBC
 Newspaper Affiliation... Post
 Representative... Petty
 V.P., Gen. Mgr... Jack Harris
 Sta., Comm. Mgr... Jack McGrew
 Operations Director... Paul Huhndorff
 Program Director... Ridge Radney
 Publicity Dir... Edna Forester
 Film Manager... M. Damrel
 Chief Engineer... Paul Huhndorff

KGNS-TV—Laredo—1956

Channel: 8 VHF... AP: 3 Kw... VP: 6 Kw.
 Owned By... Southwestern Operating Co.
 Business Address... 820 Convent St.
 Tel.: RAndolph 3-3674... ABC-CBS-NBC
 President... Donald W. Reynolds, Sr.
 Commercial Mgr... Pat Miller
 Station Mgr... Roy Bowman
 Prom. Dir... Frisco Aguillar
 Program Director... Dave Leyendecker
 Film Manager... Ernie Ramirez
 Chief Engineer... Irving Simpson

KCBD-TV—Lubbock—1952

Channel: 11 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Bryant Radio & TV Inc.
 Business Address... 5600 Ave. A; Box 1507
 Tel.: SH 4-1414... ABC-NBC
 Representative... Raymer

Pres., Gen. Manager... Joe H. Bryant
 Asst. Gen. Manager... Robert L. Snyder
 National Sales Mgr... Ray Poindexter
 Comm. Manager... George L. Tarter
 Program Director... Bill Taylor
 Promotion Director... Joan Prigmore
 Film Manager... J. M. Hollers
 Chief Engineer... Frank Lee

KDUB-TV—Lubbock—1952

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Texas Telecasting, Inc.
 Bus. Address... 7400 College Ave.
 Tel.: SH 4-2345... CBS
 Representative... Branham
 Pres., Gen. Mgr... W. D. (Dub) Rogers
 Vice President... W. H. Shipley
 Gen. Sales Mgr... R. S. "Bud" Nielsen
 National Sales Manager... John Henry
 Prog. Dir., Film Mgr... Ray Trent
 Prom. Mgr... Ray Huffer
 Chief Engineer... Rudy Starnes

KTRE-TV—Lufkin—1955

Channel: 9 VHF... AP: 12.5 Kw... VP: 26 Kw.
 Owned-Oper. By... Forest Capital Bcstg. Co.
 Business Address... P. O. Box 701
 Tel.: NE 4-7771... NBC-CBS-ABC
 Sta. Rep., Venard, Rintoul, McConnell; Melville
 President... R. W. Wortham, Jr.
 Gen., Sta. Mgr... Richman Lewin
 Commercial Manager... Murphy Martin
 Program Dir... Bill Carter
 Prom., Publicity Dir... Pat Mathews
 Chief Engineer... Fred Clinton Hill

HUGE, HOT SPOT AREA OF WEST TEXAS NOW BUY!
SM "HOT SPOT" CITY FOR 12 STRAIGHT MONTHS!

Four hot TV markets combined into one big regional network package deliver nearly 400,000 TV sets. With this one economical buy, you reach 1 1/2 million high-income customers.



*Ref. SM Mag.
 Nov. 1958 to
 Nov. 1959



West Texas Television Network

KDUB-TV
 LUBBOCK, TEXAS
KPAR-TV
 ABILENE - SWEETWATER

KEDY-TV
 BIG SPRING, TEXAS
KVER-TV
 CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

TEXAS

KMID-TV—Midland—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...Midessa Television Co., Inc.
Business Address.....P.O. Box 2758
Tel.: MU 2-7321.....ABC-NBC
Rep.....Venard, Rintoul & McConnell, Brown
President.....J. C. Dunagan
General Manager.....Roy Herndon
Chief Engineer.....Bill Buford

KVKM-TV—Monahans—1958

Channel: 9 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Tri-Cities Bcstg. Co.
Business Address.....Box 1118
Tel.: WI 3-3231.....ABC
Sta. Rep.....Melville; Masla
Pres., Gen. Mgr.....J. Ross Rucker
Commercial Mgr.....R. W. Tamplen
Film Mgr.....Glenn White
Chief Engineer.....Rubin L. Masters

KTES—Nacogdoches—1958

Channel: 19 UHF..AP: 9.12 Kw..VP: 16.6 Kw.
Owned-Oper. By.....East Texas Bcstg. Co.
Business Address.....Box 248
Tel.: LQan 4-4181.....ABC
Pres., Gen. Mgr.....Lee Scarborough

KOSA-TV—Odessa—1956

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By...Odessa Television Co.
Bus. Address.....1211 N. Whitaker
Tel.: FE 7-8301.....CBS
Representative.....Bolling
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
National Sales Manager.....George Collie
Chief Engineer.....Bill Schock

KPAC-TV—Port Arthur—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....Texas Goldcoast TV Inc.
Address.....Box 1059
Tel.: YUkon 5-5557.....NBC-ABC
Sta. Representative.....Headley-Reed
Pres., Gen. Mgr.....Julius Gordon
Sls. Mgr.....Mack Newberry
Operations Mgr.....John Stegall
Film Mgr.....Edith McMillian
Publicity Dir.....Adeline Salter
Chief Engineer.....Frank Leins

KCTV—San Angelo—1953

Channel: 8 VHF..AP: 13.5 Kw..VP: 27.5 Kw.
Owned-Oper. By...Westex Television Co., Inc.
Business Address.....Box 1941
Tel.: 7183.....CBS
Rep...Melville, Venard, Rintoul & McConnell
President.....B. P. Bludworth
Gen., Sta. Mgr.....J. Harley Hubbard
Prog. Dir.....A. Cobb
Advertising Mgr.....John Fuller

Film Manager.....Charles Cathey
Chief Engineer.....Ed Tolson

KCOR-TV—San Antonio—1955

Channel: 41 UHF..AP: 6 Kw..VP: 11 Kw.
Owned-Oper. By.....KCOR, Inc.
Business Address.....111 Martinez St.
Tel.: CApitol 5-2751.....Independent
Representative.....Richard O'Connell, Inc.
President.....Raoul A. Cortez, Sr.
General Mgr.....Nathan Safir
Commercial Mgr.....Ben Tamborello
Station Mgr.....Emilio Nicolas
Program Dir.....Sam Murray, Jr.
Publicity Dir.....William Lamar
Dir. Engineering.....Marvin Fiedler

KENS-TV—San Antonio—1950

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Express Publ. Co.
Business Address.....Ave. E & 4th St.
Tel.: CA 5-7411.....CBS
Representative.....Peters, Griffin, Woodward
Newspaper Affil.....Express & News
President.....Frank G. Huntress, Jr.
General Mgr.....Wayne Kearl
Chief Engineer.....William J. Jackson

KONO-TV—San Antonio—1957

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Mission Tcstg. Corp.
Business Address.....1408 N. St. Mary's St.
Tel.: CA 6-7611.....ABC
Station Representative.....Katz
President.....Eugene J. Roth
Gen., Sta. Mgr.....James M. Brown
Commercial Mgr.....Bob A. Roth
Program Director.....Perry Dickey
Prom., Pub. Dir.....Katie Ferguson
Film Manager.....Sam Rocco
Chief Engineer.....Larry Beckmann

WOAI-TV—San Antonio—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...Southland Industries, Inc.
Address.....1031 Navarro St.
Tel.: CA 7-4221.....NBC
Representative.....Petry
Board Chairman.....Hugh Half, Jr.
Pres., Gen. Mgr.....James M. Gaines
Manager.....Edward V. Cheviot
Prog. Director.....Robert Reed
Promotion Dir.....Charles Larkins
Publicity Dir.....Imogene Stanley
Film Manager.....Faye Leavitt
Chief Engineer.....Charles Jeffers

KCEN-TV—Temple—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...The Bell Publishing Co.
Business Address.....17 S. 3rd St.
Tel.: PR 3-6868.....NBC

Newspaper Affiliation.....Telegram
 Representative.....Blair TV Assoc.
 President.....Frank W. Mayborn
 General Manager.....Burton Bishop
 Asst. Manager.....Doug Thompson
 Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953

Channel: 6 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned-Oper. By.....KCMC, Inc.
 Address.....Summerhill Road
 Tel.: 33-1133.....ABC-CBS
 Newspaper Affil.....Gazette & Daily News
 Rep.....V. R. McC; Ayers, Melville
 President.....Walter E. Hussman
 General Manager.....Walter M. Windsor
 Sales Manager.....Jack Rollings
 Program Dir.....Les Eugene
 Promotion Director.....Cynthia LaFam
 Film Manager.....Loretta Stroup
 Chief Engineer.....Edward Covington

KLTV—Tyler—1954

Channel: 7 VHF...AP: 217 Kw...VP: 316 Kw.
 Owned-Oper. By.....Channel 7 Co.
 Business Address.....Box 957
 Tel.: LY 2-3873.....NBC-ABC-CBS
 Representative.....H-R
 General Manager.....Marshall H. Pengra
 Sales Mgr.....John Lenox
 Program Director.....Bonnie Lenox
 Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955

Channel 10 VHF...AP: 53.6 Kw...VP: 107.2 Kw.
 Owned-Operated By...KWTX Broadcasting Co.
 Address.....P.O. Box 7128 Triangle Station
 Tel.: PL 6-4451.....ABC-CBS
 Representative.....Raymer
 President, Gen. Mgr.....M. N. Bostick
 Commercial Manager.....Pete McNee
 Prom. Dir.....Ralph G. Webb

Publicity, Adv. Dir.....Oma Owens
 Film Mgr.....George Wallace
 Chief Engineer.....Jesse H. Dove

KRGV-TV—Weslaco—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....The LBJ Co.
 Business Address.....309 S. Missouri Ave.
 Tel.: WO 8-3131.....ABC-NBC
 Representative.....Paul H. Raymer
 Pres., Gen. Mgr.....J. C. Kellam
 Station, Adv. Mgr.....Charles L. Brooks
 Sales Manager.....T. Marshall Weaver
 Prom., Pub. Dir.....Hank Page
 Operations Director.....Fred Noble
 Film Mgr.....Ed Cantrell
 Chief Engineer.....Lewis Hartwig

KFDX-TV—Wichita Falls—1953

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned.....Wichtex Radio & TV Corp.
 Address.....Box 2040
 Tel.: 692-4530.....NBC
 Representative.....Raymer
 President.....Darrold A. Cannan
 V.P., Comm. Film Mgr.....Howard H. Fry
 Program Dir.....Tom Crane
 V.P., Prom., Pub. Dir.....D. A. Cannan, Jr.
 Chief Engineer.....John Adams

KSYD-TV—Wichita Falls—1956

Channels: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....KSYD-TV Co., Inc.
 Bus. Address...Seymour Hwy. & 9th; Box 2130
 Tel.: 322-6957.....CBS
 Representative.....Blair TV
 Pres., Gen. Mgr.....Syd Grayson
 Commercial Mgr.....Lambert Cain
 Program Director.....Mrs. Billie Foreman
 Prom., Pub. Dir.....Mrs. Mary K. Norwood
 Film Manager.....Mrs. Ruth York
 Chief Engineer.....Herb Wilew

Pop.: 884,000
 Families: 242,500
 Radio Homes: 234,000

UTAH

TV Homes: 213,500
 AM Stas. in State: 27
 TV Stas. in State: 5

KVOG-TV—Ogden—1959

Channel: 9 VHF...AP: 3 Kw...VP: 29 Kw.
 Owned By.....United Telecast R & TV Co.
 Address.....P.O. Box 325
 Tel.: EXport 2-7535.....Independent
 Station Rep.....Grant Webb
 President, Gen. Mgr.....D. B. Affleck
 Program Dir.....E. Smith
 Chief Engineer.....C. Ruthstrom

KLOR-TV—Provo—1958

Channel: 11 VHF...AP: 88 Kw...VP: 176 Kw.
 Owned By.....Beehive Telecasting Corp.

Address.....P.O. Box 44
 Tel.: Franklin 3-2951.....Independent
 Sta. Rep.....Forjoe
 Pres., Gen. Mgr.....S. B. Nissley
 Program Director.....G. B. Rowan
 Production Dir.....Paul Carr
 Film Mgr.....Wallace E. Broberg
 Chief Engineer.....Kenneth J. Hacking

**KCPX-TV—Salt Lake City
 1946**

Channel: 4 VHF...AP: 14.5 Kw...VP: 27.1 Kw.
 Owned By.....Columbia Pict. Electronics Corp.

UTAH-VERMONT-VIRGINIA

Business Address.....130 Social Hall Ave.
 Tel.: DA 2-5681.....NBC
 Representative.....Katz
 General. Sta. Mgr.....Norman Louvan
 Commercial Mgr.....Harold Woolley
 Film, Program Dir.....Dan Rainger
 Prom. Dir.....Tom Wayman
 Publicity, Adv. Dir.....Ted Anderson
 Chief Engineer.....Allan Gunderson

Prom. & Pub. Dir.....Robert G. Murdock
 Film Mgr.....Richard V. Thiriot
 Chief Engineer.....Vincent E. Clayton

KUTV—Salt Lake City—1954

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.
 Owned-Operated By.....KUTV, Inc.
 Business Address.....179 Social Hall Ave.
 Tel.: DA 2-2550.....ABC
 News. Affil.....Tribune; Ogden Standard
 Examiner

KSL-TV—Salt Lake City—1949

Channel: 5 VHF...18.2 Kw...VP: 33.1 Kw.
 Owned-Oper. By..Radio Service Corp. of Utah
 Business Address.....145 Social Hall Ave.
 Tel.: EL 5-4641.....CBS
 Representative.....CBS TV Spot Sales
 President.....Jay W. Wright
 V.P. Gen. Mgr.....D. Lennox Murdock
 Gen. Sales Mgr.....Lloyd E. Cooney
 Dir. of Operations.....Wayne F. Richards

Representative.....Avery-Knodel
 President.....A. L. Glasmann
 Vice President.....George C. Hatch
 Sta. Gen., Sales Mgr.....Brent H. Kirk
 Program Dir.....Duane C. Hill
 Prom., Pub. Dir.....Keith Nicholson
 Production Manager.....LaMar Smith
 Film Buyer.....Sid Cohen
 Film Manager.....Jack Ivers
 Chief Engineer.....B. R. Carpenter

Pop.: 418,000	VERMONT	TV Homes: 98,000
Families: 115,000		AM Stas. in State: 15
Radio Homes: 111,000		TV Stas. in State: 1

WCAX-TV—Burlington—1954

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.
 Owned-Oper. By.....Mt. Mansfield TV, Inc.
 Address.....100 Market Sq. S.
 Tel.: UN 2-5671.....CBS

Representative.....Weed
 Pres., Gen. Mgr.....S. T. Martin
 Comm. Manager.....J. A. Dobson
 Publicity Dir.....Charles S. Lewis
 Film Manager.....A. Sherman Rutter
 Chief Engineer.....J. W. Tierney

Pop.: 4,019,000	VIRGINIA	TV Homes: 818,000
Families: 1,020,000		AM Stas. in State: 93
Radio Homes: 969,000		TV Stas. in State: 12

WCYB-TV—Bristol—1956

Channel: 5 VHF..AP: 42.7 Kw..VP: 85.4 Kw.
 Owned-Oper. By..Appalachian Bcstg. Corp.
 Business Address.....P.O. Box No. 1009
 Tel.: NOrth 9-4161.....ABC-NBC
 Sta. Representative.....Headley-Reed
 Pres., Gen. Mgr.....Robert H. Smith
 Comm., Adv. Mgr.....J. Fey Rogers
 Program Dir.....Art Countiss
 Production Mgr.....James G. Evans
 Film Mgr.....Jim Carmack
 Chief Engineer.....Russell V. Robinson

Pres., Gen. Manager.....Thomas P. Chisman
 V.P., Sales Director.....Harrol A. Brauer, Jr.
 Program Director.....Harry Doggette
 Prom. Dir.....Beverly W. Avery
 Operations Mgr.....L. W. Kiewer
 Chief Engineer.....William C. King, Jr.

WSVA-TV—Harrisonburg—1953

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.
 Owned-Oper. By..Shenandoah Valley Bcstg.
 Address.....Rawley Pike
 Tel.: 4-4431.....ABC-CBS-NBC
 Newspaper Affil.....Wash. Eve. Star
 Sta. Representative.....H-R
 Pres., Gen. Mgr.....Hamilton Shea
 Asst. Gen. Mgr.....Warren L. Braun
 Commercial Mgr.....Richard H. Johnson
 Prog. Director.....Robert E. Lee
 Promotion Director.....Andy McCaskey
 Pub., Merch. Mgr.....H. L. Royster
 Film Manager.....Earle Weakley
 Chief Engineer.....Tom Jones

WVEC-TV—Hampton-Norfolk 1953

Channel: 13 VHF..AP: 110 Kw..VP: 214 Kw.
 Owned-Oper. By.....Peninsula Bcstg. Corp.
 Bus. Address..1930 Pembroke Ave., Hampton
 Tel.: 6332.....NBC
 Representative.....Avery-Knodel

• • • BROADCAST ADVERTISERS REPORTS (BAR) • • •
 Monitored: Lynchburg, Norfolk, Richmond, Roanoke

WLVA-TV—Lynchburg—1953

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By..Lynchburg Bcstg. Corp.
 Address.....2320 Langhorne Rd.
 Tel.: Victor 5-1242.....ABC
 Representative.....Hollingsbery
 Pres., Gen. Mgr.....Philip P. Allen
 Comm. Adv. Mgr.....Thomas L. Turner
 Prog., Film Mgr.....Warren Uttal
 Chief Engineer.....John T. Orth

WAVY-TV—Norfolk—1957

Channel: 10 VHF..AP: 192 Kw..VP: 316 Kw.
 Owned.....Tidewater Teleradio, Inc.
 Address.....214 W. York St.
 Tel.: MA 7-2345.....NBC
 Representative.....H-R
 Pres., Sta. Mgr.....J. Glen Taylor
 General Sales Mgr.....Edward J. Hennessy
 Prom., Pub. Dir.....Macey Schaffer
 Prog. Film Mgr.....Richard Fraser
 Chief Engineer.....Andrew Jackson

WTAR-TV—Norfolk—1950

Channel: 3 VHF..AP: 50 Kw..AP: 100 Kw.
 Owned-Operated By.....WTAR Radio Corp.
 Business Address.....720 Boush St.
 Tel.: MA 5-6711.....CBS
 Newspaper Affil....Norfolk Newspapers, Inc.
 Representative.....Petry
 Bd. Chairman.....Campbell Arnoux
 President, Gen. Mgr.....Robert M. Lambe
 V.P., Operations.....John C. Peffer
 Program Director.....Harold Soldinger
 Prom., Pub. Dir.....James W. Evans
 Film Manager.....Harry Nicholas
 Chief Engineer.....Richard Lindell

WTOV-TV—Norfolk—1953

Channel: 27 UHF..AP: 11.7 Kw..VP: 19.6 Kw.
 Owned-Operated By.....Tim Brite, Inc.
 Address.....1318 Spratley (Portsmouth, Va.)
 President.....Temus R. Bright
 General Manager.....Louis H. Peterson

WXEX-TV—Petersburg—1955

Channel: 9 VHF..AP: 159 Kw..VP: 316 Kw.
 Owned-Oper. By..Petersburg Television Corp.
 Address.....124 W. Tabb Street
 Tel.: RE 3-7876.....NBC
 Rep.....Brown
 President.....Thomas G. Tinsley, Jr.
 Gen., Sta. Mgr.....Irvin G. Abeloff
 Oper. Mgr.....Robert C. Currie, Jr.
 Comm. Mgr.....Lawrence Slon
 Prom., Pub. Dir.....Thos. F. McCollum, Jr.
 Chief Engineer.....George W. McGuigan

WRVA-TV—Richmond—1956

Channel: 12 VHF..AP: 156 Kw..VP: 316 Kw.
 Owned-Oper. By.....Richmond TV Corp.
 Business Address.....5221 Midlothian Pike
 Tel.: BE 3-5461.....CBS
 Reprs.....Harrington, Righter, Parsons
 President.....C. T. Lucy
 General Manager.....Barron Howard
 Commercial Mgr.....James D. Clark, Jr.
 Program Director.....Samuel S. Carey
 Prom., Pub. Dir.....John L. Stone, Jr.
 Film Manager.....Robert Pie
 Chief Engineer.....S. T. Terry, Jr.

WTVR—Richmond—1947

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Havens & Martin, Inc.
 Address.....3301 W. Broad St.
 Tel.: 5-8611.....ABC
 Representative.....Blair TV
 Pres., Gen. Mgr.....Wilbur M. Havens
 Commercial Mgr.....William Kemple
 Advertising Mgr.....Walter A. Bowry, Jr.
 Prog. Director.....John Shand
 Prom., Pub. Dir.....W. J. Filer
 Film Manager.....Conrad G. Rianhard
 Chief Engineer.....James Kyle

WDBJ-TV—Roanoke—1955

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....Times-World Corp.
 Address.....201 Campbell Ave.
 Tel.: DI 3-8031.....CBS
 Newspaper Affiliation...Times; World-News
 Representative..Peters, Griffin, Woodward, Inc.
 President.....M. W. Armistead, III
 V.P., Managing Director.....Ray P. Jordan
 Asst. V.P. & Mgr.....John Harkrader
 TV Sales Manager.....Blake Brown
 Program, Film Buyer.....Paul E. Reynolds
 Prom., Pub. Dir.....Boone Boggs
 Program Mgr.....Charles A. Ballou
 Technical Director.....J. Edward Newman

WSLS-TV—Roanoke—1952

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Shenandoah Life Stations
 Address.....Church Ave., at 3rd St.
 Tel.: DI 4-9226.....ABC-NBC
 Station Representative.....Blair
 President.....James H. Moore
 Station Mgr.....Horace S. Fitzpatrick
 Operations Mgr.....George Chernault
 Commercial Manager.....A. S. Trevilian, Jr.
 Promotion Director.....C. R. Garrison
 Publicity Dir.....Andrew Petersen
 Chief Engineer.....J. P. Briggs

Pop.: 2,975,000
Families: 888,000
Radio Homes: 869,000

WASHINGTON

TV Homes: 736,000
AM Stas. in State: 80
TV Stas. in State: 12

KVOS-TV—Bellingham—1953

Channel: 12 VHF...AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By.....KVOS, Inc.
Business Address.....1151 Ellis St.
Tel.: RE 3-4567.....CBS
Station Rep.....Forjoe; Stovin-Byles; Moore
President.....Rogan Jones
Executive Vice President.....David Mintz
Commercial Manager.....Fred Elsethegan
Program Director.....Andy Anderson
Promotion Director.....Marion Boylan
Chief Engineer.....John Price

KING-TV—Seattle—1948

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Tel.: MUtal 2-3555.....NBC
Representative.....Blair-TV
President.....Mrs. A. Scott Bullitt
V.P., Business Div.....Henry B. Owen
V.P. Broad. Div.....Otto P. Brandt
Commercial Mgr.....James D. Neidigh
Program, Film Mgr.....Lee Schulman
Prom., Pub. Director.....Mel Anderson
Chief Engineer.....Robert A. Ferguson

KIRO-TV—Seattle—1958

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Queen City Bcstg. Co.
Address.....1530 Queen Anne Ave.
Tel.: AT 3-9800.....CBS
Representative.....Peters, Griffin, Woodward
Pres., Gen. Mgr.....Saul Haas
Commercial Manager.....William A. Exline
Prom., Pub. Dir.....Paul H. Smith
Film Manager.....Eugene Wecker
Chief Engineer.....C. R. Morris

KOMO-TV—Seattle—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
Tel.: MA 4-6000.....ABC
Sta. Representative.....Katz
President.....O. D. Fisher
Exec. V.P. & Gen. Mgr.....W. W. Warren
Nat. Sls. Mgr.....Reg Miller
Mgr. Programming.....Dave Crockett
Program Manager.....Tom Rogstad
Film Editor.....Arden Skoog
Sales Promotion Manager.....Edna Hanna
Aud. Prom. Mgr.....Margaret Frey
Sales Manager.....Bill Hubbard
Pub. Rel. Mgr.....Arthur Gerbel
Merchandising Manager.....F. W. Hagerty
Chief Engineer.....C. E. Miller

KTVW—Seattle—1953

Channel: 13 VHF...AP: 50 Kw...VP: 100 Kw.
Owned.....J. C. McCaw
Business Address.....5534 N. 35 St., Tacoma
Tel.: SKYline 2-3544, Tacoma.....Independent
Representative.....O'Connell
President.....J. Elroy McCaw
General Manager.....James Hawkins
Program Director.....John Jarstad
Promotion Dir.....Jack Agnew
Chief Engineer.....Ken Williams

KHQ-TV—Spokane—1952

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Tel.: MA 4-5131.....NBC
Representative.....Katz
Pres., Gen. Mgr.....R. O. Dunning
Commercial Mgr.....J. Birney Blair
Promotion Manager.....Rex Gerlach
Program Director.....John R. Fahey
Chief Engineer.....Dee Waymire

KREM-TV—Spokane—1955

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned.....KREM Bcstg. Co.
Address.....4103 S. Regal
Tel.: KE 4-0466.....ABC
Representative.....Peiry
Pres., Gen. Mgr.....Louis Wasmer
Sta. Comm. Mgr.....Robert Temple
Program, Film Mgr.....Walter Schaar
Prom. Public. Dir.....Peter Lyman
Chief Engineer.....Homer Mead

KXLY-TV—Spokane—1953

Channel: 4 VHF...AP: 27 Kw...VP: 48 Kw.
Owned-Oper. By.....Northern Pacific TV Corp.
Address.....315 W. Sprague Ave.
Tel.: MAdison 4-1218.....CBS
Representative.....H-R; Jackson
President.....Norman Alexander
General Manager.....James Agostino
Station Manager.....Gene Roth
Publicity Director.....Bob Weitz
Chief Engineer.....Dave Green

KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Tribune Publishing Co.
Business Address.....S. 11th & Grant Sts.
Tel.: FU 3-2561.....Independent
Newspaper Affil.....Tacoma News Tribune

WASHINGTON-WEST VIRGINIA

Representative **Weed**
Station Mgr...... **Max H. Bice**
Commercial Mgr...... **Herchel Cary**
Program, Film Mgr...... **Dell Spencer**
Prom. Mgr...... **Ross Swift**
Pub. Dir...... **Doris Curda**
Chief Engineer..... **Dick F. Engb**

KNBS—Walla Walla—1959

Channel: 22 UHF **AP:** 144.9 Kw. **VP:** 246.9 Kw.
Owned By... **Northwest Broadcasting Sys., Inc.**
Address..... **P. O. Box 522**
Tel.: JA 5-8500..... **ABC**
President, Gen. Mgr...... **Warren L. Gray**
Exec. Vice Pres...... **Chuck Connors**
Commercial Mgr...... **Rodney J. Holton**
Station, Public. Dir...... **Lyle Bond**
Program, Film Mgr...... **William R. Wallace**
Chief Engineer..... **William F. Barclay**

KIMA-TV—Yakima—1953

Channel: 29 UHF **AP:** 115 Kw. **VP:** 191 Kw.

Owned-Oper. By..... **Cascade Bcast. Co., Inc.**
Business Address..... **Box 702**
Tel.: GL 2-9111..... **CBS-NBC**
Station Rep...... **Hollingbery; Art Moore**
President..... **A. W. Talbot**
General Manager..... **Thomas C. Bostic**
Asst. General Mgr...... **Jack Reber**
Commercial Mgr...... **William F. Grogan**
Program Director..... **James W. Nolan, Jr.**
Promotion Director..... **Robert H. Horn**
Film Manager..... **June Neel**
Chief Engineer..... **M. E. Burrill**

KNDO—Yakima—1959

Channel: 23 UHF **AP:** 19.9 Kw. **VP:** 11.6 Kw.
Owned By..... **Yakima Valley TV Co.**
Address..... **23 S. First St.**
Tel.: CH 8-2300..... **ABC**
General Mgr...... **Hugh Davis**
Commercial Mgr...... **Gene Adams**
Program Dir...... **Leo Lyon**
Promotion Mgr...... **Tom Ewing**
Chief Engineer..... **Warren Brown**

Pop.: 2,125,000	<h1 style="margin: 0;">WEST VIRGINIA</h1>	TV Homes: 431,000
Families: 572,000		AM Stas. in State: 50
Radio Homes: 546,000		TV Stas. in State: 9

WHIS-TV—Bluefield—1955

Channel: 6 VHF **AP:** 28.8 Kw. **VP:** 50 Kw.
Owned-Oper. By... **Daily Telegraph Ptg. Co.**
Business Address..... **Municipal Bldg.**
Tel.: DA 7-7115..... **NBC**
News. Affil.... **Daily Telegraph, Sunset News**
Representative..... **Katz**
President, Gen. Mgr...... **H. I. Shott**
Station Manager..... **John C. Shott**
Prog. Dir...... **Orland C. Young**
Prom., Pub. Dir...... **Janie M. Lambert**
Film Manager..... **Cecil Surratt**
Chief Engineer..... **Kenneth Dick**

WCHS-TV—Charleston—1954

Channel: 8 VHF **AP:** 94 Kw. **VP:** 158 Kw.
Owned & Oper. By..... **WCHS-TV Inc.**
Address..... **1111 Virginia Street East**
Tel.: DI 2-8131..... **ABC**
Representative..... **P. G & W**
President..... **Hawthorne D. Battle**
V.P., Gen. Mgr...... **John T. Gelder, Jr.**
Commercial Manager..... **Claude E. Wheeler**
Program Director..... **Morton S. Cohn**
Promotion Director..... **William L. Cooke, Jr.**
Technical Dir...... **William E. Dixon**

WBOY-TV—Clarksburg—1957

Channel: 12 VHF **AP:** 275 Kw. **VP:** 137 Kw.
Owned..... **WSTV, Inc.**
Business Address..... **912 W. Pike St.**
Tel.: MA 4-7571..... **ABC-CBS-NBC**

Representative **H.R**
President..... **Jack N. Berkman**
General, Sta. Mgr...... **Roger Garrett**
Commercial Mgr...... **Bob Connelly**
Prom, Publicity Dir...... **Peter Lyman**
Film Mgr...... **Sam De Maria**
Chief Engineer..... **Harry Brown**


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WEST VIRGINIA 

WJPB-TV—Fairmont—1954

Channel: 5 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned By...WJPB-TV, Inc. (Beacom Bcstg. Ent.)
 Address.....400 Quincy St.
 Tel.: Fairmont 8000.....ABC-CBS
 Newspaper Affiliation.....Mannington Times
 Station Rep.....Gill Perna
 President, Gen. Mgr.....J. Patrick Beacom
 Mgr. Dir., Comm. Mgr.....Numba Fabre, Jr.

WHTN-TV—Huntington—1955

Channel: 13 VHF...AP: 200 Kw...VP: 316 Kw.
 Owned-Oper. By.....Cowles Bcstg. Co.
 Address.....625 Fourth Avenue
 Tel.: JA 5-7661.....CBS
 Representative.....Petry
 President.....Luther L. Hill
 V.P., Gen. Mgr.....Robert R. Tincher
 Comm. Manager.....George Miller
 Program Director.....Norman L. Bacon
 Chief Engineer.....Chas. Prohaska

WSAZ-TV—Huntington—1949

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Operated By...WSAZ, Incorporated
 Address.....201 Ninth St.
 Newspaper Affil..Huntington Publishing Co.
 Tel.: JA 9-4127.....NBC
 Station Representative.....Katz
 Pres., Gen. Mgr.....L. H. Rogers II
 Comm. Mgr.....C. Tom Garten

Operations Mgr.....L. E. Kilpatrick
 Program Director.....Avery Chenoweth
 Prom., Publicity Dir.....Jack M. Williams
 Film Manager.....David S. Bond
 Chief Engineer.....John P. Clay

WOAY-TV—Oak Hill—1954

Channel: 4 VHF...AP: 68 Kw...VP: 100 Kw.
 Owned-Oper. By.....Robert R. Thomas, Jr.
 Business Address.....Box 251
 Tel.: HO 9-3361.....ABC-CBS
 Representative.....Pearson
 Pres., Gen. Mgr.....Robert R. Thomas, Jr.
 Comm Sta. Mgr.....Robert R. Brown
 Program, Prom. Mgr.....Neil Swann
 Chief Engineer.....Thomas Phillips

WTAP-TV—Parkersburg—1953

Channel: 15 UHF...AP: 10.5 Kw...VP: 19.5 Kw.
 Owned-Oper. By...Zanesville Publishing Co.
 Business Address.....121 W. Seventh St.
 Tel.: HU 5-4589.....ABC-CBS-NBC
 Representative.....Pearson
 President.....Clay Littick
 General Manager.....Allan Land
 Sta., Comm. Mgr.....Milton Komito
 Prog. Dir., Film Mgr.....Ronald W. Gaines
 Chief Engineer.....William A. Hunt, Sr.

WTRF-TV—Wheeling—1953

Channel: 7 VHF...AP: 156 Kw...VP: 316 Kw.
 Owned-Oper. By.....WTRF-TV, Inc.
 Business Address.....Ogden Bldg.
 Tel.: CE 2-7777.....NBC
 Newspaper Afil.....Dix Newspapers
 Representative.....Hollingbery
 Exec. V.P., Gen. Mgr.....Robert W. Ferguson
 Comm. Mgr.....H. Needham Smith
 Prog. Director.....Garry Vorhees
 Promotion Director.....James Knight
 Publicity Director.....Mary Neal
 Film Manager.....William Ney
 Chief Engineer.....Howard Daubenmeyer

WJPB-TV
 Channel



ABC—CBS

Fairmont—Weston—Clarksburg

King Size Television

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 55 county market with
 327,010 sets in West Va.—Ohio—
 Pennsylvania—Maryland—Virginia

5 WJPB-TV

J. PATRICK BEACOM
 President and General Manager

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RADIO-TV DAILY

ALL-AMERICAN

TV SELECTIONS

SEE PAGE 75

Pop.: 4,165,000
Families: 1,162,000
Radio Homes: 1,151,000

WISCONSIN

TV Homes: 1,032,000
TV Stas. in State: 13
AM Stas. in State: 75

WEAU-TV—Eau Claire—1953

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.
Owned-Oper. By.....Central Bcastg. Co.
Business Address.....2415 So. Hastings Way
Tel.: TE 2-3745.....ABC-CBS-NBC
Representative.....Hollingbery
President.....W. C. Bridges
Gen. Sta. Manager.....Leo Howard
Comm. Program Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
Tel.: HE 2-3331.....CBS
Representative.....Weed
General Manager.....Haydn R. Evans
Chief Engineer.....Wallace E. Stangel

WFRV-TV—Green Bay—1955

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
Tel.: HE 7-5411.....NBC
Representative.....Headley-Reed
President.....Clayton Ewing
General Manager.....Soren H. Munkhof
Station Mgr.....Jack Gennard
Program Director.....Eldon Anspach
Commercial Mgr.....Roger Michlen
Prom., Publicity Dir.....Joella Cohen
Merch. Dir.....W. C. Porsow
Film Manager.....Bill Campbell
Chief Engineer.....Harry Hill

WLUK-TV—Green Bay—1954

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....M & M Broadcasting Co., Inc.
Address.....126 N. Madison
Representative.....Hollingbery
President.....Morgan Murphy
General Mgr.....J. D. Mackin
Commercial Mgr.....Forester Cooper
Program Dir.....Pat Kehoe
Prom. Dir.....Helen Day
Film Mgr.....William Clark
Chief Engineer.....Al S. Alexander

WKBT—La Crosse—1954

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.
Owned & Oper. By.....WKBH Television Inc.
Address.....141 South 6th St.
Tel.: 2-4678.....ABC-CBS-NBC
Newspaper Affiliation.....Tribune
Representative.....H-R
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.

Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WISC-TV—Madison—1956

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9891.....CBS
News. Affiliation.....Superior Evening Telegram
Representative.....Peters, Griffin, Woodward
President.....Ralph M. Immell
General Manager.....Ralph O'Connor
Commercial Manager.....Richard Nickeson
Program Director.....Daniel Imhoff
Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953

Channel: 27 UHF..AP: 87 Kw..VP: 162 Kw.
Owned-Oper. By.....Monona Bcastg. Co.
Business Address.....215 West Washington Ave.
Tel.: AL 7-2261.....ABC
Representative.....Headley-Reed
President.....Stewart Watson
General Manager.....Ben F. Hovel
Asst. Gen. Mgr.....Frank Bignell
Prom., Pub. Dir.....James Roy Miller
Tech. Supervisor.....Cloven Smith

WMTV—Madison—1953

Channel: 33 UHF..AP: 156 Kw..VP: 209 Kw.
Owned-Oper. By.....Forward TV, Inc.
Business Address.....West Beltline
Tel.: CE 3-5381.....NBC
Representative.....Branham
President.....Herbert R. Ohrt
General Mgr.....Merritt Mulligan
Asst. Mgr.....Donald Harrer
Film Mgr.....George Plenderleith
Publicity Dir.....Wanda Monty
Chief Engineer.....Stan Sadler

WISN-TV—Milwaukee—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....759 N. 19th St.
Tel.: DI 2-3000.....ABC
Newspaper Affiliation.....Sentinel
Representative.....Petry
Station Mgr.....William C. Goodnow
Sales Mgr.....Richard D. Foerster
Film Dir.....Ann Fitzsimmons
Program Director.....Baylen Smith
Prom., Pub. Dir.....Arthur H. Barnes
Chief Engineer.....Lionel Wittenberg

WTMJ-TV—Milwaukee—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.

WISCONSIN-WYOMING

Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Tel.: BR 1-6000.....NBC
Newspaper Affiliation.....Journal
Sta. Rep......Harrington, Righter & Parsons
General Manager.....George Comte
Station Manager.....Robert J. Heiss
Adm. Asst......L. W. Herzog
Program Manager.....Sprague Vonier
Promotion Mgr......Bruce Wallace
Film Manager.....James Fitzgerald
Mgr. AM & TV Engineer.....Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF...AP: 64 Kw...VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....5445 N. 27th St.
Tel.: UP 3-1919.....CBS
Station Representative.....Blair
Managing Director.....Joe Evans
General Sales Mgr......E. A. Hassett, Jr.
Dir. of Operations.....Glenn Boundy, Jr.
Prom. Publicity Dir......Chuck Olson
Film Superv......Dan Kunz
Chief Engineer.....Robert Truscott
OWNERS OF: WJBK AM-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; WJW-

AM-FM-TV, CLEVELAND; WWVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES.

WXIX-TV—Milwaukee—1959

Channel: 18 UHF...AP: 141 Kw...VP: 263 Kw.
Owned-Oper. By.....WXIX-TV, Inc.
Address.....509 W. Wisconsin Ave.
Tel.: BR 2-1818.....Independent
Sta. Representative.....Gill-Perna
President, Gen. Mgr......Gene Posner
Station, Prom. Mgr......Lawrence Turet
Film Mgr......James Chladek
Chief Engineer.....Gino Monaco

WSAU-TV—Wausau—1954

Channel: 7 VHF...AP: 177 Kw...VP: 316 Kw.
Owned-Oper. By.....Wisconsin Valley TV Corp.
Address.....Box 29
Tel.: VI 2-1021.....ABC-CBS-NBC
Newspaper Affil......Record-Herald
Representative.....Meeker Co.
President.....George T. Frechette
Gen. Comm. Mgr......Richard D. Dudley
Prom., Pub. Dir......Tom Bolger
Program Director.....Norbert Kellnhauser
Film Manager.....Dan Ziebell
Chief Engineer.....Roland W. Richard

Pop.: 354,000
 Families: 110,000
 Radio Homes: 105,000

WYOMING

TV Homes: 63,900
 AM Stas. in State: 23
 TV Stas. in State: 3

KTWO-TV—Casper—1957

Channel: 2 VHF...AP: 35 Kw...VP: 71 Kw.
Owned-Operated By.....Rocky Mt. TeleStations
Business Address.....3900 E. Second St.
Tel.: 3-3771.....ABC-NBC-CBS
Station Representative.....Meeker
President.....Burt Harris
Gen., Sta. Mgr......Lawrence Berger
Program, Prom. Dir......Paul Wickre
Film Manager.....Hans Nohr
Chief Engineer.....Marion L. Cunningham

KFBC-TV—Cheyenne—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Tel.: 4-4461.....ABC-CBS-NBC
Newspaper Affiliation.....Eagle, Tribune
Representative.....Hollingbery
President.....Robert S. McCracken
Gen., Sta. Mgr......William C. Grove
Commercial Adv. Mgr......C. P. Cahill
Program, Prog. Mgr......William D. McCracken
Film Mgr......Don Wich

KWRB-TV—Riverton—1957

Channel: 10 VHF...AP: 32 Kw...VP: 64 Kw.
Owned.....M. & J. Ernst
Address.....500 B'way, Thermopolis, Wyo.
Tel.: TH 800.....CBS
Representative.....Gill-Perna
Gen. Mgr., Ch. Eng......Joseph P. Ernst

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GUAM

KUAM-TV—Agana—1956

Channel: 8 VHF..AP: .075 Kw..VP: .15 Kw.
Owned-Oper. By.....Radio Guam, Inc.
Address.....P. O. Box 368
Tel.: 7961.....ABC-CBS-NBC

Representative.....Intercontinental Services
Pres., Gen. Mgr.....Harry M. Engel
Station. Film Mgr.....John P. Barton
Commercial Manager.....Mary Chappelle
Program Director.....Lee K. Radner
Publicity Director.....Richard Williams
Chief Engineer.....Ted Coltrin

PUERTO RICO

WORA-TV—Mayaguez—1955

Channel: 5 VHF..AP: 17.8 Kw..VP: 29.5 Kw.
Owned-Oper By.....Supreme Bcstg. Co., Inc.
Business Address...Darlington Bldg.; Box 43
Tel.: 1151.....ABC-CBS
President, Gen. Mgr.....Alfredo R. de Arellano
Station Mgr.....R. M. Dupont
Chief Engineer.....John Prather

Newspaper Affiliation.....El Mundo
Rep.....Inter-American Publications Inc.
President.....Angel Ramos
General Sta. Mgr.....Ventura Lamas, Jr.
Commercial Mgr.....Carlos Vizcarrondo
Prog. Dir.....José Luis Torregrosa
Promotion Mgr.....Pete Mattina
Film Mgr.....Jose Mercado
Chief Engineer.....Robert Beurket

WAPA-TV—San Juan—1954

Channel: 4 VHF..AP: 33.9 Kw..VP: 56.2 Kw.
Owned-Oper. By..Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Tel.: 3-3006.....ABC-NBC
Representative.....Caribbean Networks Inc.
President.....John G. Johnson
Gen. Manager.....Carlos Rivera Gonzales
Promotion Director.....Rafael Vega
Sales Mgr.....Helena Martinez
Program Director.....Luis Dominguez
Film Manager.....Hector Hernandez
Chief Engineer.....Rafael Cruz Rivera

WRIK-TV—Ponce—1958

Channel: 7 VHF..AP: .71 Kw..VP: 1.4 Kw.
Owned-Operated By...Ponce Television Corp.
Address.....Darlington Bldg.
Tel.: 2-0280.....Independent
Sta. Rep.....Inter-American Publ.
Pres., Ch. Eng.....George A. Mayoral
Gen., Sls. Mgr.....William Cortada
Prom., Pub. Dir.....Armando L. Clavell
Chief Engineer.....J. A. Prather

WKAQ-TV—San Juan—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....El Mundo Inc.
Bus. Address...Box 5096, Puerto de Tierra Sta.
Tel.: 3-3800.....CBS

WSUR-TV—Ponce—1958

Channel: 9 VHF..AP: .42 Kw..VP: .83 Kw.
Owned.....American Colonial Bcstg. Corp.
Bus. Ad....1000 Ponce de Leon Ave., Santurce
Tel.: 2-4178.....Independent
Pres., Ch. Eng.....Ralph P. Perry
Gen., Comm. Mgr.....Mariano A. Escudero
Prog. Dir., Film Mgr.....P. Rodriguez

*For Officers of
Puerto Rican Association of Broadcasters
See Page 663*

CANADIAN TV STATIONS

Listed Alphabetically By Call Letters

Call Letters	City	Page	Call Letters	City	Page
CBFT . . .	Montreal, Que.	870	CHSJ-TV . .	Saint John, N. B.	868
CBHT . . .	Halifax, N. S.	868	CJBR-TV . .	Rimouski, Que.	870
CBLT . . .	Toronto, Ont.	870	CJCB-TV . .	Sydney, N. S.	868
CBMT . . .	Montreal, Que.	870	CJDC-TV . .	Dawson Creek, B. C.	867
CBOFT . . .	Ottawa, Ont.	869	CJFB-TV . .	Swift Current, Sask.	871
CBOT . . .	Ottawa, Ont.	869	CJIC-TV . .	Sault Ste. Marie, Ont.	869
CBUT . . .	Vancouver, B. C.	867	CJLH-TV . .	Lethbridge, Alta.	867
CBWT . . .	Winnipeg, Manit.	867	CJON-TV . .	St. John's, Nfld.	868
CFCJ-TV . .	Port Arthur, Ont.	869	CJSS-TV . .	Cornwall, Ont.	868
CFCL-TV . .	Timmins, Ont.	869	CKBI-TV . .	Prince Albert, Sask.	871
CFCM-TV . .	Quebec City, Que.	870	CKBL-TV . .	Matane, Que.	870
CFCR-TV . .	Kamloops, B. C.	867	CKCK-TV . .	Regina, Sask.	871
CFCY-TV . .	Charlottetown, P. E. I.	870	CKCO-TV . .	Kitchener, Ont.	869
CFPL-TV . .	London, Ont.	869	CKCW-TV . .	Moncton, N. B.	868
CFQC-TV . .	Saskatoon, Sask.	871	CKGN-TV . .	North Bay, Ont.	869
CFRN-TV . .	Edmonton, Alta.	866	CKMI-TV . .	Quebec City, Que.	870
CHAB-TV . .	Moose Jaw, Sask.	871	CKNX-TV . .	Wingham, Ont.	870
CHAT-TV . .	Medicine Hat, Alta.	867	CKOS-TV . .	Yorkton, Sask.	871
CHBC-TV . .	Kelowna, B. C.	867	CKRN-TV . .	Rouyn, Que.	871
CHCA-TV . .	Red Deer, Alta.	867	CKRS-TV . .	Jonquiere, Que.	870
CHCH-TV . .	Hamilton, Ont.	868	CKSO-TV . .	Sudbury, Ont.	869
CHCT-TV . .	Calgary, Alta.	866	CKTM-TV . .	Three Rivers, Que.	871
CHEK-TV . .	Victoria, B. C.	867	CKVR-TV . .	Barrie, Ont.	868
CHEX-TV . .	Peterborough, Ont.	869	CKWS-TV . .	Kingston, Ont.	868
CHLT-TV . .	Sherbrooke, Que.	871	CKX-TV . .	Brandon, Manit.	867

TELEVISION STATIONS OF CANADA

ALBERTA

CHCT-TV—Calgary—1954

Channel: 2 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned By Calgary Television, Ltd.
 Address 955 Rideau Road
 Tel.: CH 3-3491 Independent
 Newspaper Affil. Herald
 Sales Rep. All-Canada TV, Weed
 President F. R. Shaw
 Manager Herb Stewart
 Commercial Mgr. R. Watson
 Prom., Pub. Director Barry Nicholls
 Production Manager Barry Gordon
 Prog. Dir. Ron Chase
 Film Manager Gordon Warner
 Chief Engineer Lee Crawley

CFRN-TV—Edmonton—1954

Channel: 3 VHF . . . AP: 90 Kw. . . VP: 180 Kw.
 Owned-Oper. By . . . Sunwapta Bcstg. Co., Ltd.
 Business Address Jasper Ave.
 Tel.: HU 9-2572 CBC
 Sta. Reps. . . TV Reps.; Young Canadian; Oakes
 Pres., Gen. Mgr. G. R. A. Rice
 Station Mgr. S. S. Lancaster
 Commercial Mgr. Bruce D. Alloway
 Program Director George Kidd
 Film Manager Keith Neale
 Prom. Director Gary Greenway
 Production Mgr. Don C. Brinton
 Client, Serv. Dir. Jack Sweeney
 Chief Engineer Ted Wadson

CANADIAN TV STATIONS

CJLH-TV—Lethbridge—1955

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.
Owned-Oper. By..... Lethbridge TV. Ltd.
Business Address..... Lethbridge
Tel.: FA 7-1521..... CBC
Representatives..... All-Canada TV; Weed
President, Mgr. Dir..... N. Botterill
Commercial Mgr..... L. Crittenden
Production Mgr..... S. Pitt
Promotion Director..... Mrs. Babs Pitt
Technical Dir..... V. Reed

CHAT-TV—Medicine Hat—1957

Channel: 6 VHF... AP: 3 Kw... VP: 6 Kw.
Owned..... Monarch Bcstg. Co. Ltd.
Address..... 520 First Ave., S. E.
Tel.: LI 8-3533..... CBC
Sta. Rep..... Weed; All-Canada
President..... J. H. Yuill
Gen., Sta. Mgr..... R. J. Buss
Program Director..... Mervin Stone
Prom., Pub. Dir..... Dan McGuire
Film Manager..... Cliff Dacre
Chief Engineer..... Sid Gaffney

CHCA-TV—Red Deer—1957

Channel: 6 VHF... AP: 6.5 Kw... VP: 13 Kw.
Owned..... CHCA TV Limited
Business Address..... Box 668
Tel.: 5525..... CBC
Representatives..... John N. Hunt; Trans Ocean
President..... G. A. Bartley
Asst. Mgr..... Mrs. A. Sole
Commercial Mgr..... Doug Clarke
Program Dir..... R. D. Neima
Film Mgr..... Don Hoefling
Chief Engineer..... John Jonkman

BRITISH COLUMBIA

CJDC-TV—Dawson Creek—1959

Channel: 5 VHF... AP: 206 Kw... VP: 212 Kw.
Owned-Oper. By..... Radio Sta. CJDC Ltd.
Bus. Address..... Second Ave. & 9th St.
Tel.: STerling 2-3341..... Independent
Station Representative..... Cooke
Pres., Gen. Mgr..... H. L. Michaud
Station Manager..... Mike Lavern
Program Director..... Frank Harris
Sales Manager..... R. W. Michaud
Chief Engineer..... Mel Lang

CFCR-TV—Kamloops—1957

Channel: 4 VHF... AP: 3.5 Kw... VP: .7 Kw
Owned..... Twin Cities TV Ltd.
Business Address..... Radio-TV Bldg.
Tel.: 1021..... CBC
Pres., Gen. Mgr..... Ian G. Clark
Comm. Mgr., Prom. Dir..... Walter Harwood
Prog. Dir..... Jean Ross
Chief Engineer..... Fred Webber

CHBC-TV—Kelowna—1957

Channel: 2 VHF... AP: 1.65 Kw... VP: 3.7 Kw.
Owned..... Okanagan Valley TV Co.
Business Address..... 342 Leon Ave.
Tel.: PO 2-4535..... CBC
Representative..... All-Canada TV. Weed
President, Gen. Mgr..... Roy G. Chapman
Comm. Mgr..... Dick Sharp
Prog. Dir., Film Mgr..... Russ Richardson
Prom., Pub. Dir..... Norm Williams
Chief Engineer..... Tom Wyatt

CBUT—Vancouver—1953

Channel: 2 VHF... AP: 25 Kw... VP: 47 Kw.
Owned By..... Canadian Bcstg. Corp.
Address..... 701 Hornby St.
Tel.: MUtual 4-0246..... CBC
Television Director..... Hugh Palmer
Commercial Mgr..... Marce L. Munro
Technical Director..... Ross L. Whiteside

CHEK-TV—Victoria—1956

Channel: 6 VHF... AP: .9 Kw... VP: 1.8 Kw.
Owned-Operated By..... CHEK-TV, Ltd.
Address..... 3693 Epsom Drive
Tel.: GRanite 7-1821..... CBC
President..... David M. Armstrong
General, Sta. Mgr..... Russell L. Furse
Commercial Mgr..... Douglas Taylor
Program Dir..... Geniveve Gamache
Prom., Publicity Dir..... Dan Eckley
Film Mgr..... Fred Crouch
Chief Engineer..... Norman Bergquist

MANITOBA

CKX-TV—Brandon—1955

Channel: 5 VHF... AP: 9.65 Kw... VP: 19.3 Kw.
Owned By..... Western Manitoba Bcstrs. Ltd.
Address..... 2940 Victoria Ave.
Tel.: PArkway 6-5393..... CBC
Station Representative..... All-Canada; Weed
Pres., Gen. Mgr..... John B. Craig
Exec. Ass't, Sta. Mgr..... Eric Davies
Comm. Manager..... Archie Olson
Program Director..... Stuart Craig
Promotion Director..... Marvin Freeman
Chief Engineer..... A. M. Gomez

CBWT—Winnipeg—1954

Channel: 3 VHF... AP: 33.7 Kw... VP: 56.2 Kw.
Owned By..... Canadian Bcstg. Corp.
Business Address..... 541 Portage Ave.; Box 160
Tel.: SP 4-2541..... CBC
Reg. Dir..... J. R. Finlay
Director..... W. G. Carpenter
Sales Rep..... R. L. Horley
Program Dir..... Bruce MacPherson
Press & Information Rep..... C. E. L'Ami
Film Manager..... Miss G. M. Brown
Technical Dir..... H. C. Heywood

CANADIAN TV STATIONS

NEW BRUNSWICK

CKCW-TV—Moncton—1954

Channel: 2 VHF... AP: 15 Kw... VP: 25 Kw.
Owned-Oper. By... Moncton Bcstg., Ltd.
Address... Halifax St.
Tel.: EV 4-9601... CBC
Sta. Rep.... Stovin-Byles; Young Canadian
Pres., Gen. Mgr.... F. A. Lynds
Station Manager... Murray Goldsborough
Commercial Manager... W. W. Tingley
Prog. Dir.... J. S. Irvine
Prom., Publicity Dir.... Murray Turner
Film Manager... Gwen MacDonald
Chief Engineer... Keith MacConnell

CHSJ-TV—Saint John—1954

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned By... New Brunswick Bcstg. Co., Ltd.
Address... 14 Church St.
Tel.: 3-3304... CBC
Station Rep.... All Canada TV; Weed
Gen. Mgr.... George A. Cromwell
Program Director... William Stewart
Chief Engineer... Jack Bishop

NEWFOUNDLAND

CJON-TV—St. John's—1955

Channel: 6 VHF... AP: 11 Kw... VP: 21 Kw.
Owned-Oper... Newfoundland Bcstg. Co., Ltd.
Business Address... Prince of Wales Street
Tel.: 7105... CBC
Newspaper Affiliation... Nfld. Sunday Herald
Station Rep.... Stovin-Byles; Weed
President... Geoff Stirling
V.P., General Mgr.... Don Jamieson
Sta. Mgr., Prog. Dir.... Colin Jamieson
Commercial Mgr.... Jack Baird
Promotion Director... Mrs. Judith Curtis
Chief Engineer... Oscar Herlihey

NOVA SCOTIA

CBHT—Halifax—1954

Channel: 3 VHF... AP: 34 Kw... VP: 56 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 27 College St.
Tel.: 2-8311... CBC
Director... G. F. Brickenden
Comm. Representative... Donald G. LeBlanc
Technical Director... J. Simonsen
Program Director... Carl MacCaul

CJCB-TV—Sydney—1954

Channel: 4 VHF... AP: 108 Kw... VP: 180 Kw.
Owned By... Cape Breton Bcstrs., Ltd.

Business Address... Mira Rd.
Tel.: 2-5511... CBC
Station Representative... All Canada; Weed
Pres., Gen. Mgr.... J. Marvin Nathanson
Promotion Director... J. C. McVicar
Publicity Director... C. M. Quinton
Program Mgr.... Mrs. M. C. MacQuarrie
Comm. Mgr.... Effie Williams
Advertising Mgr.... J. A. MacDonald
Film Mgr.... R. H. Demers
Chief Engineer... M. E. Bowles

ONTARIO

CKVR-TV—Barrie—1955

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Ralph Snelgrove TV Ltd.
Address... P. O. Box 519
Tel.: Parkway 6-6467... CBC
Station Rep.... Mulvihill; Young Canadian
Pres., Gen. Manager... Ralph T. Snelgrove
Operations Manager... Jack Mattenley
Comm. Mgr.... Charles Tierney
Production Director... Joe Clark
Program Director... Ev Smith
Chief Engineer... Harold Atkinson

CJSS-TV—Cornwall—1959

Channel: 8 VHF... AP: 130 Kw... VP: 260 Kw.
Owned By... Cornwall Bcstg. Ltd.
Address... P.O. Box 74
Tel.: Wellington 3-2030... CBC
Station Reps.... Trans Ocean; TV Reps
President, Gen. Mgr.... E. W. Miller

CHCH-TV—Hamilton—1954

Channel: 11 VHF... AP: 90 Kw... VP: 150 Kw.
Owned By... Niagara Television Ltd.
Address... 163 Jackson St. W.
Tel.: JA 2-1101... CBC
Sta. Rep.... All Canada; Adam Young
President, Gen. Mgr.... Kenneth D. Soble
Asst. Mgr.... S. J. Bibby
Comm. Manager... R. J. Peters
Sales Manager... R. M. Vansickle
Prog. Manager... J. S. Purvis
Prom. Dir.... S. F. Habberfield
Film Manager... D. Gale
Chief Engineer... W. E. Jaynes

CKWS-TV—Kingston—1954

Channel: 11 VHF... AP: 154 Kw... VP: 257 Kw.
Owned By... Frontenac Bcstg. Co. Ltd.
Address... 170 Queen St.
Tel.: LI 2-4977... CBC
Sta. Representative... Weed; All Canada TV
President... W. R. Davies
Gen. Mgr.... Don Lawrie
Station Mgr.... R. W. Hofstetter
Commercial Mgr.... Tom Tomkow
Program, Prom. Mgr.... Don Nairn
Film Mgr.... Lois Scrutton
Chief Engineer... Bert Cobb

CANADIAN TV STATIONS

CKCO-TV—Kitchener—1954

Channel: 13 VHF... AP: 54.4 Kw... VP: 100 Kw.
 Owned By... Central Ontario TV, Ltd.
 Address... 864 King St. W.
 Tel.: SH. 2-5288... CBC
 Station Representative... Hardy; Hunt; Weed
 President... Carl Pollock
 Exec. Director... Eugene E. Fitzgibbons
 General Manager... W. D. McGregor
 Program Manager... Don Martz
 Prom., Publicity Dir... William Whiting
 Chief Engineer... Paul Turchan

CFPL-TV—London—1953

Channel: 10 VHF... AP: 195 Kw... VP: 325 Kw.
 Owned By... London Free Press Printing Co.
 Address... Commissioners Rd.
 Tel.: GE 4-2115... CBC
 Newspaper Affil... London Free Press
 President... W. J. Blackburn
 General Mgr... M. T. Brown
 Prom., Market Dir... W. T. Daley
 Chief Engineer... G. Robitaille

CKGN-TV—North Bay—1955

Channel: 10 VHF... AP: 25.75 Kw... VP: 51.5 Kw.
 Owned-Oper. By... Tel-Ad Co.
 Address... P. O. Box 1000
 Tel.: GR 2-9000... CBC
 Sta. Rep... Young Canadian; Mulvihill; Hunt
 President... J. L. Shaw
 Gen., Comm. Mgr... Bruce McLeod
 Operations Manager... Dave Mee
 Prog. Dirs... Tomkins; Bilenkey
 Promotion Director... Miss Shirley Morin
 Publicity Director... John Morton
 Film Manager... Miss Eleanor Eady

CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 55 Kw... VP: 31 Kw.
 Owned-Oper. By... Canadian Bcstg. Corp.
 Address... Lanark Ave.
 Tel.: PA 8-1771... CBC
 Station Mgr... Georges Huard
 Comm. Manager... L. O'Neill
 Chief Engineer... Maxted Gilbert

CBOT—Ottawa—1953

Channel: 4 VHF... AP: 27 Kw... VP: 50 Kw.
 Owned By... Canadian Bcstg. Corp.
 Address... Lanark Ave.
 Tel.: PA 8-1771... CBC
 Operations Mgr... Georges Huard
 Commercial Mgr... Larry O'Neill
 Program Dir... Dennis Townsend
 Technical Director... J. H. Book

CHEX-TV—Peterborough—1955

Channel: 12 VHF... AP: 60 Kw... VP: 102 Kw.
 Owned-Oper. By... Kawartha Bcstg. Co., Ltd.
 Business Address... R.R. No. 10

Tel.: RI 2-0451... CBC
 Newspaper Affil... Examiner
 Reprs... All-Canada TV; Weed
 President... Sen. Rupert Davies
 General Mgr... Donald Lawrie
 Station Mgr... Keith Parker
 Commercial Mgr... Robert Kinsman
 Program Director... Gordon Shale
 Prom. Mgr... Donald Alexander
 Publicity Dir... Eleanor McBrien
 Advertising Mgr... Marnie McTeague
 Film Mgr... Paul Devlin
 Chief Engineer... Bert Crump

CFCJ-TV—Port Arthur—1954

Channel: 2 VHF... AP: 28 Kw... VP: 15 Kw.
 Owned By... Thunder Bay Electronics Ltd.
 Business Address... 87 N. Hill St.
 Tel.: 4-9685... CBC
 Station Representative... Weed; All-Canada
 President... H. F. Dougall
 Gen., Sta. Mgr... Ralph H. Parker

CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF... AP: 15 Kw... VP: 28 Kw.
 Owned-Oper. By... Hyland Radio-TV, Ltd.
 Business Address... 119 East Street
 Tel.: AL 6-7494... ABC-CBC-CBS-NBC
 Representatives... All-Canada TV; Weed
 President... Mrs. J. G. Hyland
 Gen., Sta. Mgr... R. H. Ramsay
 Commercial Mgr... E. W. Plouffe
 Program Director... P. Fockler
 Prom. Director... F. Gardi
 Film Mgr... Beverly Kovacs
 Chief Engineer... Dave Irwin

CKSO-TV—Sudbury—1953

Channel: 5 VHF... AP: 15 Kw... VP: 30 Kw.
 Owned By... CKSO Radio, Ltd.
 Business Address... 336 Ash St.
 Tel.: OS 4-0711... CBC
 Representatives... Weed; All Canada TV
 President, Gen. Mgr... W. J. Woodill
 Commercial Mgr... Mrs. Betty Sellars
 Program, Prom. Mgr... Richard Madsen
 Film, Adv. Mgr... Jim Boyd
 Chief Engineer... Wally Robert

CFCL-TV—Timmins—1956

Channel: 6 VHF... AP: 9.2 Kw... VP: 18.5 Kw.
 Owned By... J. Conrad Lavigne Enterprises
 Business Address... Box 620, Mont Sacre Coeur
 Tel.: 577... CBC
 Station Representative... Mulvihill
 President... J. Conrad Lavigne
 Gen. Mgr., Pub. Dir... Rene Barrette
 Commercial Manager... Harry Charbonneau
 Program Director... Jean DeVilliers
 Promotion Director... Miss Jackie Green
 Film Manager... Mrs. Hazel Claremont
 Technical Dir... Roch Demers

CANADIAN TV STATIONS

CBLT—Toronto—1952

Channel: 6 VHF..AP: 53.5 Kw..VP: 99.5 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Tel.: WA 5-3311.....CBC
Dir. Eng. Net.....A. K. Morrow
Dir. TV Oper.....J. W. R. Graham
Dir. Net. Prog.....E. S. Hallman
Sup. TV Sales.....John Malloy
Design Dir.....L. Crain Ford
Film Services.....O. C. Wilson
Dir. Info. Serv.....D. N. MacDonald
Div. Engineer.....G. H. Jones

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX-TV—Wingham—1955

Channel: 8 VHF..AP: 100 Kw..VP: 180 Kw.
Owned-Oper. By.....CKNX Ltd.
Address.....Carling Terrace
Tel.: 158.....CBC
Station Rep.....All-Canada; Young Canadian
Pres., Gen. Mgr.....W. T. Cruickshank
Comm. Mgr.....C. R. Hamilton
Program Director.....John Krug
Promotion Director.....Helen Fleury
Station, Film Mgr.....D. G. Hildebrand
Advertising Mgr.....Jack Mitchell
Chief Engineer.....Scott Reid

PRINCE EDWARD ISLAND

CFCY-TV—Charlottetown—1956

Channel: 13 VHF..AP: 38.5 Kw..VP: 79 Kw.
Owned-Oper. By.....Island Radio Bcstg. Co., Ltd.
Business Address.....85 Kent St.
Tel.: 7347.....CBC
Representatives.....All-Canada TV; Weed
Sta., Comm., Film Mgr.....R. F. Large
Traffic Manager.....E. P. Williams
Chief Engineer.....J. G. Jay

QUEBEC

CKRS-TV—Jonquiere—1955

Channel: 12 VHF..AP: 10 Kw..VP: 20 Kw.
Owned-Oper. By.....Radio Saquenay Limited
Address.....175 Sir Wilfrid Laurier St.
Tel.: LI 2-4551.....CBC
Sta. Rep.....Hardy
President.....Henri Lepage
Gen. Mgr., Prom. Dir.....Tom Burham
Sta., Comm. Mgr.....Paul J. Audette
Film Manager.....Eugene Michaud
Chief Engineer.....Gerard Lemieux

CKBL-TV—Matane—1958

Channel: 9. VHF..AP: 95 Kw..VP: 160 Kw.
Owned By.....Radiodiffusion de Matane Ltd.
Business Address.....4 St. Sacrement St.
Network Affiliation.....CBC
Sta. Rep.....Young Canadian Ltd.
Pres., Gen. Mgr.....Rene Lapointe
V.P., Comm. Mgr.....Octave Lapointe
Chief Engineer.....J. O. Thibeau

CBFT—Montreal—1952

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Business Address.....P.O. Box 6000
Tel.: UN 6-2571.....CBC
Program Director.....Fernand Guerard
Comm. Manager.....Maurice Valiquette
Press & Information.....J. J. Trudeau

CBMT—Montreal—1954

Channel: 6 VHF..AP: 26.2 Kw..VP: 43.8 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Tel.: UN 6-2571.....CBC
Comm. Manager.....Maurice Valiquette
Press and Information.....J. J. Trudeau
Tech. Dir.....C. Frenette

CFCM-TV—Quebec City—1954

Channel: 4 VHF..AP: 6.35 Kw..VP: 12.7 Kw.
Owned By.....Television De Quebec
Address.....200 St.-Jean Bosco, Ste. Foy, Que.
Tel.: MURray 3-4985.....CBC
Sales Rep.....Weed; Hardy; Hunt
President.....Gaston Pratte
Gen. Mgr.....J. A. Pouliot
Oper. Dir., Sales Mgr.....Arthur P. Fitzgibbons
Program Manager.....Jacques Filteau
Prom., Pub. Dir.....J. P. Riopel
Film Manager.....Gerald Ross
Chief Engineer.....Gerard Fortin

CKMI-TV—Quebec City—1957

Channel: 5 VHF..AP: 2.8 Kw..VP: 5.6 Kw.
Owned.....TV de Quebec (Canada) Ltd.
Add.....200 St.-Jean Bosco, Ste. Foy, Que.
Tel.: MU 3-4985.....CBC
Station Rep.....Weed; Hardy; Hunt
President.....Gaston Pratte
General Manager.....Jean A. Pouliot
Oper. Dir., Sales Mgr.....Arthur P. Fitzgibbons
Program Director.....Jacques Filteau
Prom., Pub. Dir.....J. R. Riopel
Film Manager.....Gerald Ross
Chief Engineer.....Gerard Fortin

CJBR-TV—Rimouski—1954

Channel: 3 VHF..AP: 56.9 Kw..VP: 100 Kw.
Owned By.....Lower St. Lawrence Radio Inc.
Address.....6 St. Jean St.
Tel.: RA 3-2217.....CBC
Sta. Rep.....Stovin-Byles; Weed
President.....Jacques Brillant
Gen. Sta. Manager.....Andre Lecomte

CANADIAN TV STATIONS

Commercial Mgr. L. P. Cliche
Program Mgr. Francois Raymond
Promotion Dir. Jean Chabot
Publicity Dir. Harry A. Willisie
Film Mgr. Denis Malenfant
Chief Engineer. Marcel Vallee

CKRN-TV—Rouyn-Noranda 1958

Channel: 4 VHF . . . AP: 25 Kw. . . VP: 50 Kw.
Owned Northern Radio-Radio Nord, Inc.
Business Address Box 70, Rouyn
Tel.: RO 2-7741 CBC
Station Rep. Weed; Trans-Ocean; Hunt
Pres., Gen. Mgr. David A. Gourd
Comm., Prom. Mgr. George A. Chartrand
Program Director Franco Capellari
Film Manager Bob Montemurro
Chief Engineer Jean-Guy Langevin

CHLT-TV—Sherbrooke—1956

Channel: 7 VHF . . . AP: 106 Kw. . . VP: 316 Kw.
Owned-Oper. By La Tribune, Ltd.
Business Address 221 Dufferin St.
Tel.: LO 9-2525 CBC
Sta. Reps. Trans-Ocean; Can. Sta. Rep.
Newspaper Affil. La Tribune
President Paul Desruisseaux
General Manager Alphee Gauthier
Sta., Comm. Mgr. Jean-Louis Gauthier
Program Director Pierre Bruneau
Promotion Director Georges L'Ecuyer
Film Manager Guy Bachand
Chief Engineer Leo Guilbeau

CKTM-TV—Three Rivers—1958

Channel: 13 VHF . . . AP: 3.25 Kw. . . VP: 6.5 Kw.
Owned By TV St. Maurice, Inc.
Address P.O. Box 277
Tel.: FR 5-7311 CBC
Sta. Reps. Hardy; Weed; Hunt
President, Gen. Mgr. Henri Audet
Commercial Mgr. Louis Beliveau
Program Dir. Claude Blain
Film Mgr. Albert Aubichon
Chief Engineer Robert Bonneau

SASKATCHEWAN

CHAB-TV—Moose Jaw—1959

Channel: 4 VHF . . . AP: 100 Kw. . . VP: 53 Kw.
Owned By Radio Station CHAB, Ltd.
Address 127 Main St., N.
Tel.: OX 2-6464 CBC
Sta. Rep. TV Rep.; Young Canadian
President, Gen Mgr. Jack Mofiat
Commercial Mgr. Joe Lawlor
Program Director Terry McBurney
Promotion Dir. Bill Smith
Chief Engineer Merv Pickford

CKBI-TV—Prince Albert—1958

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
Owned By Central Bcstg. Co., Ltd.
Address 10th St. West
Tel.: RO 3-7421 CBC
Representatives All Canada; Weed
Pres., Gen. Mgr. E. A. Rawlinson
Commercial Mgr. G. O. Johnson
Prog. Dir., Film Mgr. J. J. Cannon
Chief Engineer Tom Van Nes

CKCK-TV—Regina—1954

Channel: 2. VHF . . . AP: 53.5 Kw. VP: 100 Kw.
Owned By Transcanada
Address Leader Post Building
Tel.: LA 3-6671 CBC
Newspaper Affil. Leader Post
Sales Rep. Weed, All-Canada TV
President Clifford Sifton
General Mgr. H. A. Crittenden
Asst. Manager Lloyd Westmoreland
Commercial Mgr. Don Tunncliffe
Production Mgr. Doug Lee
Film Mgr. Gordon Grant
Program Dir. H. Van Wiebe
Promotion Director William Rees
Chief Engineer E. A. Strong

CFQC-TV—Saskatoon—1954

Channel: 8 VHF . . . AP: 154 Kw. . . VP: 325 Kw.
Owned By A. A. Murphy & Sons Ltd.
Address 216 1st Ave. N.
Tel.: CH 2-6611 CBC
Sales Rep. Adam Young TV Corp.; Oakes;
President A. A. Murphy
General Mgr. G. Blair Nelson
Operations Mgr. Walter Romanow
Sales Manager Will Klein
Chief Engineer Lyn Hoskin

CJFB-TV—Swift Current—1957

Channel: 5 VHF . . . AP: 6.6 Kw. . . VP: 13.3 Kw.
Owned Swift Current Telecasting Co. Ltd.
Address Swift Current
Tel.: PR 3-7266 CBC
Representative For Joe-TV
Pres., Gen. Mgr. William D. Forst
Comm. Adv. Mgr. Walter S. Buffam
Program, Prom. Mgr. Julie Forst
Chief Engineer George Merchant

CKOS-TV—Yorkton—1958

Channel: 3 VHF . . . AP: 2.5 Kw. . . . VP: 5 Kw.
Owned By Yorkton TV Co., Ltd.
Address 95 E. Broadway
Tel.: 33-688 CBC
Sta. Rep. Stovin-Byles Ltd.; Devney
Pres., Prom. Mgr. Norman Roebuck
General Mgr. Ronald Leigh Skinner
Commercial Mgr. Harold Olson
Program Dir. Kristin Olson
Chief Engineer G. S. Skinner

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PUBLIC SERVICE IN TV

... Truth Objectively Presented

By RODNEY C. CHALK

Director, Radio-TV Division of BIS



LAST year, after what was probably the biggest and most publicized soul-searching experience in the history of radio-television, the words "public service" were rediscovered, dusted off and even put on a pedestal for solemn worship.

But what the headlines didn't spell out was that public service programming has been going on, especially on the local radio and television level, for a long time. And it is the local TV station's public affairs and news director who has needed program material more than anyone else.

It's been the function of the BIS Radio-TV Division to fill these needs with a variety of free program material—all of which can be credited to and accepted as public service programming.

Probably the most useful single service the BIS provides is the TV newsbriefs. These are free film clips sent to local TV news directors and newscasters at the rate of 2-3 per week for inclusion in newscasts or news-in-depth shows. They are features rather than hot news. This is a supplementary service that in no way intends to compete with the news services of TV reels or networks. As a matter of fact, we at BIS bend over backwards arranging for commercial news services to do their own coverage of British stories whenever they want to—and offer them any of the stories we release.

If you don't know who we are or what we do, seeing the phrase "an agency of the British Government"

after our name might make you feel inclined to raise a sceptical eyebrow and ask "what are they trying to sell me?"

The simple answer is facts based on truth, objectively presented — about some of the vital problems of our complex world. And for those of us who are privileged to live in democracies, it's a demanding world from which none of us can afford to retire to the rumpus room.

To illustrate how we try to do it: during the tense moments of the controversial Cyprus emergency we released a 15 minute TV documentary.

The film was called "Cyprus—Three Points of View;" it was independently produced by an American and then offered to us for distribution. Naturally, it presented the official British arguments, but for one-third of the film only. Equal time was given to Archbishop Makarios, whose speech was as free and unhampered as ever, and to Dr. Kutchuk, who spoke on behalf of the Turkish minority in Cyprus.

Other TV series are available, together with more than 100 individual documentary TV films covering just about everything from Wimbledon to Whitehall.

Besides programs distributed from New York, there are twelve Information Officers at British Consulates throughout the country who are ready and willing to help the broadcaster get the coverage, information or guest he wants for his show.

As always all your questions are welcome and so are your criticisms.



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RADIO DAILY
TELEVISION DAILY

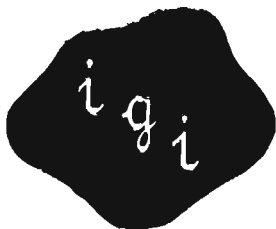
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**RADIO-TV
PRODUCTION**

PROGRAM PRODUCERS
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SERVICES OFFERED AND
ALL CURRENT PRODUCTIONS

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jack philbin



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we have them.*

RADIO—TELEVISION PROGRAM PRODUCERS

A TO Z ENTERPRISES, INC.

21 E. 52nd St., New York, N. Y.
Phone: PLaza 3-5800

Partners.....John Aaron, Jesse Zousmer
Services Offered: Production and packaging of TV programs.

ADVERTISERS' BROADCASTING COMPANY

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

Exec. Producer.....Sholom Rubinstein
DirectorBernard Rubinstein
Copy Chief.....David M. Hausdorff
Services Offered: Prepare and produce all radio and television programs, jingles, films.
Productions: Jewish Home Show, Jewish Show Time, The Larry Douglas Show, The Norman Atkins Show, The Abe Elstein Show, The Jan Bart Show.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COlumbus 5-0232

President.....Nicholas T. Agnetta
Services Offered: Recording, Production, Scripts, Talent, Radio & TV.
Productions: Broadway Musical Comedy, TV film.

RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-5473

PresidentRay Anthony
Sec'y-Treas.Fred Benson
Services Offered: Packers and producers of radio and television shows.

ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19,
Calif.
Phone: WEbster 6-5564

Sales Mgr., Owner.....Irwin T. Porter
Partner, Prog. Mgr.....Gertrude T. Porter
Script Dept.....Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel
Asst. Gen. Manager, Radio..Oliver Gramling
Radio News Editor.....John A. Aspinwall
Services Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV and radio, and AP Photofax News pictures for TV.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Sales Manager.....Charles J. Basch, Jr.
Services Offered: Complete program building service; Package programs for radio and TV jingles and "idea" spots; custom and syndicated recordings; TV commercials; live and film.

IRENE BEASLEY RADIO PRODUCTION SERVICE

Heatherdell Rd., Ardsley, N. Y.
Phone: DObbs Ferry 3-3578

Owner.....Irene Beasley
Services Offered: Program production; live package programs.

V. S. BECKER PRODUCTIONS

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0777

Executive Producer.....Viola S. Becker
Services Offered: Production of package shows and commercials for Radio, Television programs, live, film & tape. Distributors of film.

WALTER BIDDICK CO. (Programs Div.)

1046 S. Olive St., Los Angeles 15, Calif.
Phone: RI 9-8800

ManagerGuy Biddick
Office Manager.....Barbara McNey
Traveling Rep.....Burton Zoul
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

PROGRAM PRODUCERS

BORDER BROADCASTERS, INC.

Sands Hotel, Hwy. 395 at Claremont-Mesa
Blvds., San Diego, Calif.
Phone: BRowning 8-0800

General Manager.....Bill Ashby
Services Offered: Produce Spanish & English programs.

ROBERT A. BORIES CO.

501 Madison Ave., N. Y. C. 22
Phone: PLaza 3-0800

President.....Robert A. Bories
General Manager.....Richard P. O'Toole
Office Manager.....Lucille Camp
Services Offered: Program production, radio & TV advertising, point of purchase merchandising.

Production: Kitchen Kapers.

BRASS DOLPHIN, INC.

Biltmore Hotel, New York 17, N. Y.
Phone: MU 4-1230

President.....John M. Grogan
Vice Pres.....Jeff Selden
Sec. Treas.....Melvin Stack
Exec. Prod.....Al Viola, Henry Trettin
Services Offered: Producers of programs, commercial, jingles, live, film and recorded product for radio and TV.

BRITISH INFORMATION SERVICES,

45 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 6-5100

Director.....Rodney C. Chalk
Services Offered: Produce and distribute Radio-TV public service programs; film and tape news features.

BROADCASTING EDITORIAL REPORTS, INC.

252 East 50th Street, New York 22
Phone: PLaza 9-1373

President.....A. Maxwell Hage
Services Offered: Fifteen correspondents of world-wide reputations provide daily broadcast editorial reports for radio and television stations. New, daily service is exclusive to one subscriber in each city.

BROADCASTING PROGRAM SERVICE

17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725

PresidentHerbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

BRUCE CHAPMAN COMPANY

125 West 41st Street, New York, N. Y.
Phone: WISconsin 7-9244

PresidentBruce Chapman
V.P.-Treas.....Edna Chapman
Res. Dir.....Mary Hutcheson

Branch Offices

30 rue Chalgrin, Paris, France
Phone: Passy 70-44

Services Offered: Production of radio & TV programs
Productions: The Answer Man, Wonders of the World, Here's the Answer.



Marshall ORGANIZATION
*
750 Third Ave., New York 17, N. Y.
CONSULTANTS, CREATORS and PRODUCERS
FILM, TELEVISION and RADIO PRODUCTIONS
*
Murray Hill 7-2722



PROGRAM PRODUCERS

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Phone: CH 4-5036

ManagerTed Collins
Services Offered: Talent, Production.

COLORAMA FEATURES

1501 Broadway, N.Y.C.
Phone: LOnacre 4-5592

President.....Jules B. Weil
Vice President.....Carroll L. Puciato

COMMODORE PRODUCTIONS & ARTISTS, INC.

6636 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-7502

Prod. Spvsr.....Walter White III
Producer-Dir.Ed Woodworth
Services Offered: Producers of 'live' and filmed programs. Also package programs and commercials. Service nationally transcribed radio programs.

Production: Nobody's Children.

CO-ORDINATED MARKETING AGENCY

575 Lexington Ave., N. Y. C. 22
Phone: PLaza 2-1700

President.....Lester L. Wolff
Exec. V.P.....Irving I. Herz
Vice President.....Arthur Peltz
Promotion Dir.....Walter Reed

Creative Dir.....Morris M. Winer
Services Offered: Producers of TV shows, advertising & marketing agency svcs., consultants to stations.

FRANK COOPER ASSOCIATES

9145 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-5971
17 East 54th St., New York, N. Y.
Phone: PLaza 1-0725

PresidentFrank Cooper
V.P. Chge. of N. Y. Office.....Sy Fischer
V.P. in Ch. Los Angeles Of.... Dick Hyland
Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.
Productions: Line-Up, Sez Who, Verdict Is Yours, Man From Blackhawk.

COMMUNITY CLUB SERVICES, INC.

20 East 46th Street, New York 17
Phone: MUrray Hill 7-4466

President.....John C. Gilmore
Exec. V.P.....William M. Carpenter
Eastern Div. Mgr.....Phil Peterson

Branch Offices

360 N. Michigan, Chicago, Ill.
Phone: Dearborn 2-2097

Central Div. Mgr.....John Karr
Hearst Bldg., San Francisco, Calif.
Phone: EXbrook 7-3891

**FRANK
COOPER
ASSOCIATES**

New York Office
17 EAST 54th STREET
PLaza 1-0725

Hollywood Office
9145 SUNSET BOULEVARD
CRestview 4-5971

PROGRAM PRODUCERS

West Coast Div. Mgr. Russ Hudson
Services Offered: Radio-TV Merchandising
Promotion Plan

COMPASS PRODUCTIONS, INC.

1841 Broadway, N. Y. C. 23

Phone: JU 6-3815

Prod.-Distrib. George Schaefer
Assoc. Prod. Robert Hartung
Talent Consult. Sybul Trubin
Prod. Assoc. Joan H. Frank
Prod. Co-ord. Gordon R. Wynne, Jr.
Services Offered: Producers of TV programs.

FREDERIC DAMRAU, M. D.

2 Tudor City Place, N.Y.C. 17

Phone: YUkon 6-9484

Director. Frederic Damrau, M. D.
AFTRA Associate. Adeline Mancery
Business Manager. Mary L. Davis
Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.

Phone: Nevins 8-4374

Director Mac Davis
Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas

furnished for all types of sport programs for local, regional or network presentation.

Productions: Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

PHIL DAVIS

MUSICAL ENTERPRISES, INC.

59 East 54 St., N.Y. 22

Phone: MU 8-3950

President Phil Davis
V.P. Mus. Dir. Earl Paul
Secy-Treas. Loretta H. Davis
Prod. Mgr. Joe Rhodes
Copy Dir. E. C. Redding
Exec. Sect. Renee Strum
Sls. Dir. & Acct. Exec. Gerard D. Gilard

Services Offered: Musical consultants to advertising agencies & film producers; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete package.

GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.

(See Commercial Producers)

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.

Phone: PLaza 9-2495

President Emanuel H. Demby
Client Relations. Rowena Pearl
Dramatic Programs. Betty Jeffries

Jaime del Valle



PROGRAM PRODUCERS

Creative Supervisor.....Allen Swift
Services Offered: Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pre-testing commercials and other films for potential audience effectiveness.

Productions: The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, World in Space, Cavalcade of Music, etc.

ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.

Phone: MURray Hill 5-6415

President-Owner.....Alfred Dixon
 Casting and production.....Lynn Masters
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.

Phone: COLumbus 5-7035

ManagerJ. Knight
Services Offered: Live Talent, package shows and transcriptions, Video tapes.

DURGOM-KATZ ASSOCIATES

40 W. 55th St., N. Y. C. 19

Phone: JU 2-4900

Gen. Exec's.....George Durgoni, Tino

Barzie, Raymond Katz
 Material Supvrs.....William Chambers
 Office Manager.....Phyllis Hunt
Services Offered: Production & packaging of live & transcribed 1 & 5 minute syndicated radio programs, and live and filmed TV programs.

DYNAMIC FILMS INC.

405 Park Ave., New York 22, N. Y.

Phone: PLaza 1-7447

PresidentNathan Zucker
 Vice President.....Lester S. Becker
 Executive V.P.....Lee R. Bobker
 Exec. Prod.....Sol S. Feuerman
 Distribution Director.....Gerald Carrus
 Sound Supervisor.....James Townsend, Jr.
 Ed. Supvr.....Irving L. Oshman
 Program Director.....Eileen Humeston
Services Offered: Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies —Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

Productions: Men Missiles— 500 Miles, From Sand to Speedway, A Matter of Fact, Pattern of a Profession, The Later Years, Science & Mrs. America, Driving With Champions, No Margin For Error, Auto U. S. A.

ECONOMEETV TELEVISION PROGRAMS

(Div. of Ziv-United Artists TV Co.)



BRASS DOLPHIN, INC.

**CREATIVE PRODUCERS
 PROGRAMS — COMMERCIALS
 JINGLES FOR TV AND RADIO**

**BILTMORE HOTEL
 NEW YORK CITY**

JACK GROGAN
 JEFF SELDEN
 MEL STACK

JIMMY SAVO
 AL VIOLA
 HENRY TRETIN

PROGRAM PRODUCERS

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

Phone: MU 8-4700

General Manager.....Pierre Weis

National Sales Manager.....Dick Lawrence

National Spot Sales Manager.....Ken Joseph

Services Offered: Distribution of TV Films.

Productions: Mr. District Attorney, I Led

Three Lives, Favorite Story, Boston Blackie,

Eddie Cantor, Comedy Theatre, Meet Corliss

Archer, Times Square Playhouse, The Un-

expected, Your Television Theatre, Yester-

day's Newsreel, The Living Book, Sports

Album, Science Fiction Theater, Doctor

Christian, West Point, Men of Annapolis,

Harbor Command, New Adventures of Mar-

tin Kane, Man Called X.

ROBERT J. ENDERS, INC.

1001 Connecticut Ave., N. W.

Washington 6, D. C.

Phone: STerling 3-2222

President.....Robert J. Enders

Exec. Vice-Pres.....Howard A. Enders

Editorial Supervisor.....George Taylor

Prod. Mgr.....Les Miller

Services Offered: Radio and television complete production; motion pictures, commercials, animation, program packagers for network or syndication.

ENDORSEMENTS, INC.

65 East 55th St., New York 22, N. Y.

Phone: PLaza 1-0320

1147 S. Beverly Dr., Los Angeles 35, Calif.

Phone: CRestview 4-5897

President.....Jules Alberti

Exec. V.P., Chmm. Exec. Comm..Tyler Davis

Sr. Vice President....Robert L. Montgomery

V.P.'s.....Harold S. Wadro, MD;

Frederick G. Horan

Secretary-Treasurer.....Hope Hills

V.P., Ch. Fin. Officer.....Arthur Steinthal

Services Offered: Endorsements & testimonials, live & TV.

ESTES NEWSFEATURES

530 E. 23rd St., New York 10, N.Y.

Phone: SPring 7-5766

Pres., Exec. Prod.....Bernard Estes

Secretary-Treasurer.....Hazel Estes

Associate Producer.....Jack Sheldon

Photography Director.....Jack Estes

Services Offered: Live, Spot & transcribed & filmed packaged shows produced for AM and Video. Specializing in news & feature programs. Spot or contract assignments. News & camera correspondents throughout U. S., Latin America, Europe & Far East.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.

Phone: LACKawanna 4-3544

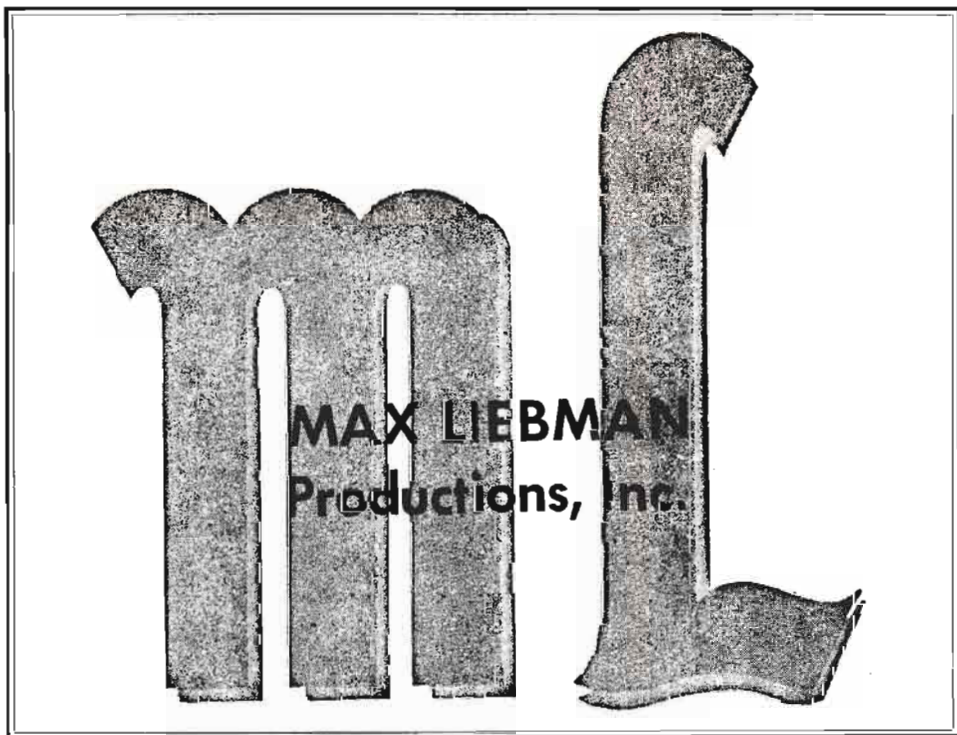
Manager.....Edwin Fadiman

Services Offered: Production, Package Shows.

FAMOUS ARTISTS CORP.

9441 Wilshire Blvd., Beverly Hills, Calif.

Phone: CR 4-7433



PROGRAM PRODUCERS

N. Y. Address: 610 Fifth Ave.
Phone: Circle 7-6200

Exec. Vice Pres.....Frank I. Davis, Jr.

FELIX THE CAT CREATIONS, INC.

355 Lexington Ave., New York 17
(See Commercial Producers)

FORRELL, THOMAS & POLACK ASSOCIATES, INC.

157 W. 57th St., New York 19, N. Y.
Phone: Circle 6-9132

Pres., Treas.....Gene Forrell
Vice President.....Edward Thomas
V.P., Secy.....Jim Polack
Dir. of Sales & Prod.....R. M. Bradshaw
Office Manager.....Eleanor Fogelson

Services Offered: Creation and production of radio and TV singing commercials. Original scoring for TV, industrial and institutional films.

FOUR i PRODUCTIONS

510 Madison Ave., New York 22, N. Y.
Phone: El 5-5633

Partners.....Donald Kurz, Jay Weitzner
Services Offered: All types of TV production.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas
New York 36, New York
OXford 7-3322

Executive Producer.....Walt Frammer
Producer.....Sid Tamber
Promotion & Publicity.....Mervyn Frammer
Business Affairs.....Henry Schmerzler
Services Offered: Package producers of radio & TV shows.

Productions: Lady Luck, For Love or Money, Futures Unlimited, Two on a Match, Contact.

FREMANTLE INTERNATIONAL INC.

366 Madison Ave., New York 17, N. Y.
(See TV Prod.-Dist.)

GAC-TV, INC.

640 Fifth Ave., New York 19, N. Y.
Phone: Circle 7-7543

9025 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 1-8101
8 S. Michigan Ave., Chicago, Ill.
Phone: SState 2-6288

President.....Buddy Howe
V.P. Dir. of Sales.....Jack Sobel
V.P., W. Coast Oper.....Hillard Elkins
Dir. Prog. Development.....Hank Colman
West. Sls. Mgr.....Bill Weems
East. Sls. Mgr.....Arthur Price
Mid West TV Sls. Mgr.....Alan Hartman
Services Offered: Program Production, development & sales rep. (film & live), Artists representatives.

Productions: The Perry Como Show, The Pat Boone Show, The National Guard Show,

CALLING ALL FILM PRODUCERS!

STOCK SHOTS

ONE OF THE LARGEST INDEPENDENTLY OWNED
35mm MOTION PICTURE FILM LIBRARIES IN
THE EAST SERVICING MAJOR COMPANIES

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FILM SERIES & LIVE SHOWS • CALL US NOW!

Maurice H. Zouary, President

THE TREND IN RADIO IS TO ONE-MINUTE PROGRAMS and We Have Them!

YOUNG HOLLYWOOD — Dick Strout interviews the stars, reports on filmdom's latest news. 25 new shows weekly.

***DEAR SHIRLEY** — Shirley Eder answers letters from listeners and conducts a personal problem clinic. 20 weekly.

***CAL TINNEY TIME** — Comments on people, places and things with the accent on humor. 20 weekly.

***YOUR MONEY & YOU** — Don Rogers, Financial Editor of *New York Herald Tribune*, gives information on how to better manage personal money affairs. 10 weekly.

PARDON MY BLOOPER — The best of Kermit Schafer's hilarious collection of Radio-TV boners. 10 weekly.

BOATING TIPS — Bill McKeown, Editor of *Popular Boating Magazine*, with timely tips on maintenance, safety and how to have more fun with your boat. 10 weekly, 26 weeks.

YOUR CHILD & YOU — Written by Alan Sands. Medical advisor, Dr. Irving Schmierer, pediatrician. Ceil Dayton gives solutions to problems of baby and child care. 10 weekly.

In Production: Amazing Moments in Sports featuring nationally known sportscaster. 10 weekly.

*Five-minute versions also available.

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Harry S. Goodman
19 EAST 53rd STREET NEW YORK

PROGRAM PRODUCERS

The Patti Page Show, Dave King Show, Captain Kangaroo Show, Father Knows Best Show, Ginger Rogers Show, My Friend Flicka, Many Loves of Dobie Gillis, Tate, Innocent Jones, Now Is Tomorrow, Nat King Cole Show, Ringling Bros. Circus Spec., The Chase, Happy, The Weapon Offbeat.

GBA PRODUCTIONS (Gallucci Bros. & Assoc.)

Lake Rd., East Hampton, Conn.
Phone: Andrew 7-9092

President Joe Gallucci
General Manager..... N. T. Gallucci
Sales Manager..... Lou Gallucci
Assoc. Producer..... C. G. Harries
Assoc. Producer..... Jack Sheehan
Assoc. Director..... Lloyd Hurd
Assoc. Director..... Dick Felker
Services Offered: Special feature program.

HAROLD R. GINGRICH PRODUCTIONS

111 N. Marion St., Oak Park 1, Ill.
Phone: VI 8-9444

Owner-Manager..... Harold R. Gingrich
Mus. Dir..... Jack Wonnell
Talent Director..... Lee Raleigh
Script Director..... Bill Browne
Services Offered: Radio-Television advertising, counseling and ideas.

GOMALCO INC.

404 N. Roxbury, Beverly Hills, Calif.
Phone: CR 5-6131

President..... David P. O'Malley
Vice-President..... George Gobel
Services Offered: Television production (live and film).
Productions: The George Gobel Show, Leave It To Beaver.

HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

President..... Harry S. Goodman
Vice Pres., Sales..... Everett F. Goodman
Office Manager..... William Baron
Radio Director..... Frank Gehrecke
TV Director..... Stuart Wilson
Services: 1 & 5 minute radio features, jingles for stations & advertisers, open-end spots & kid shows for TV.
Productions: Your Money & You, Candid Mike, Young Hollywood, Pardon My Blooper, Dear Shirley, Cal Tinney Time, Have Fun With Your Boat, Personal Finances Show.

MARTIN GOODMAN PRODUCTIONS, INC.

36 Central Pk., South, N.Y.C. 19
Phone: PLaza 1-3555

Executives..... Geo. Spota, Arthur Willi, Billie Biederman
Services Offered: Personal management of TV personalities and packaging.

PROGRAM PRODUCERS

GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-0600

Partner.....William S. Todman
PartnerMark Goodson
Vice Pres., Sales.....Bud Austin
V.P., Bus. Affairs.....Howard F. Todman
Executive Producer.....Gil Fates
Vice Pres., West Coast.....Harris Katleman

Branch Office

9460 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 4-7357

Services Offered: Producing and packaging live and filmed TV programs for national, regional and spot sales.

Productions: Beat the Clock, I've Got a Secret, What's My Line, The Price Is Right, The Web, To Tell The Truth, Split Personality, Play Your Hunch, The Rebel, Philip Marlowe, Jefferson Drum.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUDson 6-5577

President.....Herbert M. Moss
Exec. Vice Pres.....Robert M. Volkell
Vice Pres., Prod.....Fred Hertz
Vice Pres., Sales.....Leonard Lawson

Services Offered: Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc

Lathes. Writing and production staff available. Recording, editing, mastering, pressing facilities.

PAUL HANCE PRODUCTIONS, INC.

1776 Broadway, New York 19, N. Y.
(See AM-TV Comm. Prod.)

ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,
New York 17, N. Y.
Phone: PLaza 5-7145

Producer, Writer.....Arthur Henley
Services Offered: Television and radio packages, production and writing services. Program consultants.

Production: Make Up Your Mind.

HERTS-LION PRODUCTIONS

845 N. Seward St., Hollywood, Calif.
Phone: HO 4-7225

PresidentKenneth Herts
Vice President.....Leo Guild
TreasurerSid Felson

Services Offered: Producers of TV series for network & syndication, & motion pictures.

Productions: What Are the Odds, 13 Demon Street.

SANDY HOWARD PRODUCTIONS

8782 Sunset Blvd., Los Angeles 46, Calif.
Phone: OLYmpia 7-2430

PresidentSandy Howard

MASQUERADE PARTY

NBC-TV — COLOR

9:30 P.M., E.S.T., Friday

LIVE FROM NEW YORK

KEEP TALKING!

ABC-TV

10:30 P.M., E.S.T., Tuesday

LIVE FROM NEW YORK

WOLF PRODUCTIONS — WOLF ENTERPRISES

420 Madison Ave., New York, N. Y.

PLaza 5-2050

PROGRAM PRODUCERS

V.P. Chg. Production.....Harvey Bernhard
V.P., Sales. Prom.....Jack T. Mulcahy
Services Offered: TV film & motion picture production.
Productions: Congressional Investigation, Police Station.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-5877

OwnerBernard Howard

H-R PRODUCTIONS, INC.

17 E. 45th St., N. Y. C. 17
Phone: OXford 7-0725

PresidentHerbert Rosen
Services Offered: Producers of complete films to order, package shows, full-length feature films, mood & bridge music library svc. for TV & 16mm productions, sound effect records.

IDEES GRANDES, INC.

524 West 57th St., New York, N. Y.
Phone: CIRCLE 5-1612

Owners.....Jackie Gleason, Jack Philbin
Services Offered: Producers of TV packages and ideas.

IMPA PRODUCTIONS, LTD.

660 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 2-9200

Producers, Owners.....Irving Mansfield, Peter Arnell
Services Offered: TV & Radio Programs; Production, Package.
Productions: Dick Clark's World of Talent, Take A Good Look.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
SecretaryGeorge Blake

THE JAFFE AGENCY, INC.

8555 Sunset Blvd., Los Angeles 46, Calif.
Phone: OLYmpia 7-2711
New York Phone: CIRCLE 6-5740

PresidentPhilip Gersh
Services Offered: Representation of Artists, Actors, Actresses, Directors, Producers and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

HENRY JAFFE ENTERPRISES, INC.

200 W. 57th St., New York 19, N. Y.
Phone: CIRCLE 5-2400

PresidentHenry Jaffe
Vice President.....Norman Lessing
Secretary-Treasurer.....Marvin B. Meyer
Services Offered: Creation & production of live & film TV Shows.

FEN-KER-ADA*

"THE REBEL"

ABC-TV — SUNDAY — 9 P.M.

*FENADY-KERSHNER-ADAMS

PROGRAM PRODUCERS

Productions: The Chevy Show, Dinah Shore Chevy Show, Bell Telephone Hour.

JEWELL RADIO AND TELEVISION PRODUCTIONS

612 N. Michigan, Chicago 11, Ill.
Phone: MOhawk 4-5757

President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor.....James Lawrence

Branch Offices

Landmark Productions, 1040 N. Las Palmas
Hollywood, California
Phone: HOLLYWOOD 7-3111

Manager.....Michael Baird
Director.....Lewis Foster
3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODWARD 3-0617

Exec-in-Charge.....W. Ralph Jewell
Services Offered: Produce industrial, educational & TV films; radio & TV programs, commercial spots & jingles. Consultants to agencies & sponsors; package-production services; writing, editing, directing, musical arrangements, supervision, casting, etc.

Productions: The Silver Eagle-Mounty, Pressure, Carnival of Youth, Starmaker Theater.

J & L PRODUCTIONS, INC.

122 Edgewood Dr., Florham Pk., N. J.
Phone: WYman 2-3939

President.....Ted Johnson
Vice President.....Gary Lesters
Commercial Manager.....Martin Greene

Services Offered: Production & packaging of Radio & TV spot commercials & full programs; consultants for agencies, independent packagers, Radio & TV stations & private industry.

JIMMY PRODUCTION CO.

Biltmore Hotel, New York 17, N. Y.
(See Brass Dolphin, Inc.)

ROBERT KEESHAN ASSOC. INC

680 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8618

President.....Bob Keeshan
Vice President.....Marvin Josephson
Services Offered: Radio-TV packagers and producers.

Productions: Captain Kangaroo.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
Phone: LA 4-4228

Director.....Maxine Keith
Office Manager.....Eric L. Stone
Services Offered: Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.

Productions: From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: MURRAY Hill 7-0890

Pres., Exec. Prod.....James Sonny Kendis
Services Offered: TV-Radio programming; musical advisors to the industry.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700

President.....John D. Langlois
Vice-Pres.....C. O. Langlois, Jr.
Secretary.....W. O'Keefe
Vice Pres., Sales.....Hugh S. Allen, Jr.
Services Offered: Producers of Radio Hucksters and Airlifts—Musical Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials and special local station promotion. Transcribed Music Service for radio and TV stations. Program syndication.

HERBERT S. LAUFMAN & COMPANY

221 N. La Salle St., Chicago 1, Ill.
Phone: RANDolph 6-4086

Pres.....Herbert S. Laufman
Vice Pres.....Jas. A. Jennings, Jr.

JERRY LAYTON

1040 Park Ave., New York, N. Y.
Services Offered: Live & film production. TV.

Productions: "?", ABC Films; "True Story," NBC-TV Live; "Colonel Flack,"—CBS Films; "Brothers Brannigan," CBS Films.

BUZZ KULIK

Producer-Director

PROGRAM PRODUCERS

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: RAndolph 6-0905
1539 N. Vine St., Hollywood 28, Calif.
Phone: NOrmandy 3-3311

PresidentLes Lear
Vice-PresidentJack Chase
Vice-PresidentHank Koval
Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.
Phone: PLaza 3-5083

Partners.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.

MAX LIEBMAN PRODUCTIONS

130 West 56th St.
New York, N. Y.
Phone: PLaza 7-6533
Services Offered: TV packages.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607
Exec. Director.....Jack Lloyd
Services Offered: Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

JACK LONDON PRODUCTIONS, INC.

245 W. 55th St., New York 19, N. Y.
Phone: JUDson 6-8920

PresidentBarnett Glassman
SecretaryHerbert Friedman
Services Offered: Producers of live and filmed TV packages.

Productions: Smoke Below, owners of Jack London library-TV series Captain David Grief.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUNkirk 4-4191

President.....C. P. MacGregor
Gen. Mgr.....E. H. Lowry
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

Productions: C. P. MacGregor Show, Heart-beat Theatre.

MADISON PRODUCTIONS, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 8-2780

PresidentGerry Gross
Vice-President, Treasurer..Frank B. Sawdon
Vice-Pres., Secy.....Rita Fillet

Services Offered: Package & produce Radio & TV Shows, live & film commercials.

Productions: The Will to Win, Baseball Central, Football Scoreboard, The Bill Stern Show, Frontier Judge.

MAGIC CIRCLE PRODUCTIONS (MAGIC CIRCLE THEATRE)

7027 Pacific View Dr., Hollywood 28, Calif.
Phone: HOLLYwood 4-0818

Producers.....Sam R. Sebby, Maryon Hall
Services Offered: Live public svc. & commercial TV productions.

MARK VII, LTD.

(See TV Prod.-Dist.)

THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.
Phone: MURray Hill 7-2722

President.....A. W. Marshall
General Manager.....Evelyn K. Zuckerman
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Film Syndication Div.

V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
VP. Chg. of N. Y. office.....Wynn Nathan
VP. Chg. of Chicago office.....Jim Stirton
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P. Intl. Sls. Div.....T. J. McManus

Branch Offices

258 Park Sq. Bldg., Boston 16, Mass.
9370 Santa Monica Blvd., Beverly Hills, Calif.
1371 Peachtree St., N.E., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
721 Olive St., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
139 Piccadilly, London, W1, England
49 bis Ave Hoche Paris, France
180 University Ave., Toronto 1, Ontario, Can.
Offices also in Rome, Munich, Mexico City.
Services Offered — Distribution of syndicated TV film programs and feature films.
Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse,

PROGRAM PRODUCERS

Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, Mickey Spillane's Mike Hammer, Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner Alexander McQueen
Services Offered: "Nothing But The Truth"

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0695

President Charles Michelson
Treasurer Aaron Michelson
Manager Marcia Dick
Services Offered: U. S. representatives for foreign TV stations; distributors of TV film programs & transcribed radio programs, Speedy-Q, E.M.I. mood music & Standard jingles. Sound effect libraries.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100

Exec.-in-Chg. of TV-Radio. Wallace S. Jordan
Services Offered: Packaged shows for radio and TV, also talent reps. for all fields.

MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President Morton Jacobson
Services Offered: Syndicated radio shows.
Productions: This Is The Story, So the Story Goes, Joe Emerson's Hymntime, Curt Massey & the Westerners.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577

Producer Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

MUZAK CORPORATION

(See Transcription-Recording)

NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.
(See TV Prod.-Dist.)

NTA TELESTUDIOS, LTD.

1481 Broadway, New York 36, N. Y.
Phone: LO 3-1122

President George K. Gould
Vice-President Alfred Markim
Services Offered: Complete videotape & kinescope facilities & services for commercial & program production.
Productions: Kelloggs, Noxema, Newport, Reynolds Aluminum, Thom McAn, Sealtest, Westelox.

THE NATIONAL RESEARCH BUREAU, INC.

115 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080

Editorial Dir. Milton Paule
Copy Dir. Genevieve Smith
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director. Monthly station promotion newsletter designed for bulk distribution in exclusive territory.

NATIONAL TIME SALES

(Subsidiary of Pan American Bestg. Co.)
122 E. 42nd St., New York, N. Y.
Phone: MU 2-4500

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFFAY New York
Executive Director Oliver W. Nicoll
Associate Director Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 2-4500

Exec. V.P. Eugene Bernald
Program Director Leo Shore
Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PATRICIAN PRODUCTIONS, INC.

14 E. 60th St., New York 22, N. Y.
Phone: PLaza 2-4477

President Patricia B. Kurland
Exec. Dir. John F. Struthers, Jr.
V.P., Sales Leonard J. Ostrow
Prod. & Casting Clarice G. Levin
Services Offered: Package producers of live & transcribed radio shows and live & film TV shows.
Productions: The Woman's Touch, Nitecap.

PROGRAM PRODUCERS

PHILIP J. PERLMAN ASSOCIATES

141 E 55th St., New York 22, N. Y.

Phone: MU 8-4831

Owner Philip J. Perlman
Radio-TV Dept. Roy Baxter
Services Offered: Producers & packagers
of radio & TV live & film programs.

PIONEER PRODUCTIONS

619 W. 54th St., New York, N. Y.

Phone: JU 6-7633

President David Cooper
Vice President Lillian Jones

Services Offered: A creative, editorial, and
production service for TV, theatrical and
commercial motion pictures.

Productions: The Lonely Years, High Ad-
venture, Arthur Godfrey Special.

JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill

Phone: ANdover 3-1422

New York Address: 35 West 53rd St.

Phone: LE 5-8580

President Jules Power
General Manager Daniel Wilson

Services Offered: Production of live local
and network television programs and com-
mercials.

Production: Time For Fun.

PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.

Phone: CR 4-5488

Owner Harold Jovien
Associate Bill Putney
Associate Mildred Houser

Services Offered: Representation of artist
and programs for TV, radio, records, clubs.
Also directors, producers for TV.

Productions: Peter Potter's Juke Box Jury,
Ralph Story Show, Harry Babbitt Show, Jeri
Southern Show, Dick Whittinghill Show,
Mildred Younger Show, The Hawthorne
Show.

PROJECT-O-FEX, INC.

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

Phone: MURray Hill 7-1881

President Paul F. Adler
Services Offered: Semi-animated film, spot
and institutional films.

PUBLIC AFFAIRS RADIO, INC.

150 Broadway, N. Y. C. 38

Phone: BAReley 7-6563

Board Chairman Hyman L. Federman
President Guthrie E. Janssen
Vice President Justin J. Bayer
Secretary-Treasurer Philip R. Leeds

Services Offered: Voiced program service
of news & public affairs.

PYRAMID PRODUCTIONS, INC.

221 West 57th St., New York 19, N. Y.

Phone: JUdson 6-7040

President S. F. Rubin

Services Offered: Producers of live and
film programs.

Productions: Big Story, Treasury Men in
Action, Man Behind the Badge, Playhouse 15,
Police Call, Seven Against Crime, Decoy,
Deadline.

RADIO & TV PACKAGERS, INC.

11 E. 40th St., New York 16, N. Y.

Phone: LEXington 2-1717

President William Cayton
Vice President Fred Ladd

Secretary D. R. Roberts

Services Offered: Packaging & production
of TV film series, industrials, TV cartoons &
commercials.

Productions: Jingle, Cartoon Classics.

RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.

Phone: SOrange 3-1044

New York Phone: PLaza 5-0868

Executive Producer W. H. Bertenshaw
Secy., Bus. Mgr. Betty Janeway
TV Director David Holm

Services Offered: Producers of local and
syndicated radio and TV programs & pack-
agers of bus., med., indust., agric., science,
educational & musical program drops & fea-
tures.

Productions: Report From U. S. Rubber,
The World of Fashion, It's a Funny World,
Radio USA, Music USA, Prod. of all sports,
music & special events for WHBI radio,
Farm & Home Show, Fun With Pop.

RADIO CITY ASSOCIATES

580 Fifth Ave., New York, N. Y.

Phone: PL 7-3913

Pres. & Sales Mgr. Morton D. Catok
V.P. & Prog. Dir. Eugene Aretsky
General Mgr. Norman Alt

Services Offered: Program production,
both transcribed and live; specialize in pack-
aging transcribed sports shows and filming
of TV sports serials. Scripts created. Radio,
TV sports celebrity endorsements packaged.

Productions: Radio: Woman's World; St.
Nicks Fights. TV: What's New?; This Fab-
bled World; Story Behind the Painting;
Nightline Story Teller; Sportscope.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

PROGRAM PRODUCERS

THE REBEL CO.

Fen-Ker-Ada
(Goodson-Todman Enter.)
9460 Wilshire Blvd., Beverly Hills, Calif.
Phone: CO 4-7357

PresidentMark Goodson
V.P.'s.....William S. Todman, Harris
Katleman
Treas.Howard Todman
Producer.....Andrew J. Fenady
DirectorIrving Kershner
Services Offered: TV production.
Production: The Rebel.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 2402 New York 20, N. Y.
Phone: CI 6-7300

PresidentLloyd Marx
Vice-PresidentTed Mack
Services Offered: Producers of "The Original Amateur Hour."

RICHARD S. ROBBINS CO.

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568

PresidentR. S. Robbins
Vice President.....Edward E. Finch
Services Offered: Radio and Television merchandise prizes.

HUBBELL ROBINSON PRODUCTIONS, INC.

48 E. 57th St., New York, N. Y.
Phone: PLaza 1-4055

Pres.Hubbell Robinson
Vice President.....Thomas H. Ryan
Branch Office

Revue International Studios, Universal City,
Calif.

Phone: TR 1-1211

Services Offered: Packagers & producers of TV shows.

Productions: Ford Star Time, Thriller.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

PresidentJanet Taylor
Services Offered: Complete packages, radio, TV and film.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
Phone: Rlverside 9-3647

Bd. Chairman.....Maurice Roffman
PresidentRichard H. Roffman
Vice Pres.....Sophie S. Roffman

Services Offered: Radio and TV production, public relations, publicity, promotion.
Productions: Co-producing Arnold's New Life.

R-TV ENTERPRISES

225 W. 86th St., New York City 24
Phone: SUsquahanna 7-2161

PresidentAmy W. Muentz
Executive Producer.....Jules Evan Baker
Prom. Consultant.....Alan J. Levine
Services Offered: Broadcast promotions & productions; live & filmed commercial & public service programs & spots.

SANDE & GREENE, INC.

8400 Sunset Blvd., Los Angeles 46, Calif.
(See Commercial Producers)

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231

President.....James L. Saphier
Services Offered: Radio and TV productions, sale of package programs and talent.
Productions: The Bob Hope Show.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
Phone: EL 5-1434

OwnerAllen Savage
ManagerJames Burke
Services Offered: Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packagers & producers of radio programs.
Productions: Adequate Wiring in the Home, Home Selector Guide.

BERNARD L. SCHUBERT, INC.

505 Park Ave., New York 22, N. Y.
Phone: Murray Hill 8-0940

TreasurerLeonard Bogdanoff
Services Offered: TV film distribution talent, production, radio and TV package management.

Productions: White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest, Parole.

WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-4392

New York Address: 527 Madison Ave.
New York 22, N. Y.
Phone: ELdorado 5-4616

PresidentWalter Schwimmer
Vice-Pres. in Chg. of Sales.....Bernie Crost
V.P. in Chg. of Prog.....Arthur Pickens, Jr.
Assistant Program Director.....Nat Watson
Sales Manager.....John Rohrs
Services Offered: TV and radio package productions.

Productions: Championship Bowling, Championship Bridge, All Star Golf, Tello-Test, Tune-Test, Top Pro Golf, Championship Tennis.

SCREEN GEMS, INC.

(See TV Film Prod.-Dist.)

SESAC, INC.

The Coliseum Tower,
10 Columbus Circle, New York 19, N. Y.
Phone: JUDson 6-3450

PresidentPaul Heinecke

PROGRAM PRODUCERS

Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Production Manager.....R. S. Stone
Station Relations Dir.....W. F. Myers
Pub. & Prom.....Alice J. Heinecke

Services Offered: Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers. Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

319 E. 44th St., New York 17, N. Y.
Phone: MURray Hill 5-9010

PresidentFletcher Smith
Vice President.....Arthur J. Davis
Secretary-TreasurerPeter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large animation staff.

THE SOUVAINE ASSOCIATES INC.

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158

ProducerGeraldine Souvaie
Services Offered: Producers of radio and TV programs.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.
Phone: MURray Hill 2-0117

President.....Richard E. Bailey
Vice-President.....Roylance H. Sharp
Secretary-Treasurer.....Thomas J. Shilling
V.P., Video Tape Op.....Anthony M. Hennig
Vice Pres., Sales.....Jack D. Bozarth
V.P., Engineering.....Charles A. Voso

Services Offered: Technical facilities include Mobile Camera units & Mobile video tape units available for commercials, programs & closed circuits.

SPORTS PROGRAMS, INC.

11 W. 42nd St., N. Y. C. 36
Phone: LONgacre 4-1491

President.....Edgar J. Scherick
Exec. Producer.....Jack Lubell
Services Offered: Producers of sports programming for TV.

Productions: Football & basketball series.

STAR INTERNATIONAL, INC.

649 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOLlywood 2-6027

PresidentPeter Frank
Services Offered: Big Sound radio production package.

WILBUR STARK

25 West 54th St., New York, N. Y.

Services Offered: Live and filmed TV product.

MIKE STOKEY ENTERPRISES

4202 Benedict Canyon Drive, Sherman Oaks, Calif.

Phone: STate 4-0458

PresidentMike Stokey
Producers.....Arnold Kane, David Fein
New York Office
515 Madison Ave.
Phone: PLaza 8-2072

ManagerFrank Barone
Services Offered: Package producers of live and filmed TV shows.

Productions: Pantomime Quiz, Author!-Author!

TALENT ASSOCIATES LTD.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1030

PresidentAlfred Levy
Exec. Vice Pres.....David Susskind
V.P.'s.....Robt. Costello, Albert Selden.

TELDON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.
Phone: COLumbus 5-4111

PresidentStephen F. Temmer
Services Offered: Packaged radio shows; foreign language radio shows.

Production: Rendezvous in Vienna.

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUDson 2-5130

Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Ellis

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

TELEVISION BROADCASTING SERVICE, INC.

91 Central Pk. W. New York 23
Phone: TRafalgar 7-2372

President.....William R. Riddle
Services Offered: Package producer of features, commercial and training films.

PROGRAM PRODUCERS

TRAND ASSOCIATES, INC.

13 E. 53rd St., New York, N. Y.
Phone: PL 9-5250

President.....Dudley C. Andrews, Jr.
Dir. of Sta. Opera.....Lucio Sorre
Dir. of Prog. Sls.....Morton Catok
Dir. of Pub. & Prom.....Larry Penzell
Prod. Dir.....John Savage
Services Offered: Packagers of radio & TV programs.
Productions: Ladies First, At Home with Virginia Graham, Teen Talk.

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, Ohio
Phone: Baldwin 2-3773

President.....J. P. Williams
Vice President.....Alexander Buchan
General Manager.....Gerhard Joseph
Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 2-9184

President.....George Trendle
V. Pres. & Gen. Mgr.H. Allen Campbell
Secretary.....George W. Trendle, Jr.
Services Offered: Radio-TV production,
Productions: The Green Hornet, Under Secret Orders and others.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CL 2066
New York Address: 570 Fifth Ave.
Phone: Circle 5-3111

President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Vice President.....Richard B. Ullman
Treasurer.....Minna C. Thorn
Secy.....Edward H. Kavinoky
Production Manager.....R. D. Buchanan
Services Offered: Animated jingles covering 75 weather changes. "Watch the Birdie" (360) animated quiz clips. "Ad-i-mation" 10" animated film clips.
Productions: "Colonel Bleep" cartoon stories & animated questions.

VAVIN, INC.

(See TV Prod.-Dist.)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: Circle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Services Offered: Sound effects records, transcriptions, background music for TV and radio.

VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.
Phone: OXford 7-6960

President & Sales Mgr.....Vic Lindeman, Jr.
Producer-writerAlan Sands
Station Relations.....Peggy Seager
Services Offered: Syndicate live TV programs to local stations and servicing stations with prizes for giveaways.
Productions: Top Ten Dance Party.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President.....Bill Murphy
Vice-President.....Charlotte Morgan
Radio-TV Dir.....Helen McCausland
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.
Productions: Cinderella Weekend, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Eleanor Monroe
Services Offered: Package producers, program production, TV programs, live and film.

JACK M. WARNER PRODUCTIONS, INC.

846 N. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOLlywood 9-9061

New York Address: 640 Fifth Ave.

Phone: Circle 5-6165
President & Treasurer.....Samuel Schneider
Vice President.....Jack M. Warner
Sec. & Asst. Treas.....David M. Richman
Services Offered: Producers of motion pictures for theatrical release, films for industry & TV. Packaging of TV series & special film projects.

WOLF PRODUCTIONS

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

Partner.....Edward Wolf
Partner.....Herbert Wolf
Producers.....Jack Rubin, Alan Gilbert
Dir. of Sales.....Paul Ross
Services Offered: Radio-TV, live program productions.
Productions: Masquerade Party, Keep Talking.

THE WORLD OF FASHION

38 E. 57th St., N. Y. C. 22
Phone: PLaza 5-0868

President.....Alfred Davidson, Jr.
Executive Producer.....W. H. Bertenshaw
Services Offered: Interviews, reviews, previews, & news about fashion.
Production: The World of Fashion.

PROGRAM PRODUCERS

ZIV UNITED ARTISTS TV CO.

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

Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Synd. Sales Manager.....Len Firestone
Manager, Natl. Sales.....James Shaw
Regional Sales Mgr.....Edward J. Broman
Services Offered: Custom built and syndicated shows.

Productions: Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Men Into Space, Sports Album, Bat Masterson, Rough Riders, Bold Venture, Mackenzie's Raiders, Sea Hunt, Target, Dial 999, New Adventures of Martin Kane, Harbor Command, West Point, Men of Annapolis, The Man & The Challenge, This Man

Dawson, Lock Up, Tombstone Territory, Dr. Christian, Adventures at Scott Island.

1529 Madison Rd., Cincinnati 6, O.

Phone: PLaza 1-1323

President.....Frederic W. Ziv
Exec. Vice Pres.....John L. Sinn
V.P., Charge of Productions.....Herb Gordon
General Manager.....Ben Philey
Treasurer.....Joseph L. Moore

New York Office

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

Phone: MUrray Hill 8-4700

Services Offered: Transcribed radio programs for local and regional sponsorship.

MAURICE H. ZOUARY TV-FILM PROD.

333 W. 52nd St., New York 19, N. Y.

Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

Services Offered: Live package radio & TV programs.

Production: Poem for A Day.

**FOR 320 NETWORK TV ADVERTISERS
SEE PAGE 739**

**FOR AGENTS AND MANAGERS
SEE PAGE 731**

**FOR ATTORNEYS SPECIALIZING
IN RADIO AND TELEVISION
SEE PAGE 726**

INDIE DOCUMENTARIES

... Appeal To Local Advertisers

By FRED M. THROWER

General Manager, WPIX, New York



SINCE the recent Congressional hearings on the state of this industry, there has been a marked emphasis on programming classified as "Public Affairs" programming . . . i.e., a program which performs a service to the viewer, which educates and informs, as well as entertains. In the past, this field has been left almost exclusively to the networks.

Two years ago, New York's independent WPIX-11 embarked on an experiment . . . the production and syndication of an hour-long documentary, "The Russian Revolution." This special "telementary" brought viewers the actual eye-witness films of the events leading up to and including the Bolshevik Revolution. It laid bare the deceptions of Communism and gave historical evidence as to how a handful of zealots used the distressed plight of the Russian people to erect an anarchy more tyrannical than that which was overthrown. "The Russian Revolution" was premiered in prime evening time (9:00 PM on a Tuesday night in New York) and well out-rated each of the three network flagship stations. Such success went far beyond our expectations . . . and proved that a vast commercial market existed for such productions. We became and remain . . . the only independent television station producing "documentary spectaculars" for independent station consumption.

"The Russian Revolution," has been sold to 68 TV stations in the United States and Canada. "Cold War-Berlin Crisis"—our second docu-

mentary—has been sold in over 70 markets (12 major markets bought the production sight unseen within 24 hours after the initial announcement of its availability). "The Secret Life of Adolf Hitler," the third in the series of station documentaries, is currently in syndication to 20 stations.

These WPIX-produced documentaries are unique. They are the only real "spectaculars" available to local advertisers. As "spectaculars," they offer the same values on a local level to local advertisers, as spectaculars on a network offer to network advertisers.

Sponsors of these documentaries across the country are among the finest local advertisers . . . banks, newspapers, utility companies, real estate companies, automotive companies, etc. Many are "repeaters," sponsoring each WPIX special as it becomes available. Certainly this is proof that the documentaries produced and syndicated by WPIX-11 appeal strongly to important local advertisers who are looking for a TV "spectacular" of their own in their market. Co-incidentally, local stations use the WPIX programs for the same purpose . . . that is, to bring added prestige to the station telecasting these presentations.

One of the basic purposes of these documentaries is to recreate for the audience a most influential period in history.

Our staff is now hard at work on documentary number four . . . "Woman Behind a Dictator," the story of Evita Peron.

MODERN RADIO NEEDS MODERN SERVICES

Keep Ahead With —

RADIO HUCKSTERS

New and exciting customized jingles for every local business and sales event

RADIO FEATURETTES

70 multi-purpose 15-second spots each week from the interesting, exclusive files of Bruce Chapman, Radio's "Answer Man"

THE JIM AMECHE SHOW

Only complete taped Disc Jockey show on Radio with Music and commercials all-Ameche brings a new star to your staff

CREATIVE PRODUCTION SERVICES

For that extra professional touch

AIRLIFTS

Weather, Time, Station I.D.'s, Sound Effects for that new and different sound in town

MUSI-CALL LETTERS

Sparkling and brilliant custom built Station I.D.'s for tailored identity and exclusivity

MUSIC LIBRARIES

Tailored to your Station's requirements. Over 20 years in the making

TALENT MANAGEMENT SERVICE

That knows its way up Ad Avenue

CUSTOM RECORDING FACILITIES

Highest quality, versatility and reliability for recording, processing and pressing work — monaural or stereo

INQUIRE TODAY about all you need for Modern Radio . . . all at

LANG-WORTH

1755 Broadway, New York, N. Y.

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presents

**TRANSCRIPTION
RECORDING**

**PERSONNEL AND
SERVICES OFFERED
BY TRANSCRIPTION AND
RECORDING COMPANIES**

1960

TRANSCRIPTION AND RECORDING COMPANIES

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

Office Manager.....Ed Pigeon
Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO & TELEVISION LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....J. Stuart MacKay
General Manager.....Reo. C. Thompson
Secretary-Treasurer.....Eric M. Williams
Mgr., Radio Sls. Time Div.....Robert A. Tait
Mgr., Prog. Div.....Dana S. Murray
Mgr., TV Time Sls. Div.....Ross A. McCreath
Mgr., Best. Svc. Div.....Peter N. Harricks
Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

ALLIED RECORD DISTRIBUTING CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOLlywood 9-5811
N. Y. Phone: COrtlandt 7-4975

President.....D. K. Broadhead
Vice Pres. of Mfg.....Sam Salzman
V.P., Adm., Finance.....John F. Wegner
V.P., Sales, Pub. Rel.....Ned R. Herzstam
Allied Record Div.—American Sound Corp.
233 Main St., Belleville 9, N. J.
Phone: PLymouth 9-0700

Services Offered — Transcriptions, phonograph records, pressing, processing, mastering, milling and tape duplication. International distribution of independent labels. Merchandising, counseling on A & R, administration, accounting and collecting.

AMPAR RECORD CORP.

1501 Broadway, New York 36, N. Y.
Phone: LOngaere 3-4222

President.....Samuel H. Clark
Vice President.....Harry Levine
Treasurer.....Simon B. Siegel
Services Offered: Recording and distributing of phonograph records.

ARTISTS RECORDING STUDIOS

8718 E. 77th Terr., Kansas City 33, Mo.
Phone: FL 3-6767

Owner.....Bill L. Godden
Services Offered: TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

229 Park Ave. S., New York 3, N. Y.
Phone: OREGon 4-7400

Sales Mgr.....Edward Hochhauser, Jr.
Services Offered: A transcription library exclusively comprising radio music, jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXFord 7-0725

President.....Herbert Rosen
Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AURA RECORDING, INC.

136 W. 52nd St., N. Y. C. 19
Phone: JU 2-8105

President.....Herbert Kaplan
Vice President.....Benjamin Stern
Secretary.....Allan Mirchin
Treasurer.....Heinz Kubicka
Services Offered: Recording facilities for advertising agencies and record companies; studios, mixing rooms, cutting and mastering channels.

BELL SOUND STUDIOS, INC.

237 W. 54th St., New York 19, N. Y.
Phone: JU 2-4812

President.....Allen Weintraub
Vice-Pres.....Daniel Cronin
Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove). Westrex stereo discs, & 2- & 3-channel stereo tape recordings.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WALnut 2-2103

President.....S. W. Caldwell
Vice President.....G. F. Keeble
Radio Sales.....Paul S. MacDonald
Recording Engineer.....Mel Lovell
Promotion Director.....Walter Shean
Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.

Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.

TRANSCRIPTION-RECORDING

Phone: HOLLYWOOD 2-6252

151 West 46th St., New York 36, N. Y.

N. Y. Phone: JUDSON 2-8040

President Glenn Wallich
 V.P., Mfg. & Eng. James Bayless
 V.P., Adm., Finance. D. C. Bonbright
 Director. George R. Jones
 Nat'l Sales Manager. Herbert I. Sachs

Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

CAPITOL TRANSCRIPTIONS SERVICE, INC.

620 Eleventh St., N.W., Washington 1, D. C.

Phone: EXECUTIVE 3-1246

President. H. Edward Behre
 V.P. C. Edward Behre
 Secy.-Treas. Doris Erickson

Services Offered: Complete recording services, Commercial & Industrial Accounts; Tape, Disc, Pressings; Slide-Film sound tracks, subsonic control tones; live music sessions; remotes; Conference & Convention reporting; message repeater cartridge specialists.

COAST SOUND SERVICE, INC.

(Subsidiary of Trans Artists Productions, Inc.)

1223 N. Highland Ave., Hollywood, Calif.

Phone: HOLLYWOOD 9-7394

N. Y. Phone: PLaza 1-4353

President Charles Knight
 Vice President. Gerald J. Rappoport
 Secretary Samuel Singer
 Directors. Reuben Timmins, Hubert A. Rappoport

Services Offered: Fully equipped sound studio, magnetic & optical film recording, editing, dubbing, cutting rooms, music & sound effect library; 35 & 16mm projectors, portable sound equipment, equipment leasing.

COLUMBIA RECORDS

799 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-7300

President Goddard Lieberman
 Exec. V.P. Herbert Greenspon
 V.P., Gen. Mgr. Columbia LP

Record Club. Norman Adler
 Controller. William G. Wilkins
 V.P. Chg. of Admin. Albert B. Earl
 V.P., Business Affairs. Alfred Lorber

Services Offered: Records and record accessories, tape recordings, electrical transcriptions.

COLUMBIA TRANSCRIPTIONS

(A Service of Columbia Records)

Director Calvin Roberts
 National Sales Mgr. Floyd Glinert
 Los Angeles Mgr. Michael Coolidge

Services Offered: All facilities pertaining to record production from script, casting,

**THE BEST
 IN RECORDED ENTERTAINMENT
 MONAURAL & STEREO**



There are two
first names in
sound and sales...



Allied Record Manufacturing Co.

Providing a quality product and dependable service at a competitive price. Service in sound that includes:

Transcriptions • Phonograph Records
Pressing • Processing • Mastering
Milling • Tape Duplication



Allied Record Distributing Co.

International distribution of independent labels. Service in sales that includes:
Merchandising • Distribution • Counseling
on A & R • Administration • Accounting
Collections • Inventory Control

ALLIED RECORD MANUFACTURING CO.

1041 North Las Palmas Ave., Hollywood 38
233 Main St., Belleville, N. J.

Telephone: Hollywood — HOLlywood 9-5811
New York — COrtland 7-4975

Teletype LA 845 FAX VCH • Cable address ALLRECH

TRANSCRIPTION-RECORDING

direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

COMMUNITY CLUB SERVICES, INC.

20 East 46th St., New York 17
Phone: MUrray Hill 7-4466

(See Program Producers)

President.....John C. Gilmore
Exec. V.P.....William M. Carpenter
Services Offered: Radio & TV Merchandising-Promotion Plan.

CUE RECORDINGS, INC.

117 W. 46th St., N. Y. C. 36
Phone: PLaza 7-3641

President.....Sholom Rubinstein
Vice President.....Mel Kaiser
Secretary-Treasurer.....Bernard Rubinstein
Services Offered: Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high speed tape duplication.

PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th St., N. Y. 22
Phone: MU 8-3950

President.....Phil Davis
V.P., Mus. Dir.....Earl Paul
Secy.-Treas.....Loretta H. Davis
Prod. Mgr.....Joe Rhodes
Copy Dir.....E. C. Redding
Exec. Secy.....Renee Strum
Sales Dir., Acct. Exec.....Gerard D. Gilard
Services Offered: Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.
(See Commercial Producers)

DECCA RECORDS, INC.

445 Park Ave., New York 22, N. Y.
Phone: PLaza 2-1600

National Sales Mgr.....Claude Brennan
Sales Prom. Mgr.....Louis J. Sebok
Services Offered: Custom pressing, premium records.

DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring
Sales & Promotion.....Marion I. Waring
Services Offered: Steinway piano, Ampex tape machines, Scully lathe, synchronous motor, Fairchild pie-syne generator. Heated stylus masters, 78, 45 and 33 rpm. Off-the-air, line and studio recordings. Tape editing.

DISNEYLAND RECORDS

(Also Buena Vista Records)

477 Madison Ave., New York, N. Y.
Phone: PLaza 9-3880

500 S. Buena Vista St., Burbank, Calif.
Nat. Sales Mgr.....Philip Sammeth

TRANSCRIPTION-RECORDING

Services Offered: Custom recordings both classical & popular.

DOT RECORDS, INC.

1507 North Vine, Hollywood 28, Calif.

Phone: HO 2-3141

N. Y. Phone: CIrcle 6-8220

President Randy Wood
V.P. Sales Christine Hamilton
V.P. Album Repertoire Tom Mack
Dir. Adv. & Sls. Prom. Norman Greer
Dir. International Div. J. N. Bailey
Publicity Director Budd Austin

Services Offered: Production, manufacturing & distributing of phonograph records.

EMPIRE BROADCASTING CORPORATION

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

Phone: YUkon 6-5700

President & Treasurer...Helen D. Kelleher
Vice-PresidentArthur Lubo
Vice-PresidentFred de Jaeger
SecretaryJohn Hughes Dwyer

Services Offered: Tape—Disc recording Studios—Remote work. Production—Talent.

HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53 St., New York 22, N. Y.

Phone: PLaza 5-6131

PresidentHarry S. Goodman
Vice PresidentEverett F. Goodman

Asst. to PresidentWilliam Baron
Radio DirectorFrank Gehrecke
TV DirectorStuart Wilson
SecretaryH. D. Knuth
Services Offered: Jingle library for stations; 1 & 5 minute library shows. Taped or transcribed radio programs.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.

Phone: JU 6-5577

PresidentHerbert M. Moss
Exec. V.P.Robert M. Volkell
V.P. Chg. Engineering... Jason B. Windwer
V.P., Prod.Fred Hertz
V.P. SalesLeonard Lawson

Services Offered: Recording studio, 3 tract stereo; Radio & TV creative facilities: scripts to pressings. Programs, filmed commercials, etc. Writing & production staff available. Three editing areas, mastering, pressing, dubbing, etc. 24-hour radio & TV aircheck service.

GREY ADV. COMMERCIALS

(Lanny & Ginger Grey)

108 E. 96th St., N. Y. C. 28

Phone: ENright 9-7777

PresidentLanny Grey
Vice-Pres.Ginger Grey

Services Offered: Producers and packagers of programs, singing commercials & phonograph recordings; vocalists.

The Finest in Records for Children and the Entire Family

DISNEYLAND/VISTA RECORDS stereophonic and monaural

Original Sound Tracks from Walt Disney motion picture classics

Walt Disney Storytellers

Music by Camarata

Walt Disney Music Murals

Write for catalog:

DISNEYLAND/VISTA RECORDS 477 Madison Ave, New York 22, N. Y.

**CREATE
THE RIGHT MOOD
EVERY TIME**

with the

**MAJOR MOOD
MUSIC LIBRARY**

Major offers you a full twenty hours of mood music for titles, bridges, background — for scoring, editing, recording and dubbing music for your videotape productions, documentaries, TV films, slide films, animation, sales presentations, industrial films and radio commercials.

Major specializes in sound — you get exceptional technical know-how and beautifully-recorded original music.

IMPORTANT: *Major* owns its own copyrights on *all* mood music in its library; world rights available to you on a completely sound legal basis. Records available on a “per selection” or “unlimited use” arrangement.

**WRITE FOR FREE
CATALOGUE
to THOMAS J. VALENTINO, INC.**

Established 1932

150 West 46th Street
New York 36, N. Y.

*Also available Free catalogue of complete
sound effects library*

RD-1

TRANSCRIPTION-RECORDING

HUDSON RECORDINGS, INC.

353 W. 57th St., New York City
Phone: PLaza 7-6167

PresidentLorraine Lester
Vice PresidentGeo. Lessner
Vice Pres., Sound.....Robt. Lessner
Treasurer.....Samuel H. Evans
Services Offered: Eqpt. sound studio; all types recording services, incl. record albums, motion pictures, spots, etc., incl. stereo.

IMPERIAL RECORDS, INC.

6425 Hollywood Blvd., Los Angeles, Cal.
Phone: HO 9-2135

President.....Louis R. Chudd

JAY-GEE RECORD CO., INC.

315 W. 47th St., New York 19, N. Y.
Phone: PLaza 7-8140

PresidentJerry Blaine
Sales, Prom. Manager.....Lee Gallow
Services Offered: Manufacturers and distributors of Jubilee, Josie, Fame, Jane, Port, and Dana records.

**KEYSTONE BROADCASTING
SYSTEM, INC.**

527 Madison Ave., New York, N. Y.
Phone: EL 5-3720

President (Dir.).....Sidney J. Wolf
Vice-President.....Charles A. Hammarstrom
Exec. Vice-Pres.....Noel A. Rhys
Sr. Vice-Pres.....Edwin R. Peterson
V.P.'s...Wm. Bayer, Chas. A. Hammarstrom
Secretary-Treasurer (Dir.).....Arthur Wolf
New York Office

Exec. V.P.....Noel A. Rhys
Vice-President.....Charles A. Hammarstrom
Office Manager.....Barbara Kollins
111 W. Washington St., Chicago, Ill.
Phone: STate 2-8900

President.....Sidney J. Wolf
Secretary-TreasurerArthur Wolf
Dir. of Station Relations...Charlotte Tucker
Traffic Mgr., Prog. Dir.....Jane C. McAdgen
Account Executives.....William Wolf,
Edwin Peterson.

75 Post St., San Francisco
Phone: SUtter 1-7440

Account Executive.....Howard P. Taylor
3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

Vice-PresidentWilliam Bayer
Account Executive.....Henry G. Eschen
612 Penobscot Bldg., Detroit, Mich.
Phone: WOODward 2-4505

Director.....E. R. Peterson, Jr.
Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 1092 Keystone affiliates, located in towns with

TRANSCRIPTION-RECORDING

10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 28,000,000 based on Nielsen Reports, or one-half millivolt where the Nielsen Report is not available.

LANG ELECTRONICS, INC.

507 Fifth Ave., N.Y.C.
Phone: MURray Hill 2-7147

PresidentLouis Lang
Sec.-Treas.Thelma Lang
Services Offered—Dealers in master recording equipment; servicing.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700

President.....John D. Langlois
V.P.'s.....C. O. Langlois, Jr., W. O'Keefe
Vice Pres. Sales.....Hugh S. Allen, Jr.
Services Offered: Producers of Radio Hucksters and Airlifts—Musical commercials plus "Airlifts" for station sound and individuality. Tailor-made commercials and special local station promotion. Transcribed Music Service for radio and television stations. Program syndication.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607

Executive Director.....Jack Lloyd
Services Offered: Creation and production of unusual commercials and musical jingles for advertising agencies and stations. Packaging of transcribed radio programs (dramatic, comedy, musical, audience participation); from the idea to finished recording.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. Phone: DUNKirk 4-4191

President.....C. P. MacGregor
General Manager.....E. H. Lowry
Sales Manager.....Charles Hughes
Studio Manager.....Robert W. McKenzie
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.
Phone: CI 7-0210

President.....Thomas L. Clarke, Jr.
V.P., Prog. Dir.....Joseph F. Hards
Services Offered: Magne-Tronics motivational music: tape-recorded background music program service transmitted via FM Multiplex and leased lines by exclusive, authorized franchises.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.
Phone: BRyant 9-6000

PresidentNat Levy
Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc & tape duplication. Script and production service.

METROPOLITAN SOUND SERVICE, INC.

105 E. 106th St., New York 29, N. Y.
Phone: ENright 9-7000

PresidentC. Langlois, Jr.
SecretaryTed Roseen
Services Offered: Transfer, dubbing, editing film. Tape for recordings. Mastering.

M G M RECORDS

1540 Broadway, New York 36, N. Y.
Phone: JUdson 2-2000

PresidentArnold Maxin
Nat'l Sls. Mgr.....Charles Hasin
V.P., Chg. of Oper.....Sid Brandt
Advertising Manager.....Sol Handwerker
Services Offered: MGM popular and classical records, custom recording. Metro, Metro Jazz, Cub, Lion records.

FOR
THE
RECORD-
THE
FINEST
IN
SOUND...



TRANSCRIPTION-RECORDING

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.

Phone: PLaza 7-0695

President Charles Michelson
 Treasurer Aaron Michelson
 Manager Marcia Dick
Services Offered: Distributors of transcribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

MUZAK CORPORATION

229 Park Ave. S., New York 3, N. Y.

Phone: ORegon 4-7400

Board Chairman..... Jack D. Wrather, Jr.
 President..... Charles C. Cowley
 Sr. V.P. Treas..... John R. Andrus
 V.P. & House Counsel..... Leonard Scholl
 V.P. & Dir. of Marketing..... Joseph W. Roberts
Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, airplanes, trains, buses, ships, and other public business areas.

NATIONAL MUSITIME CORP.

640 Fifth Ave., New York 19, N. Y.

Phone: JUDson 2-5616

President..... Charles E. Rynd
 Vice-Pres. & Sales Mgr..... Jerome K. Levy
Services Offered: Nationally franchised tape. Background music service through FM Radio Stations on a multiplex or simplex basis including storecasting and consisting of

a complete package of tape library and business aids service.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.

Phone: Circle 7-8300

Manager..... Charles L. Bennis
 Merchandise Mart, Chicago 54, Ill.
 Phone: SUpperior 7-8300
 Sheraton Park Hotel, Washington, D. C.
 Phone: Adams 4-5400
 Sunset & Vine Sts., Hollywood 28, Calif.
 Phone: HOLlywood 9-6161
 3000 W. Alameda Ave., Burbank, Calif.
 Phone: TH 5-7000

Services Offered: Recording, service, tape & disc.

NOLA PENTHOUSE SOUND STUDIOS

111 W. 57th St., New York 19, N. Y.

Phone: JUDson 2-1417

Owner..... V. Thomas Nola
 Chief Engineer..... Stanley Bumbly
Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters processing and pressings—stereo recording—magnetic & optical film recording.

OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.

Phone: PL 1-0890

President..... Richard B. Olmsted
 Vice President..... Harry F. Landon
 Comptroller..... Robert M. Boesl
Services Offered: Transcription, film sound, stereo recording & mastering.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.

Phone: Globe 6-2135

Secy.-Treas..... S. M. Lauch Price
Services Offered: Ideas, scripts, production, merchandising tie-ins for any type recorded program. Immediately available (E.T.) 52 one-half hour Biblical dramas—Old and New Testament.

PROGRAMATIC BROADCASTING SERVICE

(Division of Muzak Corp.)

229 Park Ave. S., N. Y. C. 3

Phone: ORegon 4-7400

Sales Manager..... John Esau
Services Offered: Complete integrated package of automatic programming consisting of equipment and tape recordings.

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.

Phone: JUDson 2-5130

Cable Address: ARREFFAY, New York
 Executive Director..... Oliver W. Nicoll
 Assoc. Dir. of Svcs..... Sandra Munsell
 Mng. Dir. of Prod..... J. H. MacDonell
 Program Coordinator..... Eileen Ellis
Services Offered: Program production and consultation, syndicated transcribed programs,



Reeves Sound Studios inc.

304 EAST 44th STREET
 NEW YORK 17, N. Y.
 ORegon 9-3550

*The Largest Sound
 Service Organization in the World.*

RCA Licensee Western Electric Licensee

TRANSCRIPTION-RECORDING

scripts, talent, package, live shows, phonograph records, international radio service.

RCA VICTOR CUSTOM RECORD SALES DEPARTMENT

155 East 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200

Mgr., Custom Records.....Emmett B. Dunn
Sales Mgr.....R. C. Williams
Mgr., Custom, Artist and

Repertoire.....Ben Selvin
Mgr., Custom Advertising.....E. H. Kelly
Custom Record Sales Section

Chicago Mgr.....A. E. Hindle
Hollywood Mgr.....R. C. Bucholz

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Manager.....A. B. Sambrook
Central North

Sales Manager.....William F. Reilly
Western Sales Rep.....William C. Gartland
Northeastern Sales Rep.....George Field
Southwestern Sales Rep.....John Alves
Southeastern Sales Rep...Wallace D. Cochran
Northwest Sales Rep.....Hugh Grauel
Central Northeast Sales

Rep. (Chicago).....Charles Halteman
Central Northwest Sales Rep...Jack Nadeau

Services Offered: Thesaurus (musical program service); RCA Syndicated Programs (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

Studios and Regional Offices

155 E. 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200

445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-1660

1121 Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: JACkson 4-7703

7901 Empire Freeway, Dallas, Texas
Phone: FL 2-3911

800 17th Ave. South, Nashville, Tenn.
Phone: ALpine 5-6691

REEVES SOUND STUDIOS, INC.

304 East 44th St., New York 17, N. Y.
Phone: OREGon 9-3550

President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Mgr.—Film Div.....Richard Vorisek
Mgr.—Disc Div.....John Vorisek
Chief Engineer.....Lyman J. Wiggan
Services Offered: Video & sound recording for motion pictures and television, transcriptions.

ROCKHILL RECORDINGS

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979

President.....Janet Taylor
Manager.....Leo J. Launer

Sales Manager (Recording)..Fred Freeman
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Secretary-Treasurer.....R. C. Heinecke
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Station Relations Dir.....W. F. Myers
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General Manager.....Olga Blohm
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Vice-President.....Michael T. Valentino
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Vice President.....Hal B. Cook
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Rec., Engr. Dir.....Lowell Frank
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NEW IN PROGRAMMING

...The Shows Make The Trends

By JOHN L. SINN

President of ZIV-United Artists, Inc.



IN ANSWER to the topic question: "What are the new directions in programming at Ziv?". I may say at the outset that our programming will always move in the direction of the best programs.

In that respect, I have recently said elsewhere, in effect, that each of our shows is the personal creation of an individual producer cleaving only to a standard of excellence based on an analysis of current public taste.

I have since had no occasion to amend that view. No two shows for example could be less alike than "Sea Hunt" and "Tombstone Territory." Yet both are typical programs enjoying a common success in syndication and sharing only our original faith in their common power to entertain with taste, and profit.

Two among our network programs are "Space" starring William Lundigan, and "Bat Masterson" with Gene Barry as the principal. Both of them excellent shows but in widely separated ways.

In short, our programming will always vary with the trade winds of creativity and public interest. And what I am about to set down here is simply a brief description of the way those winds are blowing at this point in the season.

There is a definite movement toward situation comedy, scientific drama and adventure series based on factual incidents in their actual settings.

There will be fewer western and detective programs, but that is not

to say they are on their way to being ruled out of our programming. There will always be a place on any balanced program list for shows in those categories—if they are good shows. If they are not, they don't deserve a place on any list.

"Westerns" are a special consideration which merit a few words of extra comment here. Actually they have never represented more than a fraction of our production at Ziv, but they have impressed us as differing more from each other than they vary as a group from other types of programs.

Curiously, "scientific drama," to which we referred to earlier as part of the new drift in our programming, gives promise of becoming another national frontier, in entertainment as well as in fact. In these middle decades of the Twentieth Century, the new "west" is wherever there is a horizon to push against and new space to explore and subdue.

In any inspired programming operation, shows make trends, and not vice versa. A program that tries consciously to ride a trend has, in our view, already missed it; for nothing is so discernible as a self-conscious imitation.

But that is not to say that a certain time is not more propitious for turning out a certain program than another; it is merely to imply that the poorest reason to do so is that someone else has done it.

So this year, as always, the only design we look for after we release our individual productions is a pattern of excellence.

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Eastern Div. Sls. Mgr.....Stan Smith
Central Div. Sls. Mgr.....Richard C. Hurley
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Services Offered—Production & distribution of network & syndicated TV film series for domestic & foreign TV outlets.

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Sales Representative.....R. S. Evans
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(Continued on Page 914)

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CBS FILMS 

TV FILM PROD.-DIST.

(Continued from Page 911)

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President.....Fred Bellin
Secretary.....George Foley
Treasurer.....Anthony Tarell
Services Offered—Producers and distributors of feature films.

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730 Fifth Ave., New York 19, N. Y.

130 W. 46th St., New York 36, N. Y.

Phone: JUDson 2-1287

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President.....Alfred H. Morton
Secretary.....George F. Foley
Treasurer.....Anthony Tarell
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Phone: ELdorado 5-7943

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Productions—Captain Z-RO, Hollywood to B'way, Grantland Rice Sportlights, Holiday Series, Is This Magic?

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Secretary.....Fred C. Lindquist
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(See Commercial Producers)

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Vice President.....Alexander Beck
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Phone: PLaza 5-4811

President.....Charles McGregor
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Distributing—Bold Journey, Speedway International, I Search For Adventure, Judge Roy Bean, Jungle, feature films & cartoons.

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Associate Producer.....Harry Babb
Stories & Narration.....Cheri LeBlanche
Assistant Producer.....John Pope

(Continued on Page 917)

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(Continued from Page 914)

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 Gen. Sales Mgr. Wade Barnes

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Manager John Krutzler
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Sales Offices

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 Phone: Circle 7-8300

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 Eastern Sls. Mgr. John F. Tobin
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 Phone: MOhawk 4-6565

Central Sls. Mgr. Edward A. Montanus
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 Phone: THornwall 5-7000


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 663 5th Ave., New York 22, N. Y.
 Phone: CI 7-8300

Manager Jacques Liebhenguth
 Canadian Distributor:
 Fremantle of Canada, Ltd.
 17 Dundonald St., Toronto, Ont.
 Phone: WALnut 4-9635

Manager Ralph Ellis
NBC Television Films—Badge 714, Boots and Saddles—the Story of the Fifth Cavalry, The Silent Service, Union Pacific, Danger Is My Business, The Life of Riley, Flight, Not For Hire, Lawless Years, Philip Marlowe.

(Continued on Page 920)





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Continued from Page 917

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Lars Calonius Prod. Inc.

45 West 45th St., New York 36, N. Y.
(See Commercial Producers)

Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-6734

President.....David B. Dash
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Phone: CRestview 4-8343
Partners.....Jack Carson & Frank Stempel

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Sec.-Treas.....Esther Pergament
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9134 Sunset Blvd., Los Angeles 46, Calif.
Phone: BR 2-0837

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V.P. Chg. Prod.....Eugene B. Rodney
Secretary.....Ben Bisgeier
Services Offered—Production of TV film series.

Productions—"Father Knows Best."

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(See Commercial Producers)

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Administrative V.P.....Sam Cooke Digges
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Dir., Oper.....Fred J. Mahlstedt
Merchandising Mgr.....Walter Scanlon
Sales Prom. Mgr.....Eugene Moss
Contracts Manager.....Gloria Lesser
Publicity Director.....Robert Fuller
Inter. Bus. Rel. Dir.....Howard L. Kany
Inter. Sls. Dir.....Ralph M. Baruch
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Film Svc. Co-ord.....Stanley Moldow
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Mgr. Los Angeles Sales.....William Perkinson
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Mgr. Boston Sales.....H. Roy Marks
Mgr. Detroit Sales.....Barr Sheets
Pres., Canada (Caldwell TV Film Sls.)
S. W. Caldwell

Services Offered—Worldwide distribution & production facilities. Finances, produces & distributes films & video tapes for TV.

Productions—Jarrett of K Street, Andy 'n' Andy (77), Mama (26), Rendezvous (39), Our Miss Brooks (120), Eve Arden Show (26), Colonel Flack (39), The Gray Ghost (39), San Francisco Beat (183), Terrytoons (200), Of All Things (100), Buffalo Bill Jr. (42), The Brothers (26), Files of Jeffrey Jones (39), Cases of Eddie Drake (13), Under the Sun (26), Navy Log (104), Brave Eagle (26), You Are There (39), The Honey-mooners (39), Gene Antry Show (91), Adventures of Champion (26), U. S. Border Patrol (39), Sunrise Semester (75), Mr. Adams & Eve (39), Whirlybirds (111), Air Power (26), My Favorite Husband (13), Robert Herridge Theater (26), Phil Silvers (52), Trackdown (71), The Whistler (39), Life With Father (26), Assignment Foreign Legion (26).

Champion Productions, Inc.

10000 Riverside Dr., N. Hollywood, Calif.
Phone: POplar 9-1451

President.....Armand Schaefer
Vice Pres., Treasurer.....M. J. Hamilburg
Secretary.....Ina Antry
Assistant Treasurer.....Philip S. Cobey
Services Offered—Production of TV films and commercials.

Productions—Buffalo Bill, Jr., Adventures of Champion, Gene Antry Range Rider, Annie Oakley.

(Continued on Page 924)

SYNDICATE NAME STARS

... *Assure Bigger Audiences*

By DAVID V. SUTTON

Vice Pres. in Charge, MCA TV Film Syndication



I HAVE often been asked, "Just how important is a name star to a syndicated series?" This is a question which has echoed up and down many a sound stage and TV planning office when a new program emerges from the blueprint stage. Is a star really that important to a successful series, or is a good script and generous production sufficient to meet the needs of the regional and local advertiser?

The proper answer, of course, is that all these elements are essential for a good show, but there is room for speculation on the relative importance of star names to syndicated programming. I think every successful producer and distributor of films for local programming has found that the first question asked by a prospective advertiser is: "Who's in it?" Mention a relatively unknown actor, and you've lost half the battle toward the contract signing. This is not to find fault with the logic of the film buyer. He knows that the viewers in his market are open to an invitation to share a television experience with someone they know, or have seen before, and generally speaking, the bigger the star, the bigger the potential audience for a new program.

We have long appreciated this principle in our end of the business. In four of our newest series, for example, we are fortunate to have names which definitely add a big plus to the sales appeal and conse-

quently to audience appeal. For "SA 7," for example, I have Lloyd Nolan, certainly a name as big as any in the entertainment business. For "Johnny Midnight" the star is no less than an Academy Award winner—Edmond O'Brien. For "Coronado 9" we have a TV veteran, Rod Cameron. And for "Shotgun Slade" Scott Brady, who has a long list of motion picture credits and who was at that moment starring in the successful Broadway musical, "Destry Rides Again."

How, you may well ask, are the new personalities, the upcoming stars, to achieve stardom if we are all to rely upon the better known actors to headline our television productions? The answer must be the same as in the related arts of the theater, the screen and the cafes—using fresh but little known performers as supporting players. Repeated exposure—and experience—in many television programs will develop these younger artists to the point where they will some day earn the right to star in a series of their own.

As everyone recognizes, the use of a name star per se, without thorough regard for his suitability for the film characterization, is a waste of his talents and creatively unwise. We can reasonably expect, however, that professional film makers will select the right star for the right role, and that any star can be relied upon to turn in a truly professional performance.

Aces

*Sure
winners
whenever
played*

All!

**"THE PEOPLE'S
CHOICE"**

"JIM BOWIE"

"MEET McGRAW"

"26 MEN"

ABC FILMS, INC.

1501 BROADWAY, NEW YORK 36, NEW YORK

And for release now!

"COURT of LAST RESORT"

"EXPEDITION!"

"COUNTERTHRUST"

currently on network...

"ONE STEP BEYOND"

Aluminum Company of America

"MAN WITH A CAMERA"

General Electric Company

TV FILM PROD.-DIST.

(Continued from Page 920)

Bruce Chapman Co.

125 W. 41st St., New York 36, N. Y.

Phone: Wisc. 7-9244

Branch Office

30 Rue Chalgrin, Paris, France

President Bruce Chapman

V.P. & Treas. Edna Chapman

Dir. of Research Mary Hurcheson

Services Offered—Production of TV and industrial films.

Productions—The Answer Man.

Charter Oak Tele-Pictures

423 E. 90th St., New York, N. Y.

(See Commercial Producers)

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.

Phone: TEexas 0-6136

Services Offered—Producers, distributors of films.

Christensen-Kennedy Productions

2824 Harney St., Omaha 31, Nebr.

(See Commercial Producers)

Cinema Research Corp.

716 N. LaBrea Ave., Hollywood 38, Cal.

Phone: WEbster 3-9301

President Harold Scheib

Vice President Ernest Arcella, Jr.

Services Offered—Service organization to film producers in 35mm or 16mm optical printing, art titles, animation, registration contact printing, stage inserts & Matte shots. 70mm reductions, 16 to 35mm blowups.

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.

Phone: TRafalgar 3-1411

President Joseph Seiden

Cameraman Harold H. Seiden

Sound Department Herbert C. Bloom

Services Offered — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

Cinema-Vue Corporation

245 W. 55th St., New York 19, N. Y.

Phone: JUdson 6-1336

President Joseph P. Smith

Exec. Vice Pres. Arthur J. Steel

Sect. Gen. Counsel Harry M. Pimstein

Mgr. Corp. Opera. Bernard J. O'Rourke

Branch Office

11693 Laurelwood Dr., Los Angeles, Calif.

Phone: POplar 6-8734

V.P. Sls. Mgr. Francis D. Smith

Services Offered—Producers and distributors of filmed and taped TV programs.

Productions—Adventures of Danny Dee,

Jingle Dingle Christmas Party, The Mickey Rooney Show, Secret Files U. S. A., Washington at Valley Forge, 104 Tom Puss, Animated Color Cartoons.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood

(See Commercial Producers)

Clairmont Films

4530 Mariota Ave., Hollywood, Calif.

Phone: POplar 2-4498

Owner Leonard Clairmont

Services Offered: Motion picture production and photography.

Productions: Tiare Tahiti.

Claster Enterprises, Inc.

2229 N. Charles St., Baltimore 18, Md.

Phone: CHesapeake 3-3630

President Bertram H. Claster

Sales Manager Lee N. Baker

Production Manager Ken Calfee

Services Offered—Producers and distributors of "Strikes 'n Spares," "Pin Busters," "It's in the Name," and "Duckpins & Dollars."

Colorama Features

1501 Broadway, New York City

Phone: LOngacre 4-5992

President Jules B. Weil

Vice President Carroll L. Puciato

Commodore Productions and Artists, Inc.

6636 Hollywood Blvd., Hollywood 28, Cal.

(See Commercial Producers)

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.

Phone: CIrcle 5-6456

President Mortimer D. Sackett

Sec., Treas. S. Sackett

Sales Mgr. Leo Gottlieb

Services Offered—TV producers and distributors.

Confession, Inc.

1501 Broadway, N. Y.

Phone: LOngacre 4-5592

Exec. Prod. Jules B. Weil

Prod. Moderator Jack Wyatt

Services Offered—Product for regional and national sponsorship.

Frank Cooper Associates

9145 Sunset Blvd., Los Angeles 46, Cal.

Phone: CRestview 4-5971

N. Y. Phone: PLaza 1-0725

President Frank Cooper

V.P. Chg. L. A. Office. Dick Irving Hyland

V.P. Chge. of N. Y. Office Sy Fischer

Executives. Joel Cohen, Robt. Goldfarb,

Wm. Cooper, Robert Eisenbach, Jay Finger,

(Continued on Page 927)

WORLDWIDE TV LOCALE

...Viewers Want Authentic Look

By WALTER KINGSLEY

President, Independent Television Corp.



VIEWERS no longer will accept cardboard backdrops in their filmed dramas. They want to see the real thing. Former production methods are outmoded and Hollywood and New York are no longer the only production locales in the world. The grandeur of Rome, the beauty of Paris, the breathless vista of the Alps . . . all are available for today's production crews and that's what viewers demand to see — and in the flesh, so to speak. And there's a great pool of creative talent in all these countries. You might find another Ingrid Bergman in Sweden or a Jack Hawkins and Patrick McGoohan in England or a DeSica in Italy. The richness of talent often comes with the richness of settings.

Today, in television, the viewing public, spurred on by the authentic world-wide look of the movies, is now becoming more educated to and sophisticated about the finer qualities of location shooting, strong scripts and interesting entertainments whose backgrounds are real.

ITC, as part of Associated Television Limited (ATV), has been set up with just this realistic idea in mind: To face today's production facts-of-life. ATV is the leading network contractor for the United Kingdom. Seizing the initiative in world-wide production, ATV has held up the beacon and even our 3 major networks have begun to follow it full steam into world-wide production. For example, CBS, right now, is using our facilities to film a show on the Vienna State Opera. This same American network, with ATV, will tape a ninety

minute drama, "24 Hours In A Woman's Life," by Stephan Zweig, starring Ingrid Bergman and produced by her husband, Lars Schmidt. And Person To Person makes extensive use of ATV's taping facilities whenever international celebrities are interviewed in their homes. ATV's production facilities are also being used by NBC who is doing a week of Jack Paar shows in England and for ABC we are filming a half hour series abroad, the first such series commitment of its kind.

Being part of such a company certainly places ITC in an enviable position. ITC can budget its syndicated shows, whether produced in Hollywood, New York, or elsewhere throughout the world, with a world-wide payoff which allows enough money to produce top quality shows.

This search for real quality can only be achieved when you have the confidence of your convictions and the showmanship "know-how" that is an integral part of an organization. We have both. When we believe in a project—are convinced the quality is there—we go ahead so that quality is in the entire series, not just a pilot.

It seems to us that this is the kind of approach that the industry as a whole and syndication, in particular, must take. Only quality production can survive. In addition to Hollywood and New York, such quality production can be found in all areas of the world. To think otherwise is to look back over your shoulders — with blinders on. But they're off now and the view is wide. In fact, it takes in the whole world.

ATLANTIC TELEVISION, INC.

the surging force in TV Film Distribution

- GROWING WITH THE INDUSTRY SINCE 1948
- RUN BY MEN EXPERIENCED IN STATION OPERATION — THE ATLANTIC APPROACH IS THAT OF THE STATION
- AUDIENCE-PROVEN FEATURES, SENSIBLY-PRICED FOR YOUR FILM BUDGET

Packages available:

The See-Worthies

The New "Champion" . . .
still riding the
crest of popularity

Waves of Thrills and Chills

Packages available:

Oceans of Action

Smooth Sailors . . .
for family and fireside

Rip-Tide of Rip-roaring
Westerns

SIX-PACK SPECIAL . . . NEW CARGO FOR TV

Executive & Sales Offices: 730 Fifth Avenue, NY 19 JUDSON 2-1287

Film Booking & Shipping Offices: 130 W. 46 St., NY 36 JU 2-1287

ALFRED H. MORTON

President

JAMES V. McNAMARA

General Sales Manager

(Continued from Page 924)

B. D. Shamburg, John B. Genung, Perry
Leff, Leonard Goldstein
Services Offered—Literary & Actors agents,
TV packagers.

**Tom J. Corradine &
Associates**

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448

PresidentTom Corradine
Vice President.....Kyle C. Thomas
Sales Manager.....Eugene B. Duncker
Secretary.....Robert J. Meeker
Services Offered—National and regional
representatives for sale of half-hour syndi-
cated and television packages, 425 feature
films, and 135 westerns.

Currently Distributing—The Ruggles,
Holiday U.S.A., Rendezvous With Adventure,
I Married Joan, Public Defender, Little Ras-
cals, Uncommon Valor.

**Criterion Film Laboratories,
Inc.**

33 W. 60th St., New York 23, N. Y.
Phone: COLUMBUS 5-2180

President.....Fred G. Todaro
Production Manager.....Ernest Todaro
Sales Manager.....Irving Schechter
Services Offered—Developing and printing
of B & W and color film.

Crosby-Brown Productions

915 N. La Brea, Los Angeles 38, Calif.
Phone: OLdfield 6-6050

Chairman of Board.....Bing Crosby
PresidentKenyon Brown
V.P., Gen. Mgr.....Henry R. Flynn
Asst. to Pres.....James J. Rue
230 Park Ave., New York 17, N. Y.
Phone: MU 9-6515

V.P. in Charge of Sales....Peter M. Roberk
Eastern Sales Mgr.....William Finkeldey
Services Offered—National distribution of
film and tape TV shows for national, regional
and syndicated release.

Productions—Adventure Tomorrow, Dan-
ger Zone, Global Zohel, Hollywood Legion
Wrestling, Michael's of Africa, People's
Court, The Pioneers, Post '48 features, Squad
Car, Treasure, Vagabond, Wanderlust, Won-
ders of the World, You Asked For It.

Cummings Productions, Inc.

4 West 56th St., New York 19, N. Y.
(See Commercial Producers)

**Phil Davis Musical
Enterprises, Inc.**

59 E. 54th St., N. Y. 22, N. Y.
(See Commercial Producers)

Daystar Productions, Inc.

Box 900, Beverly Hills, Calif.
Phone: CR 6-2211

Chief Execs...Leslie Stevens, Stanley Colbert
Services Offered—Complete creative ser-

vices in connection with films for TV.

Productions—Formula for Adventure, Ar-
senal Stone.

D.P.M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
(See Commercial Producers)

**Jack Denove
Productions, Inc.**

6611 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HO 4-8331

PresidentJack Denove
Vice-PresidentDick Denove
Services Offered—Produce film commer-
cials, dramatic half-hour TV shows and in-
dustrial films. Also tape commercials.

Productions—Christopher films, Lucky
Strike commercials, Half-hour Bowling Se-
ries, It's Golf Time.

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15, Mass.
(See Commercial Producers)

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
(See Commercial Producers)

**Derel Producing Associates,
Inc.**

68 William Street, New York 5, N. Y.
Phone: BOWling Green 9-1550

PresidentJerry Feldman
Exec. ProducerGene Feldman
Services Offered—Packagers of filmed TV
shows.

**Louis deRochemont
Associates, Inc.**

380 Madison Ave., New York 9, N. Y.
Phone: OXFord 7-0350

PresidentLouis deRochemont
Associates.....F. Borden Mace, Lothar
Wolff, Martin J. Maloney, Louis deRoche-
mont III

Services Offered—All producing services
for films in any medium from super-wide-
screen (Cinerama, Cinemiracle) to 16 mm.
Also distributing services for selected the-
atrical films.

Productions: Man on a String, The March
of Todd-AO.

Desilu Productions, Inc.

780 N. Gower, Hollywood 38, Calif.
Phone: HO 9-5911

N. Y. Phone: PL 2-1393
Pres. & Director.....Desi Arnaz
V.P. & Director.....Lucille Ball Arnaz
Exec. V.P. & Director.....Martin N. Leeds
Sec.-Treas. & Director.....Edwin E. Holly
(Continued on Page 929)

Distributors of the world's finest TV programs in International Markets

FREMANTLE *International* INC.

366 Madison Avenue, New York

representing

CBS Films, Inc.



(Mexico, Central America
and Italy only)



California National
Productions, Inc.

(A subsidiary of National
Broadcasting Company, Inc.)
(Canada only)



ENCYCLOPÆDIA BRITANNICA FILMS INC.



A·B·C·TELEVISION LTD

(Canada only)



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LIMITED

AND SEVENTEEN LEADING INDEPENDENT U. S., CANADIAN AND
BRITISH PRODUCERS

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Toronto, Montreal

FREMANTLE DE MEXICO, S. A.
Mexico, D. F.

TALBOT TV, LTD.
London

FREMANTLE ITALIANA, S.R.L.
Rome

AGENTS IN BRAZIL, ARGENTINA, PERU and JAPAN

(Continued from Page 927)

Vice Presidents.....W. Argyle Nelson,
George Murphy, Bernard Weitzman

Services Offered—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 34 sound stages and extensive back lot.

Productions—Own productions — Desilu Playhouse; Lucille Ball-Desi Arnaz Show; Whirllybirds; U. S. Marshall; Grand Jury; Harrigan & Son; Guestward Ho; For Men Only; Rory Calhoun Show; The Texas; Ann Sothern Show, Filming for others — Andy Griffith Show; Angel; Danny Thomas Show; Wyatt Earp; Real McCoys; Jack Benny Show; Barbara Stanwick Show; The Millionaire.

Walt Disney Studio

500 So. Buena Vista, Burbank, Calif.
Phone: TH 5-3141

Chairman of Board.....Walt Disney
PresidentRoy Disney
V.P.-Adv. & SalesE. Cardon Walker
Vice-President.....Donn B. Tatum
Treasurer.....Paul L. Pease
V.P., Studio Prod. Mgr.....W. H. Anderson
Publicity HeadJoseph P. Reddy

Productions — Mickey Mouse Club, Walt Disney Presents, Zorro: all TV Series for ABC Network Release.

Dougfair Corporation

6772 Hollywood Blvd., Los Angeles 28
Phone: HOLlywood 5-6164

PresidentH. Alexander MacDonald
V.P., Treas.Fred W. Hoar
SecretaryC. A. de Lima
ComptrollerA. Eugene Donofrio

Services Offered — Producer filmed TV series.

Productions—Douglas Fairbanks Presents.

Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-5690

President.....Sherman H. Dryer

Services Offered—Custom productions & general packages in TV, films, radio & for the stage.

Productions—World of Medicine, The Balance, Project: Security.

W. C. Duennhaupt Film Prod.

1908 Florida Ave., Wash., D. C.
(See Commercial Prod.)

Durham Telefilms, Inc.

521 Fifth Ave., New York 17, N. Y.
Phone: YUkon 6-1960

President.....David A. Bader

Chairman.....William C. Durham
Vice Pres.....Norman Carnegie
Sec.-Treas.Emanuel Eppstein

Services Offered: International sales organization in films for TV.

Dynamic Films, Inc.

405 Park Ave., New York City 22
(See Commercial Producers)

Economec Television Programs

(A Div. of Ziv-United Artists TV Co.)
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

General Manager.....Pierre Weiss
National Sales Mgr.....Dick Lawrence
National Spot Sls. Mgr.....Ken Joseph

Services Offered—Distribution of the following films for television: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Men of Annapolis, West Point, Harbor Command, The New Adventures of Martin Kane, Science Fiction Theatre, Man Called X, Dr. Christian, Adventure at Scott Island.

Educational Films Corp. Of America

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-1780

President.....Earl W. Hammons
Vice President.....V. H. Hammons
TreasurerEverett Rosenthal
SecretaryL. Loweninthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Empire Production Corp.

480 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Robert J. Enders, Inc.

1001 Connecticut Ave., N.W.,
Washington 6, D. C.
(See Program Producers)

Endorsements, Inc.

65 East 55th St., New York 22, N. Y.
(See Commercial Producers)

(Continued on Page 933)

Fredric Stoessel Inc.

An agency specializing
in the development of television products



Photography by Fredric Stoessel

PRESENTS

MR. KRACKERJACKET

Starring

DOUG ANDERSON

New Half-Hour TV Film Series with Magic and Puppets

Directed by ANTHONY FARRAR



Productions ranging from \$50 to \$50,000, animations, commercials, industrials.

Offices in Bogota, Paris, New York; international distribution.

Publicity and public relations centering around television on an international scale.

Our staff is ready to act as your TV and PR consultant.

Bogota, Colombia

Paris, France

**119 WEST 57th STREET
NEW YORK, N. Y. — JUDSON 2-6978-9**

ARE PILOTS PASSE?

... Many Try To Cover Too Much

By GEORGE T. SHUPERT

Vice President of TV for MGM



WE HAVE long been on record as maintaining that pilot films are one of the big bugaboos of our industry. The financial resources and creative energy that have gone into making pilots, which have never seen the light of a TV tube, is tremendous. A few distributors have tried to develop anthology programs built around pilots which are gathering dust in film vaults.

Pilots have been under attack by many people from many angles. Three principle points of concern are: (1) a pilot is no real indication of continuity of quality for any given series; (2) many producers overextend themselves in the production of pilots by budgeting the pilots far beyond what they can carry on a week-to-week basis; for example, spending eighty thousand dollars to produce a pilot for a program that must be brought in at forty-thousand; (3) a pilot too often tries to tell the whole story of the series rather than being a typical episode, and misses in both instances.

Nevertheless as long as agencies represent advertisers and must present a specific treatment of any proposed program to their clients, we'll probably always have pilots with us. The problem, therefore, is how we can cut down pilot fatality!

Considerable thinking along these lines went into the planning of MGM-TV's programming for the 1960-1961 season. From this came a basic philosophy which has guided us during our current sales effort. Be-

ing specific, at the outset of the season we had twelve properties, each of top calibre and in the aggregate presenting a well rounded overall program to present to agencies, networks, and advertisers. Should we make pilots of all twelve? Or make pilots of the three or four we considered most marketable?

We decided to make no pilots at all! Rather we presented our ideas for each of our twelve programs on one forty-three minute color film which, in fact, cost us considerably less than half the cost of a pilot for any one of the programs. Included in this film presentation were detailed scenarios of each of the programs, casting plans, proposals for directors and writers, and in particular the names of topflight TV film producers with whom we had agreements to handle the creative development of the programs, once they were sold. It was this presentation—"master pilot" if you will—that we showed to networks, agencies and advertisers, and it was on the basis of their concrete interest in certain of our properties that we agreed to accept assignments to produce pilots, four of them on a co-financing basis. Where we found slight interest, we produced no pilot.

Though we have not circumvented the practice of making pilots, we feel we have given our pilots a greater chance of acceptance and ultimately of finding a time period, by consulting with the networks and agencies involved prior to, and during production.

TOP TELEVISION MARKETS IN THE U. S.

Rank	City
1	NEW YORK
2	LOS ANGELES
3	CHICAGO
4	PHILADELPHIA
5	DETROIT
6	BOSTON
7	CLEVELAND
8	SAN FRANCISCO
9	ST. LOUIS
10	PITTSBURGH
11	WASHINGTON
12	MINNEAPOLIS
13	ST. PAUL
14	NEW HAVEN
15	HARTFORD
16	CINCINNATI
17	PROVIDENCE
18	KANSAS CITY
19	BALTIMORE
20	INDIANAPOLIS
21	MILWAUKEE
22	DALLAS
23	FORT WORTH
24	BLOOMINGTON
25	BUFFALO
26	ALTOONA
27	GRAND RAPIDS
28	ATLANTA
29	SEATTLE
30	TACOMA
31	CHARLOTTE
32	HOUSTON
33	LANCASTER
34	MEMPHIS
35	COLUMBUS
36	LOUISVILLE
37	DAYTON
38	CHARLESTON
39	BIRMINGHAM
40	PORTLAND, OREG.
41	SYRACUSE
42	MIAMI
43	WHEELING
44	NEW ORLEANS
45	WINSTON-SALEM

Rank	City
46	ALBANY
47	NASHVILLE
48	CHAMPAIGN
49	SACRAMENTO
50	OMAHA
51	DENVER
52	DAVENPORT
53	TOLEDO
54	OKLAHOMA CITY
55	ASHEVILLE
56	ROCHESTER, N. Y.
57	TULSA
58	ST. PETERSBURG
59	DES MOINES
60	CEDAR RAPIDS
61	WICHITA
62	ROANOKE
63	BINGHAMTON
64	RALEIGH
65	SAN DIEGO
66	JACKSONVILLE
67	SAN ANTONIO
68	BATON ROUGE
69	SCRANTON
70	RICHMOND
71	SHREVEPORT
72	KNOXVILLE
73	LITTLE ROCK
74	EVANSVILLE
75	FRESNO
76	SPOKANE
77	MADISON
78	MOBILE
79	TERRE HAUTE
80	FORT WAYNE
81	PHOENIX
82	SIOUX FALLS
83	ORLANDO
84	CHATTANOOGA
85	COLUMBIA
86	SUPERIOR
87	ERIE
88	DULUTH
89	FARGO
90	PEORIA

(Continued from Page 929)

**Espana Mexico Argentina,
S.A. de C.V.**

Cordoba #48, Mexico, D.F. (7)
Phone: 25-01-53

President.....M. B. Ponce
Manager.....C. G. Villamil
Secretary.....B. M. Ortega
Sales Manager.....James B. Stanton
Services Offered—Production, distribution
of short films.
Productions—Mexican Newsreel, Camara.

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Phone: Circle 5-6157

PresidentWalter Bibo
Services Offered—Distributes various fea-
tures and shorts for TV.

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
Asst. Sales Mgr.....Monty Raphaelson
Services Offered—Motion picture films for
TV, feature and half hour length.

Faillace Productions, Inc.

59 E. 54th St., New York 22, N. Y.
(See Commercial Producers)

**Jerry Fairbanks Productions
of California**

1330 N. Vine St., Hollywood 28, Calif.
Phone: HOllYwood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks
Administration.....William M. Sterling
Production Manager.....John McKennon
Studio Manager.....Robert Scrivner
Film Director.....Robert Larsen
Head, Creative Dept.....Leo S. Rosencrans
Services Offered—Producers of all types of
films for television, including package pro-
grams, agency shows, spot announcements,
and special featurettes. Also commercial and
theatrical motion picture producers.

Productions—Commercials for Max Factor,
Union Oil, Bell & Howell, Carnation, Mat-
tel Toys, Oldsmobile, Cool Beer, Wilson
Meat, Helene Cortis, Gallo Wine, Armstrong
Cork Co., National Car Rental.

Family Theater, Inc.

7201 Sunset Blvd., Hollywood 46, Cal.
Phone: HO 2-1317

Pres., Prod.Rev. Patrick Peyton, C.S.C.
Vice-Pres.Rev. Jerome Lawyer, C.S.C.
Assoc. Prod....Rev. Albert J. Heinzer, C.S.C.
Prod. Super....Rev. Philip Higgins, C.S.C.
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New York Phone: OXFord 5-3060
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Vice President.....Fred Henry
Assoc. Prod. Story Ed.....Milton Merlin
Dir. Publ.-Prom.....Les Kaufman
N. Y. Manager.....Art Stark
Productions — The Millionaire, Who Do
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Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48, Cal.
119 W. 57th St., N. Y. 19, N. Y.
(See Commercial Producers)

Filmack Corp.

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(See Commercial Producers)

Film Classic Exchange

1977 S. Vermont Ave., Los Angeles 7
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Idy.

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Production Manager.....Jack C. Lacey
Supervising Ed.....Norman Colbert
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Productions — Groucho Marx "You Bet
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Phone: HOllYwood 9-5808

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inserts, animation, matte paintings, anamor-
phic conversions and all special effects.

Filmercial Productions

4150 Radford, N. Hollywood, Calif.
(See Commercial Producers)

(Continued on Page 934)

TV FILM PROD.-DIST.

(Continued from Page 933)

Film Graphics, Inc.

369 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Film Images, Inc.

1860 Broadway, New York, N. Y.
Phone: Circle 7-1877

President Rosalind Kossoff
Secretary-Treasurer Harry Bimberg
Services Offered—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

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4150 Radford Ave., N. Hollywood, Calif.
Phone: POplar 9-0550

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Gen. Sales Mgr. H. Weller Keever
Secretary Clifford Enger
Treasurer Patricia Tracey
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Productions—The Trouble Shooters, Death Valley Days.

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Phone: MURray Hill 2-0040

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333 West 52nd St., New York 19, N. Y.
Phone: JUdson 2-6185

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Phone: PE 6-1432

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Services Offered—Distributors of features and westerns.

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(See Commercial Producers)

Flamingo Films, Inc.

221 W. 57th St., N. Y. 19, N. Y.
Phone: JUdson 6-7040

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Exec. V.P. C. P. Jaeger
Asst. to President Ed Palmer
Dir. Adv. & Public. Billy James

Services Offered—Distribution of TV film programs.

Productions — Citizen Soldier, Deadline, Beulah, Country Show, Cowboy G-Men, O.S.S.

Flying A Productions & Flying A Pictures, Inc.

10000 Riverside Dr., N. Hollywood, Calif.
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Exec. V.P. Armand Schaefer
Secretary Ina Autry
Assistant Treasurer Philip S. Cobey
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Productions—Annie Oakley, Buffalo Bill, Jr., Range Rider, Adventures of Champion, Gene Autry, Annie Oakley.

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Phone: LOngacre 4-5592

President Jules B. Weill
Sales Manager Monty Raphaelson
Services Offered—Distribution of 70 features for TV.

Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena, Cal.
Phone: SYcamore 6-2649

New York Associate: Lakeside TV Co.
1465 Broadway, New York 36, N. Y.
Phone: LOngacre 5-4582

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President Richard D. Pearsall
Sec'y-Treas. Eldon L. Eby
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Four Star Television

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Phone: POplar 6-4151

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Exec. V.P. Tom McDermott
V.P. & Treas. Charles Boyer
V.P. & Sec. David Niven
Production Jack Sonntag
Asst. Treas. S. A. MacSween
Asst. Sec. A. Morgan Maree III
Business Affairs Charles Bole
Producers Arthur Gardner, Jules Levy, Arnold Laven, Hal Hudson, Jack MacGreevey, Aaron Spelling, John Robinson, Vincent Fennelly, Peter Packer, Sam Peckinpaw, Anthony Ellis, Robert Soverberg.
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Productions — Zane Grey Theatre, The Rifleman, Wanted Dead or Alive; Cowhand; Richard Diamond; Dupont Show; Johnny Ringo; The Black Saddle; Robert Taylor's Detectives; Tales of the Plainsman.

(Continued on Page 937)

TV FILM SYNDICATION

... A Decade Makes A Difference

By EARL RETTIG

President, California National Productions



TELEVISION film syndication is firmly established as an essential source of programming. Each advance to its present position has been marked by major problems. Clues to problems of this new '60's decade may be gleaned by looking back at the pioneering days of the '50's. Making comparisons often is odious but, in this instance, understanding the differences in syndication yesterday and today makes for a better syndication tomorrow.

Currently, 15 per cent of total scheduled programming by local stations consists of syndicated films (exclusive of old movie features), compared with an estimated three per cent ten years ago. Perhaps, the rapid growth of syndicated product use is measured better in terms of total broadcast hours by stations: a 65 per cent gain over the decade. These statistics are laden with meaning far beyond simple arithmetical ratio. Foremost, it means syndication has become an industry within an industry; its phenomenal growth has necessitated and received both planning and organized development.

When television was still an infant and syndication just an embryo, a syndicator was anyone with a can of film under his arm. Today, syndicators who survived the short-lived wildcat era have grown into responsible companies, organized in depth, with coordinated production, sales, distribution and promotion divisions.

The fast-buck boys have practically vanished but not without succeeding, temporarily, in giving syndication a black-eye. Ten years ago, syn-

dication was a dirty word to top station management. The reverse is now apparent because programming, more than ever, is vital to station success. Even the salesman today is welcomed for his useful knowledge, based on broad field experience. Smooth talking hucksters once plunked down a 30-minute film and, if they scrounged enough orders, that film would become a pilot for a series—a series they might not be able to deliver at prices commensurate with quality standards and station budgets.

Salesmen and the firms they represented were inexperienced and so were the film buyers. In the early 50's, it was assumed quality programming could only be found in network and live-local originators. Syndicated film was often considered filler material to plug gaps in schedules. Furthermore, in those researchless days of assumption, belief prevailed that viewers didn't want to watch film fare, regardless of quality.

To complete the early bleakness of the syndication scene, the sponsor or station frequently was sold a series, on the basis of a pilot, the beginning and end of the syndicator's responsibility. Consideration of sales of future series was non-existent because one series might represent the seller's "inventory." There was little effort by the seller to provide services in the areas of marketing, advertising, promotion and research. Buyer's needs were not studied; his market, audience, sponsors, program-balance and budget assumed small importance.

(Continued on Next Page)

TV Film Syndication

(Continued from Page 935)

Even if the intent was there, the staff and the know-how were not.

Thus, obstacles faced by syndicators were built partly by themselves, in part by the inexperience of the programmers and a universal lack of solid knowledge in a young, burgeoning industry.

Since then, these chaotic conditions have virtually disappeared from syndication. The change has been transitional, nonetheless complete. First-of-all, the quality of syndicated shows is high-level and abundant. Whether first run, rerun, or off-the-network, the film buyer has his choice of class-A entertainment in any category. Syndicated film series now include the complete range of TV fare: adventure, mystery, western, comedy, and drama.

Production in syndication now meets highest standards, with directors, writers, talent and technicians drawn from the very front ranks of television.

Viewer-acceptance of filmed TV programs is a fact of life, which networks recognize and exploit. The ratio of filmed shows to total telecasting by the webs has quadrupled in the last decade. Surveys, ratings and intensive studies have proved viewers don't think of a show as live or filmed, and don't care.

The word "rerun" has been transformed from an epithet to an accolade. Advertisers have found reruns out-rating network shows, live-locals and even first runs of the same series. In order to qualify as a rerun, a show has to prove its popularity in the previous time around; reruns in effect, become "first runs" by changes in time-slotting that deliver the programs to new audiences. Reruns benefit from the "built-in build-up" of audiences via promotions, publicity and advertising inherent in success-

proven shows. Perhaps the outstanding groundbreaker in the field of rerun respectability is "Badge 714," the reruns of "Dragnet." This program, now available in its seventh year, continues to be a winner against the competition, in many different markets in many different time periods. The contemporary syndication company, in addition to product output, is full-staffed and geared for full-scale distribution, promotion, research and publicity campaigns. There's much more at stake than a mere sale.

While the old problems for syndicators have been solved, others have taken their place. Costs have risen more than 60 percent since 1950. The rise in prices has not been proportionate. Rerun and off-the-network series have not commanded as much revenue as they are worth in what has become a buyers' market. This is primarily due to the wealth of first-rate programming available.

Another poser: investing in precisely the right product at exactly the right time. In the face of mounting costs and keen competition, the go-ahead to film a new series becomes a crucial decision involving feel of the market and the program's acceptance.

With tightening of time clearances, bull's-eye placement is an absolute must. That go-ahead for cameras to roll depends not only on originality and talent but also on viewer tastes and the sponsor's product compatibility.

And still more problems which did not exist in 1950; the relationships of syndication affairs to tape, color, full-hour programming. Their solutions must await further exploration. The big questions are not whether they will be solved but how. The challenge will be met by all who wish to be on the 1970 syndication scene.

TV FILM PROD.-DIST.

(Continued from Page 934)

Frazen Productions, Inc.

1040 No. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

F. R. B. Enterprises

9134 Sunset Blvd., Hollywood, Calif.
Phone: CO 4-6174

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Services Offered—Produce & distribute TV
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Production—Father Knows Best.

Fremantle de Mexico S. A.

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Phone: 11-55-00

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There, Navy Log, San Francisco Beat, Perry
Mason.

Fremantle International, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4343

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can radio & TV products abroad.

Productions — Encyclopaedia Britannica
& Hopalong Cassidy films.

**Fremantle International
(London) Inc.**

Axtell Hs., 4th fl. Warwick St.,
London W. 1., England
Phone: GErrard 8227

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Services Offered—Distributing Amer. TV
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Productions—Cartoon Classics, Movie Mu-
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Fremantle of Canada, Ltd.

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Phone: WA 4-9635

1396 Ste. Catherine St., Montreal, Que., Can.
Phone: UN 1-0279

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 Phone: HOLlywood 2-6171

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 V.P. Central Div.....Neal Keehn
Branch Office

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 Executive Vice-Pres.M. B. Reilly
 Vice-Pres.....Louis A. Bonn
 Treas. & Secy.....M. B. Reilly
 Ass't Treas.T. F. Ross
 Ass't Sec'y.....A. C. Nugent

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 Phone: Irving 8-4064

Vice Pres.....John H. Maynard
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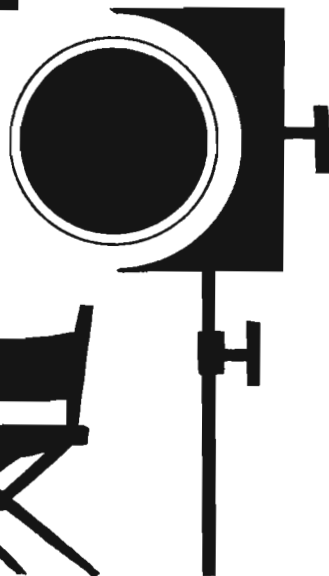
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Jack Goetz

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OwnerJack Goetz
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Radio Dir.....Frank Gelrecke

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Phone: PLaza 3-6216

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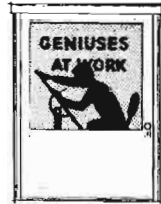


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 ProducerGeoffrey Nathanson
 Traffic Director.....Connie Coleman

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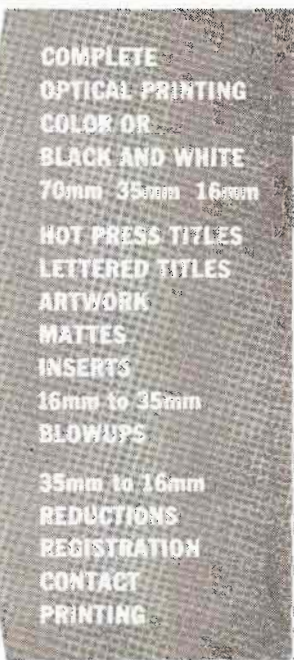
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 Phone: OLYmpia 7-2430

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 V.P. in Chg. Production.... Harvey Bernhard
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Vice Pres. Sales..... Malcolm Scott
Geneva Office
Exec. Vice Pres..... Hugo A. Seiler
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Vice Pres..... Charles H. Rosenblatt
Treasurer..... Theodore W. Kheel
Secretary Larned Fowler
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New York Phone: MU 8-4700
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Exec. Vice Pres..... Millard Segal
V.P. European Sales..... Joseph M. Brandel
V.P. Latin Amer. Sales..... Ralph Franklin
V.P. Canadian Sales..... Mike Burns
Services Offered—Foreign language distribution and production of Ziv-UA film shows.

Interstate TV Corporation

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President Marcel Leduc

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 (See Commercial Producers)

Jayark Films Corp.

15 East 48th St., New York 17, N. Y.
 Phone: MU 8-2636

President..... Reuben R. Kaufman
 V.P. General Sales Mgr..... Harvey L. Victor
 V.P. Administration..... Curtis H. Kaufman
 Adv. & Prom. Mgr..... Russ Alben

Branch Offices

699 N. Bronson Ave., Hollywood 4, Calif.
 Phone: HOLlywood 2-6769

Exec. in Charge..... Edward Smardan

Services Offered—Producers and distributors of filmed TV programs, distributors of live program materials in connection with formats for Bozo The Clown.

Productions—Bozo The Clown, Jayark's "Post Fifties" & "Block Busters" feature packages.

Jewell Radio & Television Productions

612 N. Michigan, Chicago 11, Ill.
 (See Commercial Producers)

K & W Film Service Corp.

1657 Broadway, New York 19, N. Y.
 (See Commercial Producers)

COL. HUMPHREY FLACK . . .

CBS Films

TRUE STORY . . .

NBC-TV

BROTHERS BRANNAGAN . . .

CBS Films

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In Preparation:

THE GENUINE FRAUD

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New York

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 food industry through
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 since 1946.

Lester L. Wolff
 President

575 Lexington Avenue
 PLaza 2-1700 New York 22, N. Y.

TV FILM PROD.-DIST. 

Victor Kayfetz Productions

1780 Broadway, New York 19, N. Y.
(See Commercial Producers)

L. W. Kellman Prod.

1733 Samson St., Phila. 13, Pa.
President.....Louis W. Kellman

King Features TV Production

235 E. 45th St., New York 17, N. Y.
Phone: MU 2-5600

DirectorAl Brodax
Asst. Director.....Mary Ellen Stewart
Sales Director.....Arthur S. Gross
Services Offered: Produce & distribute TV programs based on King Features properties.
Productions: Popeye, Mandrake the Magician.

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: Circle 5-6710

Pres., Treas.....Howard A. Lesser
Vice Presidents.....Renzo Olivieri,
Thomas S. Dignan
SecretaryAnne Serra
Services Offered—Producers of all types of motion pictures.

La Brea Productions, Inc.

7417 Sunset Blvd., Hollywood, Calif.
(See Commercial Producers)

Lance Productions, Inc.

353 West 57th St., New York 19, N. Y.
(See Commercial Producers)

Lakeside TV Co., Inc.

1465 Broadway, New York, N. Y.
Phone: LO 5-4582

PresidentRichard Stevers
Exec. Vice-Pres.....Bernard Schulman
Vice President.....Hal Lawrence

Services Offered—Distribution of film series world-wide & producer of network shows.

Productions—Wild Life in Action, Where in the World, On the Spot, Opera and Ballet, Reading the Bible, Night Editor, The Magic Vault, Out of the Past, Wanted, 75 Animal Shorts, Cartoons, Tomahawk, Perspective, Hobbies in Action.

Langlois Filmusic, Inc.

1755 Broadway, New York 19, N. Y.
(See Commercial Producers)

**TRADE SHOWROOMS
OFFICE FURNITURE, LTD.**



**SOL "SHORTY" RISSNER
and
SAM GRAND**

Invite you to see the largest selection of office furniture in New York.

OFFICE FURNITURE, LTD.

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BULL:

a domesticated farm animal. Also, a term used to describe certain commercials.

It's no bull, though, that you ought to take time to see STREECHILATION... a new technique for effective television selling.

ASK
MIKE KRAFT
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SAMPLE REEL.



WILBUR STREECH PRODUCTIONS, INC.

135 W. 52 St. NYC JU 2-3816

**Robert Lawrence
Productions, Inc.**

(Loucks & Norling, Inc.)
418 W. 54th St., New York 19, N. Y.
(See Commercial Producers)

Jerry Layton

6 E. 45th St., New York 17, N. Y.
Phone: OXford 7-6860
President Jerry Layton
Services Offered: Complete production for live & film TV.
Productions: Col. Humphrey Flack, True Story, Brothers Brannagan.

Mitchell Leichter

1412 N. Gordon, Hollywood 28, Calif.
Phone: HO 7-6520
Pres., Head of Prod..... Mitchell Leichter
General Manager..... Jean Rich
Services Offered—Producer, distributor of films for television, 2,286 Features and Shorts, consisting of 367 Features, Dramatic Musicals, Comedies and Westerns, 30 Serials, 90 ½ hour Westerns, 138 Travelogues, 203 Documentaries, 165 Cartoons for Theatrical & TV, for the world rights.

Sol Lesser Productions, Inc.

5842 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-6282
President Sy Weintraub
Secretary-Treasurer Harvey Hayutin
Asst. Sect..... Louise Griswold
Services Offered: Feature and TV film producers. Producers of the Tarzan films and TV series, Our Town TV series, etc.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: HOLlywood 4-7287
Producer-Director Gene Lester
Comptroller..... Albert J. Silverman
Assoc. Producer..... Martin Sperber
Services Offered—TV film packages and commercials.

Lewis & Martin Films, Inc.

1431 N. Wells, Chicago 10, Ill.
(See Commercial Producers)

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
President..... Paul N. Robins
Secretary..... H. Jerome Harris
Services Offered—Films for TV—Westerns, Serials, Shorts.

Lou Lilly Productions

5746 Sunset Blvd., Hollywood 28, Calif.
(See Commercial Producers)

**Lion Television Pictures
Corp.**

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-1780
President..... E. W. Hammons
Secretary-Treasurer..... T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

**Jack London Productions,
Inc.**

245 West 55th St., New York 19
(See Program Producers)

**Lone Star TV
Productions, Inc.**

3020 Fairmont, Dallas 4, Tex.
President Robert Montgomery
Services Offered: Producers & distributors of TV series, half hour shows, & feature movies.

Lopert Films

50 W. 57th St., New York 19, N. Y.
Phone: PLaza 7-3330
General Mgr..... Robert B. Morin
Services Offered: Distribution of feature films to TV.

James Love Productions, Inc.

115 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Lux-Brill Productions, Inc.

319-21 E. 44th St., New York 17, N. Y.
(See Commercial Producers)

**Major Television
Productions, Inc.**

527 Madison Ave., New York 22, N. Y.
Phone: PL 2-1122
President Irving Lesser

**Glenn Mann Productions,
Inc.**

55 W. 54th St., New York City
Phone: JU 2-6157
President..... Mrs. Glenn Mann
Productions — Teen Town, Wonderful World.

TV FILM PROD.-DIST.

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
Phone: MU 8-0985

Pres., Exec. Prod.....Konstantin Kaiser
V.P., Super. of Prod.....Ken Baldwin
Dir. News & Sp. Events...Chas. Van Bergen
Services Offered—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library, commercials.

Mark VII, Ltd.

4024 Radford Ave., N. Hollywood, Calif.
Phone: TRiangle 7-0621

PresidentJack Webb
Vice-Pres. & Treas.....J. R. Rodgers
SecretaryJacob Shearer

Productions—Features—Dragnet, Pete Kelly's Blues, TV series—Dragnet, Noah's Ark, The D. A.'s Man, Pete Kelly's Blues, The Black Cat.

Master Films Distributors, Inc.

509 Madison Ave., New York 22, N. Y.
Phone: MU 8-8227

PresidentGeorge Caputo
Services Offered: Distributors of Spanish language feature films (250).

Masterpiece Productions, Inc.

45 West 45th St., New York 36, N. Y.
Phone: JUDson 2-4717

ManagerFrances Kaplan
Services Offered — Distributors of 25 re-issue features.

M.C. Pictures, Inc.

33 W. 42nd St., N. Y. 36
Phone: PE 6-1432

PresidentArmand Schneck
V.P., Gen. Sales.....Jerome Balsam
Vice-Pres.....Alexander Beck
Services Offered—Distributors to TV of feature films.

MCA-TV Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

Film Syndication Div.

V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
V.P. Chg. of N. Y. office.....Wynn Nathan
V.P. Chg. of Chicago office.....Jim Stirton
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P.'s, Intl. Sls. Div.....P. McDonald, G. Rugeheimer
Vice President.....James E. Denning
Vice President.....T. J. McManus
Director of Adv.....Frank McMahon
Director of Publicity.....Ed Aaronoff

Branch Offices

9370 Santa Monica Blvd., Beverly Hills, Calif.
1371 Peachtree St., N.E. Atlanta, Ga.
Park Sq. Bldg., Room 258, Boston 16, Mass.
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
721 Olive St., St. Louis, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
139 Piccadilly, W1, London, England
49 bis Ave. Hoche, Paris, France
180 University Ave., Toronto 1, Ontario, Can.
Offices also in Rome, Munich, Mexico City.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, Mickey Spillane's Mike Hammer, "SA 7," Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9.—700 Paramount feature films.

McCadden Corporation

1040 N. Las Palmas Ave., Hollywood 38, Cal.
Phone: HOLlywood 4-2141

V.P.-ProductionAl Simon
PresidentGeorge Burns
V.P.-BusinessMaurice Morton
Treasurer.....John H. Nicolaides
Pub. & Adv. Dir.....Stafford Clark

Services Offered—Creation and production of filmed TV programs for national or network sales; facilities for filming syndicated or network TV programs; production of filmed TV commercials for national sponsors.

Productions—The George Burns & Gracie Allen Show, The Bob Cummings Show, The Peoples' Choice, Crisis.

McGowan Productions, Inc.

915 N. LaBrea Ave., Hollywood 28, Calif.
Phone: OL 4-0711

Producer.....Dorrell McGowan
Sec'y-Treas.Stuart E. McGowan

Services Offered — Commercials, shorts, features.

Productions—Death Valley Days, Snowfire, Sky King.

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.
 Phone: HOLlywood 2-6635

President.....John A. Ettlinger
 Vice-Pres., Secy.....Marlyn M. Ettlinger
 Midwest Sales Mgr.....Ben Barry
 Southern Sales Mgr.....Ken Rosewell
 N. Eng. Sales Mgr.....Jay Williams
 Eastern Sales Mgr.....Alfred Ettlinger
 Edit. Super.....V. I. Lindberg
 Exec. Prod.....Tholen E. Gladden

Services Offered—Production and distribution of TV series feature programs, cartoons, quiz programs, Kinescope recording facilities, commercial production for TV and industrial films. Sales offices in leading cities.

Productions—High Road To Danger, Medallion Cartoons, Sew Easy, View The Clue.

MGM-TV

A Division of Loew's Inc.

10202 W. Wash. Blvd., Culver City, Calif.
 Phone: UPTon 0-3310

V.P. in Chg. TV Prod...Robert M. Weitman
 1540 Broadway, New York 36, N. Y.
 Phone: JUdson 2-2000

V.P. in Charge of TV.....George Shupert
 Dir. Finan. & Bus. Affairs...Jason Rabinovitz
 Dir. National Sales.....John Burns
 Syndication Sales Mgr.....Richard A. Harper
 East. Synd. Sls. Mgr.....Paul Mowery
 West. Synd. Sls. Mgr.....Charles Alsup
 Cent. Synd. Sls. Mgr.....Arthur E. Breider
 Dir. Promotion.....Monroe Mendelsohn
 Executive Producer.....Richard Maibaum
 Bus. Mgr. Comm. Prod.....E. O. Wilschke
 West Coast Dir. Bus. Affairs....Leon Mirell
 Staff Producer-Writer.....Paul Monash
 Dir. Comm. & Ind. Films....Tom R. Curtis

Services Offered — Library of 715 pre-'49 feature films, cartoons and short subjects offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

Charles Michelson, Inc.

45 West 45th St., New York 36, N. Y.
 Phone: PLaza 7-0695

President.....Charles Michelson
 Treasurer.....Aaron Michelson
 Manager.....Marcia Dick

Services Offered—Distributors of TV film program series, transcribed radio program series, Gennett, Speedy-Q and E.M.I. sound effect record libraries. Representatives for foreign broadcasting.

Milroy Productions, Inc.

2508-B Franklin Rd., Nashville 4, Tenn.
 Phone: CL 7-5366

General Manager.....W. D. Kilpatrick
 Sales Manager.....John Link

Services Offered—Telefilm productions.
Production—Roy Acuff's Open House.

Milton Productions, Inc.

1475 Broadway, New York 36, N. Y.
 Phone: OXFord 5-5919

President.....Edward Milton
 Sales Manager.....Lew Ginsburg

Services Offered—Films for television.
Productions—Feature films and cartoons.

Modern Teleservice, Inc.

219 E. 44th St., New York 17, N. Y.
 Phone: OXFord 7-2753

President.....J. R. Ritenour
 Office Manager.....Richard Bliss

Branch Offices

237 E. Ontario St., Chicago 11, Ill.
 Phone: DELaware 7-3761

Sales Mgr.....Peter Markovich
 7031 Melrose Ave., Hollywood
 Phone: WEBster 3-5674

V.P. & Manager.....J. J. Lipsky

Services Offered—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV props and ETs for radio.

Morton Productions

64 East Lake St., Chicago 1, Ill.
 Phone: CENTral 6-4144

President.....Morton Jacobson
 Secretary-Treasurer.....Cecilia Jacobson

Services Offered—Syndicated TV & radio shows.
Productions—Joe Emerson Show, Hymns.

Motion Picture Advertising Service Co., Inc.

245 W. 55th St., New York 19, N. Y.
 Phone: JU 2-5485

Office Manager.....L. Barry Bernard
 Nat. Acct. Execs.....A. E. Smith,
 Mrs. Constance Mowbray

Home Office & Studio

1032 Carondelet St., New Orleans, La.

President.....C. J. Mabry

Services Offered—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

Productions—New Orleans Police Dept., The Tracer.

Motion Picture Creators, Inc.

(Subsidiary of Empire Studios, Orlando, Fla.)

1697 Broadway, New York 19, N. Y.
 Phone: JU 2-8100

Bd. Chairman.....George C. Moskov
 President.....Dick Randell
 Secretary.....Bernard Goldenberg
 Treasurer.....Jules Spaulder

Services Offered: Production & distribution of TV & feature films.

TV FILM PROD.-DIST.

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif
(See Commercial Producers)

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.
Phone: PL 3-4840

President.....C. F. Vetter, Jr.
Studio Manager.....Gerald Margolis

Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

Motion Pictures for Television, Inc.

400 Park Ave., New York 22, N. Y.
Phone: PL 3-5600

Pres., Chrm. of Board.....Matthew M. Fox
V.P., Gen. Sales Mgr.....Basil Estreich

Movielab Color Corp.

619 W. 54th St., New York 19
Phone: JUDson 6-0360

Pres. & Gen. Mgr.....Saul Jeffee
Production Manager.....Frank S. Berman
Sales Manager.....Ben Bloom
Administration.....Daniel S. Eisenberg
V.P. & Color Consult.....John J. Kowalak
Laboratory Supt.....William G. Eggers

Services Offered — Complete first print laboratory for Eastman Color processing.

Movietone News, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COLUMbus 5-7200

President.....W. C. Michel
V.P. Producer.....Edmund Reek

Services Offered—Theatrical and TV news films; short subjects.

MPO TV Films, Inc.

15 E. 53rd St., New York 22, N. Y.
(See Commercial Producers)

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
(See Commercial Producers)

Music Makers, Inc.

45 West 45th St., New York 36, N. Y.
(See Commercial Producers)

National Screen Service Corp.

Television & Industrial Films Division
509 Madison Ave., New York, N. Y.

Home Office
1600 Broadway, New York, N. Y.
(See Commercial Producers)

National Telefilm Associates, Inc.

10 Columbus Circle, New York 19, N. Y.
Phone: JUDson 2-7300
9570 Wilshire Blvd., Beverly Hills, Calif.
Phone: CR 4-0411

Chrmn. of Bd.....Ely A. Landau
President.....Oliver A. Unger
Exec. V.P.....Harold Goldman
V.P., Station Op.....Ted Cott
V.P., Admin.....David J. Melamed
V.P., Legal & Bus. Affairs.....S. P. Norton
V.P., Gen. Sls. Mgr. NTA Int'l....E. J. Graff
V.P., N. Y. Office.....Arnold Kaufman
V.P., Nat. Prog.....Berne Tabakin
V.P., TV Facilities.....George K. Gould
V.P., NTA Internat.....Leonard Greenberg
V.P., Treas.....Alan May
Exec. Dir. Adv., Prom. Publ. Jerry Franken
Sales Manager.....Noah Jacobs
Comptroller.....Burton I. Lippman
Secretary.....H. I. Bucher

Branch Offices

612 N. Michigan Ave., Chicago, Ill.
Exec. in Chg.....Marvin Lowe
Statler Office Bldg., Boston, Mass.
Exec. in Charge.....Nicholas Russo
2605 Sterick Bldg., Memphis, Tenn.
Exec. in Charge.....Charles Britt
527 Marguette Ave., Minneapolis, Minn.
Exec. in Charge.....Gerald Corwin
1408 Fidelity Union Life Bldg., Dallas, Tex.
Exec. in Charge.....Roy George
5525 Upper Lachine Rd., Montreal, Que.
Exec. in Charge....Napolean Vaillancourt
175 Bloor St. E., Toronto, Ont.
Exec. in Charge.....David Griesdorf

International Offices

109 Jermyn St., London, England
V.P. in Chg.....Vernon Burns
43-51 Brisbane St., Sydney, Australia
20th Century-Fox Television Svc.
Tsukiji Kaikan 4-4, Tsukiji, Cnuo-ku,
Tokyo, Japan
Exec. in Chg.....Akira Shimizu
222 Espana Extension, Quezon City,
Philippine Islands
Exec. in Chg.....Felipe Ysmael, Jr.
Teleradio Asociados S.A.
Tiber 91, 50 Piso, Mexico 5, D. F.
Exec. in Chg.....Leon Cagan
Services Offered—Television programs and features for national, regional and local sponsorship.

NBC Film Division

(See California National Productions)

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5147-8

Production Director.....Ted Nemeth
Art Director.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

Network Film Industries

1697 Broadway, New York 19, N. Y.
Phone: JU 2-8100

President Dick Randell
Sales Mgr. Richard Manney
Producer Albert Kapit
Prog. Spvsr. Norman Brokenshire
Services Offered: Producers of documentaries & commercials for TV; theatrical film production.

Production: Sports Thrills of the Century.

News-Screen, Inc.

(Div. of Sterling Movies)

375 Park Ave., New York 22, N. Y.
Phone: JUdson 6-1717

General Manager..... Morton J. Fink
Services Offered—Distribution of spot news and news-related items for TV programs. National and regional distribution.

Fred Niles Productions, Inc.

1058 W. Washington Blvd., Chicago
(See Commercial Producers)

Nola Penthouse Sound Studios

111 W. 57th St., New York 19, N. Y.
(See Commercial Producers)

Odyssey Productions

439 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-6760

President..... Lowell Thomas
V.P. Chg. Production & Exec.
Director..... Milton A. Fruchtman
Corporation Secretary..... Gerald Dickler
Services Offered—Film and tape package producers.

Productions—High Adventure With Lowell Thomas; Strange World.

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

Chairman of Board..... Louis C. Lerner
President Seymour Reed
Vice-President Robert Sanford
V.P., Gen. Counsel..... L. I. Schreiber
Secretary..... Grace V. Sullivan
Asst. Secretary..... Aaron Perlow

Services Offered—Distribution of filmed TV programs for national and syndicated release. Also cartoons.

Productions—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Trouble with Father, My Hero, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard, Invisible Man, Police Station, Decoy, Rocky Jones, Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline

Europe, Sword of Freedom, International Detective, What Are the Odds.

Paramount Television Productions, Inc.

5800 Sunset Blvd., Los Angeles 28, Cal.
Phone: HO 9-3181

President Paul Raibourn
V.P. & Gen. Mgr..... James A. Schulke
Exec. Dir., Prog..... Charles Irving
Director, Facilities..... Robert Quinlan

N. Y. Office

575 Lexington Ave., New York, N. Y.
Phone: PLaza 2-0526

Dir., Syndication..... Albert Goustin
Dir., Network Sls..... S. L. Adler
Services Offered: Producers & distributors of tape & film TV programs.

Productions: Emergency Ward, Polka Parade, Youth Court, Municipal Court, Wrestling.

Paul Parry Productions Inc.

7417 Sunset Blvd., Hollywood 46, Calif.
(See Commercial Producers)

Pathe News, Inc.

245 West 55th St., N. Y. 19
Phone: JUdson 6-8920

President..... Barnett Glassman
Exec. Vice Pres..... Ben Frye
Director of Sales..... Bob Kranz

Services Offered—Owners of TV musical telescriptions, educational film library, cartoons, comedies, sport shorts.

Pathescope Productions

(Pathescope Co. of America Inc.)

10 Columbus Circle, New York 19, N. Y.
(See Commercial Producers)

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, Calif.
(See Commercial Producers)

Lloyd Pearson Associates

509 Madison Ave., New York 22, N. Y.
(See Commercial Producers)

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President Kern Moyse
Vice-President..... R. S. Moyse
Treasurer Barbara Holz
Sales Mgr..... Raoul J. Menendez
N. Y. Oper. Mgr..... Stanley Cohen

TV FILM PROD.-DIST.

West Coast Branch

959 Seward St., Hollywood 38, Calif.

Phone: HOLLYWOOD 7-9223

Vice President.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa

Services Offered—Complete distribution servicing of syndicated TV shows on film, Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

Pelican Films, Inc.

46 West 46th St., New York 36, N. Y.

(See Commercial Producers)

Play of the Week Prod. Co.

(Div. of NTA)

10 Columbus Circle, New York 19, N. Y.

Phone: JUDSON 2-7300

Exec. Prod.....Worthington Miner

Services Offered: Production of TV programs on video tape.

Playhouse Pictures

1401 N. La Brea Ave., Hollywood 28, Calif.

(See Commercial Producers)

Premiere Artists & Productions Agency

1046 N. Carol Dr., Los Angeles 46, Cal.

Phone: CRESTVIEW 4-5488

President.....Harold Jovien
Associate.....William Putney, Hal Derwin
Sec'y-Treas.....Mildred Houser

Services Offered—Producers and packagers of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

Productions—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokey Presents, Junior Record Jury, Harry Babbit Show, Ralph Story Show, Jeri Southern Show, Dick Whittinghill Show, Let's Have a Party, Hank Grant Show, Mildred Younger Show, The Hawthorne Show.

Premier Pictures Co.

630 Ninth Ave., N. Y.

Phone: JU 6-2187

President.....Sam Lake

Services Offered—Distribution of theatrical & non-theatrical TV features & series producer of features & shorts.

Princess Production Corp.

11 West 42nd St., New York 36, N. Y.

Phone: LONGACRE 3-7560

President, Exec. Prod.....Burt Balaban
Vice President.....Bernard Donnenfeld

Asst. Producer.....Roy Rich

Script Editor.....Irve Tunick

Services Offered—Full length and short subject motion picture production for TV.

Programs for Television, Inc.

(Subsidiary of Shelleo, Inc.)

1150 Ave. of Americas, New York 36, N. Y.

Phone: YU 6-3650

President.....Leonard Loewinthan

Exec. V.P.....Everett Rosenthal

Services Offered: Producers & distributors of TV programs & films.

Public Affairs Radio Inc.

150 Broadway, New York 38, N. Y.

Phone: BA 7-6563

Bd. Chairman.....Hyman L. Federman

President.....Guthrie E. Janssen

Vice Pres.....Justin J. Bayer

Sec.-Treas.....Philip R. Leeds

Services Offered: Package, produce & distribute business & financial news, taped, to radio, direct wire to radio & TV.

Production: Dateline: Wall St.

Pyramid Productions, Inc.

221 West 57th St., New York 19, N. Y.

Phone: JUDSON 6-7040

President.....S. F. Rubin

Services Offered—Creators & Producers of live and film television shows.

Productions—Big Story, Decoy, Man Behind The Badge, Treasury Men In Action, Playhouse 15, Federal Men, China Smith, Orient Express, Deadline.

RAI Corporation

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

Phone: PLAZA 8-2350

President.....Marcello R. di Miglione

Exec. V.P., Dir.....Giorgio E. Padovano

Secretary.....George Funaro

Treasurer.....Enzo Rossi

Asst. Director.....Vera Giannini

U. S. Correspondent.....Ruggero Orlando

Services Offered: Distribution of English-language programs, featuring aspects of Italian life, to independent stations. Also, to promote the exchange of radio and TV programs, ideas, talent, and information between the U. S. and Italy.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 16, Minn.

(See Commercial Producers)

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.

Phone: OR 9-3550

President.....Hazard E. Reeves

Vice-President.....Chester L. Stewart

Services Offered—Sound recording studios. Also videotape facilities

RD-DR Corp.
(Reader's Digest—
deRochemont)

380 Madison Ave., New York 9, N. Y.
Phone: OX 7-0350

Chairman of Board....Louis de Rochemont
PresidentBorden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
V.P.Lothar Wolff

Services Offered—Feature, commercial and educational film producers.

Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal), Windjammer (in the Cinemiracle process), Man on a String, March of Todd A.O.

Roland Reed Productions,
Inc.

650 N. Bronson, Los Angeles 4, Cal.
(See Commercial Producers)

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
Phone: Franklin 4-2108

Manager.....J. van Hearn
Services Offered—16 & 35mm B&W processing & printing. Sound recording. Kinescope. Studio, equipment rental. 16mm titling.

Regal Television Pictures
Corp.

375 Park Ave., New York 22, N. Y.
Phone: PL 3-6216

PresidentArthur Kerman
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regis Films

1037 N. Cole Ave., Los Angeles 38, Calif.
Phone: HOLlywood 5-5171

V.P. Chg. of Sls.....Lee Orgel

Branch Offices

612 N. Michigan Ave., Chicago, Ill.
Phone: MICHigan 2-1170

Mid-West. Mgr.....Victor Peck
8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 5-4807

Services Offered—TV film distributors and producers

Productions: The new color Crusader Rabbit Series of 260 episodes. Front Page Detective, Hollywood Half Hour, Ringside With The Rasslers, Old Crusader Rabbit Series.

Republic Television Features

64 East Lake St. Chicago 1, Ill.
(See Commercial Producers)

Revue Studios

Universal City, Calif
Phone: TR 7-1211

PresidentTaft B. Schreiber
Sr. V.P.Alan J. Miller
V.P.'sAlbert Dorskind, Paul Donnelly,
Richard Irving, Patrick Kelley, Richard
Lewis, Louis Lindsay, Manning O'Connor,
Geo. Stern

Services Offered—Studio facilities.

Productions — Coronado 9, The Deputy, General Electric Markham, Riverboat, Shotgun Slade, Staccato, Whispering Smith, Wells Fargo, Wagon Train, Restless Gun, Bachelor Father, Leave It To Beaver, M-Squad, Alfred Hitchcock Presents.

Stuart Reynolds Productions

195 S. Beverly Dr., Beverly Hills, Cal.
Phone: CRestview 4-7863

OwnerStuart Reynolds
Services Offered—Prod. of TV films.
Productions—Trailblazers.

Dolora Ripple

18 E. 48th St., New York, N. Y.
Phone: PL 3-5758

Services offered: Distributors of one hour, one-half hour and five minute features, cartoons and sports events.

Hal Roach Studios

8822 Washington Blvd., Culver City, Calif.
729 Seventh Ave., New York 19, N. Y.
Phone: CI 5-4135

V.P., Sales.....H. R. Gelspan
Services Offered—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
(See Commercial Producers)

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
(See Commercial Producers)


Roy Rogers Syndication, Inc.

357 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 4-5954

President.....Edward L. Koenig, Jr.
New York Office

230 Park Ave., New York 17, N. Y.
Phone: MU 9-7570

General Sales Manager...Peter M. Robeck
Services Offered: World-wide distribution of Roy Rogers half-hour television shows.

TV FILM PROD.-DIST. 

Rodney-Young Productions

9134 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 6-4174

President.....Robert G. Young
Vice President.....Eugene B. Rodney
Secretary.....Ben Bisgeier
Services Offered—Producers of “Father Knows Best” series.

Romper Room, Inc.

2229 N. Charles St., Baltimore 18, Md.
Phone: CHesapeake 3-3630

President.....Bertram H. Claster
Sales Manager.....Lee N. Baker
Promotion Manager...Seymour C. Freedman
Production Manager.....John Bowman
Services Offered—Producers and distributors of The Romper Room.

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 2-6464

President.....Bart Ross
Secretary-Treasurer.....Frank K. Danzig
Producers.....Al Burton, Ric Eyrick,
Bud Widom, Margaret Coffey, Helen Ross
Services Offered—Package production of live and filmed television programs.
Productions — Beat Mr. Genius, Danger Zone, Chopsticks

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
(See Commercial Producers)

R-TV Enterprises

225 W. 86th St., New York 24, N. Y.
(See Program Prod.)

Sande & Green, Inc.

8400 Sunset Blvd., Los Angeles 46, Calif.
(See Commercial Producers)

Sarra, Inc.

200 E. 56th St., New York, N. Y.
(See Commercial Producers)

Scarab Film Corporation

230 Park Ave., New York 17, N. Y.
Phone: MU 9-2687

President.....Peter M. Robeck
Services Offered: Distribution, production of motion pictures for TV.

Bernard L. Schubert, Inc.

505 Park Ave., New York 22, N. Y.
Phone: MURray Hill 8-0940

Treasurer.....Leonard Bogdanoff
V.P., Network Sls.....Eugene C. Wyatt
V.P., Mid-W. Div.....John P. Rohrs
Prom., Pub. Dir.....Wynn Loewenthal
Services Offered—Producer & distributors of TV programs & series—live & film.
Productions—Crossroads, Mr. & Mrs. North, Movie Quick Quiz, Topper, Parole, TV Reader’s Digest, White Hunter, Your Musical Jamboree.

Walter Schwimmer, Inc.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FRanklin 2-4392

President.....Walter Schwimmer
Sales Manager.....Bernard Crost
Program Director....Arthur E. Pickens, Jr.
527 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4616
Manager.....Jack Arden
East’n Sales Mgr.....Peter Manners
Services Offered—TV and radio package programs.
Productions—Championship Bowling, Eddy Arnold Time, It’s Baby Time, All-Star Golf.

Scott-Textor Productions

127 East 47th St., New York 17, N. Y.
(See Commercial Producers)

Screen Gems, Inc.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-4432

Management

Vice Pres., Gen. Mgr.....Jerome Hyams
V.P. Chg. Sales.....John H. Mitchell
Director, Synd.....Robert Seidelman
V.P., International Oper.....Lloyd Burns
Comptroller.....Milton Klein
Legal.....Daniel Glass
Director, Publicity.....Gene Plotnik
Asst. to Gen. Mgr.....Bert Schneider
Technical Director.....M. Peter Keane
Dir., Adv.-Sls. Planning.....Pierre Marquis
Admnu. Co-ord. Bus. Affairs.....H. Schaffel

Syndicated Sales

East’n Area Mgr.....Ben Colman
Central Area Mgr.....Stanley Dudelson
North-Central Area Mgr...William E. Young
West’n Area Mgr.....Richard Dinsmore
South’n Area Mgr.....Don Bryan
S. West. Area Mgr.....Frank Parton

International

General Mgr.....Steve Krantz
Coordinator.....James Dodd

102 Peter St., Toronto, Ont., Canada
 Film House, 142-150 Wardour St.,
 London, W1, England
 251 Pitt St., Sydney, NSW, Australia
 Avenue Cuauhtemoc #60, 50 Piso,
 Mexico 7, D.F., Mexico

Exec. in Chg.....John N. Manson

Hollywood

1334 N. Beachwood, Hollywood, Cal.

Phone: HOLlywood 2-3111

V.P., West Coast Activities.....W. Dozier

V.P.'s & Exec. Producers...Harry Ackerman,
 William Sackheim

Exec. Prod., Synd., Prog.....R. Sparks

Exec. Director.....Selmer Chalif

Exec. Prod. Mgr.....Charles Fries

Assoc. Casting Dir.....Mildred Gusse

Producers...James Fonda, Winston O'Keefe,
 Tony Wilson, Matthew Rapp

Publicity Director.....Jerry Hoffman

Story Editor.....Eve Ettinger

Casting Director.....Ira Uhr

Editorial.....Larry Werner

**ELLIOT, UNGER & ELLIOT
 COMMERCIAL PROD. DIV.**

414 W. 54th St., N. Y. C.

Phone: JUdson 6-5582

New York...Norman Gluck, Al Mendelsohn,
 Steve Elliot, William Unger, Mike Elliot

Hollywood.....Joe Swavely

Services Offered—Production, distribution
 TV film programs, commercials.

Productions—Father Knows Best, Donna
 Reed Show, Dennis the Menace, Alcoa—
 Goodyear Theater, Tightrope!, Man From
 Blackhawk, Rescue 8, Manhunt, Two Faces
 West, Ruff & Reddy, Huckleberry Hound,
 Quick Draw McGraw.

TELESCREEN ADVERTISING DIV.

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

Phone: PL 2-0040

General Manager.....W. Barrett Mayer

Services Offered: Film distribution, pro-
 gramming to stations, media functions for
 clients.

Show Corp. of America

120 East 56th St., New York 22, N. Y.

Phone: PL 9-6840

President.....Robert Manby

V.P.'s.....Fred Schneier, Max Bradbard,
 Wm. Finkeldey

Sales Service.....Dolores Burke

Traffic.....Trudy Reilly

Services Offered—Distribution and produc-
 tion of feature films, library films, 15-minute
 and half-hour film subjects.

Productions—Heidi, Abbey Theatre plays,
 and feature film packages.

Signal Productions, Inc.

6223 Selma Ave., Hollywood 28, Calif.

(See Commercial Producers)

Al Simon Productions, Inc.

1040 N. Las Palmas, Hollywood 38, Calif.

(See Commercial Producers)

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan

Secretary.....George Blake

Services Offered—16mm. and 35mm. sound
 films for TV rental. Educational, comedies,
 novelties, musicals, features and short sub-
 jects.

Stephen Slesinger, Inc.

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

Phone: YUkon 6-8166

President.....Shirley A. Slesinger

Services Offered—TV films, based on the
 following properties: "Red Ryder," "King of
 the Royal Mounted," "Ozark Ike," and
 "Winnie-the-Pooh."

Fletcher Smith Studios, Inc.

319 E. 44th St., New York 17, N. Y.

(See Commercial Producers)

**Walter Harrison Smith
 Productions, Inc.**

40 E. 40th St., New York 16, N. Y.

(See Commercial Producers)

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.

(See Commercial Producers)

**Specialty Television Films,
 Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill

Ass't Gen. Sls. Mgr.....Monty Raphaelson

Services Offered—Motion picture film, fea-
 tures for television broadcasting.

Splendex Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.

Phone: CR 1-2141

General Partner.....Charles Wick

Services Offered—Production & financing
 of TV films.

Square Deal Pictures Co.

2124 Roosevelt Ave., Berkeley, Calif.

Phone: THornwall 3-6518

General Manager.....Donn Marvin

TV FILM PROD.-DIST.

Dir. of Photography.....W. A. Detwiler, Jr.

Services Offered—Make, distribute films for TV and other use.

Productions—Religion in the Family, Pastorale, Psalmody, Sons of God, The Miracle of Christmas.

Stage 5 Productions, Inc.

1040 N. Las Palmas, Hollywood, Calif.

Phone: HOLLYWOOD 7-3111

Producer, Dir.....Ozzie Nelson

Associate Producer.....Leo Pepin

Cameraman.....Neal Beckner

Music Director.....Buzz Adlam

Services Offered—Producing the television series, "Adventures of Ozzie and Harriet."

Al Stahl Productions

1600 Broadway, New York, N. Y.

(See Animated Productions, Inc.

Under Commercial Producers)

Star Entertainment Corp.

211 West 53rd St., New York 19, N. Y.

Phone: JUDSON 2-0770-1

President.....Max Wolf

Services Offered—Talent representatives, casting, production, and packaging of films.

Wilbur Stark

10202 W. Washington, Culver City, Calif.

Phones UPTON 0-3311

N. Y. Phone: OXFORD 7-6860

President.....Wilbur Stark

Services Offered: Filmed & live TV.

Sterling-Movies U. S. A., Inc.

375 Park Ave., New York 22, N. Y.

Phone: JUDSON 6-1717

President.....Chas. F. Dolan

Vice-President.....Sophie C. Hohne

General Mgr.....Robert Kirsten

Mgr. TV Dept.....Ophelia Brussally

Promotion Mgr.....G. Roger Cahaney

Services Offered—Distributors of sponsored "free" films to television stations and to general 16 mm. audiences.

Sterling Television Co., Inc.

6 East 39th St., New York 16, N. Y.

Phone: MU 3-6300

President.....Saul J. Turell

General Manager.....Nat Lieheskind

Sales Manager.....Elliott Abrams

Services Offered—Producer and distributor of TV, shorts and film series. Distributor for independent producers.

Productions—Silence Please, Sailor Bird Cartoons, Circus Time, Adventure Today.

Stockdale & Company, Inc.

200 E. 1st St., Salt Lake City 4, Utah

(See Commercial Producers)

Stone Film Library

310 West 73rd St., New York 23, N. Y.

Phone: ENdicott 2-6494

Owner.....Dorothy T. Stone

Services Offered—Producer and packager of motion picture films and films for television.

Production—Danny The Boy Knight, Flicker Frolics, Foodini The Great, Trip to the Moon, Battle in the Clouds.

Wilbur Streech Productions, Inc.

135 West 52nd St., New York 19, N. Y.

(See Commercial Producers)

Bill Sturm Studios, Inc.

49 W. 45th St., New York 36, N. Y.

(See Commercial Producers)

Superman, Inc.

7324 Santa Monica Blvd., Los Angeles, Calif.

Phone: OLdfield 4-2800

Vice Pres.....Whitney Ellsworth

Services Offered—Production of the "Superman" television series.

Swift-Chaplin Productions, Inc.

1136 North Highland Ave.

Hollywood 38, Calif.

(See Commercial Producers)

The TeeVee Company

11950 San Vicente Blvd., Los Angeles 49, Cal.

Phone: GRANite 7-1268

President.....Gifford Phillips

Vice-Pres.....Ludlow Flower Jr.

Services Offered—Producers, distributors.

Productions—Little Theatre, Invitation Playhouse, Camera's Eye, Tales of Tomorrow.

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.

(See Commercial Producers)

Tele Features, Inc.

15 West 44 St., N. Y. C.
Phone: YUkon 6-4979

PresidentAl Odeal
Exec. Vice Pres.....Harry Pertka
Services Offered—Syndication of feature films and half-hour series.

Telefilm Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
Phone: CR 1-2141

General Partner.....Charles Wick
Services Offered—Financing and production of TV series, commercial filmed in Europe.

Productions—Fabian of Scotland Yard.

Telemated Motion Pictures

70 E. 45th St., New York 17, N. Y.
(See Commercial Producers)

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.
(See Commercial Producers)

Telescene Film Productions Co.

287 10th Ave., New York, N. Y.
Phone: CH 4-0122

Owner & Sales Manager...Robert D. Tobias
Services Offered — Produce and distribute TV series.
Production—Animaland.

Telescreen Advertising Co.

711 Fifth Ave., New York 22, N. Y.
(See Screen Gems, Inc.)

Television Broadcasting Service

91 Central Park W., N. Y. 23
Phone: TR 7-2372

President.....William R. Riddle
Services Offered—Distributor of feature films.

Television Features of America

37 West 46th St., New York 36, N. Y.
(See Program Producers)

Television Graphics, Inc.

369 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Television Industries, Inc.

445 Park Ave., New York 22, N. Y.

Phone: PLaza 1-6800

PresidentMatthew Fox
Exec. V.P.....Basil Estriech
Vice President.....Erwin H. Ezzes
V.P., Gen. Counsel.....Arnold C. Stream
TreasurerMartin Schildkraut
SecretaryM. Morton Siegel
Asst. Secys.....Frances Levin, Mavis Nathan

Subsidiaries

C & C Films., Inc., C & C Internat'l. Film Corp., C & C Pan Atlantic TV Co., Inc., Personnel same as above plus:
Vice President.....Martin J. Robinson
Sect., Asst. Treas.....Norman Solomon

Television International Co.

25 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0100

General Manager.....Paul N. Robins
Services Offered—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

Television Library, Inc.

3 East 57th St., New York, New York
Phone: PL 3-4840

President.....C. F. Vetter, Jr.
Services Offered—Producers and distributors of TV film.

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
(See Commercial Producers)

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Calif.
(See Commercial Producers)

Texas Rasslin' Inc.

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Riverside 8-2083


General Manager.....Maurice Beck
Services Offered—Hour and half-hour films of regular wrestling matches before paid audience.

Toreto Enterprises, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOLLYwood 7-5111

ProducerJohn London
Assoc. Producer.....Ruth Roberts
Directors.....Rudolph Mate, Rich Morris
Art Director.....Frank Sylos
Chief Cameraman.....Norbert Brodine
Music.....Herschel Burke Gilbert
Services Offered—Producing films for television.

Production—The Loretta Young Show.

TV FILM PROD.-DIST. 

Trans Artists Prods., Inc.

731 N. La Brea, Los Angeles, Calif.
Phone: WEbster 1-1639
743 Fifth Ave., New York, N. Y.
N. Y. Phone: PLaza 1-4352

Chairman of Board.....Gerald Rappoport
PresidentSamuel Singer
Secretary-TreasurerLouis Himelstein
Directors.....Bob Kane, Charles Knight,
Theodore Propp, Reuben Timmins
Services Offered—Animation service, pack-
age film shows; animation studio, sound
studio, music & effect library; 35 & 16 mm
cameras, inking & painting staff.

Productions — Adventures of Sinbad Jr.,
Courageous Cat.

Transfilm-Caravel, Inc.

35 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Trans-Lux Television Corp.

625 Madison Ave., New York 25, N. Y.
Phone: PLaza 1-3114

Board Chairman.....Percival E. Furber
PresidentRichard Brandt
V.P. in Chg. Sls.....Richard Carlton
East. Div. Mgr.....Leo Brody
Asst. to V.P.....Robert L. Miller
Pub. Rel. Dir.....Lon H. Gerard

Branch Offices

1966 S. Vermont, Los Angeles, Calif.
Phone: REpublic 1-2309

Western Manager.....Murray Oken
520 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-3995

Midwest Manager.....Jack Brown
Services Offered — Distribution of filmed
television programs; short subject and stock
footage library plus feature films available to
networks, stations and advertising agencies.

Productions—Profile, Encyclopaedia Brit-
annica Films Library, Feature films (drama-
comedy-sports). Animal Parade series and
new animated color cartoon series starring
Felix the Cat.

TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

PresidentHerbert Rosen
Services Offered—Producers of complete
films to order, package shows, full-length
feature films, mood and bridge music library.

**Twentieth Century-Fox
Television, Inc.**

Box 900, Beverly Hills, Calif.
Phone: CRestview 6-2211
N. Y. Phone: CO 5-3320

PresidentPeter Levathes
V.P. Chg. of Sales.....Irving Asher
Exec. Prod.....William Self
Producers.....Rod Amateau, Hal Cantor,
Dominick Dunne, Richard Goldstone
Business Mgr.....Maurice Morton
ControllerDonald Bohmhorst
Prod. Co-ord.....Gaston Glass

Productions: Adventures in Paradise, The
Many Loves of Dobie Gillis.

**Twentieth Century-Fox TV
International**

444 W. 56th St., N. Y. C.
Phone: CO 5-3320

Managing Director.....Alan M. Silverbach
Services Offered—Distribution of TV ma-
terial in the international market.

Productions—My Friend Flicka, Broken
Arrow, Adventures in Paradise, Five Fingers,
The Many Loves of Dobie Gillis, Greatest
Drama Series, Crusade in Europe.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo, N. Y.
(See Commercial Producers)

**United Artists Associated,
Inc.**

247 Park Ave., New York 17, N. Y.
Phone: MU 7-7800

PresidentEliot Hyman
Board Chairman.....Robert S. Benjamin
V.P., Treas.....Henry J. Zittau
V.P., Gen. Sales Mgr.....W. Robert Rich
National Sls. Mgr.....Donald Klauber
Dir. Nat. Sls. Div.....L. E. Hamner
Eastern Sls. Mgr.....Al Sussman
Central Div. Manager.....John McCormack
Southern Div. Manager.....Dave Hunt
Western Div. Manager.....Norman Long
Foreign Sls. Manager.....Norman Katz
Director of Advertising.....Jay H. Smolin
Dir. of Prog. Devel.....Albert G. Hartigan

Services Offered—Distribute Warner Bros.
features and cartoons; selected UA features;
Popeye cartoons; production and distribu-
tion of TV, theatrical and non-theatrical
films.

Production—Big Mac and His Magic Train.

**United Film & Recording
Studios**

301 E. Erie St., Chicago, Ill.
(See Commercial Producers)

**United States Productions,
Inc.**

5 East 57th St., New York 22, N. Y.
(See Commercial Producers)

UPA Pictures, Inc.

4440 Lakeside Dr., Burbank, Cal.
(See Commercial Producers)

Van Praag Productions

1600 Broadway, New York 19, N. Y.
(See Commercial Producers)

Vavin, Inc.

236 E. 46th St., New York 17, N. Y.
Phone: MURray Hill 2-4624

President.....Richard de Rochemont
Vice Presidents.....Joseph Stultz, Gerald E.
Weiler
SecretaryRuth Teksmo
Services Offered—Production and distribu-

tion of documentary films, industrials, promotional motion pictures for TV, theatrical and non-theatrical field.

Productions — Travel series for French Govt., documentary for Consumers Union, Philip Murray Fund, Reader's Digest.

Videart, Inc.

480 Lexington Ave., New York 17, N. Y.
(See Commercial Producers)

Video Films

1004 E. Jefferson Ave., Detroit 7, Mich.
(See Commercial Producers)

Video-Tel International, Inc.

230 Park Ave., New York 17, N. Y.
Phone: MU 9-6515

PresidentIrving Feld

Services Offered: Distribution outside the United States for Crosby-Brown Productions and V. O. P.

Video-View, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllwood 3-4179

PresidentBradley Kemp
Vice-PresidentIrving Kahn

Services Offered—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.

Productions—Operation Tomorrow.

Vision Associates, Inc.

680 Lexington Ave., New York 19, N. Y.
Phone: CIrcle 5-2611

PresidentLee R. Bobker
Vice Presidents....Helen R. Krist, Irving L. Oshman, Seymour J. Weissman

Services Offered—16 & 35mm production 7 editing facilities, audio visual consultants on theatrical, TV & tape programming.

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

Roger Wade Productions, Inc.

15 West 46th St., New York 36, N. Y.
(See Commercial Producers)

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
N. Y. Phone: JUdson 6-2000
N. Y. Phone: JUdson 6-2000
Producer Director.....George Wallach
Ass't Director.....Maxwell Henry
Assoc. Prod.....J. Paul Popkin

Services Offered—Planning, supervision, production & creation of films for television, industry & theatrical release.

Bob Warner Productions

440 E. 56th St., New York 22, N. Y.
(See Commercial Producers)

**Warner Bros. Pictures, Inc.
TV Division**

4000 W. Warner Blvd., Burbank, Calif.
Phone: HO 9-1251
N. Y. Office
666 Fifth Ave., New York, N. Y.
Phone: CI 6-1000

Exec. Producer.....William T. Orr
Ass't. to Exec. Prod.....Hugh Benson
Story Editor.....Jim Barnett
Ass't Story Editor.....Carl Stucke
Prod. (Cheyenne).....Art Silver
Prod. (Sugarfoot).....Burt Dunne
Prod. (Maverick).....Colcs Trapnell
Prod. (Colt .45).....Cedric Francis, Mack David
Prod. (77 Sunset Strip).....Howie Horwitz
Prod. (Lawman).....Jules Schermer
Prod. (Hawaiian Eye).....Stanley Niss
Prod. (Bourbon St. Beat).....Chas. Hoffman
Prod. (Alaskans).....B. Ingster, M. David
Production Mgr.....Oren Haglund
Supervising Ed.....James C. Moore
Casting Directors.....Edward F. Rhine,
Miles Gilbert, Jerry Bloom, Lane Allan
Art Directors.....Perry Ferguson, Art Loel,
Howard Campbell, John Ewing, Carl Mac-
cauley, Leroy Deane.

Productions—Cheyenne, Sugarfoot, Maverick, Colt .45, 77 Sunset Strip, Lawman, Bronco, Hawaiian Eye, Bourbon Street Beat, The Alaskans.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-5350

Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss

Services Offered—Production and distribution of all types of television film programming.

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11, Ill.
(See Commercial Producers)

**Wilding Picture Productions,
Inc.**

Wilding TV

405 Park Ave., New York, N. Y.
(See Commercial Producers)

TV FILM PROD.-DIST. 

World-Wide TV Sales Corp.

1317 Belmont, Chicago, Ill.

Phone: WEllington 5-3737

41 E. 42nd St., New York 17, N. Y.

Phone: MU 7-3180

PresidentMel Schlank

Exec. Vice Pres.....Robert Brahm

Services Offered: Distributor "The National Football League Presents."

Ziv-United Artists TV Co.

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

Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv

President.....John L. Sinn

V.P. in Chge. Sales.....Maurice J. Rifkin

V.P Chg. West CoastMaurice Unger

Syndicated Sales Dept.

Synd. Sls. Mgr.....Len Firestone

Sales Mgr. No. East Div.....Jerry Kirby

Sales Mgr. So. East. Div.....John Davidson

Sales Mgr. So. Centr. Div.....Don Brogdon

Sales Mgr. No. Centr. Div.....Ray McGuire

National Sales Dept.

Nat. Sales Manager.....James Shaw

Mgr. Reg. Sls. Dept.....Edw. J. Broman

Mgr. E. Reg. Sls. Dept.....Andrew Jaeger

Services Offered — Custom-built films for national and regional release, and syndicated shows; studio facilities, TV commercials.

Productions—Men Into Space, The Man and the Challenge, This Man Dawson, Lock Up, Bat Masterson, Tombstone Territory, Sea Hunt, Bold Venture, Dial 999, Target, MacKenzie's Raiders, Highway Patrol, Rough Riders, Cisco Kid.

Maurice H. Zouary TV-Film Productions

333 West 52nd St., New York 19, N. Y.

Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

Services Offered—Production, distribution of package programs and feature pictures; stock footage rentals.

Production: Poem for a Day.

FOR TV STATION LISTINGS

SEE PAGE 778



FOR AGENTS & MANAGERS

SEE PAGE 731



FOR REGIONAL NETWORKS

SEE PAGE 675

TELEVISION DAILY

presents

**PRODUCER
DISTRIBUTOR
BIOGRAPHICAL
SKETCHES**

**WHO'S WHO AMONG
TV FILM PRODUCERS
AND DISTRIBUTORS**

1960

WHO'S WHO AMONG TV FILM PRODUCERS—DISTRIBUTORS

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FILM PRODUCER-DISTRIBUTOR BIOS.

SINN, JOHN L., president, Ziv-United Artists TV. Born, April 13, 1914, Cincinnati, O. Attended Univ. of Cincinnati, BA degree. Started in TV with Ziv Television Pgms. in 1948 as president. Also held posts with WCPS in Cincinnati as script writer, and with WLW, Cincinnati for two years of 1934-36. Married to Joan Beck; they have 2 children: daughter Patricia, 19, and son Steven, 14.



GERMAN, WILLIAM J., president, W. J. German, Inc., Fort Lee, N. J.; Hollywood, Cal.; Chicago. Born in Port Hope, Canada, Dec. 29, 1888. Is agent for the sale and distribution of Eastman professional motion picture films for TV and motion pictures. In 1914, married Estelle Elizabeth Wehnert in Rochester, N. Y.; two children—Fredrick A. A., William. Member: Lotos, Explorers.



KINGSLEY, WALTER, president of Independent Television Corp., was born in New York City and educated at Amherst. In 1947 was a salesman for WHOB, in 1949 joined WCOP, Boston, and in 1950 went to Ziv as account executive - general sales manager. Became affiliated with ITC in 1958. He and his wife, Betty, have three children. Hobbies include drums and piano.



COLE, JOHN J., president Guild Films. Born, Holyoke, Mass., 1923; graduated, PBK, University of Missouri, school of journalism. Served in So. Pacific in W. W. II. Entered industry with Station KOMO, Kansas City, 1948; joined Guild Films as west coast sales manager, 1955; vice president for sales, elected president in early 1958; set up Inter World TV Films, Inc., Guild subsidiary.



RAIBOURN, PAUL, vice president and member of the board of directors of Paramount Pictures Corp. and is also chairman of the board of International Telemeter Corp., of Chromatic Television Laboratories, member of the board of NAB, treasurer and director of the Allen B. DuMont Laboratories, Inc. and president of TV station KTLA, Los Angeles. Associated with Paramount.



GORDON, MILTON A., president Galaxy Attractions, Inc. Born Chicago 1908; attended University of Chicago, attorney and business executive; vice president Walter Heller Company, Chicago, 1946-53, specialized in financing motion picture production; reorganized United Artists; entered television industry 1953 as president of Television Programs of America; organized Galaxy Attractions, Inc., in 1958.



FOX, MATTHEW, president of Television Industries, Inc. 1941 to middle of 1943, was with the War Production Board in Washington. From 1943 to the end of the war was in the Army, in charge of photographic coverage of the European Theatre of Operations for SHAEF until Aug., 1944. 1950 went into the TV business and is owner of Motion Pictures for TV, Inc. 1954 formed Skiatron TV, Inc.



TALBOT, PAUL, president Fremantle Overseas Radio & Television, Inc. Started career in industry in 1941 with CBS; served with U. S. Army in World War II; U. S. representative for Italian Radio Network and Radio Andorra, latter being first European station to resume commercial operation after war; heads a company distributing throughout the world with films in all categories in its catalogue.



FILM PRODUCER-DISTRIBUTOR BIOS.

SUTTON, DAVID V., vice president in charge of MCA-TV Film Syndication Division, was born Jan. 12, 1912. Graduated from the University of Virginia Law School in 1935, he started in broadcasting with WBBM in Chicago in 1940 in the sales department. He also, in the past, was affiliated with KMOX, St. Louis, CBS Radio and TV. He is married to Louisa Powell and has one child.



REED, SEYMOUR, president and member of board of directors Official Films, Inc. Started his business career as public accountant; first became associated with the television industry in 1951 as executive of Official Films, serving as comptroller; elected treasurer of Official shortly thereafter; became member of the board of directors in 1954; executive VP and treasurer in 1957.



RIFKIN, MAURICE J., executive vice president in charge of sales, Ziv-United Artists Television; born July 12, 1913 in Marinette, Wisc. He attended Univ. of Southern Calif. Psychology. Bachelor '36, M.A. '37. Started in TV with Ziv TV Programs, Inc. in 1949 as sales manager. He also held posts with WKBN in Youngstown, Ohio and the Frederic W. Ziv Co. Present post in 1953.



SCHLOSSER, HERBERT S., vice president, general manager, California National Productions Inc., was born in Atlantic City, N. J., graduated from Princeton University, summa cum laude, and received a law degree at Yale Law School. After several years with the law firm of Phillips, Nizer, Benjamin, Krim and Ballou, he joined the legal department of NBC, acting as attorney.



McLEMORE, ED, president of Texas Rasslin Inc. Born, July 3, 1905. First association with television industry occurred in 1952 when he joined Maurice Beck in the organization of Texas Rasslin' company to film production of live wrestling shows staged at their Sportatorium in Dallas. Married Rose Lawler, is father of three. His hobby: making better wrestling matches.



SEIDELMAN, ROBERT, director of syndication for Screen Gems, Inc., B. 1925, N.Y.C. B.A. New York University; M. Phyllis; Children—Carol Ann, Richard. Entered industry in 1946, United World Films TV Dept.; 1949-50, Universal Int'l Films in 16mm Sales; 1950, joined Hygo TV films as Sales Executive; 1951-56, V.P. and Sales Mgr., Hygo. Also Vice President and co-owner of Unity TV.



ANDERSON, HOWARD B., vice president and supervisor of sales, ABC Films Inc. Prior to joining the company in 1954 was associated with WFAA-TV, Dallas, as assistant program director and film buyer. His first post for ABC Films was manager of the Dallas office, later transferring to Chicago as mid-West sales manager. Two years later he was appointed central division sales manager.



BARNETT, WILLIAM H., president Barnett International Forwarders, Inc. Born New York, N. Y., 1894; attended Pace Institute; entered transportation industry in 1913 as export and import manager of firm he presently heads; served as officer of the corporation from 1920 until present; elected president in 1946. Married Hannah Peppes 1918; memberships include Variety Club.



===== **FILM PRODUCER-DISTRIBUTOR BIOS.** =====

LANDAU, ELY A., board chairman National Telefilm Associates & NTA Film Network. Born in New York. Following Army Air Force service in World War II, entered television as an account executive in 1947. Organized Ely Landau, Inc., 1951, and produced TV film shows. Formed NTA in Jan., 1954. Pioneered top feature films for TV with Selznick and Fox pictures. Organized NTA Network.



ZIV, FREDERICK W., chairman of the board, Ziv-United Artists Television. Born: August 17, 1905; U. of Mich., LLB, 1928. Started in TV with Ziv Television Programs Inc., as chairman of the board. Also held posts with Frederic W. Ziv Company (President). Married to Malvin Rae Pitzele; two children. Foundation for Boys, American Humanics Foundation, Boy Scouts of America.



SHUPERT, GEORGE T., president in charge TV of MGM. B. July 24, 1904; U. of Michigan, 1926. Started in TV with Paramount TV Prods. in 1935 as asst. to Paul Raibourn, president of Paramount Television Productions. Also held posts with Peerless TV Productions, Inc. as v. p. in charge of sales; v.p. and general manager of United Artists TV Corporation; established ABC Films, Aug. 1953.



DIGGES, SAM COOK, administrative vice president CBS Films. Entered broadcasting in 1942 with WMAL, Washington, D. C., in ABC affiliates sales department, served with merchant marine in W. W. II; joined CBS in 1949 as account executive in newly created TV department of radio sales; television manager CBS Radio sales office Chicago, 1950; Eastern sales manager CBS Television Spot sales.



WRATHER, JACK, president of the Jack Wrather Organization, whose interests range from the oil industry to the resort field and communications, including TV production. B. Amarillo, Texas, May 24, 1918. World War II service with U. S. Marines; film producer, of various TV series ("Lone Ranger," etc); owner of radio and TV stations; former partner in Independent Television Corp.



HYAMS, JEROME, vice president, general manager for Screen Gems, Inc. Was born in New York City. Entered the industry in 1934 with Guaranteed Pictures, joined Commonwealth Pictures in 1938; he became sales manager. In 1947, made vice president in charge of sales for Commonwealth Films and TV. He formed Hygo TV Films in 1950, which merged with Screen Gems, 1956.



STABLER, ROBERT W., president, Filmaster, Inc., born May 25, 1918; BA degree UCLA, 1940. Entered television with Hopalong Cassidy productions 1952 as V.P., general manager; previous associations included public relations-advertising director for Capitol Records. Formed Filmaster in 1954, producer of several successful TV series. Married to Dorothy Schulyer Stabler, parent of a daughter, Joan.



RETTIG, EARL, president of California National Productions, Inc., born in Chicago June 4, 1903, is married and has three children. After nearly 20 years with movie majors in Hollywood, entered industry in 1950 as network operations manager for NBC. Subsequent network posts include NBC director of finance and operations in Hollywood, vice president in charge of TV network services.



FILM PRODUCER-DISTRIBUTOR BIOS.

CLEAVER, FRANK, vice president in charge of programming and production, California National Productions, was born in Massillon, Ohio, graduate of University of Wisconsin's School of Journalism. Joined Columbia Studios as reader in 1938, became assistant story editor; Paramount Pictures story editor in 1946. Joined NBC in 1953. Named to his present CNP post in 1958.



DISNEY, WALT, chairman of the board of Walt Disney Productions. B. Chicago, 1901. Started career as commercial artist; created animated characters for short subjects that have become world-famed, and popular; was one of first major motion picture producers to create and produce for television and range of subjects he produced for the medium runs the gamut from fantasy to science.



SMALL, EDWARD, president Edward Small Productions, Inc. Born, Brooklyn, N. Y. Started career as actor; produced many important theatrical features as independent producer starting before talkies arrived for release by major distributor companies; entered TV film production; was one of organizers of Television Programs of America; produced series films for the television medium.



FAIRBANKS, JERRY, president Jerry Fairbanks Productions, Inc. of California. Born, San Francisco, 1904. Started his motion picture career as a cameraman and is winner of two Motion Picture Academy of Arts and Sciences Awards; developed the multicam system; after long career producing theatrical films, entered production of television, now one of the leading commercial film makers.



GUEDEL, JOHN, head of John Guedel Productions. Attended UCLA. Originated radio's first audience stunt show and singing commercials; producer and director of "Art Linkletter's Houseparty," CBS-TV and radio, "People Are Funny," NBC-TV and radio, and "You Bet Your Life," starring Groucho Marx; writer for Hal Roach studios on Our Gang comedies and Laurel and Hardy shorts.



REED, ROLAND, president Roland Reed Productions. Born, Middletown, N. Y. Started career in Hollywood in 1922; produced his first commercial picture in 1930 for Westinghouse; later a director of a feature length Technicolor picture; made first TV series, "Stu Erwin Show" 1950 and followed with such series as "Waterfront," "My Little Margie," "Rocky Jones."



GROSS, JACK J., independent producer. Born July 29, 1902; graduated Junior College, St. Josephs, Mo., 1919. Made his entry in the television industry in 1950 as president of Gross-Krasne Inc. Previously was associated with Universal and RKO Pictures. Is married to the former Hilda Ruth Marks. His club memberships include the Variety Club and the Academy of M. P. Arts and Sciences.



ALEXANDER, ARTHUR, president M. & A. Alexander Productions. Born in Germany, 1909; educated at Kassel there. Started business career in department store field; entered film production industry with Universal Studios, Frankfurt; went to Hollywood in 1929 as assistant director of theatrical films; organized with his brother Max the M. & A. Alexander production company.



FILM PRODUCER-DISTRIBUTOR BIOS.

UNGER, MAURICE, executive vice president in charge production, Ziv-United Artists Television; b. Aug. 16, 1913 in Cincinnati. Affiliated with Grandpa Brands, 1934-47, serving also with its Tom Collins Corp. President, Charles A. Maish Co., 1947-50. Started with Ziv-TV in Oct., 1950, as west coast manager. Married to Roslyn Unger, five children. Plays golf, Tamarisk Country Club.



ARNAZ, DESI, president, Desilu Productions, Inc. Born March 2, 1917. Began professional career as vocalist with a band; later a drummer and organized his own rhumba band, appearing on stage and night clubs, touring United States and Europe; later appeared as principal in several motion pictures. Entered television with organization of Desilu Productions which was organized in 1952.



BRISKIN, IRVING, president Variety Enterprise Inc. Born Feb. 28, 1903; graduated from New York University in 1923. Began work with Banner Productions; sales manager of Sterling Pictures, and Chesterfield Pictures; in charge of own unit at Columbia Pictures in 1935. With late Harry Cohn organized Screen Gems in 1949, later president of Briskin Productions; S. G. exec. prod.



HERSH, SAM, general manager, Family Films. Established the company in 1948 for the production of films for the TV market and church presentations; company is said to be the largest producers and distributors of religious pictures; filming is done at Keywest Studios in Hollywood, for which Hersh signed a 20-year lease for exclusive use; Hersh entered the film industry twenty years ago.



GALLU, SAMUEL, president Gallu Productions, Inc. Born, Philadelphia, 1918; attended Pennsylvania State U. Started career in industry as radio director for Fred Waring, 1941-42; radio script writer for comedian Henry Morgan, 1946; "It Pays to Be Ignorant" series, 1947; supervised "Garry Moore Show" for CBS-TV, 1952-53; formed his present company, Gallu Productions, in 1955.



ALEXANDER, MAX, secretary-treasurer M. & A. Alexander Productions. Born in Germany. Started career in motion picture industry in Berlin in the production field, gaining wide experience there, removed to the U. S. and joined Abe and Julian Stern in a production project; was associated with Phil Goldstone during two years association, with brother Arthur formed Alexander Co.



SCHAEFER, ARMAND L., television film executive for Flying A Productions. Born, Tavistock, Ont., Canada, 1898; educated at school in Spokane. Entered motion picture industry in 1924 with Mack Sennett as property man; executive producer for Republic Pictures, 1943-47; president Gene Autry Productions for Columbia release, 1947-53; in 1950 became executive-producer of Flying A.



KRASNE, PHILIP N., president of California Studios. Born May 6, 1905, Norfolk, Nebr. Law degree University of Michigan 1927, and UCLA, 1929. Entered motion picture production in 1936 following practice of law. Owner-partner with Jack J. Gross in Gross-Krasne Inc. starting in 1950 with formation of that firm and establishment of California Studios for the production of TV films.



FILM PRODUCER-DISTRIBUTOR BIOS.

GOIT, CHARLES W., director of national sales for Independent Television Corporation, is a native of Kansas City and attended Northwestern and Penn State Universities. Goit joined the ITC company when it acquired Television Programs of America, with which he was national sales manager. He resides in Westport, Conn. His hobbies are water-skiing, duck hunting and boating.



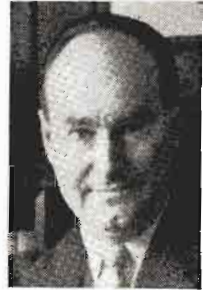
PINCUS, DAVID I., senior vice president Transfilm-Caraval Inc. Born, Boston, Mass., and started in motion pictures in 1915 as scenic artist at Universal studios, Fort Lee, N. J.; joined Fox in 1918; organized Caraval Films in 1921 and was president until 1959 when Transfilm-Caraval was formed. Produced 500 films for industry government and education and some 5,000 TV commercials.



BURNS, JOHN B., sales manager, MGM-TV, a Chicago native was educated in that city. Started in broadcasting as a newscaster then switched to sales. Before joining MGM-TV in 1959, Burns was vice president in charge of national sales for ABC Films, having been in ABC Radio network sales, from which he switched to ABC Film Syndication in 1953 as supervisor in Chicago.



BLAIR, LEE, president of Film Graphics Inc., and secretary-treasurer of Television Graphics, a Los Angeles native started a film career in 1933 as director and production stylist for Columbia Pictures; moved to MGM in 1941, later joined Walt Disney. Formed Film Graphics and Television Graphics with Bernard Rubin. He was elected president of the New York Film Producers Assn. in 1950.



ZOUARY, MAURICE H., president Maurice H. Zouary productions. Born Brooklyn, N. Y., July 17, 1921, educated School of Industrial Design. Trans-Lux Theatres, 1941, U. S. Armed Forces, 1943; entered live TV production, Bud Gamble Productions, 1948; industrial film production, 1953-54; Guild Films, 1955-56; presently producer-packager film series and commercials; stock shot library.



SACKETT, MORT D., president Commonwealth Film and TV, Inc., made his entry into the film industry in 1910, and eight years later organized Guaranteed Pictures in association with the late Sam Goldstein. In 1937 Commonwealth Pictures was organized, and Commonwealth Film & TV, Inc., was formed in 1947. Sackett eventually purchased interest in all of these companies.



LEO, JOHN, West Coast representative of Governor Television, was born in Des Moines and educated at San Jose State College and San Francisco Law School. He entered the film industry in 1943 with Republic Pictures, and later was Western district sales manager for Eagle-Lion in 1946-50. Two years later he entered the television field as sales manager for Telepictures Inc.



MANDELL, ABE, director of international sales, Independent Television Corporation, spent ten years in the Far East as a film distributor and operator of a theatre circuit. Returned to the Philippines as general manager for Frieder Films, distributor of Republic films, following three years army service. Served in Ziv's national sales division. Joined ITC in 1958 in his present post.



FILM PRODUCER-DISTRIBUTOR BIOS.

GOLDMAN, HAROLD, president National Television Associates International. B. New York City. At 16 joined Amalgamated Radio Network. Active in theatre as distributor, owner and managed a chain of record shops. In 1948, joined Snader Telecriptions as partner and eastern sales manager. In 1951, organized Television Exploitation, Inc. In 1954, organized Comet TV, and later joined NTA.



KEEVER, H. WELLER, vice president in charge of sales, Filmasters, Inc.; b. Jan. 20, '27; e. Yale University, receiving B.S. in 1949. Started in TV with NBC Television Films in 1951; VP California National Productions Inc. Married to Joan Bulley. Club affiliations include Woodway Country Club, Darien, Conn.; Racquet Club of Chicago and Yale Club of New York City. Hobbies: Golf, skiing.



POLL, MARTIN H., president Gold Medal Productions; president Gold Medal Studios. Born New York, N. Y., Nov. 24, 1922; educated University of Pennsylvania. U. S. Army service in W. W. II 1942-46; joined Paramount Music Corporation, 1946, assistant to general manager; partner Artists Management Associates, 1950, president Inter-Continental TV Films, 1952, produced TV films.



FRIEDHEIM, ROBERT W., administrative vice president, Ziv-United Artists Television. Born Dec. 8, 1908; Westminster College, Fulton, Mo. Started in TV with Ziv Television Programs Inc. in 1950 as bus. mgr. N.Y. office. Also held posts as VP, World Broadcasting System Inc.; director, NBC Recording Division. Named to present post in 1960. Married to Helen B. Friedheim and has two children.



UNGER, ALVIN E., administrative manager at Arrow Productions. Was born in Cincinnati, Ohio. He first entered the industry in 1939 with Ziv-TV, where he attained the post of vice president in charge of sales. He also held a post with Television Programs of America. His two children are Michael and Holly Ann. Golf and bowling are his main avocations, in that order of relaxation from business.



GRAHAM, ED, JR., partner Goulding-Elliott-Graham Productions. Graduated Dartmouth 1949. Started writing career at 16 with published work in The Saturday Evening Post; free-lance writer for Perry Como Chesterfield Supper Club, 1946-48; copywriter for McCann-Erickson, 1949-52; at Young & Rubicam created "Harry and Bert" in 1954; in 1956 joined Bob Elliott and Ray Goulding.



TODMAN, WILLIAM SELDEN, owner-partner with Mark Goodson of Goodson-Todman Productions. Born New York, N.Y., July 31, 1916; educated Johns Hopkins and New York University; career started as copywriter for advertising agency in New York; entered the industry as writer and director for radio shows for BBD&O Agency; became producer when he joined Biow Company.



EZZES, ERWIN H., vice president, Television Industries, Inc., Born September 21, 1916. Attended City College of New York, received BBA in 1938. Started in TV with Motion Pictures for Television, Inc. in 1950 as salesman. Also held posts with World Wide Development Co., secretary; United World Films, Inc., vice president, director, sales mgr. Married to Thelma Dunleavy; two children.



FILM PRODUCER-DISTRIBUTOR BIOS.

SCHWIMMER, WALTER, owner Walter Schwimmer Company. Born Chicago, 1904; attended Northwestern University, BA 1924; president Radio Features, Inc.; organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933, and the Walter Schwimmer Company in 1946 for production and syndication of Radio-Television programs. Married Daisy Seltzer, 1927.



RUSH, HERMAN, president, Herman Rush Associates. B. June 20, 1929, Phila., Pa. BBA, Temple Univ. 1951 became salesman for Official Films and in 1954, appointed assistant to the president. In 1956, named to board of directors and also named to the board of Gold Medal Studios. He formed Flamingo, becoming president and chairman of the board. Married. Member: Friars and Variety Club.



FEDDERSON, DON, president Don Fedderson Productions, Beverly Hills, Cal. Born Apr. 16, 1913. Attended Kansas City School of Law, 1933-34. Started in TV with KLAC-TV, Hollywood, in 1948 as general manager. Also held posts with Scripps-Howard newspapers, KYA, San Francisco, and KLAC, Hollywood. Fedderson is married to Helen Minor. Club affiliations include U.S.C. Trojaneers, Friars.



BECK, MAURICE, in association with Ed. E. McLemore producer of "Texas Rasslin'" film series, among the highest rated sports shows available in the syndication field. A native Texan, he accepted a post at the Federal Reserve Bank in Dallas. Later left the banking field to acquire an interest in one of the largest power laundry and dry cleaning plants in Texas, and wrestling shows.



KAUFMAN, REUB, president Jayark Films Corp. which he formed in May, 1958—producer and distributor of TV film properties. B. 1903. Attended Univ. of Chicago. 1940-46, advertising vice president Lieber Co., Chicago. 1946-50, president Kaufman and Asso., Chicago advertising agency. 1950-52, sales manager Snader Telescriptions. In 1952, organized Guild Films, Inc.



BRANDT, RICHARD, president, Trans Lux Television Corp. Born Dec. 5, 1927; Yale, B.S., 1948. Holds posts as president, Trans-Lux Pictures Corporation; president, Trans-Lux Distributing Corporation; president, Trans-Lux Theatres Corporation. Married to Lois Livingston; two children. Club affiliations: Friars Club, Yale Club of N.Y.C., Old Oaks Country Club. Hobbies: Golf, tennis, fishing.



WEIS, PIERRE, vice president, general manager, Economee Div., Ziv-United Artists Television. Born in Lille, France. Sorbonne Univ. Bachelor in Math. & Phil. 1933. Started with Economee Television Programs in 1956 as general manager. Also held posts with Langworth Feature Programs, Inc., where he was vice president in charge of sales, and World Broadcasting System.



TURELL, SAUL J., president Sterling Television Company, Inc. Born, New York, N. Y.; attended College of the City of New York and University of Chicago; served in W. W. II with U. S. Army in South Pacific, New Guinea and the Philippines; was associated with Official Films; in partnership with Robert Rhoades established Sterling Films in 1946, which later set up a television department.



FILM PRODUCER-DISTRIBUTOR BIOS.

HYMAN, ELIOT, president United Artists Associated, Inc. A pioneer in recognizing profit potential in distribution of feature motion pictures to television, founded Associated Artists, Inc., (now UAA) in 1947; played major part in the co-production and financing of many important motion pictures: "Lost Boundaries," "Moulin Rouge," "Moby Dick," produced for release by United Artists.



MORTON, ALFRED H., president, Atlantic Television Inc., was born Oct. 5, 1897, received a B.S. degree in 1919 from the University of Illinois; and M.S. degree from Columbia, 1921. Started his broadcasting career in 1938 with NBC, became vice president in charge of television. Later associated with National Concert & Artists from 1942-48; 20th Century-Fox, director of TV, 1948-50.



LEVATHES, PETER G., president of Twentieth Century-Fox TV, gave up law in favor of business and went to New York as assistant to the president of 20th-Fox, later entering sales as sales manager of Fox Movietone, and became general manager of the TV department. Levathes joined Young & Rubicam as vice president in 1952, becoming head of that agency's television in 1957.



UNGER, OLIVER A., president of National Telefilm Associates Inc. Born 1914 in Chicago. Attended Syracuse University, B.A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Division Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Formed Snader Telescription Sales, Inc., 1949. Became partner TV Exploitations.



SMITH, JOSEPH P., president of Cinema-Vue Corporation, started his business career in Wall Street after graduating from Columbia University. In 1939 he joined RKO Radio Pictures, and returned to that company following service in World War II, and later was associated with Lippert Pictures. He became vice president of sales for Guild Films Inc. in 1954, remaining until 1955.



PLITT, HENRY G., president of ABC Films Inc.; born New York, N. Y., November 26, 1918; Syracuse University, St. Lawrence University Law School; member of the New York bar; World War II service, mustered out as major of 101st Airborne Infantry; 1946, division manager of United Paramount Theatres; 1949, Paramount - Richards (which became Paramount Gulf) of the AB-PT circuit.



MANBY, C. ROBERT, president Show Corporation of America, Inc. Born Battle Creek, Michigan; educated Hillsdale College and Harvard Graduate School of Business, MBA, World War II service with U. S. Coast Guard; entered industry in radio; associated with WJW, Cleveland; WONS, now WPOP, Hartford; Yankee regional network; joined RKO Teleraudio, 1953; appointed to present post in 1958.



KERMAN, ARTHUR, president Governor TV and Regal TV Corporation, also president Tudor Pictures, Inc., Favorite Films Corporation and Congress Films, Inc., latter firms handle theatrical films. Born New York, N.Y., April 27, 1927; graduated Hofstra College. Organized Governor TV in 1951 after association with firms headed by his father, the late Moe Kerman, in the film distribution field.



FILM PRODUCER-DISTRIBUTOR BIOS.

FIRESTONE, LEN, vice president syndication sales, Ziv-United Artists Television; born in Pittsburgh and attended Duquesne University. He made his entry into the broadcasting industry in 1947 as an announcer for WPGH in his native Pittsburgh. In 1950, Firestone became sales manager for Unity Television Corporation. His association with Ziv started in 1954 as New York sales manager.



MITCHELL, JOHN H., vice president in charge of sales for Screen Gems Inc., was born in New York City and educated at Michigan University. In 1937 he was with Erwin Wasey & Company and two years later became manager of the sales service department of Mutual Broadcasting System. After service in the U. S. Navy, Mitchell became director of TV for United Artists.



BLUMBERG, KURT, business manager UA Syndication Division, Ziv-United Artists Television, entered retail sales after graduating from Princeton. He entered the television field with the Ziv company and served for more than two years as assistant to the vice president in charge of sales. Joined Television Programs of America, and later became syndication manager for U. A.



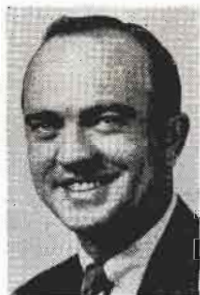
CARLTON, RICHARD, vice president in charge of sales for Trans-Lux TV Corporation, was born in New York City and attended CCNY, Columbia and Pratt Institute. Entered the film industry in 1935 with Columbia Pictures, later joining the company's TV subsidiary, Screen Gems. In 1951, Carlton became associated with Sterling TV, and in 1956 joined Trans Lux TV after serving in sales.



LEWIN, ROBERT F., vice president, programming, CBS Films, took his present post last September. He was vice president of NBC-TV network programs, joining NBC in 1956 from the ABC-TV network in a similar post. He formed his own company in 1947 to produce TV commercial, industrial and sales promotional films. From 1950 to 1953 Lewine was director of radio-TV for Hirshon-Garfield.



McMANUS, T. J., vice president film syndication division MCA-TV. Born in New York City and attended Columbia and St. John Law School. Entered the industry with Tele-news Productions in 1950. Two years later he joined United TV Programs and became Eastern sales manager in 1953. He joined MCA-TV when UTP merged with the former, continuing as Eastern sales manager.



KLAUBER, DONALD, national sales manager United Artists Associated, was born in New York City and attended Columbia University. Joined Associated Artists Productions, now UAA, in 1952 as a salesman and advanced to more responsible posts prior to his appointment to national sales manager. Among his hobbies are golf, tennis and photography. Klauber is a member of RTES.



HARPER, RICHARD A., syndication sales manager for MGM-TV, was born in Johnstown, Pa. Educated at U. of So. California and Columbia U. In 1939-42 with National City Bank of N. Y. on overseas duty. In 1946 with U. S. Navy and later at MGM in N. Y. In 1948-52 special sales rep at MGM. In 1952 with Shea Theatres. Rejoined MGM in 1953 as circuit sales manager.



—————**FILM PRODUCER-DISTRIBUTOR BIOS.**—————

POWELL, RICHARD E. (Dick), president Four Star Films Inc., born Nov. 14, 1904 in Mountain View, Ark. In 1950 with others he formed Four Star, producer of several successful network film series, following a career as screen star and later producer-director of motion pictures for major companies. Created "Richard Diamond" role on radio; starred in TV. Married to June Allyson.



RICH, ROBERT W., general sales manager, United Artists Associates, Inc., was born in Yonkers, N. Y., educated at Oberlin College. Started with NBC in Cleveland while at Oberlin. 1939-40, news editing for NBC in San Francisco and New York. Manager of California radio stations, 1953-55; program manager WPIX. Joined AAP, 1955, general sales manager until absorption by UAA.



GOODSON, MARK, owner-partner with William S. Todman, Goodson-Todman Productions. Born, Sacramento, Calif. Started his career as a child actor in stock companies; entered the radio field with KJBS, San Francisco, as a disc jockey in 1936; joined the Don Lee network in 1937; in 1942 removed to New York to emcee "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz."



BAGNALL, GEORGE, president George Bagnall and Associates, Inc. Started his career in motion pictures in 1928 with Fox Film Company as controller of its West Coast studios; studio treasurer with Paramount in 1935, later being named executive studio manager; vice president, 1937; vice president, general manager Alexander Korda, 1941-42; vice president United Artists, 1942.



REINER, MANNY, executive vice president Galaxy Attractions, Inc. Born New York, N. Y. Joined Warner Bros., 1953 in publicity; MGM, 1934-37; Monogram pictures assistant adv. mgr., 1937-40; Paramount, publicity, 1940-42, Office War Information, 1942-46; foreign sales dept. Selznick Releasing Company, 1949-50; Louis G. Cowan Television Productions, 1950-52; Samuel Goldwyn Productions, 1953-54.



MICHELSON, CHARLES, President Charles Michelson, Inc., USA representative for Australian TV stations TCN, Sydney, and HSV, Melbourne. Born New York, N. Y.; attended Columbia University; entered television industry as export manager for Michelson & Sternberg, Inc.; established his own company, Charles Michelson, Inc., in 1938; married and father of two children.



RABINOWITZ, JASON, general manager of MGM-TV. Born August 19, 1921, New York, N. Y.; educated Harvard University, AB 1943; MBA, 1948. Career started in motion picture industry with United Paramount Theatres, Inc., 1949; first association with television industry when he became associated with American Broadcasting Company as assistant controller, later becoming vice president ABC Television Network.



MAHLSTEDT, FRED J., managing director, domestic and international operations, CBS Films. Born in New York, N. Y., e. Pratt Institute and Columbia University; started career in architecture; entered advertising field with Erwin, Wasey and the Kudner Agency; CBS 1939, as chief of sales development and research, radio sales promotion, later spot sales; organized CBS Films in 1950, subsequently director.



FILM PRODUCER-DISTRIBUTOR BIOS.

BURNS, LLOYD, vice president in charge of International operations of Screen Gems, Inc., was born in Toronto and graduated from McMaster University, Hamilton, Ontario. Entered the film industry on the sales force of Columbia Pictures in London, England. He joined Telepix Movies Ltd., Canada, in 1953 and became general manager. Was appointed to his present post in 1959.



SILVERBACH, ALAN M., managing director Twentieth Century-Fox TV International, was born Oct. 12, 1920 in New York City. After serving with the U. S. Air Force with a rank of major, he joined 20th-Fox in 1946 as a foreign sales executive and became supervisor in 1957. Silverbach graduated from Duke University, which he entered after attending the New York Military Academy.



FRIEDLAND, LOU, vice president in charge of station program sales, MCA TV Ltd., was an instructor in applied psychology at N.Y.U. until World War II, when he served in the U. S. Navy. Later he became assistant to the president at Gettinger Associates in film and TV financing. Friedland joined MCA TV in 1952 as an account executive, became a vice president in 1954 and a board member a year later.



BARUCH, RALPH M., director of international sales for CBS Films Inc., was born in France and educated at the Sorbonne. Commanding three languages, his native French, English and German, he came to the U. S. in 1941 and after three years with Sesac, joined DuMont Television in 1950 as account executive. Two years later he joined Consolidated Television Film Sales in New York.



LIEBENGUTH, JACQUES, manager of Syndication Sales, California National Productions, was born in Larchmont, N. Y. A graduate of Hillsdale College in Michigan, he is an infantry veteran of World War II. He joined NBC Television Films, where he covered the entire Eastern area of the U. S. and served as an account executive with the national sales force before his present post.



STERN, EDWARD J., president International division Ziv-United Artists Television, is a native of Detroit, and attended the University of Cincinnati. Entering the television industry in 1953, Stern headed up international sales and the preparation of foreign language programming, and has been active in that field since that time. He is a member of Sigma Alpha Mu, Sophos, and the IAA.



GOODMAN, HARRY S., general manager of Harry S. Goodman Productions. Started his business career in the finance and sales field; teacher of sales psychology at New York Life Insurance Company; president and general manager of Banker's Thrift Corporation, Chicago; organized Harry S. Goodman Productions in 1931; president of Radio-TV Representatives, Inc. operating 4 branches.



SMITH, FRANCIS D., vice president, general sales manager, Cinema-Vue Corporation, graduated from Holy Cross College, and after selling films for RKO he formed his own company, Silver Process Inc. He entered the TV film field as Eastern division manager for Tele-Pictures, later joining Guild Films in a similar post. In 1954 he directed sales for Cinepix film properties. Now heads coast office of Cinema-Vue.



FILM PRODUCER-DISTRIBUTOR BIOS.

GOLDSTEIN, CHUCK, president Chuck Goldstein Productions. Started career early, with organization of the "Modernaires," singing group; later Goldstein singing unit, "Four Chicks and Chuck," appeared in innumerable singing commercials after they attained national prominence via network radio appearances; entered commercials production field with organization of his present company.



RANSOHOFF, MARTIN, president of Filmways Inc., which recently opened a new New York studio for Motion Picture features as well as TV commercial and entertainment films to supplement Filmways' previously established plants for producing TV commercials. He started the company in 1950; last year signed an agreement with Warner Bros. for exchange of studio facilities on both coasts.



LAWRENCE, ROBERT L., president Robert Lawrence Productions Inc. West Point graduate and Fifth Army veteran. Started in entertainment industry in 1947 with RKO Pathe; joined Jerry Fairbanks, Inc., 1948; later v.p. in charge Eastern operations; formed own film production firm for TV commercials, 1952; expanded with formation of several subsidiaries in commercials production.



STREECH, WILBUR J., president Wilbur Streech Productions, TV commercial and animated film production firm. Graduate of UCLA. Received early training as animation artist for the Walt Disney studios; served as captain in U. S. Signal Corps during World War II; later became associated as a partner in Triangle Films; in 1951 decided to form own company to produce commercials for TV.



MIESZKAS, WILLIAM P., president Transfilm-Caravel. Born London, England, 1906; attended Harrow, 1920-24; Institut le Rosey, Switzerland. Started career in marine transportation, joining A. C. Fraser & Company, Rotterdam, merchant shippers, as junior executive. 1926, Meyer and Company, Amsterdam, 1927, established Transfilm which was merged with Caravel in 1959.



VAN PRAAG, WILLIAM, president, executive producer, Van Praag Productions producer and director of film commercials and features for television. Started career as movie theatre manager; entered advertising via promotional plan for theatres; advertising films for theatrical distribution; free-lance film editor; set up first film unit for Office of War Information; Army service in W.W. II.



NILES, FRED, president Fred Niles Productions, Inc. Born, September 12, 1919; graduated, P.A. University of Wisconsin, 1940. Started his association with television industry as salesman for King Studios in 1947; organized his company to produce commercials, industrial, public relations and sales training films. Club affiliations include: Broadcast Advertising Club and TV Academy.



ZUCKER, NATHAN, president of Dynamic Films Inc., is a native New Yorker started his career as an engineer. In cooperation with the Educational Television and Radio Center he helped plan three TV series, later became co-founder of Dynamic to produce industrial and TV films. Past president of the Film Producers Assn. of New York, having previously served as V-P of the organization.





Producers of Quality
Television Commercials

SABRA INC.

200 East 56th Street
New York 22, New York
Murray Hill 8-0085

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16 East Ontario Street
Chicago 11, Illinois
Whitehall 4-5151

RADIO DAILY
TELEVISION DAILY

presents

**AM and TV
COMMERCIAL
AND INDUSTRIAL
PRODUCERS**

KEY PERSONNEL
STUDIO ADDRESSES AND
PHONE-SERVICES OFFERED

1960

THROUGH these pages pass the most astute buyers of motion pictures in the world.

To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

Send for "A Few Facts About Audio"



AUDIO PRODUCTIONS, INC.

Film Center Building

630 Ninth Avenue

New York 36, N. Y.

AM-TV COMMERCIAL PRODUCERS

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill
Phone: Michigan 2-5877

Pres., Exec. Prod. Bernard Howard
Sales Manager Ted Liss

Services Offered--Creators & producers of TV & business films. Animation & live action. Specializing in unusual audio-visual presentations. Have own studios & full eqpt.

Academy Films

800 N. Seward St., Hollywood 38
Phone: HOLLYWOOD 2-0741

President J. Larsen

Services Offered--Complete motion picture production services, for comm'ls. Creators of jingles for agencies & advertisers.

Academy Pictures, Inc.

49 W. 45th St., N.Y.C. 36
Phone: PL 7-0744

President Moray Foutz
Gen. Manager Patti Wilkus

Services Offered--Animation and live action films for TV and industry. Slide films and film strips.

Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 46, Cal.
Phone: CR 5-5219

President Don Quinn
Vice President Martin Spertzell

Treasurer Charles Goldring
Services Offered--Creation, production of radio-TV music commercials, copy spots, background music. Tape equipment available.

Current Productions--Trend, Purex, Plymouth, Dodge Trucks, Sunkist Fruit Punches, Richfield Gasoline, Cock Of the Walk, Pacific Airlines, CMA Airlines, National Beer, Speedway Gasoline, Okla. High-Q Gasoline, Johnson's Glo-Coat Radio-TV Commercials, & "Yancy Derringer" theme song.

Advertisers' Broadcasting Company

117 W. 46th St., N.Y.C. 36
Phone: PL 7-3560

Exec. Prod. Sholom Rubinstein

Director Bernard Rubinstein
Copy Chief David M. Hausdorff

Services Offered--Write, create, produce jingles and commercials.

Alexander Film Co.

Alexander Film Bldg.,
Colorado Springs, Colo.
Phone: ME 3-1771

Bd. Chmn. Don M. Alexander

President Keith Munroe
V.P., Gen. Mgr. Jay Berry
V.P., Production James Anderson
Mgr. John B. Lee
Creative Dir. Howard F. Olds
V.P., Mktng. Jay Piccinati

Services Offered--TV film commercials, business and industrial films, theatre film commercials, distribution.

Paul Alley—MKR Films, Inc.

619 W. 54th St., N.Y.C. 19
Phone: JUDson 6-2393

President Sidney Katz

Vice President Gene Milford
Prod-Writer P. Alley

Services Offered -- Comm'ls; industrial films.

All-Scope Pictures, Inc.

(Comm'l Film Division of Twentieth
Century-Fox Television)

1417 N. Western Ave., Hollywood 27
Phone: HOLLYWOOD 2-6231

President Gordon Mitchell

Vice President B. F. McEveety

Services Offered--TV commercials, all type special purpose films.

Alpha Film Productions

P. O. Box 5323, Baltimore 9, Md.
Phone: Valley 3-6617

Owner W. E. Wood

Services Offered -- Film processing; produce TV spots.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WA 2-1800

Manager Ben Harris

Sales Mgr. S. Adams

Secretary I. Weyhmiller

Services Offered--Produce motion pictures on special order plus projection service, booking, inspection, storage and shipping departments. Also rental of 8 mm & 16 mm plus special subjects from 1900 and advertising facilities.

American Film Producers

1600 Broadway, N.Y.C. 19
Phone: PL 7-5915

Exec. Prodr. Robert Gross

Exec. Prodr. Lawrence A. Glesnes

Prod. Control Madeline Stolz

Services Offered -- Complete production and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integra-

HUNTING FOR A * - - - PRODUCER!



***Select One or More: INDUSTRIAL, TV COMMERCIAL, SLIDE FILM
IN LIVE ACTION OR ANIMATION.**

The search ends at . . .

Klaeger
FILM PRODUCTIONS, INC.
1600 BROADWAY, NEW YORK 19, N. Y.

tion; color or black and white, live action or animation in both 16 mm and 35 mm.

Current Productions—Esso Standard Oil, Progresso Foods, Buick, National Biscuit Co., Chesterfield Cigarettes, Bulova Watch Co., National Health Agencies, Stella D'Oro.

Clyde Anderson Motion Pictures

334 A St., Salt Lake City 3, Ut.
Phone: EMpire 3-5337

ManagerClyde Anderson
Services Offered—Film, comm'n's, services.

Animated Productions Inc.

(Al Stahl Productions)
1600 Broadway, N.Y.C.
Phone: CO 5-2942

PresidentAl Stahl
Services Offered—TV shows in animation and live. Comic strip animated films.

Animation, Inc.

736 N. Seward St., Hollywood 38, Cal.
Phone: HO 4-1117

PresidentEarl Klein
General Manager.....Chris Petersen, Jr.
Production Manager.....Bob Hirsch
DirectorEd Barge

Branch Offices

14005 Fenkell Ave., Detroit, Mich.
Phone: BR 3-3040

RepresentativeTed Petok
221 N. LaSalle St., Chicago, Ill.
Phone: FR 2-2628

RepresentativeJoe W. Edwards
Services Offered—Animated & live action TV comm'n's, storyboards, sound tracks, educational & industrial films.

Animation Service Co.

1780 Broadway, N.Y.C. 19
Phone: CI 5-4832

Chief Animator.....Abe Blashko
Animation Supervisor.....Leo Levko
AdministrationSeymour Posner
Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

Animotion Associates, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 6-3817-8

PresidentGraham Place
Vice Pres.....Otto Feuer
Gen. Mgr.....Donald Fellows
National Sls. Dir.....Lee Krieger
Production Director.....Harry Basch
Services Offered—Producers of animated TV commercial spots and films. Animation is an exclusive film process using animated cartoon cut-outs in conjunction with "live" product.

Current Productions—Manufacturers Trust Co. of N. Y., Chef Boy-Ar-Dee, Electric Companies of America, Dye 'n Shine, Cadet Dog Food, Schmidt's Beer, Life Savers.

Evan J. Anton Prods., Ltd.

550 Fifth Ave., N.Y.C. 36
Phone: PL 7-3638

PresidentEvan J. Anton
Vice Pres.....Mary Mallios
Sec'y-Treas.....James Mallios
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Apex Film Corporation

104 N. Las Palmas, Hollywood 38, Cal.
Phone: HOLlywood 3-5106

PresidentJames Chertok
Services Offered—Film comm'n's; industrial films. Sound stages available.

Apollo Productions

130 Carlton St., Toronto, Ont.
Phone: WALnut 2-3163

PresidentR. Rosenberg
Services Offered—Compl. film facilities; comm'n's & industrial films.

Arco Film Productions, Inc.

580 Fifth Ave., New York 36, N. Y.
Phone: COlumbus 5-6968

PresidentR. J. Oulmann
Services Offered—TV film facilities; animation & TV film show packaging.

J. Armstrong & Company

28 W. 44th St., N.Y.C.
Phone: LOngaere 3-0056

PresidentJoseph Armstrong
Services Offered—Custom, synd. comm'n's facilities.

Arrowhead Productions

355 N. Beverly Dr., Beverly Hills, Cal.
Phone: CRestveiw 5-4494

General Manager.....B. I. Harris
ProducerEdmund Beloin
Services Offered—Producers of TV film series & commercials.

Atlas Film Corp.

1111 South Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

PresidentL. Mominee
Vice Pres.....A. S. Bradish
Services Offered—16 & 35mm public relations & training pictures & slide-films, TV Commercials, short subjects, theatrical shorts, packaged programs, sound recording, time-lapse photography, laboratory & editing, animation. Tape equipment available.

Current productions—U. S. Air Force, B. F. Goodrich Co., Gen. Motors Truck & Coach Div.

ATU Productions

130 W. 57th St., N.Y.C.
Phone: JU 6-4292

PresidentAllen Swift
Services Offered—Offering a new service of syndicated TV film commercials.

Memorable Music! Sparkling Animation!

for

TV COMMERCIALS

JINGLES

CHANNEL IMAGE ID'S

MODERN RADIO PLANS

Any spot identifying you must be of higher quality than anything else broadcast!

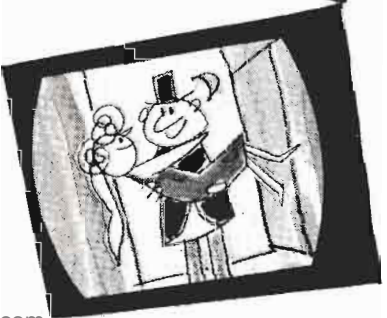
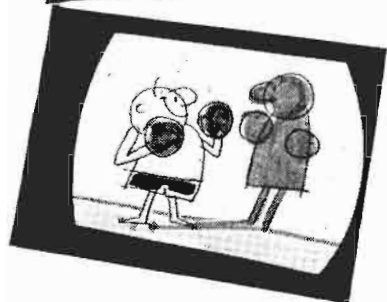
MUSIC BY LARRY ELGART

ART BY ABE AJAY

ANIMATION BY ELEKTRA

**MODERN BROADCASTING
INCORPORATED**

545 Fifth Ave., N. Y. 17, N. Y. YU 6-5564



AM-TV COMMERCIAL PROD.

Audio Productions, Inc.

630 Ninth Ave., N.Y.C. 36
Phone: PL 7-0760

President.....Frank K. Speidell
Vice Pres.....Herman Roessle
Vice President.....T. H. Westermann
TV Dept. Mgr.....Harold R. Lipman
Secy.-Treas.....P. J. Mooney
Services Offered—Producers of all types of TV commercials and sponsored films. Production facilities. Live action, animation, opticals, etc.

Aurvid Productions

P. O. Box 413, Phila., Pa.
Phone: LOcust 4-4429

Manager.....F. O. Pease
Services Offered — All TV film, comm'l facilities; live, package, film production; animation, package, TV shows.

Bil Baird's Marionettes

59 Barrow St., N. Y. C. 24
Phone: YUkon 9-9840

Partners.....Bil and Cora Baird
Personal Manager.....Paul Rosen
Services Offered—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

Bandelier Films

1837 Lomas Blvd., NE, Albuquerque, N. M.
Phone: CHapel 3-5848

PresidentR. Stevens
Services Offered — Technical trng. films; live action & film TV comm'l facilities.

Thos. J. Barbre Productions

2130 S. Belleire St., Denver 22, Colo.
Phone: SK 6-8383

ProducerThos J. Barbre
Asst. Mgr.....Anita T. Barbre
Dir. Sound.....Paul F. Emrich
Dir. Photography.....H. J. Anderson
Services Offered—Complete motion picture production service—script, photography, editing, sound recording, stage, mobile units, theater; nationally. Industrial, business films; TV spots.

Basch Radio & Television Productions

17 E. 45th St., N.Y.C. 17
Phone: MU 2-8877

PartnerCharles J. Basch, Jr.
Partner.....Frankie Basch
Services Offered — TV film commercials, animated and live; film programs, industrial, training, and fund-raising films; radio commercials, jingle, gimmick & dramatized.

Bay State Film Productions, Inc.

35 Springfield St., Agawam, Mass.
Phone: RE 4-3164

PresidentMorton Read
V.P., Sls.....D. D. Doyle
Services Offered—Film comm'l production.

Beacon Television Features, Inc.

115 Newbury St., Boston 16, Mass.
Phone: COmmonwealth 6-6881

PresidentJ. L. Sanderson
Services Offered—TV film commercials; story-boards, feature film production.

V. S. Becker Productions

551 Fifth Avenue, N.Y.C. 17
Phone: MU 2-0777

Exec. Prod.....Viola S. Becker
SalesThomas W. Bieder
Services Offered — TV & radio package shows & commercials; live, recorded & filmed. Casting. Industrial films.

Real Benoit Film Productions

2161 St. Catherine St., W., Montreal, Canada
Phone: WEllington 3-7339

PresidentReal Benoit
Secretary-TreasurerPietro Guerci
Services Offered—16 & 35mm film production; fully equipped sound stage; bilingual productions, French & English.

Russell R. Benson Productions

136 N. Delaware St., Indianapolis, Ind.
Phone: MElrose 7-0306

PresidentR. R. Benson
Services Offered—Film spot commercials; industrial, educational films.

Bernard-Degen Productions

1601 N. Gower, Hollywood 28
Phone: HO 5-9886

PartnerVince Degen
Services Offered—Creators, producers of musical commercials, TV & radio; arrangements (vocal & instrumental); underscoring to animation & live action.

Guy Biddick

1046 So. Olive St., Los Angeles 15, Cal.
Phone: RI 9-8800

ManagerGuy Biddick
Office Mgr.....Barbara McNeY
Traveling Rep.....Burton Zoul
Services Offered—Animation of product or trademark, commercial spots on film.

Biever & Stein Productions, Inc.

550 Fifth Ave., New York 36
Phone: PLaza 7-6454

take 3 giant steps

for  contemporary ideas

for  inspired concepts

for  new directions

*your next
TV commercial
deserves the
individual care
of*

**JAMES
LOVE**

productions, inc.

115 West 45th Street
New York 36, N.Y.

JU 2-1633

For
AD AGENCIES
See Page 115

For
**AGENCY TIME
BUYERS**
See Page 174

For
**CANADIAN
AGENCIES**
See Page 168

For
**AGENTS and
MANAGERS**
See Page 726

For
**PROGRAM
PRODUCERS**
See Page 877

AM-TV COMMERCIAL PROD.

President Curtis Biever
Secretary-Treasurer Lou Stein
Services Offered—Radio-TV commercials,
film backgrounds, musical jingles.

**George Blake Enterprises,
Inc.**

1600 Broadway, N.Y.C. 19
Phone: Circle 5-4582

President Mrs. Jean Blake
Production Dir. Robt. Kingsley
Supvr. Editor R. Jacques
Services Offered — Comm'ls, industrial,
films, synd. spots.

Brass Dolphin, Inc.

Biltmore Hotel, N. Y. 17, N. Y.
(See Program Producers)

Bray Studios Inc.

729 Seventh Ave., N.Y.C. 19
Phone: CI 5-4582

President J. R. Bray
V.P., Prod. Mgr. Paul A. Bray
Treasurer M. Bray
Animation Directors Max Fleischer,
W. G. Gilmartin

Film Dist. Mgr. B. D. Hess
Sales Paul Bray, Jr.

Services Offered—Producers and distribu-
tors of all types of films for TV use includ-
ing technical animation and cartoons. Spe-
cialize in industrial training and sales films,
as well as health, safety and films for the
military. Safety-training films in Spanish
translation. Tape equipment available.

Wm. F. Broidy & Company

5501 Wilshire Blvd., Los Angeles 36
Phone: WE 3-7461

Owner Erwin Yessin
Services Offered — Commercials & pro-
grams.

Bill Burrud Productions

Station KTTV, Sunset & Van Ness,
Hollywood 28, Calif.

Phone: HOLLYWOOD 3-8181

President Bill Burrud
Services Offered—TV live programs & film
shows; commercials; shorts; color anima-
tion; package film shows; TV scripts.

S. W. Caldwell, Limited

447 Jarvis St., Toronto 5, Ont.
(See TV Prod.-Dist.)

Calhoun M. P. Producers

264 E. 78th St., N.Y.C. 21
(See TV Prod.-Dist.)

Calif. Internat'l Productions

6710 Melrose Ave., Hollywood, Cal.
Phone: WE 9-1491

President H. F. O'Donnell
Services Offered — TV film shows &
comm'ls; religious films; shorts, educ. & in-
dust.

**California Studios
Incorporated**

650 N. Bronson St., L. A. 4, Cal.
Phone: HO 2-7141

President P. N. Krasne
Services Offered — TV film shows &
comm'ls; soundies; B & W animation; pack-
ages.

Lars Calonius Prods., Inc.

45 W. 45th St., N.Y.C. 36
Phone: PL 7-0350

President Lars Calonius
Services Offered—Full animation facilities.
Story boards. Live action.

The Camera Mart, Inc.

1845 Broadway, N.Y.C.
Phone: PL 7-6977

President Irving Browning
Manager Samuel Hyman
Sales Promotion Paul Meistrich
Treasurer H. V. Browning
Secretary Ann Browning
Services Offered—Manufacture, sell, rent,
repair 35mm & 16mm professional motion
picture production equipment; TV film cam-
eras, projectors, sound systems, lighting, film
editing & handling equipment, doilies, tri-
pods, mike booms.

**Campus Film Productions,
Inc.**

20 E. 46th St., N.Y.C. 17
Phone: MU 2-8735

President Nat Campus
Exec. Producers Jules Krater, John Zane
Services Offered—Film and TV commercial
production under contract.

**Canadian Film Industries Co.,
Ltd.**

310 Lakeshore Rd., Toronto 14, Canada
Phone: CL 1-5211

President Arthur D. Gottlieb
Services Offered—TV film shows, comm'ls;
shorts; animation, B & W & color; facilities
rented.

Canyon Films of Arizona, Inc.


834 N. 7th Ave., Phoenix, Ariz.
Phone: AL 2-1718

Producer R. Boley
Photography Robt. Allen
Services Offered—Production TV com-
mercials, industrial & pub. rel. films: 16/35 mm
animation & live action.

Capital Film Service

224 Abbott Rd., E. Lansing, Mich.
Phone: ED 2-3544

President J. R. Hunter
Services Offered—TV live and film shows;
commercials, soundies, shorts. B & W & color
animation, music, scripts.

AM-TV COMMERCIAL PROD. 

Capitol Records, Inc.

1750 N. Vine St., Hollywood 28
Phone: HO 2-6252

President Glenn Wallichs
Gen. Mgr. George R. Jones
Natl. Sls. Mgr. Herbert I. Sachs
Services Offered — Custom recording for records, radio and TV; mastering, processing; full library of production music.

Capt. Z-Ro Productions, Inc.

209 E. 56th St., N.Y.C. 22
Phone: EL 5-7943

President Henry Brown
Services Offered — TV commercials and film shows.

Carla Productions, Inc.

245 West 55th St., New York 19, N. Y.
Phone: JUdson 2-4477

President Carl A. Carbone
Secretary Murray Ramson
Prod. Mgr. Joseph Carbone
Services Offered—Production of promotional films for TV and theatrical distribution; TV commercials, industrial, documentaries, and trailers.

Carter & Galantin of Georgia, Inc.

752 Spring St., N.W., Atlanta 8, Ga.
Phone: TRinity 5-7144
N. Y. Phone: CHelsea 3-3377

President & Treas. C. G. Francke

Vice Pres. & Secy. Henry E. Carter
Vice Pres. & Gen. Mgr. Durwood P. Walters
Services Offered—Facilities for creation & production of motion picture, slidefilm & TV commercials for industry, ed. institutions & government; producer svcs. & equipment rentals; point of purchase displays, sales aids. Tape equipment available.

Current Productions — Southern Railway System, U. S. Navy & Air Force, York Corp., Gordon's Potato Chips, Childre & LaFlam.

Cascade Pictures of California

1027 N. Seward, Hollywood 38, Calif.
Phone: HO 2-6481

President Bernard J. Carr
Vice Pres. Roy Seawright
V.P. Prod. Vaughan Paul
Director. George B. Seitz, Jr.
Prod. Mgr. Doug Travers

Services Offered—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

Cate and McGlone

1521 Crossroads of World, Hollywood 28
Phone: HO 5-1118

President. T. W. Cate
Secretary. E. D. McGlone
Services Offered — Commercials; production—scripts, storyboards, editorial, photography.

DAVID COOPER

LILIAN JONES

Pioneer PRODUCTIONS, INC.

A Creative

**Editorial and Production Service for Television,
Theatrical and Commercial Motion Pictures**



A Combined Total of Over 45 Years' Experience
In All Phases of Motion Pictures and Television



619 West 54th Street, New York 19, N. Y.

JUdson 6-7633

**Centron Corporation
Incorporated**

W. 9th at Avalon Rd., Lawrence, Kans.
Phone: VI 3-0400

President.....A. H. Wolf
Services Offered—Industrial, educ. films;
filmed spots.

Hu Chain Associates

15 E. 48th St., N.Y.C. 17
Phone: PL 5-5240

Owner.....Hubert V. Chain
Services Offered — Radio-TV and motion
picture production, direction and script writ-
ing.

**Charter Oak Tele-Pictures
Inc.**

423 E. 90th St., N.Y.C.
Phone: TR 6-5600

President.....Louis Cavrell
Secretary.....Olin Cavrell
Treasurer.....Olin Cavrell
Services Offered—Production facilities for

TV and industrial 16 and 35 mm color and
black & white films. Medical and dramatic
films. Printing and processing lab. Editorial
rooms. Sound stage rentals for automobile
commercials.

Chicago Film Studios

56 E. Superior St., Chicago 11
Phone: WH 4-6971

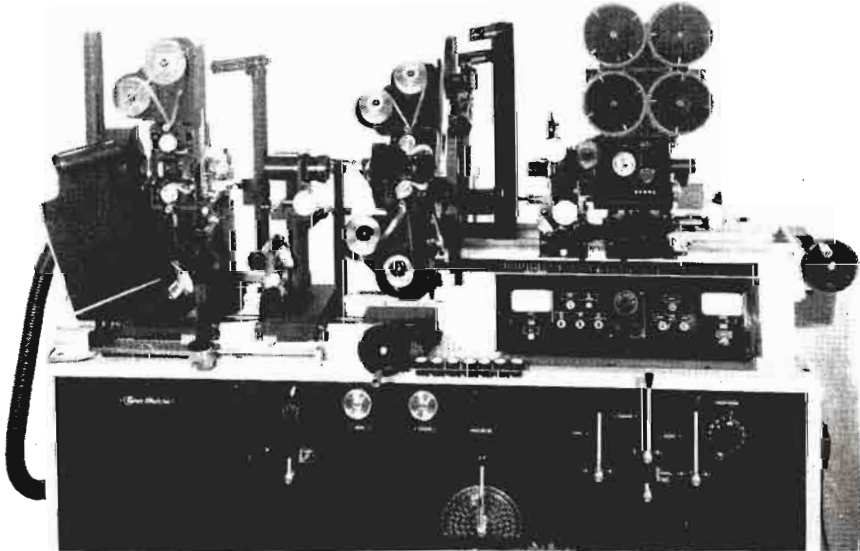
President.....A. G. Dunlap
Dir. of Sales.....Robert D. Casterline
Prodn. Mgr.....Russell T. Ervin, A.S.C.
Laboratory Mgr.....Walter Rice
Services Offered—Complete 16 & 35 mm
film production facilities; sound stages, RCA
sound recording, optical effects, Art Depart-
ment, complete processing laboratory.

**Christensen-Kennedy
Productions**

2624 Harney St., Omaha 31, Nebr.
Phone: AT 2977

Prod. Ptnrs....D. Kennedy, R. Christensen
Gen. Sls. Mgr.....Herb Hellwig

**Eastern's Know-How = Quality
World's Finest Equipment = Service**



ART TO FILM . . . finest and fastest
Eastern Engineered Effects

MAURICE SAM MAX LEVY
Eastern Effects, Inc.

is a complete producers
aid service designed to
solve your optical
problems with highest
quality and speed.

333 WEST 52nd STREET NEW YORK 19, N. Y.

CI 5-5280

AM-TV COMMERCIAL PROD.

West Coast Rep.....Jack Silver
Mgr., Motion Picture Prod.....B. Hufstader
EngineerRoger Wing
Services Offered—TV comm'ls, animations,
live action, industrial & business-sponsored
films; lab. processing.

**Churchill-Wexler Film
Productions**

801 Seward Ave., Los Angeles 38
Phone: HO 2-6671

Ptnrs.....S. Wexler, R. Churchill
Services Offered—Produce educational and
industrial films.

Cine-Audio Alberta Co., Ltd.

10251 106th St., Edmonton, Alberta, Canada
Phone: GArden 2-2017

Services Offered—TV commercials filmed,
shorts, newsreels, animation, color & B & W
processing, color & B & W prints.

Cinecraft Productions, Inc.

2515 Franklin Blvd., Cleveland 13, O.
Phone: SU 1-2300

PresidentR. Culley
Services Offered—Synd. spots; comm'ls.

Cineffects, Inc.

115 W. 45th St., N.Y.C.
Phone: CI 6-0951

PresidentNat Sobel
Sec'y-TreasIrving Hecht
Services Offered—Animation, special ef-
fects, titles, mats, inserts, black & white or
color, 16 or 35 mm.

Cinesound, Limited

552 Rogers Rd., Toronto, Ont.
Phone: RO 2-7338

President.....B. Bach, Jr.
Services Offered—Shorts, film comm'ls;
color, B & W animation; music; scripts;
packages; studio, facilities rental.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38
Phone: HO 5-3376

ProducerH. Lehman
Wrtr., Dir.....G. McKiddy
SalesJ. Lehman
Services Offered — Commercials, indust.
films; editing services; sound; trng. films,
public relations.

Cinetoon Productions

1847 Fort St., Honolulu, Hawaii

Exec.M. D. Meyers
Services Offered—Industrial films; synd.
spots; comm'ls.

Cine-Video Productions, Inc.

Boston Post Rd. at Cine Video La.
Milford, Conn.
Phone: TR 4-6590

Pres., Exec. Prodr.....Garo W. Ray
Tech. Dir.....Kenneth F. Rieke
Services Offered—Compl. motion picture
services for industrial & educational produc-
tions. Complete sound stages, recording &
dubbing studios, release printing — color,
B & W, processing, & all other film services.

Impa Productions, Ltd.

660 Madison Avenue

New York 21, N. Y.

TEmpleton 2-9200

Irving Mansfield — Peter Arnell

Coastal Film Services, Inc.

321 W. 44th St., N.Y.C. 36
 Phone: JUDson 2-7780

President Manuel Casiano
Services Offered—Complete services including optical effects, animation, titles, film consultants.

Coastal Recording Co., Inc.

136 W. 52nd St., N.Y.C. 19
 Phone: CI 6-3900

Executive Vice Pres.....Arthur Shaer
Services Offered—Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Each chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

Coffman Films, Inc.

4519 Maple Ave., Dallas 19, Tex.
 Phone: LA 8-3692

PresidentH. Coffman
 Production Manager.....H. Greene

John Colburn Assoc., Inc.

1122 Central Ave., Wilmette, Ill.
 Phone: BR 3-2310

PresidentJ. E. Colburn
 Vice President.....H. Ushijima
Services Offered—16/35 mm industrial & TV film & comm'ls' sound stage, production facilities.

Colmes-Werrenrath Prod. Inc.

1037 Woodland Dr., Glenview, Ill.
 Phone: PArk 9-0011

PresidentW. Colmes
 Exec. V.P.....R. Werrenrath
 Vice President.....W. Bennett Phillely
 Asst. Exec.....T. R. Bohn
Services Offered—Creation, production, direction, writing; studio, editing, projection facilities.

Current Productions — Commercials for Whirlpool Corp., Presto, Revere Camera; No. American Van Lines.

Commerce Pictures

525 Poydras St., New Orleans, La.
 Phone: MA 5026

PresidentR. Wiegand
Services Offered—Comm'ls; art; special effects.

Commercial Recording

P. O. Box 6726, Dallas 19, Tex.
 Phone: RI 8-8004

PresidentTom Merriman
 Vice President.....Bob Farrar
 Vice Pres., Sales.....Dick Morrison
 Production Manager.....Tom Gwin
 Record. Spvsr.....Robert Farris
Services Offered—Commercial advertising records, station jingles & station sales aides.

Motion Pictures

PAUL HANCE PRODUCTIONS, INC.

1776 BROADWAY
 NEW YORK 19, NEW YORK

Circle 5-2424



AM-TV COMMERCIAL PROD.

**Commercial Syndicated
Films, Inc.**

1431 N. Wells Ave., Chicago 10, Ill.
Phone: WH 4-7477

President.....W. R. Johnson
Vice President.....I. Bell
Production.....Paul Kalacnik
Services Offered — Color animated synd. comm'ls.

**Commodore Productions &
Artists, Inc.**

6636 Hollywood Blvd., Hollywood 28
Phone: 9-7502

Pres., Prod.....W. White, Jr.
Prod. Dir.....Ed. Woodworth
Prod. Superv.....W. White, III
Services Offered—TV live & film programs, shows; comm'ls; industries; film packages.

Concord Company

9006 Sunset Blvd., Hollywood 46, Cal.
Phone: BR 2-7801

Ptnrs.....C. Pucnell, L. Atkinson
Services Offered—TV live & film shows; industrials; religious films; color, B & W animation; scripts; packages.

Condor Films, Incorporated

1006 Olive St., St. Louis 1, Mo.
Phone: MA 1-8876

President.....Bradford Whitney
Treasurer.....Edgar F. Stevens
Services Offered—Producers of 16 mm &

35 mm motion pictures, slide films, and other visual and audio-visual materials for sales promotion, public relations, advertising, television programming, TV comm'ls, training & sports uses.

Consolidated Film Industries

521 W. 57th St., N.Y.C.
Phone: CI 6-0210

959 Seward St., Hollywood
Phone: Hollywood 9-1441

President.....Herbert Yates
Vice Pres.....Douglas Yates
V.P., W. Coast Mgr.....Sidney Solow
Services Offered — Processing of motion picture film.

**Continental Film Productions
Corporation**

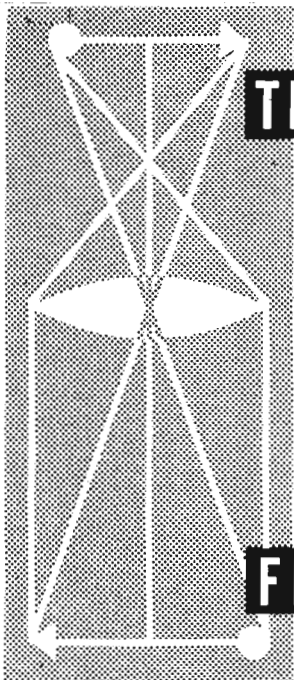
539 Vine St., Chattanooga, Tenn.
Phone: AM 7-4302

President.....James E. Webster
Vice Pres.....Gene A. Carr
Secretary.....Thomas Crutchfield
Treasurer.....H. L. Thatcher
Gen. Sales Mgr.....Joseph Lawson

Services Offered—Animation, producers of industrial and educational films & sound slide films, producers of film spot commercial. Tape equipment available.

**Cousens-Blair Productions,
Inc.**

1600 Broadway, N.Y.C. 19



TELEVISION GRAPHICS inc.

producers of television film commercials

- LIVE ACTION
- ANIMATION
- STOP MOTION
- REAR SCREEN
- PROJECTION (MITCHELL)

FILM GRAPHICS inc.

producers of industrial and educational films

369 LEXINGTON AVENUE, NEW YORK 17

MU 6-5255

AM-TV COMMERCIAL PROD.

Phone: CO 5-7380

President.....Clayton W. Cousens
 Vice Pres.....John K. Cousens
 Vice Pres.....Leonard Blair
Services Offered—Production in color or black & white of TV commercials, industrials, educationals, documentaries.

Roland D. Crandall Productions

31 Heusted Dr., Old Greenwich, Conn.
 Phone: NE 7-0425

President.....R. D. Crandall
Services Offered—Producer of commercial films.

Craven Film Corporation

330 E. 56th St., N.Y.C. 22
 Phone: MU 8-1585

President.....Thomas Craven
 Prodn. Mgr.....Bill Robinson
Services Offered—Production of TV commercials, live and animated.

Crawley Films, Limited

19 Fairmont Ave., Ottawa, Ont.
 Phone: PA 8-3513

President.....F. Crawley
 Vice President.....Graeme Fraser
 Dir. of Admin.....C. Everett
 Prod. Manager.....Thomas Glynn
 Chief Eng.....Rod Sparks
 Office Manager.....Alex Murray
 Lab. & Quality Control.....Ivor Lomas
 Accounts.....Paul Naish

Services Offered—Films, sponsored & TV; commercials; production; animation; lab.

Creativision

1780 Broadway, N.Y.C. 19
 Phone: CI 5-4830

President.....Victor Kayfetz
 Asst. to Pres.....Seymour Posner
 Art Director.....Abe Blashko
 Animation Supervisor.....Leo Levko
Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

CR Enterprises, Ltd.

1148 S. Shendoah St., Los Angeles 35, Calif.
 Phone: BR 2-6884

Pres. Prod.....C. Roth
Services Offered—Film commercials; no animation.

Bing Crosby Productions

9028 Sunset Blvd., Los Angeles 46, Cal.
 Phone: CRestview 1-1171

President.....Harry L. Crosby
 Exec. V.P.....B. F. Grillo
Services Offered—Synd. spots; comm'ls.

Crossroads TV Productions

1121 S. Glenstone, Springfield, Mo.
 Phone: UNiversity 2-4422

V.P.'s.....J. Mahaffey, E. Siman, Jr.
Services Offered—Film spots; live shows. Tape equipment available.

EMPIRE



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SOUND RECORDING
 AND
FILM PRODUCTION
 FACILITIES

- Disc & Tape Sound Recording • Air Conditioned Studios
- 16mm & 35mm Film Production • Closed Circuit Projection

480 LEXINGTON AVE., NEW YORK 17, N.Y. — YUkon 6-5700

AM-TV COMMERCIAL PROD. 

CTN Advertising Counselors

(Div. of Commercial Telecast Networks, Inc.)

11 Broadway, N.Y.C. 4

Phone: BOWling Green 9-6296

Vice Pres.....William F. Hogan
Secretary.....D. C. Durant

Services Offered—TV consultants and production supervisory service to advertising agencies in the creation and execution of TV advertising, both live and film. By contract only.

Cue Recordings, Inc.

117 W. 46th St., N.Y.C. 36

Phone: PLaza 7-3641

President.....Sholom Rubinstein
Vice President.....Mel Kaiser
Secretary-Treasurer....Bernard Rubinstein

Services Offered—Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high-speed tape duplication.

Cummings Productions, Inc.

4 W. 56th St., N.Y.C. 19

Phone: PL 7-6452

President.....R. W. Cummings
V.P., Industrials.....A. J. Pocock

Services Offered—Creation and production of industrial shows, sales mtgs., film scores, & Radio & TV commercials.

Dalton Film Company

813 Daniel Bldg., Tulsa 3, Okla.

Phone: LU 5-9973

President.....R. Kurtz
Services Offered—TV live & film shows; live & film packages.

Lee Davis Productions

299 Madison Ave., N.Y.C. 17

Phone: YUKon 6-7290

Owner.....Lee Davis

Services Offered — TV live shows & comm'ls; live packages.

Phil Davis Musical

Enterprises, Inc.

59 E. 54th St., N.Y.C. 22

Phone: MU 8-3950

President.....Phil Davis
V.P., Mus. Dir.....Earl (Nemo) Paul
Secy., Treas.....Loretta H. Davis
Production Mgr.....Joe Rhodes
Copy Director.....E. C. (Bud) Redding
Exec. Secretary.....Renee Strum
Sls. Dir. & Acct. Exec.....Gerard D. Gilard

Services Offered—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies & film producers; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

Gordon M. Day Productions

15 W. 44th St., N.Y.C. 36

Phone: MURray 2-5299

Pres., Creative Dir.....Gordon M. Day

NOW IN PRODUCTION!

● **POEM FOR A DAY**

A new film series of 365 two minute inspirational poems by NICK KENNY—beautifully narrated-organ music background

● **ROCKIN' THE CAMPUS**

A full length entertaining feature about the teen age rock & roll craze

● **PARADE OF PRESIDENTS**

An authentic & exciting documentary about America's Presidents. From George Washington to Eisenhower.

MAURICE H. ZOUARY

TV-FILM PRODUCTIONS

333 West 52nd Street, N. Y. 19

JUDson 2-6185

AM-TV COMMERCIAL PROD.

V.P., Prodn. Super.....Carol Bulkley
 TreasurerLeo L. Reich
Services Offered — Writing-production of TV (film) & radio jingles & spots; adv. agency consultants on preparation & production of commercials.

De Frenes Company

1909-17 Buttonwood St., Phila. 30, Pa.
 Phone: LO 3-1686

Pres., Sales.....J. DeFrenes
 SecretaryR. DeFrenes
 Prod. V.P.....M. Levanios
Services Offered—Comm'ls; programs. Industrial shorts.

Gene Deitch Assoc., Inc.

43 W. 61st St., N.Y.C. 23
 Phone: CI 7-1970

PresidentG. Deitch
 ProductionK. Drake
Services Offered—Animation film.

Demby Productions, Inc.

1 W. 58th St., N.Y.C. 19
 Phone: PL 9-2495

PresidentEmanuel H. Demby
 Vice Pres.....Betty Jeffries
 Creative Dir.....Allen Swift
 ResearchAlexander Marshack
 Client Relations.....Rowena Pearl
Services Offered—Live, film and recorded commercials. Animation. Jingles. Music.

Panels for pre-testing commercials via Motivation Research Associates, affiliated firm.

Florian de Narde

3 E. 57th St., New York City
 Phone: PL 3-7030

OwnerF. de Narde
Services Offered—Comm'ls; documentaries; industrials.

Jack Denove Productions, Inc.

6611 Santa Monica Blvd., Hollywood
 (See TV Prod.-Dist.)

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15, Mass.
 Phone: BE 2-5722

Pres.J. Dephoure
 Vice Pres.....M. Levy
Services Offered—Comm'ls; industrials; synd. spots.

Depicto Films Corporation

254 West 54th St., N.Y.C. 19
 Phone: COlumbus 5-7620

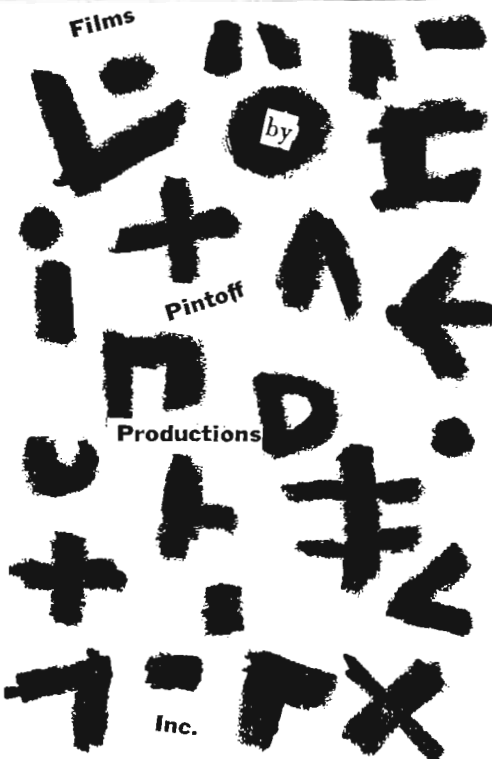
Board Chairman.....John Hans
Services Offered—Producers of industrial motion pictures, filmagraphs, color sound slidefilms, filmstrips, slide presentations, trade shows, vugraph presentations. Creation & prod. of compl. sls. trng. programs, incl. films & assoc. literature.

ANIMATE ME!



AND WIN A FREE SCREENING OF THE H.F.H. REEL

animation . live action . industrials
H.F.H. PROD. INC. 216 E. 49th ST. N. Y. C.
PL - 2 - 1940



AM-TV COMMERCIAL PROD.

Desilu Productions, Inc.

780 Gower St., Hollywood 38, Calif.
Phone: HO 9-5911
(See TV Prod.-Dist.)

Director L. Savin
Services Offered — Spots, synd.; commercials.

Leo Diner Films

332 Golden Gate Ave., San Francisco 2
Phone: PR 5-3664

Exec. L. Diner
Services Offered—Spots; lab sound & TV recording; animation.

Walt Disney Productions, Inc.

500 S. Buena Vista, Burbank, Cal.
Phone: VI 9-3411
(See TV Prod.-Dist.)

Bd. Chmn. W. Disney
Adv. Dir. Card Walker
Production Wm. Anderson
Services Offered—Comm'ls; programs.

Douglas Productions

10 W. Kinzie St., Chicago 8
Phone: MO 4-7455

President P. C. Raymond
V.P.'s A. Jones III, D. Raymond
Services Offered — Educ., ind., TV films;
titing & animation; lab work; printing.

D.P.M. Productions, Inc.

62 W. 45th St., N.Y.C. 36
Phone: MU 2-0040

President Maurice T. Groen
V.P., charge Prod. Ronald T. Groen
Services Offered—Industrial films, commercials, travel films, camera crews in U. S., Sweden, Austria, South Africa, Malaya, World Wide coverage. Color stock footage.

Du Art Film Labs, Inc.

245 W. 55th St., N.Y.C.
Phone: PL 7-4580

Exec. Vice Pres. Irwin Young
Vice Pres., Sls. Lou Feldman
Vice Pres., Prod. Paul Kaufman
Services Offered—Processing of black & white motion picture film.

Dudley Pictures Corporation

10589 Santa Monica Blvd., Los Angeles 25, Calif.
Phone: CR 1-7258

Exec. C. Dudley
Services Offered—Spots, syndicated; commercials.

Walter Christian Duennhaupt Film Productions, Inc.

1908 Florida Ave., N.W., Wash. 9, D. C.
Phone: EXecutive 3-7750

President, Producer W. C. Duennhaupt
Vice President Dr. Milton Cohen
Secretary Dr. Maxwell Cohen
Treasurer John A. Scherzer
Services Offered—Producers for TV feature films, live & animated commercials, musical shorts & puppet shows, documentaries in 35 & 16mm, B & W, and color. Tape equipment available.

Cal Dunn Studios

159 E. Chicago, Chicago 11
Phone: WH 3-2424

President Cal Dunn
Vice Pres. Joseph G. Betzer
Exec. Art Dir. "Yar" Yarbrough
Creative Services Dir. Helen A. Krupka
Services Offered—Complete facilities for both live action and animated TV commercials, writing, storyboard, sound 35 & 16 mm cameras, editing equipment.

Dynamic Films, Inc.

405 Park Ave., N.Y.C. 22
Phone: PL 1-7447

President Nathan Zucker
Exec. Vice Pres. Lee R. Bobker
Vice President Lester S. Becker
Exec. Producer Sol Feuerman
Distribution Dir. Gerald Carrus
Sound Supvr. Jas. H. Townsend, Jr.
Editorial Supvr. Irving L. Oshman
Programming Director E. A. Humeston
Services Offered—Compl. prod. & distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Film Studios, Medical Dynamics, Alan Shilin Films, Inc., Distribution Dynamics.

Eastern Effects, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 5-5280

President Maurice Levy
Vice Pres. Samuel Levy
Sales Mgr. Max Levy
Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

Educational Films Corp. of America

1501 Broadway, New York City 36
Phone: PE 6-1780

President E. W. Hammons
Services Offered—Color & B & W animation; commercials; shorts; packages.

Elan-Porter Productions, Inc.

19 W. 45th St., New York 36, N. Y.
Phone: JU 2-1992

President R. Elan
Services Offered—Live & TV commercials, film; educ., industr. shorts; religious themes.

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood 38, Cal.
Phone: HO 5-2189

President B. B. Gottschalk
Services Offered — Industrials; commercials, phonograph recording; rental of facilities, including studios.

Elektra Film Productions, Inc.

33 W. 46th St., New York City
Phone: JU 2-3606

President A. Liss

AM-TV COMMERCIAL PROD.

Bus. Mgr.....S. Magdoff
Services Offered—Comm'l-industrial film service. Animated and live action scripts; storyboards.

Peter Elgar Productions, Inc.
75 W. 45th St., N.Y.C. 36
Phone: JU 6-1870

PresidentPcter Elgar
Vice President.....Robert C. Jacques
Secy.-Treas.Jessie Adamson
Services Offered—Industrials, educational, religious, television.

Elliot, Unger & Elliot, Inc.
414 W. 54th St., N.Y.C. 19
(See Screen Gems, Inc., TV Prod.-Dist.)

Charles Elms Productions Inc.
25 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 6-8877

President.....C. D. Elms
Vice President.....Charles D. Elms, Jr.
Secretary.....Ruth M. Elms
Services Offered—Photographic and animated; planning through production.
Current Productions—Commercials for Andre Richard, Bilco, Columbia Mills, IBM, Philip Morris, Assn. of Amer. R.R., Crown, Cork & Seal Co., Sperry Gyroscope Co., U. S. Navy.

Emerson Film Corporation
1037 Woodland Dr., Glenview, Ill.
Phone: PArk 9-0011
Services Offered—Comm'l's; synd. spots.

Empire Productions Corp.
480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-5700

Pres.Arthur Lubo
Vice Pres.....Fred de Jaager
Services Offered—TV commercials, industrial films, studio & editing facilities, closed circuit projection.

Robt. J. Enders, Incorporated
1001 Connecticut Ave., NW, Wash. 6, D. C.
(See Program Prod.)

Endorsements, Inc.
65 E. 55th St., N.Y.C. 22
Phone: PL 1-0320
1147 S. Beverly Dr., Los Angeles 35, Calif.
Phone: CR 4-5897

PresidentJules Alberti
Exec. V.P., Chmn. Exec. Comm...Tyler Davis
Sr. V.P.....Robert L. Montgomery
Vice Pres.....Harold S. Wadro, M.D.
Vice Pres.....Frederick G. Horan
V.P., Chf. Fin. Officer.....Arthur Steintal
Secy.-Treas.Hope Hills
Services Offered—Endorsements and testimonials, live and TV.

Enterprise Productions
13750 Saticoy St., Van Nuys, Cal.
Phone: TR 3-2730

Exec. Prod.....S. L. Weiss
Services Offered—All services.

Era Productions, Inc.
5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HO 2-2251

PresidentBrice Mack
SecretaryMilt Schaeffer
Services Offered—Animation & sound recording facilities. Standing kitchen.

Ted Eshbaugh Studios, Inc.
109 W. 64th St., New York 23
Phone: TR 3-0720

PresidentT. Eshbaugh
Services Offered—Educational shorts; TV film shows & comm'l's; color & B & W animation; packages.

Faillace Productions, Inc.
59 E. 54th St., N.Y.C. 22
Phone: ELdorado 5-1752

PresidentTony Faillace
V.P., Creative Dir.....Len Mackenzie
V.P., Musical Dir.....Bob Haggart
Mgr. Prod. & Sales.....Bob Nash
Office Manager.....E. S. Beitchman
Services Offered—Creation and production of musical commercials. TV scoring, arrangements & production of agency created jingles. Tape equipment available.

Current Productions—Arnold Bread, Buc Bonnet Margarine, Chase Manhattan Bank, Ford Cars & Trucks, Chiquita Banana, Eskimo Pie, Fairmont Milk, International Breweries, Parliament Cigarettes, Peter Paul Mounds, Phillies Cigars, Pound's Moisture Base, Post Cereal, Tide, Wheatena.

Jerry Fairbanks Prod. of Calif.

1330 N. Vine St., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Family Films Incorporated
5823 Santa Monica Blvd., Hollywood 38
Phone: HO 2-2243

PresidentS. Hersh
Services Offered—Film comm'l's; industrials; color & B & W animation; packages; facilities rented.

Farkas Films, Inc.
385 Third Ave., New York 16
Phone: MU 3-9937

PresidentNicholas Farkas
Vice President.....F. E. Robison
Secretary-TreasurerMary Finley
Services Offered—TV commercials, religious films, industrial films. Tape equipment available.

Ray Favata Productions, Inc.
165 W. 46th St., N.Y.C. 36
Phone: JU 2-5860

PresidentRaymond Favata

AM-TV COMMERCIAL PROD.

Vice President.....Carlton Reiter
Services Offered—Animated & live action films.

Current Productions — Film commercials for Hygrade Franks, Naia, Pils Beer, Nabisco Millbrook Farm Bread, 1960 Census.

Felix the Cat Creations, Inc.

355 Lexington Ave., New York 17
Phone: YUkon 6-5161

PresidentPat Sullivan
Vice President.....Joseph Oriolo
Secretary-Treasurer.....E. W. Poindexter
Services Offered—TV entertainment cartoons.

Current Production—Felix the Cat Series.

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48
Phone: OL 2-2612
119 W. 57th St., N.Y.C. 19
Phone: Circle 5-1070

Producer.....Paul J. Fennell
Services Offered—Producer of film spot commercials and of industrial and educational films. Animation specialist.

Filmack Corp.

1327 S. Wabash Ave., Chicago 5
Phone: HA 7-3395

PresidentIrving Mack
V.P., Sales.....Bernard Mack
Dir. Creative TV Sls.....Larry Woolf
Branch Office
630 Ninth Ave., N.Y.C.
Phone: PL 7-0900

TV Sales Mgr.....Don Mack
Services Offered—Theatre, TV and industrial films. Semi-animation, full cartoon animation, and live motion picture, slides and filmstrips. Creative staff available for agency use.

Film-Aide

509 Harrison St., Amarillo, Tex.
Phone: DR 3-3777

General Manager.....G. W. Tiffany
Production Manager.....David K. Patton
Services Offered—Synd. spots; industrial films, laboratory & editing facilities, sound recording. Tape equipment available.

Film-Art Service, Inc.

41 W. 47th St., New York 36, N. Y.
Phone: CI 6-2126

PresidentN. Sessa
Art Director.....Jerry Rosenfield
Services Offered—TV & industry animation & slide films, Art-Film effects, title specialists, animation services. Tape equipment available.

Film Associates, Inc.

4600 Dixie Hwy., Dayton 39, Ohio
Phone: AX 3-2164

President.....E. Raymond Aru
General Mgr.....Edward R. Lang
Services Offered—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

Filmaster Productions, Inc.

1150 Radford, N. Hollywood, Calif.
Phone: POplar 9-0550

President.....R. W. Stabler
Vice President.....G. N. Cook
Services Offered—Comm'l, industrial military program & feature films.

Film Commercials, Inc.

87 Madison Ave., New York City 16
Phone: ORegon 9-3970

Vice President.....J. C. Ryder
Sales Manager.....Charles T. Evans
Services Offered—Radio & TV services.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46
(See TV Prod.-Dist.)

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38
(See TV Prod.-Dist.)

Filmmercial Productions

1150 Radford, N. Hollywood
Phone: POplar 9-0550

Gen. Mgr.....W. H. FitzSimmons
Production Mgr.....Glenn Cook
Services Offered—A one stop commercial production service for both live action and animation films. Facilities include, ten fully equipped sound stages, complete sound, editorial, optical, tilting, animation, make-up, hair-dressing, property, set construction departments.

Filmex, Inc.

339 E. 48th St., N. Y. C. 17
Phone: PLaza 2-0078

PresidentRobert Bergmann
Vice President.....Wylie Adams
Producer-Director.....Shepard Traube
Casting Director.....Dorothy Klein
Services Offered—Film commercial production, TV programming, industrial film production.

Film File

(Pix Enterprises)

1615 Longridge, Sherman Oaks, Calif.
Phone: SState 8-7836

ProductionGeo. Grenville
Services Offered—Comm'l's & spots (synd.)

Film Graphics, Inc.

369 Lexington Ave., N.Y.C.
Phone: MU 6-5255

President.....Lee E. Blair
Treasurer.....Bernard Rubin
Services Offered—Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35 mm color and black & white—also 16 mm.

Film Opticals, Inc.

421 W. 54th St., New York City 19
Phone: PL 7-7120

PresidentL. Levy
Services Offered — Slide film comm'l's; slides & optical effects, animation, blow-ups.

Film Originals

6536 Robertson Dr., Boise, Idaho
Phone: 4-3602

Owners.....G. O. Smith, Helen S. Smith
Services Offered—Film subject production & distribution.

Filmways, Inc.

18 E. 50th St., N.Y.C. 22
Phone: PL 1-2500

PresidentMartin Ransohoff
Vice Pres.....Lee Goodman
Vice Pres.....Nick Webster
Dir. Inter. Sales.....William E. Huston
Services Offered—Live action, animation, stop motion, Ampex Video Tape, rear screen projection, completely equipped camera cars and sound stages, New York and Hollywood.

Fine Arts Productions

7779 Sunset Blvd., Hollywood 47, Cal.
Phone: HO 7-7107

PresidentJohn Wilson
Services Offered — Animation & film comm'ls.

Fiore Films

128 Mallory Ave., Jersey City 4, N. J.
Phone: Henderson 2-4474

Executive Director.....Al Fiore, Sr.
Services Offered—35/16 mm documentary, educ. & public service films, B & W or color, for TV, industry, public relations, religious & civic clients; sound slide films; live action & animated TV comm'ls.

Alan M. Fishburn Productions

333 N. Michigan Ave., Chicago 1, Ill.
Phone: DE 2-0657

Owner.....A. M. Fishburn
Services Offered—Live & film programs & comm'ls; packages.

Flagg Films, Incorporated

1427 N. La Brea Ave., Hollywood 28, Cal.
Phone: HO 2-0902

PresidentDon Flagg
ProducerT. Flagg
Production Dir.....L. Raimond
Services Offered—TV comm'ls & shows; medical, indu-str., and educ. films. Tape equipment available.

Fletcher Film Productions, Ltd.

RCA Bldg., 225 Mutual St., Toronto 2, Ont.
Phone: EM 3-8372

President.....H. D. Fletcher
Prod. Dir.....H. J. Moreland
Services Offered — Features, theatrical shorts; comm'ls.

Flicka Films

1431 N. Wells, Chicago 10, Ill.
Phone: SU 7-2251

Manager.....W. R. Johnson
National Sls.....J. C. Branscombe
Services Offered—Animation & live action comm'ls; slidefilms.

Focal Point Productions

342 Madison Ave., New York City 17
Phone: MU 7-8717

Execs.....G. Joseph, J. Strang
Services Offered—Industrial films & commercials.

Fordel Films, Inc.

1079 Nelson Ave., New York City 52
Phone: WY 2-5000

Pres., Exec. Prod.....Clifford F. Potts
Services Offered — Complete, production facilities, animation & sound stage.

Forrell, Thomas & Polack Associates, Inc.

157 West 57th Street, New York 19, N. Y.
Phone: Circle 6-9131

President & Treas.....Gene Forrell
Vice President.....Edward Thomas
Vice President & Sect.....Jim Polack
Business Mgr.....Nadina B. Swanson
Services Offered—Creation and production of radio and television singing commercials. Original scoring for TV, industrial and institutional films.

Fotovox, Inc.

1447 Union Ave., Memphis 4, Tenn.
Phone: BR 5-3192

PresidentElston Leonard
Vice Pres.....Peter Harkins
Services Offered—Motion picture production facilities for live action and animation. One 75x50 ft. sound stage. Seven channel sound mixing and recording. Four editing and one interlock screening room.

Foundation Films

161 W. 75th St., N.Y.C. 23
Phone: TRafalgar 3-1982

PresidentDwight Godwin
Services Offered—Production of public relations, industrial, & educational films; filmstrips; service from consultation through production & distribution to schools, TV stations etc.

Four Star Films, Inc.

4030 Radford Ave., N. Hollywood, Calif.
(See TV Prod.-Dist.)

George Fox Corporation

1512 Crossroads o' World, Hollywood 28
Phone: HO 4-2242

President.....G. S. Fox
Services Offered—Industrials, spots (synd.) & comm'ls.

Frazen Productions Inc.

1040 N. Las Palmas Ave., Hollywood 38
Phones: HO 9-9011, HO 7-6967

Proder. Dir.....Stanley Frazen
Proder. Dir.....Sherman Rose
DirectorTholen Cladden
Services Offered—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities.

AM-TV COMMERCIAL PROD.

Freberg, Limited

7781 Sunset Blvd., Hollywood, Cal.
Phone: HO 2-6973

Pres. S. Freberg
Manager Bob Klein
Services Offered—Humorous advertising campaigns, TV, radio, & print. Tape equipment available.

Current Productions—Kaiser Aluminum Foil, Coca-Cola Bottling Co., Butternut Coffee, Instant Ralston.

Allen A. Funt Productions

Croton-on-Hudson, N. Y.
Phone: CRoton 1-8847

President..... A. A. Funt
Services Offered—Comm'l's & industrial films & syndicated spots.

Galbreath Pictures, Inc.

2905 Fairfield Ave., Ft. Wayne, Ind.
Phone: HA 4147

President..... R. E. Galbreath
Chicago Sls..... C. L. Krebs, Jr.
Services Offered—TV & industrials.

Gallagher Films, Inc.

137 N. Oakland Ave., Green Bay, Wis.
Phone: HE 7-1307

President..... J. C. Gallagher
Services Offered—Half-hr. shows; producer of TV spot comm'l's.

William J. Ganz Company

(Div. of Institute of Visual Comm., Inc.)
40 E. 49th St., N.Y.C. 17
Phone: EL 5-1443

President..... William J. Ganz
Exec. Proder..... Herbert R. Dietz
Manager..... Vincent J. Capuzzi
Services Offered—Producer and distributor of 16 & 35 mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

General Film Productions, Inc.

2142 S. State St., Salt Lake City 15, Utah
Phone: AM 6-7244

Sls., Prod..... W. G. Mors
Services Offered—Comm'l's. live & TV film; color animation; educ., industr. shorts; laboratory.

General Pictures Corp.

4501 Pleasant Valley Rd., Cleveland 29, O.
Phone: VI 2-3636

President..... G. Oliva, Jr.
Vice President..... M. M. Horace
Services Offered—16/35 mm; newsreels & comm'l's, animation, still photography.

Current Productions—Sugar Dale, Ohio Bell Telephone, Cotton Club, Standard Oil Co.

Gerald Productions, Inc.

421 W. 54th St., N.Y.C. 19
Phone: PL 7-2125

Exec. Prod..... Gerald Auerbach
V.P., Sales..... Wm. V. Adams
V.P., Internat'l..... Hampus Morner
Ass't Prod..... Barbara Leventer
Creat. Prod..... J. Monostyrsky
Business Mgr..... Alfred Traum
Supvr. Editor..... Stuart Grant
Services Offered—Producers of TV programs, commercials, public relations & industrial films, production, sound, & editorial facilities.

W. J. German, Inc.

Jane St., Fort Lee, N. J.
(Sec TV Prod.-Dist.)

Gifford-Kim Productions

165 W. 46th St., N.Y.C. 36
Phone: JUdson 2-1591

President..... Lewis L. B. Gifford, Jr.
Vice President..... Paul W. Kim
Production Mgr..... Julia M. Whalen
Services Offered—Animated & live action commercials, educational, public relations & entertainment films.

Current Productions—Commercials for Chrysler Corp., Post Bran Flakes, Duncan Hines Cake Mixes, Army Reserve.

Sherman Glas Productions

7017 Sunset Blvd., Hollywood 28
Phone: HO 7-8151

President..... Sherman Glas
Secretary..... Maggi Farkas
Services Offered—Produce animated TV-radio spots.

Melvin L. Gold Enterprises

200 W. 57th St., New York City 19
Phone: COlumbus 5-0756

Owner..... M. L. Gold
Services Offered—Produces for TV & industry.

Gold Medal Studios, Inc.

807 E. 175th St., N.Y.C. 60
(See TV Prod.-Dist.)

Chuck Goldstein Productions, Inc.

730 Fifth Avenue, New York 19
Phone: JUdson 6-7477

President..... Chuck Goldstein
Sect. and Treas..... Ruth Goldstein
Services Offered—Producers of live and filmed commercials.

Gommi-TV, Inc.

305 E. 47th St., New York City 17
Phone: EL 5-7650

President..... A. Gommi
Producer, V.P..... B. Gray
Services Offered—TV comm'l's, promotional film.

**Harry S. Goodman
Productions, Inc.**

19 E. 53rd St., N.Y.C. 22
Phone: PL 5-6131

General Mgr.....Harry S. Goodman
V.P., Sales Mgr.....Everett F. Goodman
Asst. to Pres.....William Baron
Radio Dir.....Frank Gehrecke
TV Dir.....Stuart Wilson
Secretary.....H. D. Knuth
Services Offered—Jingles for local, regional and national advertisers. Original music and lyrics written to order. Storyboards originated and produced for TV using live action, cartoon animation or marionettes.

**Gotham Film Productions,
Inc.**

11 E. 44th St., New York City 17
Phone: MU 2-4450

Vice President.....Susan Wayne
Services Offered — TV film shows & comm'ls; Educ.; industrial; color & B & W animation; editorial.

Gotham Recording Corp.

2 W. 46th St., N.Y.C. 36
Phone: JU 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir. of Prog.....Fred Hertz
Services Offered—Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five disc lathes. Writing and productions staff available. Recording, editing, mastering, pressing. Comm'ls. Programs.

**Goulding-Elliott-Graham
Productions, Inc.**

420 Lexington Ave., N.Y.C. 17
Phone: LE 2-9014

President.....Edward R. Graham
Treasurer.....Raymond W. Goulding
Secretary.....Robert B. Elliott
Services Offered—Production of animated and filmed commercials, plus consultation with agency and client throughout all production phases.

**Grantray-Lawrence
Animation, Inc.**

716 N. LaBrea Ave., Hollywood 38
Phone: WE 6-8158

President.....Ray Patterson
Vice Pres.....Robert L. Lawrence
Secy.-Treas.....Grant Simmons
Services Offered—All types of animation films.

Gray & O'Reilly Studios

480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-4070

Vice Pres.....James E. Gray
Vice Pres.....John F. O'Reilly
Services Offered—Complete studio facilities, motion picture production. Sound stages, etc.

Lewis G. Green Productions

520 N. Michigan Ave., Chicago 11
Phone: WH 7-7440

General Mgr.....Lewis G. Green
Services Offered—Musical jingles, radio, TV, animation, consultation.

Ben Greene Film Productions

318 W. 51st St., N.Y.C. 19
Phone: PL 7-3858

Owner.....Ben Greene
Services Offered — Production of motion pictures for TV and commercials.

Abner J. Greshler

Sunset Towers W., 8400 Sunset, Hollywood 46
Phone: OL 4-5960

Services Offered — Industrial films; comm'ls.

**Grey Adv. Commercials
(Lanny & Ginger Grey)**

108 E. 96th St., N.Y.C. 28
Phone: ENright 9-7777

President.....Lanny Grey
Vice Pres.....Ginger Grey
Services Offered—Producers and packagers of programs, jingles and phonograph recordings; vocalists.

Guided Tour Productions

P O. Box 537, Crystal River, Fla.
Phone: SWift 5-3147

Execs.....Irene Crum, Jean McGowan
Services Offered — Produce & distribute public svc. educational travelogues for free TV use.

Current Productions—Guided Tour Travel Series, Miami, Las Vegas, Wash., D. C.

**Herman Hack Prod. &
Scripture Films**

2441 N. Beachwood Dr., Hollywood 28
Phone: HO 7-0557

Owner.....H. Hack
Services Offered—TV film shows; soundies; live comm'ls; scripts; synd. film.

Paul Hance Productions, Inc.

1776 Broadway, New York 19, N. Y.
Phone: Circle 5-2424

President.....Roy Moriarty
Secretary.....Nyman Keyes
Treasurer.....Henry Langsam
Sales Director.....Phillip Mellilo
Services Offered — Complete 35 & 16 mm production; studios; cutting rooms; animation; projection. Films for industry TV & govt. Technical staff for research, writing, and all photographic phases of motion picture production

Handel Film Corporation

6926 Melrose Ave., Hollywood 38, Cal.
Phone: WE 6-5924

President.....L. A. Handel
Secy.....M. Manning

AM-TV COMMERCIAL PROD.

Services Offered—Produces film series & comm's; distr. series.

Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.

Phone: TR 5-2450

New York Phone: JU 2-4060

President J. Handy
Vice President..... Oliver Horn
Sls. Develop..... G. Finch
Services Offered—Syndicated spots, commercials.

Hankinson Studio, Inc.

15 W. 46th St., N.Y.C. 36

Phone: JU 6-0133

President..... Frederick L. Hankinson
Services Offered—Producers of TV commercials and industrial films; modern animation equipment and editing service.

Hanna-Barbara Productions

1416 N. LaBrea Ave., Hollywood 28

Phone: HOLLYWOOD 5-4176

President George Sidney
V.P.'s..... Wm. Hanna, Jos. Barbera
Services Offered—Films for TV.

Hardrie Productions, Inc.

510 Madison Ave., New York City 22

Phone: AC 2-3354

President..... R. F. Craig
Mus. Dir., V.P..... H. Rood
Secretary Edith Graham
Services Offered—Create, produce musical commercials.

Harris-Tuchman Productions, Inc.

751 N. Highland Ave., Hollywood 38

Phone: WE 6-7189

Pres., General Mgr..... Ralph G. Tuchman
V.P., Creative Dir..... Fran Harris
Mgr., Sales Div..... Bennett Dolin
Prodn. Supervisor..... Fred Golt
Services Offered—Production of live action and animated TV commercials and industrial films. Creation and production of material originated by agency and/or client.

Harriscope, Inc.

355 N. Beverly Dr., Beverly Hills, Cal.

(See TV Prod.-Dist.)

Hartley Productions, Inc.

339 E. 48th St., N.Y.C. 17

Phone: EL 5-7762

President Irving Hartley
Secy.-Treas. Elda Hartley
Services Offered—Production & distribution of films for TV, industrials, commercials, public service and travelogue.

Health & Welfare Materials Center, Inc.

10 E. 44th St., New York City 17

Phone: MU 2-0283

President V. Weingarten

Services Offered—TV live & film shows, educ., packages.

Hearst Metrotone News, Inc.

450 W. 56th St., New York City 19

Phone: PL 7-4120

Exec. V.P..... C. B. Stratton
Production J. Michon
Services Offered—Film comm's; industrials; newsreels; packages; synd. film.

George Heid Productions

Penn Sheraton Hotel, Pittsburgh 30, Pa.

Phone: GR 1-3696

President G. Heid
Secretary..... Donna L. Seigh
Services Offered—TV & Radio programs, recording studios, slide film productions, tape recorder sales, transcriptions, phonograph records, Hi-Fi sound equipment sales. Tape equipment available.

Holland-Wegman Productions

207 Delaware Ave., Buffalo 2, N.Y.

Phone: MA 7411

Ptnrs..... E. Wegman, S. C. Holland
Services Offered—Create, produce 16/35 mm comm's & programs; laboratory.

Hollis Productions, Ltd.

5800 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-6282

President C. Irving
Services Offered—Live & Taped TV shows, comm's; packages; industrials.

Hollywood Film Commercials

932 N. LaBrea, Hollywood 38, Calif

Phone: OL 4-7100

President D. Commons
V.P.'s..... W. Ambrose, T. Goetz
Services Offered—Animated, live action comm's; special effects; opticals; storyboards.

Hollywood Film Company

956 Seward St., Hollywood 38, Cal.

Phone: HO 2-3284

N. Y. Phone: LO 3-1546

President Ben Teitelbaum
Secy., Treas..... Harry Teitelbaum
East Reg. Mgr..... S. Kaplan
Services Offered—Manufacture & distribute editing supplies & eqpt. for motion picture & video tape incl. reels, cans & shipping cases.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood

Phone: HO 4-2181

President Mickey Kaplan
Vice Pres..... Robert Warde
Services Offered—Developing and printing—Dailies and release prints. Black & White and color. Complete laboratory facilities.

Howard Radio-TV Productions

123 W. Chestnut St., Chicago 10, Ill.
Phone: MI 2-5877

Owner B. Howard
Services Offered—Produce comm'ls & programs.

Hubbard Hunt Productions

1459 N. Seward, Hollywood 28, Cal.
Phone: HO 5-8444

Production Dir.....H. Hunt
Services Offered—Color, B & W animation; live & filmed TV shows; shorts; packages, industrials.

Hunn, Fritz & Henkin Productions Inc.

(H-F-H Productions)
216 E. 49th St., N.Y.C. 17
Phone: PLaza 2-1940

PresidentHoward H. Henkin
V.P., Creative Dir.....Ronald Fritz
V.P., Animation Dir.....Daniel Hunn
Exec. Producer.....Larry Puck

Services Offered—Animation & live action TV comm'ls, industrials, & features; storyboards, soundtracks, script, studio photography.

Current Productions—Commercials for Gen. Electric, Buick, Coca Cola, B.T. Babbitt, H-O Oats, Best Foods, Howard Clothes, Labbatt's Ale.

Milton Harwitz

1553 Madrona Dr., Seattle 22, Wash.
Phone: EA 4-1108

Services Offered—Kinescope; produce TV programs, comm'ls; distr. films.

Imperial World Films, Inc. (IWF)

12 E. Delaware Pl., Chicago, Ill.
Phone: MI 2-6200

V.P., Sales.....R. Davis
Services Offered—Educ. & industr. films & spot comm'ls.

Independent Television Corp.

488 Madison Ave., New York City 22
(See TV Prod.-Dist.)

Intercontinental Television, S. A.

551 Fifth Ave., New York 17, N. Y.
(See TV Prod.-Dist.)

Riley Jackson Productions

6253 Hollywood Blvd., Hollywood 28
Phone: HO 3-2324

PresidentRiley Jackson
Services Offered—Complete production for radio and TV & motion pictures. Business films, commercials and shows. Creative & packaging services.

Jamieson Film Co.

3825 Bryan, Dallas, Texas
Phone: TA 3-8158

Pres.....B. Jamieson
TV Production.....J. Dickinson
Services Offered—Spots, comm'ls, industrials.

Jan Productions, Inc.

6611 Santa Monica Blvd., Hollywood 38
Phone: HOllwood 4-8331

PresidentA. Fairleigh
Vice Pres.....Jack Denvoe
Secretary.....Richard Denvoe
Services Offered — TV comm'ls & film shows.

Jenfred, Inc.

36 W. 57th St., N.Y.C.
Phone: CI 7-1429

PresidentC. M. Frederick
Secy.-Treas.....Grace Frederick
V.P.....Curtis Voss

Services Offered—Specialized projecting equipment, special projector for motion from stills, stock background pictures, special effects from pictures & slides.

Jewell Radio and Television Productions

612 N. Michigan Ave., Chicago 11
Phone: MO 4-5757

President.....James E. Jewell
Vice Pres.....W. Ralph Jewell
Secretary.....M. P. Casey
EditorJames Lawrence

Branch Offices

3062 Penobscot Bldg., Detroit 26
Phone: WO 3-6617

Exec-in-ChargeW. Ralph Jewell
1040 N. Las Palmas, Hollywood
Phone: HO 7-3111

ManagerMichael Baird
DirectorLewis Foster

Services Offered—Producers of industrial educational and TV films; radio and TV programs, commercial spots and jingles. Consultants to agencies and sponsors. All-inclusive package-production services; editing, directing, musical arrangements, supervision, casting, and related services.

Current Productions—The Silver Eagle, Pressure, Carnival of Youth, Starmaker Theater.

Jingle Mill, Inc.

201 W. 49th St., N.Y.C.
Phone: PL 7-5730

President.....M. Van Brink
Services Offered — Custom-made low-cost commercials.

Dallas Jones Productions, Inc.

430 Grant Pl., Chicago 14, Ill.
Phone: BU 1-8283

PresidentD. Jones
Bus. Mgr.....R. Bowen

AM-TV COMMERCIAL PROD.

Services Offered — Comm'ls & industrial films produced.

K & S Films, Inc.

5819 Wooster Pike, Cincinnati 25, O.
Phone: BR 1-3700

President.....J. R. Rabius
V.P.....S. H. Wilmink
Services Offered—Producers of industrials, slide films, live & animated comm'ls.

K & W Film Service Corp.

1657 Broadway, N.Y.C. 19
Phone: CI 5-8081

President.....Norman Witlen
V.P., Art Dept.....Ralph Koch
Services Offered—Opticals, titles, special effects, animation and animation photography.

Al Kane Productions, Inc.

1526 Sansom St., Phila. 2, Pa.
Phone: LO 3-0222

President.....A. M. Kane
Services Offered—Comm'ls & programs for TV; kinescopes; technical production & writing; consultants.

Victor Kayfetz Productions

1780 Broadway, N.Y.C. 19
Phone: CI 5-4830

President.....Victor Kayfetz
Client Service.....Irene Siegel
Asst. to Producer.....Seymour Posner
Services Offered—Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm production equipment, have animation stand, art equipment.

Keitz & Herndon

3601 Oak Grove, Dallas 4, Texas
Phone: LAkeside 6-5268

Ptnrs.....L. Herndon, Jr., R. K. Keitz
Services Offered—Production, animation—16/35 mm.

Sonny Kendis, Inc.

509 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-0890

President.....James Sonny Kendis
Services Offered—Musical commercials that tell the story and sell the product with quality and originality. Musical advisors to the industry.

Herbert Kerkow, Inc.

480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-4266

Pres., Treas.....Herbert Kerkow
Secretary.....Rosemond Kerkow
Services Offered—Sound stage and complete equipment for production of public relations and TV films.

Key Productions, Inc.

527 Madison Ave., New York City 22
Phone: EL 5-2180

President.....J. D. Kantor

Vice President.....W. M. Kahn
Services Offered—Industrials, comm'ls produced.

Klaeger Film Productions, Inc.

1600 Broadway, N.Y.C. 19
Phone: JU 2-5730

President.....Robt. H. Klaeger
Vice President.....John J. Fenton
Treas.....Peter F. DeCaro
Services Offered—TV & industrial motion pictures, live action & animation.

Kleiman Productions

7815 Milan Ave., St. Louis 14, Mo.
Phone: VO 3-6777

Production.....J. Kleiman
Services Offered — Industrials, syndicated spots, comm'ls.

William L. Klein Productions

301 E. Erie St., Chicago 11, Ill.
Phone: SU 7-9114

Pres., Exec. Prod.....W. L. Klein
Services Offered — TV & movie package shows, spots; business, industry, govt. clientele.

Kluge Film Productions

3200 N. Richards St., Milwaukee 12, Wis.
Phone: FR 2-0191

Sales.....D. R. Kluge
Production.....D. W. Kluge
Services Offered—16 mm color & B & W comm'ls, narrative or synchronous.

L & L Animation Service

480 Lexington Ave., New York 17, N. Y.
Phone: YU 6-9088

Ptnrs.....L. Lippman, I. Levine
Services Offered — Camera, art service—medical & industr. & TV spots.

La Brea Productions, Inc.

7417 Sunset Blvd., Hollywood 46, Calif.
Phone: HOLLYWOOD 4-7171

President.....O. Gail Papineau
Vice President.....Henry Ludwin
Sec. Treas.....Jas. E. Baumeister
Services Offered—An animation and live action staff for production of TV commercials, industrial and technical films. Special effects and inserts.

Lakewood Productions

2015 Kalamazoo, SE, Grand Rapids, Mich.
Services Offered—Films & comm'ls, educ. & indust., produced.

Lance Productions, Inc.

353 W. 57th St., N.Y.C. 19
Phone: PL 7-6167

President.....Lorraine Lester
Treasurer.....Samuel H. Evans
V.P., Secy.....George Lessner
V.P., Prodn. Coord.....Alford H. Lessner
V.P. Chg. of Sales, Assoc. Prod...Boyce Tuten

AM-TV COMMERCIAL PROD.

Services Offered—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

Kent Lane Films, Inc.

1253 S. 3rd Ave., Louisville 3, Ky.
Phone: ME 6-3911

Services Offered—Comm'ls, synd. spots.

Langlois Filmusic, Inc.

1755 Broadway, N.Y.C. 19
Phone: JU 6-5705

President.....C. O. Langlois, Jr.

Services Offered—Music library on tape, film and disc for TV, industrial and theatrical films. Live and pre-recorded scoring. Picture editing, narration, and music recording, mixing and sound effects library.

Herbert S. Laufman & Company

221 N. LaSalle St., Chicago 1, Ill.
Phone: RA 6-4086

President.....H. S. Laufman

Services Offered — TV live & film; live comm'ls; educational; industrials; packages.

Robert Lawrence Animation, Inc.

419 W. 54th St., N.Y.C. 19
Phone: JUdson 2-5242

Vice Pres.....Peter H. Cooper

Production Spvrs.....Kathryn Darrell

Dir., Sales.....Louise Stone

Services Offered—Production of animated films.

Current Productions — Lestoil, Hol-sum Bread, U.S. Steel, Reynolds Aluminum, Coca Cola, Gerber Baby Food, Ford Falcon.

Robert Lawrence Productions, Inc.

418 W. 54th St., N.Y.C. 19
Phone: JU 2-5242

President.....Robert L. Lawrence

Vice Pres.....Jerry Schnitzer

V.P., Edit. Optns.....Henry Traiman

V.P., Studio Optns.....Louis Mucciolo

V.P., Sales.....Martin Low

Treasurer.....Philip Kornblum

Branch Offices

LOUCKS & NORLING STUDIOS

418 W. 54th St., N.Y.C.
Phone: JUdson 2-5242

ManagerHoward M. Lawrence

ROBERT LAWRENCE PRODUCTIONS (CANADA) LTD.

38 Yorkville Ave., Toronto 5, Ontario
Phone: WALnut 5-5561

Vice Pres.....John T. Ross

LAWRENCE-SCHNITZER PRODUCTIONS, INC.

716 N. La Brea Ave., Hollywood
Phone: HOLLYwood 2-6358

PresidentRobert L. Lawrence

Vice President.....Gerald Schnitzer

GRANTRAY-LAWRENCE ANIMATION,

716 N. LaBrea, Hollywood
Phone: WEBster 6-8158

PresidentRay Patterson
Vice President.....Robt. Lawrence
Secy., Treas.....Grant Simmons

Services Offered — Producer of commercials, industrial films, film series; complete studio facilities; animation department, completely equipped.

Lee & Mogul Studios, Inc.

43 W. 61st St., New York City 23
Phone: JU 2-7379

Services Offered — Slide film comm'ls; slides & balops.

Carol Levene Productions

2011 Broadway, San Francisco 15, Cal.
Phone: WA 1-4772

ProductionCarol Levene

Services Offered—Research, writing, production: commercials, educational, industrial.

Jack Lewis Studios

5612 Wythe Ave., Richmond, Va.
Phone: AT 2-4157

Services Offered—Synd. spots & comm'ls.

Lewis & Martin Films Inc.

1431 N. Wells, Chicago 10
Phone: WH 4-7477

President.....William R. Johnson

Vice Pres.....Irving Bell

Prodn. Mgr.....Paul Kalachnik

SecretaryBetty L. Taylor

Services Offered—35 and 16 mm motion pictures; slide films; editing; sound recording; animation; TV and film art; studio rental, industrial and government films. Tape equipment available.

Current Productions — Munsingwear, Myzon Poultry Feed, Ceco Steel Co., Restonic Mattress, Grocerland Stores, Amer. Institute of Laundering.

Lou Lilly Productions, Inc.

5746 Sunset Blvd., Hollywood 28
Phone: HO 5-6325

PresidentLou Lilly

Secy.Jeannie Veje

Services Offered—Produce commercials of all types, one-minute to half hour. Black & white, color, TV. Industrial and sales training films.

Jack Lloyd

1445 Miller Way, Hollywood 46, Cal.
Phone: OL 6-4607

Executive Dir.....J. Lloyd

Services Offered—Script to screen production of jingles.

Arthur Lodge Productions, Inc.

21 W. 46th St., New York City 36
Phone: JU 2-5477

PresidentA. J. Lodge, Jr.

Services Offered—Industrials, documentaries, TV news, film spots, stock footage library.

AM-TV COMMERCIAL PROD.

James Love Productions, Inc.

115 W. 45th St., N.Y.C.

Phone: JU 2-4633

President James A. Love
Production Supervisor James Wille
Supervising Editor William Henry
Service Offered—Complete facilities for production of TV spots and programs, industrial films.

John W. Loveton Productions, Inc.

1606 N. Highland, Hollywood 28, Cal.

President J. W. Loveton
Services Offered—Produces commercials, programs; theater and radio.

Lux Brill Productions, Inc.

319-21 E. 44th St., N.Y.C. 17, N. Y.

Phone: OR 9-6320

Client Liaison Richard Dubelman
Exec. Asst. Donald Holtzman
Office Mgr. Anne Bauer
Services Offered—Complete facilities and production of live and animated motion pictures and slidefilm from idea to screen stage. Extensive experience in sales promotion, training, public relations, documentaries, and TV spot films.

C. P. MacGregor Co.

729 S. Western Ave., Los Angeles 5

Phone: DU 4-4191

Owner C. P. MacGregor
General Mgr. E. H. Lowry
Services Offered—Complete recording service; production of Radio shows and commercials.

Madison Productions, Inc.

60 E. 56th St., N.Y.C.

Phone: PL 8-2780

President Gerry Gross
Vice Pres., Treas. Frank B. Sawdon
Vice Pres., Secy. Rita Fillet
Services Offered—Package and produce radio and TV shows and live and film commercials.

Marshall Organization, Inc.

750 Third Ave., New York City 17

Phone: MU 7-2722

President A. W. Marshall
Services Offered—TV live programs and film shows; commercials; shorts; packages.

Master Motion Picture Company

50 Piedmont St., Boston 16, Mass.

Phone: HA 6-3592

Pres., Treas. A. Rakov
Production I. Rose
Services Offered—Commercials, industrials, documentaries; 16/35 mm processing.

McCadden Productions

1040 N. Las Palmas, Hollywood 38, Cal.

Phone: HO 4-2141

President George Burns

Morton McConnachie Productions, Inc.

675 Fifth Ave., N.Y.C. 22

Phone: PLaza 2-0033

President Morton McConnachie
Vice Pres., Dir. Jack B. Hively
General Mgr. M. E. Kane
Dir., Prod., Super. George E. Wolf
Spvg. Editor William E. King
Services Offered—Complete motion picture production and editorial services; world-wide location service; script to screen in all processes. Library service, Industrial, advertising spot, and TV films

McGowan Productions, Inc.

915 N. LaBrea, Hollywood 28, Cal.

(See TV Prod.-Dist.)

McNamara Productions, Inc.

8230 Beverly Blvd., Los Angeles 48, Cal.

Phone: OLive 1-2510

Executive. D. C. McNamara
Services Offered—Industrial films, commercials, syndicated spots.

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.

(See TV Prod.-Dist.)

Melody Ranch Enterprises, Inc.

10,000 Riverside Dr., N. Hollywood, Calif.

Phone: HO 2-7373

President G. Autry
Services Offered—Spot commercials on film.

The Meridian Studios (Meridian Films, Ltd.) (The Videotape Center)

1202 Woodbine Ave., Toronto, Ont.

Phone: OX 8-1628

President R. Foster
Secy., Treas., Prod. J. Roffman
Film Div. Head. Herbert S. Alpert
Oper. Mgr. J. T. Stacey
Services Offered—Film recording; 35 and 16 mm Film production, feature, industrial, documentary; special effects; sound stage. Tape equipment available.

Current Productions—Commercials for Ford Motor Co., Imperial Oil Ltd., General Motors, Can. General Electric.

Metrotape, Div. Metropolitan Broadcasting Corporation

205 E. 67th St., New York City 21

Phone: LE 5-1000

Sales Operations L. Hicks
Services Offered—Videotaped TV commercials; 16mm kinescope. Tape equipment available.

AM-TV COMMERCIAL PROD.

MGM-TV Commercial Division

MGM Studios, Culver City, Calif.
Phone: UPTon 0.3311
Director Comm., Ind. B. Gibbs
(See TV Prod.-Dist.)

Milner-Fenwick, Inc.

3800 Liberty Heights Ave., Baltimore 15
Phones: MO 4-4221, LI 2-7147
President.....Ervin M. Milner
Vice Pres.....Robert Fenwick
V.P., SalesHoby Wolf
Services Offered—Film prod., live & animation; art, editorial service. Musical jingles, orig. scores. Package industr. shows. 35 & 16 mm filming, incl. stripfilm. TV slides.

Minot TV, Inc.

120 E. 56th St., New York City 22
Phone: PL 1-5090
President.....C. M. Amory

Mode-Art Pictures, Inc.

1022 Forbes Ave., Pittsburgh 19, Pa.
Phone: EX 1-1846
President.....J. L. Baker
Exec. V.P.....R. L. Stone
V.P.'s.....H. J. Kemerer, A. A. Borgen
Services Offered—Produce film comm'l's; 16/35 mm color, B & W.

Modern Broadcasting, Inc.

545 Fifth Ave., New York 17, N. Y.
Phone: YU 6-5564
MusicLarry Elgart
ArtAbe Ajay
Services Offered—Animation for TV commercials, jingles, channel image id's, modern radio plans.

Moran Film Company

P. O. Box 627, Phoenix, Arizona
Phone: ALpine 8-1427
President.....G. A. Moran
Services Offered—Color, B & W TV commercials. Tape equipment available.

Dwight Morris Productions

1611 S. Boston, Tulsa, Okla.
Phone: DI 3-6424
Exec. Prod.....D. Morris
Services Offered—Commercials, industrials, spots.

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64
Phone: BR 0-4757
President.....Harry O. Hoyt
TreasurerMerrill Cantrell
Production Manager.....Kenneth Hodges
Sales Manager.....Frank Rathbun
Services Offered—Producers of TV shows & spots, comm'l 16 mm color films.

Moulin Studios

181 Second St., San Francisco 5, Cal.
Phone: YU 6-4224
President.....R. M. Moulin
Services Offered — TV film shows & comm'l's; shorts; animation; studio rental.

Movielab Film Labs, Inc.

619 W. 54th St., N.Y.C.
Phone: JU 6-0360
President & Gen. Mgr.....Saul Jeffee
Prod. Mgr.....Frank Berman
Sls. Mgr.....Ben Bloom
V.P. & Color Consult.....John Kowalak
Administration.....Daniel S. Eisenberg
Laboratory Supt.....Ted J. Gaski
Services Offered—Film processing; complete first print lab for B&W.

Movietone News, Inc.

460 W. 54th St., New York City
(See TV Prod.-Dist.)

MPA-TV Productions, Inc.

(Subsid. of Motion Picture Adv. Serv.)
1032 Carondelet St., New Orleans, La.
Phone: JA 5-2253
PresidentC. Mabry
Services Offered—TV & theater film commercials; 16/35 mm color, B & W.

MPO Television Films, Inc.

15 E. 53rd St., N.Y.C. 22
Phone: MU 8-7830
President.....Judd L. Pollock
V.P.'sMarvin Rothenberg,
Gerald Hirschfeld, Gerald Kleppel
Secy.-Treas.Arnold Kaiser
4024 Radford Ave., N. Hollywood
Phone: POplar 9-0326
Mgr.Mel Dellar
Services Offered—Complete production of TV commercials, two modern production centers in New York, five stages, set construction shops.

Owen Murphy Productions, Inc.

723 Seventh Ave., N.Y.C. 19
Phone: PL 7-8144
PresidentOwen Murphy
Vice Pres.....Paul Cohen
ControllerArthur Kaplan
Chief, Edit. Dept.....Eric Lawrence
Services Offered—Producers of Industrial motion pictures and TV commercials; editorial services.

Music Makers, Inc.

45 W. 45th St., N.Y.C. 36
Phone: CI 5-3737
President-Creative Dir.....Mitch Leigh
Exec. V.P.....Herman Edel
Prod. Super.....Bill Schwartzau
Acc't. Execs...Edith D. Lawless, Gabe Longo

AM-TV COMMERCIAL PROD.

West Coast Oper.....Mort Stein
Services Offered—Create jingles and background for radio and TV commercials. Write scores for industrial films and sales meetings; complete music merchandising packages including record premiums.

Nassour Studios, Inc.

8460 W. 3rd St., Los Angeles 48

Phone: OL 3-0400

PresidentWilliam Nassour
Vice Pres., Treas.....Edward Nassour
Secretary.....W. Lloyd Laumann
Services Offered — TV commercials, TV film series, TV shows and theatre motion pictures. Stages, cameras (both 16 & 35 mm), sound, writers, directors.

National Programming Service

4614 Norton Lane, Columbus 13, Ohio

Phone: EX 3775

ExecutiveJ. Fredritz
Services Offered—Comm'l's, spots, industrials.

National Screen Service Corporation

1600 Broadway, New York City

Phone: Circle 6-5700

PresidentHerman Robbins
Chief Executive.....Wolf Oppenheimer
Vice President.....Robert L. Gruen
Sales...William S. Kent, M.C. Brachhausen
Production.....Harry Semels, Jack Schertz
Animation.....Tom Golden, Tee Collins
EditingIrving Weiner
Services Offered—TV Film commercials, live and animated industrials, appeals, opticals, live studio.

National Studios

42 W. 48th St., New York City 36

Phone: JU 2-1926

President.....H. A. Rosenberg
Services Offered — Slides, balops; slide films.

NTA Telesales

10 Columbus Circle, N.Y.C. 19

Phone: JU 2-7300

9570 Wilshire Blvd., Beverly Hills, Calif.

(See TV Prod.-Dist.)

Bd. Chmn.....E. A. Landau
Exec. V.P.....O. A. Unger
Secretary.....H. I. Bucher
PressH. Albus
Services Offered—TV programs, features—nat'l., regional, local sponsors.

Stanley Neal Productions, Inc.

475 Fifth Ave., New York City 17

Phone: MU 3-6396

President.....D. J. Lane
Services Offered — Comm'l's, spots, industrials.

Ted Nemeth Studios

729 Seventh Ave., New York 19

(See TV Prod.-Dist.)

Network Telefilm Library

630 Ninth Ave., New York, N. Y.

Phone: JU 2-8100

PresidentDick Randall
Services Offered—Rental of stock footage & feature films to TV, producers & agencies.

New World Productions

13273 Ventura Blvd., N. Hollywood, Cal.

Phone: TR 3-3580

ProducerT. Robinson
Executive Dir.....Sterling Barnett
Production Mgr.....Tommy Atkins
Animation Dir.....Art Scott
Services Offered—Animated cartoons.

Newman-Schmidt Studios

713 Penn Ave., Pittsburgh 22, Pa.

Phone: GR 1-5414

OwnerH. Schmidt
Services Offered—Comm'l's, industrials.

Fred A. Niles Productions, Inc.

1058 W. Washington Blvd., Chicago 7, Ill.

Phone: SEeley 8-4181

President.....Fred A. Niles
V.P.'s.....Ruth L. Ratny, Edw. W. Rinker
V.P.Chg. Prod.....Wm. E. Harder
V.P. Sales.....F. B. Foster
Art Dir., Animation.....Harry Holt
Art Director Prod.....Norman Lasko
Controller.....Edward E. Katz
Purchasing Agent.....Lawrence Stein
Chief Sound Eng.....Robert Henning
Admin. Editing.....Marian Whaley

Services Offered—Creation, prod. TV commercials, live & animated; industrial, public relations films; slidefilms; sales training programs; syndicated TV spots; sound recording; script writing; storyboarding; closed circuit, live convention shows, live sales meetings.

Nola Penthouse Sound Studios

111 W. 57th St., N.Y.C. 19

Phone: JU 6-0040

OwnerV. Thomas Nola
Chief Engineer.....Stanley Bumbly
Services Offered — Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters, processing & pressings; stereo recording; magnetic & optical film recordings.

Olmsted Sound Studios, Inc.

1 E. 54th St., N.Y.C.

Phone: PL 1-0890

President.....Henry C. Olmsted
Exec. Vice Pres.....Richard B. Olmsted
V.P. in Chg. of Sls.....H. F. Landon
Services Offered—Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

Olympia Film Productions, Inc.

103 St. Matthew St., Montreal 25, Que.
Phone: JU 6-1143

Vice President D. H. Kahn
Services Offered—TV comm'ls, film shows.

Omega Productions, Inc.

1103 St. Matthew St., West, Montreal 25, Que.
Phone: WE 7-3525

President T. S. Morrisey
Vice Pres. Pierre Harwood
Dir. Prodn. Henry Michaud
Dir. TV Comm'ls. John Racine
Services Offered—Educational, industrial, sales promotion, theatrical and TV motion pictures. Tape equipment available.

On Film, Incorporated

33 Witherspoon St., Princeton, N. J.
Phone: WA 1-7800
315 E. 55th St., N.Y.C.
Phone: PL 9-2330

President Robert Bell
Treasurer Fred Johnston
Creative Dir. Tracy Ward
Services Offered—TV Commercials; industrial, documentary, training, public relations films; aerial-image projector, rear-screen animation stand.

Current Productions — Films for Alcoa, General Dynamics, Wm. Carter, Co., World Bank.

Sam Orleans, Inc.

211 W. Cumberland Ave., Knoxville, Tenn.
Phone: 3-8098
N.Y. Phone: ENright 9-2002

President S. Orleans
Assoc. Prod. Lawrence Mollot
Prom. Dir. Charles Millsaps
Services Offered — Documentary industr. educ. films.

John Ott Pictures, Inc.

85 Hibbard Rd., Winnetka, Ill.
Phone: WI 6-5126

President J. Ott

Del Owens Productions

333 N. Michigan Ave., Chicago 1, Ill.
Phone: FR 2-4811

President D. Owen
Services Offered—Jingles & comm'ls.

Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.
Phone: WE 9-1491

Vice President H. O'Donnell
Services Offered — Film shows, comm'ls, shorts.

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
Phone: GR 1-4756

General Mgr. M. E. Fierst
Services Offered — Complete production

services and sound studios, film processing and printing, editing.

Pantomime Pictures, Inc.

8961 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-1008

President F. Crippen
Vice President J. Marshall
Sales Richard Reed
Services Offered—Animated TV commercials, live action and animated industrial films, entertainment shorts, movie and TV show titles and credits.

Current Productions — State Farm Insurance, Renault, Ballard Flour, Cal Ray Cookies, Rival Dog Food, Regal Pale Beer, Nucoa Margarine, Capitol Records.

Paragon Pictures, Inc.

2540 Eastwood Ave., Evanston, Ill.
Phone: UN 9-1500

President R. Laughlin
Services Offered — Industrials, comm'ls, spots.

Paramount Television Productions, Inc.

5800 Sunset Blvd., Los Angeles, 28
(See TV Prod.-Dist.)

Paul Parry Productions Inc.

7417 Sunset Blvd., Hollywood 46
Phone: HO 7-4774

President Paul Parry
Vice Pres. Ellis Neimie
Production Mgr. Barney Dyer
Pub. & Adv. Dir. Frank K. Adams
Secy.-Treas Dianne Parry
Services Offered—Production of program films, spot commercials, production of sales promotion, corporation training films, and sound slide films. TV and theatrical films.

Lindsay Parsons Productions, Inc.

3459 Calmenga Blvd., Hollywood 28
Phone: HO 9-3641

President Lindsay Parsons
Prodn. Mgr. Lindsay Parsons, Jr.
Services Offered—Filmed TV shows & commercials for network syndication.

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28
Phone: HO 2-1147

President Ray Patin
Vice Pres. Gus Jekel
Secy.-Treas. Kay Himes
Services Offered—Complete facilities for producing animated and live action commercials from story through camera.

Lloyd Pearson Associates

509 Madison Ave., N.Y.C. 22
Phone: MU 8-9545

President Lloyd Pearson
Creative Dir. Larry Johnson
Pgm. Coordinator James Chapelle
Director Lamar Casselli

AM-TV COMMERCIAL PROD.

Services Offered—Create, produce and direct film and live commercials, including music and jingles, storyboards, copy and script, set designing, props.

Pelican Films, Inc.

46 W. 46th St., N.Y.C. 36
Phone: CI 6-1751

President.....T. J. Dunford
Vice Pres.....A. J. Zander
V.P. in Chg. Sales.....Eli Feldman
Services Offered—Complete TV, film animation staff and facilities; live action, slide-films.

Tony Petri Studios

144 Westminster St., Providence 3, R. I.
Phone: GA 1-9242

President.....Tony Petri
Production Mgr.....Ernest Strauss
Services Offered—Complete TV commercial service from storyboard conference. Color and black & white. Double and single system sound. Complete lighting and sound stage facilities.

R. A. Pheelan Productions

550 Fifth Ave., New York City 36
Phone: CI 6-1626

Producer.....R. Pheelan
Ass't to Prod.....Anthony Brook
Prod. Mgr.....Jeffrey Lcmain
Ass't Mgr.....Helen C. Miller
Services Offered — Produce feature and sponsored films. Tape equipment available.

Photo-Art Commercial Studios

420 SW Washington St., Portland 4, Ore.
Phone: CA 7-5411

President.....C. F. Palmer
Vice President.....S. Vernon
Services Offered—Comm'l prod. facilities; sound stage, single & double; 16/35 mm & slides.

Photo Arts Productions, Inc.

2330 Market St., Philadelphia 3, Pa.
Phone: LO 6-3696

Executive.....W. Dombrow
Services Offered—Commercials, spots, industrials.

Pictafilm, Inc.

14 West 45th St., New York 36, N.Y.
Phone: MUrray Hill 2-0773

President.....Sherman Gregory
Art Dir.....Michael Reddy
Prod. Asst.....Eleanor Alexander
Photo Asst.....Joann McGarrity
Services Offered — Production of commercial films and slides.

Pilot Productions, Inc.

1819 Ridge Ave., Evanston, Ill.
Phone: BRoadway 3-4141

President.....C. R. Isley
Production.....R. Dedrick
Secretary.....A. Borough
Services Offered—Slides; sound slidefilms; industrials; comm'ls.

Pintoff Productions, Inc.

64 E. 55th St., New York City 22
Phone: EL 5-1431

President.....E. Pintoff
Client Contact.....H. Knap
Services Offered — Animated, live action comm'ls, theatricals, industrials.

Pioneer Productions

619 W. 54th St., N.Y.C.
(See Prog. Prod.)

Pix Enterprises

12148 Hillslope St., Studio City, Cal.
Phone: PO 2-9173

Production.....B. Grenville
Services Offered — Comm'ls, industrials, documentaries; 16/35 mm color, B & W, sound-silent.

Playhouse Pictures

1401 N. LaBrea Ave., Hollywood 28, Cal.
Phone: HOLlywood 5-2193
360 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-3686

President.....Adrian Woolery
Dir's.....Bill Melendez, Robert Cannon
Business Mgr.....H. A. Halderson
Production Supvr.....Irene Wyman
Public Rel. Dir.....George W. Woolery
Creative Story Dir.....Chris Jenkyns
Layout, Design Dir.....Sterling Sturtevant
Secretary.....Mary Matthews
Chicago Rep.....Peter del Negro
Services Offered—Compl. studio facilities for the creation & production of animated films for business, entertainment & TV from story through camera, with exception of laboratory. Specialists in animated comm'ls.

Jules Power Productions, Inc.

228 N. LaSalle St., Chicago 1, Ill.
Phone: ANdover 3-1422
35 W. 53rd St., N.Y.C.
Phone: CI 5-3260

Office Mgr.....H. Rothbart
Services Offered—Production of live local and network TV programs and commercials.

Precision Film Labs

21 W. 46th St., N.Y.C.
Phone: JU 2-3970

President.....Daniel R. Ehrlich
Services Offered—Printing and processing of 16 and 35 mm film, color and black & white.

Premier Film & Recording Corp.

3033 Locust St., St. Louis 3, Mo.
Phone: JE 1-3555

Pres., Prod.....T. P. Desloge
V.P., Mgr.....W. Dalzell
Services Offered—Motion Pictures, commercials, sound recording production facilities. Scripts. Editing.

AM-TV COMMERCIAL PROD.

Preview Theatre, Inc.

1600 Broadway, N.Y.C.
Phone: CI 6-0865

President..... William B. Gullette
Services Offered—16 & 35 mm; magnetic or optical; all interlock combinations. Editing eqpt. & facilities. Film storage vaults. All facilities avail. 24 hrs./day.

Princeton Television Center, Inc.

252 Nassau St., Princeton, N. J.
(See TV Prod.-Dist.)

Productions for Television, Inc.

625 Madison Ave., New York City 22
Phone: TE 8-7100

Exec. Film Prod..... J. Harrison
Producer, Dir..... S. Semel
Services Offered—Commercials.

Project-O-Fex, Inc.

535 5th Ave., N.Y.C. 17
Phone: MU 7-1881

President..... Paul F. Adler
Services Offered—Semi-animated filmed or live spots for individual station use.

Punch Films, Inc.

155 Fifth Ave., N.Y.C.
Phone: AL 4-2450

President..... Lou Bunin
Vice President..... Florence Bunin
Mgr., Bus. Affairs..... Walter J. Kaufman
Services Offered—Producers of commercials & 3D children's animated puppet films for TV & theatrical.

Q.E.D. Productions, Inc.

45 W. 45th St., N.Y.C. 36
Phone: JUDson 2-4291

Executive Producer..... Robt. Baron
Sales Manager..... Hank Berger
Services Offered—Commercials, industrials, sales & tourist promotion films.

Quartet Films, Inc.

5631 Hollywood Blvd., Los Angeles 28
Phone: HO 4-9225

President..... A. Babbitt
Vice President & Treas..... A. Gillespie
V.P., Production..... L. A. Goldman
V.P., Sec..... Stan Walsh
Services Offered—Story, design, direction animation, recording, editing, live action for cartoons, comm'l's, films for industry, etc. Tape equipment available.

Quintet Productions, Inc.

15 W. 44th St., New York City 36
Phone: MU 7-5011

Services Offered—TV film shows & commercials; live package shows for TV.

Radio & TV Packagers, Inc.

11 East 40th St., New York 16, N. Y.
(See Prog. Prod.)

Radio Features of America

37 W. 46th St., New York City 36
Phone: JU 2-5130

Exec. Dir..... O. W. Nicoll
Services Offered—Film spots, live shows.

Radio Television Arts

3819 Wilshire Blvd., Los Angeles 5, Cal.
Phone: DU 8-1323

Owner..... D. Balli
Services Offered — TV film shows & live programs; comm'l's; industrials; animation; packages, live & film.

Radio Television Spots Productions, Inc.

2 West 46th St., N.Y.C. 36
Phone: PLaza 7-9260-1-2

President..... John Gart
Sales Rep..... Roger White
Services Offered—Radio & TV musical & singing commercials.

Rainbow Pictures, Inc.

1540 Levante Ave., Coral Gables 46, Fla.
Phone: MO 5-3524

President..... W. Resce
Production..... O. Barber
Services Offered — Industrials, features, comm'l's; studio facilities.

Rarig Film Productions

Div.: Rarig Motion Pictures Co.
5510 University Way, Seattle 5, Wash.
Phone: LA 2-0707

President..... M. H. Rarig
V.P., Treas..... E. A. Rarig
Production..... J. Lawless
Services Offered—16/35 mm color, B & W photography; sound recording, stage; editing, commercials; programs.

Reid H. Ray Film Industries, Inc.

2269 Ford Pkwy., St. Paul 16, Minn.
Phone: Midway 9-1393

208 S. LaSalle St., Chicago, Ill.
438 Washington Bldg., Washington 5, D. C.
Davidson Bldg., Kansas City, Mo.
Gen. Sls. Mgr..... R. V. Jeffrey
Film Ad Sls. Mgr..... Eugene Burke
Chicago Sales..... Frank Balkin
Washington Sales..... Frank Havlicek
Kansas City Sls..... Ted Cauger
President..... Reid H. Ray
Controller..... T. J. Herman
Production Manager..... E. H. Polsfuss
Services Offered—Producers of TV commercials & entertainment synd. films for TV.

Redlin Productions, Inc.

19116 Lanark, Reseda, Calif.
Phone: DI 8-7932

Services Offered — TV film shows, commercials; shorts; animation.

AM-TV COMMERCIAL PROD.

Roland Reed Productions Inc.

650 N. Bronson, Los Angeles 4
Phone: HO 9-1628

President.....Roland D. Reed
Vice Pres.Arthur Pierson
Vice Pres. of Sales.....F. R. Cross
Editorial SuperDuke Goldstone
N. Y. Rep.....Hamilton MacFadden
Services Offered — Preparation, scripting, story board, animation, live production, release prints for TV commercials.

Rembrandt Films, Inc.

15 E. 48th St., N.Y.C. 19
Phone: PL 8-1024

President.....W. L. Snyder
Services Offered — Puppet comm'ls; features.

Republic Television Features

64 E. Lake St., Chicago 1
Phone: ST 2-0460

PresidentCapico Kapps
V.P., Chg. Sales.....Joseph Kapps
Services Offered — Producers, distributors and representatives of live, transcribed and syndicated radio-TV programs and commercials.

Robert Yarnall Richie Productions, Inc.

666 Fifth Ave., N.Y.C. 19
Phone: CI 6-0191

President.....Robert Yarnall Richie
Services Offered—Motion picture production and still photography for industry, public relations and advertising. Color specialists. Own Mitchell cameras, sound and lighting equipment. Full editing facilities. Company owned plane. Studio and location—domestic and foreign.

Walter A. Rivers & Assoc.

125 Hyde St., San Francisco, Cal.
Phone: OR 3-9162

Owner.....W. A. Rivers
Services Offered — Industrial producing; TV comm'ls. Tape equipment available.

Riviera Productions

6610 Selma Ave., Hollywood 28, Calif.
Phone: HOLLYWOOD 2-8585

Exec. Prod.....F W. Zeus
Production Mgr.....Cliff Bertrand
Assoc. Prods...A. W. Stephenson, L. Grover
SoundDon Dunn
Dir. Photog.Vilis Lapeniecks
Services Offered — Producers of business, industr., sls. trng., public relations, advertising, educational, medical films & TV comm'ls, theatrical features. Full production & studio facilities for all phases of motion picture work.

Hal Roach Studios

8822 Washington Blvd.
Culver City, Calif.
(See TV Prod.-Dist.)

Louis De Rochemont Associates, Inc.

380 Madison Avenue, N.Y.C. 17
Phone: OX 7-0350

Services Offered — TV comm'ls & film shows; shorts; animation.

Rocket Pictures Inc.

6108 Santa Monica Blvd., Hollywood 38
Phone: HO 7-7131

PresidentDick Weston
Exec. Vice Pres.....Harlow Wilcox
V.P. of Prod.Don Bartelli
Services Offered — Comm'ls, audio-visual aids: bus., industry.

Frederick K. Rockett Company

6063 Sunset Blvd., Hollywood 28, Cal
Phone: HO 4-3183

V.P. of SalesF. S. Webb
Exec. ProdJohn E. Hennessy
Prod. Co-ord.B. Murphy
CameramanAllan Chandler
EditorJohn Soh
Stage Manager.....Jerome F. Lipari
Services Offered — Production facilities incl. lg. sound stage, Western Electric sound eqpt. & personnel for any type sponsored film production. Stage & sound eqpt. rented.

Rockhill Recordings

18 E. 50th St., N.Y.C. 22
Phone: PL 9-7979

PresidentJanet Taylor
Manager.....Leo J. Launer
Sl's. Mgr. (Recording).....Fred Freeman
Services Offered—Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions; TV-audio recordings; tape recordings; location recording, distribution to radio stations.

Richard H. Roffman Assoc.

675 West End Ave., New York City 25
Phone: RI 9-3647

ChairmanS. Speiser
PresidentR. H. Roffman
V.P.'s.....M. Roffman, Malvina Cohn
Services Offered—TV film comm'ls. TV personalities, talent of all types, etc.

Roy Rogers-Frontiers, Inc.

357 N. Canon Dr., Beverly Hills, Cal.
Phone: CR 4-6841

PresidentR. Rogers
Vice President.....W. A. Rush
Services Offered—Distribution of features for TV.

Roy Rogers Syndication, Inc.

357 N. Canon Dr., Beverly Hills, Calif.
Phone: CRestview 4-5954

PresidentEdward L. Koenig, Jr.
Services Offered—Distribution of TV film series.
Current Production—Roy Rogers Show.

Rolab Studios

Walnut Tree Hill, Sandy Hook, Conn.

Phone: GA 6-2466

Executive.....H. Roger
 Secretary.....E. H. Roger
Services Offered—Complete studio & technical facilities. Tape equipment available.

Roquemore Films

44 Mt. Vernon Blvd., Hamburg, N. Y.

Phone: FR 3876

Director.....E. E. Roquemore
Services Offered — Comm'ls, live & film; shorts; newsreels; sound effects; music.

Cy Roth Productions

1148 S. Shenandoah St., Los Angeles 35, Calif.

Phone: BR 2-6884

President.....C. Roth
Services Offered — TV film comm'ls & shows; industrial; religious; color & B & W animation.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38

Phone: WE 6-2494

President and Owner.....Danny Rouzer
Services Offered—Complete 16 mm production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rentals.

R-TV Enterprises

225 W. 86th St., New York City 24

(See Prog. Prod.)

Hal Rumel

49 W. Broadway, Salt Lake City, Utah

Phone: PI 2-8130

Services Offered—Comm'ls, industrials.**Sande & Green, Inc.**

8400 Sunset Blvd., Los Angeles 46

Phone: OL 6-0300

N.Y. Phone: JU 6-2388

President & Treas.....Robert L. Sande
 Exec. Vice Pres. & Sec.Larry Greene
 Ass't. Secy.Pat Carson

Services Offered—Creator-producers of radio-TV musical commercials. Station promotion themes & musical images. Producers of entertainment—public service—documentary and commercial films, records and transcriptions. Tape equipment available.

Sarra, Inc.

200 E. 56th St., N.Y.C. 22

Phone: MU 8-0085

President.....Valentino Sarra
 Exec. V.P., Gen. Mgr.....Morris D. Behrend
 TV Sales Mgr.....John Henderson, III
 Head Creative Dept.....Rex Cox
 Prod. Mgr., Chicago.....Marvin Bailey
 16 E. Ontario St., Chicago, Ill.
 Phone: WH 4-5151

Mgr.....Robert Foster
 TV. Prod. Mgr.Marvin Bailey
Services Offered—Production of TV com-

mercials, industrial and sales films, sound slide films, black & white and color.

Current Productions—Miss Rheingold 1960, Jell-O, Minute Rice, Monsanto Chemical Co., American Petroleum Institute, Ritz Crackers, St. Joseph Aspirin, Musterole.

Satisfiers Productions, The

200 West 57th St., New York 19

Phone: Circle 5-4149

Partner, Music Dir.....Art Lambert
 Partner, Creat. Dir.....Bob Lange
 Prod. Co-ordinator.....Loren Welch
 Promotion Dir.....De Loris Randall
 General Sales Mgr.....Robert Kirk

Services Offered—Facilities for producing musical commercials, jingles, spot announcements for radio and TV; musical sound tracks for industrial film and sales meetings; including singing, creating, casting, contracting and all production details.

Scott-Textor Productions, Inc.

127 E. 47th St., N.Y.C. 17

Phone: PL 5-2789

Partners.....Alan & Marilyn Scott
 Partners.....Keith & Sylvia Textor
 General Mgr.....Victor Sack

Services Offered—Creation and production of music, lyrics, jingles, animation tracks and all forms of radio and TV commercials.

Screen Gems, Inc.

711 Fifth Ave., N.Y.C. 22

(See TV Prod.-Dist.)

Jack Shafton's Puppet Masters

8118 Lookout Ave., Los Angeles, Calif.

Phone: OL 4-2350

Owner.....J. Shafton
Services Offered—Live & film TV shows, programs; comm'ls; shorts; animation; special effects; puppets.

Signature Music Inc.

240 E. 53rd St., N.Y.C. 22

Phone: MU 8-5068

President, Creat. Dir.....Hank Sylvern
 Business Mgr.....George H. Fried
Services Offered—Creation and production of jingles, musical commercials. Underscoring original music to animation & live action.

Current Productions — Pepsi Cola, Pall Mall, Ariden Drugs, Stark & Wetzel Meats, JFC Coffee, Sylvania, IBM, Olin Mathieson, Gunther Beer, Mercury Cars, U.S. Steel, Triton Margarine, RCA, PBS Paints, Whirlpool, MGM, Squibb.

Signal Productions, Inc.

6223 Selma Ave., Hollywood 28

Phone: HO 2-6471

V.P. Gen. Mgr.....Edwin W. Buckalew
Services Offered—Produce & syndicate radio properties. Tape equipment available.

AM-TV COMMERCIAL PROD.

Al Simon Productions, Inc.

General Service Studios
1400 N. Las Palmas, Hollywood 38
Phone: HO 4-2141

President Al Simon
Controller John Nicolaides
Services Offered—Productions of filmed shows and commercials.

Sixteen Screen Service Co.

6710 Melrose Ave., Hollywood 38, Cal.
Phone: WE 9-1491

Owner H. O'Donnell
Services Offered—TV film shows, comm'ls; shorts; sound; laboratory; animation, color, B & W.

Sleeping Giant Films, Inc.

3019 Dixwell Ave., Hamden, Conn.
President D. K. Harris
V.P., Treas. A. Guorino, Jr.
Services Offered—16/35 mm production services; animated spots.

Fletcher Smith Studios, Inc.

319 E. 44th St., N.Y.C. 17
Phone: MU 5-9010

President Fletcher Smith
Secy.-Treas. Peter Caldera
Services Offered—Commercials, industrial films, animation, sound recording, editing rooms, projection rooms.

Walter Harrison Smith Productions, Inc.

40 E. 40th St., N.Y.C. 16, N. Y.
Phone: MU 3-5820

President W. H. Smith
Vice Pres., Treas. E. T. Smith
Services Offered—Live and filmed TV commercials, programs, and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

Southwest Film Laboratory, Inc.

Southwest Film Center, Dallas 11, Tex.
Phone: WH 6-2184

Vice President J. A. Hopper
Services Offered—Commercials, spots, industrials.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., N.Y.C. 19
(See Equipment Section)

Sound Masters, Inc.

165 W. 46th St., N.Y.C. 36
Phone: PL 7-6600

President F. C. Wood, Jr.
Chair. of the Bd. W. French Githens
Vice Pres. John H. Tobin
Secretary Marian L. Price
Treasurer Stella K. Beenders
Services Offered—Production of all types of motion pictures. TV commercials; recording services; dubbing; repeater projectors.

Soundac Productions, Inc.

2133 N. W. 11th Ave., Miami 37, Fla.
Phone: FR 4-2655

Pres.-Gen. Mgr. Robert D. Buchanan
Prodn. Mgr. Jack Schleh, Jr.
Technical Dir. Robert G. Biddlecom
Art Dir. Francis J. Noack
Services Offered—Complete film production, from storyboard to finished print, specializing in animation, black & white and color service. Live photography, original musical jingles, complete soundstage and studio.

Spotlight News, Inc.

607 N. LaBrea Ave., Los Angeles 36, Cal
Phone: WE 8-2191

President Mrs. M. Walker
V.P. Al Blanchard
Services Offered—TV comm'ls, newsreels; film, editorial facilities.

Stammco, Inc.

291 S. LaCienega Blvd.
Beverly Hills, Calif.
Phone: OLeander 5-8852

Pres. J. Harry Ebbert
Services Offered—Creators & producers of business films and record programs, commercials, educational and short subject films for TV & theatrical release.

Stars Incorporated

123 N. Poplar St., Charlotte, N. C.
Phone: ED 3-6151

President T. Kemp, Jr.
Services Offered—TV film shows, live programs; packages.

Stock Shots To Order, Inc.

550 Fifth Ave., N.Y.C. 36
Phone: Circle 6-0690

Pres. R. A. Pheelan
V.P. H. C. Miller
Sec. Otto Von Braun
Treas. Royal L. Krim
Services Offered—Stock film library 16/35 mm-B&W & color, film special material to order for TV commercials, rear projection plates, sound cameras.

Stockdale and Company, Inc.

200 E. First St., Salt Lake City 4, Utah
Phone: EL 5-5511

President C. Stockdale
V.P. Calvin Briggs
Sec.-Treas. L. Stockdale
Services Offered—TV comm'ls, animation, SOF, kinescoping, sound recording, 16/35mm.
Current Productions—Blue Cross-Blue Shield, Pfaff, Fisher Beer, Utoco, Utah Power & Light Co., Morning Milk, Sego Milk, Walker Bank, First Security Bank, First Federal Savings, Prudential Federal Savings.

Frederic Stoessel, Inc.

119 W. 57th St., N.Y.C.
Phone: JU 2-6978-9

President Frederic Stoessel
Services Offered — Produce & distribute stock commercials, TV film shows; public relations TV.

Storyboard, Inc.

160 Riverside Dr., New York City 24
Phone: TR 3-7207

President J. Hubley
Services Offered—Animation; live films.

John G. Stratford Film Corp.

7 Central Pk. W., N.Y.C. 25
Phone: JU 6-7390

President J. G. Stratford
Services Offered—Package TV films, commercials; animation—color, B & W; educ. & industr. shorts; film library.

Jack Strausberg Productions

919 N. Michigan Ave., Chicago 11, Ill.
Phone: WH 4-3941

President J. Strausberg
Services Offered—Comm'ls, spots.

Wilbur Streech Productions, Inc.

135 W. 52nd St., N.Y.C. 19
Phone: JU 2-3816

President Wilbur J. Streech
Vice Pres., Sales Michael Kraft
Art Dir. Paul K. Freeman
Assoc. Producer John Hazard
Services Offered—Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and PR films; sound slide films and theatrical features. B&W, color.

Current Productions—Golden Books Encyclopedias, Colonaid Tablets, Golden Record Library, Sinclair Oil & Gas, TV Bureau of Advertising.

Sturgis-Grant Productions, Inc.

322 E. 44th St., New York City 17
Phone: MU 9-4994

President W. Sturgis
V.P., Manager B. Magnes
Production Mgr. S. Milstein
Services Offered — Storyboards, recording facilities; 16/35 mm cameras; special effects; art dept.

Bill Sturm Studios, Inc.

49 W. 45th St., N.Y.C. 36
Phone: JU 6-1650

Chair. of Board Robert J. Hassard
Pres., Spec. Proj. Spvsr. William A. Sturm
General Mgr. Don McCormick
Director Orestes Calpini
V.P., Sales Dir. Nicholas D. Newton
Dir., Live Action Don Hershey
Head Designer J. Dufour
Animation Dir. Kenneth Walker

Film Editor Walter Bergman
Services Offered—Film production including live action, stop motion, animation, "Anikins" (animated stop motion puppets), TV commercials, educational, training, industrial films, etc.

Sun Dial Films, Inc.

341 East 43rd St., N.Y.C. 17
Phone: MU 6-2046

President S. A. Datlowe
Services Offered—Comm'ls, spots, industrials.

John Sutherland Productions Inc.

201 N. Occidental Blvd., Los Angeles 26
Phone: DU 8-5121

N. Y. Phone: PL 5-1875
Pres., Gen. Mgr. John Sutherland
V.P. (N.Y.) Charles Bordwell
V.P.'s True Boardman, Howard Roessel
Animation Dir. Carl Urbano
Services Offered — Fully-equipped live-action and animation studios for the production of industrial, documentary, public relations, TV commercials for industry. Also related services.

Suzari Marionettes

119 E. 17th St., New York City 3
Phone: GR 3-6699

Director D. Zaconick
Services Offered—TV film & live shows, programs; commercials, shorts, packages.

Robert Swanson Productions

689-5th Ave., New York City
Phone: MURRAY Hill 8-4355

President Robert Swanson
Sales Mgr. Rolf Johnson
Services Offered—Producers and creators of musical commercials for radio and TV.

Swanstrom Productions

7657 Melrose Ave., Hollywood 46, Cal.
Phone: WE 5-8680

Owner C. Swanstrom
Services Offered—Comm'ls, industrials.

Swift-Chaplin Productions, Inc.

1136 N. Highland Ave., Hollywood 38, Cal.
Phone: HO 2-0761

President C. Chaplin
V.P.'s H. Swift, M. Pike
Services Offered—Synd. spots; comm'ls.

Teaching Aids Service, Inc.

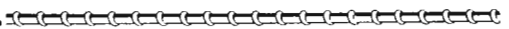
Visual Ed. Center Bldg., Floral Pk., N.Y.
Phone: FL 7-3109

President G. Jacobs
Services Offered—TV film comm'ls; shorts; color, B & W animation; rentals.

Technical Animations, Inc.

19 South St., Port Washington, N. Y.
Phone: PO 7-3151

President S. L. Schwartz
Services Offered—Custom film animations.

AM-TV COMMERCIAL PROD. 

Telamerica

527 Madison Ave., New York City 22
Phone: EL 5-1422

PresidentJ. Whitaker
ProducerE. Tate
Services Offered — Industrials, comm'l's; print distribution.

Telecine Film Studios, Inc.

100 S. Northwest Hwy., Park Ridge, Ill.
Phone: TAlcot 3-1418

President.....Byron L. Friend
Secy., Treas.....June A. Friend
Services Offered—Motion pictures for TV in color or black & white, TV comm'l's, studio & location work, compl. packaging service, 35/16 mm editing & recording, animation, stop motion.

Telefilm, Inc.

6039 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 9-7205

President.....J. A. Thomas
Services Offered—TV film comm'l's; shorts (industrial); animation; studio rental.

Telemat

433 S. Fairfax Ave., Los Angeles 36
Phone: WE 3-5731

Partners.....A. Wise, Sidney Freeman
SalesS. Freeman
Services Offered—Animated cartoon commercial library; live & animated custom film comm'l's.

Telemated Motion Pictures

70 E. 45th St., N.Y.C. 17
Phone: MU 6-8933

Prod.-Dir.Saul Taffet
Services Offered—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical special effects in color or black & white, exclusive color control equipment, 35 mm and 16 mm production.

Telenews Film Corp.

850 10th Ave., N.Y.C. 19
Phone: JU 6-2450

Vice President.....C. B. Stratton
Office Mgr.....A. D. Comeaux
Services Offered—Produce documentary & commercial films; stock film library.

Telepix Corporation

1515 N. Western Ave., Hollywood 27
Phone: HO 4-7391

President.....Robert P. Newman
Vice Pres.....Phil T. Hanna, Jr.
Services Offered — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation, TV, industrial and commercials. Videotape.

Telestudios, Inc.

1481 Broadway, New York City 36
Phone: LO 3-1122

PresidentG. Gould
Services Offered—Comm'l's; shows.

Television Broadcasting Service, Inc.

91 Central Pk. W., New York 23
Phone: TRafalgar 7-2372

President.....William R. Riddle
Services Offered: Producer of all types of films, commercial and training for clients and agencies.

Television Graphics, Inc.

369 Lexington Ave., N.Y.C.
Phone: MU 6-5255

PresidentBernard Rubin
TreasurerLee Blair
SecretaryLeon Levy
Production Manager.....Sid Greenhaus
ControllerStanley Turitz
SalesHoward Linkoff
Services Offered—TV film comm'l's; animation, optical effects; two live action sound stages equipped with 35 mm Mitchell rear screen process projector.

Television Screen Productions, Inc.

17 E. 45th St., N.Y.C. 17
Phone: MU 2-8877

President.....Charles J. Basch, Jr.
Vice Pres., Secy.....Frances Scott
TreasurerClarence Schmidt
Services Offered—Film commercials, animated and live; film programs; industrial, training and fund-raising films.

Termini Video Tape Services, Inc.

1440 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-6323

PresidentAnthony Termini
Vice President.....Charles Termini
Services Offered — Commercials, shows, closed circuits, videotape screenings, transfers, copies and kines, studio space. Tape equipment available.

Terrytoons

Div.: CBS Films, Inc.
38 Centre Ave., New Rochelle, N. Y.
Phone: New Rochelle 2-3466

Vice President.....W. M. Weiss
ProductionF. Schudde
Services Offered—Theatrical shorts, animated; TV comm'l's & programs.

Theodore Productions, Inc.

730 Fifth Ave., New York City 19
Phone: JU 6-4312

PresidentR. Marshall
Services Offered — Synd. spots; comm'l's; industrials.

Titra Film Labs, Inc.

1600 Broadway, N.Y.C.
Phone: PL 7-6681

PresidentAbraham Rozenfeld

Vice Pres.....David Opochnsky
 Plant Mgr.....Paul Sanders, Jr.
 Treas.....Jerome Sobel
Services Offered—Film sub-titles in English and all foreign languages.

Titra Sound Corp.

1600 Broadway, N.Y.C.
 Phone: PL 7-6681

PresidentAbraham Rozenfeld
 Vice Pres.....David Opochnsky
 V.P., Gen. Mgr.....David D. Horne
 Sec.-Treas.....Jerome Sobel
Services Offered—Sound recording & mixing. English & foreign language dubbing. Transfers to 35 & 16 optical.

Toddy Pictures Company

148 Walton St., NW, Atlanta 1, Ga.
 Phone: MU 8-3117

PresidentT. Toddy
 Gen. Mgr.....James L. Roberts
Services Offered—Commercials; industrials.

Tomlin Film Productions, Inc.

480 Lexington Ave., New York City 17
 Phone: YU 6-5090

President.....F. A. Tomlin
Services Offered—Produces industrials & comm'l's.

Town & Country Network, Inc.

4000 Albemarle Rd., Washington 16, D.C.
 Phone: EMerson 3-8110

Bd. Chmn. & Pres.....C. B. Gay
 Exec. V.P.....Miss Jane E. Trimmer
 Sec.-Treas.....Thomas R. Sawyers
Services Offered—Country, western talent; production of TV, radio and transcription shows.

Trans Artists Productions, Inc.

731 N. LaBrea, Los Angeles, Calif.
 Phone: WEBster 1-1639
 N.Y. Phone: PLaza 1-4353

Chmn. of Bd.....Gerald J. Rappoport
 PresidentSamuel Singer
 Sec.Louis Himelstein
 Dir's.....Robert Kane, Reuben Timmins,
 Theodore Propp

Services Offered—Package film shows animated commercials, sound tracks; sound studio. Tape equipment available.

Transfilm-Caravel Inc.

35 W. 45th St., N.Y.C. 36
 Phone: JU 2-1400

Studios
 20 West End Ave., N.Y.C. 23
 Phone: CIRCLE 7-6110

PresidentWilliam Miesegaes
 Exec. V.P., Treas.....Michael A. Palma
 Sr. V.P.....David I. Pincus
 V.P. Mot. Pic. Prod.....Calhoun C. McKean
 Industrial V.P.'s... Wm. Burnham, Pud Lane

V.P., Bus. Prog.....Joseph F. Kilmartin
 Vice Pres., TV.....Jack Berch
 Asst. Sls. Mgr.....John N. Harris
 Supvr. Editor.....Lawrence J. Kreeger
 Public Relations Dir.....Albert Boyars
 Director of Photo.....John Ercole
 Special Proj. Dir.....John M. Halpern
Services Offered — Communications SVC. for industry. TV commercials, industrial films, sls. and bus. meetings, sls. training programs, conventions, closed circuit TV.

Transfilm-Wylde Animation (Affiliate of Transfilm-Caravel, Inc.)

20 West End Ave., N.Y.C. 23
 Phone: CIRCLE 7-6110

Exec. Prod's..Robert B. Bean, Fred Levinson
 Prod.-Dir.....Joseph C. Bernstein
 Associate Prods.....Beverly O'Reilly,
 Laurence S. Untermeyer
 Production Mgr.....Jack S. Semple
 DirectorWilliam Hudson
Services Offered—Animation & art service for TV commercials, industrial films, sound slidefilms, & audiovisual presentations for business & industry.

Triangle Productions

5746 Sunset Blvd., Hollywood 28, Cal.
 Phone: HO 4-7119

PresidentLeRoy Smith
 Sec.-Treas.....Robert G. Walker
Services Offered—Motion pictures for TV, entertainment, documentary commercials, industrial, etc.

Tri Art Color Corporation

245 W. 55th St., N.Y.C.
 Phone: PL 7-4580

Exec. Vice Pres.....Irwin Young
 Vice Pres., Sales.....Lou Feldman
 Vice Pres., Prod.....Paul Kaufman
Services Offered—Processing color motion picture film.

Trident Films, Inc.

510 Madison Ave., New York City 22
 Phone: PL 9-3580

President.....C. F. Schwep
Services Offered—Spot comm'l's filmed; industrials, educational's.

TV Art Inc.

7 N. 7th St., St. Louis 1, Mo.
 Phone: CEntRAL 1-4575

PresidentD. Bishop
 ProductionW. Hunn
Services Offered — TV film comm'l's & shows; package film; talent; scripts.

TV Cartoon Production

222 Kearny St., San Francisco 8, Cal.
 Phone: YU 6-6075

President.....R. L. Hovorka
 ProductionR. Mills
Services Offered—Specialize in animation; educational's; commercials; story through camera.

AM-TV COMMERCIAL PROD.

TV Dept. of Nat'l. Transit Adv.

120 E. 56th St., New York City 22
Phone: PL 1-5090

President C. Amory

TV & Motion Picture Productions, Inc.

117 E. Main St., Richmond 19, Va.
Phone: MI 3-4444

President.....John C. Wood
V.P.....Robert E. Kennedy
Sec.-Treas.....Susanne D. Wood

Services Offered—Producer of film commercials, slides & balops; newsreels & special events, incl. pub. relations newsclips. Laboratory facilities; complete film handling services, incl. editing, recording.

Current Productions — Reynolds Metals, Philip Morris, Robert-Shaw Fulton Controls.

TV Radio Film Advertising Service

245 E. 80th St., N.Y.C. 21
Phone: YU 8-6698

Owner.....Arthur J. Daly
Assoc.'sArthur Ferrante, Louis Teicher
Services Offered — Musi Call Letters for radio stations, jingles and commercials, musical logotypes, TV films and storyboards. Tape equipment available.

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Cal.
Phone: HO 5-5171
N.Y. Phone: PLaza 5-4807

President.....Shull Bonsall
V.P., Gen. Mgr.....Bob Ganon
Prod. & Crea. Dir.....Sam Nicholson
Prod. Coord.....David Hoffman
Animation Dir.....Bob Bemiller
Film Editor.....Norm Vizents
Services Offered — Produce animated and live action for TV comm'ls, industrial & entertainment films.

Current Productions—Quaker Oats, Household Finance Corp., Skippy Peanut Butter, Brunswick Balke.

T-V Visuals, Inc.

20 N. Wacker Dr., Chicago, Ill.
Phone: CEntal 6-8955

President.....Alfred D. LeVine
Sec.-Treas.....Robert B. Eirinberg
Services Offered — Produce and package syndicated TV commercials.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CL 2066

N.Y. Phone: CIRCLE 5-3111
President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Vice Pres.....Richard B. Ullman
Treasurer.....M. C. Thorn
Secretary.....Edward H. Kavinoky
Production Mgr.....R. D. Buchanan
Services Offered—Animated jingle weather

reports; 10-second animated film clips for businesses; radio commercial lead-ins, live sequences. Tape equipment available.

Unifilms, Inc.

6 E. 46th St., New York City 17
Phone: YU 6-5720

President C. Gallagher
Services Offered—TV comm'ls, program inserts, news, feature coverage; programs, industrials (TV).

United Film & Recording Studios

301 E. Erie St., Chicago 11, Ill.

Phone: SUPERIOR 7-9114
N. Y. Phone: OXFORD 7-0725

Pres., Exec. Prod.....Wm. L. Klein
Assoc. Dir.....Marilyn L. Friedel
Creative Musical Dir.....Larry Wellington
Services Offered—Creation & prod. of motion pictures for TV, business, industry; filmed package shows; musical jingles, spot announcements for radio & TV. Compl. equipped sound stages & recording facilities.

United States Productions, Inc.

5 E. 57th St., New York 22, N. Y.
Phone: PLaza 1-1710

President.....Francis C. Thayer
V.P.'s.....Thos. H. Wolf, Rene Bras
Production Mgr.....John L. Thayer
Services Offered—All phases motion picture production—script to screen—16/35mm, B & W or color. Slide films.

Universal Recording Corp.

46 E. Walton St., Chicago 13
Phone: MI 2-6465

President.....A. B. Clapper
V.P., Chief Eng.....M. B. Coppinger
V.P., Treas.....Frank Richter, Jr.
Secretary.....R. A. Weber
Services Offered — Recording (monaural and stereophonic) record sessions, spot, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 and 35 mm screening & interlock magnetic re-recording.

UPA Pictures, Inc.

4440 Lakeside Dr., Burbank, Calif.
Phone: TH 2-7171

N. Y. Phone: PL 8-1405

President.....Stephen Bosustow
Gen. Sls Mgr.....Verne Behnke
Studio Mgr.....Hal Elias

Branch Offices

60 E. 56th St., N.Y.C.

V.P., Eastern Sales.....Jack Silverman
360 N. Michigan Ave., Chicago
Phone: ANdover 3-7566

V.P., Mid-Western Sales.....Jerry Abbott
Suite 6, 140 Park Lane, London W 1
Bus. Manager.....Roy Letts

Services Offered—Produce animated and live action for commercial, industrial and theatrical accounts.

Thomas J. Valentino, Inc.

150 W. 46th St., N.Y.C. 36
Phone: CI 6-4675

President.....Thomas J. Valentino
Vice Pres.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Services Offered—Mood music for TV, sound effects of all types, miscellaneous recordings.

Van Praag Productions

1600 Broadway, N.Y.C. 19
Phone: PL 7-2687

President.....William Van Praag
Exec. Vice Pres.....Marc S. Asch
Dir. of Production.....Ralph Porter
Account Supvr.....Hal Persons
Gen. Mgr., Hollywood.....Jean Vallier

Branch Office

2301 Dime Bldg., Detroit 26, Mich.
V.P. in Chg.....Frank R. Stephan
Services Offered—Production of TV commercials and programs, film and tape. Complete prod. facilities.

Versatile Television Productions, Inc.

324 Broadway, Cape Girardeau, Missouri
Phone: ED 5-8816

President.....R. O. Hirsch
Manager.....B. Baker
Services Offered—Comm'ls, spots, industrial.

Videart, Inc.

480 Lexington Ave., N.Y.C. 17
Phone: MU 2-2363-4

President.....Joe Zuckerman
Secretary.....Florence Hartman
Services Offered—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm 16 mm color black & white.

Video Craft, Inc.

116 East 30th St., N. Y. 16
Phone: OR 9-6030

President.....Arthur Rankin, Jr.
Sales Mgr., TV.....Peter Turnquist
Sales Mgr., Indust.....Rene Mechin
Divisions: Videocraft Productions; Arthur Rankin, Jr. Assoc.; Videocraft International.

Branches

1240 27th St., N.W., Washington, D.C.
Phone: DuPont 7-6680

Services Offered—Projection for TV and industry including art and animation; motion pictures and stop motion puppets.

Video Films, Inc.

1004 E. Jefferson Ave., Detroit 7
Phone: WO 2-3400

Pres.Clifford Hanna
V.P., Gen. Mgr.....William R. Witherell, Jr.
Sec.-Treas.....William E. Lane

Services Offered—Production of motion pictures for TV and industry. Editing and recording services for industrial clients. Facilities include sound stage, recording camera, & studio equipment; music library.

Videotape Prod. of New York, Inc.

205 W. 58th St., New York City
Phone: JU 2-3300

President.....H. S. Meighan
Vice President.....John B. Lanigan
Chief Eng.....Donald Collins
Production Mgr.....C. Holden

Services Offered—Vidcotape commercial and shows. Tape equipment available.

Video-View, Inc.

5746 Sunset Blvd., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Volcano Productions, Inc.

1040 N. Las Palmas, Hollywood 38
Phone: HO 7-3111

President.....James A. Bank
Vice Pres.....H. H. Bank
Secy.-Treas.....William E. Hannam
Services Offered—Production of TV shows, commercials and industrial films.

VPI Productions

321 W. 44th St., N.Y.C. 36
Phone: JUDson 2-8082

Pres.Edwin T. Kasper
V.P.Lew Pollack
Services Offered—TV film commercials, complete 16 and 35 mm facilities.

Roger Wade Productions, Inc.


15 W. 46th St., N.Y.C. 36
Phone: CI 5-3040

President.....Roger Wade
Film Dir.....Bill Buckley
Services Offered—Complete facilities for the creation and production of TV commercials, live and animated, in color and black & white. Editing facilities, art department, animation camera, permanent staff, Oxberry stand.

Gene K. Walker Productions

465 California St., San Francisco 4, Cal.
Phone: YU 6-2891

President.....G. K. Walker
Production.....R. F. Scott
Services Offered—Industrials, educationals, & PR films for TV.

AM-TV COMMERCIAL PROD. 

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
(See TV Prod.-Dist.)

Bob Warner Productions

440 East 56th St., New York 22, N. Y.
Phone: PLaza 9-1145

Services Offered—Creation and production of live and film programs and commercials.

Warner Brothers Television

666 Fifth Ave., New York City
Phone: Circle 6-1000
(See TV Prod.-Dist.)

V.P. Rodney Erickson
N.Y. Sales Rep. Filmways, Inc.
Services Offered—Commercials; industri-
als; animation; color, B & W film lab;
animation; publicity; library.

**Washington Video
Productions, Inc.**

1536 Connecticut Ave., NW, Washington 6,
D. C.
Phone: AD 4-5737

President. G. F. Johnston
Services Offered—TV film shows, comm'ls;
color, B & W animation; studios & facilities
for rent.

Louis Weiss & Company

655 N. Fairfax Ave., Los Angeles 36, Cal.
(See TV Prod.-Dist.)

Wesmor, Inc.

650 N. Bronson Ave., Los Angeles 4, Cal.
Phone: HO 2-7141
Prods. B. B. Morgan, E. Solow
Services Offered—TV film shows & com-
m'ls; synd. film; features of full length.

Western Cine Productions

(Div. Western Cine Service, Inc.)
114 E. 8th Ave., Denver 3, Colo.
Phone: AM 6-3601

President. H. Urschel
Exec. V.P., Prod. J. Newell
V.P., Sales. D. T. Cook
Treas. Malcolm S. Jesse
Services Offered—16mm. laboratory, sound
recording tape, disc and film, 16/35mm film
productions, professional equipment and sup-
plies.

Western Recorders

6000 Sunset Blvd., Hollywood 28
Phone: HO 3-6811

Partner. Donald D. Blake
Partner. William M. Kirkpatrick
Partner. Ted Robinson
Services Offered—Tape and disc. Record-
ing-assembly and editing. Auditorium and
studio rentals. Dukane automatic 30/50
signal for slide film production.

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11
Phone: SU 7-2755

President. Ross Wetzel
Prod. Mgr. William L. Langdon
Sales Audio-Visual. Owen Zapel
Creative TV Russell Stamm
Services Offered—TV commercials, spots,
slide film, displays, animation, humorous il-
lustration, comic strips. Special effect printer
avail. to producers. Visual aids cellophane
presentations.

**Wilding Picture Productions,
Inc.**

Wilding TV

405 Park Ave., N.Y.C. 22
Phone: PL 9-0854

1345 Argyle St., Chicago 40
Phone: LO 1-8410

Chairman of Bd. C. H. Bradfield, Jr.
President. H. William Hamner
V.P., Gen. Mgr. J. A. Kellock
V.P., Sales. J. A. Rheinstrom
V.P., N.Y. Sales. Hugh Gage
Services Offered—Producers of TV com-
mercials and creation and production of
all audio-visual media—motion pictures,
slidefilms, graphic materials, complete sales
training programs, announcement shows,
industrial shows, etc.

Willard Pictures, Inc.

45 W. 45th St., New York City 36
Phone: JU 2-0430

Exec. Prod. J. Squiers, Jr.
Production. S. A. Scribner
Services Offered—Comm'ls; spots; indus-
trials.

**Aubrey Williams Advertising,
Inc.**

923 Barracks St., New Orleans 16, La.
Phone: JA 5-2188

President. A. Williams
Services Offered—TV film shows, live
programs; comm'ls; packages; spots.

Williams & Hill, Ltd.

4 Albert St., Toronto, Canada
Phone: EM 2-1931

Pres. Hal B. Williams
Vice President and Gen. Mgr. R. H. Hill
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Prod. Colin Y. Smith, Annette Vaughan
Prod. Coordin. Gary Gray
Photo Dir. Ingeborg Gerike
Art Dir. Ken Leach
Super. Editor. Hans Klostermann
Services Offered—TV commercials and in-
dustrial films (live action, animation, special
effects, pictafilm and slides.)

AM-TV COMMERCIAL PROD.

Winik Films Corp.

250 W. 57th St., New York City 19
Phone: CI 6-7360

President.....L. Winik
Vice President.....R. Winik
Services Offered—Filmed TV series prod.
& distr.; industrials; documentaries.

Raphael G. Wolff Studios, Inc.

1714 N. Wilton Pl., Hollywood 28, Cal.
Phone: HO 7-6126

Services Offered—Commercials, spots, in-
dustrials.

Wonderland Productions

7934 Santa Monica Blvd., Hollywood 46, Cal.
Phone: OL 4-8342

Exec. Prod.....M. L. Bryan
Services Offered—TV film commercials;
35 and 16mm. industrial and public relations
films, features; complete studio facilities.
Tape equipment available.

**Wondsel, Carlisle & Dunphy,
Inc.**

1600 Broadway, N.Y.C. 19
Phone: CI 7-1600

President.....Harold E. Wondsel
V.P. & Dir. of TV.....Thomas Dunphy
V.P. in Chg. Prodn.....Robert Carlisle
Secy.-Treas.....Walter Kullberg
Prod. Mgr.....John Affriol
Services Offered—Motion picture produc-
tion in all phases: documentary, training,
sales promotion, public relations, TV com-
mercials. All staff personnel, complete facili-
ties including fully-equipped sound studio,
editing department.

Current Productions—Kent Cigarettes, Re-
mington "Princess" Shaver, Hillman Auto-
mobile, Sunoco, Dromedary Cake Mixes.

Carter Wright Enterprises

6533 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 9-0944

Owner.....Carter Wright
Services Offered—TV live programs, film
shows; commercials; music effects.

Wurtele Film Productions

P. O. Box 504, Orlando, Florida
Phone: GA 2-9755

Owner.....H. S. Wurtele
Services Offered—TV comm'ls on film;
shorts; sound.

Wylde Studios, Inc.

20 West End Ave., New York City
Phone: CI 7-6107

Vice Presidents.....R. Bean, F. Levinson,
J. Bernstein
Services Offered—Comm'l, industrial, educ.
films produced.

Ziv-United Artists TV Co.

488 Madison Ave., N.Y.C.
(See TV Prod.-Dist.)

**Maurice H. Zouary TV-Film
Productions**

333 W. 52nd St., N.Y.C. 19
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary
Services Offered—Production of film shows
and commercials, packager. Stock footage.
Current Productions—Poem for a Day,
Rockin' the Campus, Parade of Presidents.

**Seymour Zweibel
Productions, Inc.**

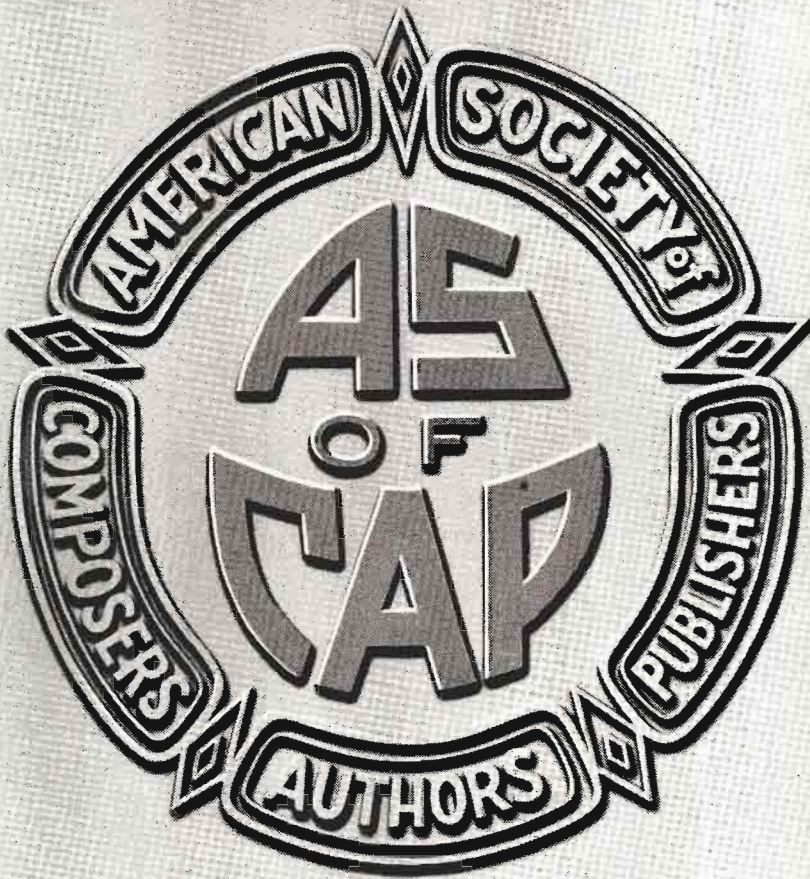
11 E. 44th St., New York City 17
Phone: MU 2-4450

President.....Seymour Zweibel
Services Offered—Industrials; education-
als; slide film comm'ls.

**FOR
PROGRAM
PRODUCERS
See PAGE 877**



**FOR
AD AGENCIES
SEE PAGE 115**



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BR 2-2671

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ING COMPANY
117 West 46th Street
New York 36, New York
PLaza 7-3560

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ADVERTISING CO.
1188 S. Muirfield Rd.
Los Angeles 19, Calif.
Webster 6-5564

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SERVICE

(Div. Muzak Corp.)
229 Park Avenue South
New York 3, New York
ORegon 4-7400

AUDIO VISUAL ASSOCIATES
1459 N. Seward
Hollywood 28, Calif.

HOLLYWOOD 5-8444
BASCH RADIO & TV
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MUrray Hill 7-0890

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PLaza 7-6454

BRASS DOLPHIN, INC.
Biltmore Hotel
New York 17, New York
MUrray Hill 4-1230

CUMMINGS PRODUCTIONS,
INC.
4 West 56th Street
New York 19, New York
PLaza 7-6452

ARTHUR J. DALY
245 East 80th Street
New York 21, New York
YUkon 8-6698

PHIL DAVIS MUSICAL
ENTERPRISES, INC.
59 East 54th Street
New York 22, New York
MUrray Hill 8-3950

GORDON M. DAY PROD.
15 West 44th Street
New York 36, New York
MUrray Hill 2-5299

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Hotel Plaza, 1 W. 58th St.
New York 19, New York
PLaza 9-2495

FAILLACE PROD., INC.
59 East 54th Street
New York 22, New York
ELDorado 5-1752

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POLACK ASSOCIATES, INC.
157 West 57th Street
New York 19, New York
Circle 6-9132

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PLaza 5-6131

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520 N. Michigan Avenue
Chicago 11, Illinois
Whitehall 4-7440

GREY ADVERTISING
COMMERCIALS
(Lanny & Ginger Grey)
108 East 96th Street
New York 28, New York
EN 9-7777

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(Howard Plummer)
Suite 1501
200 West 57th Street
New York 19, New York
CIRCLE 6-5548

HARDRIC PROD., INC.
510 Madison Avenue
New York 22, New York
AC 2-3354

HUNN, FRITZ & HENKIN
PRODUCTIONS, INC.

216 East 49th Street
New York 17, New York
PLaza 2-1940

JERRY JEROME PROD.
1 Snapdragon Lane
Roslyn Heights, L. I.
SUSquehanna 7-5400
MAYfair 1-4567

JEWELL RADIO & TV
612 N. Michigan Avenue
Chicago 11, Illinois
MOhawk 4-5757

THE JINGLE MILL, INC.
143 W. 51st Street
New York 19, New York
PLaza 7-5730

JINGLES BY KEVA MARCUS
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TRIangle 7-9861

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 FR 3876

**LANG-WORTH FEATURE
 PROGRAMS, INC.**
 1755 Broadway
 New York 19, New York
 JUdson 6-5700

JACK ROURKE PRODUCTIONS
 6831 Hollywood Blvd.
 Hollywood 28, Calif.
 HOLlywood 3-7178

JACK LLOYD
 1445 Miller Way
 Hollywood 46, Calif.
 OLdfield 6-4607

R.T.S. PRODUCTIONS, INC.
 2 West 46th Street
 New York 36, N. Y.
 PLaza 7-9260

ANDY LOVE PRODUCTIONS
 60 West 46th Street
 New York, New York
 CIrcle 7-2278

SATISFIERS PRODUCTIONS
 200 West 57th Street
 New York 19, New York
 Phone: CIrcle 5-4149

MAGNE-TRONICS, INC.
 49 W. 45th St., N. Y. 36
 CIrcle 7-0210

**RAYMOND SCOTT
 (THE JINGLE WORKSHOP)**
 140 West 57th Street
 New York, New York
 PLaza 7-5685

MILNER-FENWICK, INC.
 3800 Liberty Heights Avenue
 Baltimore 15, Maryland
 MOhawk 4-4221

MUSIC MAKERS, INC.
 45 West 45th Street
 New York, New York
 CIrcle 5-3737
 128 North Doheny Drive
 Los Angeles 48, Calif.

GEORGE R. NELSON
 208 State Street
 Schenectady, N. Y.
 SChenectady 4-4135

DEL OWENS PRODUCTIONS
 333 N. Michigan Ave.
 Chicago 1, Ill.
 FR 2-4811

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 ASSOCIATES, INC.**
 509 Madison Avenue
 New York 22, New York
 MUrray Hill 8-9545

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New York 17, New York
PLaza 5-2789

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240 East 53rd Street
New York 22, New York
MU 8-5068

SOUNDAC PRODUCTIONS, INC.
2133 N.W. 11th Ave.
Miami 37, Fla.
FR 4-2655

SOUND IDEAS
540 Woodland Ave.
Haddonfield, N. J.
HAzel 9-4482

SOUNDTRACKS
333 West 52nd Street
New York 19, New York
Circle 7-6444

WILBUR STREECH
PRODUCTIONS, INC.
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New York 19, New York
JUdson 2-3816

SURPRISE JINGLES
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Revere, Mass.
REvere 8-5562

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PRODUCTIONS, INC.
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New York, New York
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WHY SETTLE FOR LESS?





AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

By STANLEY ADAMS
President

THE American Society of Composers, Authors and Publishers is a non-profit organization founded in 1914 as a clearing house for the performing rights of its members, the creators of music and their publishers.

ASCAP members create the popular music of the day, production music for Broadway shows and Hollywood films, church and sacred selections, contemporary classical music — symphonic, chamber and choral works, as well as country and folk music.

The Copyright Law of 1909 gives to the holder of a musical copyright the right to receive payment whenever the owner's music is publicly performed for profit. At the same time the Society affords commercial users of music a central clearing house where, under a simple licensing agreement, the user may obtain the right to perform the music of more than 5,000 authors and composers and over 1,300 publishers.

The Society's headquarters are located at 575 Madison Avenue, New York 22, New York. It maintains twenty-two branch offices in major cities throughout the country.

The Society's Board of Directors consists of twelve writer and twelve publisher members elected biennially by the writer and publisher membership respectively. Its officers are elected annually.

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Beatrice Music Co., Inc.
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Brooks Music Corp.
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 Clarick Music Co., Inc.
 Clarion Music Co.
 Clover Music Co.
 Cloverleaf Music
 Coca Music Corp.
 Cohan, George M., Music Publ.
 Coleman-Ross Co., Inc.
 Collie Music
 Colony Music, Inc.
 Colpix Music, Inc.
 Columbia Pictures Music Corp.
 Comet Music Corp.
 Commander Publications
 Commercial Music Co.
 Commonwealth Music Co.
 Composers Music
 Compton Music Corp.
 Concerto Music Corp.
 Congress Music Publications
 Congressional Music Publications
 Connelly, Reg, Music, Inc.
 Conquest Music Corp.
 Consolidated Music Publ., Inc.
 Consonant Music, Inc.
 Cooper Music Corp.
 Corda Music Inc.
 Cornell Music, Inc.
 Coronado Pub. Co., Inc.
 Coronet Music, Inc.
 Cosmic Music, Inc.
 Cosmopolitan Music Publishers
 Counterpoint Music
 Cove Music Co.
 Cover Records, Inc.
 Crane Music Publications
 Creative Music
 Credo Music Co.
 Crescendo Music Corp.
 Crescent Music Co., Inc.
 Crest Music Co.
 Crestview Music Corp.
 Crisscott Music Co.
 Criterion Music Corp.
 Cromwell Music, Inc.
 Cruise Music Corp.
 Crystal Music Publishers, Inc.
 Cunningham, Paul, Inc.
 Cusenza, Frank J., Music
 Da Fran Music Pub. Co.
 Damus Music
 Dance King Music
 Daniels, Charles N., Inc.
 Darlan
 Dartmouth Music, Inc.
 Dash, Connelly, Inc.
 Davis, Joe, Music Co., Inc.
 Dawn Music
 Dawson Music Co., Inc.
 Dayton Music Corp.
 Dean Music
 Deane & Doo Music
 Debmarr Publishing Co., Inc.
 Deep River Music, Inc.
 Deerhaven Music Corp.
 Delaware Music Corp.
 Delkas Music Publishing Co.
 Delmore Music Co.
 Delta Research & Engineering
 Dena Music, Inc.
 Denham Music Co.
 Denny Music, Inc.
 Denric Music Corp.
 Denslow Music, Inc.
 Denton & Haskins Corp.
 Desilu Music Corp.
 Desmo Music, Inc.
 De Sylvia, Brown & Henderson
 Dexter Music Co.
 Dey-Way Pub. Co.
 Diana Music Inc.
 Disney, Walt, Music Co.
 Ditson, Oliver, Co.
 Dolores Pub. Co.
 Dominion Music Corp.
 Donaldson Publishing Co.
 Do-Ra-Me Music Pub. Inc.
 Dorchester Music Corp.
 Dorian Music Publishers, Inc.
 Doris Music Corp.
 Dorsey Brothers' Music, Inc.
 Double-A Music Corp.
 Dragon Music Co.
 Drake Activities Co.
 Dubonnet Music Publishing
 Duet Music, Inc.
 Dufferin Music
 Durante, Jimmy, Music Publ.
 E. D. M. Music Publishers
 Earl Music Co.
 Eastlake Music Inc.
 East-West Music Co.
 Ecaroh Music Inc.
 Ecco Music, Inc.
 ECF Music
 Edition Musicus-New York, Inc.
 Edmonds, Shepard N., Music
 Educational Music Service, Inc.
 Edwards Music Co., Inc.
 Elar Music Corp.
 El Dorado Music Co.
 Elkan, Henri, Music Publisher
 Elkan-Vogel Co., Inc.
 Elliot Music Co., Inc.
 Elliott, Jack, Music Co.
 Elmont Music Co.
 Elsmo Bros. Pub.
 El-Tone Music Co.
 Embee Music Corp.
 Emery Music, Inc.
 Emes Music Co.
 Empress Music, Inc.
 Ensemble Music Press
 Enterprise Music Corp.
 Erica Music
 Erosa Music Pub. Corp.
 Erwin-Howard Music Corp.
 Essex Music, Inc.
 Estacy Music Inc.
 Eurasia Music Pub.
 Evans Music Co.
 Evans, Redd, Music Co.
 Evergreen Music Corp.
 Exeter Music, Inc.
 Fairbanks Music Corp.
 Famous Music Corp.
 Fancy Music Co.
 Fanfare Music Co.
 Fantasy Music Inc.
 Farmer Music Co.
 Farrow Music, Inc.
 Favorite Music, Inc.
 Favorite Publishers, Inc.
 Fayrene Music Corp.
 Feist, Leo, Inc.
 Fenner Publications
 Festival Music Co.
 Fidelio Music Pub. Co.
 Fideree Music Corp.
 Fillmore Music House
 Fischer, Carl, Inc.
 Fischer, J., & Brother
 Fisher, Fred, Music Co., Inc.
 Flamingo Music Co.
 Flammer, Harold, Inc.
 Florence Music Co.
 Foley, Charles
 Ford Music Pub. Inc.
 Foreign & Domestic Music Corp.
 Foremost Music Co., Inc.
 Forster Music Publisher, Inc.
 Fortune Music Co.
 Fortune Music, Inc.

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- 42 Publishing Co., Inc.
 Four Jays Music Co.
 Fox, Sam, Publishing, Inc.
 Francon Music Corp.
 Frank Music Corp.
 Franklin, Jimmie, Music Publ.
 Friedman, Max, Music Pub.
 Friend Music Publ. Co., Inc.
 Frisch, Al Prod.
 Fullarton Music Inc.

 G & C Music Corp.
 GI Music Corp.
 Galaxy Music Corp.
 Gale Music
 Gallico, Al, Music Co., Inc.
 Gamble Hinged Music Co.
 Gannon & Kent Music Co.
 Gardner Music Corp.
 Garland Music, Inc.
 Garrick Music Co.
 Gary Music, Inc.
 Gate Music Co.
 Gateway Music, Inc.
 Gaumont Music Publishers, Ltd.
 Gayle, Tim, Songs
 Gem Music Corp.
 Gemini Music Co.
 General Music Publ. Co., Inc.
 George Music Inc.
 Georgeoff, Evan, Music Publ.
 Gershwin Publishing Corp.
 Gibbs Music Inc.
 Gibraltar Music Co., Inc.
 Gigi Music
 Gilbert, Ray, Pub. Corp.
 Gilead Music Co.
 Gladstone Music Inc.
 Gladys Music, Inc.
 Glamford Music Corp.
 Glenbrook Music Corp.
 Glenmore Music, Inc.
 Global Music, Inc.
 Gold, Jack, Music Co.
 Gold, Joe, Music Co.
 Gold Medal Music
 Golden Bell Songs
 Golden Music Inc.
 Goldmine Music, Inc.
 Goldsen, Michael H., Inc.
 Goldwyn, Samuel, Music Publ.
 Gomalco Music Corp.
 Goodman Music Co., Inc.
 Gordelys Music
 Gordon, Kaufman & Real, Inc.
 Grace Music Co. Inc.
 Grady Music Co.
 Graham Music Publishing Corp.
 Grand Music Corp.
 Granite Music Corp.
 Gray, H. W., Co., Inc.
 Grayson Music Co.
 Greene, Walter, Music
 Greenwich Music Co., Inc.
 Grosvenor House Music
 Guarnieri Music Co.
 Guild Music Publishers, Inc., The

 Guild Publications of Calif. Inc.

 H. R. Music Corp.
 Haggard Music Co.
 Hall-Mack Co.
 Hallmark Music, Inc.
 Hamar Music
 Halsey Music, Inc.
 Hamilton Music Corp.
 Hampshire House Publ. Corp.
 Handy Brothers Music Co., Inc.
 Hanover Music Corp.
 Hansen, Charles H., Music Co.
 Harp Music Inc.
 Happiness Music Corp.
 Harbet Music Publ. Co.
 Harding Music Co.
 Hargail Music Press
 Harman Music, Inc.
 Harmony House of San Francisco
 Harmony Music Corp.
 Harms, Inc.
 Harms, T. B., Co.
 Harral Music
 Harris, Charles K., Music Publ.
 Harris, Harry, Music Publ. Co.
 Harrison Music Corp.
 Hartley Music Co., Inc.
 Harvest Music Co. Inc.
 Havenhurst Music
 Harwin Music Corp.
 Hawthorne Music Corp.
 Hayton-Horne Music Co.
 Hawaiian Recording
 Heartbeat Music Publishers
 Hecht-Lancaster & Buzzell, Inc.
 Hefti, Neal, Music, Inc.
 Helayne Music Publ. Co. Inc.
 Hefena Music Corp.
 Henmar Press Inc.
 Herbert Music Co., Inc.
 Herman Music, Inc.
 Hillcrest Music Corp.
 Hilltop Music, Inc.
 Hillwood Music Co.
 Hobby Music Co.
 Holford Music Co.
 Hollybros Music Co., Inc.
 Hometown Music Co., Inc.
 Homeyer, Charles W., & Co., Inc.
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 Horton, Vaughn, Inc.
 House of James Inc.
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 House of Nacio Herb Brown
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 Howard, Joe, Music Publisher
 Howe-Lee Music Pub.
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 Hubert Music Corp.
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 Imperial Music Publications

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 Intercollegiate Synd Inc.
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 International Artists, Ltd.
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 Ivanhoe Music, Inc.
 Ivy Music Corp.

 J. P. Music Co.
 J.V.P. Pub. Co.
 Jack-Do Music Inc.
 Jacobs, Walter, Inc.
 James, Billy, Music Corp.
 James Music Co.
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 Jandon Music Inc.
 Janfra Music Co.
 Janfred Music
 Jan-Lee Music
 Janmur Music Corp.
 Jay Music
 Jay IV Company, The
 Jaybar Music Co.
 Jayvee Music Publishing Co.
 Jefferson Music Co.
 Jem Publications
 Jenkins, Gordon, Inc.
 Jenkins Music Co.
 Jennings Publishing Co.
 Jericho Music Corporation
 Jewel Music Publishing Co., Inc.
 Jim Jon Music Co.
 Jo-Al Music Co.
 Johnson, Jerry, Inc.
 Johnstone Music Co., Inc.
 Jolly Music
 Jonathan Music Co., Inc.
 Jones, Isham, Music Corp.
 Josie Music Pub. Inc.
 Joy Music, Inc.
 Jubilee Music
 Judy Music
 Jungnickel, Ross, Inc.

 Kady Publishing Co.
 Kahal, Irving, Music, Inc.
 Kahn, Gus, Music Co.
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 Kanes Music Publishers
 Karen Music Corp.
 Karin Music
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 Kassner, Edward, Music Co., Inc.
 Kay, Edward Music Co.
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 Kearney Music Co.
 Keene Music
 Keith Music
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 Kelton, Inc.

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 King, Charles E.
 Kingsway Music Corp.
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 Knollwood Music Corp.
 Koff Music Co.
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 Korwin Music, Inc.
 Kramør, Fred, Music Co.
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 Krassnor-Share Music Publ.
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 Lad Music Inc.
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 Lake Shore Publishing Co., Inc.
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 Lantern Music, Inc.
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 Lee Music Corp.
 Leeds Music Corp.
 Leftwich Publishing Co.
 Leonia Songs Inc.
 Leo's Pub. Co.
 Lerner Music
 Lero Music Co.
 Leslie, Edgar, Inc.
 Leslie Music Corp.
 Leslie Productions
 Lewis Music Publishing Co., Inc.
 Lexington Music Co.
 Liberty Songs, Inc.
 Lido Music Inc.
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 Linalan Pub. Co.
 Lincoln Music Corp.
 Lindabet Music Corp.
 Lindley Music Publishing Co.
 Lion Music Corp.
 Little, Ed, Music Co.
 Livingston & Evans Music Co.
 Liza Music Corp.
 Loeb, John Jacob, Co.
 Loena Music Pub. Co.
 Lombardo Music, Inc.
 Londontown Music Corp.
 Longridge Music, Inc.
 Longview Music Co., Inc.
 Loop Music Pub. Co.
 Lopez, V., Music Co.
- Lord Music Publishing Co., Inc.
 Lorenz Publishing Co.
 Lowal Corp.
 Lowe Music Corp.
 Lowner, Eric, Pub. Co.
 Lynjen Music Co.
 Lynn Music Co.
 Lyric Music Publishers, Inc.
- M.S.I.
 M.S.K. Music Co.
 M.T. Tom Music Corp.
 Macap Music Publishers, Inc.
 Madrigal Music Co.
 Magidson Music Co.
 Magnificent Music Inc.
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 Malden Music Corp.
 Malin Music Inc.
 Maltby, Richard, Inc.
 Manchester Music, Inc.
 Manhattan Music Publishers
 Manks, Chaw, Blue Ribbon Music
 Manlowe Music Corp.
 Manners, Dudley, Music
 Manners Music
 Manning Music Co.
 Manor Music Co., Inc.
 Manseau Music Co.
 Mansion Music Corp.
 Mappa Music, Inc.
 Mara-Lane Music Corp.
 Maraville Music Corp.
 March Music
 Marchant Music Publishers
 Margery Music Corp.
 Marguerita Music Co., Inc.
 Marian Music Corp.
 Mark-Jules Music Co.
 Mark VII Music
 Marks, Gerald, Music, Inc.
 Markwood Music Co.
 Marlan Music
 Marlen Music Co.
 Marlene Pub. Co.
 Marlo Music Corp.
 Marlong Music Corp.
 Marpet Music Corp.
 Mars Records, Inc.
 Marster-Sound Music Inc.
 Marti Music
 Martin, James H., Inc.
 Martin Music
 Marvin Music Co.
 Maser Music Publishing Corp.
 Mason Music Corp.
 Massey Music Co., Inc.
 Mathis, Johnny, Music Inc.
 Maurice, Peter, Music Co., Ltd.
 Maxwell Music Corp.
 Maxwell-Wirges Publications
 Mayfair Music Corp.
 Maypole Music, Inc.
 Maytone Music Publishers
 McHugh & Adamson Music, Inc.
 McHugh, Jimmy Music Inc.
 Meadowbrook Music
- Mecca Music Corp.
 Medallion Songs
 Melanie Music Co.
 Melhedd Music Publishers
 Melo-Art Music Pub.
 Melody Music Co.
 Melody Music, Inc.
 Melomusic Publications, Inc.
 Melrose Music Corp.
 Melrose, Walter, Music Co.
 Memory Music Publishers
 Merit Music Co.
 Met Music Publications
 Michele Music Inc.
 Midnight Music
 Midway Music Co.
 Milbee Music, Inc.
 Milene Music
 Milford Music Co.
 Miller, Bob, Inc.
 Miller Music Corp.
 Mills Music, Inc.
 Mineo Hess Pub. Co.
 Miranda Music Pub. Co.
 Miriam Music Corp.
 Mitchell Music Corp.
 Mode Music, Inc.
 Modern Music Pub.
 Mogull, Ivan, Music. Corp.
 Mokell Music
 Monaco, James V., Inc.
 Monarch Music Co.
 Monitor Music Corp.
 Monmar Music, Inc.
 Mood Music Co., Inc.
 Moorpark Music Corp.
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 Morley Music Co., Inc.
 Morris, Edwin H., & Co., Inc.
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 Musi-Chord Pub. Co.
 Music Hall Songs, Inc.
 Music Makers Pub. Co.
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 Music Workshop
 Musical Works
 Musicland Pub. Co.
 Mutual Enter. Agency
 Mutual Music Society, Inc.
 Myers Music
- Nacio Pub., Inc.
 Nan-Paul Music Corp.
 National Music Pub. Corp.
 Nationwide Songs, Inc.
 Neiburg, Al J., Music Pub.
 Neilson Music Co.
 Nelson Music Pub. Co.
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 New Sounds in Modern Music
 New World Music Corp.
 New York Music

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Noble Music Corp.
Norbett Music, Inc.
Norman Music, Inc.
North & Son Music, Inc.
Northern Music Corp.
Northridge Music Co.
Noteworthy Music, Inc.
Novelty Music Co.

Oahu Publishing Co.
Oak Music Corp.
Oakland Music Co.
O'Connor and Miller Music Corp.
Octave Music Pub Corp.
Odette Music Corp.
Odin Music Inc.
Official Music Co., Inc.
O'Flynn, Charles, Pub.
O'Kay Music Co.
Old Homestead Pub. Co.
Olman, Abe, Music, Inc.
Olswanger, Berl, Music
Omar Music Corp.
Opportunity Music Co.
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Orten Music Co.
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Overbrook Pub. Co.
Owens-Kemp Music Co.
Oxford Music Corp.
Oxford University Press, Inc.

P. D. S. Music Pub., Inc.
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Paley Music Co.
Palomar Music Co.
Pambill Music Inc.
Pandee Music Pub. Co.
Palm Springs Music Co.
Panorama Music Co.
Panther Music Corp.
Par-Four Music Co.
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Par Music Corp.
Paradise Music Corp.
Parakeet Music Corp.
Paramount Music Corp.
Paramount-Roy Rogers Music
Paris Music Co., Inc.
Park Ridge Music Corp.
Parker Pub.
Patti Enter. Inc.
Paul, John, Music Corp.
Pauline Music Inc.
Paxton, George, Inc.
Pell Mell Music Co.
Penn Music Co.
Pepper, J. W., & Son, Inc.
Peters Music Co.
Photo Play Music Co., Inc.
Phylis Music Inc.
Piano Melodies

Piantadosi Music Pub.
Pic Music Corp.
Pickwick Music Corp.
Piedmont Music Co., Inc.
Pilot Music Pub. Co.
Pincus, George, & Sons
Pine Ridge Music, Inc.
Pinkard Pub., Inc.
Pioneer Valley Music Corp.
Piper Music Co.
Planetary Music Pub. Corp.
Players Music Corp., The
Playersville Inc.
Pleasant Music Pub. Corp.
Plymouth Music Co., Inc.
Pollsam Music Co.
"Pops" Music Pub. Co.
Popular Music Co.
Portilla Music Corp.
Post Music, Inc.
Preferred Music Co.
Prentice Music Inc.
Presser, Theodore, Co.
Prestige Publishing Co.
Princess Music Pub. Corp.
Priscilla Music Corp.
Producers Music Pub. Co., Inc.
Promenade Music, Inc.
Putnam Music, Inc.
Pyramid Music Co.

Quad Music Pub.

"R" Music Co. Inc.
R. F. D. Music Pub. Co., Inc.
Rae-Cox & Cooke Music
Ragtime Music Corp.
Raige Ent. Inc.
Randolph Music
Randy-Smith Music Corp.
Raphael, Fred, Music, Inc.
Raye Music Co.
Raymor-McCollister Music
Record Music Corp.
Record Songs, Inc.
Regal Music Pub.
Reis Publications, Inc.
Reliable Music Publisher
Religious Music Guild, Inc.
Remick Music Corp.
Rensen, Alice, Inc.
Renault Music Co., Inc.
Rene, Leon, Pub.
Revere Music Co.
Revil Music, Inc.
Reynolds & Anthony Music Co.
Reynolds Music Co.
Rhyme & Rhythm, Inc.
Rialto Music Pub. Corp.
Richard Music Co.
Richelieu Music Pub. Co.
Richjon Publish. Co.
Ricki Music, Inc.
Ricordi, G., & Co.
Ringle, Dave
Rinn Music Co., Inc.
Ritchie Music Co., Inc.

Ritter, Tex, Music Pub., Inc.
Riverside Music Pub.
Robar Music Co.
Robbins Company, The
Robbins, J. J., Inc.
Robbins Music Corp.
Robert Music Corp.
Roberty Music Co.
Robinson, J. Russel, Inc.
Rodeheaver Co., The
Rodeo Music Co.
Roger Music, Inc.
Roncom Music Co.
Ronell, Ann, Music, Inc.
Rosarita Music, Inc.
Rose, David, Pub. Co.
Rosemeadow Pub. Corp.
Ross, Allan, Music Co.
Ross, Charles, Music Co., Inc.
Rossiter, Will
Round Table Music
Row, R. D., Music Co.
Rowell-Kelly Enterprises, Inc.
Roxbury Music Co.
Royalty Music Ltd.
Roy Music Co., Inc.
Royal Music Pub.
Ruby, Harry, Music Co.
Runbank, Inc.
Runnymede Music Co.
Ruxton Music Inc.
Rylan Music Corp.
Rytvoe, Inc.

S & R Music Pub. Co.
Sacred Music Press of the
Hebrew Union College-Jewish
Institute of Religion
Saga Music Corp.
Salter Pub. Co.
St. Nicholas Music, Inc.
Sanders, Geo. H., Music Pub.
Sands Music Corp.
Sanjud Music Co., Inc.
Sanson Music Co.
Sapphire Songs
Sardo Brady Flagship Pub. Co.
Saunders Pub., Inc.
Savitt Music
Savoy Music Co., Inc.
Schein Music Co.
Schirmer, E. C. Music Co.
Schirmer, G., Inc.
Schroeder, D. L.
Schumann Music Corp.
Schuster, Joe, Music Pub.
Schwartz Music Co.
Schwarz, Merrill, Music Co.
Scott, Tony, Music Co.
Second Music Pub. Co., Inc.
Select Music Inc.
Seneca Music Co.
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Sequence Music, Inc.
Serena Music
Sewan Music Pub. Inc.
Shale Enterprises, Inc.

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 Shapiro, Bernstein & Co., Inc.
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 Shari Music Pub. Corp.
 Shattinger, Inc.
 Shaw, Eddie, Music Co.
 Shawn Music Co.
 Shawnee Press, Inc.
 Shayne, Larry, Music
 Shearing Music Corp.
 Shelley, David, Publishing Co.
 Shelley Music, Inc.
 Sheraton Music Inc.
 Sheriton Music Pub. Co.
 Sherman, Al, Music Co.
 Sherwin Music, Inc.
 Shield, Roy, Music Co.
 Shilkret, Nathaniel Music Co.
 Shoreham Music Corp.
 Shubert Music Pub. Corp.
 Sigma Music, Inc.
 Silhouette Music Corp.
 Simon, George, Inc.
 Sinatra Songs, Inc.
 Siras Music, Inc.
 Skidmore Music Co., Inc.
 Skinner Music Co., Inc.
 Skip Music Co.
 Skokie Music Co.
 Skyline Music Co.
 Smith, Ethel, Music Corp.
 Smith, William J., Music Co.
 Smith-Foley Music Pub.
 Snyder Music Corp.
 Society for the Publication of
 American Music, Inc.
 Somerset Music, Inc.
 Song-Art Music Inc.
 Songfest Music Corp.
 Song Music Inc.
 Songsmiths, Inc.
 Soundpost, Inc.
 South Sea Music Co.
 Southern Music Co.
 Southern Music Pub. Co., Inc.
 Southwest Music Co.
 Souvenir Songs
 Sovereign Music Corp.
 Sparrow Music
 Spartan Music Co.
 Spectacular Music, Inc.
 Spina Music
 Spinlan Music Corp.
 Springton Pub. Co.
 Staff Music Pub. Co., The
 Stage Craft Music Corp.
 Standard Music Publishers, Ltd.
 Standard Music Corp.
 Stanley & Livingston, Inc.
 Stanwood Music Corp.
 Stargen Music Corp.
 Starlight Music Co.
 Starlight Songs, Inc.
 Stasny Music Corp.
 State Music Pub. Co., Inc.
 Stephens, Bob, Inc.
 Studio Music Corp

Styne & Cahn Music Co., Inc.
 Stuyvesant Music Corp.
 Summit Music Corp.
 Sunny Pub. Co.
 Sunflower Music, Inc.
 Sunset Music Publishers, Inc.
 Supreme Music Corp.
 Surrey Music Co.
 Sweatman, Wilbur, Music Pub.
 Sweet Music, Inc.
 Symphony House Music Pub.
 T & H Music Pub.
 T V Music Co.
 Talent, Leo, Inc.
 Tamarick Music Inc.
 Tanglewood Music Corp.
 Tarpon Music Co.
 Tarto Music Pub. Inc.
 Taubman, Paul, Music Corp.
 Taurus Music Pub.
 Taylor, Larry, Music Corp.
 Teleklew Prod. Inc.
 Templeton Pub. Co.
 Tempo Music, Inc.
 Tempo Pub. Co., The
 Texoma Music Corp.
 Thomas, John, Music Corp.
 Thompson, Kay, Music, Inc.
 Thornhill Music Co.
 Thornlee Music Corp.
 Thunderbird Music
 Timely Music Co.
 Tinker Music Co.
 Tin Pan Alley
 Tobey Music Corp.
 Tobias & Lewis Music Pub.
 Tone Music Co.
 Top Notch Music Corp.
 Torch Productions, Inc.
 Totem Music, Inc.
 Touchstone Music Co.
 Towne Music Corp.
 Trans American Music Co.
 Transcontinental Music Corp.
 Tray Music Corp.
 Treble Music Pub., Inc.
 Triangle Music Corp.
 Trinda Music Corp.
 Tropical Music Pub.
 True Blue Music Pub. Co.
 Tune-House Publications
 Tweed Music Co.
 Union Music Dist. Co.
 United Artists Music
 UPA Music Co.
 United Music Corp.
 University Music Corp.
 Valando Music Corp.
 Valley Brook Pub., Inc.
 Valley Entertainment Ent., Inc.
 Valmount Music Pub.
 Valyr Music Corp.
 Vanderbilt Music Corp.
 Van Heusen Music Corp.
 Van-Jak Music Corp.

Variety Music, Inc.
 Venus Music Corp.
 Vera Nova Music
 Vernon Music Corp.
 Veronique Pub. Co., Inc.
 Victoria Music Corp.
 Vicar Music Inc.
 Vickers Music Co.
 Victoria Pub. Co.
 Vic Vegas Pub. Co.
 Viking Music Corp.
 Villa Moret, Inc.
 Vim Music Corp.
 Vinrob Music Co.
 Vista Music Corp.
 Vivid Pub. Co.
 Vogel, Jerry, Music Co., Inc.
 Vogue Music Publications
 Volkwein Brothers, Inc.
 Vonzell's
 Volta Music Corp.
 Voss Music Co.
 Walden Music Corp.
 Waldo Music Corp.
 Wald, Herb., Music Co.
 Wallen, Inc.
 Walton Music Corp.
 Warnow, Mark, Music
 Warock Music, Inc.
 Washington & Lee Pub.
 Wayfarer Music, Inc.
 Webster Music Corp.
 Wedgewood Music Co.
 Welzheim Music Pub. Corp.
 Weintraub Music Co.
 Weiss, Mac, Music Pub. Co.
 Weiss, Sam, Music, Inc.
 Wemby Music Corp.
 Wendy Music Inc.
 West Coast Music Pub.
 Western Music Pub. Co.
 Whale Music Corp.
 Whalen Music
 Wharton Music Co.
 Whitcup, Leonard, Inc.
 White Way Music Co.
 Williamson Music, Inc.
 Willow Music Corp.
 Wilshire Music Pub.
 Wintergreen Music, Inc.
 Winterset Music Co.
 Witmark, M., & Sons
 Wizell & Day Music Corp.
 Whitney-Kramer-Zaret Music
 Wood, B. F., Music Co., The
 Woodward Music, Inc.
 World Music, Inc.
 Worth, Bobby, Music Pub., Inc.
 Yellen & Fain
 Yellowstone Music Pub.
 Yukon Music Corp.
 Youmans, Vincent, Co., Inc., The
 Young, Victor, Pub., Inc.
 Zachary Music
 Zephyr Music Pub. Co.
 Zuma Music Co.

BROADCAST MUSIC, INC.

By **CARL HAVERLIN**
President

NINETEEN HUNDRED AND SIXTY marks the twentieth year of activity of Broadcast Music, Inc. These twenty years have seen a vast growth in American music. The number of symphony orchestras has increased more than tenfold — indeed, the United States today has more than half of the symphony orchestras of the world. Thirty million Americans play musical instruments — more than double the number even in the late 1930's. The dollar volume of the sale of musical instruments has quintupled. More than eight-and-one-half million children play musical instruments, over a threefold increase in the last decade alone.

But the story of music has not been one of growth alone. It has also been one of broadening of opportunity and of healthy democratization. The number of writers, publishers and recording companies who share in the rewards of music have multiplied manifold. More than 7,500 writers and almost 4,000 publishers have an opportunity to share in revenues from the licensing of the right to perform publicly their compositions.

BMI has played no small part in the expansion and democratization of music. It has opened to writers and publishers all over our country the doors of opportunity which were previously closed to them. It has acted as a conduit through which the creators of all types of music find a way to present their works to the American people and to have them succeed or fail in accordance with the indefinable factors of public taste.

Basically, BMI operates in only one field — that of public performance. Under our copyright law, as, indeed under the laws of virtually all major countries, the proprietors of musical works are entitled to be compensated when their compositions are publicly performed for profit, whether by radio or television, in restaurants or night clubs, or by symphony orchestras.

Today, BMI licenses all broadcasting stations and most other enterprises that use music.

As it has for the first two decades of its existence, BMI will continue to dedicate itself to the maintenance of competition and to the encouragement both of authorship and publishing in the field of music. BMI believes that America has a musical future which will make even the extraordinary progress of the last twenty years seem insignificant. BMI pledges itself to keep the doors of musical opportunity open in the interests of the creators of music, of the users of music, and of the American people.

(Full list of BMI officers are reported in Industry Organization Section)

● **Due to a lack of space, the following list of BMI ●
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Adams-Vee & Abbott, Inc.
Adanac Music Company
Admiration Music Inc.
Agatha Music Corp.
Airlane Music, Inc.
Ajay Music Co.
Aladdin Music Publications
Alan K. Music Corp.
Aldon Music Inc.
Algonquin Music, Inc.
Aljean Music Co.
Allen Rick Publications
Almino Music, Inc.
All State Music Co.
Allen-Brinkley Pub.
Allendale Music Corp.
Alpha Music
Alvin Music Corporation
American Composer's Alliance
American Music, Inc.
Amijo Music
Amor Publications
Ample Music Pub. Co.
Andrea Music Co.
Andval-Music
Angel Music Inc.
Aragon Music Company
Arc Music Corp.
Arch Tone Pub. Co.
Ariston Music Inc.
Arve Music
Ashna Music Co.
Assembly Music
Associated Composers, Inc.
Associated Music Publishers, Inc.
Athens Music
Atlantic Music Corp.
Auntry, Gene Music Publishing
Avalon, Frankie
Avery Music Company
Avon Music, Inc.

Babb Music
Barton, Earl, Music Co.
Banbury Music, Inc.
Banks Music Co.
Bar Music Publishing Company
Barclay Music Company
Barron Music Company
Baxter-Wright Music Co., Inc.
Bayes Music Corp.
Bayou Music Co.
Becker-Williams Publications
Beebee Music Pub. Inc.
Beechmont Music Corp.
Beechwood Music Corp.
Belfry Music

Bellage Music, Inc.
Bell Music Co.
Bell-Tone Music Publishing Co.
Ben-Chazi Enter.
Benell Music Publ.
Bentley Music Co.
Benton Public.
Berger Publishing Company
Berkeley Music, Inc.
Berkshire Music Inc.
Berry Music Corp.
Beverly Music Inc.
Berwick Music Corp.
Bettsam Music Co.
Biernat & Dietz Music Publ.
Big Bopper Music Co.
Big Chief Music Co.
Big "T" Pub. Co.
Billace Music Co.
Blackwood Music
Blaze Songs, Inc.
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Grass Music
Blue Jay Songs
Blue Note Records
Blue River Music Inc.
Blue Variety Productions
Bob-Dan Music Co.
Bomart Music Corp.
Bond, Johnny, Music Co.
Boulevard Music Inc.
Boxer Music Co.
Boyt, Earl Pub. Co.
BMI Canada Ltd.
Bradshaw, Inc.
Brazos Valley Music
Brenner Music, Inc.
Brent Music Corp
Brewster Music Pub. Inc.
B. R. S. Music Corp.
Brittany Music, Inc.
Britton Music Corp.
Broadcast Music, Inc.
Brookdale Music Co.
Brownwood Music Co.
Bryden Music, Inc.
Bugle Boy Music Co.
Burley Music, Inc.
Byron Music Co.

Cajun, C. B.
Calabran Music Co.
Calabar Music Pub.
Calvert Pub. Co.
Calvin Music Co.
Cal-York Music, Inc.
Candy's Playhouse Inc.
Cana
Canford Music, Inc.
Capa Music
Carlot Music, Inc.

Carnegie Music Co.
Carnival Music Company, Inc.
Carsey Music, Inc.
Casa Musicale Sonzogno
Cascales, Joe, Music Publisher
Cash, Johnny, Music Inc.
Cavalier Music Pub. Co.
Cedarwood Pub. Co., Inc.
Central Songs, Inc.
Century Songs, Inc.
Cerabino, L. G.
Challenge Music Co.
Champ Music Co.
Charill Music Pub. Co.
Chase Music Co.
Chaz-Mar Music Pub. Co.
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Cherritown Music Pub. Co.
Chicago Music Publisher
Children's Record Guild
Chips Music Corp.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cireco Music
Clement, Jack, Music, Inc.
Climax Music Co.
Clockus Music Inc.
Clover-Dale Pub. Co.
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Coblin Music Co.
Cole Corporation, M. M.
Coliseum Music Co., Inc.
Collwill Corporation
Colonial Music Publishing Co.
Colortunes Publishers
Columbia Music Publishing Co.
Commodore Music Corporation
Conley Music
Contemporary Music
Continental Record Co.
Cooga Music Corp.
Cool Music Co.
Co-op Music Co.
Coper Music, Inc.
Conrad Publ. Co.
Cordial Music
Coaxial Music Inc.
Combine Music Corp.
Coronation Music Inc.
Cornerstone Song Pub. Co.
Country Music
Cranford Music Corp.
Crestline Music Pub.
Crestwood Publications
Cross Music Company
Crossroads Music Co.
Cundy-Bettyon Co.

Dallas Music Co., Inc.
Dana Pub. Co.

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Danby Music Co.
Dance Music Corp.
Dara Music Corp.
Dara Music Co.
Daywin Music, Inc.
Debra Music
Decatur Music Co.
Delstone Music Co. Inc.
Destiny Music Pub.
De Vorzon Music Co.
Dexter, Al, Music Publishing
Dickinson, Harold H.
Dinehart Music Company, The
Diva Records, Inc.
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Don Carlos Music
Dorchester Music Co.
Dornix Music, Inc.
D'oro Music Pub.
Drexall Music Pub. Co.
D. Dreyer Co., Inc.
Duchess Music Corporation
Dundee Music
Dunhill Music Corp.
Dynamic Music Co.

E & E Music Pub. Co.
E.M.C. Music Pub. Co.
Eagle Music Publishing Corp.
Eastwick Music Co.
Eccma Music Company
Edizioni Kramer (Milano)
Edizioni Mascheroni (Milano)
Edizioni Musicali Di Lazzaro
Edizioni Musicali Italiane
Edizioni Suvini Zerboni
Edelee Music Corp.
Edward, Arthur, Music Co.
Effsee Music, Inc.
Egap Music, Inc.
Elkane Music Company
Embassy Music Corp.
Emco Music Company
Emcee Music
Emerson Music Publications, Inc.
Emperor Music Inc.
Emporium Music
Englewood Pub.
Eric Music, Inc.
Eskelin, Neil, Pub. Co.
Esquire Music Co.
Essay Music Company
Excellorec Music Co.

Fabulous Music, Inc.
Fairfield Music Corp.
Fairfax Music Company
Fairway Music Corp.
Falstaff Music Co., Inc.
Fanwood Music Publications
Fee Bee Music
Fellows Music
Fern Music Inc.
Fi-Del Music Publishing Co.

Fine Songs
Flair Pub. Co.
Flattown Music Co.
Flex Songs
Florida Music Company
Folk Songs
Folkways Music Publishers Inc.
For-site Pub. Co.
Four Star Sales Co.
Fowler, Wallace Publications
France Music Company
Francis & Wilmore Music Pub.
Franklin Pub. Co.
Frederick Music Publ. Co.
Freeman, Albert Edward
Freeman, Porky, Pub. Co.

G & H Music Publ. House
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G. M. S. Music Publishing Co.
Gainsborough Music, Inc.
Gala Music Publishing Corp.
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Gaviota Music Inc.
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Gaylord Music Co.
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Glad Music Co.
Glenwood Music Corp.
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Gold Coast Pub. Co.
Golden Gate Quartet Music Co.
Golden Songs
Golden State Songs
Golden Tune Publishers
Golden West Melodies, Inc.
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Graham Music Co.
Gralow Music Pub. Co.
Granite Music Co.
Great Oaks Music
Greenbrier Music Co.
Green Music Publications
Gregmark Music Co.
Greta Music Co.

H & L Music Corp.
Halama, Frank J., Publications
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Hartmann & Van Horn
Harvard Music, Inc.
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Heart Songs
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Hillbilly Music Publishing Co.
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Hi-Lo Music
Hilltown Music Inc.
Hoffman Songs
Hollenden Music Co.
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Horn Publications
Hoosier Music Publications
House of Carols
House of Irish Songs

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Islip Music Pub. Co.

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James, Sonny, Music
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January Corp., The
Jari Music Co.
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Jat Music Co.
Jatap Publ. Co., Inc.
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Jayco Music
Jean Music Company
Jeannette Music Pub.
Jeneva Music Co.
Jeramac Music Co.
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Jiffy Pub. Co.
Jill Music Co.
Jimskip Music, Inc.
Jo-Bets
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Jones, David, Inc.
Joni Music Inc.
Judson Music Co.
Julie Music Corp.
Justis Music, Inc.
K.A.M. Prod. Corp.
Kahl Music Co.
Kaiser Music Co.
Kampas, William T.
Kanawha Music Pub.
Keel Music Co.

Kemo Music Co.
 Kendis, Sonny, Music Pub.
 Kenneth Publishing Company
 Ken-Rick Pub. Co.
 Kentucky Folk Music
 Kenwood Music, Inc.
 Kerr, Bob, Prod.
 Kerr, Edward
 Keyes, Baron, Pub.
 Keystone Music Co.
 Kingsbury Music, Inc.
 Kliff Prod. Inc.
 Klive Music Pub. Co.
 Knudson, Thurston
 Kord Music Company
 Koss Music Co.
 Kynd Music Pub.

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 Lake Front Music
 Lakeland Music Co.
 Lamp Music Pub.
 Lance Music Pub.
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 Lane, Ziggy, Music
 Langley Music Co.
 Langlois Filmusic, Inc.
 Lang-Worth Publications, Inc.
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 Legato Music Corp.
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 Les Kangas Music Pub. Co.
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 Libijon Music Co.
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 Little Jazz Music Pub., Inc.
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 Los Feliz Music Co.
 Lowell Music Corp.
 Lowery Music Co.
 Ludlow Music, Inc.
 Lupal Music Co.
 Luther Music, Inc.
 Lynbrook Music Inc.
 Lynn Music Corp.

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 Maestro Music Company
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 Magnolia Music Corp.
 Magnus Music
 Main Street Songs, Inc.
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 Major Melodies

Major Minor Music
 Manhattan Melodies Music Pub.
 Manning House Music
 Marairela Music
 Marchant, J. C., Publications
 Marcy, Victor
 Mardi Gras Music Company
 Marfan Music Co.
 Marty's Music Corp.
 Marigold Music Co., Inc.
 Marielle Music Pub. Corp.
 Marino Music Company
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 Marks, E. B. Music Corp.
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 Marmor Music Inc.
 Martin, Mack, Music Co.
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 Martel Music Co.
 Martens, W. F., Music Co.
 Master Music Publishers
 Matador Music Pub. Co.
 Maxted Music Co.
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 Mayland Music Publ. Co.
 Maytime Music, Inc.
 Maywood Music Co.
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 Melody Lane, Inc. (Peer)
 Melody Trails, Inc.
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 Merge Music
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 Merrymount Music Inc.
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 Mickey Music
 Micor Publishing Company
 Mid Music
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 Miller-Steinberg-Katz Music
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 Mipa Productions, Inc.
 Miracle Music Company
 Mission Hills Publications
 Mission Pub. Co.
 Modern Music Publishing Co.
 Monahan Music Publications
 Money Music
 Monmouth Publishing Company
 Mono-Music
 Monroe, Bill, Music Inc.
 Montague Music Co.

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 Monument Music, Inc.
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 Moss Rose Pub., Inc.
 Motion Music Co.
 Mr. Music Co.
 Munson Music Co.
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 Murob Music Publishers
 Music Art Publications
 Music Development Corp.
 Music for Frets
 Music Please Co.
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 Music World Corp.
 Musical Frontiers Pub. Co., Inc.
 Muzik Masters Company

Najac Music Corp.
 Nasta Music
 Navajo Music, Inc.
 Nelson, Herbert, Productions
 New Era Music Corporation
 Nicksch, Donald E.
 Nimisilla Music Company
 Noma Music Inc.
 Norma Music Co. Inc.
 Normandy Music, Inc.
 Nor-Va-Jak
 Nuclear Music Co.
 Nu-Tune Music Corporation
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Oakhurst Music Pub. Co.
 Oceanic Music Co.
 Ohio Music Co.
 Old Charter Pub. Co., Inc.
 Old Hickory Music Inc.
 Old Judge Music
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 Open Road Music
 Optimist Songs Co.
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 Orlando Music Co.
 Oval Music Co.
 Ozark Music

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Pocono Pub. Co. Inc.
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Portrait Music
Presley, Elvis, Music, Inc.
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Raleigh Music Publishing Co.
Rancho Music
Rand Music Co.
Rayven Music Co., Inc.
Real American Pub. Co.
Real Gone Music, Inc.
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Red River Songs
Regent Music Corp.
Reis, Herb, Music Corp.
Release Music, Inc.
Republic Music Corporation
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Schaeffer's, Peter, Music Corp
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Shaw Music
Shealy Music Pub. Co., Inc.
Sheldon Music, Inc.
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Sheridan Music Corp.
Sherman-Huston Music
Sherwood Music Pub. Co.
Shirgus Publishing
Shopa Music Publications
Sidney Music Inc.
Sidmore Music, Inc.
Signet Music Co.
Silver Star Music Pub. Co.
Singer, Murray, Music Pub.
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Skyway Records & Music Pub.
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Publishers and Songwriters
Song Ads Inc.
Song Prod., Inc.
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Sooner Music Inc.
Sophisticate Music, Inc.
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Source Music Co.
Space Songs
Spanish Music Center
Spanka Music Corp.
Spools Publishing Co.
Stairway Music Co.
Starday Music
Starfire Music Corp.
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Starstan Music Corp.
Stella Music Co., Inc.
Stern Music Publishing Co.
Stevens Music Corporation
Storm Music Co.
Stratton Music, Inc.
Stuart Music, Inc.
Studio Music Co.
Sudbury Music Corp.
Suffolk Music, Inc.
Sunbeam Music Corp.
Sundial Songs
Sunrise Music Company
Surf Music Corp.
Swansongs Publications
Sweco Music Corp.
Swing & Tempo Music Co.
T-C Publishing Corp.
T. J. Music
Tamasa Music Co.
Tannen Music, Inc.
Taps Agency
Tarry-Town Music Co.
Terrace Music
Terrific Tunes
Thornett Music Corp.
Thornwood Music Pub. Co.
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Torpedo Music Inc.
Trans Music Corp.
Trans-World Music Publ., Inc.
Travis Music, Inc.
Tree Pub. Co.
Tredlew Music, Inc.
Trend Music
Trianon Publications
Trinity Music Co., Inc.
Tri-Park Music Corp.
Triumph Publications, Inc.
Tropical Song Counter
Tubb, Ernest, Music Inc.
Tune Towne Tunes
Twin Music Inc.
U. S. Music, Inc.
Una Publishing Co.
Unart Music Corp.
Unique Music Publishers
Urban, Max & Co.
Val Music Corporation
Valley-Hill Music Co.
Valley Publishers, Inc.
Valley View Music, Inc.
Valner, Kurt
Van Brunt Publishing Company
Vanguard Songs
Venice Music, Inc.
Vidor Publications
View Music Co.
Village Music Co.
Villanova Music Co.
Vincent Music Co., Inc.
Viscount Music Co.
Volo Music, Inc.
Volunteer Music Sales Co.
Walmay Pub. Co.
Wanda Music Co.
W. F. A. Enterprises
Ward, Clara, Publications
Ward & Sears Music, Inc.
Warman Music
Warren Publications
Webster Music Company
Weiss & Barry, Inc.
Wemar Music Corporation
Westbrook Publications
Westbury Music Co.
West-Higgins Pub. Co.
Wildcat Music
Willet, Slim, Songs
Williams, Dootsie, Pub.
Williams, Kae, Music Inc.
Winchester Music Inc.
Winneton Music Corp.
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SESAC, INC.

By **PAUL HEINECKE**
President

AS 1959 drew to a close, a spectacular note was sounded in the broadcasting industry — a note which will undoubtedly provide a theme motif for months to come. While the initial chord was loud enough to catch the ear of anyone within a 10,000 mile radius of anywhere in the world, it was the chain reaction that proved the prime attention-getter. It would seem that everyone and most organizations have had something to say — pro and con — and not particularly *sotte voce*.

Whatever is resolved, and I believe the solution will be fair and just, because I believe in the integrity of man and his desire to overcome any fault which exists, I think it only right that time be set aside now for some intense introspection. What better way to end one year and begin another than to look deep within; to evaluate motives and to determine whether the motives direct us or we direct them.

As for me, I know of no greater force outside the home, church and school than the local radio and television station. American broadcasters are stewards of a sacred trust. Among other things, they can shape thought patterns and condition taste. What about this business of taste? Broadcasters who are in the driver's seat have a moral duty to expose their listeners to the best of whatever it is they are programming. Second best won't do. Further, one can't side-step diversification; variety still remains the spice of life and newness always sets up contrast. I honestly believe that the stew that began to bubble as the old year ran out did so simply because the brew itself had a low boiling point. Too much of anything is bad, whether it be music or watermelon. No listener can live forever on the same music without at least losing his appetite. Now, at last, attention has been sharpened and protests are made vocal. Music is getting back its old sharp edge. Look for brilliance and resiliency in the new music you are about to hear.

The producers of SESAC recordings, the streamlined 12-inch long play Transcribed Library, anticipated the current reaction and throughout the years, have recorded music of style and distinction, performed by talented and established artists. SESAC recordings are custom-built for the broadcasting industry. They are not distributed among nor can they be bought at any record store. Any broadcaster who wants to break with the old monotony and program music which meets the high standards sought by the broadcasting industry can do so with SESAC recordings. Here is a program service designed to serve all radio and television stations as their basic music library. And, why not — SESAC performers come from 1960's top roster of stars: Duke Ellington, Woody Herman, Chico Hamilton, Richard Maltby, Richard Hayman, José Melis, The Chuck Wagon Gang, Webb Pierce, Chet Atkins, Johnny Horton, Elliot Lawrence, Anita Kerr, Bill Snyder, Coleman Hawkins, Dick Jacobs, The Jordanaires, Faron Young, The Statesmen, Bob Scobey, Alfredo Antonini are just a few of the names that come to mind.

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Abernathy Pub. Co.
Accord, Edition
Accordion Music Publishing Co.
Adams, Jos. E., Public
Adamus, A.
Adamus, Zenobiusz
Albright Music Company
Amsco Music Publishing Co.
Andrea Music Co., Inc.
Arberne Music Co.
Arct, M.
Augsburg Publishing House
Avalon Music Publishing Co.
Aztec Music Company

Babwin Publications
Barnhouse, C. L., Company
Bartlett, E. M.
Barwicki, K. T.
Bass Co., The
Bava's, John, Music
Beazley, Samuel W., & Son
Beirly, Alfred, Co.
Bendix Publishing Corp.
Better Choirs Pub. Inc.
Bienstock, Siegfried
Braun, Herbert J.
Braun Music Co.
Braun Organization, The
Brenbar Music
Breuer, Harry
Broadcast Music Publishers
Broadman Press, The
Brumley, Albert E., and Sons
Bryant Music Company

Calbo, N.
Capitol Music Co.
Cardilli, M. V.
Carlton Music Pub.
Catholic Music Co.
Central Music Co.
Century Music Publishing Co.
Century Press
Cerruti, John M.
Chantry Music Press, Ltd.
Chart Music Pub. House, Inc.
Choral Press
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Coleman, Robert H., Publishing

Colin, Charles
Composers Press, Inc., The
Concord Music Publishing Co.
Concordia Pub. House
Convention Press
Cooper, W. Oliver
Copley Music Pub. Corp.
Crawford, Percy B.
Cummings, M. Homer
Czytelnik

Daniel, John, Quartet Song Pub.
Darom, Edition
Davis, Marion, Company, The
Dawson, William L.
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
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Denson-Parris Music Co.
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Edel, Yizchak
Edition Accord
Edition Darom
Edition Gil-Ron
Edition Hazemer
Edition Jastrzab
Edition Olympia
Edition Pizmon
Edition Pro Arte
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Eulenburg, Ernst, Ltd.
Europa Music Co.
Evangel Music Co.

Fairbank, H. W., Company
Faith Music, Inc.
Ferrill, J. W.
Firm Foundation Publishing House
FitzSimons, H. T., Co., Inc.
Forberg, Rob.
Forecast Music
Foreststorm Music
Fouts, S. G.
Fouts-Payne Music Co.
Frador Music Market

Future Music
Gale Music
Gebethner & Wolff
General Council of the
Assemblies of God
Georgi & Vitak Music Co.
Gil-Ron, Edition
Ginsburg, Dov, Publ.
Goddard Publishing Co.
Gornston, David
Gospel Music Publications
Gospel Publishing House
Gospel Quartet Music Co.
Gospel Songs, Inc.
Grabczewski, F.
Grammer, Frank
Gregorian Institute of America
Gur-Ari, Hans (Horowitz)
Gurley, Robert G.
Gurley Music Co.

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Hall, Connor B.
Hall House of Harmony
Hall Music Co., The
Hall & McCreary Co.
Hans, Willy
Hanson, Eddy
Hartford Music Co., The
Hart's Music Company
Harvest Time Publ.
Hathaway, Franklin Earl, Mus.
Pub.
Hawkins, Floyd
Hazemer, Edition
Heinrichshofen's Verlag
Henson, J. M., Music Co.
Heritage Music Publications, Inc.
Hicks, Charles
Highland Music Co.
Holbrooke, Josef
Huffer, Fred K.
Humphries, Bruce, Inc.
Hymntime Publishers

Idzikowski, Leon
Idzikowski, M.
Inspiration Publishers
"IPA," Israel Publishers Agency
"ISCAM," Israel Society of Composers, Authors & Music Publishers

Jastrzab, Edition
Jaworsky-Pandy Music
Publishing Co.

- Jeffress Music Company
 Jewell, Fred, Music Co.
 Jusko, Ralph, Editions
 Jusko, Ralph, Publ., Inc.
- Kanner Music Publishing Co.
 Keene, Hank, Inc.
 Keller, Hal
 Kelman Music Corp.
 Kendor Music, Inc.
 Keyboard Publishing Co.
 King, K. L., Music House
 King Music Publishing Corp.
 Kjos, Neil A., Music Co.
 Krone, Max and Beatrice
 Kuthan, E.
- Lair, John
 Langdon Music
 Le Fevre Trio, The
 Lena Music Inc.
 Lillenas, Haldor
 Lillenas Publishing Co.
 Lister, Mosie
 Lister, Mosie, Publications
 Littig, Frank, Music Publishing Co.
 Liturgical Music Company
 Liturgical Music Press, Inc.
 Ludwig Music Publishing Co.
- Maciejowski, Zb.
 Markiewicz, Adam
 Master Music Press, Inc.
 McKinley Publishers, Inc.
 McLaughlin & Reilly Co.
 Melody-Aire Press
 Mercury Music Corp.
 Misty Music
 Modern Music Library
 Moore, David
 Morris-Henson Music Co.
 Mosti, Joe, Accordion Mus. House
 Music Press
 Music Press, Inc.
 Music Products Corp.
 Musical Melody Publishers
 Musicountry Tunes, Inc.
- National Music Company
 National Music Company, Inc.
 Natrass-Schenck, Inc.
 Nazarene Publishing House
 Nemmers, M. L. Publishing Co.
 Network Music Publishers
 Nowa Scena
 Nowacki, Henryk X.
- Olympia, Edition
 Ozark Music Public.
- Pace, Adger M.
 Pagani, O., & Bro., Inc.
 Pallma, Frank, Music Publisher
 Pallma Music Co.
- Pallma Music Products Corp.
 Panella, Frank A.
 Panella Music Co.
 Paris, Oren
 Parks, J. A., Company, The
 Parris Music Co.
 Parris, O. A.
 Perry, F. Clark, Co.
 Perry's Sons, A. W., Inc.
 Peterson, John W.
 Pioneer Music Press
 Pizmon, Edition
 Podgorski, I.
 Polskie Towarzystwo Muzyki Wspolczesnej
 Polskie Wydawnictwo Muzyki Wspolczesnej
 Poltawski, Aleksander
 Pomaranski, Zygmunt
 Popular Music Publications
 Princess Publications
 Pro Art Publications
 Pro Arte, Edition
 Puritan Publishing Co.
 "PWM," Polskie Wydawnictwo Muzyczne
 "PWP," Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers)
- Quartet Music Company
 Quincke, Walter A.
- Rainbow Music Co.
 Ramola Music
 Ramsey, Will M.
 Ramsey & Parker
 Revival Music Company
 Ricart & Cia, Luis, S. L.
 Roat, Chas. E., Music Co.
 Rolseth Pub. Co.
 Rudnicki, Walery
 Rynczak, J.
 Rzepecki, J.
- Sacred Music Foundation, The
 Sage & Sand Mus. Pub.
 Sajewski, W. H., Music and Publishing Co., Inc.
 Samely, Sam
 Schmidt, Arthur P., Co., Inc., The
 Schmitt, Hall & McCreary Co.
 Schmitt, Paul A., Music Company
 Schmitt Pubs., Inc.
 Schubert, Franz
 Schubert, Franz, Music
 Schubert, Franz, Music Pub.
 Schuberth, Edward, & Co., Inc.
 Sebren, George W., Music Co.
 Select Music Company
 Selmer, H. & A., Inc.
 Seyfarth, G.
 Sherwood Music Co.
 Showalter, A. J., Company, The
 Showalter, G. H. P.
 Simon, Frank
- Singspiration
 Singtime Publishing Co.
 Sioux Way Music
 Slaski, H.
 Slater, Will W.
 Slaughter, Henry
 Smith, Alfred B.
 Southern Music Plate Co.
 Speer, Ben, Music
 Stamps Quartet Music Company, Inc.
 Standard Music Company
 Standard Songs
 Stanphill, Ira
 Stirling Music Publishing Co.
 Sunday School Board of the South Baptist Convention, The
- Target Music Co.
 Tav-Rina, Edition
 Taylor, Lonnie, Publ.
 Teddlie, Tillit S.
 Tennessee Music & Printing Co.
 Thomas, Alvis O.
 Thomas, J. E.
 Thompson Music Company
 Times Square Mus. Publ.
 Top Music Publishers, Inc.
 Tovey, Herbert G.
 Towarzystwo Wydawnicze Muzyki Polskiej
 Triangle Music Co.
 Trio Music Co.
- Universum
 Vaughan, James D., Music Publisher
- Varner, Wallace B.
 Vitak-Elsnic Co.
- Walls, W. M.
 Warde, Harry
 Warner, F. Eugene
 Weaner-Levant Publications
 Weaner, Maxwell
 Wells, Kenneth H.
 Western Accordion Music Company
 Wheelwright, Lorin F.
 Wiehler, Zygmunt
 Wilensky, Moshe
 Windsor Music Company
 Winsett, R. E., Music Co.
 Winternitz, Chanan
 Witczyk, Stanislaw
 "WJR"
 Wohl, Jehuda
 Woodward, M. H.
 World Library of Sacred Music
 Wydawnictwo Muzyczne Arcta
 Wynert, Johnny
- "Zaiks," Zwiasek Autorow, Kompozytorow i Wydawcow
 Zak, Czeslaw
 Zaremba, Alojzy

FOREIGN TV GROWTH

... Not Reflected In TV Sales

By PAUL TALBOT

President, Fremantle International, Inc.



FOR several years American producers of filmed TV shows have been happily studying the increased set count in overseas markets with the natural thought that these figures will mean new and larger markets for their product.

While the overseas market is rapidly expanding in terms of more television sets — more restrictions are continually being set up causing a greater sales contraction. Let's look at some of the cold facts: By 1961, Canadian TV stations must have 45% of their programming of Canadian content. By 1962, this figure will be upped to 55%. Further limitation is placed on US product because film produced any place in the Commonwealth outside of Canada, and also in France, is counted as being 50% Canadian origin. Therefore, a half-hour show produced in England, Australia, etc. is counted as fifteen minutes of Canadian time. Naturally, programming from these favored countries takes preference in Canadian station buys.

In Great Britain, the total programming permitted on commercial stations for non-Commonwealth material is 14%. Program contractors are regulated by the Independent Television Authority. The BBC is self-regulating and does not use more than 10% non-British programming. This, in fact, works out to approximately one hour daily on each channel allotted for all foreign material—naturally competition for this is fierce.

The outlook for the American syn-

dicator abroad sales-wise is hardly as rosy as commonly believed. This great sales outlet is a misconception and should not be identified with the success of American motion pictures abroad. As foreign markets grow and expand they increase their own facilities and eventually produce more of their own television programs and purchase less from abroad. Thus the idea that more TV sets overseas means a greater dollar potential for American distributors is fallacious.

In minor markets there is an increasing demand for film. But the prices paid are rock bottom and eventually these small areas will also develop their own production as facilities and trained personnel increase.

One answer to this problem is "Circular Distribution" . . . a kind of round robin which Fremantle International has used with great success. For instance, shows produced in Australia are sold in Great Britain, and British shows are sold in Canada and Australia. By so doing we create a "hospitable climate" for the American shows which we distribute.

There is, fortunately, a more feasible solution and one that will benefit every American distributor. That is increased buying of foreign program material for use on US television outlets. We are probably the market least open to programming produced abroad. The insular feeling that the U. S. product alone is tops in quality and entertainment value is a strong mitigating factor against the sale of American programming elsewhere.

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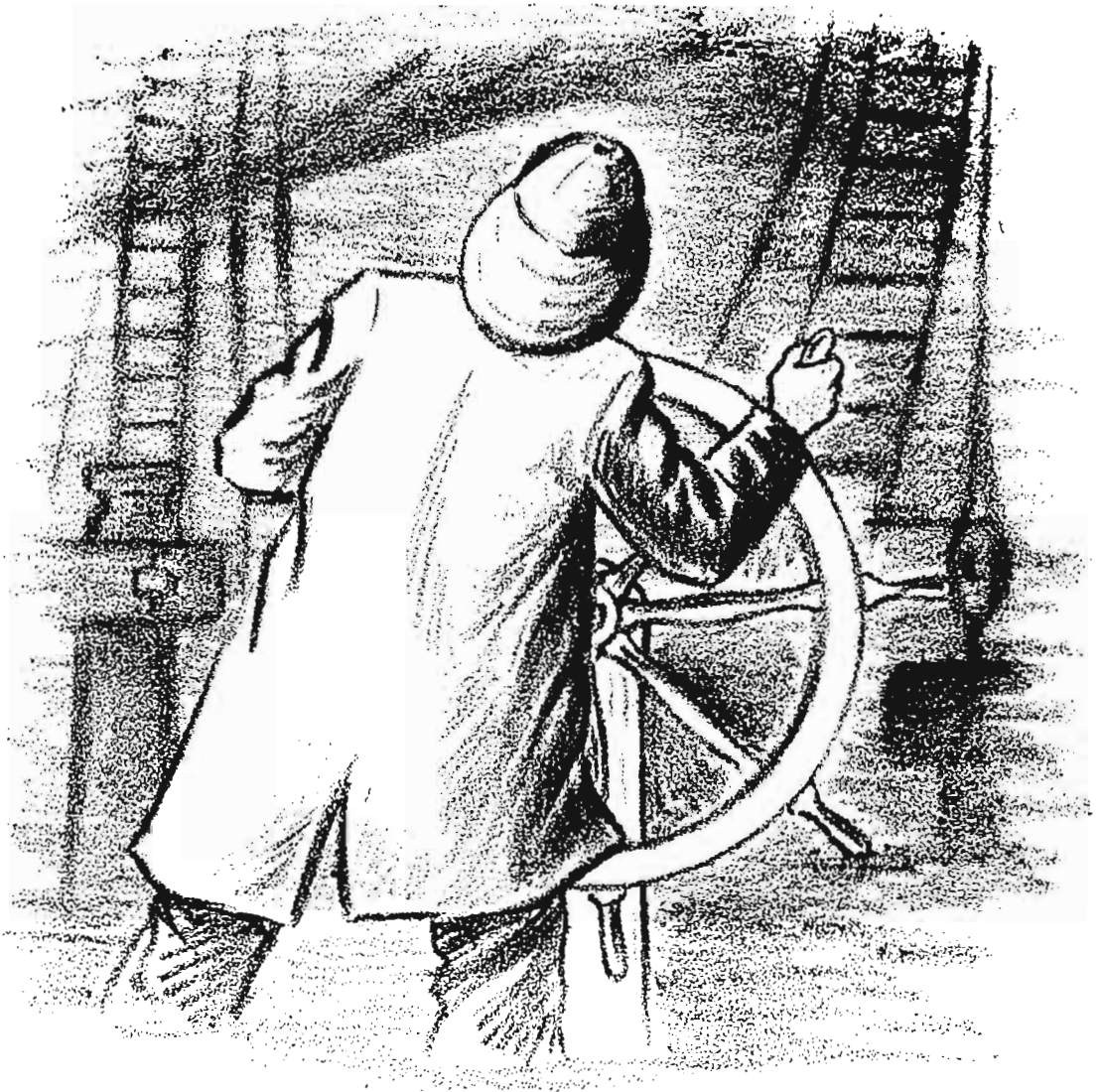
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WORLDWIDE FOREIGN TV
STATIONS AND RECEIVERS

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REPUBLIC — BAHAMAS — JAMAICA —
GREAT BRITAIN AND OTHER COUNTRIES

1960



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RADIO CADENA NACIONAL MEMBER STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>
Acapulco, Gro.	XEBB	600	Merida, Yuc.	XEZ	600
Acapulco, Gro.	XEKU	710	Mexico, D. F.	XERCN	1110
Aguascalientes, Ags.	XERO	1490	Monterrey, N. L.	XET	990
Co. Acuna, Coah.	XEAE	1600	Monterrey, N. L.	XEJM	1450
			Monterrey, N. L.	XEG	1050
			Morelia, Mich.	XESF	1300
Cd. del Carmen, Camp	XECC	1340	Nva. Rosita, Coah.	XENR	980
Cd. Juarez, Chih.	XEJ	970	Nvo. Laredo, Tamps.	XEK	960
Cd. Juarez, Chih.	XEWG	1490			
Cd. Obregon, Son.	XEAP	1290	Oaxaca, Oax.	XEOA	570
Cd. Valles, S.L.P.	XECV	610			
Culiacan, Sin.	XECQ	920			
Chihuahua, Chih.	XEM	1390			
			Pachuca, Hgo.	XEPK	1420
Durango, Dgo.	XEDU	860	Progreso, Yuc.	XEPY	1450
			Puebla, Pue.	XECD	1170
El Mante, Tamps.	XECM	1450	Reynosa, Tamps.	XEOR	1390
Ensenada, B. C.	XEDX	1010			
Guadalajara, Jal.	XEZZ	760	Sahuayo, Mich.	XEGC	1490
			Sn Luis Potosi, S.L.P.	XEPO	1310
Hermosillo, Son.	XEDL	1250			
			Tampico, Tamps.	XEFW	810
Iguala, Gro.	XEIG	630	Tapachula, Chis.	XEKQ	680
			Tehuantepec, Oax.	XEKZ	610
			Tepic, Nay.	XEXT	980
			Tijuana, B. C.	XEBG	1550
Los Mochis, Sin.	XECU	1470	Tuxtla Gtz. Chis.	XEUE	580
			Villa de Seris, Son.	XEVS	1110
Matamoros, Tamps.	XEO	970	Villahermosa, Tab.	XEVA	790
Mazatlan, Sin.	XERJ	1320	Zacatecas, Zac.	XEXZ	1150
			Zamora, Mich.	XEQL	1580

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Acambaro, Gto.	XEVW	1600	
Acaponeta, Nay	XELH	1400	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortega Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEIO	560	
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEII	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidroterropolitana
Apatzingan, Mich.	XECJ	770	
Arueca, Jal.	XEED	1490	
Atemajac, Jal.	XEKB	1590	
Atotomilco, Jal.	XEHE	1460	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1430	
Campeche, Camp.	XEUK	1370	Casanoba Brito
Cananea, Son.	XEID	630	
Cardenas, SLP.	XEIJ	1540	
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEFO	630	
Chihuahua, Chih.	XEHM	920	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Chilpancingo, Gro.	XEJW	1450	
Chilpancingo, Gro.	XEIZ	630	
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Bemex	XEPT	620	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicia, Chih.	XEBN	1240	
Ciudad Delicia, Chih.	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	990	Roberto Chavez Gonzalez
Ciudad Guzman	XEIS	670	
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	EXFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepac, Oax	XECA	1480	
Ciudad, Lerdo	XENO	960	

(Continued on Next Page)

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Ciudad Lerdo, Dur.	XEGZ	790	
Ciudad Madero, Tam.	XERP	1320	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XEHO	910	
Ciudad Obregon, Son.	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam.	XER	810	
Ciudad Reynosa, Tam.	XEJN	940	
Ciudad Serdan, Pueb.	XELU	1340	
Ciudad Valle	XECV	610	
Ciudad Valles, S.L.P.	XECV	1260	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepe, Ver.	XEGR	1160	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1470	
Colima, Col.	XEVT	1280	J. Roberto Levy
Comalcalco	XEVX	570	
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cosamaloapan, Ver.	XEFU	630	
Cozumel, Q.R.	XEUP	1420	
Cuatla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	710	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XENZ	570	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	620	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	590	Jose Valenzuela
El Gruyo, Jal.	XEJY	1540	
El Sauzal, B.C.	XEDX	1010	
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Ensenada, B.C.	XESS	1450	
Ensenada, B.C.	XEFY	920	
Ensenada, B.C.	XEJV	1500	
Esperanza, Son.	XEEB	1500	
Fortin, Ver.	XEFY	1370	
Fortin, Ver.	XEKG	620	
Fresnillo	XEEL	660	
Fresnillo, Zac.	XEMA	1340	Jose Miguel Acevedo Moya
Fresnillo, Zac.	XEIH	1400	
Gomez Palacio	XEGI	700	
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1380	
Gomez Palacio, Dur.	XEPM	670	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGL	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XEWK	1190	
Guamchil, Sin.	XEJL	1400	
Guanajuato, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XESN	680	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	630	
Gutierrez Zamora, Ver.	XEGF	1420	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vida
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEIQ	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chich.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chich.	XEDG	1520	
Hidalgo, del Parral, Chich.	XEJR	1490	
Hidalgo del Parral, Chich.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huatabompo, Son.	XESD	1450	
Huauchinango, Puebla	XEGU	1490	
Huetamo, Mich.	XEKM	1490	
Huimanquillo, Tab.	XETH	1520	
Iguala, Gro.	XEHA	1250	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEGO	1080	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEJJ	1550	
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
Jojutla, Mar.	XELP	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
Lagos de Moreno, Jal.	XELM	770	
Lagos de Moreno, Jal.	XELJ	1110	
La Paz, B.C.	XEEK	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	980	
Leon, Gto.	XEKX	1270	
Leon, Gto.	XEX	730	
Leon, Gto.	XEKY	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis	XEEI	650	
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XEIU	560	
Manzanillo, Col.	XE	1360	
Manzanillo, Col.	XEAL	1490	
Manzanillo, Col.	XECS	1400	

(Continued on Next Page)

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Martinez de la Torre, Ver.	XEHU	1300	
Martinez de la Torre, Ver.	XEHZ	1330	
Matamoros, Tam.	XEAM	1310	Manuel L. Salinas
Matamoros, Tam.	XEEW	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEIG	1520	
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	630	Radio Emisora de Occidente
Mazatlan, Sin.	XENX	1270	
Meoqui, Chih.	XEBZ	1590	
Merida, Yuc.	XEZ	600	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.B.	XEHG	1370	Consuelo Tonnella King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XEIP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XERPM	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XEFR	1530	
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XERCN	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver.	XEIL	1550	
Minatitlan, Ver.	XEDW	970	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1450	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
Montemorelos, N.L.	XERN	1320	
Monterrey, N.L.	XEEH	600	
Monterrey, N.L.	XEAR	570	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEMB	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N.L.	XEEO	690	
Morelia, Mich.	XEER	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEKE	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1480	
Nogales	XEXW	1300	
Nogales, Son.	XEHN	1270	
Nueva Italia, Mich.	XENI	1320	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XER	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1550	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	980	
Oaxaca	XEEK	650	
Oaxaca, Oax	XEOA	570	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	850	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XEPK	1420	
Panuco, Ver.	XEIK	1570	
Parral	XEIE	710	
Parras, Coah.	XEJQ	1440	
Papantla, Ver.	XEGK	920	
Patzcuaro, Mich.	XEXL	1370	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEJD	1450	
Progreso, Yuc.	XEEN	690	
Progreso, Yuc.	XEVL	1580	
Progreso, Yuc.	XEPY	1450	
Progreso, Yuc.	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	XEEJ	650	
Puerto Vallarta, Jal.	XEIT	1410	
Queretaro, Qro.	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1450	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	770	
Reynosa, Tam.	XEFP	1240	

(Continued on Next Page)

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Rio Bravo, Tam.	XERT	590	
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rio Verde, S.L.P.	XEEM	660	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Rosario, Sin.	XEHW	1440	
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEBD	920	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEIA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Blas, Nay.	XEJM	1570	
San Blas, Nay.	XEIF	1240	
San Cristobal	XEBY	560	
San Luis de Paz, Gto.	XEGX	1480	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1310	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P.	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P.	XEQ	750	
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Hermínio Macias Alonso
San Pedro, Coah.	XEBF	1410	
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih.	XEES	820	
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago, Nay.	XESI	1240	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XEJT	1460	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Tapachula	XEXQ	670	
Tapachula, Chis.	XETS	630	Napolean Correa
Teapa, Tab.	XEUI	1320	
Tecate, B.C.	XECC	560	
Tecate, B.C.	XEKT	1380	
Tecuala, Nay.	XETD	1450	
Tehuacan, Pue.	XEEX	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax.	XEJI	1390	
Tehuantepec, Oax.	XEUC	550	
Tehuantepec, Oax.	XEDS	600	
Tepatiplan, Jal.	XEFG	1500	
Tepic, Nay.	XENL	860	

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Tepic, Nay.	XERK	1380	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepic, Nay	XEEF	620	
Tepic, Nay	XEEU	810	
Teziutlan, Pue.	XEGF	680	
Teziutlan, Pue.	XEFJ	1330	
Tierra Blanca, Ve.	XEJF	1350	
Tijuana, B.C.	XEAK	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrel
Todos Santos, B.C.	XEIB	1490	
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonala, Jal.	XEZZ	760	
Tonantzintla, Pue.	XEKA	1560	
Torreón, Coah.	XEEG	760	
Torreón, Coah.	XETJ	570	
Torreón, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreón, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreón, Coah.	XETB	1350	Radio Laguna, S.A.
Torreón, Leon	XEOB	1490	
Torreón, Coah.	XETC	1240	
Tulancingo, Hgo.	XENQ	1580	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtepec, Oax.	XETN	1320	
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	580	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEXV	920	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S.A
Villa de Seris, Son.	XEVS	1110	
Villa de Seris, Son.	XEKI	1510	
Villahermosa, Tab.	XEVG	1440	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVT	970	
Villahermosa, Tab.	XEEV	870	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEQL	1530	
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	1080	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Banes	CMDO	1020	Radio Banes
Baracoa	CMDX	1450	J. Amable Martinez
Bayamo	CMDE	1260	Cadena Oriental
Bayamo	CMDT	820	Reloj del Aire
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	Radio Oriente
Caibarien	CMHS	1020	A. Aragonés Machado
Caibaiguan	CMHY	1590	Cia. Marlin y Perez
Camaguey	CMJT	700	Radio Progreso
Camaguey	CMJB	880	Radio Rebelde
Camaguey	CMFA	1110	P. A. Alejo
Camaguey	CMJE	680	Radio Progreso
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ, S.A.
Camaguey	CMJW	1440	Adres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	N. Radio Lej. S.A.
Camaguey	CMJN	960	Radio Rebelde
Camaguey	CMJG	1000	Cadena Oriental de Radio
Camaguey	CMJK	1160	Jones, Castrillon y Cia.
Cardenas	CMGB	1580	R. Rodriguez Aragon
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJY	760	R. Miranda C.
Ciego de Avila	CMJM	840	Radio Rebelde
Ciego de Avila	CMJV	900	Circuito CMQ, S.A.
Ciego de Avila	CMJZ	1500	P. Castellanos Caballero
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJP	580	A. A. Jimenez F.
Ciego de Avila	CMJS	800	Cadena Oriental de Radio
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHU	720	M. R. Vazquez
Cienfuegos	CMHH	940	Radio Garcia Serra
Cienfuegos	CMHN	680	Radio Progreso
Cienfuegos	CMHF	1040	H. Valdes Yero
Cienfuegos	CMJH	1350	Telerrape, S.A.
Colon	CMGO	1030	Insular de Radiodifusion
Colon	CMGU	1340	Cadena Oriental de Radio
Consolacion del Norte	CMAK	1400	G. Blanco Pi.
Cruces	CMHK	1210	Virgilio Villanueva Fernandez
Encrucijada	CMHE	1090	H. Valdez Yero
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guane	CMAP	1210	Juan Escobar
Guantanamo	CMDJ	950	Radio Oriente
Guantanamo	CMDN	1110	Radio Rebelde
Guantanamo	CMKA	1250	Cadena Oriental
Guantanamo	CMDG	1290	C. Abrutia A.
Guantanamo	CMKG	1490	Red Provincial
Guantanamo	CMDU	710	Insular de Radiodifusion
Guantanamo	CMKH	1140	Cadena Oriental de Radio
Guantanamo	CMKI	1400	Union Radio, S.A.
Guantanamo	CMKS	1070	Radio Savon
Havana	CMBR	1170	C. Rodriguez
Havana	CMCW	1290	Guy M. Lavin G.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	Cia Electrica, S.A.

STATIONS OF CUBA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Havana	CMCM	1460	Cia. Transradio Columbia, S.A.
Havana	CMCQ	890	Radio Onda Musical
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1360	A. F. Rodriguez
Havana	CMCB	1330	Radio Reloj, S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMBK	1150	Ucard, S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental
Havana	CMCX	1060	Espacio Aereo
Havana	CMCG	1420	Radio Memoria
Havana	CMBQ	1010	Radio Continental CMBQ, S.A.
Havana	CMCK	980	Cia. Radiodiff. COCO y CMCK, S.A
Havana	CMBF	950	Radio Universal, S.A.
Havana	CMCF	910	Union Radio
Havana	CMCY	350	Radio Siboney
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Onda Musical
Havana	CMBC	690	Radio Progreso
Havana	CMCD	760	La Voz del Aire
Havana	CMCA	730	Radio Mambi
Havana	CMW	590	Radio Rebelde
Havana	CMQ	630	Circuito CMQ, S.A.
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	Luis Perez Garcia
Holguin	CMKY	600	Radio Rebelde
Holguin	CMDR	1410	Insular de Radiodifusion
Holguin	CMDS	1580	Radio Norte
Holguin	CMDL	1150	E. Acosta Pita
Holguin	CMDC	1290	Cadena Oriental
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental
Holguin	CMKJ	740	Circuito CMQ, S.A.
Holguin	CMKP	670	Radio Progreso
Holguin	CMKM	560	Union Radio, S.A.
Jabotibonico	CMJJ	540	N. Rios Miera
Jobellanos	CMGN	960	Radio Rebelde
Mantanzas	CMGF	930	Radio Rebelde
Manzanillo	CMDF	1590	F. Sanz Valdes
Matanzas	CMGL	1400	Cadena Oriental de Radio
Matanzas	CMGX	910	Union Radio
Matanzas	CMGF	930	Radio Rebelde
Matanzas	CMGW	1100	R. A. Zayas Lopez
Matanzas	CMGX	1240	Radio Tiempo
Matanzas	CMGM	1440	O Menocal Santana
Moron	CMJX	1230	Dr. Pablo Castellanos Caballero
Moron	CMFC	1320	Indular de Radiodifusion
Moron	CMJU	1420	E. F. Fernandez
Moron	CMFB	620	Insular de Radiodifusion
Nuevitas	CMJQ	1300	Juan Filigulieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAN	840	Radio Rebelde
Pinar del Rio	CMAG	880	Union Radio
Pinar del Rio	CMAS	990	Radio Garcia Serra
Pinar del Rio	CMAD	1240	C. Rodriguez
Pinar del Rio	CMAE	1300	C. Rodriguez
Pinar del Rio	CMAF	680	Radio Progreso
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta, S.A.

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STATIONS OF CUBA-HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Pinar del Rio	CMAQ	920	Circuito CMQ, S.A.
Pinar del Rio	CMAR	1190	CIR
Pinar del Rio	CMAW	800	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua la Grande	CMHO	1310	OIR
Sagua la Grande	CMHR	1570	Radio Tiempo
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
San Cristobal	CMAC	1030	Guillermo Garcia
Sancti Spiritus	CMHL	1450	Radio Tiempo
Sancti Spiritus	CMHP	1250	F. G. Enriquez
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	780	Union Radio, S.A.
San Luis	CMKQ	1460	Raul de Arms Trompeta
Santiago de Cuba	CMDY	870	Reloj de Aire
Santiago de Cuba	CMDW	1030	R. Miranda C.
Santiago de Cuba	CMDH	1060	E. Hernandez Callard
Santiago de Cuba	CMDK	1120	Radio Turquino
Santiago de Cuba	CMDV	1550	J. Camadro Porro
Santiago de Cuba	CMDB	680	Radio Progreso
Santiago de Cuba	CMKN	930	Radio Rebelde
Santiago de Cuba	CMKC	850	Radio Oriental, S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio
Santiago de Cuba	CMKU	630	Circuito CMQ, S.A.
Santiago de Cuba	CMKW	1000	Reloj del Aire, S.A.
Santiago de Cuba	CMDZ	890	Radio Cadena Santiago
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio, S.A.
Santiago de Cuba	CMDA	1320	Red Provincial
Santa Clara	CMHX	1480	D. G. Garcia Rodriguez
Santa Clara	CMHA	1280	J. M. Vazquez
Santa Clara	CMHV	1180	Insular de Radiodifusion
Santa Clara	CMHI	570	Radio Rebelde
Santa Clara	CMHQ	640	Circuito CMQ, S.A.
Santa Clara	CMHW	810	Radio Rebelde
Santa Clara	CMHZ	970	M. Gonzalez Cuesta
Santa Clara	CHMM	1130	Cadena Oriental de Radio
Santa Clara	CMHG	670	Radio Progreso
Santa Clara	CMHD	890	Union Radio, S.A.
Santa Clara	CMHC	1410	M. Perez Marrero
Santa Fe	CMBN	1370	Circuito Radiales, S.A.
Victoria de las Tunas	CMDQ	840	J. L. Lima Delgado
Victoria de las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon
Victoria de las Tunas	CMKE	1240	R. Miranda C.
Victoria de las Tunas	CMDP	1280	Cadena Oriental de Radio

STATIONS OF HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Gonaives	4VMD	1500	—
Leogane	4VK	1080	—
Petionville	4VHL	1260	—
Port-au-Prince	4VYM	1250	—
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H13A	1230	
Barahona	H15K	1050	
Ciudad Trujillo	H1T	1400	Francisco Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Ciudad Trujillo	H12H	1490	Raf. E. Tavarez L.
Ciudad Trujillo	H1N	1220	Expedi Pou
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Ciudad Trujillo	H15K	1440	Pedro Julio Santana
Ciudad Trujillo	HIT-TV	Chan. 4	J. Arismendi Trujillo
La Vega	HIIL	1400	Joaquin C. Pellicer
La Vega	HI8T	1360	J. Arismendi Trujillo
Moca	HIIA	1490	Rafael Western
Puerto Plata	H18U	1240	Luis A. Pelegrin
Puerto Plata	H1F	1310	
Salcedo	H12A	1440	J. Alfred Achecar
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H18B	1050	Jacinto L. Sanchez
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11N	1220	Expedi Pou
Santiago	HI6T	1380	J. Arismendi Trujillo
Monsenor Noel	H19T	1440	

STATIONS OF BAHAMAS AND JAMAICA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	720	Jamaica Bestg. Co.
Mandeville		580	
Montego Bay		1180	
Point Galina		560	

UK TV FILM PROBLEM

...Year of Technical Decision

By TONY GRUNER

Radio-TV Daily, London Bureau

TTV FILM production, tape or tele-recording. This year should decide in which technical direction the British Broadcasting Corporation and the Programme Contractors will move. With the exception of Independent Television Corporation, the British-owned subsidiary of Associated Television, no other British company has so far gone on record in favor of film TV production. The big plans for film series in 1959 have hardly been consummated or even confirmed in 1960. Still haunted by continual failures to secure network sponsorship are most of the Contractors, while for the independent companies, there are fewer avenues to reach financial backing for these type of series than at any time in the history of the business. Even ITC, whose grosses in Canada and the States for "The Four Just Men," are now tipping 2 million dollars, is not rushing ahead with TV series, except after the most exhausting research and experimentation. In the cast of one proposed series no fewer than three pilot scripts were completed and still the go-ahead signal has not been given. But ITC with its heavy world-wide commitments of five to six series a year, is in favor of film production methods.

Managing Director, Lew Grade has gone on record saying that only this system or tape shows for spectaculars, etc., have reached the technical standards necessary for world market sales. ABC Television whose parent company, Associated British picture Corporation, is closely involved with Warner Bros., may go

into British film production again, but so far there have been few signs of any concrete plans in this direction.

With continuing pressure of the American company to get greater exposure on ITV networks, there may be a few series produced by Warners in Britain, if only to qualify for quota product. Whatever doubts the companies may have about film production, there seems no slackening of enthusiasm for the importance of tape, although this too is accompanied by many presentation problems. From ATV down to the smallest Programme Contractor, all the companies are attempting shows which can be sold to stations in the British Commonwealth and usually on a pre-selling guarantee. Difficulty arises when the customer wishes to see the results before purchase. As one single tape screening session can cost as much as \$200, the entire outlay, even if successful, leaves little profit in the hands of the traveling salesman. Over here it has been found that the only way tape can secure bigger profits for Contractors is to pre-sell programs all along the line.

During 1959 and early this year there have been key appointments and changes in the staffs of the Contractors and the BBC, alike to enable first-rate men to head the export selling side of the operations. Associated Rediffusion appointed Anthony Bartley, former CBS Vice-President of European operations; ABC has MacGregor Scott of AB Pathe, who, as well as being managing director of the latter company, handles overseas

(Continued on Page 1072)

TELEVISION DAILY

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1960

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Commenced January 14, 1958

(Northern Region) Winter Hill

Channel 9
AP: 191 mc/s; VP: 194 mc/s
Commenced May 3, 1956

(The South) Chillerton Down I.O.W.

Channel 11
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Commenced Aug. 30, 1958

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Channel 10
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Channel 10
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Commenced late in 1959

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Commenced August 31, 1957

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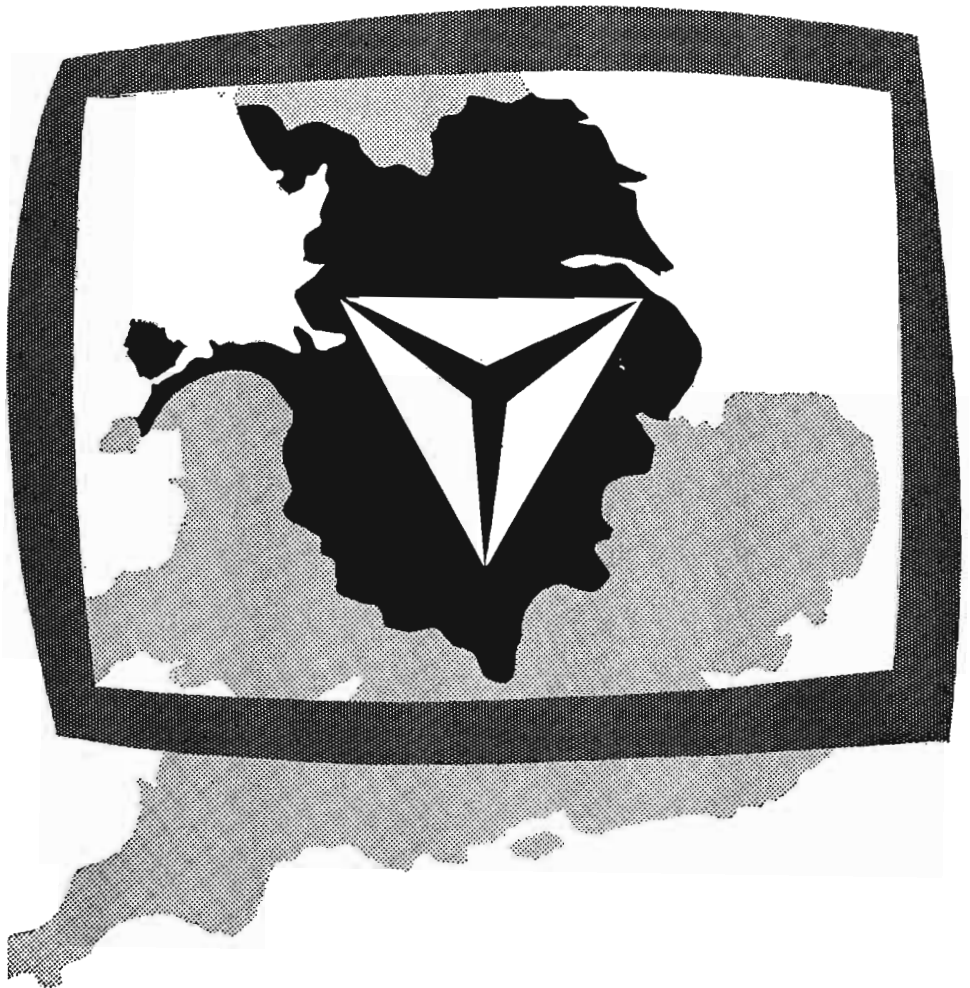
Theatre Royal, Hope St., Glasgow
London Office:

Television House, Kingsway, London
W.C.2

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(Continued on Page 1069)

Britain's ABC Television



Network and Iris Productions

OF THE TEN TELEVISION COMPANIES that between them make up Great Britain's commercial television coverage, the ABC Television Network serves the largest area and the biggest audience—half the commercial television audience of England and Wales. ABC has the sole responsibility for the North and Midlands—Britain's great industrial area—every weekend.

ABC's success in the entertainment field is typified by Armchair Theatre—the weekly drama hour which earns continuous Top Ten ratings and won the 1959 TV drama direction award.

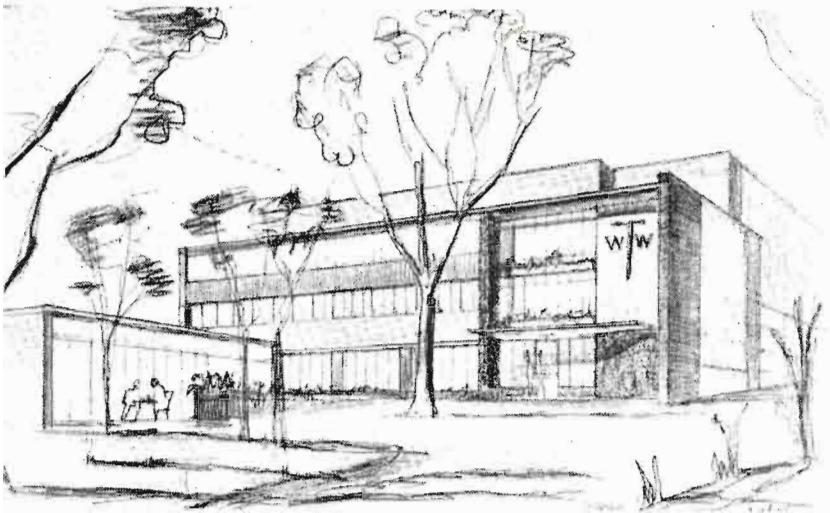
Successful 'firsts' to ABC's credit include: the first series about books and authors 'The Book Man'; the first regular religion-and-jazz session for teenagers 'The Sunday Break'; the first farming series transmitted direct from location 'The Other Man's Farm'.

Iris Productions is, like ABC Television, a member of the Associated British Picture Corporation. It is a production company with studios near London and in the North and Midlands of England, and provides most of the live and taped television programmes shown on the ABC Television Network: the former Warner Bros. Studios at Teddington are being extended and re-equipped to become the finest TV Centre in Great Britain, capable of producing every type of television programme not only for Britain, but for Europe, the United States and South America also.

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(Continued from Page 1065)

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Sales Cont.....S. J. Leach
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Directors....Col. E. G. Angus, Sydney
Box, E. J. R. Eaglesham, E. G. Fair-
burn, Rt. Hon. Lord Layton, D. A.
Pease, Rt. Hon. Viscount Ridley, Lau-
rence Cadbury.

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House, Ormeau Road, Belfast
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Phone: Iver 700

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Southall Studios

Gladstone Rd., Middlesex
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Templar Film Studios

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Directors: G. J. & K. W. Shipman

Anglo-Scottish Pictures Ltd.

Shepperton Studios, Middlesex
Phone: Chertsey 2611

Directors: L. Reeve, J. Crichton Slagg,
B. Davies (Continued on Page 1073)

UK TV FILM PROBLEM

(Continued from Page 1060)

selling for film and TV for the parent Griffiths, and ATV's is Elkin Kaufman, the Lew and Leslie Grade trained executive, who has done a big selling job for both ATV and ITC. In an effort to develop both the buying and the selling side of its operations, the BBC set up its TV promotions department headed by Ronald Waldman, former business executive for the corporation.

So far the BBC's policy, with the exception of the recent NTA deal for the series "The Third Man," is to stick to taped shows or telerecordings. A system which the corporation claims to have developed to a far greater peak of efficiency and clarity than anyone else. While no demonstrations have been given to the press showing the distinctive quali-

ties of BBC recordings, it is generally assumed that one factor in its favor is the time, care and additional personnel employed to carry out the operations.

Among the other Contractors, only AR appears to have any interest in the development of telerecordings as opposed to tape. Paul Adorian, managing director of the company believes that there are great possibilities for longer life and better standards to be gained from telerecording, although his company produces a great many taped shows. ATV will not touch recordings, will neither buy them nor sell them. Granada seems to prefer video tape, as do such progressive Contractors like Television for Wales and the West Country and Southern Television.

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(Continued from Page 1071)

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Associated British Pathe Ltd.

2, Dean, London W. 1
Phone: Gerrard 0444
General Managers.....Terry Ashwood,
Harry Field

**Associated British
Picture Corp. Ltd.**

Elstree Studios, Boreham Wood, Elstree
Phone: Elstree 1600
Directors:.....Philip Warter, Eric Fletcher,
C. J. Latta

Basic Films Ltd.

Soho Square, London, W. 1
Phone: Gerrard 7015
Directors:.....L. Clore, John Taylor,
J. B. Napier-Bell, E. P. Aizlewood

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Ltd.**

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Phone: Gerrard 9682
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Bob Godfrey, V. Linnecar

Boulton-Hawker Films Ltd.

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Directors:.....M. J. Boulton, K. P. Boulton

British Alfa Films Ltd.

Southampton Row, London W. 1
Phone: Terminus 1195
Directors:.....H. Haymsen, P. A. Haymsen

British Films Ltd.

199 Piccadilly, London W. 1
Phone: Regent 2828
Directors:.....K. L. & M. Lockstone,
H. Russell Smith, W. Hine

British Movietone News Ltd.

22 Soho Sq., London W. 1
Phone: Gerrard 7811
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66 Wardour St., London W. 1
Phone: Gerrard 8788
Producer.....D. Carter

Burlington Films Ltd.

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Phone: Trafalgar 1688
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Burnell Prod. Ltd.

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Phone: Grosvenor 5040
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Phone: Langham 1166
Chief.....Charles Collingwood

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Bernard Delfont TV Ltd.

Whitcomb St., London W. C. 2
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Elder Film Prod. Ltd.

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Phone: West 5210
Director.....John C. Elder

Douglas Fairbanks Ltd.

Boreham Wood, Elstree
Phone: Elstree 1644
Directors: Douglas Fairbanks, Edwin Herbert,
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(Continued on Page 1075)

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DirectorRichard Meyer

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Warwick St., London W. 1
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Gen. Manager.....Angela Cutlibertson

Gateway TV Prod. Ltd.

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E. J. Chard, A. M. Wright, W. B. Tucker

**Halas-Batchelor Cartoon
Films Ltd.**

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Directors.....John Halas, Joy Batchelor,
S. Eckman, Jr.

Helios Telefilm Prod. Ltd.

17 Pembroke Place, London W.2
Phone: Bayswater 0497

Directors.....Otto Kreisler, C. H. Bonner,
T. A. Moodie

Jack Hylton TV Prod. Ltd.

3 Savile Row, London W. 1
Phone: Regent 6711

Directors.....Jack Hylton, A. H. Maxwell,
John Baxter, Hugh Charles, Ted Willis

Interfilms Ltd.

144 Piccadilly, London W. 1
Phone: Mayfair 8272

Directors.....Brian Kingcome, J. Heyting,
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I.T.C. Inc. Television Co. Ltd.

241 Regent St., London W. 1
Phone: Regent 4161

DirectorPrince Littler

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David Cunyngham

Mancunian Film Corp.

2 Parsonage, Manchester 3
Phone: Blackfriar 1023

Directors.....John E. and Thomas Blakeley

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Mgr. Dir.....Vernon Burns

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23 Albert Terrace Mews, London N. W. 1
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Directors.....K. Mander, D. Cheshire

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C. Campion, B. Knowles, George Mills

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Phone: Metropolitan 0211

Director.....H. Scott-Thompson

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Phone: Grosvenor 5441

Directors..D. Hill, A. Gilkson, R. F. Hopkins

Ross TV Prod. Ltd.

7 Harley St., London W. 1
Phone: Langham 5391

Directors..C. M. Bailey-Watson, J. E. Sturge,
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Sapphire Films Ltd.

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Directors.....Lord Wilmot, D. R. Humm,
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(Continued on Page 1077)

INTERNATIONAL CURRENCY EXCHANGE RATES

<i>Country</i>	<i>Unit of Currency¹</i>	<i>Exchange Rate 12/28/59</i>	<i>Current Collections</i>
Argentina	#Peso	*\$.0125	Prompt
Australia	Pound	2.24%	Prompt
Austria	Schilling	.0390	Prompt
Belgian Congo	Franc	* .020060	Prompt
Belgium	Franc	* .0200	Prompt
Bolivia	#Boliviano	* .000129	Prompt
Brazil	Cruzeiro	* .00495	Fair—prompt
Canada	#Dollar	1.05 ¼	Prompt
Chile	#Peso	* .000998	Prompt
Colombia	Peso	.1350	Prompt—fair
Costa Rica	Colon	.1785	Prompt
Cuba	Peso	1.0000	Fair
Denmark	Krone	.1449	Prompt
Dominican Rep.	#Peso	1.0000	Prompt—fair
Ecuador	Sucres	.066	Prompt—fair
Egypt	Pound	2.88	Prompt
Finland	Markka	.00435	Prompt
France	Franc	* .00204	Prompt
West Germany	#Mark	.2392	Prompt
Greece	Drachma	* .0335	Prompt—fair
Guatemala	#Quetzal	1.0000	Prompt—fair
Haiti	#Gourde	2.000	Prompt
Honduras	#Lempira	.5000	Prompt—fair
Iceland	Krona	* .0615	Prompt—fair
India	Rupee	.2098	Prompt
Iran	Rial	.0315	Fair—slow
Iraq	Dinar	2.80 ¼	Fair
Ireland	Pound	2.7980	Prompt
Israel	Pound	.56	Prompt
Italy	Lira	.001612	Prompt
Japan	Yen	.0028	Prompt
Mexico	#Peso	.0800	Prompt
Morocco	Franc	.002	Prompt
Netherlands	Guilder	.2652	Prompt
New Zealand	Pound	2.78 ¾	Prompt
Nicaragua	Cordoba	.1429	Prompt
Norway	Krone	.1400	Prompt
Pakistan	Rupee	.2098	Prompt
Panama	#Balboa	1.0000	Prompt
Paraguay	#Guarani	.0166	Prompt
Peru	Sol	* .0475	Prompt
Philippines	Peso	.4990	
Portugal	Escudo	.0350	Prompt
El Salvador	#Colon	.4016	Prompt—fair
Spain	Peseta	.01674	
Sweden	Krona	.1931	Prompt
Switzerland	#Franc	.2317	Prompt
Turkey	Pound	.3600	
U. of S. Africa	Pound	2.80	Prompt
United Kingdom	Pound	2.7975	Prompt
Uruguay	Peso	* .0950	Fair
Venezuela	#Bolivar	.2997	Prompt—fair

* Free Rate. Many countries have several rates. # No foreign exchange restrictions. ¹As of Jan. 1960.

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(Continued from Page 1075)

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**FOR UK TV FILM PROBLEMS
SEE PAGE 1060**

**FOR BRITISH TV STUDIOS
SEE PAGE 1071**

**FOR PRODUCERS-DISTRIBUTORS
SEE PAGE 1071**

International TV Stations and Sets

The overall picture of overseas television in 1959 shows rapid and undiminished growth. At the end of the year, 56 overseas countries, seven more than in 1958, had TV. The number of transmitting stations abroad, including TV centers, relay and experimental stations, increased by about 47 per cent from 739 to 1,088. The growth in the number of television receiver sets in use also kept pace with the extension of transmitting facilities. There was an increase of almost 9,250,000 sets, 40 per cent, compared with 6,500,000 in 1958, and 3,500,000 in 1957.

Of the more than 32,000,000 sets in use at the end of the year, the Free World accounted for about 26,800,000, an increase of 7,200,000 sets over 1958, and the Sino-Soviet Bloc had about 5,300,000 of which 2,000,000 were acquired in 1959. In the Free World, Western Europe had 19,900,000 sets; the Far East more than 5,000,000; Latin America about 2,500,000; and the Near East, South Asia and Africa area somewhat less than 100,000. The United Kingdom with 10,000,000 sets led the Free World, followed by Japan, West Germany, Italy and France. In the Bloc, the Soviet Union reportedly had 4,000,000 sets in use, with East Germany and Czechoslovakia credited with 5,000,000 each.

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
	Jan. 1 1959	Dec. 31 1959	In Use Jan. 1, 1959	In Use Dec. 31, 1959
WESTERN EUROPE				
Austria	12	15	60,000	111,000
Belgium	5	5	300,000	350,000
Denmark	6	8	200,000	359,400
Finland	8	13	10,000	43,000
France	32	52	1,000,000	1,400,000
West Germany	91	152	2,000,000	3,500,000
Ireland*	—	—	30,000	60,000
Italy	252	343	1,070,000	1,666,400
Luxembourg	1	1	3,500	4,000
Malta**	—	—	4,000	7,000
Monaco	1	1	11,000	11,000
Netherlands	6	6	370,000	593,800
Norway	1	1	1,000	6,500
Portugal	5	5	20,000	35,000
Spain	1	4	35,000	150,000
Sweden	14	25	200,000	678,100
Switzerland	7	13	48,200	78,700
United Kingdom	27	34	9,313,800	10,000,000
Yugoslavia	3	5	7,500	15,000
TOTAL	472	683	14,684,000	19,068,900

* These sets tune in to U.K. stations. There is no TV in Ireland.
 ** These sets tune in to Italian stations. There is no TV in Malta.

SOURCE: USIA.

International TV Stations and Sets

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
LATIN AMERICA				
	<i>Jan. 1</i> 1959	<i>Dec. 31</i> 1959	<i>In Use</i> <i>Jan. 1, 1959</i>	<i>In Use</i> <i>Dec. 31, 1959</i>
Argentina	1	1	250,000	350,000
Brazil	7	10	850,000	850,000
Chile	—	2	—	—
Colombia	9	9	150,000	150,000
Cuba	23	24	350,000	365,000
Dominican Republic	3	4	7,500	13,000
El Salvador	2	2	7,000	15,000
Guatemala	2	2	20,000	20,000
Haiti	—	1	—	700
Honduras	—	1	—	400
Mexico	13	19	450,000	500,000
Nicaragua	1	1	2,000	4,300
Panama	—	1	8,000	8,000
Peru	2	5	5,000	33,200
Uruguay	1	1	15,000	15,000
Venezuela	11	11	200,000	200,000
TOTAL	75	94	2,314,500	2,524,600

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
NEAR EAST, SOUTH ASIA AND AFRICA				
	<i>Jan. 1</i> 1959	<i>Dec. 31</i> 1959	<i>In Use</i> <i>Jan. 1, 1959</i>	<i>In Use</i> <i>Dec. 31, 1959</i>
Algeria	2	3	20,000	38,100
Cyprus	1	1	1,000	3,000
India	1	1	100	300
Iran	1	2	1,500	21,400
Iraq	1	1	6,000	9,000
Kuwait	—	—	600	600
Lebanon	—	2	—	8,000
Morocco	2*	2*	5,000	5,000
Nigeria	—	2	—	700
Saudi Arabia	1	1	1,000	2,500
Turkey	1	1	1,000	1,000
TOTAL	10	16	36,200	89,600

* Off the air.

International TV Stations and Sets

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
FAR EAST				
	<i>Jan. 1</i> 1959	<i>Dec. 31</i> 1959	<i>In Use</i> <i>Jan. 1, 1959</i>	<i>In Use</i> <i>Dec. 31, 1959</i>
Australia.....	6	12	500,000	750,000
Hong Kong	(1)**	(1)**	2,500	3,000
Japan	49	87	1,976,300	4,288,000
Korea (South)	1	1***	3,000	7,000
New Zealand	—	1	—	—
Philippines	2	3	18,000	25,000
Thailand	2	2	30,500	40,000
TOTAL	60	106	2,530,300	5,113,000

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
COMMUNIST BLOC				
	<i>Jan. 1</i> 1959	<i>Dec. 31</i> 1959	<i>In Use</i> <i>Jan. 1, 1959</i>	<i>In Use</i> <i>Dec. 31, 1959</i>
Bulgaria	1	1	500	3,000
Czechoslovakia	7	9	315,000	492,900
East Germany	11	20	274,000	503,000
Hungary	1	4	12,000	50,000
Poland	7	13	100,000	220,000
Rumania	1	2	12,000	20,000
USSR	91	136	2,600,000	4,000,000
Communist China	3	4	200	5,000
TOTAL	122	189	3,313,700	5,293,900

** Closed Circuit wired service; not counted in totals.
 *** Off the air since early February 1959 due to fire.

International Stations By Areas

January 1 - December 31, 1959

AREAS	TRANSMITTING STATIONS		RECEIVERS	
	Jan. 1 1959	Dec. 31 1959	In Use Jan. 1, 1959	In Use Dec. 31, 1959
Western Europe*	472	683	14,684,000	19,068,900
Latin America	75	94	2,314,500	2,524,600
Near East, South Asia and Africa	10	16	36,200	89,600
Far East	60	106	2,530,300	5,113,000
FREE WORLD TOTAL**...	617	899	19,565,000	26,796,100
Communist Bloc	122	189	3,313,700	5,293,900
WORLD WIDE TOTAL**...	739	1,088	22,878,700	32,090,000

* Includes Yugoslavia.

** Except U.S., its territories, Canada and Armed Forces stations abroad.

New International TV Stations

October 1 - December 31, 1959

WESTERN EUROPE

Denmark

Naestved; ch. 6; 60 kw.
Kolding; ch. 9; 100 watts

Finland

Riihimaki; ch. 11; 5 watts
Hameenlinna; ch. 5; 5 watts
Pori; ch. 9; 200 watts
Rauma; ch. 5; 200 watts

France

Auxerre; ch. 6; 3 watts
Toulouse Ville; ch. 5; 50 watts
Aurillac; ch. 11; 500 watts
Le Mans; ch. 12; 10 kw.
(experimental)

West Germany

Eleven satellite transmitters
went on the air.

Italy

Fourteen satellite transmitters
went on the air.

Spain

Zaragoza (La Muela); ch. 3; 6 kw.

Sweden

Borlange; ch. 10; 25 kw.
Vastervik; ch. 6; 25 kw.
Bollnas; ch. 6; 15 kw.
Emmaboda; ch. 8; 15 kw.
Vasteras; ch. 8; 10 kw.

Boras; ch. 6; 1,500 watts
Trollhatten; ch. 7; 150 watts
Karlskrona; ch. 9; 150 watts
Jonkoping; ch. 8; 150 watts

United Kingdom

Peterborough; BBC; ch. 5; 1 kw.
Mendlesham (East Anglia) ITA;
ch. 11; 200 kw.
Black Mountain (No. Ireland); ITA;
ch. 9; 100 kw.
Dover; ITA; ch. 10; 100 kw.
(testing)

Yugoslavia

Fruska Gora (relays Belgrade);
ch. 10; 30 kw.
Nanos (relays Ljubljana);
ch. 6; 1.6 kw.

LATIN AMERICA

Brazil

Porto Alegre; ch. 4; TV Piratini

Chile

Santiago; Catholic University
(experimental)

Panama

Panama; ch. 4; 12 kw.; RPC-TV
(testing)

Peru

Lima; ch. 13; 50 kw.;
Panamericana TV

**NEAR EAST, SOUTH ASIA
AND AFRICA**

Philippines

Manila; DZBB; Republic Broadcasting System (testing)

Algeria

Tizi-Ouzou (relay); ch. 7; 300 watts

Iran

Abadan

Nigeria

Ibadan; (Western region); WNTV

Abafon; (Lagos region); WNTV

FAR EAST

Japan

Matsue; NHK; JOTK-TV; ch. 6

Hamamatsu; NHK; JODG-TV; ch. 4

Akita; NHK; JOUK-TV; ch. 9

Obihiro; NHK; JOOG-TV; ch. 4

Yamagata; NHK; JOJG-TV; ch. 8

Kushiro; NHK; JOPG-TV; ch. 9

Tokushima; JOPF-TV; ch. 11;
Radio Yamaguchi TV (KRY)

Kofu; JODR-TV; ch. 5;
Radio Yamanashi TV (RYC)

Asahikawa; —; ch. 11; Hokkaido
Broadcasting Co.

Asahikawa; JOKY-TV; ch. 7;
Sapporo TV

Aomori; JOGR-TV; ch. 1;
Radio Aomori (RAB)

Matsue; JOHF-TV; ch. 10;
Radio Sanin (RSB)

Oita; JOGF-TV; ch. 5; Radio Oita

New Zealand

Auckland; ch. 2; 500 watts
(experimental)

COMMUNIST BLOC

East Germany

Eight low-powered satellite transmitters with coverage areas of two to eight miles were brought into service.

Hungary

Miskolc; (relay)

Sopron; (relay)

Poland

Klodzko; Wroclaw Voivodship; (relay)

Boleslaviec; Lower Silesia; (relay)

USSR

TV Centers

Ashkhabad

Kherson

Kursk

Nikolayev

Simferopol

Stalinabad (testing)

Relays

Leninabad (relays Tashkent)

Salavat (relays Ufa)

Skopin (relays Moscow)

Ussuriysk (relays Vladivostok)

A powerful TV center in Kazan replaced the experimental station which had been operating there.

Communist China

Canton

FOREIGN TV STATIONS

OPERATING TV STATIONS AS OF JANUARY 1, 1960
(IN MOST CASES, SATELLITES ARE NOT INCLUDED)

Location	Call Letters	Licensee or Grantee	Channel No.
— ALGERIA —			
Algiers		Radiodiffusion-Television Francaise (Govt.)	CH. F-11
— ARGENTINA —			
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
Buenos Aires		Compania Argentina Del TV, S.A. (Cadete)	Ch. 9
Mendoza		Affili of Cadete	Ch. 7
Mar Del Plata		Affili of Cadete	Ch. 8
— AUSTRALIA —			
Adelaide	ADS	Television Besters Ltd.	Ch. 7
	NWS	Southern TV Corp. Ltd.	Ch. 9
Brisbane	BTQ	Brisbane TV Ltd.	Ch. 7
	QTQ	Queensland Television Ltd.	Ch. 9
Hobart	TVT	Tasmania Television Ltd.	Ch. 6
Melbourne	GTV	General Television Corp., Ltd.	Ch. 9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. 7
Melbourne	ABV	Australian Bestg. Commission	Ch. 2
Perth	TVW	TVW Ltd.	Ch. 7
Sydney	ATN	Amalgamated TV Services	Ch. 7
Sydney	TCN	Television Corp. Ltd.	Ch. 9
Sydney	ABN	Australian Bestg Commission	Ch. 2
— AUSTRIA —			
Bregenz-Pfaender		Govt.	Ch. 5
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Kuhlenberg		Osterreichischer Rundfunk (Govt.)	
Karnten		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Sonnwendsteln		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
— BELGIUM —			
Antwerp		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-2
Brussels		Service Francaise Institut (French)	
Brussels		Vlaamse Televisie (Flemish)	
Liege		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-3
Ruiselede		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-2
		(Dutch language)	
Waver		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-8
		(French language)	
Waver		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-10
		(Dutch language)	
— BERMUDA —			
Hamilton	ZBM-TV	Bermuda Radio & Television Co., Ltd.	Ch. 10
	ZBM-1		
	ZBM-2	Bermuda Broadcasting Co. Ltd.	
— BRAZIL —			
Belo Horizonte	PRH6-TV	Radio Guarani	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Rio de Janeiro		Radio Record TV	Ch. 13
Sao Paulo		Radio Televisao Paulista	Ch. 5
Sao Paulo	PRF3-TV	Radio Difusora de Sao Paulo	Ch. 3
Sao Paulo	PRB9-TV	Radio Record TV	Ch. 7
— COLOMBIA —			
Bogota	HJRN-TV	Televisora Nacional (Govt.)	Ch. 8
— BULGARIA —			
Sofia		Government	Ch. R-III

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— COSTA RICA —			
San Jose		Televisors de Costa Rica	
— CUBA —			
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Camaguey		Television Camaguey, S. A.	Ch. 11
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	CMBF-TV Cadena Nacional, S.A.	Ch. 4
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana		Radio Universal, S.A.	Ch. 7
Havana	CM-TV	Telemundo	Ch. 10
Matanzas	CMGQ-TV	Circuito CMQ	Ch. 9
Santa Clara	CMHQ-TV	Circuito CMQ	Ch. 5
Santiago de Cuba	CMKU-TV	Circuito CMQ	Ch. 2
— CYPRUS —			
Nicosia		Cyprus Bestg. Service (Govt.)	Ch. E-2
— CZECHOSLOVAKIA —			
Bratislava		Ceskoslovensky Rozhlas (Govt.)	Ch. R-III
Karlovy Vary		Ceskoslovensky Rozhlas (Govt.)	Ch. R-9
Ostrava		Ceskoslovensky Rozhlas (Govt.)	Ch. R-II
Prague		Ceskoslovensky Rozhlas (Govt.)	Ch. R-9
— DENMARK —			
Aalborg		Danish State Radio (Govt.)	Ch. E-5
Aarhus		Danish State Radio (Govt.)	Ch. E-8
Copenhagen		Danish State Radio (Govt.)	Ch. E-4
Holstebro		Danish State Radio (Govt.)	Ch. E-10
Odense		Danish State Radio (Govt.)	Ch. E-3
Soenderjylland		Danish State Radio (Govt.)	Ch. E-7
— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV	La Voz Dominicana	Ch. 4
	Radio Hinn	The President	Ch. 2
Ciudad Trujillo	HIM-TV	Rahintel	Ch. 7
— EL SALVADOR —			
San Salvador	YSEB-TV	Television Salvadorena	Ch. 6
San Salvador	YSU-TV		
— FINLAND —			
Helsinki		Institute of Technology	Ch. E-8
Helsinki		Finnish Broadcasting Corp.	Ch. E-6 & E-9
Lahti		Finnish Bestg. Corp.	Ch. E-9
Tampere		Tampere TV Club	
Tammela			Ch. 10
Turku		Turku TV Club	
— FRANCE —			
Ajaccio (Corsica)		Govt.	Ch. 4
Besancon		Radiodiffusion Television Francaise	Ch. F-5
Bordeau		Radiodiffusion Television Francaise	Ch. F-10
Bourges		Radiodiffusion Television Francaise (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francaise (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Chamonix		Govt.	Ch. 6
Dijon		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Epinal		Govt.	Ch. 12
Gex (Mt. Rond)		Govt.	Ch. 7
Grenoble		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Longwy		Govt.	Ch. 12
Lyon		Radiodiffusion Television Francaise (Govt.)	Ch. F-12
Lyon-Fourviere		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Marseilles		Radiodiffusion Television Francaise (Govt.)	Ch. F-8
Metz-Luttange		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Mezieres		Govt.	Ch. 8A
Mulhouse		Radiodiffusion Television Francaise (Govt.)	Ch. F-8
Nancy-Vandoeuvre		Radiodiffusion Television Francaise (Govt.)	Ch. F-7
Nantes		Radiodiffusion Television Francaise	Ch. F-4
Nice (Mt. Alban)		Govt.	Ch. 11
Paris		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A

(Continued on Next Page)

FOREIGN TV STATIONS



Location	Call Letters	Licensee or Grantor	Channel No.
Pic Du Midi		Radiodiffusion Television Francaise	Ch. F-5
Puy de Dome		Radiodiffusion Television Francaise	Ch. F-10
Reims-Hautvillers		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rennes St. Pern		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Sarreguemines		Govt.	Ch. 6
St. Etienne		Radiodiffusion Television Francaise	Ch. F-8
Strasbourg		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francaise (Govt.)	Ch. F-11
— GERMANY (East) —			
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. E-5
Brocken		Staatliches Rundfunk Komitee (Govt.)	Ch. E-6
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
Dresden		Staatliches Rundfunk Komitee (Govt.)	Ch. E-10
Heptenberg		Staatliches Rundfunk Komitee (Govt.)	Ch. E-3
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. E-5
Leipzig		Staatliches Rundfunk Komitee (Govt.)	Ch. E-9
Rostock		Staatliches Rundfunk Komitee (Govt.)	Ch. E-8
Schwerin		Staatliches Rundfunk Komitee (Govt.)	Ch. E-11
— GERMANY (West) —			
Aalen		Suddeutscher Rundfunk	Ch. E-8
Aachen (Donnerberg)	WDR		Ch. 11
Baden-Baden		Sudwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Biedenkopf		Hessischer Rundfunk	Ch. E-2
Bonn		Westdeutscher Rundfunk	Ch. E-5
Bremen		Norddeutscher Rundfunk	Ch. E-2
Dillberg		Bayerischer Rundfunk	Ch. E-6
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Norddeutscher Rundfunk	Ch. E-1
Frankfurt		Hessischer Rundfunk	Ch. E-8
Freiburg		Sudwestfunk	Ch. E-7
Grunten		Bayerischer Rundfunk	Ch. E-2
Haardtkopf	SWF		Ch. 15
Hamburg		Norddeutscher Rundfunk	Ch. E-9
Hanover		Norddeutscher Rundfunk	Ch. E-8
Harz		Norddeutscher Rundfunk	Ch. E-10
Hoher Meissner		Hessischer Rundfunk	Ch. E-7
Hornisgrunde		Sudwestfunk	Ch. E-9
Irrel	SWF		Ch. 12
Kaiserslautern		Sudwestfunk	Ch. E-7
Kiel		Norddeutscher Rundfunk	Ch. E-5
Koblenz		Sudwestfunk	Ch. E-6
Koln		Westdeutscher Rundfunk	Ch. E-11
Kreuzberg-Rhon		Bayerischer Rundfunk	Ch. E-3
Langenberg		Westdeutscher Rundfunk	Ch. E-9
Lingen on Ems	NDR		Ch. 15
Marburg		Hessischer Rundfunk	Ch. E-11
Passau		Bayerischer Rundfunk	Ch. E-7
Raichberg		Sudwestfunk	Ch. E-1
Saarbruchen		Telesaar	Ch. F-2
Saarbruchen		Telesaar	Ch. F-7
Stuttgart		Suddeutscher Rundfunk	Ch. E-11
Teutoberger Wald		Westdeutscher Rundfunk	Ch. E-11
Trier		Sudwestfunk	Ch. E-5
Welnbiet		Sudwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzburg		Bayerischer Rundfunk	Ch. E-10
Zweibrucken		Sudwestfunk	Ch. E-7
— GUATEMALA —			
Guatemala City	TG-BOL	Radio-TV Guatemala	Ch. E-8
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. E-3
— HAITI —			
Port au Prince		Hemisphere TV Corp.	Tele-Haiti
— HONG KONG —			
Hong Kong		Hong Kong Ltd.—Rediffusion	
— HONDURAS —			
Tegucigalpa	HRTG-TV		
Tegucigalpa	HRTG-TV	Compania TV Honduras	Ch. 5
— HUNGARY —			
Budapest		Magyar Radio (Govt.)	Ch. R-III

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— IRAN —			
Tehran	TVI	Habib Sabet	Ch. 2
— IRAQ —			
Baghdad		Minister of Interior	Ch. E-8
— ITALY —			
Gambarie	Radiotelevisione Italiana (Government-granted monopoly)		Ch. D
Martina Franca	"	"	Ch. D
Milano	"	"	Ch. G
Monte Argentario	"	"	Ch. E
Monte Caccia	"	"	Ch. A
Monte Cammarata	"	"	Ch. A
Monte Conero	"	"	Ch. E
Monte Faito	"	"	Ch. B
Monte Favone	"	"	Ch. H
Monte Lauro	"	"	Ch. F
Monte Limbara	"	"	Ch. H
Monte Nerone	"	"	Ch. A
Monte Peglia	"	"	Ch. H
Monte Pellegrino	"	"	Ch. H
Monte Penice	"	"	Ch. B
Monte Sambuco	"	"	Ch. H
Monte Seuro	"	"	Ch. G
Monte Serpeddi	"	"	Ch. G
Monte Serra	"	"	Ch. D
Monte Soro	"	"	Ch. E
Monte Venda	"	"	Ch. D
Monte Vergine	"	"	Ch. D
Pescara	"	"	Ch. F
Portofino	"	"	Ch. H
Punta Badde Urbana	"	"	Ch. D
Roma	"	"	Ch. G
San Nicolao	"	"	Ch. A
Torino	"	"	Ch. C
Trieste	"	"	Ch. G
— JAPAN —			
Akita	JOTR-TV	Radio Tohoku	Ch. 10
Aomori	JOTG-TV	NHK	Ch. 2
Bofu	JOAG-TV	NHK	Ch. 9
Fukui	JOFG-TV	NHK	Ch. 9
Fukuoka	JOFF-TV	Kyushu Asahi Hoso	Ch. 4
Fukui	JOFF-TV	Yamagata Hoso	Ch. 10
Fukuoka	JOFR-TV	Radio Kyosho Co.	Ch. J-1
Fukuoka	JOIK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Fukushima	JOFP-TV	NHK	Ch. 9
Hakodate	JOVK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-1
Hiroshima	JOER-TV	Radio Chugoku	Ch. 4
Hiroshima	JOFK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Kagoshima	JOHG-TV	Japan Broadcasting Corp.	Ch. J-3
Kagoshima	JOCF-TV	Radio Minami Nippon	Ch. 1
Kanazawa	JOJK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-1
Kanazawa	JOIK-TV	Hokuriku Hoso	Ch. 6
Kogawa-Ken		Radio Nishi-Nippon	
Koehi	JOZR-TV	Radio Koehi	Ch. 8
Kofu	JOJF-TV	Radio Yamashiro	Ch. 5
Kokura	JOJK-TV	Japan Broadcasting Corp.	Ch. J-6
Kumamoto	JOGK-TV	Japan Broadcasting Corp.	Ch. J-9
Kumamoto	JOBF-TV	Radio Kumamoto	Ch. 11
Matsuyama	JOZK-TV	Japan Broadcasting Corp.	Ch. J-6
Matsuyama	JOAF-TV	Nankai Hoso	Ch. 10
Miyazaki	JONF-TV	Radio Miyazaki	Ch. 10
Morioka	JOQG-TV	NHK	Ch. 4
Morioka	JOJF-TV	Iwate Hoso	Ch. 6
Muroom	JOJF-TV	Hokkaido Bestg. Corp.	Ch. 11
Nagasaki	JOUR-TV	Nagasaki Bestg. Corp.	Ch. 5
Nagoya	JOAR-TV	Chubu Nippon Bestg. Corp.	Ch. J-5
Nagoya	JOCK-TV	Bestg. Corp. of Japan (NHK)	Ch. 3
Nagano	JOBR-TV	Shinetsu Hoso	Ch. 11
Nagoya	JOFN-TV	Tokai TV	Ch. 4
New Osaka		Maihichi Bestg. Osaka	
Niigata	JOQK-TV	NHK	Ch. 2
Niigata	JOBR-TV	Radio Niigata	Ch. 5
Niigata	JOIP-TV	NHK	Ch. 2
Oita	JOIK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-5
Okayama	JOYR-TV	Sanyo Bestg. Co.	Ch. J-11
Osaka	JOBK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-2
Osaka	JOFO-TV	Osaka TV Bestg. Corp.	Ch. J-6

(Continued on Next Page)

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Osaka	JONR-TV	Asahi Hosō	Ch. 6
Osaka	JOIX-TV	Yomluri TV Corp.	Ch. 10
Osaka	JODX-TV	Kansai TV	Ch. 8
Sapporo	JOHR-TV	Hokkaido Bestg. Co.	Ch. J-1
Sapporo	JOIK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Sapporo	JOXX-TV	Sapporo TV	Ch. 5
Sasebo	JOMF-TV	Nagasaki Bestg.-Corp.	Ch. 10
Sendai	JOHK-TV	NHK	Ch. J-3
Sendi	JOIR-TV	Tohoku Hosō	Ch. 1
Shizuoka	JOPK-TV	Japan Broadcasting Corp.	Ch. J-5
Takamatsu	JOKE-TV	Nishi-Nippon Bestg. Co.	Ch. J-9
Tokushima	JOXX-TV	NHK	Ch. 3
Tokushima	JOJR-TV	Shikoku Hosō	Ch. 1
Tokyo	JOEX-TV	Fuji Telecasting	Ch. 8
Tokyo	JOAK-TV	NHK	Ch. J-3
Tokyo	JOAX-TV	Nippon TV Network Corp.	Ch. J-4
Tokyo	JOKR-TV	Radio Tokyo	Ch. J-6
Tottori	JOJX-TV	Nihonkai TV Hosō	Ch. 1
Toyama	JOLR-TV	Kita Nippon Hosō	Ch. 1
Yahata-Shi	JOEF-TV	T.V. Nishi-Nippon	Ch. 10
Yamagata	JOHX-TV	Yamagata Hosō	Ch. 10
Yawata	JOHX-TV	TV Nishi Nippon	Ch. 10
—SOUTH KOREA—			
Seoul	HLKZ-TV	Daihan Bestg. Corp.	Ch. 9
—LEBANON—			
Beirut		TV Co. of Lebanon (TCL)	Ch. 9
Bcirut		TV Co. of Lebanon (TCL)	Ch. 7
—LUXEMBOURG—			
Luxembourg		Compagnie Luxembourgeoise de Telediffusion	Ch. E-7
—MEXICO—			
Aguascalientes		Telesistema Mexicano	
Chihuahua	XERA-TV	Televisora de Chihuahua, S.A.	Ch. 11
Guadalajara		Television de Occidente, S.A.	Ch. 2
Hermosillo	XEWH-TV	TV de Hermosillo, S.A.	Ch. 6
Juarez	XEJ-TV	Television de la Frontera	Ch. 5
Mexicali	XEM-TV	Televisora de Mexicali	Ch. 3
Mexico City	XEW-TV	Televimex, S.A.	Ch. 2
Mexico City	XHGC-TV	Television Gonzales. Camarena	Ch. 5
Mexico City	XHTV	Television de Mexico	Ch. 4
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Nuevo Laredo	XEFE-TV	Nuevo Laredo TV, S.A.	Ch. 11
Paso de Cortes	XEX-TV	Television Paso de Cortes	Ch. 7
Paso de Cortes	XEQ-TV	Radio Panamericana	Ch. 9
Queretaro	XEZ-TV	Televisora Del Centro	Ch. 3
Tijuana	XETV	Radio Television	Ch. 6
—MONACO—			
Monte Carlo	TMC	Tele Monte Carlo	Ch. F-10
—NETHERLANDS—			
Bussum		Nederlandse Televisie Stichting	
Goes		Nederlandse Televisie Stichting	Ch. E-7
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-4
Mierlo		Nederlandse Televisie Stichting	Ch. E-5
—NICARAGUA—			
Managua	YSNA-TV	Television de Nicaragua	Ch. 8
—PERU—			
Arequipa		Televisora Sur Peruna	Ch. 2
Lima		El Sol TV	Ch. 9
—PHILIPPINES—			
Manila	DZAQ-TV	Bolinao Electronics Corp.	Ch. 3
Manila	DZMB		
—POLAND—			
Katowice		Polskie Radio (Govt.)	Ch. R-6
Lodz		Polskie Radio (Govt.)	Ch. R-5
Posnan		Polskie Radio (Govt.)	Ch. R-6
Warsaw		Polskie Radio (Govt.)	Ch. R-III
Wroclaw			

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— PORTUGAL —			
Foia		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-5
Lisbon		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-7
Lousa		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-3
Montejunto		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-6
Porto		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-9
— RUMANIA —			
Bucharest		Radiodifuziunea SI Televiziunea Romna (Govt.)	Ch. R-III
— SAUDI ARABIA —			
Dhahran	HZ--22-TV	Arabian-American Oil Company	Ch. 2
— SPAIN —			
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
Madrid-Navacerrda		Govt.	Ch. 2
— SWEDEN —			
Gavle		A. B. Radiotjangst	Ch. E-9
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Horby			Ch. 2
Malmo		A.B. Radiotjangst (Govt.)	Ch. E-10
Norrkoping		A.B. Radiotjangst (Govt.)	Ch. E-5
Stockholm		A.B. Radiotjangst (Govt.)	Ch. E-1
Varberg			Ch. 10
— SWITZERLAND —			
Basel		Swiss General Post Office	Ch. E-10
Bern		Swiss General Post Office	Ch. E-2
Geneva		Swiss General Post Office	Ch. E-4
Monte Ceneri		Swiss General Post Office	Ch. E-5
Santis		Swiss General Post Office	Ch. E-7
Sion (Valals)		Swiss General Post Office	Ch. E-6
Tramelan		Swiss General Post Office	Ch. E-11
Zurich		Swiss General Post Office	Ch. E-3
— THAILAND —			
Bangkok	T TV	Thal-Television Co.	Ch. 4
— TURKEY —			
Istanbul		Teknik Universite	Ch. E-4
— UNITED KINGDOM —			
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-4
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-4
Brighton		BBC	Ch. B-2
Burnhope		ITA	Ch. B 8
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4
Central Scotland		BBC	Ch. B-3
Central Scotland		ITA	Ch. B-10
Channel Isles		BBC	Ch. B-4
Dover		BBC	Ch. B-2
Folkestone		BBC	Ch. B-4
Inverness		BBC	Ch. B-2
Isle of Man		BBC	Ch. B-5
Isle of Wight		BBC	Ch. B-3
Isle of Wight		Independent Television Authority (ITA)	Ch. B-11
Lancashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
Londonderry		BBC	Ch. B-2
Manchester		BBC	Ch. B-2
Midlands		ITA	Ch. B-8
Netherbutton		BBC	Ch. B 5
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
S. Wales & West		Independent Television Authority (ITA)	Ch. 10
Thrumster		BBC	Ch. B 1
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10

(Continued on Next Page)

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— URUGUAY —			
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
— USSR —			
Alma Ata		Government	
Baku		Government	
Barnaul		Government	
Bilsk		Government	
Blagoveschensk		Government	
Dniepropetrovsk		Government	
Gorkiy		Government	
Irkutsk		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Kemerovo		Government	
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Kishinev		Government	
Kostroma		Government	
Krasnoyarsk		Government	
Kubyshev		Government	
Leningrad		Government	Ch. R-III
Maladan		Government	
Minsk		Government	
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Murmansk		Government	
Nalchik		Government	
Novosibirsk		Government	
Odesa		Government	Ch. R-II
Omsk		Government	
Pern		Government	
Raychikhinsk		Government	
Riga		Government	Ch. R-III
Kostov-on-Don		Government	
Saratov		Government	
Sevastopol		Government	
Stalino		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-III
Tashkent		Government	
Tbilisi		Government	
Tomsk		Government	
Ust Kamenogorsk		Government	
Vatutino		Government	
Vilnius		Government	
Vinnitsa		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	
— VENEZUELA —			
Caracas	VVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	VVLV-TV	Televisa Venezolana	Ch. 4
Caracas	VVKS-TV	Radio Caracas TV	Ch. 2
Maracaibo		Ondas de Lago TV	Ch. 13
Maracaibo		Televisa Venezolana	Ch. 9
— YUGOSLAVIA —			
Belgrade	YZO	Radiodifusion Yugoslavi	Ch. E-2
Ljubjana		Radio Ljubjana	Ch. E-10
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-9

International TV Statistical Roundup

This report summarizes the development in overseas television in the last quarter of 1959 and also provides a year-end statistical roundup. All countries are included, with the exception of the U. S., its territories and Canada. United States Armed Forces television stations abroad are excluded.

Statistical data must be viewed with caution since the reliability of the sources from which these statistics are compiled varies. Where official sources are lacking, a consensus of a variety of unofficial source is used.

WESTERN EUROPE

AUSTRIA

Television in Austria was very successful in 1959. The number of TV sets doubled during the year; a network of 15 transmitting stations covers about 60 per cent of the country; prices on TV sets declined by about 40 per cent since the end of 1955; hours of telecasting were increased to about 24 hours per week, and are now on a daily basis; and the quality of programs was improved. However, criticism of the TV administration has been mounting. Warnings were expressed against excessive Socialist propaganda influence on Austrian TV, and demands were put forward for "early and concrete measures" to end the Socialists' grip on TV.

BELGIUM

The Belgian Government plans to spend about \$12,000,000 to expand its national broadcasting and television activities. Most of the money will be used to build a TV center in Brussels and to modernize its Eurovision facilities. About 25 per cent will be invested in radio development.

DENMARK

The Naestved TV station on Seeland Island was inaugurated last October. In addition to being used as a local transmitter, it will be an important link in the Eurovision network between Germany and Scandinavia. It is expected to improve reception in an area where East German TV programs had reportedly been received hitherto better than Danish telecasts. Television reception now extends to all of Denmark with the exception of the island of Bornholm in the Baltic.

FINLAND

Finland built up its television network with four new transmitting stations, and its first Eurovision hookup was inaugurated on January 1, 1960 with a relay via the Swedish TV network of a Vienna Philharmonic Orchestra concert on New Year's Day, and of the Central European ski contests.

FRANCE

The opening of the second TV channel in France has been postponed to April. Besides the failure

of the Finance Ministry to unblock the necessary funds in time, technical problems have emerged. Test transmissions on channel 9 in Band III have proved unsatisfactory, and the possibility of using channels 10, 11, or 12 is being studied.

A great TV center at Bouvigny to serve all of Northern France has been completed. It has two transmitters which will service the Amiens and Lille areas respectively.

French and Spanish radio and TV organizations have reached an accord for the installation of a French relay transmitter on the Balearic Islands, to establish a TV link between France and Algeria.

WEST GERMANY

Last September the Federal Cabinet passed the draft bill for a federal radio and television law. In addition to various radio provisions, the bill would create a TV institute, with its seat at Frankfurt, which would establish a second TV network. The institute would not produce programs of its own, but would sell time to private companies. These would finance themselves by accepting advertising.

During November the Bundesrat (Upper House) unanimously rejected the draft bill. The Laender representatives did not object to the radio broadcasting provisions of the bill, but denied the Federal Government's alleged right to participate in TV. Thereupon the Laender broadcasting agencies jointly filed applications with the Bundespost for assignment of frequencies for the transmitters to be used for the second TV program. The Federal Government, however, announced that the bill would be discussed by the Bundestag (Lower House) in January 1960. The latter con overrule a unanimous Bundesrat rejection by a 2/3 majority vote.

In the meantime, Chancellor Adenauer called a meeting on December 16 of the Minister Presidents of the Laender to discuss the problem. It was announced after the meeting that a compromise solution was developed whereby operation of the radio services, as well as the license fee problem, should be regulated by federal law, and that operation of a second and probably a third TV program would be subject to state treaties or administrative agreements between the Federal Government and the Laender.

Despite the rapid growth of television in West
(Continued on Page 1097)

Source: *USIA*.

TV DEVELOPMENTS IN SPAIN

... Newsreels Tops In TV Fare

By BOBBY DEGLANE

Radio-TV Daily, Madrid Bureau



MADRID. — With the recent inauguration of the retransmission situated in the Caro mountain near Tortosa, Cataluña, and in the Garbi mountain near Valencia, there has been an important extension of the area and range of Spanish television under the direction of the government — TVE—, covering more than one third of the Spanish peninsular. In this way TV is actually reaching 15 million possible spectators, most of them without sets. Transmission equipment and studios operate only in Madrid and Barcelona alternating reciprocally. Daily programs begin at 2:45 p.m. lasting until 4 p.m. and again in the evening from 8:30 p.m. until 12 p.m.

The resulting picture of Spanish TV is very clear and of excellent quality, transmitted with a picture of 625 lines. The programs have improved since approximately a year ago although there is still much progress to be made from the artistic viewpoint. The program arrangers are too inflexible perhaps in their desire to create a sober atmosphere, perhaps exaggerated, that results in a loss of naturalness and takes away the innate Spanish qualities of human and spontaneous joy.

In little less than a year, there has been a big increase in television sets for the public, in the area between Cataluña, Aragón, Levante, Old Castilla, and New Castilla. Estimated number of sets in use is approximately one hundred thousand. Already in operation is a new transmitting center in Navacerrada at a height of 8,400 feet, considered the most powerful in Europe. It's operation, however is irregular especially

in the winter months and the stormy season.

TVE sells space to advertising agencies and there are already a number of sponsors that finance various programs. Recently a football (soccer) international match between teams of Nice (France) and Real Madrid (Spain) TVE connected by micro wave a link with "Eurovision net" showing the match to France, Luxembourg, Montecarlo, Belgium, Germany (West), Austria, Denmark, Sweden, Switzerland and Italy. It is calculated that this first transmission was seen by some 50 million Europeans.

It is also calculated that with the use of the equipment in Navacerrada, besides those of Barcelona and Madrid, the number of people — who can see TV now in Spain reach more than a million. The programs that are having the most success are "Tele-diarios" (newsreels).

Spanish TV does not know yet or use video tape recording. It is easily supposed that when TVE will begin to employ video tape, American present productions, such as musical shows and others, will be enjoyed by the Spanish television spectators. One can equally imagine that when the Spanish Government will give licenses to individual private companies, TV in Spain will really advance. Presently many private companies, operating in radio, are trying to obtain this authorization from the Government. Meanwhile, radio continues prosperously and with great popularity as the best organ of commercial advertising with an estimated twenty million sets in use.

(Continued from Page 1095)

Germany, saturation is still at a low 15-20 per cent, compared with 90 per cent for radio. In higher income brackets it reaches 25-30 per cent, indicating that high TV set prices are a major obstacle in the way of a more rapid development of TV.

IRELAND

The Government of Ireland has called upon Eamonn Andrews of the BBC to head a new Television Advisory Committee to develop TV in Ireland. Mr. Andrews has agreed to serve on a part time basis, and visualizes a service like the BBC with advertisements, but not a commercial network such as the ITA in the United Kingdom. A plot of land on top of a mountain near Dublin has been purchased for the first transmitter.

ITALY

Despite the remarkable growth of the television network in Italy, which with 343 transmitters—second only to the U. S.—now covers practically the whole country, stocks on hand of TV sets are regarded as disturbingly high. At the end of July 1959, there was an inventory accumulation of 100,000 sets compared with 50,000 sets at the end of 1958. However, this was regarded as temporary, and a considerable stimulus to sales was anticipated in expectation of the opening of a second TV channel at the time of the Olympic Games in Rome this August.

MALTA

The Government of Malta has announced that it will have a TV station by mid-1960. Though the initial cost will be provided by the government, it will not exercise any controls over its programming. The estimated 7,000 TV set owners now view Italian TV programs.

NETHERLANDS

So far three separate applications for licenses to participate in commercial television have been filed. The Netherlands Newspaper Owners Association and a magazine publishers' group wish to cooperate with existing broadcasting companies, which are linked to various political parties or religious groups, and are united in the Netherlands Television Foundation. The third, the Independent Television Exploitation Company (OTEM), wishes to set up a separate commercial TV network along the lines of the British system.

The Government announced that it was considering the granting of a license for commercial TV to the OTEM group. This raised howls of protest from critics who maintain that if advertising is to be introduced in TV, it should take the form of spot commercials, with programming remaining in the hands of the Netherlands TV Foundation. The government still has not made any formal recommendations to Parliament concerning the form of commercial TV.

A company (VRON) has been formed to broadcast commercial radio programs from an offshore ship. Its initiator, Mr. Lewin te Diemen, has also shown interest in establishing commercial TV by means of aircraft, at times when the official Netherlands TV is off the air.

The Minister of Education stated that it is planned to increase TV transmissions from the present 15 hours per week to 18 in 1960, 22 in 1961, 26 in 1962, and 30 in 1963, at which time it is expected that there will be 1,400,000 TV sets in the country. The government plans to invest a total of 16,000,000 gulden (about \$4,250,000) within the next three years for new TV transmitters, relay lines, and studio facilities.

NORWAY

Norwegian television officially joined the Eurovision network last October.

SWEDEN

The Swedish TV network is expanding rapidly. Nine additional transmitters went on the air in the last quarter of the year. Sixty per cent of the population is now within TV range, and with 17 more transmitters scheduled by mid-1960, the total will be raised to 70 per cent. By 1965, 95 per cent of the population will be covered.

A Swedish organization also plans to begin commercial television this fall, it is reported. The company is affiliated with a German concern. The government-owned and operated radio and TV organization is fighting the attempts of the commercial TV company to gain government approval. Government officials think there is little chance of the commercial company ever being licensed.

SWITZERLAND

Federal Councillor Wahlen, after consultation with the Federal Council, has decided that the permanent locations for Switzerland's central television studios should be in Zurich and Geneva. The decision was made after a long study of various reports submitted by the PTT, the Swiss Radio Society and other interested parties. A lively debate had followed the proposal of the Swiss Radio Society's General Assembly last summer that Basel and Lausanne should be the sites for the central television studios. A proposal for the eventual establishment of a third studio for the Tessin in Lugano was uncontested. Federal Councillor Wahlen stated that television in Switzerland should not be regional or cantonal but must be Swiss, and that it is the responsibility of the central studios to reflect the heterogeneous qualities of the country in their programming.

UNITED KINGDOM

This has been a peak year for television in the United Kingdom. Sales are estimated at 18 per cent greater than in 1958. Production of TV sets reached 2,700,000. With the construction of several new transmitting stations of the BBC and ITA, the former now covers 99 per cent of the population, and the commercial service can now reach over 90 per cent. It has also been a very profitable year for the programming companies.

The ITA has asked the Postmaster General for permission to increase its broadcasting from 50 to 71 hours per week, and the daily maximum from 8 to 11 hours. The authority thinks that "strong arguments are necessary in a free community to justify a state of affairs in which people can

(Continued on Next Page)

INTERNATIONAL TV ROUNDUP

listen virtually at any time to sound programs, whilst the availability of TV is arbitrarily restricted."

The Chairman of the manufacturing firm PYE, Ltd. expressed his regret that the authorities have not yet seen fit to inaugurate a 625-line TV transmission, as "the overall pattern of European TV developments is such that Britain will be compelled in the end to change to 625 lines or fall behind in TV prestige." Such a development would also greatly expand TV set exports.

BBC Schools Television has made the transition from an experimental to a permanent service, and is in fact the first permanent nation-wide service of Schools Television broadcasts anywhere in the world. By September 1960 the present output will be doubled to ten programs a week with telerecorded repeats of all of them, and will include programs for primary schools and sixth forms in grammar schools.

YUGOSLAVIA

Viewers in Sarajevo were recently able to watch TV for the first time by means of a one-way Belgrade-Sarajevo link. Plans call for the construction of a TV station in the city in 1961. Yugoslav factories are expected to produce 15,500 TV sets in 1960. An additional 10,000 sets will be imported during the year.

LATIN AMERICA

ARGENTINA

A television survey carried out in Buenos Aires indicated that (1) the TV audience totalled about 1,400,000 with about four viewers per set; (2) there are more women viewers than men; (3) children under 14 comprise less than a fifth of the audience; (4) peak viewing hours are between 8 and 10 p.m.; (5) eight of ten female viewers try not to miss their favorite programs—dramatic TV shows; (6) with one program only, the important element is the time, not the program or the performers; and (7) people with both radio and TV sets in their homes listen little to radio when TV is on the air, except on Sunday afternoons when a substantial percentage of males listen to football broadcasts on the radio.

A new company, Argentine Tele Film, has been founded to produce films for TV. The company will begin by producing five serials which will show the Argentine countryside. The films will be dubbed in English for North American TV use.

BRAZIL

According to a Radio Tupi broadcast, the Rio de Janeiro-Sao Paulo-Belo Horizonte Tupi TV hookup was expected to be completed late in December or early in January. This will enable people in Minas Gerais to view Rio and Sao Paulo programs. Seven microwave towers were being constructed between Belo Horizonte and the federal capital. The first television station in Rio Grande do Sul province, Televisao Piratini, was inaugu-

rated in Porto Alegre on December 21.

President Kubitschek decreed that the new capital, Brasilia, will be assigned channels 3, 6, 8, and 10, it is reported. One of these will be used in conjunction with Radio Nacional, Brasilia.

CHILE

In addition to the Catholic Universities in Santiago and Valporaiso which now have experimental television, the University of Chile in Santiago has also erected its antenna, and is preparing to telecast on channel 9 with 1,500 watts. The President of Chile has refused a request for authorization of a commercial TV station. He believes, it is claimed, the country's resources would thereby be diverted to non-productive channels, through the import of TV sets and transmitting equipment.

COSTA RICA

The first license for the establishment of a commercial TV station was issued to Carlos Manuel Reyes Zamora in October. The company, Televisora de Costa Rica, Ltd., expects to go on the air in January with American standards and equipment. American Broadcasting-Paramount Theaters, Inc. has a 35 per cent interest in this station. The company intends to import about 3,000 used but serviceable TV sets from the United States. A second TV station to be operated by Compania Televisora Nacional, S.A. is expected to initiate transmissions later in 1960.

CUBA

The Minister of Communications stated that permission had been granted to several TV stations to erect booster towers in Pinar del Rio province where reception was poor. Radio and TV networks have been having labor troubles recently.

ECUADOR

Regulations governing television broadcasting in Ecuador went into effect on December 5, 1959. The Director General for Communications stated that as yet no licenses had been issued, though three groups, including the Protestant missionary organization which operates the "Voice of the Andes" radio station, had applied for permits.

Ecuadorean TV will follow American standards. Transmitters must have a minimum power of 250 watts, and a 50,000 sucre (about \$3,000) guarantee will be required from license applicants. Personnel employed must be at least 75 per cent Ecuadorean. Licenses will be granted only to Ecuadorean citizens, companies, or corporations. However, non-Ecuadoreans may participate with Ecuadorean interests in such activities.

Several American broadcasting organizations have already shown interest in Ecuadorean television.

HAITI

Haiti's first TV station, Tele-Haiti, went on the air on December 13. An estimated audience of 4,000 persons viewed the show. Tele-Haiti expects to telecast four hours per day from 6 to 10 p.m., and also from 2 to 6 p.m. on Sundays. Films will be shown mainly for the first months of operation.

HONDURAS

Television was inaugurated in Honduras last September when station HRTG, channel 5, owned and operated by Compania Televisora Hondurena, S.A., went on the air. The station telecasts for six hours daily from 4:30 to 10:30 p.m. Reception is good in the Tegucigalpa area and telecasts are being received in San Pedro Sula, approximately 200 miles away. There are some 400 TV sets in the capital, and large crowds watch TV on sets installed in shop windows.

MEXICO

According to trade sources, an ultimate link between American and Mexican television may become a reality. In recent months, Emilia Azcarraga, head of the XEW-TV network, has been holding a series of talks with American TV executives with the same goal. A project to study the form in which the link can be achieved is being readied, with top technical men on both sides acting on a joint commission.

The Department of Communications announced that it has on hand 56 applications for the establishment of new TV stations, and that by the end of 1960, the country would have full TV coverage. Ten new independent TV stations in key Mexican cities will be inaugurated in the first quarter of 1960, according to plans of concession holders.

PANAMA

Circuito RPC-TV, channel 4, owned by the Eleto brothers, began experimental transmissions in September. The antenna is installed on a peak in the Penoncita range about 11 miles from Panama City. The station's effective radiated power is 12 kilowatts.

PERU

Lima's third commercial TV station, Panamericana TV on channel 13, was inaugurated on October 16. Isaac R. Lindley is president of the organization which is capitalized at 13 million sales (about \$465,000). The transmitter was designed by Philips, according to press reports, and has a potential output of 50 kw. The station is located in an ultra-modern five story building which will have two recording rooms, one film studio, and two large production studios. The antenna is about 375 feet high and is located in the rear of the building.

NEAR EAST**ALGERIA**

A television station relaying Algiers went on the air in Tizi-Ouzou. It operates on channel 7 with a power of 300 watts.

CENTRAL AFRICAN FEDERATION

The Federal Government, through the Federal Broadcasting Corporation, has awarded a contract to provide television in the Federation to Rhodesia Television (Pvt.) Limited (R.T.V.). Under a fifteen-year agreement, R.T.V. will provide a television service for the Federation, starting in

Salisbury, possibly in August 1960. Service is expected to be extended to the Bulawayo area in 1961 and to the Copperbelt of Northern Rhodesia in 1962.

The new service will be supported by commercial advertising which will be limited to ten per cent of program time, or an average of six minutes in an hour. No decision has yet been reached on the amount of viewers' license fees which will accrue to the F.B.C.

A 625-line system will be used. It is planned to telecast four hours per day. The contractor will supply programs, but the F.B.C. will have control over them, and will originate the newscasts.

IRAN

The second television station in Iran recently began test transmissions in Abadan. The RCA-equipped studio is owned by the Sabets, and is a commercial enterprise like their Iran-TV station in Tehran. Telecasts will be increased from the initial 2½ hours three times a week to 3½ hours five times a week. It is reported that 1,400 TV sets are in use in Abadan. Adequate reception is limited to the Khorramshahr-Abadan area.

IRAQ

A Baghdad broadcast on December 20 stated that the Iraqi cabinet had approved commercial advertising over the Iraqi TV network.

ISRAEL

In spite of reports that Israel was considering the establishment of television, Prime Minister Ben-Gurion—in answer to questions of the Israel Newspaper Editors Committee—stated that TV should not be introduced into the country, as this would mean raising living standards while the country was still dependent on external aid for necessities.

JORDAN

The Jordanian cabinet decided to hire a foreign expert to study the prospects of establishing a Jordanian television system.

KENYA

The Kenya TV Commission is soliciting the views of racial, religious, community and financial interests regarding the establishment of TV in Kenya. A questionnaire, asking for detailed plans, is being sent to organizations, both domestic and foreign, that have already submitted memoranda on the introduction of TV in Kenya.

LEBANON

It is reported that the government has granted a commercial TV station franchise to a third group in Lebanon. The only organization, however, that is on the air is the original Television Company of Lebanon (TCL). The excise tax on radio and television receivers, sold by importers and dealers in Lebanon, has been dropped by official decree.

LIBYA

The Armed Forces Television station at Wheelus Air Base in Tripoli began a series of half hour weekly programs in Arabic on October 1.

(Continued on Next Page)

INTERNATIONAL TV ROUNDUP

NIGERIA

Western Nigeria TV was inaugurated on October 31. Programs originate in Ibadan and are sent out over two transmitters, one at Ibadan and the other at Abafon near Lagos. There are 3½ to 4 hours of commercial evening programs, and a one hour noontime educational telecast daily. About 700 TV sets have reportedly been sold.

TURKEY

The Turkish Information Office reported that foreign concerns were invited to submit technical and financial suggestions of a preliminary nature pertaining to the establishment of a television network in Turkey. The project covers the construction of transmitters, studio facilities and mobile units in Ankara and Istanbul; a transmitter and mobile units for Izmir; and a TV link between the transmitters for simultaneous broadcast of programs. The 625-line West European system is to be used. The government is also interested in receiving proposals for the establishment of plants for the manufacture of radio and TV sets in Turkey.

UNITED ARAB REPUBLIC

On December 19, an agreement was signed between the United States and the United Arab Republic providing for a loan of LE 4,500,000 to finance the television project. The plans of the UAR television authorities call for nine transmitters. It is anticipated that operations will begin by July 23, 1960, a national anniversary. A contract was signed between the UAR and the Radio Corporation of America to provide the equipment for the broadcasting system. Arrangements have not yet been made for the TV receiving set factory.

The first TV Institute in the Middle East was inaugurated by Deputy Minister for Presidential Affairs Hatem on November 22. The curriculum includes lectures on directing, script writing, TV camera work and other subjects. In discussions with USIS officials, the organizers of the Institute, as well as the members of the program committee of UAR-TV, expressed interest in securing program and technical assistance.

FAR EAST

AUSTRALIA

Three years after its inauguration, 30 per cent of Australian homes have television. Twelve stations are now in operation, and several others are expected to go on the air soon. In the last quarter, stations were taken into service in Queensland, South Australia, and Western Australia. Applications for 13 regional stations have been over-subscribed, and it is estimated that by the end of 1960 TV will be available to 8,000,000 Australians.

JAPAN

Television continues to expand rapidly in Japan. More than 4,250,000 TV sets were in use by year-end, and the TV network was expanded to 87

transmitting stations, consisting of 44 NHK (Government) and 43 commercial stations. An NHK official set a goal of 10,000,000 TV sets by the time of the Tokyo Olympics in 1964.

MALAYA

Two Radio Malaya officials stated to the press on November 24 that they thought that the Federation Government should introduce television soon. Returning from an educational exchange visit to the United States, they commented on the facilities in American universities for training in radio and TV broadcasting, and suggested that similar courses be inaugurated in Malaya in preparation for the eventual introduction of television.

NEW ZEALAND

Experimental television transmissions from a low-power station in Auckland have recently been started, using the 625-line system. The vision and sound rated powers are 500 watts and 250 watts respectively and the transmission is on channel 2. Work is going on to select suitable sites for transmitting stations, to determine the effective coverage and to work out a frequency allocation plan.

Their arrangement of channels differs from that adopted in Australia, although New Zealand channels Nos. 4, 5, 6, 7, and 9 are the same as Australian channels Nos. 6, 7, 8, 9, 10 respectively. Trade sources report that prior to statements by the Deputy Prime Minister and the Minister of Broadcasting that TV would be state-controlled in New Zealand, a metropolitan newspaper had been exploring the possibilities of obtaining an option for a commercial station.

OKINAWA

The transmitter of the Okinawa Television Broadcasting Company was reported to be nearing completion, and experimental transmissions were expected to begin in November 1959. A license for the construction of another TV station was also granted to the Ryukyu Broadcasting Corporation on October 1.

PHILIPPINES

Station DZBB-TV of the Republic Broadcasting System is currently telecasting filmed material on more or less a test basis with a weak signal. A fourth station, DZTV, under American ownership, is expected to be on the air shortly.

THAILAND

A communications evaluation survey among opinion leaders in Thailand—government officials, teachers, students, and business men—was carried out in April 1959. Of these, two out of three owned a TV set. Forty-four per cent of set owners watched TV on channel 4 (Thai TV) and seven per cent on channel 7 (Army TV), while 16 per cent were not sure and 33 per cent did not answer. Thus among the 51 per cent of set owners who identified the stations, Thai TV was favored by more than six to one.

SINO-SOVIET BLOC

BULGARIA

The Sofia television station, replacing the old experimental one, went on the air on November 7 on the occasion of the 42nd anniversary of the October revolution. Then on December 26, the station was officially inaugurated. It operates on a twice-weekly schedule—Wednesdays and Saturdays beginning at 7:30 p.m. In addition, it will televise special events such as meetings, concerts, sports, etc.

CZECHOSLOVAKIA

According to an October 1 Prague dispatch, the Czechoslovak Government approved a new re-organization of the Czechoslovak radio and television system. The Czechoslovak and Slovak committees for radio and TV were replaced by the Czechoslovak Broadcasting Corporation and the Czechoslovak Television Corporation. Thus radio and television in Czechoslovakia are now controlled by separate central organizations.

EAST GERMANY

According to East and West German sources, new television transmitters went into service and others were increased in power on October 7, on the occasion of East Germany's tenth anniversary. A new transmitter at Schwerin with an antenna about 850 feet high was said to have improved reception throughout a considerable area. Transmitters in East Berlin, Leipzig, Brocken, and Inselsberg were to have their power raised to 100 kw.

Test transmissions from the new Leipzig transmitter were reported to be blanking out West German television in that area. In addition to these main transmitters, eight low-powered satellite transmitters with coverage areas of from two to eight miles were brought into service. It was planned to set up studio installations in Leipzig, Dresden, and Rostock within the next few years.

Demand for TV sets in East Germany is still outpacing production. Annual production is expected to increase from 125,000 in 1959 to 750,000 before 1965. Seventeen-inch models now account for the major share of total East German production. Twenty-one-inch models will be produced only in small quantities according to official plans. A portable TV prototype has been completed, but there are no immediate plans to start mass production of portables.

HUNGARY

Two television relay transmitters at Miskolc and Sopron were taken into service, and a high-power relay station at Szentes will be in operation this spring. Sales of TV sets have spurted recently, and unofficial estimates place the number of subscribers at 50,000. During the last five weeks of the year, 16,000 sets were purchased, more than the number for the entire year of 1958.

POLAND

Two additional relay transmitters were taken into service, and others are in various stages of construction. Fifty per cent of the population is now within range of TV. According to a Warsaw broadcast, a special project for rural areas has been started on Polish TV. Many farmers have TV receivers and programs are seen by many in village schools and welfare centers.

USSR

Television continues to expand at a good pace in the USSR. Six new TV centers and four relay transmitters went on the air in the last quarter of 1959. Four million TV sets are reportedly in use. These figures indicate increases of about 50 per cent in both transmitting stations and receivers during 1959.

Experimental television relays of the programs of the Moscow TV center have started on the TV and radio relay line Moscow-Orel-Kursk-Kharkov. Construction of the first phase of this main line was completed before the October revolution anniversary, according to a Kiev broadcast. It was also announced that the Moscow-Warsaw television link would be brought into operation within two years. One of the channels will carry color TV. Ninety-five per cent of the equipment will work automatically. Work on the project will begin in Poland early next year.

The government issued a decree on October 15 calling for a 42 per cent increase in output of consumer durable goods by the end of 1961 over output in 1958. Among goods slated for increased production are radio and TV sets. In the first nine months of 1959, 924,000 TV sets were produced, a 30 per cent increase over the corresponding 1958 period.

Broadcasts revealed that though TV was mainly using channels 1 to 5 in the 48-100 megacycle range, there were a number of low-power relay installations operating in certain cities in the 174-230 meg. range. The first powerful TV stations broadcasting in this range would go into operation soon. The development of color TV and the organization of second TV programs in a number of cities would require mastery of new ranges above 400 megs.

COMMUNIST CHINA

A Hong Kong report, quoting a Canton dispatch, stated that the Kwangtung television station in Canton had been recently completed, and was scheduled to commence regular operation on the eve of the Chinese national day. Evening telecasts of Cantonese and Peking operas, movies and modern operas would be presented throughout the four-day celebrations in Canton. Regular telecasts will be given on every Tuesday and Saturday. The effective range of this station was said to cover from 12 to 18 miles "in diameter." More than 200 TV receivers had been installed in government offices, schools, factories, and public buildings.



Ed Herlihy

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**BEFORE THE
CAMERA**

1960



PAT HERNON

"WEATHER — 6"

WRCA-TV for
N.Y. Telephone Co.

COMMERCIALS:

- Spokesman for N.Y. Telephone Co.
- Spokesman for "Yellow Pages"
- Beechnut Gum

SPORTS—PLAY BY PLAY

COMMERCIAL SPOKESMAN FOR:

- The Texaco Company
- Falstaff Beer
- Bell Telephone



BILL MALONE



BUD PALMER

"SUNDAY SPORTS SPECTACULAR"

CBS-TV for
Schlitz Beer

COMMERCIALS:

- Spokesman for Schick Safety Razor
- Schlitz Beer

PERSONAL REPRESENTATIVE — LESTER LEWIS ASSOCIATES

11 East 48th Street

RADIO-TV ARTISTS

RADIO AND TELEVISION
—their work during 1959

— A —

AAKER, LEE
The Adventures of Rin Tin Tin
ABC-TV

ABBOTT, PHILIP
The House on High Street
NBC-TV

ADAMS, NICK
The Rebel
ABC-TV

ALBERT, EDDIE
NEC Radio Theater
NBC

ALBRIGHT, LOLA
Peter Gunn
NBC-TV

ALLEN, CHET
Troubleshooters
NBC-TV

ALLEN, DAYTON
The Steve Allen Plymouth Show
NBC-TV

ALLEN, STEVE
The Steve Allen Plymouth Show
NBC-TV

ALLYSON, JUNE
The Du Pont Show with June Allyson
CBS-TV

AMECHIE, DON
Don Amechie's Real Life Stories
NBC

AMES, TEAL
The Edge of Night
CBS-TV

AMSTERDAM, MOREY
Keep Talking
ABC-TV

ANDERSON, EDDIE (ROCHESTER)
The Jack Benny Program
CBS-TV

ANDERSON, LEW
The Howdy Doody Show
NBC-TV

ANSARA, MICHAEL
Broken Arrow, ABC-TV;
Law Of The Plainsman, NBC-TV

ARNES, JAMES
Gunsmoke
CBS-TV

ARQUETTE, CLIFF
Charley Weaver's Hobby Lobby
ABC-TV

— B —

BAER, PARLEY
Gunsmoke
CBS

BAILEY, ROBERT
Yours Truly, Johnny Dollar
CBS

BAIRD, JEANNE

Today Show, Northwest Passage, NBC-TV; Member Pantomime Quiz Panel, ABC-TV; Ann Sothorn Show, Millionaire, Four Star Playhouse

BARRIE, WENDY

BARRIS, MARTI
The Howdy Doody Show
NBC-TV

BARRY, GENE
Bat Masterson
NBC-TV

BATTELLE, PHYLLIS
ABC

BEAIRD, BARBARA
Fibber McGee and Molly
NBC-TV

BEAUMONT, HUGH
Leave It To Beaver
ABC-TV

BECK, JACKSON

B. July 23, 1912, New York City; Commercials for: Chesterfield, Studebaker-Lark, Ex-Lax, Instant Maxwell House Coffee, Ambassador Beer and others

BECKER, SANDY
Young Doctor Malone



Jeanne Baird

Representation: WILLIAM MORRIS AGENCY



**BRYNA
RAEBURN**

•
RADIO REGISTRY



JAN MINER



TERRY O'SULLIVAN

Mangement
MARY G. DOOLING
JU. 6- 6915

RADIO-TV ARTISTS

BENDIX, WILLIAM

Overland Trail
NBC-TV

**BENNETT,
SHERRY**

Narrations: TV Dramatic Shows;
Commercials, Live & on film;
Special Feature films, Industrial
Radio Commercials

BENNY, JACK

B. Feb. 14, 1894; The Jack
Benny Show, CBS-TV; The Jack
Benny Special, CBS

BERGEN, POLLY

B. July 14, 1930, Knoxville,
Tenn.; Dinah Shore Show, Ford
Starline, NBC-TV; Pat Boone
Show, ABC-TV; To Tell the
Truth, CBS-TV

BERLE, MILTON

Milton Berle Show, NBS-TV

BERNARDI, HERSCHEL

Peter Gunn
NBC-TV

BERNEY, BERYL

Merry-Go-Round-The-World; Day-
watch, WNTA-TV; Clipper Ship,
WGBH-TV

BERNSTEIN, LEONARD

N. Y. Philharmonic Young
People's Concerts, The N. Y.
Philharmonic, CBS

BETTER, LYLE

The Court of Last Resort
ABC-TV

BILLINGSLEY, BARBARA

Leave It To Beaver
ABC-TV

BISHOP, JOEY

Keep Talking
ABC-TV

BLAINE, JIMMY

The Ruff and Reddy Show
NBC-TV

BLAIR, FRANK

"Today"
NBC-TV

BLOCKER, DAN

Bonanza
NBC-TV

BOB AND RAY

Monitor
NBC

BOLES, JIM

ABC

BOND, WARD

Wagon Train
NBC-TV

**BONTEMPI,
PINO & FEDORA**

Continental Cookery with the
Bontempis, WABC-TV; Continen-
tial Cookery, What's Cooking?
At Home with Fedora Bontempi,
Channel 8 Kitchen, For Ladies
Only, WNHC-TV, New Haven,
Conn.

BOONE, RICHARD

Have Gun, Will Travel
CBS-TV

BOYD, JIMMY

Bachelor Father
NBC-TV

BOWMAN, LEE

NBC Radio Theater
NBC

BRADDOCK, MICKEY

Circus Boy
NBC-TV

BRECK, PETER

Black Saddle
ABC-TV

BRINEGAR, PAUL

Rawhide
CBS-TV

BRITTEN, BILL

B. Nov. 15, Philadelphia, Pa.;
Starring as Bozo the Clown,
WPIX; Bill Britten's Wonderama,
WNEW-TV; Johnny Jellybean on
"Time for Fun", WABC-TV; Pup-
pets & Voices for Preen Wax
Commercials; Puppet & Voice for
Dick Clark Show, Beechnut Com-
mercials, ABC-TV; Phil Silvers
Show, CBS-TV

BRONSON, CHARLES

Man With a Camera
ABC-TV

Jeanne

Parr

Management
Frank Cooper Associates
PL 1-0725



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"SUNFLOWER"

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325 West 45th Street, N.Y.C. Circle 6-0430

BROWN, JIM L.
The Adventures of Rin Tin Tin
ABC-TV

BROWN, JOHN MASON
The Last Word
CBS

BROWN, PETER
Lawman
ABC-TV

BROWN, TED & THE REDHEAD
Ted Brown Show, 6-10 A.M.,
WMGM (11 years)

BUNCE, ALAN
The Couple Next Door
CBS

BURNETT, CAROL
The Garry Moore Show, CBS-TV

BURR, RAYMOND
Perry Mason
CBS-TV

BUTTONS, RED

BUTTRAM, PAT
Just Entertainment
CBS

BYRNES, EDWARD
77 Sunset Strip
ABC-TV

— C —

CAESAR, SID
Show of Shows, Caesars Hour,
Sid Caesar—United States Steel
Special, CBS

CAIHOUN, RORY
The Texan
CBS-TV

CALMER, NED
Ned Calmer and the News
CBS

CAMARGO, RALPH
U. S. Steel Hour, Our Miss
Brooks, William Bendix Show;
Have Gun, Will Travel, CBS-TV

CAMPBELL, KAY
Ma Perkins
CBS

CAREY, PHILIP
Philip Marlowe
ABC-TV

CARLISLE, KITTY
To Tell the Truth
CBS-TV

CARMICHAEL, HOAGY
Laramie
NBC-TV

CARNEY, ART
The Art Carney Show
NBC-TV

CARROLL, MADELEINE
NBC Radio Theater
NBC

CARROLL, PAT
Keep Talking, ABC-TV

CARSON, JEAN
Betty Hutton Show
CBS-TV

CASE, ALLEN
The Deputy
NBC-TV

CASS, PEGGY
Keep Talking
ABC-TV

CASSAVETES, JOHN
Johnny Staccato
NBC-TV

CERE, BENNETT
What's My Line?
CBS-TV

CHAMPION, GOWER
U. S. Steel - Sid Caesar Specials
CBS

CHASE, ILKA
ABC

CHEVALIER, MAURICE
A Bouquet From Maurice
Chevalier
CBS

CIANNELI, EDUARDO
Johnny Staccato
NBC-TV

CLARK, BLAIR
The World Tonight
CBS

CLARK, DICK
Dick Clark Show, ABC-TV

COLBERT, CLAUDETTE
Woman!
CBS-TV

COLBY, ANITA
ABC

COLLINGWOOD, CHARLES
Conquest, Person to Person
CBS-TV

**SAM
LEVENSON**



**Monique
Van Vooren**

Personal
Representation
FRANK COOPER



Hugh Downs

Exclusive Representative:
**Martin Goodman Productions,
Inc.**
36 Central Park So.

RADIO-TV ARTISTS

COLLINS, RAY
Perry Mason
CBS-TV

COLLYER, BUD
To Tell the Truth
CBS-TV

COMO, PERRY

Perry Como Show, Perry Como's
Kroft Music Hall, NBC-TV

CONNELL, JOHN
Young Dr. Malone
NBC-TV

CONNORS, CHUCK
The Rifleman
ABC-TV

CONNORS, MICHAEL
Tightrope
CBS-TV

CONRAD, BOB
Hawaiian Eye
ABC-TV

CONRAD, WILLIAM
Gunsmoke
CBS

CONTE, JOHN

B. Sept. 15, Palmer, Mass.; Mat-
inee Theatre, NBC-TV; Hour of
Stars, NTA-Film Net.

COOPER, JACKIE
Hennesey
CBS-TV

CORCORAN, KEVIN
Walt Disney Presents
ABC-TV

CORCORAN, NOREEN
Bachelor Father
NBC-TV

CORRELL, CHARLES
Amos 'n Andy Music Hall
CBS

CRAWFORD, ROBERT, JR.
Laramie
NBC-TV

CROTHERS, DR. GEORGE
Lamp Unto My Feet, CBS-TV;
Invitation to Learning, CBS

CULLEN, BILL

I've Got a Secret, CBS-TV

CUMMINGS, BOB
Love That Bob; starring
Bob Cummings
ABC-TV

— D —

DABNEY, AUGUSTA
Young Dr. Malone
NBC-TV

DALTON, ALENE
ABC

DALY, JOHN
What's My Line?
CBS-TV

DAVIES, BLAIR
The Brighter Day
CBS-TV

DAYTON, DANNY
Keep Talking
ABC-TV

DE CYR, ZEL

Voice of: Pepsi-Cola "Me So-
ciable", Dutch Boy Paints, Kiwi
Polish, Rinso, Cocoa Puffs, Scot-
tics, Canada Dry, Kelvinator,
Oldsmobile, March of Dimes

DE KOVEN, ROGER
ABC

DE WITT, GEORGE
Be Our Guest
CBS-TV

DEHNER, JOHN
Have Gun, Will Travel
CBS

DELL, GABE
The Steve Allen Plymouth
Show
NBC-TV

DEMING, ELLEN
The Guiding Light
CBS-TV

DIAMOND, BOBBY
Fury
NBC-TV

DIETRICH, MARLENE
Monitor
NBC

DONALD, PETER

DOW, TONY
Leave It To Beaver
ABC-TV



Polly Bergen

MCA ARTIST, LTD.

Arlene Francis

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Martin Goodman Productions, Inc.
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HARRY VON ZELL

with

GEORGE GOBEL



DOWNES, HUGH

The Jack Paar Show, NBC-TV

DREW, WENDY

As the World Turns
CBS-TV

DRYDEN, ROBERT

ABC

DUGGAN, ANDREW

Bourbon Street Beat
ABC-TV

DUKAS, JAMES T.

ABC

DURANT, DON

Johnny Ringo
CBS-TV

— **E** —

EASTWOOD, CLINT

Rawhide
CBS-TV

EDWARDS, RALPH

This Is Your Life
NBC-TV

EISLEY, ANTHONY

Hawaiian Eye
ABC-TV

ELLIOTT, BOB

B. March 26, 1923, Boston,
Mass.; Bob & Ray Show, CBS-
Radio (Daily)

ELLIS, GEORGIA

Gunsmoke
CBS

**ERICKSON,
CORYDON**

The Great God Brown—Broad-
way; The Children of Strangers
(Film); United Nations—Declara-
tion of Human Rights; Delta Air-
lines Radio Commercials

**ERICKSON,
HELENE**

Odds Against Tomorrow, United
Artists; The Brenner Series, CBS;
Ansonia Opera Circle; Recordings

**ERICKSON,
LAUNCELOT**

Odds Against Tomorrow, United
Artists; DuPont Show of the
Month, CBS; Phil Silvers Spec.
Commercial (Live) CBS; Post
Cereal Commercials; Dixie Cups
Singing Commercials

EVANS, BERGEN

The Last Word
CBS

EVANS, GENE

My Friend Flicka
ABC-TV

— **F** —

FASSETT, JIM

The New York Philharmonic
CBS

FAYE, DORIS

B. May 6, New York City; Paul
Winchell Show, ABC-TV; Bozo
the Clown, WPIX; Princess Tickle-
feather on "Wonderama",
WNEW-TV; Steve Allen Show,
NBC-TV; Puppets and Voices for
"Preen Wax" Commercials; Net-
tle's Commercials

FENNEMAN, GEORGE

You Bet Your Life
NBC, NBC-TV

FIELDS, LINDA

Hostess & Spokeswoman on Da-
vega Hollywood Showcase, WPIX;
Studio One, My True Story,
County Fair, Price Is Right,
Treasure Hunt, NBC-TV; River-
boat for Nusoft, NBC-TV; Com-
mercials live film Jingles

**FITZMAURICE,
MICHAEL**

FLEMING, ERIC

Rawhide
CBS-TV

FLOOD, ANN

From These Roots
NBC-TV

FOLEY, RED

The Red Foley Show
NBC



JONATHAN WINTERS

Exclusive representative: Martin Goodman
36 Central Park South, New York, N. Y.



"Here's Looking At You"

RICHARD WILLIS

REX MORGAN



2615 Summit Drive
Colorado Springs, Col.
ME 5-2167



RADIO-TV ARTISTS

FONDA, HENRY

The Deputy
NBC-TV

FORBES, MURRAY

Ma Perkins
CBS

**FORD, TENNESSEE
ERNIE**

B. Feb. 13, 1919, Bristol, Tenn.;
The Tennessee Ernie Ford Show,
The Ford Show, NBC-TV; Capitol
Records

FORD, WALLACE

The Deputy
NBC-TV

FORSYTHE, HENDERSON

From These Roots
NBC-TV

FORSYTHE, JOHN

Bachelor Father
NBC-TV

FORTIER, ROBERT

Troubleshooters
NBC-TV

FRANCIS, ARLENE

What's My Line? CBS-TV

FRANCIS, EUGENE

ABC

FRANKLIN, JOE

B. March 9, 1926, New York;
Joe Franklin's Memory Lane,
WABC-TV

FRASER, ELISABETH

Fibber McGee and Molly
NBC-TV

FULLER, ROBERT

Laramie
NBC-TV

— G —

**GAMBLING,
JOHN A.**

B. Feb. 5, 1930, New York;
"Rambling with Gambling," WOR
Radio

GARNER, JAMES

Maverick
ABC-TV

GARROWAY, DAVE

"Today"
NBC-TV

GILLESPIE, GINA

Law Of The Plainsman
NBC-TV

GOBEL, GEORGE

The George Gobel Show
CBS-TV

GODFREY, ARTHUR

Arthur Godfrey Time, The
Arthur Godfrey Show
CBS

GORDON, JOYCE

GOSDEN, FREEMAN

Amos 'n Andy Music Hall
CBS

GOULDING, RAY

B. Lowell, Mass.; Bob and Ray
Show, CBS Radio (Monday-Friday)

GRANT, KIRBY

Sky King
CBS-TV

GRAVES, PETER

Fury
NBC-TV

GRAY, DONALD

Saber of London; Detective's
Diary
NBC-TV

GRAY, SAM

ABC

GREENE, LORNE

Bonanza
NBC-TV

GREGORY, JAMES

Lawless Years
NBC-TV

— H —

HALE, BARBARA

Perry Mason
CBS-TV

HARDIN, TY

Bronco
ABC-TV

**HARRINGTON,
PAT JR.**

B. Aug. 13, 1930, New York City;
Steve Allen Show, Jack Paar
Show, NBC; Danny Thomas Show,
CBS; Alfred Hitchcock (Guest
Performance)

HARRIS, BOB

Troubleshooters
NBC-TV

HASTINGS, ROBERT

ABC

HAYES, PETER LIND

ABC

HEALY, MARY

ABC



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**THE
JOHNSON-
LESTERS
SHOW**

MIDNIGHT-2 AM

WVNJ

MONDAY THRU FRIDAY



GARY LESTERS

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Breakfast Club**



PAUL WINCHELL

and

JERRY MAHONEY

Management-Counsel:

GOLDFARB, MIRENBURG & VALLON

Public Relations:

MARVIN KOHN

RADIO-TV ARTISTS

— J —

HENDERSON, FLORENCE

"Today"
NBC-TV

HENDRICKSON, ROD

From These Roots
NBC-TV

HERLIHY, ED

HERMAN, GEORGE

George Herman and the News;
Capitol Cloakroom
CBS

HERNON, PAT

HICKMAN, DWAYNE

The Many Loves of Dobie Gillis
CBS-TV

HIGBY, MARY JANE

ABC

HILL, RUTH K.

"City Reporter"; Sir Leslie Mon-
roe "Hungarian Refugee Story";
Harrison Salisbury "Reports on
Outer Mongolia"; Gov. Harriman
"Khrushchev Summit Meeting";
"U. N. Highlights 1960"; Amb.
Lodge "Reports from Africa";
"World of Fashion"; Today's
Beatnik Writers; Series on Over-
seas Press Club Correspondents,
WEVD Radio

HITCHCOCK, ALFRED

Alfred Hitchcock Presents
CBS-TV

HOBBS, PETER

The Secret Storm
CBS-TV

HOLLIMAN, EARL

Hotel de Paris
CBS-TV

HOLLWAY, FREDA

Young Dr. Malone
NBC-TV

HOLM, CELESTE

NBC Radio Theater
NBC

HOPE, BOB

B. May 29, 1903, London, Eng-
land; Bob Hope Spectaculars, The
Bob Hope Show, NBC-TV; Army
of Stars (Christmas); ABC; Mon-
itor, NBC

HOPPER, WILLIAM

Perry Mason
CBS-TV

HORTON, ROBERT

Wagon Train
NBC-TV

HOTTELET, RICHARD C.

Backrounding the News, CBS;
Richard C. Hottelet with the
News, CBS-TV

HOWELL, ARLENE

Bourbon Street Beat
ABC-TV

HUTCHINS, WILL

Sugarfoot
ABC-TV

HUTTON, BETTY

Betty Hutton Show
CBS-TV

JACKSON, ALLAN

Allan Jackson and the News
CBS

JAMES, DENNIS

Startime U.S.A. (Civil Defense)
ABC

JOEL, DENNIS

Betty Hutton Show
CBS-TV

JOHNSON, RUSSELL

Black Saddle
ABC-TV

JOHNSON, TED

Johnson-Lesters Show, WVNJ;
Jerry Lewis Telethon for Muscu-
lar Dystrophy, WNEW-TV; All
Networks—Radio & TV

JORDAN, OWEN

ABC

JOYCE, ED

B. Dec. 13, 1928; Phoenix, Ariz.;
Three Guesses, Ed Joyce Show,
WCBS

JUSTER, EVELYN

ABC



Carol Burnett

Gary Moore Show
CBS-TV

Exclusive Representative:

Martin Goodman
36 Central Park South
New York City

PL 1-3555



**DICK
CLARK**
ABC-TV NETWORK

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4:00-5:30 P.M., NYT

"DICK CLARK SHOW" SATURDAYS 7:30-8:00 P.M., NYT



BOB & RAY
Elliott Goulding

CBS-RADIO

7:45-8:00 P.M. Daily

Voices of Bert & Harry Piel

RCA Victor Records

— K —

- KEANE, TERI**
Second Mrs. Burton
CBS
- KEESHAN, ROBERT**
Captain Kangaroo
CBS-TV
- KEIM, BETTY LOU**
The Deputy
NBC-TV
- KELLY, JACK**
Maverick
ABC-TV
- KILGALLEN, DOROTHY**
What's My Line?
CBS-TV
- KING, JOHN REED**
B. Oct. 25, 1914, Wilmington, Del.; For Love or Money, CBS-TV; Give & Take, Missus Goes a Shopping, CBS, CBS-TV; Chance of a Lifetime, ABC-TV
- KIRBY, DIANE**
B. October 14, 1937; Naked City Series, N. Y. Confidential, Walter Winchell File, Mike Hammer Show, My True Story, Playhouse 90, Studio One; Films
- KIRK, PHYLLIS**
The Thin Man
NBC-TV
- KIRKWOOD, JACK**
Fibber McGee and Molly
NBC-TV
- KNOTS, DON**
The Steve Allen Plymouth Show
NBC-TV

— L —

- LAIRE, JUDSON**
Young Dr. Madoue
NBC-TV
- LANDON, MICHAEL**
Bonanza
NBC-TV
- LARKIN, JOHN**
The Edge of Night
CBS-TV
- LAVELLI, TONY**
B. July 11, 1926, Somerville, Mass.; Ed Sullivan Show, Arthur Godfrey Show, CBS; Steve Allen Show, NBC
- LAWFORD, PETER**
The Thin Man
NBC-TV
- LEMBCKE, CONNIE**
ABC
- LESCOULIE, JACK**
"Today"
NBC-TV
- LESTERS, GARY**
Johnson-Lesters Show, WVNJ; Jerry Lewis Telethon for Muscular Dystrophy, WNEW-TV; All Networks—Radio & TV
- LESUEUR, LARRY**
Larry Lesueur and the News
CBS
- LEVENSON, SAM**
B. December 28, 1911, U.S.A.; Sullivan Show, Sam Levenson, CBS-TV; Arthur Godfrey, CBS-Radio

- LEVY, WEAVER**
Adventures in Paradise
ABC-TV
- LEWIS, ABBY**
ABC
- LEWIS, CATHY**
Fibber McGee and Molly
NBC-TV
- LEWIS, ROBERT Q.**
B. April 5, 1924, New York, N. Y.; The Robert Q. Lewis Show
- LINKLETTER, ART**
Art Linkletter's House Party, CBS, CBS-TV; People Are Funny, NBC, NBC-TV
- LINKLETTER, JACK**
On the Go
CBS-TV
- LIPTON, WILLIAM**
ABC
- LISA, ANNA**
Black Saddle
ABC-TV
- LOCKHART, JUNE**
Lassie
CBS-TV
- LOFTIN, CAREY**
Troubleshooters
NBC-TV
- LOGGIA, ROBERT**
Walt Disney Presents
ABC-TV
- LONG, RICHARD**
Bourbon Street Beat
ABC-TV
- LORNE, MARION**
The Garry Moore Show
CBS-TV
- LOUISE, ANITA**
My Friend Flicka
ABC-TV



Howdy!

Bob
Smith



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PLAZA 5-2214

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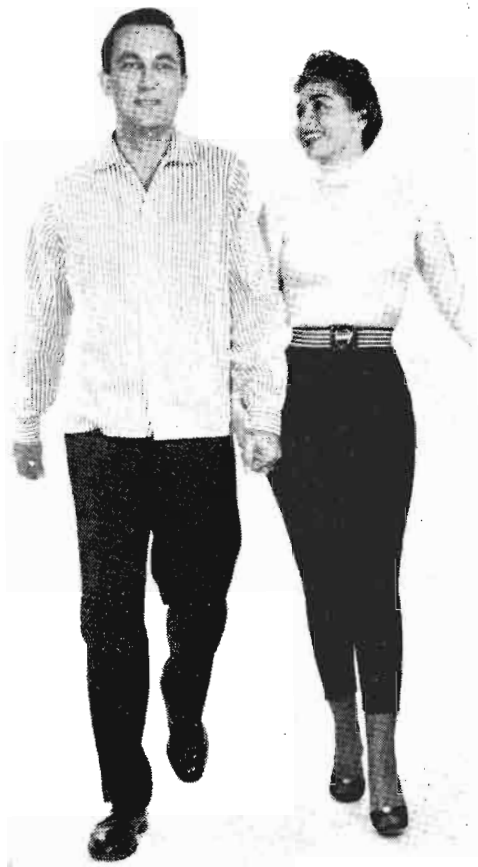
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Pub. Dir.

13 East 55th Street

PL 5-7436

New York 22, N. Y.

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&
THE REDHEAD**

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WMGM



Bob Smith



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Pat Carroll*

PAT CARROLL



Helene Erickson



**JOHN
CONTE**

716 North Elm Drive
Beverly Hills, Calif.
CRestview 5-4042

RADIO-TV ARTISTS

LOWE, JIM

LUDDEN, ALLEN
G.E. College Bowl
CBS-TV

LUMMIS, DAYTON
Law Of The Plainsman
NBC-TV

LUNDIGAN, WILLIAM
Men Into Space
CBS-TV

LUPTON, JOHN
Broken Arrow
ABC-TV

LYNCH, PEG
The Couple Next Door
CBS

— Mc —

McART, JAN

Cavalleria Rusticana, NBC-TV;
Peter Lind Hayes Show, Pantomime Quiz, ABC-TV

McCLURE, DOUG
Overland Trail
NBC-TV

McGAVIN, DARREN
Riverboat; Mike Hammer
NBC-TV

McGEE, FIBBER AND MOLLY
Monitor
NBC

McKAY, GARDNER
Adventures in Paradise
ABC-TV

McKAY, JIM
The Verdict Is Yours
CBS-TV

McNEAR, HOWARD
Gunsmoke
CBS

McNEILL, DON
The Breakfast Club, ABC

McQUEEN, STEVE
Wanted—Dead or Alive
CBS-TV

— M —

MACK, GILBERT
ABC

MACKENZIE, JACQUELINE

B. November 6, 1926, London, England; Harding Finds Out, Highlight, Hotfoot, You're Welcome, BBC Britain; Jack Paar, Today, NBC-TV; Ed Sullivan, CBS-TV

MacLAUGHLIN, DON
As the World Turns
CBS-TV

MALONE, BILL

MANDAN, BOB
From These Roots
NBC-TV

MARLOWE, NORA
Law Of The Plainsman
NBC-TV

MARVIN, LEE
M Squad
NBC-TV

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

MATHEKS, JERRY
Leave It To Beaver
ABC-TV

MATHIAS, BOB
Troubleshooters
NBC-TV

MEADE, JULIA

B. Boston, Mass.; The Ed Sullivan Show, (Kodak), Playhouse 90 (American Gas Ass'n), The Leonard Bernstein Show, To Tell the Truth, CBS; Paris a la Mode, The Mary Martin Show, NBC

MEADOWS, AUDREY
Sid Caesar - United States Steel Special, CBS

MILES, RICHARD
Betty Hutton Show
CBS-TV

MILAND, RAY
Markham
CBS-TV



WENDY BARRIE

PL 9-2110



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JOHN CAMERON SWAYZE



BERYL BERNEY

NRB Assoc. Ltd.
PL 1-0260

AL 4-2584



Elizabeth Morgan

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JEAN TIGHE
HENRY HERRMAN OFFICE
CI 6-6992



MIKE WALLACE

RADIO-TV ARTISTS

MILLER, MARVIN

The Millionaire
CBS-TV

MILLER, MITCH

Mitch Miller Show
CBS

MINER, JAN

B. Oct. 15, Boston, Mass.; Alcoa,
Naked City, Deadline, Edge of
Night; Obligato—off Broadway

MOBLEY, ROGER

Fury
NBC-TV

MOORE, GARRY

I've Got A Secret, The Garry
Moore Show
CBS-TV

MOORE, ROGER

The Maskans
ABC-TV

MORGAN, CLAUDIA

The Right to Happiness
CBS

MORGAN, DENNIS

21 Beacon Street
ABC-TV

MORGAN, ELIZABETH

B. December 23; Edge of Night,
CBS-TV; Kraft Theatre, NBC-TV;
True Story, Whipspring Streets,
ABC; Backstage Wife, Man Be-
hind the Badge, CBS

MORGAN, HENRY

I've Got A Secret
CBS-TV

MORGAN, REX S.

B. Sept. 16, 1921, Denver, Colo.;
The Rex Morgan Show, KTUR—
Ch. 2, Denver, Colo.; KRDO-TV,
Ch. 13, Colo. Springs, Colo.;
Tom Duggan Show, KCOP, Ch.
13, Los Angeles, Calif.; After
Dinner Speaker

MORRISON, BRET

ABC

MURRAY, ARTHUR

The Arthur Murray Party
NBC-TV

MURRAY, JAN

Treasure Hunt, NBC-TV

MURRAY, KATHRYN

The Arthur Murray Party
NBC-TV

MUR, ELLEN

ABC

MUNSEL, PATRICE

Woman!
CBS-TV

MYERSON, BESS

I've Got A Secret
CBS-TV

NELSON, HARRIET

The Adventures of Ozzie and
Harriet
ABC-TV

NELSON, OZZIE

The Adventures of Ozzie and
Harriet
ABC-TV

NELSON, RICK

The Adventures of Ozzie and
Harriet
ABC-TV

NICHOLSON, NICK

NIELSEN, LESLIE

Walt Disney Presents
ABC-TV

NORRIS, KATHI

True Story
NBC-TV

NORTH, JAY

Dennis The Menace
CBS-TV

NOVINS, STUART

Face the Nation, Stuart Novins
and the News
CBS

— O —

O'BRIAN, HUGH

The Life and Legend of
Weat Earp
ABC-TV

O'KEEFE, DENNIS

The Dennis O'Keefe Show
CBS-TV

O'KEEFE, WALTER

Nightline
NBC

— N —

NADER, GEORGE

Man & Challenge
NBC-TV

NELSON, DAVID

The Adventures of Ozzie and
Harriet
ABC-TV





DONALD WOODS

c/o Martin Goodman

PL 1-3555



JAN McART

Actress — Singer

William Morris Agency

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OKON, GLORIA

Weather Girl, WPIX; "Pledge", Johnson's Wax Products, on Garry Moore & Red Skelton Show; Frigidaire on Concentration & Queen for a Day; All Arnold Baker Products; Singing Commercials

OLMSTED, NELSON
ABC

O'SULLIVAN, TERRY

OWEN, ETHEL
Second Mrs. Burton
CBS

— P —

PAAR, JACK
The Jack Paar Show
NBC-TV

PALMER, BETSY
I've Got A Secret
CBS-TV

PALMER, BUD

PARR, JEANNE I.

B. March 30, 1925, Madison, Wis.; Jeanne Parr Show, WISC-TV; Showcase, WKCW, Radio; Commercial Films, N. Y. & Chicago; "Live" TV Spots; Color Shows (RCA & DuPont)—Remote

PAUL, AILEEN

B. June 2, 1922, Waycross, Ga.; "Hi, Mom", NBC-TV; Commercials: Ipana, Westinghouse, CBS-TV; N. Y. Daily News, WCBS; Commercials: RCA Whirlpool, AMSCO Sponge, NBC-TV

PAYNE, JOHN
Restless Gun
ABC-TV

PAYNE, VIRGINIA
Ma Perkins
CBS

PEARL, MINNIE
Grand Ole Opry
NBC

PEARY, HAROLD
Fibber McGee and Molly
NBC-TV

PERREAU, GIGI
Betty Hutton Show
CBS-TV

PETERS, AUDREY
Love of Life
CBS-TV

PETERSON, DR. JAMES A.
For Better Or Worse
CBS-TV

PETRIE, GEORGE
ABC

PITONIAK, ANNE
ABC

PONCE, PONCIE
Hawaiian Eye
ABC-TV

PORTER, DON
Aim Southern Show
CBS-TV

POSTON, TOM
To Tell the Truth
CBS-TV

POWELL, DICK
Dick Powell's Zane Grey Theatre
CBS-TV

PRESTON, WAYDE
Colt .45
ABC-TV

PRIEST, NATALIE
ABC

PRINCE, WILLIAM
Young Dr. Malone
NBC-TV

PRINZ, ROSEMARY
As the World Turns
CBS-TV

PROVINE, DOROTHY
The Alaskans
ABC-TV

PROVOST, JON
Lassie
CBS-TV

— R —

RAEBURN, BRYNA

Don Ameche's Real Life Stories, Five Star Matinee, Pepper Young's Family, Affairs of Dr. Gentry, True Story, NBC; By the People, Mutual; Backstage Wife, Helen Trent, CBS

REAGAN, RONALD
General Electric Theater
CBS-TV

REED, DONNA
The Donna Reed Show
ABC-TV



JOHN REED KING



LINDA FIELDS

ACTRESS — SINGER —
SPOKESWOMAN



HERB SHELDON



HONEY SANDERS

Actress - Singer
"Pajama Game"

"Edge of Night" — CBS-TV

Arthur Pine Assocs.
Public Relations

PL 7-6300



Jackie Susann



BILL WENDELL

M.C.

Announcer

Rep. MCA

RADIO-TV ARTISTS

REILLY, HUGH

Lassie
CBS-TV

REIMERS, ED

B. October 26, Moline, Ill.;
Playhouse 90, CBS-TV; Maverick,
ABC-TV

REYNOLDS, BURT

Riverboat
NBC-TV

RICE, ROSEMARY

ABC

RICHARDS, ADDISON

Fibber McGee and Molly
NBC-TV

RIZZUTO, PHIL

Sports Time
CBS

ROBERTS, PERNELL

Bonanza
NBC-TV

ROBERTSON, DALE

Tales of Wells Fargo
NBC-TV

ROCKWELL, ROBERT

Man From Blackhawk
ABC-TV

ROSE, NORMAN

ABC

ROWE, RED

Red Rowe Show
CBS-TV

RUSSELL, JOHN

Lawman
ABC-TV

RYAN, EDMON

You're Dr. Malone
NBC-TV

RYDELL, MARK

As the World Turns
CBS-TV

— S —

SALES, SOUPY

Lunch With Soupy Sales
ABC-TV

SANDERS, HONEY

Edge of Night, Pajama Game,
She Shall Have Music, CBS-TV;
Various Commercials on all net-
works; Various TV-Radio Guest
Appearances

SCOURBY, ALEXANDER

Project 20
NBC-TV

SEVAREID, ERIC

Backgrounding the News
CBS

SHAWLEE, JOAN

Betty Hutton Show
CBS-TV

SHELDON, HERB

SHIELDS, HELEN

From These Roots
NBC-TV

SHOLENBERGER, LEWIS

The Leading Question
CBS

SHORE, DINAH

Dinah Shore Chevy Show
NBC-TV

SILVERS, PHIL

The Phil Silvers Special
CBS

SKELTON, RED

The Red Skelton Special, CBS;
The Red Skelton Show, CBS-TV

SMITH, BOB

Howdy Doody Show, NBC-TV;
This is Music, ABC-TV

SMITH, BOB

Naked City, Big Story, Deadline,
Decoy, Film; Armstrong Circle
Theatre, CBS-TV

SMITH, HOWARD K.

Howard K. Smith and the News
CBS

SMITH, JOHN

Laramie
NBC-TV

SMITH, KATE

Kate Smith Show
CBS-TV

SMITH, PAUL

Fibber McGee and Molly
NBC-TV

SMITH, ROGER

77 Sunset Strip
ABC-TV



JACKSON BECK

ANNOUNCER—ACTOR
NARRATOR

JU 2-8800

Represented By:
Marjorie Morrow
BU 8-3493



RUTH K. HILL

"City Reporter"

Writer — Moderator—Producer

WEVD — New York



PETER DONALD



Joyce Gordon

Personal Management:
CARL EASTMAN
141 East 55th Street
New York City
PLaza 1-5566



Barbara Wilkin

PL. 1-0767



Launcelot Erickson

RADIO-TV ARTISTS

SOREL, GUY
ABC

SOTHERN, ANN
Ann Sothern Show
CBS-TV

STACK, ROBERT
The Untouchables
ABC-TV

STARBUCK, JAMES
The Arthur Murray Party

STERLING, JACK
B. June 24, 1915, Baltimore,
Md.; Jack Sterling Show, WCBS,
New York

STEVENS, CONNIE
Hawaiian Eye
ABC-TV

STEVENS, CRAIG
Peter Gunn
NBC-TV

STEVENS, JAMES
ABC

STEVENS, JULIE
Romance of Helen Trent
CBS

STOKEY, MIKE
Pantomime Quiz; Author! Au-
thor!

STORM, GALE
The Gale Storm Show
ABC-TV

STUART, MARY
Search For Tomorrow
CBS-TV

SULLIVAN, ED
The Ed Sullivan Show
CBS-TV

SUSANN, JACKIE
Mike Wallace, NTA; Radio—
various

**SWAYZE, JOHN
CAMERON**

SWEENEY, BOB
Fibber McGee and Molly
NBC-TV

SZELL, GEORGE
The Cleveland Orchestra
CBS

— T —

TADLOCK, THELMA
The Arthur Murray Party
NBC-TV

TALMAN, WILLIAM
Perry Mason
CBS-TV

TARPLIN, MAURICE
ABC

TAYLOR, ROBERT
Robert Taylor—Starring in
"The Detectives"
ABC-TV

THOMAS, DANNY
The Danny Thomas Show
CBS-TV

THOMAS, FRANK, JR.
ABC

THOMAS, FRANK, SR.
ABC

THOMAS, LOWELL
Lowell Thomas and the News
CBS

THURMAN, TEDJ
Monitor
NBC

TONG, SAMMEE
Bachelor Father
NBC-TV

TOWNSEND, DALLAS
CBS Radio World News
Roundup
CBS

TROUT, ROBERT
The Saturday News with
Robert Trout, CBS-TV;
Robert Trout and the News,
CBS

TRUMAN, MARGARET
Woman!
CBS-TV

TRYON, TOM
Walt Disney Presents
ABC-TV



THE BONTEMPIS

Fedora and Pino

"CONTINENTAL COOKERY"

WOR-TV, Channel 9

Saturdays, 11 a.m. to 12 noon



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SPOKESWOMAN

Represented by CARL EASTMAN
PL 1-5566



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JACQUELINE MACKENZIE

Rep. — Dick Taplinger
PL 7-7770



RALPH CAMARGO

RADIO—TV
ACTOR—ANNOUNCER
NARRATOR
JU 2-8800

RADIO-TV ARTISTS

— V —

VAN HORN, ARTHUR
ABC

VAN ROOTEN, LUIS
ABC

**VAN VOOREN,
MONIQUE**

What Makes Sammy Run (Spec.),
U. S. Steel Hour, NBC; Ed Sullivan,
To Tell the Truth, I've Got
a Secret, CBS; Jack Paar, NBC

VIVIAN, JOHN
Mr. Lucky
CBS-TV

**VON ZELL,
HARRY**

— W —

WAGNER, HELEN
As the World Turns
CBS-TV

WALKER, CLINT
Cheyenne
ABC-TV

WALLACE, MIKE

WARNER, GERTRUDE
Whispering Streets
CBS

WASHBROOK, JONNY
My Friend Floeka
ABC-TV

WAYLAND, LEN
From These Roots
NBC-TV

WEED, BUDDY

WEIST, DWIGHT
Second Mrs. Burton
CBS

WENDELL, BILL

WICKWIRE, NANCY
As the World Turns
CBS-TV

**WILKIN,
BARBARA JANE**

B. March 22, 1936, New York;
Armstrong Circle Theatre, Ellery
Queen, NBC; Brighter Day, CBS;
True Story, Modern Romances,
Naked City, Phil Silvers Show

WILLIAMS, ESTHER
Woman!
CBS-TV

WILLIAMS, VAN
Bourbon Street Beat
ABC-TV

WILLIS, RICHARD

WINCHELL, PAUL
The Paul Winchell Show, Keep
Talking, ABC-TV; Monitor, NBC

**WINTERS,
JONATHAN**

**WINTERS,
MARION**

WOODS, DONALD
B. December 2, Brandon, Mani-
toba, Canada; G.E. Theatre, CBS-
TV, Way of Life, Syndicated; Bat
Masterson, NBC-TV; Tombstone
Territory and others, Synd.

WOODS, LESLEY
Young Dr. Malone
NBC-TV

WOOLEY, SHEB
Rawhide
CBS-TV

WYATT, JANE
Father Knows Best
CBS-TV

WYNN, KEENAN
Troubleshooters
NBC-TV



JACK STERLING



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MEMORY LANE"**

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OFFICE: WI 7-2517



BUDDY WEED

Composer-Conductor
Arranger-Pianist

Personal Mgt.
PETER DEAN — CO 5-0789



AILEEN PAUL

Press Representative:
Marijean Isaac, PLaza 3-9897



Sherry Bennett

LE. 5-1678



JIM LOWE

WRCA RADIO

DOT RECORDS

— Y —

YORK, JEFF

The Alaskans
ABC-TV

YOUNG, LORETTA

Loretta Young Show
NBC-TV

YOUNG, ROBERT

Father Knows Best
CBS-TV

— Z —

ZERBE, LAWSON

ABC

ZIMBALIST, EFREM, JR.

77 Sunset Strip
ABC-TV



NICK NICHOLSON

NBC-TV

HOWDY DOODY — RUFF & REDDY



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commercials

narration

registry



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Personal Manager
JACK PETRILL
CO 5-5769
GAC



Connie Francis

Management George Scheck
1697 Broadway, N. Y.



*Carmel
Quinn*

Rep. Reggie Riccardi
JU 6-6217

VOCAL ARTISTS

RADIO AND TELEVISION
—their work during 1959

— A —

ADERHOLD, VICTOR
Dinner Serenade
WCVP, Murphy, N. C.

AMES BROTHERS

Oasis Show, Steve Allen Show,
Pat Boone, Julius LaRosa, NBC-
TV; Big Record, Ed Sullivan
Show, CBS-TV

AMUNDSEN, IL ROALD

Call of the Arctic
KICY, Nome, Alaska

ANDERSON, KEITH

WETZ, New Martinsville,
W. Va.

ANGEL, JOHNNY

KYVA, Gallup, N. M.

ARLAND, JEANNE

Merriman Matinee
WCCO, Minneapolis-St. Paul,
Minn.

ARTHUR, GEORGE

WBAT, Marion, Ind.

AUSTIN, GEORGE

WCKB, Dunn, N. C.

AYALON, FRANKIE

ABC

— B —

BAKER, FRANK

Polka Party
WEMS, Michigan City, Ind.

BARKER, DWIGHT

WDBM, Statesville, N. C.

BEAVER, LEON

Record Shop
WCVE, Murphy, N. C.

BELLOWS, CLINTON

Studio A
KSRV, Ontario, Ore.

BENNETT, DOTTYE

Good Mornin', St. Louis
KMOX-TV, St. Louis, Mo.

BERGEN, POLLY

B. July 14, 1930, Knoxville,
Tenn.; Dinah Shore Show, Ford
Startime, NBC-TV; Pat Boone
Show, ABC-TV; To Tell the
Truth, CBS-TV

BOONE, PAT

The Pat Boone Chevy
Showroom
ABC-TV

BOUCK, LOUIS

Song Time
WMTG, Vanceleve, Ky.

BOWER, SONNY

Pa. Mountain Boys
WTTT, Lewisburg, Pa.

BRIGGS, LILLIAN

B. June 4, 1935, Allentown, Pa.;
Alan Freed, Jack Paar, Dick
Clark, Jimmy Dean, N.Y.C. Net-
work; Howard Miller, NBC,
Chicago

BRYANT, ANITA

The George Gobel Show
CBS-TV

BURNS, HENRIETTA

Musical Moments
KPOK, Scottsdale, Ariz.

— C —

CALDWELL, DONNA

Donna & Delilah
WCNT, Centralia, Ill.

CALLAHAN, GINGER

WTMT, Louisville, Ky.

CAMARGO, MATEO

KEVT, Tucson, Ariz.

CHERNEY, GUY

KCBS, San Francisco, Calif.

CHESSER, SHORTY

Hayloft Hoedown
WHAS, Louisville, Ky.

CLARK, PATTY

WBBM-TV, Chicago, Ill.

COCHRAN, SYLVIA

WAVU, Albertville, Ala.

COLLINS, CHUCK

KHOW, Denver, Colo.

COLLINS, KELLY

Song and a Story
KRSN, Los Alamos, N. M.

COMO, PERRY

Perry Como's Kraft Music Hall
NBC-TV

CORBIN, SLIM

KLLJL, Lubbock, Tex.

CROSBY, BING

The Bing Crosby Show
ABC-TV

CUNNINGHAM, BILL

Red Rock Show
CBS-TV

— D —

DAFFRON, DONALD

Talent Roundup
WANY, Albany, Ky.

DAVIES, NEAL

Organ Music
WDSF, De Funiak Springs, Fla.

DeCAMP, ARDEEN

KGO, San Francisco, Calif.

DeMARCO, ANTONIO

KWKW, Pasadena, Calif.

DONZE, DORCAS

Dream Awake
KSGM, Ste. Genevieve, Mo.

DUGAN, BILL

WKKS, Vanceburg, Ky.

DUNIGAN, GERTRUDE

WJFN, Jamestown, N. Y.

DUNIGAN, JACK

WJFN, Jamestown, N. Y.

DUPOYE, JESS

WROV, Roanoke, Va.

DUXBURY, GINNY

KOLN-TV, Lincoln, Neb.

— E —

EANES, JIM

WHEE, Martinsville, Va.

EMERY, DINK

Musicians
WHOP, Hopkinsville, Ky.

ENLOW, BOBBY

As You Like It
WXXX, Hattiesburg, Miss.

— F —

FIELDING, MARY

WPEB, Middletown, Ohio

FINECY, LEE

KCOW, Alliance, Neb.

FLEMING, ANNIS

WTAY, Breakfast Time
WTAY, Robinson, Ill.

FOLEY, RED

Jubilee, U.S.A.

ABC-TV

FONDELL, GERTRUDE

Call of the Arctic

KICY, Nome, Alaska

FORD, ERNIE

Ford Show

NBC-TV

FORREST, WAYNE

The Howard Finch Show

KTRK-TV, Houston, Tex.

FOURQUEAN, JUANITA

Memory Lane

WKOA, Hopkinsville, Ky.

FOWLER, WALLY

Gospel Sing

WBRC-TV, Birmingham, Ala.

FRANCIS, CONNIE

— G —

GARRISON, BOB

Bob's Tune Shop

KBEK, Elk City, Okla.

GAYLORD, CHESTER

WFQM, Pitchburg, Mass.

GORME, EDYIE

ABC, ABC-TV

GRANT, CHET

The "TP" Show

WKY-TV, Oklahoma City, Okla.

GRISE, TONY

Merriman Matinee

WCCO, Minneapolis-St. Paul, Minn.

— H —

HAGAMAN, CHARLES

Midday-go-Round

WNOX, Knoxville, Tenn.

HAMILTON, CHARLIE

Hamilton Brothers Sing

WCBL, Benton, Ky.

HAMILTON, JAN

WMAK, Nashville, Tenn.

HARRIS, JACK

WJR, Detroit, Mich.

HARRIS, JIMMY

Southside Hayride

WEVA, Emporia, Va.

HAYES, RICHARD

It's Network Time

NBC

HENDERSON, FLORENCE

"Today"

NBC-TV

HENDERSON, VERNE

KAHL, Auburn, Calif.

HILL, EDDIE

KWAM, Memphis, Tenn.

HILL, JACK

The Grant Williams Show

KMOX, St. Louis, Mo.

HUFFMAN, JULE

WSAZ-TV, Huntington, W. Va.

HUGGINS, HANK

KTRF-TV, Lufkin, Tex.

HUNT, BILL

Hymns that Live

WKZO, Kalamazoo, Mich.

— J —

JACOBS, CURTIS

KTUT, Tooele, Utah

JARVIS, DONALD W.

WBRG, Lynchburg, Va.

JENNINGS, WAYLON

KLLL, Lubbock, Tex.

RADIO-TV VOCAL ARTISTS

JOHN, GRADY
Choctaw Song Time
WMAG, Forest, Miss.
JOHNSON, KAREN
KNOX-TV, Grand Forks, N. D.
JOHNSON, LOIS
Midday Merry-go-Round
WNOX, Knoxville, Tenn.

— K —

KELLY, JIM
WACR, Columbus, Miss.
KELSO, JEANNE
KTBS-TV, Shreveport, La.
KINSMEN QUARTET
Songs by the Kinmen
WTYC, Rock Hill, S. C.
KIRKPATRICK, WILLIAM
WBBB, Burlington, N. C.
KURTZ, BUD
Bud & His Buddies
WWRN, Beckley, W. Va.

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WCPC, Houston, Miss.
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— Q —

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— V —

VALLI, JUNE
It's Network Time
NBC

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VON SPECKLESON, JOHN
WSRW, Hillsboro, Ohio

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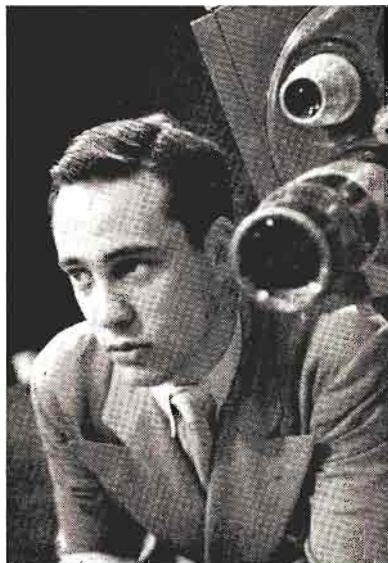
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ABC

GROSS, LLOYD
Keep Talking
ABC-TV

— H —

HAUPTMAN, MICHAEL
ABC

HAWKINS, RALPH
ABC

HELLER, FRANKLIN
I've Got a Secret, What's
My Line?
CBS-TV

HEMON, DWIGHT
The Steve Allen Plymouth
Show
NBC-TV

HEWITT, DON
Douglas Edwards with the News
CBS-TV

HOBDE, MARTIN
Frontiers of Faith, Catholic
Hour, Eternal Light
NBC-TV

HOBIN, BILL

B. Nov. 12, 1923, Evanston, Ill.;
The Bell Telephone Hour, NBC;
The American Cowboy, CBS; The
Golden Circle, ABC

HOPPER, JERRY
Wichita Town
NBC-TV

HULTGREN, BOB
The Howdy Doody Show
NBC-TV

— J —

JEWISON, NORMAN
The Hit Parade; The Andy
Williams Show; The Fabulous
Fifties; Tonight with Harry
Belafonte
CBS

JONSON, JIMMY
Red Rowe Show
CBS-TV

JONES, EDWARD M.
Small World
CBS-TV

— K —

KANE, JOSEPH
Rawhide
CBS-TV



Cort Steen



Ken Whelan

LO 1-1919

KANE, MIKE
Art Linkletter's House Party
CBS-TV

**KENNEY,
H. WESLEY**

B. January 3, Dayton, Ohio; True Story, NBC-TV; Play of the Week, NTA; Medea—Climate of Eden

KERN, JAMES V.
Ann Southern Show
CBS-TV

KERSHNER, IRWIN
The Rebel
ABC-TV

KILEY, TIM
As the World Turns
CBS-TV

KOCH, HOWARD W.
Hawaiian Eye
ABC-TV

KULIK, BUZZ
Playhouse 90
CBS

KWITT, JACK
ABC

— L —

LAFFERTY, PERRY
The Big Party
CBS

LAMBRECHT, IRV
On the Go
CBS-TV

LANDIS, JOE
About Faces
ABC-TV

LAW, GENE
On the Go
CBS-TV

LEHMAN, BOB
Truth or Consequences
NBC-TV

LEIGHTON, DERRICK
ABC

LEONARD, SHELDON
The Danny Thomas Show
CBS-TV

LEVIN, DAN
Search for Tomorrow
CBS-TV

LEVY, RALPH
Jack Benny Specials
CBS

LEYTES, JOSEF
The Alaskans
ABC-TV

LOWE, DAVID
Charley Weaver's Hobby Lobby
ABC-TV

— Mc —

McDOUGALL, DONALD
Wanted—Dead or Alive
CBS-TV

McGUIRE, DON
Hennessy
CBS-TV

— M —

MacALLEN, JAMES
Lump Into My Feet, As the World Turns
CBS-TV

MacCALLUM, WILLIAM
ABC

MacGREGOR, KEN
My True Story
NBC

MANN, DELBERT
Playhouse 90
CBS

MARKS, ARTHUR
Perry Mason
CBS-TV

MARTINSON, LESLIE
Bourbon Street Beat
ABC-TV

MIVRUM, ROBERT
Look Up and Live
CBS-TV

MONTY, GLORIA
The Secret Storm
CBS-TV

— N —

NARRIZANO, SILVIO
Du Pont Show of the Month
CBS

**NATHANSON,
EDWARD (TED)**

NBC-TV

NELSON, HARRY
ABC

NELSON, OZZIE
The Adventures of Ozzie and Harriet
ABC-TV

NEWLAND, JOHN
Alcoa Presents
ABC-TV

— O —

OLIVER, GREGORY
ABC

— P —

PAUL, BYRON
Christmas at the Circus, CBS,
The Verdict Is Yours, CBS-TV

PETRIE, DAN
Du Pont Show of the Month
CBS

PHELPS, STUART W.
It Could Be You
NBC-TV

PIRLAUX, ROBERT
World Wide 60; Journey to Understanding
NBC, NBC-TV

— Q —

QUINN, ROBERT
Richard C. Hottelet with the News
CBS-TV

— R —

RITTER, RICHARD
ABC

ROBB, BOB
Bishop Pike
ABC-TV

ROBBIE, SEYMOUR
Be Our Guest
CBS-TV

ROUSE, RUSSELL
Tightrope
CBS-TV

ROWLAND, ROY
The Life and Legend of Wyatt Earp
ABC-TV

RUDOLPH, OSCAR
The Donna Reed Show
ABC-TV

RUSKIN, COBY
The Arthur Murray Party
NBC-TV

— S —

SAGAL, BORIS
Playhouse 90 CBS;
Peter Gunn, NBC-TV

SALKOW, SIDNEY
Tales of Wells Fargo
NBC-TV

SANDWICK, RICHARD
The Edge of Night
CBS-TV

SCHAFNER, FRANKLIN
Playhouse 90
CBS

SCHNEIDER, DICK

Dough Re Mi
NBC-TV

SEGAL, ALEX
Du Pont Show of the Month
CBS

SHAW, JEROME
Sid Caesar - United States Steel Special, CBS; Kate Smith Show, CBS-TV

SHEA, JACK
Bob Hope Buick Show
NBC-TV

SHEAR, BARRY
Take a Good Look
ABC-TV

SHELDON, JAMES
The Court of Last Resort
ABC-TV

SHEVELOVE, BERT
The Art Carney Show
NBC-TV

SIEG, CHARLES
Texaco Huntley-Brinkley Report; Time: Present—Chet Huntley Reporting
NBC, NBC-TV

SIMPSON, GARRY
Color Spectaculars, Armstrong Circle Theatre, Campbell Soundstage, Ed Wynn Show, Jimmy Durante Show

SMIGHT, JACK
Our American Heritage
NBC-TV

SMITH, BERNIE
You Bet Your Life
NBC-TV

STEEN, CORT

B. July 14, 1918, Pittsburgh, Pa.; Voice of Firestone, Sammy Kaye's Music From Manhattan, ABC-TV; \$64,000 Question, \$64,000 Challenge, Top Dollar, CBS-TV

SUGHRUE, JACK
Texaco Huntley-Brinkley Report; Time: Present—Chet Huntley Reporting
NBC-TV

SWIFT, LELA
The House on High Street
NBC-TV

— T —

TARNER, STANLEY
ABC

TENKSBURY, PETER
Father Knows Best
CBS-TV

TOKAR, NORMAN
Leave It To Beaver
ABC-TV

TORMEY, ROBERT
ABC

TREDANARI, LEE
Person to Person
CBS-TV

— W —

WALKER, ELBERT
Queen for a Day

WEINBERG, DICK
Sports Shows
NBC-TV

WERRENATH, REINALD, JR.
Championship Bridge with Charles Goren
ABC-TV

WHELAN, KEN

WRAY, JOHN
The Ed Sullivan Show
CBS-TV

— Y —

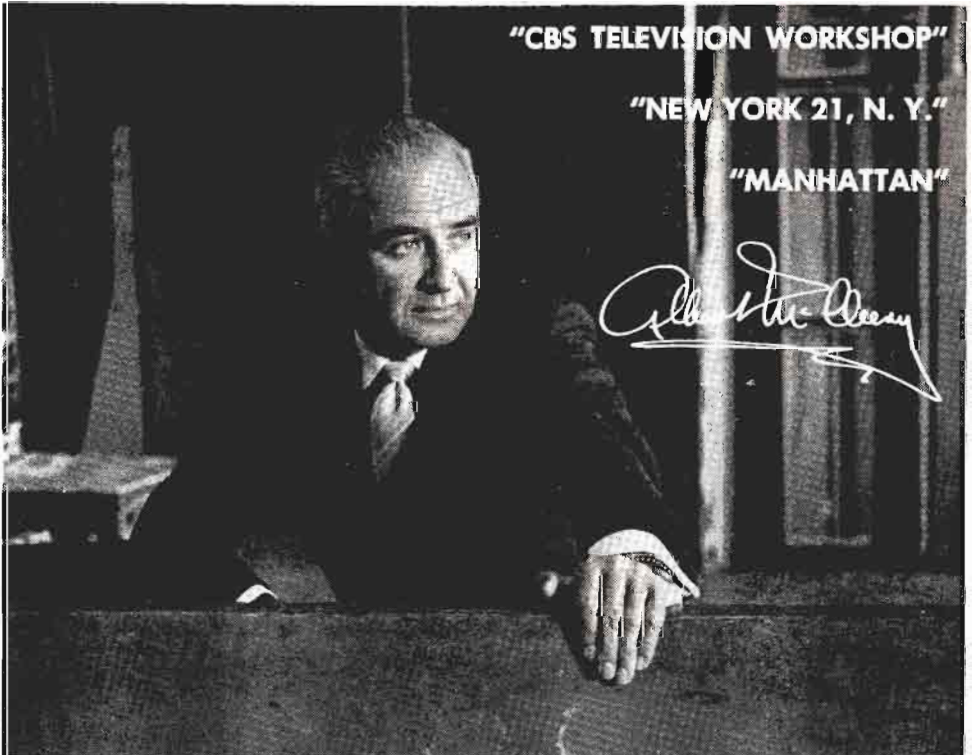
YOUNG, JAMES
Young Dr. Malone
NBC-TV



ANN MARLOWE

Producer-Packager

AT 9-6720



"CBS TELEVISION WORKSHOP"

"NEW YORK 21, N. Y."

"MANHATTAN"

Albert S. Casey

RADIO-TV PRODUCERS

RADIO AND TELEVISION
—their work during 1959

— A —

ALBERG, MILDRED FREED
Our American Heritage
NBC-TV

ALLEN, CHUCK
Teen Tempos
WLBT, Jackson, Miss.

ALLEN, DAVID
San Francisco Close-Up
KPIX, San Francisco, Calif.

ALLEN, ED
WHEC-TV, Rochester, N. Y.

ALLISON, BOB
The Saturday News with Robert Trout
CBS-TV

AMATEAU, ROD
The Many Loves of Dobie Gillis
CBS-TV

ANDREWS, CHARLES
The Arthur Godfrey Show
CBS

ANTHONY, JACK
Arthur Murray Show
WLW-C, Columbus, Ohio

APPLEE, DON
The Paul Winchell Show
ABC-TV

ARMER, ALLAN A.
Broken Arrow
ABC-TV

ARNOLD, JACK
Mr. Lucky
CBS-TV

ASHER, IRVING
Broken Arrow
ABC-TV

ASHER, WILLIAM
Fibber McGee and Molly
NBC-TV

ATRINS, HAL
KCTV, San Angelo, Tex.

AURTHUR, ROBERT ALAN
Sunday Showcase
NBC-TV

— B —

BABB, BOB
KOB-TV, Albuquerque, N. M.

BACH, BOB
What's My Line?
CBS-TV

BAILEY, ED
Truth or Consequences
NBC-TV

BAKER, JIM
KGO, San Francisco, Calif.

BAKER, JOHN
KHOU-TV, Houston, Tex.

BANNER, BOB
The Garry Moore Show
CBS-TV

BARKER, CECIL
The Red Skelton Special
CBS, CBS-TV

BARRETT, DICK
Cap'n Cy Show
KREM-TV, Spokane, Wash.

BASTIEN, VIC
Spotlight
KTUL-TV, Tulsa, Okla.

BECK, JACK
CBS Reports
CBS-TV

BEGGERLY, ANDE
KLAS-TV, Las Vegas, Nev.

BEHAN, CLAIRE
KEYT, Santa Barbara, Calif.

BELCASTRO, DON
WSVA-TV, Harrisonburg, Va.

BELKIN, RICHARD
Morning Showcase
WAST, Albany, N. Y.

BELL, RIDLEY
Sportsmans Lodge
WRBL-TV, Columbus, Ga.

BENDICK, BOB
"Today"
NBC-TV

BENJAMIN, BURTON
The Twentieth Century
CBS-TV

BENNINGTON, BILL
Sports Shows
NBC-TV

BERG, HAL
Hatehy, Milatchy
WNEP-TV, Scranton, Pa.

BERNS, SEYMOUR
The Jack Benny Program
CBS-TV

BLACKBURN, NORMAN
Circus Boy
NBC-TV

BLOOD, LLOYD
KOMO-TV, Seattle, Wash.

BORDEN, THOMAS
WTAE, Pittsburgh, Pa.

BRADDOCK, ART
Shop the Town
WJTV, Jackson, Miss.

BRADY, BEN
Have Gun, Will Travel
CBS-TV

BRANIGAN, HUGH
Dough Re Mi
NBC-TV

BRANT, KEN
Jack Munley Sports Show
KTVH, Hutchinson, Kan.

BRILL, RICHARD

B. November 28, 1923, New York;
The Sam Levenson Show, CBS-TV

BRODKIN, HERBERT
Playhouse 90
CBS

BROOKS, BRUCE
CoffeeTime
KROP-TV, El Paso, Tex.

BROPHY, THOMAS J.
Sunrise Semester
WCBS-TV, New York, N. Y.

BROWDER, CHET
Red Rowe Show
CBS-TV

BROWN, DAVID
Captain Kangaroo
CBS-TV

BROWN, HI
Five Star Matinee, Don Ameche's Real Life Stories, NBC

BROWN, PAUL
KPAC-TV, Beaumont-Port Arthur, Tex.

BROWN, SMITH
KHOU-TV, Houston, Tex.

BRUBACKER, TOM
WSBT-TV, South Bend, Ind.

BURCH, BILL
Queen for a Day
NBC-TV

BURK, EUGENE
The Verdict is Yours
CBS-TV

BURROWS, ABE
The Big Party
CBS

— C —

CAHN, SAMMY
The Bing Crosby Show; Frank Sinatra—Timex Show
ABC-TV

CAMPBELL, KEN
The Ed Sullivan Show
CBS-TV

CAPALACES, RON
TV Bandstand
WNBZ-TV, Binghamton, N. Y.

CARR, PAUL
Funtime with Uncle G-Bee
KLOR-TV, Provo-Salt Lake City, Utah

CARTER, JOHN
Blue Ridge Quartet
WSPA-TV, Spartanburg, S. C.

CATES, GILBERT
B. June 6, 1933, New York;
Haggis Baggis, NBC-TV; ABC-TV; CBS-TV

CATES, JOE
The Future Lies Ahead
NBC-TV

CHAMBERS, EVERETT
Johnny Staccato
NBC-TV

CHAMPION, BOB
Clown Carnival
WSOC-TV, Charlotte, N. C.

CHARLES, GEORGE
The Revlon Hour "Tonight with Belafonte"
CBS

CHAUDOIR, ANNA
Search for Talent
KALB-TV, Alexandria, La.

CHERTOK, JACK
Lawless Years
NBC-TV

CHOTZINOFF, SAMUEL
NBC Opera Co.
NBC-TV

CHRISTENSEN, JAMES A.
WBEN-TV, Buffalo, N. Y.

CHRISTIE, HOWARD
Wagon Train
NBC-TV

CLASTER, BERT
Strikes and Spares
WBAL-TV, Baltimore, Md.

CLAWSON, GRANT
KSL-TV, Salt Lake City, Utah

CLEARY, JOHN
G-E College Bowl
CBS-TV

COCHRAN, TOM
The Jack Paar Show
NBC-TV

RADIO-TV PRODUCERS

COE, FRED
Playhouse 90
CBS

COLLERAN, BILL
The Bing Crosby Show; Frank
Sinatra—Timeex Show
ABC-TV

COLLIER, WALTER
KSYD-TV, Wichita Falls, Tex.

COLLINS, TED
Kate Smith Show
CBS-TV

COLVIN, JERRY
KTBS-TV, Shreveport, La.

COOPER, HAL
For Better or Worse
CBS-TV

COOPER, JACKIE
Hemecy
CBS-TV

COPPONE, RUPERT
Romper Room
WWL-TV, New Orleans, La.

CORDAY, TED
As the World Turns
CBS-TV

CORNER, MERLE
WHIO-TV, Dayton, Ohio

CORWITH, DORIS
Public Affairs
NBC-TV

COSTELLO, ROBERT E.
Armstrong Circle Theatre
CBS-TV

COURY, CLAY
WBRC-TV, Birmingham, Ala.

CROSS, PERRY
Be Our Guest
CBS-TV

CROWE, JOHN
Players Bench
WBRZ, Baton Rouge, La.

CULBERTSON, DOROTHY
Continental Classroom
NBC-TV

CUMMINGS, IRVING JR.
Fury
NBC-TV

— D —

DANCY, NICHOLAS
Public Affairs
NBC-TV

DANZIGER, EDWARD J.
Saber of London; Detective's
Diary
NBC-TV

DAUGHERTY, JEAN
Magic Toy Shop
WHEN-TV, Syracuse, N. Y.

DAVIS, ANN
Owl Teen Time
WOWL-TV, Florence, Ala.

DAVIS, WALT
RTSM-TV, El Paso, Tex.

DE CORDOVA, FRED
The George Gobel Show
CBS-TV

DEMPSTER, LOIS
North Country Home
WCNY-TV, Carthage-Watertown,
N. Y.

DePORIS, GENE
Small World
CBS-TV

DEVENDORF, DON
WSAV-TV, Savannah, Ga.

DISNEY, WALT
Walt Disney Presents
ABC-TV

DITTLF, ED
WITI-TV, Milwaukee, Wis.

DODGE, FRANK
Search for Tomorrow
CBS-TV

DOLNEY, GEORGE
The "TP" Show
WKY-TV, Oklahoma City, Okla.

DORIS, ANN
Frontiers of Faith; Catholic
Hour; Eternal Light
NBC-TV

DORTORT, DAVID
Restless Gun, ABC-TV;
Bonanza, NBC-TV

DOVER, BILL
KWTX-TV, Waco, Tex.

DOYLE, EDWARD L.
Frank Dreyton Show
WNDU-TV, South Bend, Ind.

DRESSLER, ROBERT
Chicago Bandstand
WNBQ, Chicago, Ill.

DREW, JOHN
Copper Kettle
WJML-TV, Lansing, Mich.

DUFF, GORDON
Playhouse 90; Brick Electra
Playhouse, CBS

DUFF, WARREN
Markham
CBS-TV

DUNNE, DOMINICK
Adventures in Paradise
ABC-TV

DUNNING, OWEN C.
Hi, Neighbor
KOIN-TV, Portland, Ore.

DUTCHER, BILL
WMT-TV, Cedar Rapids, Iowa

MIKE STOKEY ENTERPRISES

Producers of

"PANTOMIME QUIZ"

— and Television's Newest Panel Show

"AUTHOR!—AUTHOR!"

Starring CLIFTON FADIMAN

4202 Benedict Canyon Drive
Sherman Oaks, California
State 4-0458

515 Madison Ave.
New York, N. Y.
PLaza 8-2072
Frank Barone — Rep.

— E —

EDELMAN, LOUIS F.
The Life and Legend of Wyatt Earp
ABC-TV

EDWARDS, BLAKE
Peter Gunn
NBC-TV

EDWARDES, GEORGE
KTBS-TV, Shreveport, La.

ELLIS, TONY
Black Saddle
ABC-TV

ELLISON, RICHARD
Lamp Unto My Feet
CBS-TV

ENGLANDER, ROGER
N. Y. Philharmonic Young People's Concerts, CBS, CBS-TV

EPSTEIN, MEL
Broken Arrow
ABC-TV

ERICKSON, DON
Saturday Hop
WALB-TV, Albany, Ga.

ERWIN, STU, JR.
The Ed Sullivan Show
CBS-TV

EWING, ED
Wrestling from Roanoke
WDBJ-TV, Roanoke, Va.

EWING, TOM
KNDO, Yakima, Wash.

— F —

FARREN, JACK
Concentration, Bob Smith Show, NBC-TV; Winky Dink & You, CBS-TV

FATES, GIL
I've Got a Secret, What's My Line? To Tell the Truth
CBS-TV

FEDDERSON, DON
The Millionaire
CBS-TV

FELDMAN, CHESTER
I've Got a Secret
CBS-TV

FELTON, NORMAN
General Electric Theater
CBS-TV

FENADY, ANDREW J.
The Rebel
ABC-TV

FENTRESS, JACK
Shockwatch
WSAZ-TV, Huntington, W. Va.

FERRI, LUCY
The Guiding Light
CBS-TV

FINKEL, BOB
Dumb Stone Chevy Show
NBC-TV

FISHER, CHARLES
As the World Turns
CBS-TV

FLEISCHMAN, STEVE
CBS Reports
CBS-TV

FLEMING, JAMES
Woman!
CBS

FLOWER, JOHN
The Welcome Mat
KETV, Omaha, Neb.

FONDA, JAMES
Dennis the Menace
CBS-TV

FOSTER, CUUCK
City Desk
KOLN-TV, Portland, Ore.

FRANCIS, CEDRIC
Colt 45
ABC-TV

FRANK, REUVEN
Texaco Huntley-Brinkley Report; Time: Present—Chet Huntley Reporting; World Wide 60
NBC-TV

FRANKENHEIMER, JOHN
Startime, etc.
NBC-TV

FREED, FRED
Woman!
CBS-TV

FREEMAN, DEVERY
Ann Sothern Show
CBS-TV

FREEMAN, EVERETT
Bachelor Father
NBC-TV

FRIENDLY, FRED W.
CBS Reports; Small World
CBS-TV

FRIERSON, BOB
The Johnny Evans Show
WIS-TV, Columbia, S. C.

FRYE, WILLIAM
The Deputy, Johnny Staccato,
NBC-TV

— G —

GARDNER, ARTHUR
Robert Taylor, starring in The Detectives; The Rifleman
ABC-TV

GELLEN, AUDREY
DuPont Show of the Month
CBS

GIBBS, JOHN
Troubleshooters
NBC-TV

GIL CATES

Producer — Director

AXEL GRUENBERG

PRODUCER

Ralph Edwards'

"THIS IS YOUR LIFE"

NBC-TV

NOW IN ITS 10th YEAR

RADIO-TV PRODUCERS

GIVEN, DAN
Carolina Calling
WBT-TV, Charlotte, N. C.

GLIDDEN, EDITH
WOC-TV, Davenport, Iowa

GLUCKSMAN, ERNEST D.
The Jerry Lewis Show
NBC-TV

GOLDEN, ROBERT
Lassie
CBS-TV

GOLDMAN, ROBERT
Playhouse 90
CBS

GOLDSTONE, JULES C.
The Court of Last Resort
ABC-TV

GOLDSTONE, RICHARD
Adventures in Paradise
ABC-TV

GOW, ART
KLZ-TV, Denver, Colo.

GRAFF, ROBERT
Special Projects
NBC-TV

GRANET, BERT
Westinghouse Desilu Playhouse
CBS-TV

GREEN, JULES
The Steve Allen Plymouth Show
NBC-TV

GREEN, SYLVAN
Tomorrow
KOLO, Reno, Nev.

GREENE, CLARENCE
Tightrope
CBS-TV

GROVES, BOB
Good Day Show
WTVT, Tampa, Fla.

GRUENBERG, AXEL
This Is Your Life
NBC-TV

GUDEL, JOHN
You Bet Your Life, People Are Funny, NBC, NBC-TV; Per Better or Worse, Art Linkletter's House Party, CBS-TV

— II —

HAAKE, LAUREN
KDIX-TV, Dickinson, N. D.

HAFFNER, LES
The Dennis O'Keefe Show
CBS-TV

HAGAN, CHET
Journey to Understanding; World Wide 60
NBC-TV

HAGGOTT, JOHN
The House on High Street
NBC-TV

HALL, ALLEN
WLW-L, Indianapolis, Ind.

HAMILTON, JOE
The Garry Moore Show
CBS-TV

HAMMERSTEIN, WILLIAM
Christmas at the Circus
CBS

HAMPTON, CHARLIE
Giant Kids Matinee
WTVT, Tampa, Fla.

HANCE, WILEY
B5-hop Pike
ABC-TV

HANSEN, TED
Shop, Look & Listen
WLUC-TV, Marquette, Mich.

HARBACH, BILL
The Steve Allen Plymouth Show
NBC-TV

HARDER, BOB
Bandstand 9,
KCRG-TV, Cedar Rapids, Iowa

HARDMAN, RON
What's New
WTHI-TV, Terre Haute, Ind.

HARDWICK, WADE
Uncle Wade Show
KBLR-TV, Goodland, Kan.

HARMAN, WILLIAM
Betty Hutton Show
CBS-TV

HARMS, JACK
Romper Room
WCSH-TV, Portland, Me.

HARPOLE, JIMMY
Poppye Theatre
WJTV, Jackson, Miss.

HARRISON, JOAN
Alfred Hitchcock Presents
CBS-TV

HATON, STEVE
It Could Be You
NBC-TV

HAYS, JIM
RGN-TV, Tucson, Ariz.

HAYWARD, LELAND
The Fabulous Fifties
CBS

HAZAM, LOUIS
World Wide 60
NBC-TV

HEINEMANN, GEORGE A.
Public Affairs, World Wide 60;
NBC-TV

HENNING, PAUL
Love That Bob—starring Bob Cummins
ABC-TV



RICHARD BRILL

Jack Farren
Producer

CONCENTRATION
NBC-TV

RADIO-TV PRODUCERS

HEWITT, DON
Douglas Edwards with the News
CBS-TV

HIKAN, NAT
Phil Silvers Specials
CBS

HILL, JACKSON
Divorce Court
KTTV, Los Angeles, Calif.

HILL, MARTIN
Art Linkletter's House Party
CBS-TV

HOBIN, BILL
B. Nov. 12, 1923, Evanston, Ill.;
The Bell Telephone Hour, NBC;
The American Cowboy, CBS; The
Golden Circle, ABC

HOFFMAN, CHARLES
Bourbon Street Beat
ABC-TV

HOLT, NAT
Overland Trail, Tales of Wells
Fargo
NBC-TV

HOPE, JACK
Bob Hope Buick Show
NBC-TV

HORWITZ, HOWIE
77 Sunset Strip
ABC-TV

HOSKINS, H. J.
WICS, Springfield, Ill.

HOSTETLER, VINCE
KKTU, Colorado Springs, Colo.

HOTCHNER, ED
Buick Electra Playhouse
CBS

HOUGHTON, BUCK
The Twilight Zone
CBS-TV

HOUSEMAN, JOHN
Playhouse 90
CBS

HUDSON, HAL
Dick Powell's Zane Grey Theatre,
CBS-TV; Black Saddle,
ABC-TV

HYATT, DONALD B.
Special Projects
NBC-TV

— I —

IDASPE, FRANK
KOAT-TV, Albuquerque, N. M.

IMWALLE, BILL
Good Morning
KCRG-TV, Cedar Rapids, Iowa

INGE, ANNA
Studio Party
WRVA-TV, Richmond, Va.

IRWIN, CAROL
Young Dr. Malone
NBC-TV

— J —

JACKSON, GAIL PATRICK
Perry Mason
CBS-TV

JACOBS, ALLAN
House of Shock
WWL-TV, New Orleans, La.

JARVIS, IRVING
Bozo the Clown
WHYN, Springfield, Mass.

JASKULSKI, JERRY
Meet Your Neighbor
WNBF-TV, Binghamton, N. Y.

JENNINGS, BOB
ABC

JONSON, SUE
Top Ten Dance Party
WDEF-TV, Chattanooga, Tenn.

JONES, BILL
Circle Six Ranch
WHIS-TV, Bluefield, W. Va.

JONES, CLARK
B. April 10, 1920, Clearfield,
Pa.; Perry Como Show, NBC-TV;
The Patrice Munsel Show, ABC-
TV

JONES, DAVE
Weatherman
WHAS, Louisville, Ky.

JONES, ED
Cartoon Showboat
WOC-TV, Davenport, Iowa

JONES, EDWARD M.
Small World
CBS-TV

JONES, GENE
"Today"
NBC-TV

JONES, HARRY
WCCO-TV, Minneapolis, Minn.



CLARK JONES

PRODUCER — DIRECTOR



DICK KIRCHNER

Producer of
PRO FOOTBALL REVIEW
CBS-TV

RADIO-TV PRODUCERS

JONES, NEAL

Pearls from Pauline
KAVE-TV, Carlsbad, N. M.

— K —

KAMMERLE, MARILAN

Public Affairs
NBC-TV

KAHN, NORMAN

"Today"
NBC-TV

KAMINSKY, ANNE

What's My Line
CBS-TV

KANE, DENNIS

WBOC-TV, Salisbury, Md.

KAYDEN, WILLIAM

On The Go
CBS-TV

KELLY, BOB

KXTV-TV, Sacramento, Calif.

KENNEY,

H. WESLEY

B. January 3, Dayton, Ohio;
True Story, NBC-TV; Play of the
Week, NTA; Medea — Climate
of Eden

KILEY, J.

Dinner Showcase
WAST, Albany, N. Y.

KIRCHNER, DICK

B. October 23, 1924, Oklahoma
City, Okla; America Bowls, Pro
Football Review, CBS; Cotton
Bowl, CBS Radio

KLEIBACKER, FRITZ R.

WHC, Pittsburgh, Pa.

KLEINERMAN, ISAAC

The Twentieth Century
CBS-TV

KONDOLF, GEORGE

The C. S. Steel Hour,
CBS-TV

KORTNER, PETER

Playhouse 90, General Electric
Theater, CBS, CBS-TV

KRAIKE, MICHAEL

The Deputy
NBC-TV

KUSSEROW, LOI

Sports Shows
NBC-TV

— L —

LACKNER, ED

KOMO-TV, Seattle, Wash.

LAMMERS, PAUL

From These Roots
NBC-TV

LANDIS, JOE

About Faces: Take a Good
Look
ABC-TV

LANGAN, JAMES

Mass for Shut-ins
WDAU-TV, Scranton, Pa.

LANNON, JIM

KLZ-TV, Denver, Colo.

LARKIN, JOHN

M Squad
NBC-TV

LASSALLY, PETER

"Image" Series
NBC

LAVEN, ARNOLD

Robert Taylor—starring in The
Detectives
ABC-TV

LAYTON, JERRY

True Story
NBC-TV

LEE, HARRY

Saber of London; Detective's
Diary
NBC-TV

LEE, ROBERT E.

WSVA-TV, Harrisonburg, Va.

LEFFERTS, GEORGE

Public Affairs
NBC-TV

LEMONDS, DALE

WTMJ-TV, Milwaukee, Wis.

LEONARD, DOUG

Big Brother
WBZ-TV, Boston, Mass.

LEONARD, HERBERT B.

The Adventures of Rin Tin Tin,
ABC-TV; Circus Boy, NBC-TV

LEONARD, SHELDON

The Danny Thomas Show
CBS-TV

LEVY, JULES

The Rifleman; Robert Taylor—
starring in The Detectives
ABC-TV

LEVY, RALPH

Jack Benny Specials
CBS

LEWIS, ELLIOTT

The Court of Last Resort
ABC-TV

LEWIS, F. BOWMAN

WHN, Washington, N. C.

LEWIS, MARLO

The Ed Sullivan Show
CBS-TV

LEWIS, RICHARD

Wagon Train; Riverboat;
Laramie
NBC-TV

LEWIS, WARREN

Man With a Camera
ABC-TV

LICKERT, MARION

Fun 'n Stuff
WPTA, Port Wayne, Ind.

LIBERMAN, MAX

United States Steel Special
"The American Cowboy"
CBS

LINDER, GENE

Miss Fram from Storyland
KWTW, Oklahoma City, Okla.

LLOYD, TED

My True Story, NBC; ABC

LOEB, MARX

Monitor
NBC

LONDON, JOHN

Loretta Young Show
NBC-TV

LOUNSBERY, DAN

The Pat Boone Chevy Showroom
ABC-TV

LOVETT, JOHN

KWWL, Waterloo, Iowa

LOWER, ELMER W.

Ask Washington
NBC-TV

LUCEY, SCHUYLER

Casper Capers
WTVN-TV, Columbus, Ohio

LUDINGTON, ALAN F.

Mutt's Funday Funnies
ABC-TV

LYDIC, BURT

Music for Reminiscing
WSFA-TV, Montgomery, Ala.

— Mc —

**McCLEERY,
ALBERT K.**

B. Dec. 30, 1911, Lawrence,
Kans.; CBS Television Workshop,
CBS

McCOURT, BOB

Kileo's Kanteen
WSOC-TV, Charlotte, N. C.

McCUTCHEN, DICK

"FYI"
CBS-TV

McDERMOTT, TOM

The DuPont Show with June
Allyson
CBS-TV

McGHEE, JOHN

KXTV-TV, Sacramento, Calif.

McGHEFFERT, JOHN

Camera Three
WCBS-TV, New York, N. Y.

McGUIRE, DON

Hennessey
CBS-TV

McKINLEY, BARRY

WBBM-TV, Chicago, Ill.

McLEAN, JOHN

Boston MovieTime
WBZ-TV, Boston, Mass.

McPHERSON, GENE

WBNS-TV, Columbus, Ohio

— M —

MACDONNELL, NORMAN

Gunsmoke
CBS-TV

MACKENZIE, BILL

Pat Mackenzie Show
WNDU-TV, South Bend, Ind.

MAMMARELLA, TONY

American Bandstand
WPHL-TV, Philadelphia, Pa.

MANNING, DICK

At Home with Hilda
WTWV, Tupelo, Miss.

MARION, IRA

ABC

MARKELL, BOB

Playhouse 90
CBS

MARLOWE, ANN

B. July, New York City, N. Y.

MARTIN, GIL

News at 7
WHYN, Springfield, Mass.

MASUCCI, JIM

WTEN, Albany, N. Y.

MAXWELL, ROBERT

KXGO-TV, Fargo, N. D.

MAYER, HAROLD

Conquest
CBS-TV

MEADOW, HERB

Man From Blackhawk
ABC-TV

MICHELSON, JERRY

Teenage Press Conference
KCPX-TV, Salt Lake City, Utah

MIDDLEY, LESLIE

"Eyewitness to History" Series;
CBS News Specials
CBS-TV

MIRISCH, WALTER
Wichita Town
NBC-TV

MORGAN, HOWARD
Barbara Wills Showroom
WECT, Wilmington, N. C.

MORGAN, LEO
Sid Caesar—United States Steel
Special
CBS

MORGAN, MONTY
The Jack Paar Show
NBC-TV

MORSE, CARLTON
The Woman in My House; One
Man's Family
NBC

MUIR, E. ROGER
Howdy Doodly Show
NBC-TV

MULCAHY, CHARLES C.
Anything Goes
KTVR, Denver, Colo.

MURRAY, ARTHUR
The Arthur Murray Party
NBC-TV

MURROW, EDWARD R.
Small World
CBS-TV

— N —

NAGLER, BARNEY
Phillies Jackpot Bowling;
Horse-Racing
NBC-TV

NAUD, TOM
Pond's Presents Paris a la Mode
NBC-TV

NAZE, STAN
Mid-Day Merry-Go-Round
WSAU-TV, Wausau, Wis.

NELSON, JAMES
Wisdom
NBC-TV

NELSON, OZZIE
The Adventures of Ozzie and
Harriet
ABC-TV

NEUMAN, ALAN
Person to Person
CBS-TV

NICHOLS, BILL
The U. S. Steel Hour
CBS-TV

NISS, STANLEY
Hawaiian Eye
ABC-TV

NORVIEL, HARRY
KOB-TV, Albuquerque, N. M.

— O —

O'BRIEN, JOEL
Public Affairs
NBC-TV

OLIVER, FRANK
Party Line
WHEN-TV, Syracuse, N. Y.

OLIVER, GORDON
Mr. Lucky
CBS-TV

ORR, PAUL
The Jack Paar Show
NBC-TV

ORR, WILLIAM T.
The Alaskans; Bourbon Street
Beat; Cheyenne; Colt 45; Ha-
waiian Eye; Lawman; Mavericks;
77 Sunset Strip; Sugarfoot
ABC-TV

ORSATTI, VIC
The Texan
CBS-TV

OSBORN, BOB
WOW-TV, Omaha, Neb.

OTTO, HENRY
WBAL-TV, Baltimore, Md.

OVERLANDER, BOB
WSAV-TV, Savannah, Ga.

OWEN, TONY
The Donna Reed Show
ABC-TV

— P —

PABON, MARIO
El Derecho de Nacer
WKAQ-TV, San Juan, P. R.

PACKER, PETER
Law Of The Plainsman
NBC-TV

PAPAI, CARL
WBNS-TV, Columbus, Ohio

PAYNE, JOHN
Restless Gun
ABC-TV

PEHLMAN, CARL
KKTU, Colorado Springs, Colo.

PETERSON, EDGAR
Gunsmoke
CBS-TV

PETRIE, ROBERT
WTMJ-TV, Milwaukee, Wis.

PETTITTO, GENE
WBOY-TV, Clarksburg, W. Va.

PHILBIN, JACK
Kate Smith Show
CBS-TV

PICKENS, ARTHUR
Championship Bridge with
Charles Goren
ABC-TV

PILKINGTON, BOB
Small Talk
WHAS, Louisville, Ky.

PIITMAN, FRANK
Bat Masterson
NBC-TV

POLACHECK, CHARLES
The Edge of Night
CBS-TV

POOLE, LYNN
Johns Hopkins File 7
ABC-TV

POSSELT, LEE
WITI-TV, Milwaukee, Wis.

POTTER, ALLEN
The Brighter Day
CBS-TV

PRECHT, ROBERT
Sylvan Productions
CBS-TV

PRIDEMORE, JAMES
Chalk it up
WALB-TV, Albany, Ga.

— Q —

QUINN, MARTIN
The Untouchables
ABC-TV

— R —

RACHMIL, LEWIS
Men Into Space
CBS-TV

RAMSBY, GEORGE
WBMM-TV, Chicago, Ill.

RANKIN, BILL
Public Affairs
KGBL-TV, Billings, Mont.

REGISTER, ROLAND
Top 10 Dance Party
WECT, Wilmington, N. C.

REHLIX, JACK
KMTV, Omaha, Neb.

RENAULT, LARRY
GiantKids Matinee
WTVT, Tampa, Fla.

RESPESS, FORREST
WLW-I, Indianapolis, Ind.

RICHARDS, ALDEN
KSL-TV, Salt Lake City, Utah

RIPPEN, ROBERT
Continental Classroom
NBC-TV

ROBINSON, HUBBELL
Startime
NBC-TV

ROBINSON, JOHN
Wanted—Dead or Alive
CBS-TV

ROCK, PHIL
Uncle Phil's Gang
KVAR, Phoenix, Ariz.

RODNEY, EUGENE B.
Father Knows Best
CBS-TV

ROGERS, TOM
KFSM-TV, El Paso, Tex.

ROSENBERG, FRANK
Troubleshooters
NBC-TV

ROUSE, RUSSELL
Tightrope
CBS-TV

ROWE, S. ROBERT
Split Personality
NBC-TV

ROYAARDS, RENE
Tim the Squirrel
WSPA-TV, Spartanburg, S. C.

RUBIN, STANLEY
Hotel de Paree
CBS-TV

RUSSELL, BOB
Shock
WPTA, Fort Wayne, Ind.

RUSSELL, CHARLES
The Untouchables
ABC-TV

— S —

SACKHEIM, WILLIAM
Alcoa; Goodyear Theatre
NBC-TV

SALES, SOUPY
Lunch with Soupy Sales
ABC-TV

SANCHEZ, EDWARD
Up to the Minute
KFSD-TV, San Diego, Calif.

SANDERS, ROBERT
WLUK-TV, Green Bay-
Marinette, Wis.

SAUDEK, ROBERT
Leonard Bernstein and the New
York Philharmonic
CBS-TV

SCHAEFER, GEORGE
Halmark
NBC-TV

SCHERMER, JULES
Lawman
ABC-TV

SCHNARR, BOB
KPAC-TV, Beaumont-Port
Arthur, Tex.

SCHULTZ, CHARLES
Playhouse 90
CBS

RADIO-TV PRODUCERS

SCHWIMMER, WALTER
Championship Bridge with
Charles Goren
ABC-TV

SCOTT, BILL
Rocky and His Friends
ABC-TV

SEARLES, NORMAN
WROC-TV, Rochester, N. Y.

SEASE, PETE
Cactus & Popcye
WIS-TV, Columbia, S. C.

SENKE, HENRY
WROC-TV, Rochester, N. Y.

SERETTE, DAVE
Dance Party
WCSH-TV, Portland, Me.

SERLING, ROD
The Twilight Zone
CBS-TV

SHANK, LEE
Ollie's Alley
KTVH, Hutchinson, Kan.

SHARPE, DON
Man with a Camera
ABC-TV

SHELDON, HERB
B. February 9, 1919, Brooklyn,
N. Y.; Herb Sheldon Show, WOR-
TV

SHERWOOD, BOB
Comedy Matinee
WJIM-TV, Lansing, Mich.

SIEMANOWSKI, RICHARD
Look Up and Live
CBS-TV

SILVER, ARTHUR
Bronco; Cheyenne
ABC-TV

SIMON, AL
21 Beacon St.
ABC-TV

SIMS, DUNNY
WSBT-TV, South Bend, Ind.

SISK, ROBERT F.
The Life and Legend of
Wyatt Earp
ABC-TV

SISTROM, JOE
Markham
CBS-TV

SKINNER, GEORGE
KGGM-TV, Albuquerque, N. M.

SKLAR, MICHAEL
Conquest
CBS-TV

SKUTCH, JRA
Play Your Hunch
NBC-TV

SLATE, LANE
Public Affairs
NBC-TV

SMITH, PERRY
Sports Shows
NBC-TV

SOUTHWICK, DUANE
Jack Gardner Show
KCPX-TV, Salt Lake City,
Utah

SPANOS, DYCKE
KGUN-TV, Tucson, Ariz.

SPELING, AARON
Johnny Ringo
CBS-TV

SPIVAK, LAWRENCE E.
Meet the Press
NBC-TV

STAGG, JERRY
John Gunther's High Road
ABC-TV

STANTIS, GEORGE
Specials
KFBM-TV, San Diego, Calif.

STARBUK, ART
Charley Weaver's Hobby Lobby
ABC-TV

STARK, WILBUR
True Story
NBC-TV

STEINBERG, RICHARD
Trouble-shooters
NBC-TV

STEIN, PHIL
The Revlon Hour "Tonight
with Belafonte"
CBS

STEIN, WILLIE
To Tell the Truth
CBS-TV

STEMBRIDGE, SIMMIE
Quiz "Fun on the Air"
WTWV, Tupelo, Miss.

STEWART, BOB
The Price Is Right
NBC-TV

STILES, WALTER J., JR.
WIN, Washington, N. C.

STOKEY, MIKE
Pantomime Quiz; Author! Au-
thor!

STONE, CLIFFIE
Ford Show
NBC-TV

STONEHAM, RUSSELL
Playhouse 90
CBS

STOUGH, ROBERT M.
Your Firestone Auctioneer
WSBA-TV, York, Pa.

STRUTZ, DONALD
WLUK-TV, Green Bay-
Marquette, Wis.

SULLIVAN, DAN
Heart of the Home
WTRF-TV, Wheeling, W. Va.

SULLIVAN, ED
The Ed Sullivan Show
CBS-TV

SKIND, DAVID
Special Tonight, CBS;
The Art Carney Show, NBC-TV

SETTON, HOWARD
Dinner Party
WLVA-TV, Lynchburg, Va.

SUTTON, THOMAS
OKLW-TV, Detroit, Mich.

— T —

TATELMAN, HARRY
The Alaskans; Sugarfoot
ABC-TV

THOMAS, PAUL
Live It Up
KTHV, Little Rock, Ark.

TORS, IVAN
Man & Challenge
NBC-TV

TRAPNELL, COLES
Maverick
ABC-TV

TUGEND, HARRY
General Electric Theater
CBS-TV

VAN HEUSEN, JIMMIE
Frank Sinatra—Timex Show
ABC-TV

VAN HORN, RICHARD
Dance Party
KPIX, San Francisco, Calif.

VEST, DON
Pin Busters
WRVA-TV, Richmond, Va.

VINCE, JOHN
WTAE, Pittsburgh, Pa.

— W —

WADE, JAMES
Pantry Playhouse
KFSD-TV, San Diego, Calif.

WANG, GENE
Philip Marlowe
ABC-TV

WARD, JAY
Rocky and His Friends
ABC-TV

WARREN, CHARLES MARQUIS
Rawhide
CBS-TV

WEBB, RALPH G.
KWTX-TV, Waco, Tex.

WEBSTER, DON
KJEO, Fresno, Calif.

WELCH, ROBERT
Kiddies Kottage
WBRZ, Baton Rouge, La.

WESTIN, AV
CBS Reports
CBS-TV

WHELAN, KEN
WNTA-TV, Newark, N. J.

WHELAN, THOMAS K.
B. March 12, 1921, West New-
ton, Mass.; Garry Moore Show,
CBS-TV; Bil & Cora Baird Show,
Robert Q. Lewis Show, Let's Take
a Trip, Adventure, Faye Emerson
Show, CBS

WHITE, ANDY
Ed Masterson
NBC-TV

WHITE, JOHN
Saturday Session
WDIE-TV, Roanoke, Va.

WHITE, SAM
My Friend Flicka
ABC-TV

WIGHTMAN, WARREN
WHEC-TV, Rochester, N. Y.

WILLIAMS, NORMAN
KMTV, Omaha, Neb.

WINSLOW, HAROLD
WOW-TV, Omaha, Neb.

WINSOR, ROY
The Secret Storm; Love of
Life
CBS-TV

WIZARDE, FRANK
Whizzo's Wonderland
KMBC-TV, Kansas City, Mo.

WOLF, HERB
Keep Talking
ABC-TV

WOOD, BARRY
Bell Telephone Hour
NBC-TV

WYATT, JERRE
KJLZ-TV, Denver, Colo.

— Y —

YOUNG, COLLIER
Alcoa Presents
ABC-TV

NEWS COMMENTATORS

RADIO AND TELEVISION
—their work during 1959

— A —

ABSALOM, HOWARD

WMAZ, Macon, Ga.

ADAMS, CEDRIC

WCCO, Minneapolis-St. Paul, Minn.

ADAMS, CLIFF

KYSM, Mankato, Minn.

ADAMS, JIM

KWWL, Waterloo, Iowa

ADAMS, MARK

KYA, San Francisco, Calif.

ADKINS, JEANETTE H.

WYTI, Rocky Mount Va.

ADLER, LOU

WCBS, New York, N. Y.

AGRONSKY, MARTIN

News on the Hour,
NBC

AGUIAR, JUAN

KABQ, Albuquerque, N. M.

AHLBORN, WALLY

WMAZ, Munising, Mich.

AHLSTROM, JAMES

Editorials

WPVL, Painesville, Ohio

AINSWORTH, DAVID G.

It Seems to Me

KSRA, Salmon, Ida.

AKERS, CARL

KLZ, KLZ-TV, Denver, Colo.

ALAN, MARK

WNJR, Newark, N. J.

ALEXANDER, DEAN

KDWB, St. Paul, Minn.

ALEXANDER, JIM

KLPW, Union, Mo.

ALEXANDER, PAUL

KSL-TV, Salt Lake City, Utah

ALLEN, DAVE

KPBS-TV, Medford, Ore.

ALLEN, DUANE

KRPO, Owatonna, Minn.

ALLEN, MERLE

KPKA, Greeley, Colo.

ALLEN, SPENCER

KMOX-TV, St. Louis, Mo.

ALLEN, HENRY

WKYT, Lexington, Ky.

AMOLE, F. E., JR.

KDEN, Denver, Colo.

ANDERSEN, ROY M.

WBVN, Bennington, Vt.

ANDERSON, ANDY

WGBR, Freeport, N. Y.

ANDERSON, ANDY

WGSM, Huntington, N. Y.

ANDERSON, ANDY

KONY, San Marcos, Tex.

ANDERSON, BILL

KPUG, Bellingham, Wash.

ANDERSON, CHARLES D.

TV News Final
WEJT, Evansville, Ind.

ANDERSON, FRED

WJWV, New Orleans, La.

ANDERSON, HANS

WNEW, New York, N. Y.

ANDERSON, HERB

Party Line

WPIN, St. Petersburg, Fla.

ANDERSON, KIRK

WFGM, Fitchburg, Mass.

ANDERSON, R. L.

WCHO, Washington, Ohio

ANGEL, BILL

KFWB, Los Angeles, Calif.

ANTELL, LEN

Tri-State News

WDLC, Port Jervis, N. Y.

ANTHONY, FRANK

KGFL, Roswell, N. M.

ANTHONY, JERRY

Past and Present

WESB, Bradford, Pa.

ANTHONY, REN

WRUF, Gainesville, Fla.

ARLINGTON, CHARLES

KFWB, Los Angeles, Calif.

ARMSTRONG, DR. JOHN

WHDL, Olean, N. Y.

ARNOT, CHARLES P.

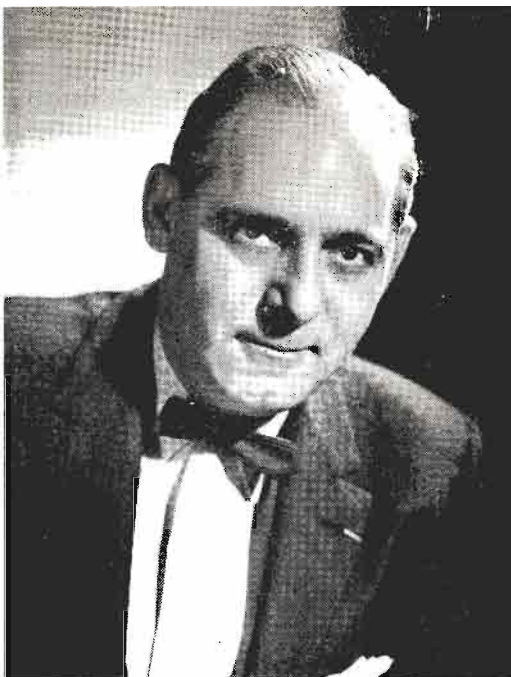
ABC (Cairo)

AROU, HARRY

KTHS, Little Rock, Ark.

ARTHUR, ED

KARE, Atchison, Kan.



BEN GRAUER

NBC

Radio

TV



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PRESSMAN**



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NEWS

RADIO-TV NEWS COMMENTATORS

ASBELL, FERRELL
WDVH, Gainesville, Fla.
ASHBURN, RON
WNOX, Knoxville, Tenn.
ASHLEY, CHARLES
ABC (Washington)
ATKINS, TOM
WPTA, Fort Wayne, Ind.
A'WOOD, TED W.
KCOF, Hollywood, Calif.
AUSTIN, TED
WSTP, Salisbury, N. C.

— B —

BABCOCK, JOHN
KFWB, Los Angeles, Calif.
BAGG, GUNNAR
TV Newsreel
WFIL-TV, Philadelphia, Pa.
BACKMAN, LON
WRVA, Richmond, Va.
BAHNSEN, ALVIN C. W.
WVRL, New York, N. Y.
BAIR, PAUL
WIL, St. Louis, Mo.
BAKER, HAROLD
WFGA-TV, Jacksonville, Fla.
BAKER, JEFF
Noon News Roundup
WALY, Herkimer, N. Y.
BALLARD, BOB
KWBA, Baytown, Tex.
BALMERT, FRANK
WPAV, Portsmouth, Ohio

BANGHART, KENNETH

Sunday 11th Hour News, WRCA-TV; The Ken Banghart Show, 4:05-6 PM, WRCA, Radio; 6 PM News, NBC

BANNON, ROBERT J.
WSKI, Montpelier, Vt.
BAPTISTE, ED
Business News
KPHA, Tacoma, Wash.
BARCLAY, PAUL
WHUM, Reading, Pa.
BARDSLEY, LEE
WMVB, Millville, N. J.
BARENTS, BARRY
WKNB, WNBC,
New Britain, Conn.
BARIL, GENE
WABJ, Adrian, Mich.
BAKKER, EDDIE
KRLD-TV, Dallas, Tex.
BARKER, ROBERT L.
KDLM, Detroit Lakes, Minn.
BARNETT, MEL
WHIS, Bluefield, W. Va.
BARNETT, PAUL
WMPS, Memphis, Tenn.
BARNETT, RAY
Marine Mysteries
WMEF, Miami Beach, Fla.
BARRY, JOHN STERLING
KJBS, San Francisco, Calif.
BARRY, ROBERT D.
WMNS, Olean, N. Y.
BARSHA, JERRY
WSYR, Syracuse, N. Y.
BARTHOLOMEW, JOHN
KKTV, KVOI, Colorado Springs, Colo.
BARTON, FRED
WAFG, Huntsville, Ala.
BASKOS, GEORGE
KLMO, Longmont, Colo.
BASS, BERNICE
Party Line
WEBB, Newark, N. J.

BASSO, NICK
The News Picture
WSAZ, WSAZ-TV,
Huntington, W. Va.
BAST, MERWIN
WTRW, Two Rivers, Wis.
BAYES, KARL
WLEC, Sandusky, Ohio
BEAL, DEWEY
Around Town
KHBR, Hillsboro, Tex.
BEATTY, BILL
WSOL, Tampa, Fla.
BEATTY, MORGAN
Three Star Extra
NBC
BECK, BILL
World Today
KDZA, Pueblo, Colo.
BECK, JACK
KNX, Los Angeles, Calif.
BEINART, TED
WCBM, Baltimore, Md.
BEAS, TONY
Open Mike
WNAE, Norristown, Pa.
BEILMAN, DAVE
KYNO, Fresno, Calif.
BENESII, FRANCIS G.
In Our Opinion
WJRI, Flint, Mich.
BENNETT, LARRY
WBHQ, Augusta, Ga.
BENTON, MONROE
WROW, Albany, N. Y.
BERK, PHIL
Regional News
KOMI-TV, Columbia, Mo.
BERKLEY, GEORGE
WILD, Boston, Mass.
BERMAN, KEEVE
Top of the Morning
WEDO, McKeesport, Pa.
BERNHARD, PAT
Broadsides of News
WFOY, St. Augustine, Fla.
BERNHARDT, GENE
WEMP, Milwaukee, Wis.
BEST, VICTOR
WBZ-TV, Boston, Mass.
BEVINS, SOUTH C.
News & Views
WMLP, Pineville, Ky.
BEZOFF, BEN
Behind the Headlines
KTVR, Denver, Colo.
BICKNELL, MAX
KMBG, Kansas City, Mo.
BIDDLE, JERRY
WMBD, Peoria, Ill.
BIEB, PHIL
WFTE, Ft. Lauderdale, Fla.
BIERMANN, PAUL R.
KPMG, Bakersfield, Calif.
BIGGEE, NELLIE
WOWL, WOWL-TV,
Florence, Ala.
BIGLER, TOM
WUK, Wilkes-Barre, Pa.
BIGNELL, FRANK
WKOW-TV, Madison, Wis.
BILMAN, BOB
KVTY, Sioux City, Iowa
BIRGE, JERRY
WITZ, Jasper, Ind.
BISHOP, G. NORMAN
WDAK, Columbus, Ga.
BISHOP, PAT
Feature Wire
KFL, Los Angeles, Calif.
BISHOP, WALLY
The Editor Speaks
KXEL, Waterloo, Iowa
BISSEY, JAMES W.
WRLY, Springfield, Ohio
BLAIR, ED
City Camera
WAGA-TV, Atlanta, Ga.

BLAIR, FRANK
News on the Hour, NBC
Today, NBC-TV
BLANCHARD, PAT
KXXL, Bozeman, Mont.
BLANKENBURG, LARRY
KCID, Caldwell, Idaho
BLENDER, MORT
11th Hour News
WPRO-TV, Providence, R. I.
BLISS, JOCK
WLAV, Grand Rapids, Mich.
BLUE, DON
KGGM, Albuquerque, N. M.
BLYMILLER, TOM
KDOV, Medford, Ore.
BLYTHER, DON
KOAM, Pittsburg, Kan.
BOGGS, NEIL
WKAZ, Charleston, W. Va.
WSAZ-TV, Huntington, W. Va.
BOLTON, PAUL
KTBC, KTBC-TV, Austin, Tex.
BOND, LYLE
KNBS, Walla Walla, Wash.
BORGELT, PETE
WFDF, Flint, Mich.
BOSLEY, LYLE
WKTU, Utica, N. Y.
BOTTO, JEANNE A.
WHER, Memphis, Tenn.
BOYCE, RICHARD W.
WTWB, Auburndale, Fla.
BOYD, FORREST
WLW-L, Indianapolis, Ind.
BOYES, HARRY
WION, Ionia, Mich.
BRADLEY, HARVE
WDEF-TV, Chattanooga, Tenn.
BRAINARD, EB
KORT, Grangeville, Ida.
BRAKEN, PHIL
WVWV, Grafton-Fairmont,
W. Va.
BRAMHALL, BILL
WRIT, Milwaukee, Wis.
BRANCH, TAYLOR
KFJZ, Fort Worth, Tex.
BRANUM, CHARLES
WBBO, Harrisburg, Ill.
BRASSFIELD, JIM
WBHQ, Memphis, Tenn.
BREEN, ED
It Seems To Me
KFED, Fort Dodge, Iowa
BREEN TOM
KCRA, Sacramento, Calif.
BRIDGE, HARRY E.
WHAK, Rogers City, Mich.
BRENNER, SID
WNBH-TV, Binghamton, N. Y.
BRICE, ROBERT
WLUK-TV, Green-Bay-Marquette,
Wis.
BRIDGES, JONAS
WKMT, Kings Mountain, N. C.
BRIDGMAN, AUSTIN
KSD, St. Louis, Mo.
BRIGHT, HARRY
WETZ, New Martinsville, W. Va.
BRINGHAM, DAVE
WJW, Cleveland, Ohio
BRINKLEY, DAVID
Texaco Huntley-Brinkley Report,
NBC-TV
News on the Hour, NBC
BRISSENDINE, BOB
WQXI, Atlanta, Ga.
BRODY, SHERMAN
WKAL, Rome, N. Y.
BROKAW, FORREST
KVOO, Tulsa, Okla.
BROOKS, CLIFF
Our Town
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JOHN MacVANE

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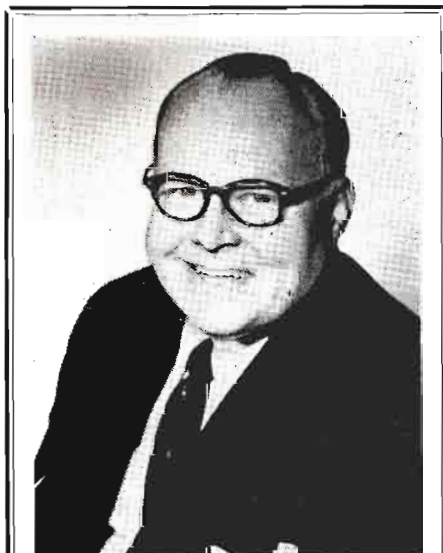
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- GIVEN, JOSEPH**
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- GLASSO, FRANK**
WKAL, Rome, N. Y.
- GLEESON, WILLARD**
KICO, El Centro, Calif.
- GLIEBER, FRANK**
KRLD-TV, Dallas, Tex.
- GLOVER, ARTHUR**
WDBJ, Roanoke, Va.
- GODDARD, WILLIAM**
WGSN, Huntington, N. Y.
- GODDARD, DON**
ABC (Washington)
- GOFF, BILL**
KYI, Seattle, Wash.
- GOODMAN, MAX**
WDAM-TV, Hattiesburg, Miss.
- GORDON, CHARLES**
WAMO, Pittsburgh, Pa.
- GORDON, CHARLES M.**
WORL, Boston, Mass.
- GORDON, DON**
WHIM, Providence, R. I.
- GORDON, WILLIAM S.**
WIRK, West Palm Beach, Fla.
- GOTBERG, GEORGE**
WPPA, Fort Payne, Ala.
- GRADY, FRED**
WPAW, Pawtucket, R. I.
- GRANDE, CARL**
WNAB, Bridgeport, Conn.
- GRANT, AUSTIN**
CKLW, CKLW-TV, Detroit,
Mich.
- GRANT, TAYLOR**
Something to say
WIP, Philadelphia, Pa.
- GRAUER, BEN**
News on the Hour
NBC
- GRAY, CHARLES**
KMBC-TV, Kansas City, Mo.
- GRAY, GORDON**
WATE, Macon, Mich.
- GRAY, JACK**
WIGG, Ft. Wayne, Ind.
- GREEN, CHARLIE**
WNJR, Newark, N. J.
- GREEN, EARL**
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WTVN-TV, Columbus, Ohio
- GREEN, JOHNNY**
KPHO, Phoenix, Ariz.
- GREENBERGER, JOHN**
11th Hour News
WBOC-TV, Salisbury, Md.
- GREGORY, PHIL**
WJAL-TV, Lansing, Mich.
- GRESHAM, FERRELL**
KFLD, El Dorado, Ark.
- GRESS, WILLIAM**
WOC, Davenport, Iowa
- GREY, BARRY**
WNJA-TV, Newark, N. J.
- GRIDER, DONALD**
WIRE, Indianapolis, Ind.
- GRIFFIN, MICHAEL**
WFRV-TV, Green Bay, Wis.
- GRIFFITH, FRED**
WDOK, Cleveland, Ohio
- GRIGGS, JERRY**
WMSF, WMSL-TV, Decatur, Ala.
- GRIMM, SHERMAN A.**
WPAR, Parkersburg, W. Va.
- GROVENER, RUSSELL**
WISN-TV, Milwaukee, Wis.
- GRUBB, LARRY**
WTAD, Quincy, Ill.
- GRUBBE, BILL**
KMUR, Salt Lake City, Utah
- GRUMMERT, MEL**
KSCB, Liberal, Kan.
- GUISMAN, RON**
KSID, Sidney, Neb.
- GUNN, BEN**
WAKE, Atlanta, Ga.
- GUTHRIE, BILL**
Businessman's Edition
KORA, Byron, Tex.
- GUTHRIE, DICK**
KBBB, Berger, Tex.
- GWALTNEY, BILL**
WPAR, Norfolk, Va.
- GYSON, SAM**
WMET, Miami Beach, Fla.
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- HADLEY, MERRITT**
KFMB, San Diego, Calif.
- HAGEMAN, HAROLD**
WAIR, Akron, Ohio
- HAGLER, BILL**
World in News
WAVL, Albertville, Ala.
- HAGUE, EARL**
WPGC, Washington, D. C.
- HAGY, RUTH**
College News Conference
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- HAIN, LOU**
Behind the Headlines
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- HAINES, DAVID G.**
Breakfast Edition
KORA, Bryan, Tex.
- HAINES, MARLIN**
Palstaff News
KROD-TV, El Paso, Tex.
- HAIRGROVE, JIM**
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KBRZ, Freeport, Tex.
- HALBURNT, JOE, JR.**
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WTVW, Evansville, Ind.
- HALEY, BILL**
WROC-TV, Rochester, N. Y.
- HALEY, HAROLD J.**
KETX, Livingston, Tex.
- HALL, E. CODY**
WHMA, Anniston, Ala.
- HALL, HEDLEY W.**
KUBA, Yuba City, Calif.
- HALL, SALLY**
KICK, Springfield, Mo.
- HALL, SAM**
WTRC, Elkhart, Ind.
- HALL, WILKSON**
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- HALLMARK, JAMES**
Southwest Report
KFDX-TV, Wichita Falls, Tex.
- HALLOCK, MEL**
KDLX, KDIX-TV, Dickinson,
N. D.
- HALLOWAY, HARRY**
News & Views
WMLL, Milwaukee, Wis.
- HALSTEAD, LEON**
KAWL, York, Neb.
- HALTER, BYRON, JR.**
WLDS, Jacksonville, Ill.

RADIO-TV NEWS COMMENTATORS



HALTERMAN, KENNY
WCLE, Akron, Ohio

HAMILTON, BIL
WVKO, Columbus, Ohio

HAMILTON, JACK
WJR, Detroit, Mich.

HAMMONS, JACK
News Analysis
KDQN, Dequeen, Ark.

HANEY, FRED
WCNC, Elizabeth City, N. C.

HANSEN, DALE
KNDE, Aztec, N. M.

HANSEN, ROBERT
KBEB, Modesto, Calif.

HANSSON, PETE
Boulder Story
KBOL, Boulder, Colo.

HARDIN, JIM
WCOH, Newnan, Ga.

HARDY, ED
WKHM, Jackson, Mich.

HARKNESS, RICHARD
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WRC-TV, Washington, D. C.
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HARNER, LINCOLN
Dateline Digest
WHAM, Rochester, N. Y.

HARRP, FRED
WCPK, College Park, Ga.

HARPER, BOB
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WCOV, WCOV-TV, Montgomery, Ala.

HARRINGTON, NORMAN
KOLD, KOLD-TV, Tucson, Ariz.

HARRIS, RAY
WMUR-TV, Manchester, N. H.

HARRIS, ROBERT
Lobster Pot
WLOB, Portland, Me.

HARRIS, SONNY
Sunny Spots & Sports
WOOF, Dothan, Ala.

HARRISON, CHUCK
WMBD-TV, Peoria, Ill.

HARRISON, JOHN L.
KEEP, Twin Fall, Ida.

HARRISON, ROBERT B.
WHNC, Henderson, N. C.

HART, JOHN
KPOF, Los Angeles, Calif.

HARTLEY, HOWARD
High Noon with Hartley
WDEL, Tarpon Springs, Fla.

HARVEY, PAUL
ABC (Chicago)

HARVEY, PAUL
WBLE, Bellefonte, Pa.

HARVIT, BOB
WWNR, Beckley, W. Va.

HASSETT, LOREN
KISN, Portland, Ore.

HATCH, ERIC S.
WBBS, Bristol, Conn.

HAYENS, PERRY
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KGDN, Edmonds, Wash.

HAWKEY, ROBERT E.
WNO, West Palm Beach, Fla.

HAYES, RAY
WTOS, Fairmont, W. Va.

HAYWARD, BRUCE
KTVM, St. Louis, Mo.

HECKMAN, FRED
WBBC, Indianapolis, Ind.

HEFFRON, NORM
KOTA, KOTA-TV, Rapid City, S. D.

HEGAR, JOE
KILT, Houston, Tex.

HENDERSON, C. D.
Inside Albany
WLEA, Hornell, N. Y.

HENDERSON, JOE
KMUS, Muskogee, Okla.

HENLE, RAY
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HENNING, CHUCK
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KOA, Denver, Colo.

HENRY, BULL
WSFA-TV, Montgomery, Ala.

HENRY, MIKE
KFWB, Los Angeles, Calif.

HENRY, TOM
KOWH, Omaha, Neb.

HENSON, DOUGLAS
WJMJ, Philadelphia, Pa.

HENSTROM, RICHARD
Dateline 11
KJOR-TV, Provo-Salt Lake City, Utah

HERMAN, DON
WHRV, Ann Arbor, Mich.

HERMAN, GEORGE
George Herman and the News
CBS

HERMANN, CLEVE
KFWB, Los Angeles, Calif.

HERRING, BILL
KWTF-TV, Waco, Tex.

HERRINGTON, JACK C.
KGHP, Pueblo, Colo.

HERSHEY, RICE A.
WADG, Akron, Ohio

HERTZGAARD, ROLF
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WBAL-TV, Baltimore, Md.

HERVEY, MIKE
WCVS, Springfield, Ill.

HERZOG, BOB
WISN-TV, Milwaukee, Wis.

HERTERINGTON, JOHN
KPAY, Chico, Calif.

HICKOX, RICHARD
WISH-TV, Indianapolis, Ind.

HIGGINS, PAT
KFSD-TV, San Diego, Calif.

HIGHT, MIKE
WVHV, Henderson, N. C.

HILDRETH, DICK
WURY, Plattsburgh, N. Y.

HILL, CARL E.
WKVT, Brattleboro, Vt.

HILL, HENRY
WHEO, Stuart, Va.

HILL, RUTH K.
"City Reporter"; Sir Leslie Monroe "Hungarian Refugee Story"; Harrison Salisbury "Reports on Outer Mongolia"; Gov. Harriman "Khrushchev Summit Meeting"; "U. N. Highlights 1960"; Am. Lodge "Reports From Africa"; World of Fashion"; "Today's Beatnik Writers"; Series on Overseas Press Club Correspondents. WEVD Radio

HILLEGAS, FRED
WSYR, WSVR-TV, Syracuse, N. Y.

HINZ, BILL
KVOW, Littlefield, Tex.

HIPPLER, CHARLES E.
WSOY, Decatur, Ill.

HIRSCH, GENE
KBOX, Dallas, Tex.

HIRSCH, WOODY
KTVO, Ottumwa, Iowa

HIVELY, PETE
Comment
KOA, Denver, Colo.

HOBBS, JIM
WSPA-TV, Spartanburg, S. C.

HODGEMAN, BRUCE
WNEB, Worcester, Mass.

HODGES, JOHN
WRBL, Columbus, Ga.

HODGKINSON, BRIAN
WDOK, Cleveland, Ohio

HOENES, GENE
KHQA-TV, Hannibal, Mo.
WPAJ, Quincy, Ill.

HOFFMAN, GEORGE J.
WTEC, Flint, Mich.

HOFFMAN, YERN
WUJN, Racine, Wis.

HOGG, IVAN
WROM, Rome, Ga.

HOLBROOK, RAY
WTOO, Orlando, Fla.

HOLCOMB, GRANT
KNXT, Los Angeles, Calif.

HOLDER, H. RANDOLPH
WGAU, Athens, Ga.

HOLIDAY, JON
News-line
WHYE, Roanoke, Va.

HOLM, JOHN
KBRL, McCook, Neb.

HOLMES, JIMMY
KOCA, Kilgore, Tex.

HOLMQUIST, THOMAS
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HOLSTEAD, JOE
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KOLE, Port Arthur, Tex.

HOLTER, BILL
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WTVR, Richmond, Va.

HOOD, JOHN
WMTS, Murfreesboro, Tenn.

HOOPER, TOM
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WKOW-TV, Madison, Wis.

HOOPES, WILLIAM
WVVK, Knoxville, Tenn.

HOOPER, DICK
KREM, KREM-TV, Spokane, Wash.

HOPTUS, JACK
WKHZ, Muskegon, Mich.

HORAN, BOB
WKAZ, Charleston, W. Va.

HORGAN, EDWARD
WELM, Fitchburg, Mass.

HORSTMANN, DICK
WHEN, Syracuse, N. Y.

HOTTELET, RICHARD C.
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HOUGHTALING, F. WILLIAM
KMUR, Salt Lake City, Utah

HOWARD, BOB
WNEW, New York, N. Y.

HOWARD, DICK
State News
WANS, Anderson, S. C.

HOWARD, GLEN
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HOWE, QUINCY
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HOWELL, REX
Editorial
KREX, KREX-TV, Grand Junction, Colo.

HOY, FRANK S.
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WLAM, Lewiston, Me.

HOYT, BULL
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HOYT, BOB
WSBT, South Bend, Ind.

HUBBARD, ERKOL
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WCNT, Centradia, Ill.

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Five Star Final
KEYT, Santa Barbara, Calif.

HUFF, OSCAR
WTOL-TV, Toledo, Ohio

HUFFMAN, LOWELL
KAPR, Douglas, Ariz.

HUGHES, EVAN H.
KVOL, Lafayette, La.

HUGHES, HUGH
WMAZ, Forest, Miss.

HUGHES, JOHN J.
Behind the Headlines
KMMO, Marshall, Mo.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HUGHES, WILSON
WARN, Fort Pierce, Fla.

HULBERT, DON
KTOE, Mankato, Minn.

HULL, IRA
WLEE, Richmond, Va.

HUMPHRIES, HERB
KCRS, Midland, Tex.

HUNT, RAY
KENS, San Antonio, Tex.

HUNTER, DAVID
WISL, Shamokin, Pa.

HUNTER, JACK
WILL, Willimantic, Conn.

HUNTING, JOHN
KARY, Prosser, Wash.

HUNTLEY, CHET
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Report; Time: Present—Chet
Huntley Reporting
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WGST, Atlanta, Ga.

HYDER, BILL
WHEY, Wilmington, Tenn.

HYDER, JOSEPH
WEZE, Boston, Mass.

HYMAN, MARK
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WHAT, Philadelphia, Pa.

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IDE, CARL
KDKA-TV, Pittsburgh, Pa.

IHLNFELD, WARREN
WISR, Butler, Pa.

IONNE, JOE
WMBN, Marion, Ohio

IRELAND, MULLARD
KOMO, Seattle, Wash.

IRWIN, LEWIS K.
KPOL, Los Angeles, Calif.

IZZARD, BOB
KGNC, Amarillo, Tex.

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JACK, LOWELL
KMAN, Manhattan, Kan.

JACKSON, ALLAN
Allan Jackson and the News
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JACKSON, DON
KMGM, Albuquerque, N. M.

JACKSON, KEITH
KOMO-TV, Seattle, Wash.

JAHNKE, HAROLD
WBIZ, Eau Claire, Wis.

JAMES, BOB
WSUZ, Palatka, Fla.

JANZER, HERB
WICC, Fairfield, Conn.

JARLSON, ALAN
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JARRIN, JAIME
KWKW, Pasadena, Calif.

JAYE, FRANK
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Wilkes-Barre, Pa.

JEAMBEY, ROBERT
KFOR, Lincoln, Neb.

JEFFREYS, MORGAN
KPRD, Rosenberg-Richmond,
Tex.

JEFFRIES, ALLEN
WISH, Indianapolis, Ind.

JELINEK, DAWSON
KFTM, Fort Morgan, Colo.

JENKINS, JAY
WDNC, Anniston, Ala.

JENKINS, PAT
KCLW, Hamilton, Tex.

JENKINS, ROBERT
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JENKINS, ROLAND A.
WHEB, Portsmouth, N. H.

JENKNS, JOHN
WLGX, La Crosse, Wis.

JENSEN, CONRAD
KYSN, Colorado Springs, Colo.

JENSEN, LANCE
WQUA, Moline, Ill.

JENSEN, LEIF
WDRG, Hartford, Conn.

JENSEN, WALT
WDSM, Superior, Wis.

JEROME, JERRY
WPAW, Pawtucket, R. I.

JETER, FLOYD
KFLJ, Walsenburg, Colo.

JETER, FRANK
WFLB, Fayetteville, N. C.

JOHN, DICK
WKY-TV, Oklahoma City, Okla.

JOHNS, BILL
KOAT-TV, Albuquerque, N. M.

JOHNSON, ARV
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JOHNSON, ASHER
WYRN, Louisville, N. C.

JOHNSON, BILL
KYNT, Yankton, S. D.

JOHNSON, BILL
WLAC, Nashville, Tenn.

JOHNSON, C. BOSWORTH
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JOHNSON, HAROLD E.
KZUN, Spokane, Wash.

JOHNSON, JOHN
WCEH, Hawkinsville, Ga.

JOHNSON, LAVERNE
KALV, Alva, Okla.

JOHNSON, PAUL
KOEL, Oelwein, Iowa

JOHNSON, PHILIP
WCSH, Portland, Me.

JOHNSON, TOM
WUJB, Greensburg, Pa.

JOHNSON, WAYNE
WERE, Cleveland, Ohio

JOHNSTON, COLON
KVHL, Homer, La.

JOINER, JERRY
WNOR, Norfolk, Va.

JONES, BOB
KOBV, San Francisco, Calif.

JONES, CHARLES N.
KFPW, Fort Smith, Ark.

JONES, ED
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WPNC, Fayetteville, N. C.

JONES, JIMMY
KGVU, Greenville, Tex.

JONES, NARD
Let's Talk Business
KNA, Seattle, Wash.

JONES, NEAL
Channel 6 Report
KAVE-TV, Carlsbad, N. M.

JONES, PHIL
WTHI, Terre Haute, Ind.

JONES, ROBERT
WGL, Fort Wayne, Ind.

JONES, VERN
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JOSEPH, ROBERT P.
WPAD, Paducah, Ky.

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KASHI, EDWARD
WSEN, Baldwinsville, N. Y.

KALBER, FLOYD
KMTV, Omaha, Neb.

KANE, DAVE
WAML, Laurel, Miss.

KANITZ, BRUCE
WXIX-TV, Milwaukee, Wis.

KAPLAN, MOREY
KLAS-TV, Las Vegas, Nev.

KAPLAN, RALPH
KYSN, Colorado Springs, Colo.

KARNS, BRUCE
KJCK, Junction City, Kan.

KAVANAGH, WALT
KPAR, Omaha, Neb.

KAYE, BOB
WQAM, Miami, Fla.

KEANE, JEROME
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KEEN, HAROLD
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KFMB-TV, San Diego, Calif.

KEITH, JOSEPH H.
KRMD, Shreveport, La.

KELLEHER, PHIL
WCKR, Miami, Fla.

KELLER, ROGER
WKKS, Vanceburg, Ky.

KELLER, SAM
WOKK, Meridian, Miss.

KELLEY, DUB
KLEN, Killeen, Tex.

KELLEY, HERMAN
WWVK, Winchester, Ky.

KELLNER, JACK
Redline Wire
KPAS, Banning, Calif.

KELLY, EARL R.
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KELLY, MARIAN
WBCH, Hastings, Mich.

KELLY, RAY
KGHL-TV, Billings, Mont.

KELLY, ROLAND
WSBT-TV, South Bend, Ind.

KELSO, JIM
WFAI, Fayetteville, N. C.

KEMER, GRANT
WARK, Hagerstown, Md.

KEMP, JIM
KGBC, Galveston, Tex.

KENNEALLY, BILL
KFPWB, Los Angeles, Calif.

KENNEDY, KEVIN
WPIX, New York, N. Y.

KENT, GORDON
RENO, KLRJ-TV, Las Vegas,
Nev.

KENT, JIM
WMAK, Nashville, Tenn.

KENT, TONY
KFSD-TV, San Diego, Calif.

KEPLINGER, DICK
KVI, Seattle, Wash.

KFRLIN, J. C.
What Goes on Here?
WGBF, Evansville, Ind.

KERSKEY, T. TEXAS
WOBBS, Jacksonville, Fla.

KEY, DICK
KOFA, Yuma, Ariz.

RADIO-TV NEWS COMMENTATORS



KIDNEY, DICK
WGH, Newport News, Va.

KIERNAN, DAVE
Esso News
WNHC-TV, New Haven, Conn.

KILGORE, GORDON
KDTH, Dubuque, Iowa

KIMBALL, DOUG
WICS, Springfield, Ill.

KIMEL, ROBERT I.
Editorial Comments
WWSR, St. Albans, Vt.

KINCAID, CLARE
KASH, Eugene, Ore.

KING, GENE
KIMB, Kimball, Neb.

KING, JIM
WPLO, Atlanta, Ga.

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KING, WALLY
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KIRBY, BOB
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WGHN, Grand Haven, Mich.

KIRBY, DAN
WOLA, Ann Arbor, Mich.

KIRBY, HUGH T., JR.
WROS, Scottsboro, Ala.

KJELLAND, IRVING
KLFD, Litchfield, Minn.

KLECKNER, TOM
KBMB-TV, Bismarck, N. D.

KLINE, ERNIE
WBVP, Beaver Falls, Pa.

KLYCE, KEN
WCSC, Charleston, S. C.

KNAPTON, KIT
WTKO, Ithaca, N. Y.

KNAUS, BOB
WJPG, Green Bay, Wis.

KNIGHT, GOODWIN
KCOP, Hollywood, Calif.

KNIGHT, LLOYD
KDEN, Denver, Colo.

KNOX, BOB
WIBG, Philadelphia, Pa.

KNUTSON, KEN
KLPN, Minot, N. D.

KNUTSON, MILO G.
WKTY, La Crosse, Wis.

KRASNE, BYRON
KOLN-TV, Lincoln, Neb.

KRUEGER, JACK
WTMJ, Milwaukee, Wis.

KUTZ, EDWARD C.
WSPD, Toledo, Ohio

KYSER, MARY
WHOP, Hopkinsville, Ky.

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LABY, LARRY MARVIN
KRKS, Ridgecrest, Calif.

LaCIVITA, MIKE
WEDO, McKeesport, Pa.

LACKER, MARTY
Global Newswatch
WNGN, Knoxville, Tenn.

LACKEY, PIERCE E.
WPAD, Paducah, Ky.

LAFFOON, HAL
KBS, Bakersfield, Calif.

LaFITTE, BOB
KLTR, Blackwell, Okla.

LaFRANCE, DON
Voice of Community
WKCB, Berlin, N. H.

LAITE, REGINALD
WHLL, Medford, Mass.

LAMANNA, JAMES
WFBL, Syracuse, N. Y.

LAMB, GIL
KMUL, Muleshoe, Tex.

LANDAY, JEROME
WBZ, Boston, Mass.

LANDERS, WILLIAM B.
WTWV, Tupelo, Miss.

LANDO, HARRY
WCWC, Ripon, Wis.

LANDON, FORREST
WDBJ, Roanoke, Va.

LANE, HENRY C.
WYKN, Louisiana, N. C.

LANG, FRED
WPLM, Plymouth, Mass.

LANG, WILLIAM
WKIP, Poughkeepsie, N. Y.

LANTZ, RICHARD
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WTOG-TV, Savannah, Ga.

LARSEN, GENE
Reporting in Depth
KNOP, North Platte, Neb.

LARSON, ALBERT JR.
WALL, Middletown, N. Y.

LARSON, WHITEY
WNAX, Yankton, S. D.

LATHAM, JACK
KRCA, Los Angeles, Calif.

LAURI, NICK
WLUC-TV, Marquette, Mich.

LAUZE, BOB
WKXL, Concord, N. H.

LAWRENCE, TOM
WTAP-TV, Parkersburg, W. Va.

LAWTON, FLETWOOD
KTYM, Inglewood, Calif.

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WSTA, St. Thomas, V. I.

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WEDO, McKeesport, Pa.

LECIUS, ED
WSMN, Nashua, N. H.

LEE, BILL
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WHMS, Charleston, W. Va.

LEE, DAVID
Five Star Final
KMSP-TV, Minneapolis, Minn.

LEE, GLENN
KGIW, Alamosa, Colo.

LEE, JOE
KNAK, Salt Lake City, Utah

LEINHOFF, HENRY
KWED, Seguin, Tex.

LeMERE, KEN
WMAS, Springfield, Mass.

LEONARD, ED
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WICH, Norwich, Conn.

LeSUEUR, LARRY
Larry LeSueur and the News
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LEWIS, JOHN F.
WCBM, Baltimore, Md.

LEWIS, LEON
WWRL, New York, N. Y.

LIECHTY, ARNE
WERT, Van Wert, Ohio

LILLY, BOB
KHOW, Denver, Colo.

LINDENBORG, JANE
KTUR, Turlock, Calif.

LINNE, DARRELL
WFIW, Fairfield, Ill.

LISAN, LEONARD
WHTG, Asbury Park, N. J.

LISENBY, BILL
WONA, Winona, Miss.

LITCHFIELD, EDWARD
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WPEP, Taunton, Mass.

LITTLE, JOHN H.
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WASA, Havre de Grace, Md.

LIVELY, JOHN K.
KFJB, Marshalltown, Iowa

LIVEZEY, TOM
WTAL, Tallahassee, Fla.

LLOYD, MORT
WDXB, Chattanooga, Tenn.

LOGAN, MARY
WTTM, Trenton, N. J.

LOMBARDY, DON
WPAC, Patchogue, N. Y.

LONG, CHET
WBNS, WBNS-TV, Columbus, Ohio

LONG, JOE
KULT, Houston, Tex.

LONGE, JAMES
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KRAK, Sacramento, Calif.

LOTHRIDGE, EROLD
KHOU-TV, Houston, Tex.

LOTSPEICH, E. S.
WJBS, DeLand, Fla.

LUCAS, LEE
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KTRB, Tyler, Tex.

LUCAS, WILLIAM
Dateline Savannah
WSAV-TV, Savannah, Ga.

LUTHER, JOHN
WERC, Erie, Pa.

LUTHER, KENNETH
WMOA, Marietta, Ohio

LYNCH, JACK
KWLM, Willmar, Minn.

— Mc —

McBEE, KEITH
WJZ-TV, Baltimore, Md.

McBRIDE, VANCE
WFLB, Fayetteville, N. C.

McCANN, BILL
WAKE, Atlanta, Ga.

McCALL, TOM LAWSON
KGW, Portland, Ore.

McCALLUM, SHELBY
WCHL, Benton, Ky.

McCANN, LARRY
WXYZ-TV, Detroit, Mich.

McARTHUR, DICK
WRNY, Kingston, N. Y.

McCLAUGHLIN, HAL
The Stock Market
KMAN, Manhattan, Kan.

McCLAY, PAUL
WTVL, Waterville, Me.

McCLELLAN, GEORGE
KBMO, Benson, Minn.

McCULLOUGH, SCOTT
KAKE, Wichita, Kan.

McCORMICK, ROBERT
News on the Hour
NBC

McCOY, KEN
KABY, Albany, Ore.

McCLEN, CHARLES L.
WTCN, WTCN-TV, Minneapolis, Minn.

McCULLERS, ED.
WJAY, Jacksonville, Fla.

McCURRY, HOWARD
WMPR, High Point, N. C.

McDONALD, ART
KREM-TV, Spokane, Wash.

McDONALD, BEN
Carolina's TV News
WECT, Wilmington, N. C.

McGAUGHEY, CARROLL
WSOC-TV, Charlotte, N. C.

McGAUGHEY, ROBERT II.
WKOA, Hopkinsville, Ky.

McGEE, FRANK
World Wide 60
NBC-TV

McGOWAN, GEORGE
KEX, Portland, Ore.

McGOWAN, JIM
WBCM, Bay City, Mich.

RADIO-TV NEWS COMMENTATORS

- McGRATH, NED**
Action Central News
WICU, Erie, Pa.
- McHALE, LARRY**
Esso Reporter Almanac
KALB-TV, Alexandria, La.
- McINTOSH, HUGH**
KOMO, Seattle, Wash.
- McINTOSH, WAYNE**
KNEB, Scottsbluff, Neb.
- McKEE, DICK**
Editorial of Air
WKCB, Berlin, N. H.
- McKENNA, HARRY V.**
WEAN, Providence, R. I.
- McKENZIE, STAN**
KWED, Seguin, Tex.
- McKINSTRY, TED**
KSHO-TV, Las Vegas, Nev.
- McLACHLAN, ARDELL**
WPDR, Portage, Wis.
- McLEAN, JACK**
NewsLens
WPIE-TV, Evansville, Ind.
- McLOUGHLIN, LAMONT**
Deadline
WNDU, WNDU-TV, South Bend, Ind.
- McMARTIN, COLE**
WMT, Cedar Rapids, Iowa
- McMULLEN, JACK**
WMBS, Uniontown, Pa.
- McMULLEN, JOHN**
WPCF, Panama City, Fla.
- McMURTRIE, BURT**
It Seems To Me
KTAC, Tacoma, Wash.
- McNAMARA, JAMES**
KLAC, Los Angeles, Calif.
- McPHILLIPS, WILLIAM**
KSFO, San Francisco, Calif.
- McSHERRY, HARRY C.**
Capitol Comments
WDOV, Dover, Del.
- M —
- MacCONKEY, JOE**
KTVH, Hutchinson, Kan.
- MACK, KEN**
WTVN, Columbus, Ohio
- MACKAY, BOB**
WALT, Tampa, Fla.
- MacLEOD, R. W.**
KPYR, Bismarck, N. D.
- MacNEIL, JIM**
WSVA, WWSA-TV,
Harrisonburg, Va.
- MacVANE, JOHN**
B. April 29, 1912, U. S.; United Nations Review; 42 educational and independent TV stations
- MADIGAN, DON**
WEBB, Southern Pines, N. C.
- MAGNUSON, HENRY**
WCSH-TV, Portland, Me.
- MAHONEY, BERNIE**
WEER, Warrenton, Va.
- MAIZE, JIM**
Panorama
KCUB, KGUN-TV, Tucson, Ariz.
- MALDEN, KEN**
WILD, Boston, Mass.
- MANN, CLAUD**
KXTV-TV, Sacramento, Calif.
- MANN, JERRY**
KTKR, Taft, Calif.
- MANN, SEL**
WJAX, Jacksonville, Fla.
- MAREINISS, JOEL**
WSYR, WSYR-TV, Syracuse, N. Y.
- MARINELLI, RON**
WMPG, Hibbing, Minn.
- MARKLE, BRINT**
KYSS, Missoula, Mont.
- MARKLE, SUMMERS**
WKBY, Richmond, Ind.
- MARQUARDT, JACK**
News Central
WBZA, Kingston, N. Y.
- MARSH, RAY**
WCAT-TV, W. Palm Beach, Fla.
- MARSHALL, DALE**
WIBQ, Memphis, Tenn.
- MARTIN, CHUCK**
KAML, Kenedy, Tex.
- MARTIN, CLAUDE**
WNEP-TV, Scranton, Pa.
- MARTIN, DAVID**
State Scene
KIUN, Pecos, Tex.
- MARTIN, GEORGE**
KRON-TV, San Francisco, Calif.
- MARTIN, GEORGE**
WTHI, WTHI-TV, Terre Haute, Ind.
- MARTIN, GEORGE**
WKSJ, Pulaski, Tenn.
- MARTIN, HARRY**
WMEN, Tallahassee, Fla.
- MARTIN, HOWARD B.**
WIDE, Biddeford-Saco, Me.
- MARTIN, JIM**
WUW, Cleveland, Ohio
- MARTIN, JOSEPH**
WCDL, Carbondale, Pa.
- MARTIN, LUTHER W.**
One Man's Opinion
KTR, Rolla, Mo.
- MARTIN, MILLIE**
WEIR, Weirton, W. Va.
- MARTIN, RONALD E.**
WZOK, Jacksonville, Fla.
- MARTINE, JOE**
KEPS, Eagle Pass, Tex.
- MARVIN, ELLIS**
WIZZ, Streator, Ill.
- MASANZ, WARREN**
WATW, Ashland, Wis.
- MATLOCK, STAN**
WKRC, Cincinnati, Ohio
- MATOS, HERMES**
Voz del Pueblo
WTHI, Mayaguez, P. R.
- MATTINGLY, LOUIS G.**
WLN, Lebanon, Ky.
- MAXHAM, GLEN**
WDSM, Superior, Wis.
- MAXON, FRED**
WOSC, Fulton, N. Y.
- MAY, WOODY**
WAND, Canton, Ohio
- MEEK, TOM**
WGM, Gulfport, Miss.
- MEEKINS, CLAIR L.**
WFN, Findlay, Ohio
- MEIBY, LOYD**
Today's Commentary
KLTZ, Glasgow, Mont.
- MELTON, BUD**
Headlines
WPOM, Pompano Beach, Fla.
- MELTON, FRANK**
KGV, Greenville, Tex.
- MELTON, ORRIN**
KSOO, Sioux Falls, S. D.
- MELVIN, GEORGE**
WALB-TV, Albany, Ga.
- METCALF, JAMES**
KRGV, KRGV-TV, Westlaco, Tex.
- MEYER, BOB**
WCMY, Ottawa, Ill.
- MEYER, DUTCH**
Today in Montana
KXLL, Missoula, Mont.
- MEYER, EDWIN**
WGH, Newport News, Va.
- MEYERS, RICK**
KXLY, Spokane, Wash.
- MICHEL, DON**
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WRAJ, Anna, Ill.
- MILLER, BILL**
WTAX, Springfield, Ill.
- MILLER, BOB**
WWNR, Beckley, W. Va.
- MILLER, BRUCE**
KALL, Salt Lake City, Utah
- MILLER, BRUCE**
WTVR, Richmond, Va.
- MILLER, DON**
KMNS, Sioux City, Iowa
- MILLER, DON**
KICA, Clovis, N. M.
- MILLER, JOHN**
KBAR, Burley, Ida.
- MILLER, OTTO**
KSDD, San Diego, Calif.
- MILLER, RAY**
KPRC, Houston, Tex.
- MILLEK, TOM**
KWVL, Waterloo, Iowa
- MILLER, VIC**
News and Views
KOOK, Billings, Mont.
- MILLS, LUTHER**
WEEB, Duluth, Minn.
- MILWADE, N. C.**
WFUN, Huntsville, Ala.
- MINOR, VERN**
1st Major News
KWHK, Hutchinson, Kan.
- MINSHALL, BILL**
Esso Reporter
WIS-TV, Columbia, S. C.
- MITCHELL, BILL**
KCLS, Flagstaff, Ariz.
- MITCHELL, CHARLES**
WVOL, Nashville, Tenn.
- MIX, GUB**
What's going on?
KRPL, Moscow, Ida.
- MOEGLE, FRED**
KWK, St. Louis, Mo.
- MOHR, DAVE**
WPRO-TV, Providence, R. I.
- MOLLENHOUR, WILLIAM**
Behind the News
WRSW, Warsaw, Ind.
- MONDAY, RAY**
Newswatch
KKIS, Pittsburg, Calif.
- MONROE, HARRY W.**
WRVA, Richmond, Va.
- MONROE, TIM**
KCPX, Salt Lake City, Utah
- MONTGOMERY, DEAN**
WCCO-TV, Minneapolis, Minn.
- MONTGOMERY, ROBERT L.**
WPET, Greensboro, N. C.
- MOORE, DAVE**
WCCO-TV, Minneapolis, Minn.
- MOORE, GARY**
World & Florida News
WOOO, Deland, Fla.
- MOORE, JESS R.**
WZOB, Fort Payne, Ala.
- MOORE, ROBERT**
WTHI-TV, Terre Haute, Ind.
- MOORE, VERN**
KIDO, Boise, Ida.
- MORAY, MEL**
News Beat
KPOK, Scottsdale, Ariz.
- MORGAN, CLEM**
KWSK, Pratt, Kan.
- MORGAN, EDWARD P.**
ABC
- MORGAN, JAMES T.**
WHLN, Harlan, Ky.
- MORGAN, JOHN CARL**
Other Side of the News
WFVA, Fredericksburg, Va.
- MORGAN, MURRAY**
KMO, Tacoma, Wash.

RADIO-TV NEWS COMMENTATORS

MORGAN, ROY E.
Editor's Page
WILK, Wilkes-Barre, Pa.

MORGAN, WILLIAM S.
KNOR, Norman, Okla.

MORISOLI, MIKE
KSBW, Salinas, Calif.

MORRIS, JACK
KEWB, San Francisco-Oakland, Calif.

MORRIS, JACK
KTUL-TV, Tulsa, Okla.

MORRIS, ROY
The World Today
WZYX, Cowan, Tenn.

MORRISSEY, ED
KNDO, Yakima, Wash.

MORTWEDT, DON
WMNE, Menomonie, Wis.

MOSS, JOHN
WTOG, Toledo, Ohio

MOTT, STACEY
WHUB, Cookeville, Tenn.

MOZLEY, DON
KCBS, San Francisco, Calif.

MUDD, ROGER
WTOP-TV, Washington, D. C.

MUELLER, MERRILL
News on the Hour
NBC

MULLEN, JAY
WLSV, Wellsville, N. Y.

MULLENAX, ALVIN
WSVA-TV, Harrisonburg, Va.

MULLINAX, WALLY
Greenville Calling
WESC, Greenville, S. C.

MULLINS, JIM
WKRN, Youngstown, Ohio

MUNNKITTRICK, ARNOLD
WTWN, St. Johnsbury, Vt.

MURRAY, AL
WUPY, Bangor, Me.

MURRAY, DAVID
WTAE, Pittsburgh, Pa.

MURROW, EDWARD R.
CBS Reports
CBS-TV

MVERS, EARL
Five Column News
KTILE, Thermopolis, Wyo.

MVERS, ED
WSOC-TV, Charlotte, N. C.

MVERS, LARRY
Farm News Reporter
WBRV, Booneville, N. Y.

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NAFUS, MARY
WLCK, Scottsville, Ky.

NAHAS, FRED
Tomorrow's History
KXYZ, Houston, Tex.

NAJAMY, ABE
WLAD, Danbury, Conn.

NAKEL, PAUL
WEOL, Elyria-Lorain, Ohio

NAUGHTON, RUSS
WDRG, Hartford, Conn.

NEBIET, BOB
WJTV, Jackson, Miss.

NEIL, JACK
KTRM, Beaumont, Tex.

NELIS, DAVE
WCKR, Miami, Fla.

NELSON, ROBERT
WBZ, Boston, Mass.

NELSON, TOM
Valley News
KHSE-TV, Chico, Calif.

NEVAN, FRANCIS
Gods' News Behind the News
KGDN, Edmonds, Wash.

NEWCOMB, HERB
KAWT, Douglas, Ariz.

NEWMAN, YALE
ABC (London)

NEWTON, GERALD
KUKI, Ukiah, Calif.

NIBLACK, RAY
WINA, Charlottesville, Va.

NICHOLS, DANNY
WSTS, Massena, N. Y.

NICHOLSON, BILL
KPEP, San Angelo, Tex.

NIKITAS, CHRIS
Express an Opinion
WOTW, Nashua, N. H.

NOLAND, WANDA
KCLW, Hamilton, Tex.

NORDYKE, LEWIS
The Voice of 10
KEDA-TV, Amarillo, Tex.

NORMAN, DON
WEW, St. Louis, Mo.

NORMAN, FRANK
WMYB, Myrtle Beach, S. C.

NORTHINGTON, JAMES R.
WHKP, Hendersonville, N. C.

NOVAK, DAVE
WWOK, Charlotte, N. C.

NOVINS, STUART
Stuart Novins and the News;
Face the Nation, CBS

NOWELL, KEN
KANE, New Iberia, La.

NUNYON, DWAIN
WISV, Viroqua, Wis.

— O —

OAKVIK, JOHN
WMPL, Hancock, Mich.

OBORG, ANDREW
WRYA-TV, Richmond, Va.

O'BRIEN, R. E.
KIUJ, Durango, Colo.

O'CONNOR, LEN
News on the Spot
WMAQ, WNBQ, Chicago, Ill.

O'DELL, TIGRENCE
CKLW, Detroit, Mich.

O'KONSKI, CIUICK
WHBY, Appleton, Wis.

OLDS, MIKE
KWEW, Hobbs, N. M.

OLIVER, JIM
KIBS, Bishop, Calif.

OLSON, DOUG
KYOS, Bellingham, Wash.

O'NEAL, GLENN
KWHN, Fort Smith, Ark.

O'NEILL, JIM
KWG, Stockton, Calif.

ORKIN, RICHARD
WLAN, Lancaster, Pa.

ORNGARD, JAMES
KASI, Ames, Iowa

OSBORNE, TIMOTHY
KTRH, Houston, Tex.

OSGOOD, DICK
Show World
WXYZ, Detroit, Mich.

OTERO, EVELIO
Telenovelas
WKAQ-TV, San Juan, P. R.

OVERMAN, CHARLIE
WCDJ, Edenton, N. C.

OWENS, RAY
WHEN-TV, Syracuse, N. Y.

OXFORD, GEORGE
KSNAN, San Francisco, Calif.

OYLER, HAL
KTVO, Ottumwa, Iowa

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PACKARD, G. C.
KTRX, Santa Fe, N. M.

PALADIN, DAVE
KYCA, Prescott, Ariz.

PALEN, DAN C.
KXGN, Glendive, Mont.

PALMA, LORENZO
KEVT, Tucson, Ariz.

PALMER, BRUCE B.
KWTW, Oklahoma City, Okla.

PALMER, GEORGE
WKRC-TV, Cincinnati, Ohio

PALMER, LOU
WIBC, Indianapolis, Ind.

PARFITT, SAM
WDEW, Westfield, Mass.

PARHAM, JOHN W.
KPIN, Casa Grande, Ariz.

PARIS, JACK
World News
KCHV, Indio-Coachella, Calif.

PARK, CHARLES
WBRB, Mt. Clemens, Mich.

PARKER, BEN L.
Tomorrow's Headlines
KHOB, Pleasanton, Tex.

PARKER, CHARLES
WKY, Oklahoma City, Okla.

PARKER, JARRY
KJNCY, Nebraska City, Neb.

PASEK, CHARLES F.
KYSM, Mankato, Minn.

PATRICK, JOE
Closer Look
KRUX, Phoenix, Ariz.

PATRICK, JOHN
World Today
KQZA, Pueblo, Colo.

PATRICK, LARRY
WMBR, Jacksonville, Fla.

PATERSON, TONY
WAAT, Trenton, N. J.

PAUL, JAN
KIKO, Globe-Miami, Ariz.

PAYNE, LARRY
WPON, Pontiac, Mich.

PEARCE, BARTHOI
Headlines that make History
KTRB, Modesto, Calif.

PEARSON, FORT
Channel 5 News
KPIX, San Francisco, Calif.

PEARSON, LARRY
Perspective
KIRD, KDRO-TV, Colorado Springs, Colo.

PEARSON, LEON
News on the Hour
NBC

PENNYPACKER, ED
KQEO, Albuquerque, N. M.

PENZA, RALPH
WSAV, WSAV-TV, Savannah, Ga.

PEPPER, BILL
WBNS-TV, Columbus, Ohio

PEPPER, FRANK
WCFV, Tallahassee, Fla.
Thomasville, Ga.

PERRY, AL
KTUX, Pueblo, Colo.

PERRY, ED
KRLA, Los Angeles, Calif.

PERRY, BOB
Five Star Final
KMAT, Santa Barbara, Calif.

PERRY, JOHN
WGBL, WDAU-TV, Scranton, Pa.

PETERS, ART
WBAS, Philadelphia, Pa.

PETERSON, BOB
WCLB, Canton, Ga.

PETERSON, DREXEL
KVPD, Fort Dodge, Iowa

PETRIK, DICK
KOEL, Oelwein, Iowa

PEAFF, DAVID N.
WNOG, Naples, Fla.

PEEFAUC, NICK
WTRR, Sanford, Fla.

PEISTER, ROBERT E.
WIMS, Michigan City, Ind.

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PHELAN, TOM
News Roundup
WCHL, Norwich, Conn.

PHELPS, BOB
Shell Evening News
WLOS-TV, Asheville, N. C.

PHILLIPS, GEORGE T.
WAYZ, New Haven, Conn.

PHILLIPS, LEE
WKAT, Miami Beach, Fla.

PHILLIPS, PHIL
KBRS, Springdale, Ark.

PHILLIPS, RON
KBCL, Ocean Lake, Ore.

PLATT, GENE
WOW-TV, Omaha, Neb.

PICKEN, DONALD L.
KMCD, Fairfield, Iowa

PIERCE ARTHUR
WEAV, Plattsburgh, N. Y.

PIERSON, WILLIAM
KTNL, Denver, Colo.

PIETRO, LOUIS
WDRP, Chester, Pa.

PIEZE, ELLIOTT J.
WMBM, Miami Beach, Fla.

PIKE, CLAUDE
KPAM, Portland, Ore.

PITT, AARON
WGTM, Wilson, N. C.

PLASCIAK, MARTIN
WBOW, Terre Haute, Ind.

PLATT, STUART
WKYT, Lexington, Ky.

POLING, DOUG
WOHO, Toledo, Ohio

POLLIS, MERLE
WEPP, Pittsburgh, Pa.

POOLEY, BEN H.
Early Bird News
WGBY, Milton, Fla.

PORTER, J. SHERMAN
WJEH, Gallipolis, Ohio

POTTER, DON
6 Star Edition
WJIM-TV, Lansing, Mich.

POTTER, STEVEN D.
WJIM, Lansing, Mich.

POTTER, TED
News-a-rama
WLPM, Suffolk, Va.

POWELL, CHARLES
KVTY, Sioux City, Iowa

POWELL, RUSS
KFRE, KFRE-TV, Fresno, Calif.

POWELL, TOM
Headlines
WGBI, WDAU-TV, Scranton, Pa.

POWERS, JACK E.
B. July 2, 1924, New York, N. Y.;
Voice of the News, Know Your
City, Powers Predictions, The
Voice of Action, Powers Salute of
the Hour, TV-Broadway-Book Re-
views, WADO Radio

PRATT, JACK
WJOM-TV, Cheyboygan, Mich.

PRELEE, MIKE
WERE, Cleveland, Ohio

PRESSMAN, GABE
Shell Local News, WRCA-TV; On
the Spot Reports, WRCA

PRICE, GRANT
WMT, Cedar Rapids, Iowa

PRICE, JOHN A.
WHP, Harrisburg, Pa.

PROVENSON, RICHARD
KFOX, Long Beach, Calif.

PUTNAM, GEORGE
KTTY, Los Angeles, Calif.

PUTNAM, WILLIAM L.
WWLP, Springfield, Mass.

PYNE, JOE
It's Your Nickel
WILM, Wilmington, Del.

RABER, ALAN D.
WKAP, Allentown, Pa.

RADKE, JACK
WISM, Madison, Wis.

RAHNER, EARL
WLAJ, Lakeland, Fla.

RAINES, JOHN M. JR.
Noon News and Commentary
WBLO, Evergreen, Ala.

RAINEY, JOSEPH
WDAS, Philadelphia, Pa.

RALEY, FRANK
WWGS, Tifton, Ga.

RAMOS, RALPH
KPAC-TV, Beaumont-Port
Arthur, Tex.

RANDALL, DAVE
3 Star Final
WTOG-TV, Savannah, Ga.

RANDALL, PORTER
KFJZ, Fort Worth, Tex.

RANGER, JAMES
KCOY, Santa Maria, Calif.

RASCO, LARRY
KHOU-TV, Houston, Tex.

RASIL, BRYSON
11th Hour News
WRC, WRC-TV, Washington,
D. C.

RASHLEIGH, WARREN
KNOT, Prescott, Ariz.

RATHER, DAN
KTRH, Houston, Tex.

RATNER, VICTOR JAY
WVOX, New Rochelle, N. Y.

RAUFER, MAX
RSD, Des Moines, Iowa

RAUSH, BOB
WGCN, Gulfport, Miss.

RAY, CHARLIE
KTBV-TV, Shreveport, La.

RAY, WILLIAM
KASJ, Ames, Iowa

RAYBALL, JOSEPH
WLIH, Lowell, Mass.

READ, BROOKS
WBRZ, Baton Rouge, La.

READING, GEORGE
WTEN, Albany, N. Y.

REDFEARN, MARION J.
Euzene Report
KEED, Springfield, Ore.

REED, DON
Valley Town
KSOX, Raymondville, Tex.

REED, JOHN
Easy Listening
WHRW, Toledo, Ohio

REGAN, BOB
Inquiring Reporter
KGB, San Diego, Calif.

REGAN, ROBERT
WHAY, Hartford-New Britain,
Conn.

REIG, HOWARD
WRGA, New York, N. Y.

RENDELL, WILLIAM F.
KILQ, Grand Forks, N. D.

REN, JOE
WMFD-TV, Peoria, Ill.

REYNOLDS, FRANK
WBBM-TV, Chicago, Ill.

REYNOLDS, TOMMY
WTVC, Chattanooga, Tenn.

RHAMP, L. RICHARD
WTND, Orangeburg, S. C.

RIJNER, WARREN
KUSN, St. Joseph, Mo.

RICARD, ROD
WORC, Worcester, Mass.

RICE, ED
KSPA, Nacozoches, Tex.

RICH, MIKE
WNEW, New York, N. Y.

RICHARDS, BILL
WPTW, Ft. Walton Beach, Fla.

RICHARDS, DEL
KCKN, Kansas City, Kan.

RICHARDSON, JAMES
KSRG, Socorro, N. M.

RICHARDSON, PAUL
KORK, Las Vegas, Nev.

RICHMOND, DICK
Early Edition
WAVY-TV, Norfolk, Va.

RIDDLE, CORWIN
KWFR, San Angelo, Tex.

RIDDLE, NATHAN
WFHK, Pell City, Ala.

RIDENOUR, REX
WJER, Dover, Ohio

RIDER, JACK
WEJS, Kingston, N. C.

RILEY, BURKE
Newsbeat
WHAW, Weston, W. Va.

RILEY, DWAYNE X.
WKNX, Saginaw, Mich.

RIND, JULES
WPEN, Philadelphia, Pa.

RINKER, GLENN
KSPN, Stockton, Calif.

RISNER, JIM
KRMS, Osage Beach, Mo.

RITCHEY, CHARLES
Duquesne News
WFBG-TV, Altoona, Pa.

RIVERS, JAMES S., JR.
WACL, Waycross, Ga.

ROACH, JOHN
WCGA, Calhoun, Ga.

ROBBINS, MAX
KNDE, Aztec, N. M.

ROBERTS, BOB
KCMB, Honolulu, Hawaii

ROBERTS, CLETE
B. Feb. 1, 1912, Portland, Ore.;
Clete Roberts Reports; The Big
Three — News; Buick Com-
mercials; U. S. Television Newsfilm
Inc.

ROBERTS, DONALD
WCOH, Lewiston, Me.

ROBERTS, JOHN
WFIL, Philadelphia, Pa.

ROBERTS, LARRY
Behind the News
KWIQ, Moses Lake, Wash.

ROBERTSON, DEAN
KBBB, Berger, Tex.

ROBINSON, AL
WSSB, Crestview, Fla.

ROBINSON, AL
WANS, Anderson, S. C.

ROBINSON, BILL
WMNI, Columbus, Ohio

ROBINSON, BOB
WWDG, Washington, D. C.

ROBINSON, HERB
KOMO-TV, Seattle, Wash.

ROBINSON, PRESCOTT
WOR, New York City, N. Y.

ROBINSON, WUP
WSVA, Harrisonburg, Va.

ROBINSON, BILL
KIRO, Seattle, Wash.

ROBITAILLE, RON
KSEK, Pittsburg, Kan.

ROBY, MAX
KMOX-TV, St. Louis, Mo.

ROCHE, BRUCE
Hill Highlights
KCNV, San Marcos, Tex.

ROGERS, ANN W.
Women's News
WCVA, Culpeper, Va.

ROGERS, JOHN T.
Around the Town
WCVA, Culpeper, Va.

ROGERS, MARK
KSDA, Redding, Calif.

RONALD, STAN
WKAN, Kankakee, Ill.

RADIO-TV NEWS COMMENTATORS

ROSE, DARRELL
KRMS, Osage Beach, Mo.

ROSENFELD, RICHARD
WFEA, Manchester, N. H.

ROSS, AL
KGEK, Sterling, Colo.

ROSSMAN, MERLE
KOMY, Watsonville, Calif.

ROTH, KEN
WGMA, Hollywood, Fla.

ROTHRA, PRENTICE
WJOC, Jamestown, N. Y.

ROWAN, STEVE
KMOX, St. Louis, Mo.

RUGH, VIC
KIDD, Monterey, Calif.

RUNYON, BOB
In the Background
WILS, Lansing, Mich.

RUPPLE, LOREN
WHRV, Ann Arbor, Mich.

RUSSELL, DAVE
Tri-City News
KFDM, KFDM-TV, Beaumont, Tex.

RUSSELL, FRAN
WLVA-TV, Lynchburg, Va.

RUSSELL, MIKE
KXO, El Centro, Calif.

RUSSELL, JIM
KCOV, Alliance, Neb.

RUST, PAUL
WQAM, Miami, Fla.

— S —

SADLON, EARL
WBUT, Butler, Pa.

SAMBORN, ALBERT J.
WPAG, Ann Arbor, Mich.

SANDERS, DICK
WJDX, WLBT, Jackson, Miss.

SANDERS, RALPH
WDZ, Decatur, Ill.

SANDERS, ROBERT
KWIP, Merced, Calif.

SANDS, JAY
WAEB, Allentown, Pa.

SANFORD, HARVEY
KICD, Spencer, Iowa

SARBER, JOHN
KVEC, San Luis Obispo, Calif.

SARDELLA, CARLO
News & Views
WOND, Pleasantville, N. J.

SATTEFIELD, WAYNE
WHAR, Clarksburg, W. Va.

SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.

SCHEFFER, FRANK II.
WACR, Columbus, Miss.

SCHIERER, RAY
News on the Hour; Daily Business Trends
NBC

SCHOEN, STEVE
KBUC, Corona, Calif.

SCHROCK, ALLAN N.
KFJB, Marshalltown, Iowa

SCHWENT, ART
Hear This
KSGM, Ste. Genevieve, Mo.

SCOTT, BILL
WBMK, West Point, Ga.

SCOTT, JOHN

B. May 19, 1921; Morrisville, Pa.; 12 Noon News, 5 PM News, WOR; The World Today, All-American Award, WOR-Mutual

SCOTT, LEE
On-The-Line
KGON, Portland, Ore.

SCOTT, ROBERT J.
KRIZ, Phoenix, Ariz.

SCOVALL, RIELEY
KANS, Kansas City, Mo.

SEARS, EDDIE
WOCH, North Vrenon, Ind.

SECONDAKI, JOHN
ABC (Washington)
Open Hearing, ABC-TV

SEEL, CHARLIE
WLDB, Atlantic City, N. J.

SEMPRINI, ED
WOGB, West Yarmouth, Mass.

SENEKER, TONY
WMVG, Milledgeville, Ga.

SETTERS, JIM
KWBB, Wichita, Kan.

SEVAREID, ERIC
Backgrounding the News, CBS
CBS Reports, CBS-TV

SHACKLETTE, JAMES
Under the Capitol Dome
WMTL, Leitchfield, Ky.

SHADEL, WILLIAM
ABC

SHAEFFER, ED
Views on the News
KSTL, St. Louis, Mo.

SHANNON, BILL
WBAT, Marion, Ind.

SHARP, DONALD
WEND, Baton Rouge, La.

SHARP, ROBERT
KCAR, Clarksville, Tex.

SHARP, ROGER
Comment
KOTV, Tulsa, Okla.

SHAW, ALLEN
WHB, Kansas City, Mo.

SHAW, CHARLES
As I See It
WCAU, Philadelphia, Pa.

SHAW, HOWARD F.
KCID, Caldwell, Ida.

SHAW, JIM
WFAU, Augusta, Me.

SHAW, ROBERT
WCSH, Portland, Me.

SHAW, TED
KSYD-TV, Wichita Falls, Tex.

SHAY, DAVE
WMT-TV, Cedar Rapids, Iowa

SHAY, JIM
WAND, Canton, Ohio

SHELL, TED
WBNS, Columbus, Ohio

SHELTON, JIM
K TSA, San Antonio, Tex.

SHEPARD, LARRY
KBIZ, Ottumwa, Iowa

SHEPHERD, JAY
K TSA, San Antonio, Tex.

SHERLOCK, JACK
KGMG, Englewood-Denver, Colo.

SHERMAN, RICHARD
WARA, Attleboro, Mass.

SHORT, SELDON
In the Background
WMTC, Vandevee, Ky.

SHREVE, GEORGE
KRLC, Lewiston, Ida.

SHREVE, NED
WGNV, Newburgh, N. Y.

SHULL, CHARLES
WRVA-TV, Richmond, Va.

SIDES, BILL
WELO, Tupelo, Miss.

SIDWELL, ROBERT
Country Squire
WJOE, Port St. Joe, Fla.

SIEBERT, RAY
WHHH, Warren, Ohio

SIEGAL, DOUG
WCVS, Springfield, Ill.

SIEGRIST, BOB
WGAR, Cleveland, Ohio

SILVERMAN, ED
WABC, New York, N. Y.

SIMMONS, BARRY
KEWB, San Francisco-Oakland, Calif.

SIMMONS, PARK
WLEE, Richmond, Va.

SIMMS, HAL
WCBS, New York, N. Y.

SIMPSON, JERRY
KWG, Stockton, Calif.

SIMPSON, JOE
KENS, San Antonio, Tex.

SIMPSON, WEY
KULE, Ephrata, Wash.

SINGER, IAN
KGGM, Albuquerque, N. M.

SKINNER, DAVID
WKNX, Saginaw, Mich.

SKINNER, RALPH B.
WLAM, Lewiston, Me.

SLADE, JOHN
Roundup
WJMO, Cleveland, Ohio

SLATE, CHARLES
KWRD, Henderson, Tex.

SLEY, DAVE
WOLA, Ann Arbor, Mich.

SMEDLEY, BOYD
WSLM, Salem, Ind.

SMITH, CARTER B.
KRE, Berkeley, Calif.

SMITH, DAVE
KVET, Austin, Tenn.

SMITH, DAVENPORT
Shell News
WBRC, WBRC-TV, Birmingham, Ala.

SMITH, DON
KXOA, Sacramento, Calif.

SMITH, DOUG
WKMP, Flint, Mich.

SMITH, DUANE V.
WCMR, Elkhart, Ind.

SMITH, HOWARD K.
Howard K. Smith and the News
CBS, CBS Reports, CBS-TV

SMITH, HUGH
WHAS, Louisville, Ky.

SMITH, KEN
KWTX, KWTX-TV, Waco, Tex.

SMITH, KIM
WHAW, Weston, W. Va.

SMITH, LEON
WBTM, Danville, Va.

SMITH, LYNN
WKCB, Berlin, N. H.

SMITH, MAURY
Hometown Reporter
KPAR, Fairbanks, Alaska

SMITH, PAUL
KXIC, Iowa City, Iowa

SMITH, RALPH
WTOL, Toledo, Ohio

SMITH, ROBERT
TV News Desk
KGGM-TV, Albuquerque, N. M.

SMITH, ROBERT ROSS
Breakfast Table News
KFHA, Tacoma, Wash.

SMITH, SIEG
KDEO, El Cajon, Calif.

SMITH, VIRGINIA
WBMK, West Point, Ga.

SOKOLSKY, GEORGE
ABC

SOSS, WILMA
Pocketbook News
NBC

SPANGLER, BILLY E.
WFRX, West Frankfort, Ill.

SPARKS, KEN
WAVC, Boaz, Ala.

SPEICE, NEAL
KTBC, KTBC-TV, Austin, Tex.

SPENCER, JACK
KIRO, Seattle, Wash.

SPENCER, JIM
WLAV, Grand Rapids, Mich.

SPERONIS, STEPHEN
WFLA, Tampa, Fla.

SPIEGEL, BOB
WBWW, Youngstown, Ohio

RADIO-TV NEWS COMMENTATORS

SPORTS, DON

WCLA, Claxton, Ga.
SPRAGUE, BILL
 WRC, Washington, D. C.
SPRINGER, HAROLD
 KGGF, Coffeyville, Kan.
STAAT, NORM
 KSEM, Moses Lake, Wash.
STADLER, GLEN M.
 KEED, Springfield, Ore.
STALKER, DR. JOHN
 Pacific Commentary
 KCMB, Honolulu, Hawaii
STARR, MARTIN
 WABC, New York, N. Y.
STEMMLER, NICK
 WSOL, Tampa, Fla.
STEPHENS, ARLEN
 WWHG, Hornell, N. Y.
STEPHENSON, JERRY
 WPCC, Clinton, S. C.
STEVENS, ELBY
 WFST, Caribou, Me.
STEVENSON, VERN
 KTUT, Tooele, Utah
STEWART, BILL
 WPBC, Minneapolis, Minn.
STEWART, HAI
 KWTC, Barstow, Calif.
STEWART, PHIL
 KFMB, San Diego, Calif.
STILL, ANDY
 Around the World
 WXXX, Hattiesburg, Miss.
STILLE, BERT
 WTVN, Columbus, Ohio
STONE, HENRY
 Farm & Local
 WLCK, Scottsville, Ky.
STONE, TOM
 KALM, Thayer, Mo.
STORMENT, JIM
 WJBD, Salem, Ill.
STORY, BOB
 WNOR, Norfolk, Va.
STRICKLAND, DEAN
 WHNY, McComb, Miss.
STROTTHMAN, W. J.
 Daily Editorial
 KQTE, Missoula, Mont.

STROUT, DICK

Hollywood Commentator—Reporter, Internationally Syndicated Radio Program "Young Hollywood"; Hollywood Editor "Dig" & "Modern Teen" publications

STUBBS, BILL

WHBF, Newark, N. J.
STURDEVANT, ROBERT
 ABC (Paris)

SULLIVAN, PAUL

WIP, Philadelphia, Pa.

SWANN, NEIL

WOAY-TV, Oak Hill, W. Va.

SWAYZE, JOHN CAMERON

News Analysis
 WFLN, Philadelphia, Pa.

SWEENEY, CHUCK

WBOF, Virginia Beach, Va.

SWENSON, HARVEY

KLMS, Lincoln, Neb.

SWIFT, NORMAN

WFIG, Sumter, S. C.

SWINDELL, GENE

WCBC, Anderson, Ind.

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TALBOT, BILL

KMTV, Omaha, Neb.

TARKINSON, CHARLES

Tomorrow's Headlines
 WMTW-TV, Poland Spring, Me.

TAVES, BUD

WPRO, Providence, R. I.

TAYLOR, BOB

KOLN-TV, Lincoln, Neb.

TAYLOR, CLIFF

WLEU, Erie, Pa.

TAYLOR, PAUL

Money and You
 WRCV, Philadelphia, Pa.

TAYLOR, ROGER

WHAB, Baxley, Ga.

TEMPEL, BRITTON

WWJ, Detroit, Mich.

TEMPLE, ALVIS H.

WKCT, Bowling Green, Ky.

TEMPLE, WILLIAM

KREI, Farmington, Mo.

TEMPLETON, BOB

KRNY, Kearney, Neb.

TENNEY, CRAIG

KCRG, Cedar Rapids, Iowa

TERKY, GENE

WTAD, Quincy, Ill.

TERKY, JOHN

WWKO, Columbus, Ohio

TERKY, VIRGIL

KNIT, Abilene, Tex.

TEW, TAFT

WFAI, Fayetteville, N. C.

THALMAN, BILL

WHLI, Wheeling, W. Va.

THOMAS, BOB

Radio Feature Story
 WJAG, Norfolk, Neb.

THOMAS, DAN

WSAL, Logansport, Ind.

THOMAS, GEORGE

WTOB, Winston-Salem, N. C.

THOMAS, GORDON

WWPA, Williamsport, Pa.

THOMAS, JOHN

WCKB, Dunn, N. C.

THOMAS, LOWELL

Lowell Thomas and the News
 CBS

THOMPSON, OLLIE

KTVH, Hutchinson, Kan.

THOMPSON, JIMMY

WJLL, Niagara Falls, N. Y.

THOMPSON, STEVE

KPAN, Hereford, Tex.

THOMPSON, TINY

Ford News
 WHIS-TV, Bluefield, W. Va.

THOMSEN, JACK

WOC, WOC-TV, Davenport, Iowa

THOMSEN, RICHARD

WHAS, Louisville, Ky.

THORMAN, RICHARD

WALY, Herkimer, N. Y.

THORNE, TED

WWCA, Gary, Ind.

THORNLEY, HANK

Shell News
 KXTV-TV, Sacramento, Calif.

THRASHER, ERNIE

KZIP, Amarillo, Tex.

THURSTON, FRANK

KWBE, Beatrice, Neb.

TIBBITTS, ROBERT

KWOS, Jefferson City, Mo.

TICE, OLIN

WCBS, New York, N. Y.

TILLMAN, JOHN

WPIX, New York, N. Y.

TINNEY, CAL

KCOF, Hollywood, Calif.

TOMES, WALT

KQTV, Fort Dodge, Iowa

TOWNES, MILO

The Townsbeat
 KLIK, Jefferson City, Mo.

TOWNSEND, DALLAS

CBS Radio World News Roundup
 CBS

TOWRE, BILL

WPTR, Albany, N. Y.

TRACY, FRANK

KFRE-TV, Fresno, Calif.

TRANER, DAN

WHVH, Henderson, N. C.

TRAVIS, FULTON H.

KENE, Toppenish, Wash.

TRECKER, DUANE

KPQ, Wenatchee, Wash.

TROUT, ROBERT

Robert Trout and the News
 CBS, CBS-TV

TRUFER, BOB

WTMA, Charleston, S. C.

TRUITT, CHARLES J., JR.

WBOC, Salisbury, Md.

TRUNKS, BILL

WADC, Akron, Ohio

TURNER, ED

Four Star Report
 KWTW, Oklahoma City, Okla.

TYLER, DONN

KPOI, Honolulu, Hawaii

TYLER, GARY

KPLC, Lake Charles, La.

TYLER, SPENCER

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 KJOY, Stockton, Calif.

TVSS, TY

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 WLFH, Little Falls, N. Y.

— U —

UDWIN, JERRY

WAAP, Peoria, Ill.

UEBELHART, JIM

WSPD, Toledo, Ohio

ULRICH, BOB

TV News Roundup
 KJEO, Fresno, Calif.

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VAIL, JACK

WGBS, Miami, Fla.

VAINRIB, STAN

WATV, Birmingham, Ala.

VALENTINO, GENE

WHCT, Hartford, Conn.

VAN DEERLIN, LIONEL

XETV, San Diego, Calif.

VANDERCOOK, JOHN

ABC

VANDERVENTER, BOB

WACO, Waco, Tex.

VAN ELLIS, NEAL

WNTA, Newark, N. J.

VanGILDER, MARVIN

KDMO, Carthage, Mo.

VAN HOOK, ED

WBLG, Lexington, Ky.

VAN KLEECK, ROBERT

WOLF, Syracuse, N. Y.

VAN SICKLE, JIM

WHAS, Louisville, Ky.

VAN SLYCKE, HARRY

KWEL, Midland, Tex.

VAN VOORHIS, WESTBROOK

WCBS, New York, N. Y.

VAUGHN, BOB

WINZ, Miami, Fla.

VAUGHN, CLAYTON

KAKC, Tulsa, Okla.

VAUGHN, JOE

WLEC, Sandusky, Ohio

VAUGHN, JOHN

KBZY, Salem, Ore.

VAUGHN, KEN

WHHH, Warren, Ohio

VELVET, JACK

Dateline Washington
 WEAM, Arlington, Va.

RADIO-TV NEWS COMMENTATORS

VENABLE, EDWARD

Radiatorial
KYOU, Greeley, Colo.

VESTAL, GORDON

WDXL, Lexington, Tenn.

VINALL, JIM

WJR, Detroit, Mich.

VINCENT, SCOTT

Channel's 7's Report to N. Y.
WABC-TV, New York, N. Y.

VOGEL, LEE

Nightbeat
WHB, Kansas City, Mo.

VOLGER, GEORGE J.

KWPC, Muscatine, Iowa

VRANNA, WARREN

Newsbeat
KDIX, KDIX-TV, Dickinson,
N. D.

WALKER, ARNO

Walker Talking
WGOR, Lexington-Georgetown,
Ky.

WALKER, BOB

Commentary
WJPF, Herrin, Ill.

WALKER, FRANKIE

Newsreel
WFOY, St. Augustine, Fla.

WALKER, NEIL

WJZM, Clarksville, Tenn.

WALL, JOHN

WFMC, Goldsboro, N. C.

WALLACE, BOB

11th Hour News
WTFN, Albany, N. Y.

WALLACE, MIKE

B. May 9, 1918, Brookline, Mass.;
Mike Wallace Interview; Mike
Wallace, Newsbeat; Syndicated
by Nat'l. Telefilm Assoc.

WALLS, ROLAND

WFHK, Pell City, Ala.

WALROD, TRUMAN

KRSO-TV, Rapid City, S. D.

WALSIL, FRANK

WWBC, Bay City, Mich.

WALSIL, JOHN

WGUU, Bangor, Me.

WALSIL, MATT

Report to Valley
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WALTER, ELEANOR

WVFN, Olney, Ill.

WALTERS, JOE

KTOO, Henderson, Nev.

WALTHALL, TUBBY

WJWS, South Hill, Va.

WARD, ASHBY

WDRD, Kingstree, S. C.

WARD, BILL

WTAQ, LaGrange, Ill.

WARD, MIAC

Behind the Headlines
KNOE, KNDE-TV, Monroe, La.

WARD, RAY

WFTL, Ft. Lauderdale, Fla.

WARE, JACK

KOOL, Phoenix, Ariz.

WARLAND, G. D.

KJFJ, Webster City, Iowa

WARNER, CARL

WJJD, Chicago, Ill.

WARREN, BILL

KPRO, Riverside, Calif.

WARREN, JOEL

WISR, Butler, Pa.

WAY, DOUGLAS L.

WAVP, Avon Park, Fla.

WAYMAN, KEN

KTVV, Sioux City, Iowa

WAYNE, DON

WHIO-TV, Dayton, Ohio

WAYNE, MAURIE

KTBS-TV, Shreveport, La.

WEAVER, ALLAN H.

KTHP, Porterville, Calif.

WEAVER, BOB

KAMP, El Centro, Calif.

WEBB, DON

WRRC, Cincinnati, Ohio

— W —

WADD, JOHN

WOBZ, Rhinelander, Wis.

WADE, J. PAUL

Today's Commentary
WTYC, Rock Hill, S. C.

WADSWORTH, MAX

KIMB, Kimball, Neb.

WAGNER, JACK R.

KNBC, San Francisco, Calif.

WAGNER, JOHN

KWBB, Wichita, Kan.

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WRTA, Altoona, Pa.
- WELCH, J. JOSEPH**
WSAR, Fall River, Mass.
- WELLINGTON, JOHN**
WLBZ, Bangor, Me.
- WELLS, BILL**
Your World
KWRF, Warren, Ark.
- WELLS, CHARLES**
KBIM, Roswell, N. M.
- WELLS, FRANK**
WSGW, Saginaw, Mich.
- WELSH, BILL**
KTPV, Los Angeles, Calif.
- WELSH, RED**
Editor's Desk
KOOK, Billings, Mont.
- WESLEY, ROBERT**
WBIR, Knoxville, Tenn.
- WEST, BARBARA**
KVNA, Flagstaff, Ariz.
- WEST, BILL**
News behind the News
KPBM, Carlsbad, N. M.
- WEST, DICK**
WFAA, Dallas, Tex.
- WESTBROOK, RICHARD**
WHOK, Lancaster, Ohio
- WESTBROOK, TED**
WKBV, Richmond, Ind.
- WESTERKAMP, DICK**
WWJ-TV, Detroit, Mich.
- WESTON, DON**
KGVO, KMSO-TV, Missoula, Mont.
- WESTON, JOHN**
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- WESTOVER, JIM**
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- WHEELER, DICK**
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WYSE, Lakeland, Fla.
- WHIPKEY, JAMES**
WAVY, Norfolk, Va.
- WHITE, DAVE**
WAGY, Forest City, N. C.
- WHITE, ROY**
WPLO, Atlanta, Ga.
- WHITE, STEVE**
KSO, Des Moines, Iowa
- WHITEFEATHER, MELVIN K.**
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WFLN, Philadelphia, Pa.
- WHITEMAN, PHYLLIS**
WBAT, Marion, Ind.
- WHITMORE, KEN**
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- WHITT, RAY**
KNBS, Walla Walla, Wash.
- WICKIZER, JACK**
KWOE, Clinton, Okla.
- WILDER, JOE**
WBAW, Barnwell, S. C.
- WILES, HERBIE**
WDSP, DeFuniak Springs, Fla.
- WILKINS, DUDLEY**
KSIG, Crowley, La.
- WILKINS, PAT**
KEX, Portland, Ore.
- WILLEFORD, GEORGE**
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WLW-1, Indianapolis, Ind.
- WILLETTE, LEO**
Your Esso Reporter
WLOS-TV, Asheville, N. C.
- WILLIAMS, GLENN**
WSEN, Baldwinsville, N. Y.
- WILLIAMS, HENRY**
KZEY, Tyler, Tex.
- WILLIAMS, LARRY**
WAAA, Winston-Salem, N. C.
- WILLIAMS, MARY**
Daily Diary
WCRR, Corinth, Miss.
- WILLIAMS, PAUL**
WWJ-TV, Detroit, Mich.
- WILLIAMS, RICHARD R.**
KUAM, KUAM-TV, Azusa, Guam
- WILLS, JOHN**
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- WILLMOT, JOHN**
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WSPA-TV, Spartanburg, S. C.
- WILSON, BILL**
KIMO, Hilo, Hawaii
- WILSON, BOB**
WJPS, Evansville, Ind.
- WILSON, BOB**
B. Aug. 27, 1915; Muncie, Ind.;
The Saturday Night News, WRCA-TV, The World News Roundup, Metropolitan Life's Good Morning News, Today in Wall Street, The 11th Hour News Special, WRCA; NBC News, NBC-TV
- WILSON, BOB**
Man About Town
KWYO, Sheridan, Wyo.
- WILSON, CHUCK**
WBVP, Beaver Falls, Pa.
- WILSON, GLENN**
World Tonight
WTAP, WTAP-TV, Parkersburg, W. Va.
- WILSON, PHIL**
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- WILSON, RAY**
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KPMB-TV, San Diego, Calif.
- WILSON, ROGER N.**
Check Point
KLEO, Wichita, Kan.
- WILSON, WALTER**
WCBC, Anderson, Ind.
- WINGATE, JOHN**
WOR, New York City, N. Y.
- WINTER, WILLIAM**
KGO, San Francisco, Calif.
- WINTERS, GEORGE**
WZPZ, Cincinnati, Ohio
- WIPPEL, WILLIAM**
KOFFE, Pullman, Wash.
- WISEMAN, CLYDE H.**
WOKZ, Alton, Ill.
- WOLFE, ROLAND**
WMAK, Nashville, Tenn.
- WOLFKILL, ED**
WARK, Hagerstown, Md.
- WOMACK, BURL**
WSAV, Savannah, Ga.
- WOMACK, DOROTHY**
KWCL, Oak Grove, La.
- WOMICK, BUDDY**
WORD, Spartanburg, S. C.
- WOOD, CHARLES**
WWIZ, Lorain, Ohio
- WOOD, HARRY**
KDWB, St. Paul, Minn.
- WOODRUFF, ART**
KXGI, Ft. Madison, Iowa
- WOODRUFF, BILL**
KIUN, Pecos, Tex.
- WOODRUFF, NORMAN**
KUTY, Palmdale, Calif.
- WOODS, BILL**
KVOU, Uvalde, Tex.
- WOODS, DON**
KTUL-TV, Tulsa, Okla.
- WOODWARD, ROSS**
KNEW, Spokane, Wash.
- WORKMAN, W. D.**
Carolina Digest
WIS, Columbia, S. C.
- WORLEY, JACK**
WOWL-TV, Florence, Ala.
- WRIGHT, BRAD**
KSL-TV, Salt Lake City, Utah
- WRIGHT, DICK**
Views of the News
WTAG, Worcester, Mass.
- WRIGHT, MARTY**
KCLV, Clovis, N. M.
- WYLDER, BILL**
KHOW, Denver, Colo.

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- YAEGER, BILL**
KXLO, Lewiston, Mont.
- YEAGER, RICHARD**
Mansfield News
WARA, Attleboro, Mass.
- YORK, JOHN**
WRR, Dallas, Tex.
- YOUNG, J. NORMAN**
WEGO, Concord, N. C.
- ZEIGAN, JACK**
WPPB, Middletown, Ohio
- ZELNER, JOHN**
WNBT, Wellsboro, Pa.
- ZEPF, LEONARD S.**
The World Today
WZEP, DeFuniak Springs, Fla.
- ZESS, ROY F.**
News Desk
WMGA, Moultrie, Ga.
- ZIMMERMAN, CARL**
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—their work during 1959

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NBC

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ALBEE, CHARLES
KGIW, Alamosa, Colo.

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ALLEN, TONY
WUSJ, Lockport, N. Y.

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WMET, Miami Beach, Fla.

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AMMON, GLADYS
WADC, Akron, Ohio

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WGTO, Cypress Gardens, Fla.

ANDERSON, AL
KGOS, Torrington, Wyo.

ANDERSON, LORRAINE
KCPX, Salt Lake City, Utah

ANDREWS, GUY
WHEB, Portsmouth, N. H.

ANTHONY, HUGH
WCCM, Lawrence, Mass.

ANTONINI, ALFREDO
The Twentieth Century
CBS-TV

ARMSTRONG, ALBERT N., JR.
WLLH, Lowell, Mass.

ARNOLD, JOE
KHS, Bishop, Calif.

ARTEK, MALCOLM A.
WKOK, Sumburg, Pa.

ASBELL, HELEN
Coffee Club
WSIL-TV, Harrisburg, Ill.

ATKINS, BILL
KDOK, Tyler, Tex.

AYRES, MITCHELL
Perry Como's Kraft Music Hall
NBC-TV

— B —

BAILEY, JACK D.
WEEP, Pittsburgh, Pa.

BALL, JEAN
WHS, Bluefield, W. Va.

BALENTINE, EDDIE
Breakfast Club
ABC (Chicago)

BALZER, FRITZ
WRG, Washington, D.C.

BANCROFT, PIERSON
KTAR, KVAR, Phoenix, Ariz.

BARKER, DAVID B.
WOKO, Albany, N. Y.

BARTLETT, CAROL
WLSV, Wellsville, N. Y.

BARTLOW, MARGE
KOAM, Pittsburg, Kan.

BANLEY, RON
KTSA, San Antonio, Tex.

BEGINS, BARBARA
WMLF, Pineville, Ky.

BELLENER, GLORIA
WITZ, Jasper, Ind.

BENNETT, ROBERT RUSSELL
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BENNICK, DICK
WTOB, Winston-Salem, N. C.

BERNSTEIN, LEONARD
The New York Philharmonic
Young People's Concerts, CBS;
Leonard Bernstein and the New
York Philharmonic, CBS-TV

BERRY, BILL
KPUG, Bellingham, Wash.

BETTINGSON, H. WINSLOW
WJDA, Quincy, Mass.

BIFANO, CARMEL
WELJ, Scranton, Pa.

BINKLEY, JERRY
WKSR, Pulaski, Tenn.

BLAINE, JONATHAN T.
KBUZ, Phoenix, Ariz.
KSDO, San Diego, Calif.



Jimmy Palmer
and His Orchestra

Exclusively
Mercury Records

Management — Joe Saitta

MCA

MUSICAL DIRECTORS

BLANK, RALPH E.
WJJD, Chicago, Ill.

BLOCH, RAY
The Ed Sullivan Show
CBS-TV

BOLTON, CHARLES W.
WCRR, Corinth, Miss.

BOND, RICHARD
KEED, Springfield, Ore.

BOOE, BOB
KHAS, Hastings, Neb.

BOKTEL, CLAUDE
Jim Deline Gang
WSYR, WSYR-TV,
Syracuse, N. Y.

BOSWORTH, CHET
WIRY, Plattsburgh, N. Y.

BOUDRAL, HAL
KHVH-TV, Honolulu, Hawaii

BOWMAN, RICHARD M.
WCGA, Calhoun, Ga.

BOYD, MARTHA
WBBQ, Augusta, Ga.

BRACH, HENRY
WMCB, McKeesport, Pa.

BRADLEY, MIKE
KOLL, Omaha, Neb.

BRICE, DON
KIRO, Seattle, Wash.

BRINKLEY, TOM
WEER, Warrenton, Va.

BROWN, LIES
The Steve Allen
Plymouth Show
NBC-TV

BROWN, WILLIAM JENNINGS
WLOA, Pittsburgh, Pa.

BROWNE, TOM
WISF, Charlotte, N. C.

BROWNELL, NORM
WENE, Endicott, N. Y.

BUCHBINDER, SUZY
WISN, Milwaukee, Wis.

BUPP, BETTY JANE
WBAL-TV, Baltimore, Md.

BURTON, JOE
WWL-TV, New Orleans, La.

— C —

CALDWELL, DONN
WILL, Wheeling, W. Va.

CALLAHAN, BOB
KCBS, San Francisco, Calif.

CAMERON, FRANK
WHOP, Hopkinsville, Ky.

CANTON, JOHNNY
KOKO, Warrensburg, Mo.

CARLTON, JOHNNY
KWHK, Hutchinson, Kan.

CARMICHAEL, BOB
KREM, Spokane, Wash.

CARPENTER, ROBERT E.
KPIG, Cedar Rapids, Iowa

CERRI, RICHARD A.
WRUN, Utica, N. Y.

CERUTTI, GEORGE
KGO, San Francisco, Calif.

CHANDLER, JOHN
WPLM, Plymouth, Mass.

CHAPMAN, GEORGE K.
WURT, Birmingham, Ala.

CHAPPELL, JANICE
WOWI, Florence, Ala.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHERNEZ, BOB
KGVO, Missoula, Mont.

CLARK, ALLAN
WKY, Oklahoma City, Okla.

CLARK, JAMES S.
WJR, Detroit, Mich.

CLARK, JOE
KFRU, Columbia, Mo.

CLARK, NORMAN
WCWC, Ripon, Wis.

CLARKE, AL
WJMO, Cleveland, Ohio

CLIFFORD, JEANNE
WGR, Buffalo, N. Y.

CLOSE, DEAN L.
Close to You
WLEM, Emporium, Pa.

CLOSE, JACK
KCSR, Chadron, Neb.

COCHENOUR, LLOYD
WAFC, Staunton, Va.

COE, BARBARA
KLRN, Little Rock, Ark.

COFFEEN, DICK
WMBD, Peoria, Ill.

COLLINS, DOLORES
WSGG, Clewiston, Fla.

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COLLINS, MARCIA
WAJN, Fort Pierce, Fla.

COLLINS, PAUL
KFRD, Rosenberg-Richmond,
Tex.

COLLAVER, RICHARD
WARK, Hagerstown, Md.

CORNILLO, CLAYDE
KHOW, Denver, Colo.

CONNER, CHUCK
KWEL, Midland, Tex.

COOKE, PHIL
KVSP, Santa Fe, N. M.

CORNELIUS, BILL
WJBO, Baton Rouge, La.

CORNWELL, BLAINE
KSON, San Diego, Calif.

COSTA, JOHN
KDKA-TV, Pittsburgh, Pa.



Swing & Sway
with

SAMMY KAYE



Columbia Records



Management—
DAVID KRENGEL



Direction—
JOE GLASER, Pres.
Associated Booking Corp.

MUSICAL DIRECTORS

COSTON, REX

WVIP, Mount Kisco, N. Y.

COTE, BERT

Ladies Fair

WATW-TV, Poland Spring, Me.

COTTA, LARRY

KTIP, Porterville, Calif.

COX, JIMMIE

KLMO, Longmont, Colo.

COY, GINDY

WPDx, Clarksburg, W. Va.

CRAVS, TED

KJOE, Shreveport, La.

CROFT, MARTIN

WKMC, Roaring Springs, Pa.

CURRAT, THELMA

WAMV, E. St. Louis, Ill.

CURTIS, DAN

WIP, Philadelphia, Pa.

— D —

D'ARCY, MICHAEL

KRIZ, Phoenix, Ariz.

DARK, JOHNNY

WFAM, Arlington, Va.

DARROW, JOAN

WEBB, Kansas City, Mo.

DAVENPORT, DON

WEKZ, Monroe, Wis.

DAVIS, ART

WBAP, WBAP-TV,

Fort Worth, Tex.

DAVIS, LES

KORK, Las Vegas, Nev.

DEAN, DAVE

KANS, Kansas City, Mo.

DEEGAN, MICHAEL

WJMJ, Philadelphia, Pa.

DeLUGG, MILTON

The Paul Winchell Show

ABC-TV

DeMARCO, RITA

KWKW, Pasadena, Calif.

DENNY, HUGH

WHUB, Cookeville, Tenn.

DERBY, RICHARD

KASK, Ontario, Calif.

DEXTER, VON

This Is Your Life

NBC-TV

DIHLL, GEORGE K.

WPLN, Philadelphia, Pa.

DIMARS, IVAN

It Could Be You

NBC-TV

DOBBS, BYRON

WGCK, Canton, Ga.

DOERR, ALAN W.

WGMS, Washington, D.C.

DONEGAN, VIC

KEYD, Oakes, N. D.

DOW, BOB

WGUY, Bangor, Me.

DOWLING, DICK

WWRL, New York, N. Y.

DOWNING, DON

KENE, Toppenish, Wash.

DREW, PAUL

WGST, Atlanta, Ga.

DRU, GORDY

KBRW, Aberdeen, Wash.

DRUMMOND, BUDD L.

WPME, Punxsutawney, Pa.

DUDLEY, LEON

KTUX, Pueblo, Colo.

DUEY, ANNE

WTVN, Columbus, Ohio

DUNCAN, JIM

WHAR, Clarksburg, W. Va.

DUNKELBERGER, TOM

WHIO-TV, Dayton, Ohio

DUNNING, OWEN C.

KOIN, Portland, Ore.

DURAND, TOM

WTEN, Trenton, N. J.

DURHAM, HAL

WBMC, McMinnville, Tenn.

DYER, WILLARD

KTBC, Austin, Tex.

— E —

EDWARDS, MARY LOU

WJBS, Deland, Fla.

EELS, MAY ANN

WMT, Cedar Rapids, Iowa

ELLIS, LOUIS

WJVA, South Bend, Ind.

— F —

FALBER, BEN, JR.

WTHI, WTHI-TV,

Terre Haute, Ind.

FASSETT, JIM

The New York Philharmonic

CBS

FAULKNER, JACK

WILZ, St. Petersburg Beach,

Fla.

FENIMORE, DON

KDEX, Dexter, Mo.

FINKELL, AL

Concentration:

The Jack Paar Show

NBC-TV

FITZGERALD, LARRY

KRBC, Abilene, Tex.

FORBES, JERRY

WSFR, Springfield, Mass.

FORD, MARK

KOMY, Watsonville, Calif

FORD, TED

KREX, Grand Junction, Colo.



PAUL TAUBMAN

Musical Director

MUSICAL DIRECTORS

FOWLER, F.
WESC, Greenville, S. C.
FROH, DAVID
WLLS, Lansing, Mich.
FULLER, RON
WAKE, Atlanta, Ga.
FUTERFAS, LE ANN
KIXL, Dallas, Tex.

— G —

GABOURY, JOHN
KYCA, Prescott, Ariz.
GADE, (MRS.) THEO.
WHTG, Asbury Park, N. J.
GALLICCHIO, JOSEPH
WMAQ, Chicago, Ill.
GALLUP, SUE
KGFL, Roswell, N. M.
GAMBLE, LEOTA
KJAX, Santa Rosa, Calif.
GARRARD, PARKE
KEEP, Twin Falls, Ida.
GARRE, JUNE
KASY, Auburn, Wash.

GART, JOHN

Paul Winchell Show, Robert Montgomery Presents, All Stage Revue, NBC-TV; Chance of a Lifetime, Who Do You Trust? Charley Weaver's Hobby Lobby, ABC-TV; Cosmopolitan Theatre, DuMont

GATTAS, JUAN
KUBO, San Antonio, Tex.
GAVIN, BILL
KWIP, Merced, Calif.
GAY, BUZZ
WAVC, Boaz, Ala.

GEARBART, JAMES E.
WMMM, Westport, Conn.
GEIL, JOHN
WCVS, Springfield, Ill.
GELLER, HARRY
Ford Show
NBC-TV
GILBERT, HERSCHEL BURKE
Wanted—Dead or Alive,
CBS-TV; Law of The
Plainsman, NBC-TV
GILL, GRACE
KTCN, Phoenix, Ariz.
GILLAS, JEANNINE
KEX, Portland, Ore.
GILLIES, JERRY
WKEN, Dover, Del.
GITZ, JEAN
WLXN, La Crosse, Wis.
GIVAUDAN, BEN T.
WOPJ, Bristol, Tenn.
GLEASON, JAMES E.
WJAR, Providence, R. I.
GOLDBERG, LOUIS
WEZE, Boston, Mass.
GORDON, IAL
WXYZ, WXYZ-TV, Detroit,
Mich.
GOW, ART
KLZ, Denver, Colo.
GRAY, CLAUDE
WDAL, Meridian, Miss.
GREEN, MICHAEL A.
WATP, Marion, S. C.
GRIFFIN, VAN
WLAV, Grand Rapids, Mich.
GRUBB, TED
WHAS, Louisville, Ky.
GRUBER, JOHN
WINF, Manchester, Conn.

— H —

HAAS, NANCY
WJW, Cleveland, Ohio
HALL, ED
WVOL, Nashville, Tenn.
HALL, REDD
WEMP, Milwaukee, Wis.
HAMNETT, RUSS
WCNC, Elizabeth City, N. C.
HANNAH, LLOYD C.
KULE, Ephrata, Wash.
HASTEN, JERRY
KGMC, Englewood-Denver,
Colo.
HARRIS, FRANK
KMOX-TV, St. Louis, Mo.
HARTLE, JACK
KRSJ, Russell, Kan.
HAWKINS, KENT
KNEM, Nevada, Mo.
HEARON, JAMES G.
WJPS, Evansville, Ind.
HEFTI, NEAL
The Kate Smith Show
CBS-TV
HENDERSON, SKITCH
It's Network Time
NBC
HILMER, GLENN
WCME, Brunswick, Maine
HORPER, KLAUS
KWSO, Wasco, Calif.
HOPMANN, CHARLES
WNDB, Daytona Beach, Fla.
HOGAN, HARLAN
WSBT, WSBT-TV, South Bend,
Ind.
HOGAN, JAMES
Jim Deline Gang
WSYR, WSYR-TV, Syracuse,
N. Y.

JOHN GART

COMPOSER-ARRANGER

Jingles

B. G. Music

Films

Records

2 West 46th St.

N. Y. C.

PL 7-9260



EDDY MANSON
COMPOSER — CONDUCTOR
ARRANGER

Personal Rep — Dell Peters
MU 7-1750

MUSICAL DIRECTORS

HOLGREN, JOHN
KPRK, Livingston, Mont.

HOLLINGSWORTH, RICHARD
WMOX, Meridian, Miss.

HOLMES, ROBERT
KSJO, San Jose, Calif.

HOLSTEIN, SHIREY
KPFA, Fort Smith, Ark.

HOOPER, SHIRLEY
WRKH, Rockwood, Tenn.

HUBER, BARBARA
KOOK, Billings, Mont.

HUNT, GINGER
KMAC, San Antonio, Tex.

HUNT, HERB
WSOL, Tampa, Fla.

HYMAN, DICK
The Arthur Godfrey Show
CBS

— I —

IKELS, KENNETH
KGNB, New Braunfels, Tex.

IMBROGLIO, JOSEPH
WFBR, Baltimore, Md.

IRELAND, DICK
WJDY, Salisbury, Md.

IRWIN, DON
KPNC, Bakersfield, Calif.

— J —

JACKSON, JERRY
KDEO, El Cajon, Calif.

JAMES, DAVID
WDOL, Athens, Ga.

JENSEN, BYRON
KLOK-TV, Provo-Salt Lake
City, Utah

JEROME, JERRY

B. June 19, 1912, New York;
Sylvania Awards, New York Heart
Fund, RCA Camden Records,
MGM Records, ABC Paramount
Records

JONSON, PEGGY
KENN, Farmington, N. M.

JONES, GARRIE
WREM, Remsen-Utica, N. Y.

JONES, JAMES D.
KGVU, Greenville, Tex.

JONES, SHIRLEY
WDOS, Oneonta, N. Y.

JONES, WILLIAM C.
KCRB, Sacramento, Calif.

— K —

KABITZKE, GUS
WMIL, Milwaukee, Wis.

KARY, WILLIAM
WDOR, Sturgeon Bay, Wis.

KAYE, SAMMY

Serenade Room — Sunday Sere-
nade, ABC; So You Want To
Lead a Band, ABC-TV; Columbia
Records, RCA; Thesaurus

KEATING, JACK
KTEL, Walla Walla, Wash.

KENAN, DENNIS
WAAZ, Trenton, N. J.

KEILEY, EDITH
WKZO, Kalamazoo, Mich.

KELLER, ROGER
WKKS, Vanceburg, Ky.

KELLOGG, JOHN
WTVR, Richmond, Va.

KEROL, GENE
WLEU, Erie, Pa.

KIRSHBAUM, HARRIET
WLYC, Williamsport, Pa.

KIRWAN, DENNIS
KJOY, Stockton, Calif.

KITHCART, E. LARRY
KJBS, San Francisco, Calif.

KLATZKIN, LEON
The Dennis O'Keefe Show
CBS-TV

KNIGHT, ART
WCUE, Akron, Ohio

KNIGHT, BILL
The Howard Finch Show
KTRK-TV, Houston, Tex.

KNIGHT, KENNETH E.
WFRX, West Frankfort, Ill.

KNIGHT, MORRIS
WRFC, Athens, Ga.

KONTAL, IRWIN
The Garry Moore Show
CBS-TV

KOTTLER, MISCHA
WWJ, WWJ-TV, Detroit,
Mich.

KRATZER, RALPH
KGDN, Edmonds, Wash.

KRAUSHAAR, RAOUL
Fibber McGee and Molly
NBC-TV

KRONBERG, BONNIE
WOOD, Grand Rapids, Mich.

KRUEGER, GRANT
Tonight Milwaukee
WTMJ-TV, Milwaukee, Wis.

KRUGER, DEL
KNPT, Newport, Ore.

KUHN, ARNOLD
WBLP, Bellefonte, Pa.

KUPPS, GLORIA
KCRG, Cedar Rapids, Iowa



HANK SYLVERN

Composer — Conductor — Arranger

JU 2-8800



NEAL HEFTI

Personal Management
DURCOM-KATZ ASSOCIATES
40 West 55th Street
JUdson 2-4900
N. Y. C.
Columbia Records

MUSICAL DIRECTORS

— L —

LARD, BONNIE
WLUZ, Green Bay, Wis.
LAMBETH FRANK S., JR.
WMBR, High Point, N. C.
LAMM, AL
WOW, WOW-TV, Omaha, Neb.
LANCASTER, TISH
WKCB, Berlin, N. H.

LANIN, LESTER

LARSON, WAYNE
WJAG, Norfolk, Neb.
LAUFEMAN, PETE
WDSU, New Orleans, La.
LEE, CHUCK
KCUB, Tucson, Ariz.
LEE, FRANK
KQEO, Albuquerque, N. M.
LEE, ROBERT E.
WTRU, Muskegon, Mich.
LEGG, WINNIE
WBTA, Batavia, N. Y.
LEON, IRVING
WDAS, Philadelphia, Pa.
LEONARD, HOWARD
WLOB, Portland, Maine
LEVITAN, DON
KADY, St. Charles, Mo.
LEWIS, BOB
WBIC, Bay Shore, N. Y.
LEWIS, SI
WNJR, Newark, N. J.
LEWIS, STEVE
KSTR, Grand Junction, Colo.
LeZOTTE, GEORGE
WTRY, Troy, N. Y.
LIBERT, BRENDA J.
WGRO, Lake City, Fla.
LIEBERT, BILLY
Red Rowe Show
CBS-TV
LINDSEY, MORT
The Pat Boone Chevy
Showroom
ABC-TV
LINEBERGER, DON
WYLD, Valdosta, Ga.
LORENZ, DON
WJUN, Mexico, Pa.
LOVE, AILEEN
WRLD, West Point, Ga.
LUBE, AL
KTRH, Houston, Tex.
LUCERO, AL
KWYK, Farmington, N. M.
LUND, JACK
KFAM, St. Cloud, Minn.
LYLE, VINCE
WJRD, Salem, Ill.
LYONS, ROBERT
WVOX, New Rochelle, N. Y.

— Mc —

McADOO, DICK
KFDM, Beaumont, Tex.
McCALLUM, BETTY
WCHL, Benton, Ky.
McCARTHY, JOHN P.
WOR, New York, N. Y.
McCARTHY, WILLIAM T.
WDEA, Ellsworth, Maine
McCORMICK, THOMAS
WPVL, Painesville, Ohio
McDONALD, HELEN M.
KXRX, San Jose, Calif.
McHUGH, TOM
WJLS, Beckley, W. Va.
McINTYRE, NEIL
WBK, Cleveland, Ohio
McKINLEY, RAY
Be Our Guest
CBS-TV

McKINNEY, ALENE
KBTG, Avon, Calif.
McMURRY, JOE
KNEI, Brady, Tex.
McNULTY, TERRY
WSCR, Scranton, Pa.
McRANEY, MIKE
WROB, West Point, Miss.

— M —

MAC, BOB
WETU, Wetumpka-Montgomery,
Ala.
MACK, ELLYN
KBI-R, Burlington, Iowa
MADDON, EDWARD
WHYD, Carlisle, Pa.
MAGNUSSEN, MERLYNN
KCLX, Colfax, Wash.
MAHAFFEY, BOB
KGHE, Pueblo, Colo.
MALVIN, ARTEE
The Pat Boone Chevy
Showroom
ABC-TV
MANCINI, HENRY
Mr. Lucky, CBS-TV;
Peter Gunn, NBC-TV

MANSON, EDDY L.

B. May 9, New York City, N. Y.;
Ed Sullivan's "Invitation to Mos-
cow", "Harvey" (Emmy Nomina-
tion) CBS; Recording for RCA
Victor — Folkways; Little Fugi-
tive, Scott Tissue Commercials,
Clairal Commercials, All Stations

MANSS, GLORIA
KRKC, King City, Calif.
MARCELLINO, MUZZY
Art Linkletter's House Party
CBS-TV
MARKS, WINSTON K.
KBOY, Medford, Ore.
MARTINSON, JIM
WSOC, Charlotte, N. C.
MARVIN, LEE
KPH, Wichita, Kan.
MASTERS, DON
WHIL, Medford, Mass.
MATHIS, MARTHA
WAVU, Albertville, Ala.
MATHIS, SHIRLEY
WCPC, Houston, Miss.
MAFFIELD, DICK
WMVG, Milledgeville, Ga.
MAZE, LESLIE
Classical only
KFIZ, Fond du Lac, Wis.
MEDLEY, CYNTHIA
WOL, Washington, D. C.
MEIDER, JOE
KEYY, Provo, Utah
MELIS, JOSE
The Jack Paar Show
NBC-TV
MERENS, LYMAN
WRJN, Racine, Wis.
MERRICK, MAILON
The Jack Benny Program
CBS-TV
MERTZ, CHARLES
WMRN, Marion, Ohio
METZNER, WILLIAM
WCCO-TV, Minneapolis, Minn.
METTLER, WILLIAM R.
KRIG, Odessa, Tex.
MICHEL, DONALD C.
WRAJ, Anna, Ill.
MILLER, GERALD
KWEL, Rochester, Minn.
MILLER, HELEN
KQEE, Tucson, Ariz.
MILLER, MITCH
Mitch Miller Show
CBS

MILLS, CHUCK
KNOT, Prescott, Ariz.
MINDEL, ELEANORA
KPOK, Scottsdale, Ariz.
MITCHELL, FROSTY
KIOA, Des Moines, Iowa
MITCHELL, PAUL
KWTO, Springfield, Mo.
MOCKMORE, DAVE
KFLJ, Walsenburg, Colo.
MONROE, JOYCE
WQXI, Atlanta, Ga.
MOORE, BILL
WEMC, Goldboro, N. C.
MORGAN, CLARKE
From These Roots
NBC-TV
MORRIS, MARY W.
WBEX, Chillicothe, Ohio
MORRIS, ZAN
WSTN, St. Augustine, Fla.
MOWERS, BOB
WLAM, Lewiston, Maine
MURRAY, JIM
WSOY, Decatur, Ill.
MURRAY, JOE
WLEE, Richmond, Va.

— N —

NAGY, MARY ELIZABETH
WLAC, Nashville, Tenn.
NALLE, BILLY
Young Dr. Madone
NBC-TV
NARAMORE, WILLIAM
WGSN, Huntington, N. Y.
NASH, BARNEY
WBLU, Salem, Va.
NEAL, PAUL E.
WBNS, Columbus, Ohio
NEUBORN, RON
WENO, Nashville, Tenn.
NEWELL, JAMES
KSDA, Redding, Calif.
NEWTON, JIM
KRDD, El Paso, Tex.
NEWTON, RALPH
KZIP, Amarillo, Tex.
NICHOLSON, BOBBY
Howdy Doody Show
NBC-TV
NICHOLSON, GEORGE
WANS, Anderson, S. C.
NICKOL, WILLIAM
WBRK, Pittsfield, Mass.
NININGER, EYE
WDRJ, Roanoke, Va.

— O —

O'HEARN, PAT
Scranton Recreation Band
WDAU-TV, Scranton, Pa.
O'KAIN, LARRY
WMMT, McMinnville, Tenn.
OLSON, WALLACE
WCCO, Minneapolis-St. Paul,
Minn.
ORTON, IRV
About Faces
ABC-TV
OUELLETTE, ROBERT
WGHM, Skowhegan, Maine

— P —

PADGETT, DON
WUCH, North Vernon, Ind.
PAGE, DOROTHY
WPAY, Portsmouth, Ohio
PALEN, EILEEN C.
WOKZ, Alton, Ill.

PALMER, JIMMY

B. October 31, 1913, Charleroi, Pa.; Roosevelt Grill (N. Y.) WCBS; Chase Hotel (St. Louis) WCBS-KMOX; Aragon Ballroom (Chicago) WBBM, Paladium Ballroom (Hollywood) NBC-TV; Rose-land Ballroom (N. Y.), Cavalier Hotel (Va. Beach)

PANXLE, M. L.
KAMP, El Centro, Calif.

PAPPAS, CHRIS
KVEN, Ventura, Calif.

PARHAM, BETTIE
KPIN, Casa Grande, Ariz.

PAUL, CHARLES
As the World Turns
CBS-TV

PEHLMAN, CARL
Ffair for Living
KKTU, Colorado Springs, Colo.

PERCIVAL, DICK
WWBC, Bay City, Mich.

PERKINS, JIMMIE
WBBB, Burlington, N. C.

PERKINS, LLOYD
WCPK, College Park, Ga.

PERRY, RUTH
WAMM, Flint, Mich.

PETERS, JAMES
WAVZ, New Haven, Conn.

PETERSON, JIM
KLTZ, Glasgow, Mont.

PETRILLO, CAESAR
WBBM-TV, Chicago, Ill.

PIERCE, RUDY
KGO, San Francisco, Calif.

PILDNER, HENRY
WGAR, Cleveland, Ohio

POURNELLE, (MRS.) E.
KBYR, Anchorage, Alaska

POWERS, WARREN
KJNO, Juneau, Alaska

POYTHRESS, E. T.
WLAG, LaGrange, Ga.

PRESLEY, BOB
KILT, Houston, Tex.

PRICE, JIM
KTOO, Henderson, Nev.

PRICE, JOEL
KDLA, De Ridder, La.

PRITCHARD, BARBARA
WNOG, Naples, Fla.

— R —

RADICH, DOROTHEA
KVAS, Astoria, Ore.

RALSTON, HARLAN E.
WBFB, Rock Island, Ill.

RAMAY, JOE
KIXZ, Amarillo, Tex.

RAPKOCH, SELL
KXXL, Bozeman, Mont.

RAMP, JEFF
KRVN, Lexington, Neb.

RASKIN, JUNE
WGNV, Newburgh, N. Y.

REARDON, JOHN
KBIZ, Ottumwa, Iowa

REEDER, CHARLES
WPFB, Middletown, Ohio

REEVES, WARREN
KBUS, Mexia, Tex.

REISMAN, LEO
WQXT, Palm Beach, Fla.

REITAN, DICK
WABR, Orlando, Fla.

RENAUD, CHARLES
WXXL, Concord, N. H.

REPINE, BURT T.
WKVA, Richmond, Va.

RHODES, DUSTY
WOLF, Syracuse, N. Y.

RICE, JAMES F.
WEDO, McKeesport, Pa.

RICHARDS, JOHN
WELM, Fitchburg, Mass.

RICHARDSON, KAY
KRSN, Los Alamos, N. M.

RIDDLE, NELSON
Frank Sinatra—Timex Show
ABC-TV

RILEY, RALPH
WHIZ, Zanesville, Ohio

RIPOSO, TONY
Toysnop Jamboree
WHEN-TV, Syracuse, N. Y.

RITNER, BART
WYRN, Louisburg, N. C.

ROBARDS, CARY
WSIV, Pekin, Ill.

ROBBINS, JANE
KTOE, Mankato, Minn.

ROBBINS, MARIE
WKBY, Richmond, Ind.

ROBERTS, WESLEY
KWAL, Osburn, Ida.

ROBINSON, DAVID
KOMO, Seattle, Wash.

ROPER, PAT (MRS.)
WGBF, Evansville, Ind.

ROSE, DAVID
Jack Benny Specials, The Red Skelton special, CBS; Bonanza... NBC-TV; The Red Skelton Show, CBS-TV

ROSE, DON
KWTI, Fort Dodge, Iowa

ROSS, DON
KFMB, San Diego, Calif.

ROSS, TONY
WBBW, Youngstown, Ohio

ROVE, BETTY J.
WPRY, Perry, Fla.

RUMMINGER, BARBARA
WMUU, Greenville, S. C.

RUSSELL, MIKE
KTLN, Denver, Colo.

RYAN, JACK
WAKR, Akron, Ohio

— S —

SASLAVSKY, NICHOLAS L.
WEVD, New York, N. Y.

SAUNDERS, DOROTHY
KCLS, Flagstaff, Ariz.

SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.

SCHLEIF, DAVID
WBKV, West Bend, Wis.

SCHOCH, DORIS
WMIX, Mt. Vernon, Ill.

SCHORR, JAY A.
WBZ, Boston, Mass.

SCHRAEDER, JOHNNY
Hi Varieties
WHAS, Louisville, Ky.

SCHULMAN, DICK
WCDJ, Edenton, N. C.

SCOTT, ROBERTSON C.
KPOL, Los Angeles, Calif.

SCOTT, SANDY
WJER, Dover, Ohio

SCOTT, WALTER A.
WTSI, Hanover, N. H.

SEAY, DR. ALBERT
KCMS, Manitou Springs, Col.

SHAFFER, GARRETT W.
WHDL, Olean, N. Y.

SHEIN, HERB
WBAZ, Kingston, N. Y.

SHILLING, CLIFF
WICU, Erie, Pa.

SHOECRAFT, WILLARD
KTKO, Globe-Miami, Ariz.

SHOEMAKER, NORM
KBEK, Elk City, Okla.

SHOOP, DAVID
WHP, WHP-TV, Harrisburg, Pa.

SHOTT, JOE
Hot Shots
WTMJ, WTMJ-TV, Milwaukee, Wis.

SHULTZ, WILLIAM
KWTC, Barstow, Calif.

SIMON, RON
KNOX, Grand Forks, N. D.

SIMPSON, JOHN
KOTA, KOTA-TV, Rapid City, S. D.

SIMS, JIMMY
WZEP, De Funiak Springs, Fla.

SINGER, GEORGE
KMGM, Albuquerque, N. M.

SIRCUINICK, SID
WNTA, Newark, N. J.

SKELTON, LEON
KAJI, Little Rock, Ark.

SKELTON, STAN
KUKO, Post, Tex.

SMITH, DEMARIS
WHEK, Memphis, Tenn.

SMITH, DICK
WORC, Worcester, Mass.

SMITH, GARDNER
WHEN, Syracuse, N. Y.

SMITH, HERB
KLIQ, Portland, Ore.

SONTAG, GEORGE
WOC, WOC-TV, Davenport, Iowa

SPANN, JIM
KSEL, Lubbock, Tex.

SPENCER, HARRY W.
WBTM, Danville, Va.

STAMBAUGH, DICK
WBLL, Leesburg, Fla.

STANLEY, TOMMY
WBKD, Kingstree, S. C.

STANZIOLA, JOHN
WAZL, Hazleton, Pa.

STEIN, ELANE
WCBM, Baltimore, Md.

STEPHENS, STANLEY G.
KOJM, Havre, Mont.

STEPHENSON, GRIER
WGFS, Covington, Ga.

MUSICAL DIRECTORS

STEVENS, BETTY
WQUA, Moline, Ill.

STEVENS, DON
WMPB, Memphis, Tenn.

STEVENS, NAT
KKIS, Pittsburg, Calif.

STEWART, BECKY ANN
WPBC, Minneapolis, Minn.

STEWART, BOB
KCHV, Indio-Conejuela, Calif.

STONE, DON
WSEC, Somerset, Ky.

STELPNAGEL, F. M.
KVCV, Redding, Calif.

SYLVERN, HANK
B. March 26, Brooklyn, N. Y.;
Buick Electra Theatre, CBS-TV,
Across the Board, ABC-TV

SZELL, GEORGE
The Cleveland Orchestra
CBS

— T —

FALBERT, VIRGINIA
WIRE, Indianapolis, Ind.

TAUBMAN, PAUL
Doug-He-Mi, Concentration,
NBC-TV; Edge of Night, CBS-
TV; Owner of Penthouse Club

TAYLOR, DAVID M.
WAAP, Peoria, Ill.

TEMPLEMAN, MARION
KWPC, Muscatine, Iowa

THOMPSON, ARLENE
WLBN, Lebanon, Ky.

THOMPSON, BILL
The Bing Crosby Show
ABC-TV

THOMPSON, MAURICE
WLIT, Jackson, Miss.

TOWNSEND, WALLY
CKLW, CKLW-TV, Detroit,
Mich.

TRAVERS, GUY
WAYE, Baltimore, Md.

TRENDLER, ROBERT
WGN, Chicago, Ill.

TROTTA, CHARLIE
WMBR, Jacksonville, Fla.

TROTTA, JOSEPHINE
WTCS, Fairmont, W. Va.

TROTTER, JOHN SCOTT
The George Gobel Show
CBS-TV

TUCKER, ROBERT C.
WHAK, Rogers City, Mich.

TURLEY, BOB
WKAZ, Charleston, W. Va.

TURNER, DORICE
WEBQ, Harrisburg, Ill.

— U —

UNDERWOOD, LIZ
WRNL, Richmond, Va.

UNGER, BILL
RRNY, Kearney, Neb.

— V —

VAN PELT, PAULINE
KFJB, Marshalltown, Iowa

VESTER, HAL
WKIX, Raleigh, N. C.

VICKERS, JAMES
WJOE, Port St. Joe, Fla.

VIKEN, MILTON
ROMB, Cottage Grove, Ore.

VOORHEES, DONALD
Bell Telephone Hour
NBC-TV

— W —

WACKER, PHIL
KXRO, Aberdeen, Wash.

WADE, PEGGY
WCEH, Hawkinsville, Ga.

WAGNER, JOHNNY
KYNT, Yankton, S. D.

WALKER, ED
WFLA, Tampa, Fla.

WALTER, ROD
KPIR, Coos Bay-North Bend,
Ore.

WALTERS, BOB
The Johnny Evans Show
WIS-TV, Columbia, S. C.

WARD-STEINMAN, DAVID
KDSS, Alexandria, La.

WARNICK, CLAY
U.S. Steel, Sid Caesar Specials,
CBS

WATSON, DIXIE DICE
KBBB, Berger, Tex.

WEAVER, DON
WAZP, Yazoo City, Miss.

WEBB, ELIZABETH
WCHV, Charlottesville, Va.

WEBSTER, DAVE
WJNO, West Palm Beach, Fla.

WEDEL, JACK
KICD, Spencer, Iowa

WELCH, VIRGINIA
KWBB, Wichita, Kan.

WHITE, BOB
Music Time
KMMT, Austin, Minn.

WHITE, JERRY
WPEN, Philadelphia, Pa.

WHITLEY, FRED
WFOY, St. Augustine, Fla.

WHITTLE, FAYE S.
WFHK, Pell City, Ala.

WIDMAN, SEV
WTCN, Minneapolis, Minn.

WIENER, MILTON
WLW, Cincinnati, Ohio

WIETHAN, RICHARD J.
KTQB, Malden, Mo.

WILDE, JANICE
WWTF, Canton, N. C.

WILEY, GEORGE
KOMA, Oklahoma City, Okla.

WILKINSON, RALPH NORMAN
The U.S. Steel Hour
CBS-TV

WILLIAMS, BILL
KBBS, Bakersfield, Calif.

WILLIAMS, EDDIE
WESY, Greenville, Miss.

WILLIAMS, JAMES
WGBG, Greensboro, N. C.

WILLIAMS, JOHNNY
Bachelor Father
NBC-TV

WILSON, STANLEY
Laramie
NBC-TV

WINERTER, FLO
KALL, Salt Lake City, Utah

WITTER, STANLEY G.
KZLN, Spokane, Wash.

WOLFORD, DON
WKBN, Youngstown, Ohio

WOOD, BOB
KVI, Seattle, Wash.

WOODS, BILL
KVOU, Uvalde, Tex.

WOOTEN, JANET
KMBC-TV, Kansas City, Mo.

WOOTEN, ROBERT
KSOP, Salt Lake City, Utah

WRIGHT, DICK
WBUX, Doylestown, Pa.

WURCH, GEORGE
WPDR, Portage, Wis.

— Y —

YATES, EVERITT, JR.
WDSP, De Funiak Springs, Fla.

YORK, TONY
WMAG, Forest, Miss.

YOUNGBLOOD, JIM
WPAD, Paducah, Ky.

YOUNGHANS, DON
KELA, Centralia-Chehalis,
Wash.

— Z —

ZIEGLER, ROBERT
WERT, Van Wert, Ohio

ZIMMERMAN, DONALD
WNEB, Worcester, Mass.

ZIMMERMAN, HARRY
Dinah Shore Chevy Show
NBC-TV

ZINK, ROBERT F.
WDCR, Hanover, N. H.

ZYLSTRA, ARTHUR
KICY, Nome, Alaska

RADIO-TV WRITERS

RADIO AND TELEVISION
—their work during 1959

— A —

ACE, GOODMAN

The Big Party
CBS

ALLEN, WOODY

The Pat Boone Chevy
Showroom
ABC-TV

ASINOF, ELIOT

Du Pont Show of the Month
CBS

— B —

BAILOR, DON

On the Go
CBS-TV

BAKER, HERBERT

Perry Como's Kraft Music
Hall
NBC-TV

BALZER, GEORGE

The Jack Benny Program,
CBS-TV; Jack Benny Specials,
CBS

BARRETT, TONY

Peter Gunn
NBC-TV

BAXT, GEORGE

Special Tonight "Mrs. Miniver"
CBS

BEAUMONT, CHARLES

The Twilight Zone
CBS-TV

BELL, DAVID

Johns Hopkins File 7
ABC-TV

BELL, WILLIAM

As the World Turns
CBS-TV

BELLAH, GEORGE

Playhouse 90
CBS

BIXBY, CARL

Life Can Be Beautiful, Edge of
Night

BLAVITY, BILL

On the Go
CBS-TV

BLOCK, JOHN

The House on High Street
NBC-TV

BOGERT, VINCENT

The Garry Moore Show
CBS-TV

BORETZ, ALVIN

Playhouse 90
CBS

BRADFORD, JOHN

Frank Sinatra—Timex Show
ABC-TV

BRENNAN, FRED. HAZLITT

The Life and Legend of
Wyatt Earp
ABC-TV

BROOKS, MEL

U.S. Steel - Sid Caesar Specials
CBS

BURNS, STAN

The Steve Allen Plymouth
Show
NBC-TV

— C —

CHANTLER, PEGGY

Dennis the Menace
CBS-TV

CHARELL, LISSA

"Today"
NBC-TV

CHAYESKY, PADDY

Playhouse 90
CBS-TV

CHLIMBIDIS, JAMES

Johns Hopkins File 7
ABC-TV

CLARKE, WILLIAM KENDALL

The House on High Street
NBC-TV

CARL BIXBY

EDGE OF NIGHT

LIFE CAN BE BEAUTIFUL

TELEVISION

Sturges Highway

Southport, Conn.

Clearwater 9-3275

RADIO-TV WRITERS

CLOTH, SHERRY
The Paul Winchell Show
ABC-TV

CONELLY, JOE
Leave It To Beaver
ABC-TV

COOPER, LESTER
"FYI"
CBS-TV

CORCORAN, BOB
Be Our Guest
CBS-TV

COWLEY, WILLIAM
Dennis the Menace
CBS-TV

CUNNINGHAM, PAUL
"Today"
NBC-TV

— D —

DALTON, DENNIS
"Today"
NBC-TV

DANA, BILL
The Steve Allen Plymouth
Show
NBC-TV

DAVENPORT, BILL
Fibber McGee and Molly
NBC-TV

DAVIDSON, DAVID
Playhouse 90
CBS

DOUGALL, BERNHARD
ABC

DRAKE, ERVIN
Be Our Guest
CBS-TV

DREBEN, STAN
Be Our Guest
CBS-TV

DUNKEL, JOHN
The Life and Legend of
Wyatt Earp
ABC-TV

DUNN, JOHN
"Today"
NBC-TV

— E —

EDWARDS, BLAKE
Mr. Lucky
CBS-TV

ELLIOTT, SUMNER LOCKE
Playhouse 90
CBS

ELVARD, JAMES
The House on High Street
NBC-TV

ETTLINGER, DON
Love of Life
CBS-TV

EVANS, CLIFF
"Today"
NBC-TV

— F —

FREED, FRED
Woman!
CBS-TV

FRIEDBERG, BILLY
Perry Como's Kraft Music Hall
NBC-TV

— G —

GLICKMAN, WILL
Perry Como's Kraft Music Hall
NBC-TV

GOLDBERG, MEL
The House on High Street
NBC-TV

GOLDMAN, HAL
Jack Benny Specials, CBS; The
Jack Benny Program, CBS-TV

GOLDSTONE, JAMES
The Court of Last Resort
ABC-TV

GORDON, AL
The Jack Benny Program, CBS-
TV; Jack Benny Specials, CBS

GOULD, BERNIE
About Faces
ABC-TV

GREENE, CLARENCE
Tightrope
CBS-TV

GREENE, GRAHAM
Du Pont Show of the Month
CBS

GREENE, JOHN L.
John Gunther's High Road
ABC-TV

GUSMAN, CHARLES
Young Dr. Malone
NBC-TV

— H —

HAYES, WILL
This Is Your Life
NBC-TV

HEINEMANN, ARTHUR
The U.S. Steel Hour
CBS-TV

HINKLEY, DON
The Steve Allen Plymouth
Show
NBC-TV

HIRSON, ROGER
Playhouse 90
CBS

HORNER, CHUCK
The Pat Boone Chevy
Showroom
ABC-TV

HOTCHNER, ED
Buick Electra Playhouse
CBS

HOWARD, BOB
The Jack Paar Show
NBC-TV

HUGHES, GORDON
About Faces
ABC-TV

— I —

ISAACS, CHARLES
Dinah Shore Chevy Show
NBC-TV

— J —

JACOBS, SEAMAN
Bachelor Father
NBC-TV

JACOBY, COLEMAN
The Garry Moore Show
NBC-TV

— K —

KARP, DAVID
Playhouse 90
CBS

KEMPLEY, WALTER
The Jack Paar Show
NBC-TV

KEYES, PAUL
The Jack Paar Show
NBC-TV

KLING, WOODY
The Jack Paar Show
NBC-TV

KNEUBUHL, JOHN
Adventures in Paradise
ABC-TV

KOBIN, BILL
"FYI"
CBS-TV

— L —

LACHMAN, MORT
Bob Hope Buick Show
NBC-TV

LARDNER, REX
Take a Good Look
ABC-TV

LARKIN, BILL
Bob Hope Buick Show
NBC-TV

LEE, CHARLES
Bob Hope Buick Show
NBC-TV

LEEDS, HOWARD
Ford Show
NBC-TV

LEFFERTS, GEORGE
The House on High Street
NBC-TV

LEWIS, BUD
"Today"
NBC-TV

— Mc —

McCUTCHEN, DICK
"FYI"
CBS-TV

McENROE, ROBERT E.
Playhouse 90
CBS

— M —

MARION, IRA
ABC

MATHESON, RICHLARD
The Twilight Zone
CBS-TV

MILLS, WALTER, JR.
Johns Hopkins File 7
ABC-TV

MILLS, ED
On the Go
CBS-TV

MORROW, BILL
The Bing Crosby Show
ABC-TV

MOSHER, BOB
Leave It to Beaver
ABC-TV

MURPHY, LIZ
On the Go
CBS-TV

MURRAY, JOHN FENTON
The Dennis O'Keefe Show
CBS-TV

— N —

NIEMAN, IRVING GAYNOR
Special Tonight "The Bells of
St. Mary's"
CBS

NIXON, AGNES
The Guiding Light
CBS-TV

— O —

O'BRIEN, DAVE
The Red Skelton Show
CBS-TV

— P —

PARKER, RAY
Art Linkletter's House Party
CBS-TV

PAUL, NORMAN
Ford Show
NBC-TV

PERRIN, SAM
Jack Benny Specials, CBS; The
Jack Benny Program, CBS-TV

PHILLIPS, IRNA
As the World Turns
CBS-TV

PHILLIPS, PAUL
This Is Your Life
NBC-TV

PICKARD, JOHN
From These Roots
NBC-TV

PICKARD, LARRY
"Today"
NBC-TV

PINE, LESTER AARON
Peter Gunn
NBC-TV

PRAY, FOOT
Be Our Guest
CBS-TV

PROVO, FRANK
From These Roots
NBC-TV

— Q —

QUEEN, ROBERT I.
Variety Shows, Dramatic Docu-
mentaries, Panel Shows; WRCA-
TV; WCBS-TV; WABC-TV;
WNTA-TV; CBS Radio

— R —

RAPP, JOHN
Bob Hope Buick Show
NBC-TV

REED, LEWIS
Peter Gunn
NBC-TV

REINER, CARL
Dinah Shore Chevy Show
NBC-TV

REISMAN, PHIL, JR.
Du Pont Show of the Month
CBS

REZNICK, SIDNEY
The Garry Moore Show
CBS-TV

RICE, CY
About Faces
ABC-TV

RICHTER, RICHARD
The Saturday News with
Robert Trout
CBS-TV

ROBBINS, DICK
On the Go
CBS-TV

ROBINSON, MAUREY
"Today"
NBC-TV

ROGERS, ROSWELL
Father Knows Best
CBS-TV

ROSE, REGINALD
Playhouse 90
CBS

ROSE, SI
Bachelor Father
NBC-TV

ROSEN, ARNIE
The Garry Moore Show
CBS-TV

ROUSE, RUSSELL
Tightrope
CBS-TV

RUTHMAN, BOB
"Today"
NBC-TV

— S —

SCHWARTZ, AL
The Red Skelton Show
CBS-TV

SCHWARTZ, SHERWOOD
The Red Skelton Show
CBS-TV

SERLING, ROD
Playhouse 90, The Twilight
Zone
CBS-TV

SHAW, DAVID
Playhouse 90
CBS-TV

SHEFRIN, DAVID
The Saturday News with
Robert Trout
CBS-TV

SHUKEN, PHILLIP
John Gunther's High Road
ABC-TV

SHULMAN, MAX
The Many Loves of Dobie
Gillis
CBS-TV

SIMON, NEIL
The Garry Moore Show
CBS-TV

SMITH, AL
"Today"
NBC-TV

STANDER, ARTHUR
The Danny Thomas Show
CBS-TV

STONE, EMERSON
Richard C. Hottelet with the
News
CBS-TV

SULLIVAN, NORMAN
Bob Hope Buick Show
NBC-TV

SULTAN, ARNE
The Steve Allen Plymouth
Show
NBC-TV

— T —

TOLKIN, MEL
U.S. Steel - Sid Caesar Specials
CBS

— V —

VENDIG, IRVING
The Edge of Night
CBS-TV

— W —

WAGNER, WALTER
Art Linkletter's House Party
CBS-TV

WALKER, BILL
On the Go
CBS-TV

WARK, MARTY
On the Go
CBS-TV

WHITE, LESTER
Bob Hope Buick Show
NBC-TV

WITTV, DON
ABC

WORTH, MARVIN
The Steve Allen Plymouth
Show
NBC-TV

— Z —

ZELINKA, SYDNEY
U.S. Steel - Sid Caesar Specials
CBS



RAY MORGAN

ANNOUNCER-NARRATOR

LEx 2-1100



▶
**BILL
SHIPLEY**
▶

ANNOUNCERS—MC'S

RADIO AND TELEVISION
—their work during 1959

— A —

AROE, ALDEN
WRVA, Richmond, Va.

ABBOTT, JIM
Rendezvous
KFJZ-TV, Fort Worth-Dallas,
Tex.

ABRAMS, TERRY
Open House
KWKH, Shreveport, La.

ADAMS, BILL
WMEN, Tallahassee, Fla.

ADAMS, JERRY
Hi Fi Club
KAKC, Tulsa, Okla.

ADAMS, VERN
KTVK, Phoenix, Ariz.

ADKINS, BOB
Family Hour
WVOT, Wilson, N. C.

ADKINS, HAL
Pal Hal's Show
WOBS, Jacksonville, Fla.

ADKINS, RON
KNGS, Hanford, Calif.

AGA, ERCEL
KXRA, Alexandria, Minn.

ALAN, MIKE
KAMP, El Centro, Calif.

ALBRIGHT, SAM
KWFT, Wichita Falls, Tex.

ALCOTT, HANK
Morning Music
KVNA, Flagstaff, Ariz.

ALEXANDER, BEN
About Faces
ABC-TV

ALEXANDER, BOB
WSJM, St. Joseph, Mich.

ALEXANDER, ERNIE
KVOL, Lafayette, La.

ALEXANDER, OSCAR
WAAA, Winston-Salem, N. C.

ALLAN, DAN
WLOI, Minneapolis-St. Paul,
Minn.

ALLAN, NANCY
Movie Matinee
KMLJ-TV, Fresno, Calif.

ALLEN, AARON
Meet Mr. Music
KMAC, San Antonio, Tex.

ALLEN, AL
WYSE, Lakeland, Fla.

ALLEN, BARRY
KJFI, Webster City, Iowa

ALLEN, BILL
Rush Hour Roundup
WLAC, Nashville, Tenn.

ALLEN, BOB
KOYN, Billings, Mont.

ALLEN, FRED
Roll Jordan
WAAA, Winston-Salem, N. C.

ALLEN, JOHN
Allen's Alley
KOPR, Butte, Mont.

ALLEN, JOHN
Early Birds
WFAA, Dallas, Tex.

ALLEN, MACK
WFMC, Goldsboro, N. C.

ALLEN, MARC
Big Parade
KLEO, Wichita, Kan.

ALLEN, MARY
KGIW, Alamosa, Colo.

ALLEN, RAY
Sky Castle
WBOY, Clarksburg, W. Va.

ALLEN, ROGER
WCLB, Benton, Ky.

ALLEN, STEVE
Latchstring
WJEH, Gallipolis, Ohio



Alun Williams

News - Narration

Film - Commercials

JU 2-8800

RADIO-TV ANNOUNCERS—EMCEES

ALLESEE, BOB
WIMS, Michigan City, Ind.

ALLISON, GENE
WISH-TV, Indianapolis, Ind.

ALLWOOD, JIM
Hillbilly Heaven
KWTO, Springfield, Mo.

AMADON, ART
Boston Movietime
WIZ-TV, Boston, Mass.

AMBROSE, TOM
Yawn Patrol
WTRC, Elkhart, Ind.

AMMERMAN, DAN
Platter Palace
KGNC, Amarillo, Tex.

ANDERSON, ANDY
The People Speak
KHAM, Albuquerque, N. M.

ANDERSON, EDDIE
WEVA, Emporia, Va.

ANDERSON, KARL
WPOM, Pompano Beach, Fla.

ANDERSON, NORMAN
Shut-In Program
WCRR, Corinth, Miss.

ANDERSON, NORWOOD
WGOL, Goldsboro, N. C.

ANDERSON, SAMMY
WKAP, Allentown, Pa.

ANDREWS, ARCH
KTLN, Denver, Colo.

ANDREWS, CHET
KICD, Spencer, Iowa

ANDREWS, DAVID
Dinnerbell Round-up
KMBC, Kansas City, Mo.

ANDREWS, JOHNNY
Monitor
NBC

ANGEL, JACK
KJBS, San Francisco, Calif.

ANSBRO, GEORGE
ABC

ANTHONY, ALLEN C.
WAGA-TV, Atlanta, Ga.

ANTHONY, CARMINE
WJJD, Chicago, Ill.

ANTHONY, HUGH
Special Events
WCCM, Lawrence, Mass.

ANTHONY, JAY
WHBL, Newark, N. J.

ANTHONY, JOHNNY
Dance Party
WTFI-TV, Milwaukee, Wis.

APARICIO, RAY
Spanish Show
KBUC, Corona, Calif.

ARMSTRONG, DON
WGMA, Hollywood, Fla.

ARMSTRONG, TOM
WGAR, Cleveland, Ohio

ARMSTRONG, STEVE
WRIN, Kingsport, Tenn.

ARMSTRONG, VON
KRRX, San Jose, Calif.

ARNAZ, DEBI
Westinghouse Desilu Playhouse
CBS-TV

ARNOLD, BILL
Rollin' Home
WCAX, Burlington, Vt.

ARTHUR, FRED
Homeward Bound
KGMC, Englewood-Denver, Colo.

ARTHUR, JOHN
KOTE, Fergus Falls, Minn.

ASHWELL, JERRY
WRUN, Utica, N. Y.

ASHWORTH, TOMMY
WJCC, Commerce, Ga.

ASSAF, WOODIE
WJDX, WLBT, Jackson, Miss.

AUGELLO, JOE
WOHO, Toledo, Ohio

AUSTIN, ALAN K.
Alan's Alley
KSOK, Arkansas City, Kan.

AUTRY, CHUCK
WRBL-TV, Columbus, Ga.

AVARD, BEN
WGTC, Greenville, N. C.

AWSUMB, ROGER
Casey Jones Express
WTCN-TV, Minneapolis-St. Paul, Minn.

AWTRY, JIM
Mystery Voice
KIMB, Kimball, Neb.

AYLWARD, BILL
WMTR, Morristown, N. J.

— B —

BABB, MORGAN
WVOL, Nashville, Tenn.

BABCOCK, SAM
KDEO, El Cajon, Calif.

BACU, AL
KGO, San Francisco, Calif.

BACHRAD, MARVIN
WNAR, Norristown, Pa.

BACKLIN, JIM
KFYR, Bismarck, N. D.

BAER, TEDY
Musical Picnic
WFLL, Ft. Lauderdale, Fla.

BAERG, ROYCE
KJCK, Junction City, Kan.

BAHR, R. GIL
KUAM, KUAM-TV, Azana, Guam

BAILEY, AL
WFUN, Huntsville, Ala.



tom o'brien

judson 6-6300

RADIO-TV ANNOUNCERS—EMCEES

- BAILEY, CHARLES**
WIAM, Williamston, N. C.
- BAILEY, CHARLES**
WATO, Oak Ridge, Tenn.
- BAILEY, DICK**
Noon Time Tradin' Time
KLVT, Levelland, Tex.
- BAILEY, JACK**
Queen for a Day
NBC-TV
- BAILEY, JEAN**
KZEY, Tyler, Tex.
- BAILEY, JOE**
WDQN, Du Quoin, Ill.
- BAIN, BUDDY**
WCMA, Corinth, Miss.
- BAIN, PAUL**
Morning Mayor
KQEO, Albuquerque, N. M.
- BAKER, ALLEN P.**
WLBN, Lebanon, Ky.
- BAKER, BOB**
KSO, Des Moines, Iowa
- BAKER, ED**
Baker's Dozen
KVON, Napa, Calif.
- BAKER, GROVER**
WRNB, New Bern, N. C.
- BAKER, KEITH**
Town & Country Time
KBBM, Monticello, Ark.
- BAKER, MIKE**
B. June 15, 1926, St. Thomas,
Ont., Canada; Pat Boone Show,
Dick Clark Spectacular; ABC-TV;
Perry Como, Andy Williams, CBS-
TV
- BAKER, PAUL**
Rise & Shine
WLAD, Danbury, Conn.
- BAKER, RAY**
KMAC, San Antonio, Tex.
- BALLAS, JIM**
KCOV, Alliance, Neb.
- BALE, NORM**
Contact
KWKH, Shreveport, La.
- BALLARD, BOB**
Sportsman's Almanac
WLN, Washington, N. C.
- BAMBERG, WALTER**
Captain Zoomar
WCOV-TV, Montgomery, Ala.
- BANNON, JIM**
For Better or Worse
CBS-TV
- BARBER, DON**
WCKT, Miami, Fla.
- BARBOUR, BERTSH**
WELB, Fayetteville, N. C.
- BARCOMB, DAVE**
WKXL, Concord, N. H.
- BARKER, BILL**
Man on Street
WSP, Paintsville, Ky.
- BARKER, BOB**
Truth or Consequences
NBC-TV
- BARNES, DENNIS**
WDGR, Hanover, N. H.
- BARR, SAMMY**
KGVJ, Greenville, Tex.
- BARRETT, CLIFF**
WICO, Salisbury, Md.
- BARRETT, DICK**
WEOL, Elyria-Lorain, Ohio
- BARRIE, WENDY**
B. April 18, London, England;
Wendy Barrie Show
- BARRILE, JOE**
WKAN, Kankakee, Ill.
- BARRON, KARL**
KPTM, San Rafael, Calif.
- BARRY, GUY**
WCOV, Columbia, Pa.
- BARTELL, PAUL**
Farm News
WMIL, Milwaukee, Wis.
- BARTLETT, RAY**
RIDE, No. Little Rock, Ark.
- BARTON, HAL**
WTAD, Quincy, Ill.
- BARTON, HAL**
KIIQA-TV, Hannibal, Mo.
- BARTON, ORVILLE**
KBHM, Branson, Mo.
- BARUCH, ANDRE**
ABC
- BAUGHMAN, EARL**
WESC, Greenville, S. C.
- BAXTER, WENDELL**
KJSK, Columbus, Neb.
- BAZYN, WALLY**
Country Music Time
WJAG, Norfolk, Neb.
- BEALL, R. B.**
Party Line
KOB, Cody, Wyo.
- BEAN, RODNEY**
KABV, Albany, Ore.
- BEATTY, MORGAN**
Monitor, News of the World;
Life and the World
NBC
- BEAUCHAMP, DENNIS**
Shop, Look, Listen
WLTC-TV, Marquette, Mich.
- BEAUMONT, JOE**
WVGS, Tifton, Ga.
- BECK, DUANE**
Melody Ballroom
WHGB, Harrisburg, Pa.



BILL ROGERS

—Management—
George F. Foley

730 Fifth Ave.

Judson 6-4312



REX MARSHALL

—MANAGEMENT—
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312

RADIO-TV ANNOUNCERS—EMCEES

BECK, EMIL
WESA, Charleroi, Pa.

BECK, JACKSON
B. July 23, 1912, New York City;
Commercials for: Chesterfield,
Studebaker-Lark, Ex-Lax, Instant
Maxwell House Coffee, Ambassa-
dor Beer, and others

BECK, ROY
WMJX, Mt. Vernon, Ill.

BEE, ALON
WLBT, Jackson, Miss.

BELCHER, JAMES
What's Gripe
KLUK, Evanston, Wyo.

BELL, JACK
KEZY, Anaheim, Calif.

BELL, TONY
Man Around House
WKNY, Kingston, N. Y.

BELSON, GORDON
KXO, El Centro, Calif.

BENDER, TED
KTSM-TV, El Paso, Tex.

BENEDICT, ANDY
WWRL, New York, N. Y.

BENJAMIN, DEL
KXLL-TV, Helena, Mont.

BENNETT, BEN
To Tell The Truth
CBS-TV

BENNETT, ED
20th Century Fox Theatre
KVIQ-TV, Eureka, Calif.

BENNETT, JOHN H.
WLBA, Gainesville, Ga.

BENNY, FRANK
KXOA, Sacramento, Calif.

BENSON, RUSS
WOKZ, Alton, Ill.

BENTL, JOE
WTHI-TV, Terre Haute, Ind.

BENTLEY, BILL
Gospel Jubilee
KTLQ, Tahlequah, Okla.

BERG, LEO
KFML, Denver, Colo.

BERG, NORM
Hymn Request Hour
KWSO, Wasco, Calif.

BERNARD, DUD
Early Bird Show
KLPT, Golden Meadow, La.

BERNIER, GUS
WMUR-TV, Manchester, N. H.

BERRY, DICK
Music Mart
WFIW, Fairfield, Ill.

BERRY, JIM
WLCK, Scottsville, Ky.

BICKEL, PAT
AM Mayhem
WADE, Kane, Pa.

BIERY, BILL
Teen Time
WWL-TV, New Orleans, La.

BIESANG, CAL
Let's Talk It Over
WOWI-TV, Florence, Ala.

BILYEU, JOHN
Heart of America Bandstand
KMBC-TV, Kansas City, Mo.

BINGHAM, RICHARD
KSL-TV, Salt Lake City, Utah

BIRD, DENNY
Opera Matinee
KWHO, Salt Lake City, Utah

BERDAN, BIRD
WPTZ-TV, Plattsburgh, N. Y.

BISHOP, BENNY
Music in the Air
WLDB, Atlantic City, N. J.

BISHOP, JERRY
WDRB, Hartford, Conn.

BISHOP, ROY
Your Firestone Auctioneer
WSBA-TV, York, Pa.

BISSETT, VIRGIL
WASA, Massena, N. Y.

BIANZI, ROBERT
WTFY, Danville, Ill.

BLACK, MARTIN
Night Owl Club
KLRT-TV, Las Vegas, Nev.

BLAIR, CURT
Popeye Theater
WSPA-TV, Montgomery, Ala.

BLAIR, FRANK
Monitor
NBA

BLAKE, WALLY
Family Party Time
KICO, El Centro, Calif.

BLANCHARD, BEN
KASL, Ames, Iowa

BLANCHARD, DICK
WJJD, Chicago, Ill.

BLANCHARD, LOWELL
Midday Merry-go-Round
WNOX, Knoxville, Tenn.

BLEDSE, HAROLD
WFWO, Laurinburg, N. C.

BLOOM, RAYMOND B.
KREI, Farmington, Mo.

BLOSSEY, JIM
Bandstand
KBD, Boise, Ida.

BLOUNT, FOREST
KTBST-TV, Shreveport, La.

BLOUNT, JAMES
Raleigh Hour
WSRC, Durham, N. C.



RALPH PAUL

MANAGEMENT —
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312



MIKE BAKER

Announcer — Narrator — MC

JU 6-6300

RADIO-TV ANNOUNCERS—EMCEES

BOAZ, DAVE

Music: Till Midnite
WRUN, Utica, N. Y.

BOGGESS, W. E.

KRUX, Ballinger, Tex.

BOLAND, JOSEPH

ABC

BOLER, PHIL

WKNX, Saginaw, Mich.

BOLTE, BILL

WKNB, New Britain, Conn.

BOLTON, JOE

3 Stooges
WPIX, New York, N. Y.

BONER, DENNY

WKKS, Vanceburg, Ky.

BONZO, WES

WCRT, Birmingham, Ala.

BORBA, JOHN

Junior Town Meeting
KWIP, Merced, Calif.

BORTELL, JOSEPH T.

WCOY, Columbia, Pa.

BOSCH, ROY

WIOU, Kokomo, Ind.

BOTULA, MIKE

WRIV, Riverhead, N. Y.

BOUDREAU, HAL

KHUP, Honolulu, Hawaii

BOULDIN, ART

Party Lane
WICH, Norwich, Conn.

BOURMAN, ROGER

Local TV News
NBC-TV

BOWEN, BOB

Top 5
WSAZ, Huntington, W. Va.

BOWICK, WILLIAM L.

WGSA, Columbus, Ga.

BOWMAN, DICK

Satelite
WELS, Kinston, N. C.

BOWMAN, PHIL

WMAQ, Chicago, Ill.

BOWSER, BILL

WFAI, Fayetteville, N. C.

BOYD, BILL

Ten Time
KIUN, Pecos, Tex.

BOYD, DON

KVAS, Astoria, Ore.

BOYDSTON, BILL

Club 930
WJAX, Jacksonville, Fla.

BOYER, GARTH

RTIV, Sioux City, Iowa

BOYLE, STEVE

Off The Record
KVNA, Flagstaff, Ariz.

BOYLES, CHUCK

WKY, Oklahoma City, Okla.

BOYSEN, J. PETER

WLOL, Minneapolis-St. Paul,
Minn.

BOZANIC, MILT

Club 13
KSHQ-TV, Las Vegas, Nev.

BRABSON, BILL

WVCO, Columbus, Ohio

BRACH, HENRY

WMCK, McKeesport, Pa.

BRADLEY, DON

KTVE, El Dorado, Ark.

BRADLEY, DON

Comedy Matinee
WJM-TV, Lansing, Mich.

BRADSHAW, THOMAS

KSL-TV, Salt Lake City, Utah

BRADY, BILL

WDZ, Decatur, Ill.

BRADY, DICK

WCBY, Cheboygan, Mich.

BRAGG, BOBBY

WNEX, Macon, Ga.

BRAID, DON

WMBD, Peoria, Ill.

BRAND, CHARLES F.

WMOD, Moundsville, W. Va.

BRANDT, MEL

Sunday Showcase:
Bell Telephone, NBC-TV;
Monitor, NBC

BRANDY, BOB

Popeye
WTVC, Chattanooga, Tenn.

BRANHAM, JIMMIE

WTCV, Whitesburg, Ky.

BRAUDRICK, GENE

KHOU-TV, Houston, Tex.

BRENDLER, GENE

KPTV, Portland, Ore.

BRENNAN, TOM

Dig Parade
KQEO, Albuquerque, N. M.

BRENNER, PAUL

WNTA, Newark, N. J.

BRICK, JERRY

Uncle Jerry's Club
WBEN-TV, Buffalo, N. Y.

BRIDGES, JAMES

WCGA, Calhoun, Ga.

BRIGHT, JERRY

Traffic Jam
KNOX, Grand Forks, N. D.

BRINKMAN, CHUCK

WCUE, Akron, Ohio

BRITTAIN, BILL

WMAK, Nashville, Tenn.

BROADHURST, WALTER G.

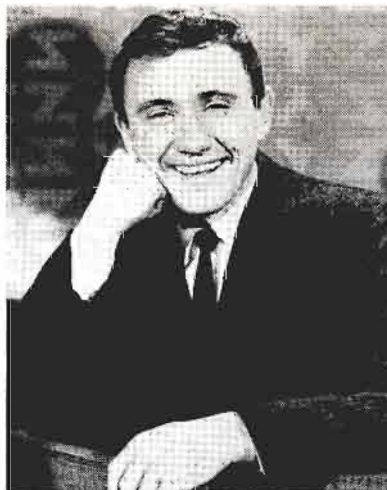
WMOD, Moundsville, W. Va.

BRODY, DALE

KCHE, Cherokee, Iowa



BUD COLLYER



MERV GRIFFIN

William Bratter (Pers. Mngr.)

MCA

RADIO-TV ANNOUNCERS—EMCEES

- BROOKS, BILL**
Hi Fi Hop
KTVM, Hutchinson, Kan.
- BROOKS, EDGAR**
Alarm Clock Club
WBIB, Burlington, N. C.
- BROOKS, KEN**
The Back Fence Club
KUL, Walla Walla, Wash.
- BROOKS, RAY**
Western Jamboree
KWRF, Warren, Ark.
- BROPHY, WILLIAM**
ABC
- BROUGHEY, ED**
WFGM, Fitchburg, Mass.
- BROWN, BILL**
Coffee Club
WWCC, Bremen, Ga.
- BROWN, BILL**
WBOW, Terre Haute, Ind.
- BROWN, BOB**
RCEE, Tucson, Ariz.
- BROWN, BOB**
WNTA, Newark, N. J.
- BROWN, ED**
WGLL, Babylon, N. Y.
- BROWN, JAMES**
WSBU, Somerset, Ky.
- BROWN, BRUCE**
WCHB, Inkster, Mich.
- BROWN, CHARLIE**
WSTN, St. Augustine, Fla.
- BROWN, JERRY**
Coffee Club
KWK, St. Louis, Mo.
- BROWN, MIKE**
E-Z Listening
WANS, Anderson, S. C.
- BROWN, STAN**
KLZ, Denver, Colo.
- BROWN, STEVE**
Night Watch
WKIX, Raleigh, N. C.
- BROWNING, DOUG**
ABC
- BROWNING, KIRK**
NBC Opera Co.
NBC
- BRUCE, JACK**
Bandwagon
WNAX, Yankton, S. D.
- BRUNSWICK, HARVEY**
Shock
KMFC-TV, Kansas City, Mo.
- BYRAN, GLENN**
KENO, Las Vegas, Nev.
- BUCHANAN, IKE**
Popeye Theatre
WCTV, Tallahassee, Fla.
Thomasville, Ga.
- BUCKLEY, BOB**
KHAS-TV, Hastings, Neb.
- BUCKMAN, GENE**
WMEG, Eau Gallie, Fla.
- BUDD, JOE**
Sunday Singing Time
WGFS, Covington, Ga.
- BUHLMAN, CLINT**
Musical Clock
WBEN, Buffalo, N. Y.
- BUFFINGTON, JOEL P.**
KASY, Auburn, Wash.
- BUNKER, MERLE**
Cinderella Time
KLAS-TV, Las Vegas, Nev.
- BUNN, BILL**
Dreambuster
WGTM, Wilson, N. C.
- BUNTYN, N. C.**
 Talent Time at K
WJAK, Jackson, Tenn.
- BURAK, MARVIN**
WJHW, New Orleans, La.
- BURCHILL, BILL**
WCPA, Clearfield, Pa.
- BURDGE, FRED**
Radio Rhythm
WETC, Wendell-Zebulon, N. C.
- BURGESS, DAN**
Kiddies Carnival
WCNY-TV,
Carthage-Watertown, N. Y.
- BURGESS, FRANK**
WHMA, Anniston, Ala.
- BURKE, HUGO**
Starlight Serenade
WLPN, Suffolk, Va.
- BURKLAND, LEN**
KYUM, Yuma, Ariz.
- BURNS, BOB**
Hob-Nob
WFLR, Dundee, N. Y.
- BURNS, JACK**
WEZE, Boston, Mass.
- BURNS, STAN Z.**
Entertainment Press Conference,
DuMont; NBC Monitor, Cerebral
Palsy Telethon, WOR-TV; Stan
Burns Show, WINS
- BURRIS, GENE**
KTVK, Phoenix, Ariz.
- BURSON, JAMES**
WOHL, East Liverpool, Ohio
- BUSHNELL, DOWELL**
Weather Roundup
KALB-TV, Alexandria, La.
- BUTHERUS, ED**
Hostess House Party
KOIN-TV, Portland, Ore.



JOE GIVEN

Spokesman

Morning Newcasts
WNEW

•
Robert Coe Management
144 West 57 Street
New York 19



DON MORROW

ANNOUNCER-HOST-ACTOR

JU 2-8800

RADIO-TV ANNOUNCERS—EMCEES

BUTLER, GIL
WBRD, Bradenton, Fla.

BUTLER, HARRY
It's Your World
WHIO-TV, Dayton, Ohio

BUTLER, TUCKER
Wake Up & Smile
WCVA, Culpeper, Va.

BUTTS, JERRY
Melody Time
WADC, Akron, Ohio

BUTTS, JIM
Morning Melody Time
WBHC, Hampton, S. C.

RUZBEE, KEN
Music Man
WJPF, Herrin, Ill.

BYRON, BOB
KPRC, Houston, Tex.

— C —

CABRERA, FEDEL
Jitazo
WKAQ-TV, San Juan, P. R.

CAIN, KIRBY
KOMA, Oklahoma City, Okla.

CALDERWOOD, BERNIE
Junior Council
RCPX-TV, Salt Lake City, Utah

CALDO, JACK
WHAW, Weston, W. Va.

CALDWELL, LAMAR
Dawn in Dixie
WHSC, Hartsville, S. C.

CALL, JACK
1340 Club
KANS, KCKN,
Kansas City, Kan.

CALLAN, BOB
WACN, New York, N. Y.

CAMPFIELD, BILL
Stamberg Theatre
KFJZ-TV,
Fort Worth-Dallas, Tex.

CAMPBELL, BARRY
WTVN, Columbus, Ohio

CAMPBELL, DENNIS
WCNB, Connersville, Ind.

CAMPO, BOB
WCNG, Canonsburg, Pa.

CANADA, BOB
Countdown #1
WPET, Greensboro, N. C.

CANNON, JOHN
I've Got A Secret
CBS-TV

CANNON, NORM
N.C. The M.C.
WHAP, Hopewell, Va.

CANON, JACK
KPIG, Cedar Rapids, Iowa

CANTER, RUSSELL
WbNS, Columbus, Ohio

CANTON, JOHNNY
KOKO, Warrensburg, Mo.

CANYON, STEVE
KOLE, Port Arthur, Tex.

CAPPS, JIMMY
One Best to You
WPTE, Raleigh, N. C.

CARABALLO, JOHNNY
Jira Campesina
WTHL, Mayaguez, P. R.

CARDILLE, BILL
6 O'Clock Hop
WHIC, Pittsburgh, Pa.

CARDAS, WILLIAM
Top 100
WHOR, Lancaster, Ohio

CARLE, BENNY
Circle 6 Ranch
WBRG-TV, Birmingham, Ala.

CARLEY, JIM
Journey Into Music
WPIN, St. Petersburg, Fla.

CARLSON, AL
KDLM, Detroit Lakes, Minn.

CARLSON, WAMP
Music from Scandinavia
WHAY, Hartford-New Britain,
Conn.

CARLSON, WARREN
Tops In Pops
WLLH, Lowell, Mass.

CARNEY, GILBERT L.
WPME, Pottsville, Pa.

CARPENTER, WAYNE
KPLC, Lake Charles, La.

CARR, DICK
KSRB, Salmon, Ida.

CARR, JIM
Sons-of-Yawn Patrol
WHEB, Portsmouth, N. H.

CARR, ROY
WTCN, Minneapolis, Minn.

CARROLL, BOB
KOLE, Reno, Nev.

CARROLL, JACK
KWTC, Barstow, Calif.

CARTER, CAL
KAMD, Camden, Ark.

CARTER, JERRY
WKIP, Pottsville, Pa.

CARTER, JOE
Dancetown
WSPA-TV, Spartanburg, S. C.

CARTER, ROBERT
Club 21
WPTA, Fort Wayne, Ind.

CARTER, TERRY
The Happy Hours
KIBR, Burley, Ida.

CARTER, VAL
WDOT, Burlington, Vt.



BOB EMERICK

Judson 2-8800



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Exclusive Management

FRANK COOPER ASSOCIATES

17 E. 54th St., New York

PL 1-0725

9145 Sunset Blvd., Beverly Hills

CR 4-5971

RADIO-TV ANNOUNCERS—EMCEES

CARUSO, CARL A.

Men Into Space, Doug Edwards News, CBS-TV; True Story, M Squad, Arthur Murray Party, Saver of London, Modern Romances, NBC-TV

CARVALHO, JIMMY

Latin Matinee
KIKI, Honolulu, Hawaii

CASE, LEE

WOBM, Baltimore, Md.

CASE, NELSON

Art Carney Show, Fibber McGee & Molly, NBC-TV; Conquest, Miss America, CBS-TV; Donna Reed Show, ABC-TV; Manhattan Shirt Shows

CASEY, JIM

WMYB, Myrtle Beach, S. C.

CASEY, JOE

WMSL, Decatur, Ala.

CASEY, JOHN

WJNS, Ocean, N. Y.

CASTILLO, MIGUEL

La Hora Mexico
KSBW-TV, Salinas, Calif.

CASTNER, PAUL

KLFD, Litchfield, Minn.

CATES, JOE

The Future Lies Ahead
NBC-TV

CATHCART, BOB

Cheerful Earful
WOKO, Albany, N. Y.

CAUSEY, BID

Showboat '59
KNDE-TV, Monroe, La.

CHAFIN, HERB

KTHS, Little Rock, Ark.

CHAMBERS, JACK

WWGS, Tifton, Ga.

CHAMBERS, JERRY

Caravan of Music
KWJN, Fort Smith, Ark.

CHAN, GUS

WAAP, Peoria, Ill.

CHANDLER, JACK

RCMS, Manitou Spring, Colo.

CHANDLER, WARREN

KLZ-TV, Denver, Colo.

CHAPMAN, DEL

Music on the Go
KIDO, Boise, Ida.

CHARLES, TERRY

WDCL, Tarpon Springs, Fla.

CRASE, NORM

KSJB, Jamestown, N. Y.

CHASE, WARD

WXIX-TV, Milwaukee, Wis.

CHAVEZ, FRED

KABQ, Albuquerque, N. M.

CHERRY, AL

Music Parade
KPAM, Portland, Ore.

CHESSON, BILL

Music Room
WNDU, South Bend, Ind.

CHEVALIER, BOB

KIMO, Benson, Minn.

CHEVILLET, DON

Timesmith
WNDU, South Bend, Ind.

CHILES, LOU

Sidewalk Interviews
WEAG, Afton, Tenn.

CHIMKIS, JOHN

Accent on the Area
WADP, Kane, Pa.

CHRISTEN, ELLIOTT

KDEC, Desorb, Iowa

CHRISTIE, GAYLON

Rock n' Roll

KLEN, Killgen, Tex.

CHRISTMAS, JIMMY

KIBK, Elk City, Okla.

CHRISTY, PAUL

WDLE, Carbondale, Pa.

CLAIN, BUD

Early Book
WORE, Worcester, Mass.

CLANCY, WALTER

Evening Shadows
WIBC, Hampton, S. C.

CLARK, DICK

American Bandstand
WPH-TV, Philadelphia, Pa.

CLARK, GIL

WKAN, Kankakee, Ill.

CLARK, J. DAWSON

Teen Party
WBOC, Salisbury, Md.

CLARK, JEFF

KFSD-TV, San Diego, Calif.

CLARK, JOHN

KBOI, Boise, Ida.

CLARK, NORMAN

WCWC, Ripon, Wis.

CLARK, WELDON

WENN, Birmingham, Ala.

CLARKE, SANDY

WHER, Memphis, Tenn.

CLAYTON, BOB

Movie 7
WRTV, Miami, Fla.

CLAYTON, RUCK

Off the Record
WORE, Charleston, S. C.

CLEMENT, JOHN

KPYR, Bismarck, N. D.



ALLEN SWIFT

Captain of the "S. S. Popeye"
and
"The Voice of Everything—
But Firestone"



Jim Coy

RADIO-TV
COMMERCIALS
FILMS
MC-HOST

JU. 2-8800

RADIO-TV ANNOUNCERS—EMCEES

CLEMENTS, HENRY

Commodore Clem
KALB-TV, Alexandria, La.

CLINE, CLAY

Food for Thought
WDBM, Statesville, N. C.

CLINE, TERRY

WMEN, Tallahassee, Fla.

CLOW, KEN

KTYO, Ottumwa, Iowa

CLUNE, GARRIE

KIRO, Seattle, Wash.

COBB, LARRY

KSWL, Council Bluffs, Iowa

COCKRELL, JIM

Bandstand Host
KOAT-TV, Albuquerque, N. M.

COFFMAN, CLARE

The Hi-Fi Way
KCEE, Tucson, Ariz.

COKER, WHITEY

KNPT, Newport, Ore.

COLE, BIFF

WFIE-TV, Evansville, Ind.

COLE, BILL

KRTN, Raton, N. M.

COLEMAN, IRVING

Man on the Beat
KCLE, Cleburne, Tex.

COLLINS, FRED

Five Star Matinee
NBC

COLLINS, KEN

KXYZ, Houston, Tex.

COLLINS, ROY

WSUG, Clewiston, Fla.

COLLYER, BUD

Beat the Clock, ABC-TV; To Tell
the Truth, CBS-TV

COLVIN, TOM

KFAR, Fairbanks, Alaska

COMER, BILL

KBCB, Ocean Lake, Ore.

COMLEY, JACK

WKNB, WNBC,
New Britain, Conn.

COMPTON, H. LEWIS

WHEE, Martinsville, Va.

CONDYLIS, PAUL

KNX, Los Angeles, Calif.

CONFER, KIRBY

WHGB, Harrisburg, Pa.

CONLEY, JACK

WKNB, New Britain, Conn.

CONNELL, PAT

KASO, Minden, La.

CONNELL, PAT

1430 Club

WNJR, Newark, N. J.

CONNELLY, BRIAN

Caps Knit Show
WKHM, Jackson, Mich.

CONNER, KEITH

Castles in the Sky
KBAK, Burley, Ida.

CONNERS, BOB

KSON, San Diego, Calif.

CONNOR, DAVE

WCKR, Miami, Fla.

CONNOR, MIKE

WONG, Oneida, N. Y.

CONNOR, JIM

3 Stoges-
WCAT-TV, W. Palm Beach, Fla.

CONRAD, MIKE

WIST, Charlotte, N. C.

CONWAY, EDWARD

WCPS, Tarboro, N. C.

COOK, DOYLE

WGBY, Milton, Fla.

COOK, FRED

Kiddies Korner
KTNC, Falls City, Neb.

COOK, JAY

KRDO-TV,
Colorado Springs, Colo.

COOK, JOE

Evening of Symphony
WCRB, Boston, Mass.

COOKE, HENRY

WMAQ, Chicago, Ill.

COOLEY, JOHN

WPIK, Alexandria, Va.

COONTZ, EDDIE

Music for Adults
KTOW, Oklahoma City, Okla.

COOPER, BOB

WCAY, Cayce-Columbia, S. C.

COOPER, JACK

WSFC, Somerset, Ky.

COPE, FRANK

Second Cup of Coffee
WMRB, Greenville, S. C.

COPE, JOE

Hilltop Party
KREX-TV,
Grand Junction, Colo.

COPLI, IRVIN

Time Keeper Show
WJPF, Herrin, Ill.

CORBETT, JOHN

Car & Kitchen
WREN, Buffalo, N. Y.

CORBIN, DICK

Homemaker's Shop
WOTW, Nashua, N. H.

CORLEY, BOB

Cash Register
WCPK, College Park, Ga.



BROOKE TAYLOR

Management

MARY G. DOOLING

730-5th Ave., N.Y.C.

JU 6-6915



GENE HAMILTON

NBC — WRCA-TV

RADIO-TV ANNOUNCERS—EMCEES

CORLEY, RENNY
WGOG, Wabasha, S. C.
CORRIGAN, WILLIAM
Miracle on 34th St.
NBC-TV

CORVELLO, NICK
WILL, Wheeling, W. Va.

COSNOSKI, BERNARD
Polka Time
WBFD, Trenton, N. J.

COSTELLO, JACK
Young Dr. Malone
NBC-TV

COTTEN, VIC
Movie Masterpiece
KFTV, Denver, Colo.

COUGHLIN, JOHN
WBMM-TV, Chicago, Ill.

COUNTISS, ART
WGYB-TV, Bristol, Va.

COURTNEY, ALAN
WQAM, Miami, Fla.

COWELL, EDDIE
WCYB, Bristol, Va.

COWLING, ROGER
KRDG, Redding, Calif.

COX, FORREST
WJDX, Jackson, Miss.

COY, JIM
B. October 5, 1916, Kansas City, Mo.; Radio N.Y., WOR; Jackie Robinson Show, NBC; Commercials for: Kool Cigarettes, Kinney Shoes, American Gas Ass'n., Colgate, General Electric, Rheingold Beer

CRAFT, JOHN
KWOE, Clinton, Okla.

CRAGER, JOEL
ABC
CRAIG, VERN
WRAP, Allentown, Pa.

CRAIN, MARVIN
1450 Club
KNET, Palestine, Tex.

CRANDALL, JERRY
Dawn Patrol
WTVB, Coldwater, Mich.

CRANE, BOB
KNX, Los Angeles, Calif.

CRAWFORD, DAN
KFPW, Fort Smith, Ark.

CRAWFORD, GENE
Toast n' Coffee
WGFE, Evansville, Ind.

CRAWFORD, JIM
The Trading Post
WBTM, Danville, Va.

CREASY, GENE
WGHL, Newport News, Va.

CRIBB, HEARTSILL
KOB-TV, Albuquerque, N. M.

CRISP, JACK
WKAB, Mobile, Ala.

CRIST, JAMES
WROD, Daytona Beach, Fla.

CROFFORD, GEORGE
Cloud 9
KPOL, Los Angeles, Calif.

CROWELL, GEORGE
KTLN, Denver, Colo.

CRONIN, MIKE
Hillbilly Hit Parade
KWIQ, Moses Lake, Wash.

CROSLAND, ALAN
Peter Gunn
NBC-TV

CROSS, MILTON
ABC

CROUCH, PAUL
Shoek
KRSO-TV, Rapid City, S. D.

CROTCHET, GEORGE
Sunrise Serenade
KOLE, Fort Arthur, Tex.

CROWLEY, FRANK
KQTE, Missoula, Mont.

CROWOVER, DICK
Disc Jamboree
WHP-TV, Williamsport, Pa.

CULLEN, BILL
The Price Is Right
NBC-TV

CULP, JOHN
Progressive Farmer
WAYL, Albertville, Ala.

CUNNINGHAM, HOMER
RWFT, Wichita Falls, Tex.

CURRIER, JACK
WOWL, Florence, Ala.

CURTIS, AL
WBBR-TV, Knoxville, Tenn.

CURTIS, ANTHONY
WMOA, Marietta, Ohio

CURTIS, BILL
WHP-TV, Philadelphia, Pa.

CURTIS, CHET
WTKO, Ithaca, N. Y.

CURTIS, WAYNE
WKHM, Jackson, Mich.

CUSACK, BILL
WOTW, Nashua, N. H.

— D —

DAILY, GARY
Bulletin Board
KAHL, Auburn, Calif

DALE, BOB
KFMB-TV, San Diego, Calif.



PHIL TONKEN

JU 2-8800



FRED SCOTT

ANNOUNCER — MC — HOST

LE 5-1000

RADIO-TV ANNOUNCERS—EMCEES

DALE, BOBBY
Omaha's Morning Mayor
KOLL, Omaha, Neb.

DALE, EARL
KAWL, York, Neb.

DALE, JEFF
KBCL, Shreveport, La.

DALE, REX
WZLP, Cincinnati, Ohio

DALY, JOHN
What's My Line?
CBS-TV

DAMBACH, KEN
WHBI, Newark, N. J.

DANIELS, MERRILL
WRRE, Washington, N. C.

DAUGHERTY, JIM
KWPC, Muscatine, Iowa

DAUGHERY, DAVID
Swinging 'D' Show
WBMC, West Point, Ga.

DAVID, RUSS
Playhouse Party
KSD, St. Louis, Mo.

DAVIDSON, BOB
WJLM, Lewisburg, Tenn.

DAYES, BOB
KOOL, KOOL-TV,
Phoenix, Ariz.

DAVIS, ARCH
1340 Club
WFHR, Wisconsin Rapids, Wis.

DAVIS, BOB
KLZ-TV, Denver, Colo.

DAVIS, BOB
WTON, Staunton, Va.

DAVIS, GEOFF
WOKO, Albany, N. Y.

DAVIS, JACK
WKOW, Madison, Wis.

DAVIS, JIM
KIFW, Sitka, Alaska

DAVIS, JOE
KYNO, Fresno, Calif.

DAVIS, JOHNNY
KBIM, Roswell, N. M.

DAVIS, MITCHELL
KPRK, Livingston, Mont.

DAVIS, TONY
KXSN, Dallas, Tex.

DAWSON, DALE
Coffee Break
WGHN, Grand Haven, Mich.

DAY, SCOTTY
KYA, San Francisco, Calif.

DEAN, WARREN
Jug 100 Show
WHLI, Lenoir City, Tenn.

DEANE, BUDDY
WJZ-TV, Baltimore, Md.

DEER, JIMMY
Driving Down South
WDAK, Columbus, Ga.

DE FRANCE, RON
Top Times Show
WACK, Newark, N. Y.

DeHAVEN, BOB
Time Teasers
WCCO, WCCO-TV,
Minneapolis, Minn.

DEIGNAN, JACK
Club 790
WLSV, Wellsville, N. Y.

DETRICK, HARRY
WATO, Oak Ridge, Tenn.

DeJONG, BILL
KJNO, Juneau, Alaska

DELGADO, DONNIE
KBIM, Roswell, N. M.

DELINE, JIM
WSYR, WSYR-TV,
Syracuse, N. Y.

DELORIA, LARRY
Kitchin Club
WMAR, Munising, Mich.

Del SETTE, ELI
WRSA, Saratoga Springs, N. Y.

DeMAW, DOUG
Breakfast Club
WATT, Cadillac, Mich.

DeMERE, HOWARD
Memories 'Til Midnight
KSD, St. Louis, Mo.

DENNIS, CHARLES
WTVV, Dothan, Ala.

DENNIS, LOU
WBRV, Waterbury, Conn.

DENNIS, ROBERT
WRWH, Cleveland, Ga.

DENTON, DON
KSEL, Lubbock, Tex.

DERICK, FRANK
Melody Matinee
WADS, Ansonia, Conn.

DERRICK, CHARLES
Wings of Faith
WOIC, Columbia, S. C.

BERNHEIM, LEON
Spitterama
WEZO, Kalamazoo, Mich.

DEUEL, BILL
WLVC, Williamsport, Pa.

DEYON, PRU
Nights in Latin America
WQXR, New York, N. Y.

DENTER, LARRY
KONT, Phoenix, Ariz.



Gordon Hammett

Announcer — MC — Host

JU 6-6300



Kyle Rote

WNEW

RADIO-TV ANNOUNCERS—EMCEES

DeYOUNG, JOHN
WGL, Fort Wayne, Ind.

DIAZ, RAFAEL C.
Extra de la Tarde
WTIL, Mayaguez, P. R.

DICKENS, DOUG
WARN, Fort Pierce, Fla.

DILL, GLEN
WJLZ, St. Petersburg Beach, Fla.

DILLIN, ALBERTA
Windowshopper
WFOV, St. Augustine, Fla.

DILLINGHAM, ALEX
WOOD-TV, Grand Rapids, Mich.

DILLON, EDDIE
Pacific Bandstand
KEYT, Santa Barbara, Calif.

DINI, ROBERT
WPTN, Bennington, Vt.

DIXON, J. C.
Sundown Serenade
WACL, Waycross, Ga.

DOD, ROBERT
Boy, Girl, Band
WGNV, Newburgh, N. Y.

DODEL, BILL
Rooster Reveille
KRLC, Lewiston, Ida.

DOEBLER, SHERM
Breakfast Club
WITT, Lewisburg, Pa.

DOEDEN, JERI
First Cup of Coffee
KAGR, Yuba City, Calif.

DOLAN, TOM
Ebony Express
WJZM, Clarksville, Tenn.

DONAHOO, DEL
WOW-TV, Omaha, Neb.

DONAHUE, TOM
WIBC, Philadelphia, Pa.

DONATO, LOU
Music As You Like It
WTCS, Fairmont, W. Va.

DONNELLY, JAMES
Mr. Matinee
WJML, Philadelphia, Pa.

DONOHUE, JACK
The Jerry Lewis Show
NBC-TV

DONOVAN, TOM
Call Me Back
NBC-TV

DOUGLAS, BOB
S. F. Close-up
KPIX, San Francisco, Calif.

DOUGLAS, CAL
WTUP, Tupelo, Miss.

DOUGLAS, JOHN
Little Rascals
WPTA, Fort Wayne, Ind.

DOWD, DONALD
ABC

DOWE, KEN
WHISY, Hattiesburg, Miss.

DOWNEY, GEORGE
WNEB, Worcester, Mass.

DOVNS, HUGH
Monitor
NBC

DRAGIN, TED
WSAV-TV, Savannah, Ga.

DRAKE, JOHN
WMM, Westport, Conn.

DREIER, ALEX
Championship Bridge with
Charles Goren
ABC-TV

DREIGHTON, FRANK
WNDU-TV, South Bend, Ind.

DRISKILL, JOHNNY M.
WJAM, Marion, Ala.

DRURY, JOHN
WTMJ, WTMJ-TV,
Milwaukee, Wis.

DUBOY, JESS
WEET, Richmond, Va.

DUDLEY, DICK
Movie 4
NBC-TV

DUERK, FRED JR.
ABC

DUFFY, WARREN
Club 43
WSBA-TV, York, Pa.

DuLONG, JACK
KQTE, Missoula, Mont.

DUMAS, ROLAND
WMAS, Springfield, Mass.

DUNCAN, HI
KLLJ, Lubbock, Tex.

DUNCAN, JOHNNY
Farm Show
WMOB, Morehead, Ky.

DUNN, BOB
Birthday Party
KSFA, Nacodoches, Tex.


DUNN, EDDIE
WHAM, Rochester, N. Y.

DUNN, JIM
Hospitality Time
WEEL, Fairfax, Va.

DUNN, WILLIAM H.
WEPG, S. Pittsburg, Tenn.

DUNPHY, RAY
Seacoast 750 Club
WHEB, Portsmouth, N. H.

DURAND, TOM
WTTM, Trenton, N. J.



FRANK SIMMS

Management — William J. Bratter
SU 7-5400



CARL CARUSO
ANNOUNCER - MC
JU 2-8800

RADIO-TV ANNOUNCERS—EMCEES

DURANT, GINNY
Happy Session
KCHV, Indo-Coachella, Calif.

DUTTON, TOM
WGIL, Carbondale, Ill.

DYNO, JOHN
Polka Time
WBAY, Hartford-New Britain, Conn.

— E —

EARLE, GEORGE
Breakfast at Heers
KWTO, Springfield, Mo.

EARLEV, TOM
Commuters Special
WECB, Levittown, Pa.

EARLY, BOB
KIKO, Globe-Miami, Ariz.

EASTER, BROCK
WTUG, Tuscaloosa, Ala.

EATON, GORDON
WPBC, Minneapolis, Minn.

ECK, LARRY
KLTR, Blackwell, Okla.

EDMAN, KARL
KYSS, Missoula, Mont.

EDWARDS, CHARLES
WMAK, Nashville, Tenn.

EDWARDS, DOUGLAS
Armstrong Circle Theatre
CBS-TV

EDWARDS, GENE
WAQE, Towson, Md.

EDWARDS, GLENN
KEZY, Anaheim, Calif.

EDWARDS, LEE
Teen Time Time
KLOR-TV, Provo-Salt Lake City, Utah

EIDE, DON
WBIZ, Eau Claire, Wis.

EIGEN, JACK
WNBQ, Chicago, Ill.

EINHORN, MARVIN
Continental Classroom
NBC-TV

ELDRIDGE, CHUCK
WTOR, Winston-Salem, N. C.

ELIASON, ERIC
WMTF, Manistee, Mich.

ELIOT, BRUCE
WOR, New York, N. Y.

ELLERS, FRED
KGFL, Roswell, N. M.

ELLIOTT, DICK
WJJD, Chicago, Ill.

ELLIOTT, HANK
WFAO, Boston, Mass.

ELLIOTT, JAY
Red Rowe Show
CBS-TV

ELLIOTT, PETE
Million Dollar Movie
KLAS-TV, Las Vegas, Nev.

ELLIS, KEN
WRUM, Rutherford, Maine

ELLISON, PAUL
WHAR, Clarksburg, W. Va.

EMBRV, W. C.
Three T's
KSOK, Arkansas City, Kan.

EMERICK, BOB E.

B. December 9, 1915, Tacoma, Wash.; Red Skelton, Zane Grey Theater, Rawhide, Perry Mason, Ruff 'n' Reddy, Mighty Mouse, CBS

ENGLISH, DAVID
WHGR, Houghton Lake, Mich.

ENNIS, CHUCK
Top 40 Show
WSUZ, Palatka, Fla.

ENO, JACK
Night Patrol
WEHR, Buffalo, N. Y.

ENSIGN, GEORGE
KTFR, Turlock, Calif.

ERHARD, CHARLES M., JR.
WPME, Pimms-stawney, Pa.

ERICKSON, BERT G.
WALG, Arcadia, Fla.

ERICKSON, DON
Saturday Hop
WALB-TV, Albany, Ga.

ERWIN, GEORGE
KFJZ, Ft. Worth, Tex.

ESCHELMANN, JIM
KORK, Las Vegas, Nev.

ESTES, BUD
Daybreak in Dixie
WTPC, Rock Hill, S. C.

ESTES, TOM
Coffee Time
WMAQ, Forest, Miss.

ESTRADA, LOUIS
Casino del Aire
KFEH, Phoenix, Ariz.

ETZEL, DAVE
KCRG, Cedar Rapids, Iowa

EUGENE, LES
KUMC-TV, Texarkana, Tex.

EVANS, BOB
Coffee Time
KRDD-TV, El Paso, Tex.

EVANS, JIM
WOWL, Florence, Ala.

EVANS, JOHN
Kid Stuff
KAVE-TV, Carlsbad, N. M.

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LEE JORDAN

W C B S

RADIO REGISTRY — JU 2-8800

RADIO-TV ANNOUNCERS—EMCEES

EVANS, JOHNNY
WAFG, Huntsville, Ala.

EVANS, JOHNNY
WIS-TV, Columbia, S. C.

EVANS, MARK
Mark Time
WTOP-TV, Washington, D. C.

EVANS, MILTON
Almanac
KNET, Palestine, Tex.

EVERETT, GREGG
Man on the Beat
KRES, St. Joseph, Mo.

EWING, CLIFF
KOOK-TV, Billings, Mont.

EWING, ED
WBVE, Calera, Ala.

EVRE, AL
WFOR, Torrington, Conn.

— F —

FANN, LINDA
Woman's Hour
WBMC, McMinnville, Tenn.

FARLEY, BELVA
Talk of the Town
WJEH, Gallipolis, Ohio

FARMER, RON
WDQN, Du Quoin, Ill.

FARRAR, CHARLES
Powder Puff Parade
WROM, Rome, Ga.

FARRAVE, LOU
The Sunnyside
WBVE, Roanoke, Va.

FARRELL, JERRY
WJHL, Niagara Falls, N. Y.

FARRINGTON, BOB
WABR, Orlando, Fla.

FATMAN, LLOYD
Snap Club
WHAT, Philadelphia, Pa.

FAULKNER, FRANK
WKVT, Lexington, Ky.

FAULK, LINK
Cape Fear Capers
WCKB, Dunn, N. C.

FAULKNER, RALPH
WGBY, Milton, Fla.

FAUSH, ERSKINE
WENN, Birmingham, Ala.

FELKNER, BILL
KLEN, Killean, Tex.

FELTON, BARBARA
WLEET, Richmond, Va.

FENSTERMACHER, RICH
WTFE, Lewisburg, Pa.

FERGUSON, LARRY
KGLA, Miami, Okla.

FERGUSON, STAN
Popeye and Friends
WCTV, Indianapolis-Bloomington, Ind.

FERRISS, BOB
WASA, Bayre de Gezer, Md.

FERLAND, ED
WHCC, WHEC-TV,
Rochester, N. Y.

FERRIN, TOM
WMAM, Marinette, Wis.

FESPERMAN, HOMER
Bandstand
WIS, Columbia, S. C.

FIELDS, BUDDY
Coffee Club
WRHH, Rock Hill, S. C.

FINCH, HOWARD
KTRK-TV, Houston, Tex.

FINKEL, BOB
Dinah Shore Chevy Show
NBC-TV

FINLEY, ART
Popeye Show
KRON-TV, San Francisco, Calif.

FINNEGAN, THOMAS
ABC

FISCHER, DON
WIOD, Chattanooga, Tenn.

FISCHER, HOWARD
WIOU, Kokomo, Ind.

FISHER, EARL
WJIS, Owensboro, Ky.

FISHER, GEORGE
WBHQ, Augusta, Ga.

FISHER, JOHN
Showcase of Beautiful Music
WCRB, Boston, Mass.

FLEMING, ARNAULD
WCLT, Newark, Ohio

FLEMING, HARVEY
Record Rendezvous
WCOH, Newman, Ga.

FLOWER, WILLIAM
WMOA, Marietta, Ohio

FLANN, ANTHONY
ABC

FLANN, CHARLES
WFBG-TV, Altoona, Pa.

FOMRO, A. G., JR.
WJRI, Lenoir, N. C.

FONDELL, RALPH V.
KICV, Nome, Alaska

FOOTE, EDDIE
Record Shop
WJOL, Florence, Ala.

FORD, CHUCK
Minute Hand
WLAJ, Lakeland, Fla.

FORD, MILTON Q.
WOL, Washington, D. C.

FORTUNE, DON
WCTE, Akron, Ohio

FOSTER, CHUCK
RTBB, Tyler, Tex.

FOSTER, JIM
WTHI, Terre Haute, Ind.

FOSTER, JOHNNY
WILK, Wilkes-Barre, Pa.

FOSTER, YERN
WJSP, De Funiak Springs, Fla.

FRANCIS, JOE
WNSH-TV, New Haven, Conn.

FRANKLIN, JOHN
KUKI, Ukiah, Calif.

FRASER, GORDON
Monitor
NBC

FREEMAN, AUBREY
WCTC, Houston, Miss.

FREEMAN, YERNE
WJQS, Jackson, Miss.

FREIN, DEAN
KXIC, Iowa City, Iowa

FREW, JOHN
WPLK, Rockmart, Ga.

FRIEDMAN, SID
Silver Dollar Dance Party
WNEP-TV, Scranton, Pa.

FRIEL, ED
WCHI, Chillicothe, Ohio

FROLAND, JOHN
WHDQ, Memphis, Tenn.

FRONT, JAMES
Popeye Theatre
KTVO, Ottumwa, Iowa

FULCHER, HENRY
Noontime Hayride
WFLO, Farmville, Va.

FULGHAM, RICK
KTRF, Lufkin, Tex.

FULLEN, GENE
Gene's Cafeteen
WTVN-TV, Columbus, Ohio

FULLER, BUD
KHSI-TV, Chico, Calif.

FULLER, ED
Clockwatcher
WSTP, Salisbury, N. C.

FULMER, DALE
WHEM, Bloomsburg, Pa.

FUNKHAUSER, DON
Melody Lane
WAYZ, Waynesboro, Pa.

FYFFE, PAUL
Wide Awake
WSPD, Paintsville, Ky.

— G —

GAINES, AL
Junior Round Table
WLPH, Little Falls, N. Y.

GAINES, GEORGE
Round Table
WLPH, Little Falls, N. Y.

GAITLEY, FORD
WMBB, Millville, N. J.

GALLANT, JIM
Bandstand
WNHC-TV, New Haven, Conn.

GALLEGOS, JOSE
KABQ, Albuquerque, N. M.

GALLOP, FRANK
Monitor
NBC

GANDER, DARREL
Wake Up Parade
KDFZ, Hutchinson, Minn.

GANNON, JOE
KWPC, Muscatine, Iowa

GARANT, CHARLES
KSNV, Woodward, Okla.

GARBE, ERY
KLFM, Minot, N. D.

GARCIA, WOODY
Voice of Americas
WLCY, St. Petersburg, Fla.

GARDNER, DON
ABC

GARDNER, JACK
WDFZ, Green Bay, Wis.

GARDNER, LARRY
Hit Parade
WKIX, Raleigh, N. C.

GARDNER, RUSS
Teen Age Dance Party
WSVA, WSYA-TV,
Harrisonburg, Va.

GARFIN, STAN
KASI, Ames, Iowa

GARLINGER, GEORGE
WPEP, Middletown, Ohio

GARNER, JIM
Lunch n' Fun
WDEF-TV, Chattanooga, Tenn.

GARNER, JOHN
KPAC-TV, Beaumont-Port
Arthur, Tex.

GARRE, EDWARD J.
KASY, Auburn, Wash.

GARRETT, LYNN
After Hours
RIFO, Grand Forks, N. D.

GARROWAY, DAVE
Monitor
NBC

GARTON, LaVERN
Holiday House
WNEE, Menomonie, Wis.

GARWOOD, JOHN
WIRY, Plattsburgh, N. Y.

GAUGER, DAVE
Night Moods
KHAS, Hastings, Neb.

GAUSE, JOHN
WTVY, Dothan, Ala.

GAUSTAD, GEORGE
KEYD, Oakes, N. D.

GEBEAU, BILL
KPRO, Riverside, Calif.

GEDDES, CYNTHIA
WCAT-TV, W. Palm Beach, Fla.

GEDDES, DOROTHY
WISV, Viroqua, Wis.

GENDRON, CLEM
WTOG-TV, Toledo, Ohio

GEORGE, JIM
WTVN, Columbus, Ohio

GERARD, JIM
KDKA-TV, Pittsburgh, Pa.

GHAN, JERRY
Merry-Go-Round
WCVS, Springfield, Ill.

GHORSE, LARRY
Platter Patter
WBET, Brockton, Mass.

GIBBONS, JIM
WOL, Washington, D. C.

GIBBONS, JOHN
WOHL, East Liverpool, Ohio

GIBSON, BILL
KUAM, KUAM-TV, Azana,
Guam

GIBSON, JERRY
KBRC, Mount Vernon, Wash.

GIDEON, GENE
KBHM, Branson, Mo.

GILBERT, GARY
Colonel Calhoun
KGEN, Tulare, Calif.

GILBERT, GEORGE
WKXV, Knoxville, Tenn.

GILBERT, JIM
WITZ, Jasper, Ind.

GILDEMAN, GIL
Groovin' with Gil
WCVA, Culpeper, Va.

GILES, JOHNNY
Top 45
WXVY, Pensacola, Fla.

GILL, JOHN
WGR, Buffalo, N. Y.

GILLESPIE, JOE
KNBC, San Francisco, Calif.

GILMARTIN, STEVE
WTOL-TV, Toledo, Ohio

GIVEN, JOE
Newscasts, **WNEW**; Freelance
Spokesman

GLAWE, JOHN
WNEP-TV, Scranton, Pa.

GLEASON, BOB
WMSL-TV, Decatur, Ala.

GLOSS, JIM
KCHE, Cherokee, Iowa

GODECK, BOB
Sunrise Circus
KVEN, Ventura, Calif.

GODWIN, BUD
Rise & Shine
WBMC, McMinnville, Tenn.

GODWIN, CARROLL
On Camera
WCSC-TV, Charleston, S. C.

GOERINGER, VERA
1010 Shopper
KRVN, Lexington, Neb.

GOESER, JOE
KFIZ, Fond du Lac, Wis.

GOLLIDAY, C. LESLIE
Sunday with the Classics
WEPM, Martinsburg, W. Va.

GOMBOS, ED
WCVA, Culpeper, Va.

GONZALEZ, JOSE TORRES
Eco de Mexico
KCTT, Corpus Christi, Tex.

GOODRICH, JAMES
KYSS, Missoula, Mont.

GOODWIN, ART
WHEN-TV, Syracuse, N. Y.

GOODWIN, JIM
WEBQ, Harrisburg, Ill.

GORDON, BOB
Site Life
WHEN, Syracuse, N. Y.

GORDON, GIL
KVON, Napa, Calif.

GORDON, JOYCE
B. March 25, Des Moines, Iowa;
Price Is Right, Jack Paar, From
These Roots, NBC; Verdict Is
Yours, CBS; As the World Turns,
G.E. Theatre

GORDON, LLOYD
Car Tunes
WBIG, Greensboro, N. C.

GORDON, MIKE
Record Ramble Show
WHBY, Appleton, Wis.

GORDON, PAUL
WWSC, Glens Falls, N. Y.

GOREN, CHARLES
Championship Bridge
ABC-TV

GOTTLIEB, DICK
This Is Your Life
NBC-TV

GOVE, ELLIOTT
Thick-keeper
WSYR, Syracuse, N. Y.

GRACE, DENNIS
KFAR, Fairbanks, Alaska

GRACE, MELVIN
Path to Glory
WSTN, St. Augustine, Fla.

GRADY, JOE
WRCV, Philadelphia, Pa.

GRAF, LLOYD
KTIV, Sioux City, Iowa

GRAHAM, DICK
WHVP, Beaver Falls, Pa.

GRAHAM, JERRY
Popuxe Theatre
WNBF-TV, Binghamton, N. Y.

GRAHAM, TYSON
WROB, West Point, Miss.

GRAMER, BILL
WGTO, Cypress Gardens, Fla.

GRANT, BOB
KNX, Los Angeles, Calif.

GRANT, BRUCE
WGRD, Grand Rapids, Mich.

GRANT, HAL
Wrestling from Roanoke
WDBJ-TV, Roanoke, Va.

GRANT, HILTON
WCGA, Calhoun, Ga.

GRANT, MILT
WWBC, Washington, D. C.

GRANT, PETER
WLAW, Cincinnati, Ohio

GRAYTON, BILL
Eddy's Newsreel
KHOT-TV, Boise, Ida.

GRAUER, BEN
Monitor, Nightline, **NBC-Radio**;
Searchlight, **NBC-TV**

GRAVELIN, NOBLE
Morning Mayor
WBBC, Flint, Mich.

GRAVES, GENE
WTFM, Trenton, N. J.

GRAYNO, TONY
WYOR, Torrington, Conn.

GRAWETT, JOE
WQXQ, Daytona Beach, Fla.

GRAY, CLIFF
Noon Time Neighbors
WSPA-TV, Spartanburg, S. C.

GRAY, JOHNNY
WVDE, Birmingham, Ala.

GRAZAN, JOE
WBVP, Beaver Falls, Pa.

GRAZIANO, JOE
Ridin' High
WRAL, Rome, N. Y.

GREEN, LARRY
KVOR, Colorado Springs, Colo.

GREENE, KEN
The Earlybird Show
WCAX, Burlington, Vt.

GREENHOE, BOB
Stars That Shine
WBCH, Hastings, Mich.

GREENWOOD, WARREN
WYNG, Warwick-E. Greenwich
R. I.

GREER, ALLEN
KBBB, Berger, Tex.

GREER, BEN
Skyburn Show
WYRR, Greenville, S. C.

GREGG, JOHNNY
WPNC, Plymouth, N. C.

GREGGINS, LOU
Mojave Musicale
KWTC, Barstow, Calif.

GREGSON, JERROLD
Gaslight
KBUZ, Phoenix, Ariz.

GREY, DICK
KTSM, El Paso, Tex.

GRIFFIN, MERV
Keep Talking, **ABC-TV**;
Play Your Hunch, **NBC-TV**

GRIFFITH, LESTER
ABC

GRISWOLD, RICHARD
WIPS, Thunderoga, N. Y.

GROVE, BOB
WPLH, Huntington, W. Va.

GROVE, DON
WEAM, Arlington, Va.

GROVER, JOHN
KNBC, San Francisco, Calif.

GUEST, BUD
WJR, Detroit, Mich.

GUEST, GORDON
KHOR, Hillsboro, Tex.

GUMUSKI, DICK
WMAB, Munising, Mich.

GUNTHER, JOHN
John Gunther's High Road
ABC-TV

GUYMON, TOMMY
Record-a-rania
KSOX, Raymondville, Tex.

GYNAN, EARL
WEZE, Boston, Mass.

— II —

HAACKE, LAUREN
RDX, Dickinson, N. D.

HACK, GEORGE
Eastern Shore Today
WBOC-TV, Salisbury, Md.

HAFFER, BEN
WTFD, Orangeburg, S. C.

HAGENMUELLER, ED
KNOX-TV, Grand Forks, N. D.

HAIT, MAM
WKIP, Poughkeepsie, N. Y.

HAKE, DICK
KDFJ, Webster City, Iowa

HALE, TODD
Hale Storm
RRFO, Owatonna, Minn.

HALEV, BUD
KPOP, Los Angeles, Calif.

HALL, JOHNNY
WTCW, Whitesburg, Ky.

HALL, MONTY
Monitor
NBC

RADIO-TV ANNOUNCERS—EMCEES

HALL, MURVEL
WMOR, Morehead, Ky.

HALL, PHIL
WATL, Cadillac, Mich.

HALLGREN, BOB
KSWT, Council Bluffs, Iowa

HALLERSON, HAL
The Mrs. Show
KLO, Grand Forks, N. D.

HAMER, JOHN
Music For You
WCML, Ashland, Ky.

HAMILTON, GENE
Movic Four, WRCA-TV; Staff An-
nouncing, WRCA, AM & FM,
Commercials, NBC-TV; Monitor;
My True Story, NBC

HAMILTON, JOE
WHAS, Louisville, Ky.

HAMLIN, MIKE
WJIM, WJIM-TV, Lansing,
Mich.

HAMMER, LANCE
KMNS, Sioux City, Iowa

**HAMMETT,
GORDON C.**
B. August 18, 1923, Houston,
Tex.; TV Commercials for Lestoll,
Sinclair, Lestare, Golden Books,
Durkees; News Announcer, WNEW

HANCOCK, JOHN
WLCX, La Crosse, Wis.

HANKERSON, TOM
West Coast Blues Parade
WTMP, Tampa, Fla.

HANLEY, DON
WMAY, Springfield, Ill.

HANLIN, DON
KMED, Medford, Ore.

HANLON, JIM
WCNG, Canonsburg, Pa.

HANNAH, WAYNE
Top Ten Dance Party
WDEF-TV, Chattanooga, Tenn.

HANNES, ART
The Ed Sullivan Show
CBS-TV

HARDCASTLE, ELBERT
Gospel Gems
KHBM, Monticello, Ark.

HARDEN, FRANK
ABC (Washington)

HARDING, TED
WAYZ, Waynesboro, Pa.

HARDMAN, MEL
KVNH, Logan, Utah

HARGROVE, MART
WMSL-TV, Decatur, Ala.

HARMON, JAY
KFH, Wichita, Kan.

HAROLD, DAVE
Assorted Flavors
WASK, Lafayette, Ind.

HARPER, JIM
WKAT, Miami Beach, Fla.

HARPER, JOHN
WWRL, New York, N. Y.

HARPER, WAYNE
KELD, El Dorado, Ark.

HARRINGTON, ROBERT
Morning Almanac
WFTN, Bennington, Vt.

HARRIS, BOB
The String Shift
KPOL, Los Angeles, Calif.

HARRIS, DON
It Pays to Listen
KCLE, Cleburne, Tex.

HARRIS, HAL
SWORM, Savannah, Tenn.

HARRIS, KEN
King of Jazz
WBAZ, Kingston, N. Y.

HARRIS, TOM
Country Music Show
WHUB, Cookeville, Tenn.

HARRISON, ARCH
Carousel
WFVA, Fredericksburg, Va.

HARRISON, BRAD
KS'LL, St. Louis, Mo.

HARRISON, JOHN
Record Rack
KBOR, Brownsville, Tex.

HARROW, TIM
Tempo
KWCQ, Chickasha, Okla.

HARRY, JIM
WLDS, Jacksonville, Ill.

HART, ALLEN
Kitchen Club
KTNQ, Falls City, Neb.

HARTLINE, DON
The Pied Piper
WETZ, New Martinsville,
W. Va.

HARVEY, BILL
KNPT, Newport, Ore.

HARVEY, ED
WCAM, Philadelphia, Pa.

HAYEMAN, TOM
KENY, Bellingham, Wash.

HAY, LAMAR
WDLB, Marshfield, Wis.

HAY, TOMMY
KHEP, Phoenix, Ariz.

HAYDEN, BOB
Hi Fi Club
KALV, Alva, Okla.

HAYES, DICK
KGB, San Diego, Calif.

HAYES, DON
Nightcap
KENS, San Antonio, Tex.

HAYES, GEORGE
ABC

HAYES, JOHN
WNEX, Macon, Ga.

HAYNES, HANK
WSOY, Decatur, Ill.

HAYNES, JERRY
WFAA-TV, Dallas, Tex.

HEALAN, RED
WREO, Athens, Ga.

HEALD, JACK
KTRR, Turlock, Calif.

HEATON, JAQUE
Hi Fi Music Hall
WTOF, Toledo, Ohio

HEEDMAN, DON
KOMO, Seattle, Wash.

HEGGEN, DEWEY
KXGO-TV, Fargo, N. D.

HEULER, HAL
Musical Hall
WPOM, Pompano Beach, Fla.

HELMER, CHUCK
Jolly Jumbo
WKLK, Cloquet, Minn.

HELTON, BOB
WOOP, Dothan, Ala.

HEMENWAY, NORMAN
Music Beyond the Stars
WTAP, Parkersburg, W. Va.

HEMLER, JOHN
KHBS, Bishop, Calif.

HENDERSON, DICK
KYNO, Fresno, Calif.

HENDERSON, HOWARD
WFUN, Huntsville, Ala.

HENDRICKSON, T. F., JR.
Coffee, Toast & Tunes
WMLF, Pineville, Ky.

HENLEY, GARY
KREM, Spokane, Wash.

HENRICH, WALT
Album Merry-Go-Round
WDOK, Cleveland, Ohio

HENRY, DICK
Music of Many Albums
WFDP, Flint, Mich.

HENRY, OLLIE
KTWH, Hutchinson, Kan.

HENRY, STEVE
WECU, Eau Claire, Wis.

HEITNER, LEE
KVPC, San Luis Obispo, Calif.

HERBERT, BRUCE
WKIN, Kingsport, Tenn.

HELIHY, ED
Monitor, My True Story, Kraft,
Guest of Honor, NBC-Radio

HERMAN, BERNIE
Nite Beat
WIRE, Indianapolis, Ind.

HEERING, RON
Focus
WALY, Herkimer, N. Y.

HERSON, BILL
WSPB, Sarasota, Fla.

HESTER, CHARLES
WCPC, Houston, Miss.

HEWEY, DOWNEY
T-N-T
WSOY, Decatur, Ill.

HICKEY, BILL
KRTV, Colorado Springs, Colo.

HICKOK, BILL
WHIS, Bluefield, W. Va.

HICKS, GEORGE
The U. S. Steel Hour
CBS-TV

HIGGINS, BILL
Hayride
KOPF, Yuma, Ariz.

HIGHAM, LEO
KID, KID-TV, Idaho Falls, Ida.

HILL, BILL
Midnight Jamboree
WTVW, Evansville, Ind.

HILL, CARL
Bandstand
WKNY, Kingston, N. Y.

HILL, EDDIE
WENO, Nashville, Tenn.

HILL, JACK
Happiness Exchange
KNDE-TV, Monroe, La.

HILL, JIM
The Minute Man
KFKA, Greeley, Colo.

HILL, JIM
WCMR, Elkhaet, Ind.

HILL, WALTER
WBRZ, Baton Rouge, La.

HILLIGOSS, CLETUS
WCBC, Anderson, Ind.

HILLISON, NORM
WNAX, Yankton, S. D.

HILSON, BIRT
Dialing for Dollars
KSEW, Sitka, Alaska

HINKLEY, GORDON
WTMI, Milwaukee, Wis.

HINSON, EUGENE
WEGO, Concord, N. C.

HINTZ, WILLIAM C.
KPIG, Cedar Rapids, Iowa

HOBBE, CHARLES
KEJZ, Ft. Worth, Tex.

HOBBS, JOSEPH
WSTV, Pekin, Ill.

HODGES, DON
Don's Dodge Dodge
KOMA, Oklahoma City, Okla.

HODGES, GIL
ABC

HODGSON, JAY
KTBC-TV, Austin, Tex.

HOHNER, WINS
WABJ, Adrian, Mich.

HOGAN, ART
305 Special
KFAL, Fulton, Mo.

HOGAN, DON
Hogan's Alley
KPAY, Fayetteville, Ark.

— RADIO-TV ANNOUNCERS — EMCEES

HOGUE, CHARLES
Platter Party

KYOU, Greeley, Colo.

HOLBROOK, JOE
WBNS-TV, Columbus, Ohio

HOLCOMB, RUSS
Fun Club
KSBW-TV, Salinas, Calif.

HOLDEN, BOB
Talent on Review
KPPC, Pasadena, Calif.

HOLGREN, JOHN
KPRK, Livingston, Mont.

HOLIDAY, MARK
Downbeat
WEAM, Arlington, Va.

HOLLIDAY, JOHN
WRSA, Saratoga Springs, N. Y.

HOLMES, BOB
WISH, Indianapolis, Ind.

HOLT, MARY
Spirituals
WJMO, Cleveland, Ohio

HOLZINGER, JERRY
KWIQ, Moses Lake, Wash.

HONAKER, RAY
WTON, Staunton, Va.

HOOPER, RAY
Musical Clock
WWKY, Winchester, Ky.

HOPE, JOHN
KIFW, Sitka, Alaska

HOREL, SAM
Showtime
KYIQ-TV, Eureka, Calif.

HORLEMAN, WILLIAM
WASA, Havre de Grace, Md.

HORNE, ED
Breakfast in Bedlam
WFOR, Portland, Me.

HORKNER, JACK
Hornet's Corner
KJAX, Santa Rosa, Calif.

HORTON, SHELDON
Bandwagon
WKMC, Roaring Springs, Pa.

HOST, JIM
WPKY, Frankfort, Ky.

HOUSEMAN, HERB
KLPW, Union, Mo.

HOWARD, BOB
KGAP, Helena, Mont.

HOWARD, BOB
Woody & 3 Stooges
KNDO, Yakima, Wash.

HOWARD, DON
KHAS, Hastings, Neb.

HOWARD, GENE
KMFL, Muleshoe, Tex.

HOWARD, JERRY
WJDA, Quincy, Mass.

HOWARD, LeeROY
KBKW, Aberdeen, Wash.

HOWARD, MARTY
Breakfast Party
WHJ, Zanesville, Ohio

HOWE, JERRY
KSDA, Redding, Calif.

HOWE, STUART
Music and Howls!
WKLR, Clouet, Minn.

HOWELL, PAT
WGOL, Gold-boro, N. C.

HOWELL, WILLARD
Saturday Jamboree
WZOB, Fort Payne, Ala.

HOYLE, DON
KMTV, Omaha, Neb.

HOYLE, STOWE
Little Rascals
WFBC-TV, Greenville, S. C.

HUDDELESTON, JOHNNY
KSON, San Diego, Calif.

HUDSON, GEORGE
Downbeat Club
WNJR, Newark, N. J.

HUDSON, HARVEY
WLEE, Richmond, Va.

HUGHES, BILL
KJENA, Mena, Ark.

HUGHES, BILL
WTOB, Toledo, Ohio

HUGHES, JERRY
KIXL, Dallas, Tex.

HUGHES, JOEL
Cotton Picker
WSSB, Crestview, Fla.

HUGHES, RUSH
WSTU, Stuart, Fla.

HUGHES, STEVE
WNDB, Daytona Beach, Fla.

HULL, DAVE
Chicago Bandstand
WNBQ, Chicago, Ill.

HULL, DICK
Rollin' Home
WTOG, Savannah, Ga.

HUMMEL, JIM
Omaha's Night Mayor
KOLB, Omaha, Neb.

HUMPHRIES, BOB
Cream of the Crop
WCAS, Gadsden, Ala.

HUNT, HARMON
FM Music Time
KHBR, Hillsboro, Tex.

HUNTER, BEN
KFL, Los Angeles, Calif.

HUNTER, JACK
WMBS, Uniontown, Pa.

HUNTER, LARRY
KALL, Salt Lake City, Utah

HURST, ED
WRCV, Philadelphia, Pa.

HUSSON, JACK
WKYR, Keyser, W. Va.

HUSTON, DICK
WLEC, Sandusky, Ohio

HUSTON, JACK
Music Spectacular
WTCN, Minneapolis, Minn.

HUTCHING, FREDDIE
Platter Party
KTLQ, Tablequah, Okla.

HUTCHINGS, ROBERT D.
Man About Town
WDDR, Portage, Wis.

HUTCHINS, DAVE
WCHI, Chillicothe, Ohio

HUTSON, KENNETH
WISV, Viroqua, Wis.

HUTTON, BILL
Bill the Bellboy
KNOX, Grand Forks, N. D.

— I —

IANNONE, MIKE
WPFA, Pensacola, Fla.

INGELSBY, TOM
Relief
KEOS, Flagstaff, Ariz.

INGRAM, ROY
WRNB, New Bern, N. C.

IRELAND, DICK
Club 1470
WJDY, Salisbury, Md.

IRISH, BOB
Home Executives Club
WUCB, Manitowoc, Wis.

ISAACS, HERB
Club 4
WT-TV, Indianapolis-Bloomington, Ind.

— J —

JACKSON, MIKE
WHYN, Springfield, Mass.

JACKSON, MIKE
KDSX, Denison-Sherman, Tex.

JACKSON, RUBE
Travelin' Time
WRGA, Rome, Ga.

JACKSON, SLATS
Hillbilly Hits
WMVG, Milledgeville, Ga.

JACOBS, JOHNNY
On the Go.
CBS-TV

JACOBSEN, GARY
WMNE, Menomonic, Wis.

JAFGER, BILL
Carnival of Music
WFBR, Baltimore, Md.

JAMES, ALLEN
WKNX, Saginaw, Mich.

JAMES, DON
KLTR, Blackwell, Okla.

JAMES, LES
Wax Parade
WRHI, Rock Hill, S. C.

JAMES, MIKE
Moonlight in Maryland
WFBR, Baltimore, Md.

JAMES, PAUL
WPRO, Providence, R. I.

JAMES, RUSS
Yawn Patrol
KVEC, San Luis Obispo, Calif.

JASON, LEE
KJEO, Fresno, Calif.

JAY, BRUCE
WLAM, Lewiston, Me.

JEANNOTTE, DON
WPTZ-TV, Plattsburgh, N. Y.

JEFFERS, SLEEPY
Magic Valley Jamboree
WTH, Charleston, W. Va.

JEFFERYS, ALLEN
ABC

JEFFREY, JIM
WKXL, Concord, N. H.

JENKINS, BRUCE
KJEO, Shreveport, La.

JENKINS, TINY
WBIA, Augusta, Ga.

JENKS, HART
Teen DJ Contest
WOW, Omaha, Neb.

JENSEN, JIM
Street Scene
WMBD-TV, Peoria, Ill.

JERRIS, EARLE
WHAM, Rochester, N. Y.

JESSEL, GEORGE
KCOP, Hollywood, Calif.

JOHNS, DIANE
WHAP, Hopewell, Va.

JOHNSON, AL
KGAP, Helena, Mont.

JOHNSON, BEN
Moonlite Serenade
WEXL, Royal Oak, Mich.

JOHNSON, BILL
WCCM, Lawrence, Mass.

JOHNSON, DAVID
KRFBS, Superior, Neb.

JOHNSON, DICK
Fun House
KQTV, Fort Dodge, Iowa

JOHNSON, FRITZ
KBON, Omaha, Neb.

JOHNSON, JOE
Radio on the Go.
WWOD, Lynchburg, Va.

JOHNSON, LAMONT
Peter Gunn
NBC-TV

JOHNSON, PAUL
KRFQ, Owatonna, Minn.

JOHNSON, PHIL
WCSH-TV, Portland, Maine

JOHNSON, RALPH
KVMA, Magnolia, Ark.

JOHNSTON, ALVIN
WCOH, Newnan, Ga.

JOHNSTON, DOC
WBIR, Knoxville, Tenn.

JOLLS, TOM
Breakfast & Bowling
WUSJ, Lockport, N. Y.

JOLLA, JACK
KGOS, Torrington, Wyo.

JOLLY, JAY
KOMY, Watsonville, Calif.

RADIO-TV ANNOUNCERS—EMCEES

JOLLY, WIN
Gaffer's Club
WTAQ, LaGrange, Ill.

JONES, BOB
WFLA, Tampa, Fla.

JONES, BOB
WBAL-TV, Baltimore, Md.

JONES, CHARLES O.
NBC News, Washington
NBC-TV

JONES, CLARK
Perry Como's Kraft Music Hall
NBC-TV

JONES, CLAYDE
KERV, Kerrville, Tex.

JONES, DALTON
Nightbeat
RTBB, Tyler, Tex.

JONES, DICK
Be My Guest
KSTR, Grand Junction, Colo.

JONES, DICK
Rise 'n Shine
WOOW, Greenville, N. C.

JONES, DOC
WBET, Brockton, Mass.

JONES, FRED
KRIO, McAllen, Tex.

JONES, GAR
Sound Mirror
KXLY, Spokane, Wash.

JONES, HASKELL
Television
KCMO-TV, Texarkana, Tex.

JONES, HUGH C.
Dial 800
KVOA, Morrilton, Ark.

JONES, MARION
WBYE, Calera, Ala.

JONES, PAUL
Late Home Theater
WKRC-TV, Cincinnati, Ohio

JONES, TOMMY
Club 1390
KDQN, DeQueen, Ark.

JOPLIN, JAXIE
WHEB, Memphis, Tenn.

JORDAN, EDMUND
ABC

JORDAN, LEE A.
B. Oct. 16, 1925, Macon, Ga.;
The Lee Jordan Show, WCBS,
New York

JORGENSEN, FRED
KGO, San Francisco, Calif.

JORGENSEN, JERRY
WCS, Springfield, Ill.

JOSEPH, BILL
Yawn Patrol
WLCC, La Crosse, Wis.

JOSEPH, BOB
WPAD, Paducah, Ky.

JOYCE, ROBERT M.
WMTW-TV, Poland Spring,
Maine

JOYE, TOMMY
WDRD, Kingstree, S. C.

JOYNES, JERRY
Club 1240
WROV, Roanoke, Va.

— K —

KAINE, ARNOLD
WSGW, Saginaw, Mich.

KANE, BOB
KRWL, Waterloo, Iowa

KANE, CHARLES
Festival
WWRJ, White River Junction,
Vt.

KANIN, GARY
WCAY, Cayce-Columbia, S. C.

KASPER, TAD
Coffee Club
WDSM, Superior, Wis.

KASTNER, JAMES
KNDY, Marysville, Kan.

KAYE, CONNIE
Dance Party
WPT-TV, Milwaukee, Wis.

KAYE, GENE
Music in Hi-Fi
KBIZ, Ottumwa, Iowa

KEEFE, BOB
WROC-TV, Rochester, N. Y.

KEELS, CECIL
WCSC, Charleston, S. C.

KEENE, MIKE
WAXE, Vero Beach, Fla.

KAHL, PAUL
Music for Moderns
WTAP, Parkersburg, W. Va.

KELEEV, FRED L.
Party Line Quiz
WFHK, Pell City, Ala.

KELLOGG, ROD
KPHO, Phoenix, Ariz.

KELLY, BERNARD
WFIE-TV, Evansville, Ind.

KELLY, IRIS
WMTG, Vaneleve, Ky.

KELLY, JIM
Coffee Time
WDM-TV, Scranton, Pa.

KELLY, JOE
WSBT, WSBT-TV, South Bend,
Ind.

KELLY, STACY
Sunshine Stardial
WGRD, Lake City, Fla.

KELPE, HENRY
KMTV, Omaha, Neb.

KELSON, MARK
Car Walk
KWRD, Henderson, Tex.

KEMPER, KEN
KADY, St. Charles, Mo.

KENNEDY, AL
WNBC, New Britain, Conn.

KENNEDY, BILL
CKLW-TV, Detroit, Mich.

KENNEDY, KEN
Musical Clock
WEGO, Concord, N. C.

KENNEDY, TED
KHAS-TV, Hastings, Neb.

KENNEDY, TOM
About Faces
ABC-TV

KENNEDY, TOM
WJLL, Niagara Falls, N. Y.

KENNEDY, WALTER
Old Ship Zion
WKXY, Knoxville, Tenn.

KENNEY, TOM
The Big Beat
WEXL, Royal Oak, Mich.

KENT, BOB
Wake-up Time
WMAV, Madison, N. C.

KENT, DICK
Night Watch
KWK, St. Louis, Mo.

KENT, GEORGE
Kent's Korner
WDRF, Chester, Pa.

KENT, JOHN
Wake-Up Sniling
WLAN, Lancaster, Pa.

KERINS, ED
WQXT, Palm Beach, Fla.

KERRIGAN, ROBERT
WJOE, Port St. Joe, Fla.

KESKOVAR, BOB
Sports Extra
WALY, Herkimer, N. Y.

KIERNAN, WALTER
Monitor
NBC

KILBOURN, R. C.
WBBS, Bristol, Conn.

KILGO, JIMMY
Kathren
WSOC-TV, Charlotte, N. C.

KIMBLE, BILL
WNEF, Binghamton, N. Y.

KIMBRO, OBIE
Golden Chariot
WCRY, Macon, Ga.

KINCER, RON
Album Time
WBLG, Lexington, Ky.

KING, BILL
KRON-TV, San Francisco, Calif.

KING, BILL
WTOG, Savannah, Ga.

KING, FRED
KANO, Anoka, Minn.

KING, HAL
WHOP, Hopkinsville, Ky.

KING, HARRY
WMAY, Springfield, Ill.

KING, JIM
KGLA, Miami, Okla.

KING, JOHN
WCBY, Cheboygan, Mich.

KING, LYNWOOD
Public Affairs
NBC-TV

KING, ROLAND
Margie
KVTY, Sioux City, Iowa

KING, RON
Checkwatcher
WTRI, Bradenton, Fla.

KING, VAN
Mystery Tune
WMLF, Pineville, Ky.

KIRBY, DUBWARD
The Garry Moore Show
CBS-TV

KIRBY, FRED
Risicals Club
WBTY, Charlotte, N. C.

KIRKSEY, JERRY
Nightbeat
WNVV, Pensacola, Fla.

KISER, JIMMY
KSET, El Paso, Tex.

KISS, BILL
WKIX-TV, Milwaukee, Wis.

KISSINGER, EDDIE
KVMC, Colorado City, Tex.

KITCHELL, JAMES
Texaco Huntley-Brinkley Report;
Time; Present—Chet Huntley
Reporting, NBC, NBC-TV

KITHCART, JIM
KJBS, San Francisco, Calif.

KLEIN, HOWARD
WEIR, Weynton, W. Va.

KLINE, JACK
KBMB-TV, Bi-marek, N. D.

KNELLY, CARL
KCLW, Hamilton, Tex.

KNIESLY, BILL
WBAT, Marion, Ind.

KNIGHT, DICK
KFOR, Lincoln, Neb.

KNIGHT, JERRY
KDOT, Reno, Nev.

KNORR, JOHN
WBLE, Bellefonte, Pa.

KNOX, JAMES
Golden Road
WTTG, Tuscaloosa, Ala.

KNOX, KEITH
WMPG, Hibbing, Minn.

KNUTSON, ROBERT
WJMS, Ironwood, Mich.

KOGAN, JACK
KSHO-TV, Las Vegas, Nev.

KOGER, JIM
WRFC, Athens, Ga.

KOLBY, CAL
WDRG, Hartford, Conn.

KOPP, VICTOR
Pie A Polka Party
KAPP, Petaluma, Calif.

KORDECKI, DON
WBIE, Marietta, Ga.

—RADIO-TV ANNOUNCERS—EMCEES

KORMAN, HAROLD
 WWRL, New York, N. Y.

KOSKI, NORMAN
 WMPL, Hancock, Mich.

KOVACS, ERNIE
 Take A Good Look
 ABC-TV

KOVAL, JOHN
 WACL, Waycross, Ga.

KRAMER, HARRY
 The Edge of Night
 CBS-TV

KRASOVEC, HANK
 Polka Band Box
 KDZA, Pueblo, Colo.

KURTZ, LEW
 WPNC, Plymouth, N. C.

KUTAN, DICK
 WBUT, Butler, Pa.

— L —

LA FORCE, CHARLES
 WISN-TV, Milwaukee, Wis.

LaFRANCE, ART
 Interfraternity Quiz
 WDCR, Hanover, N. H.

LaFRANCHISE, CHARLIE
 The Better Half
 KP2V, Portland, Ore.

LaLANNE, JACK
 Hobbily Roundup
 KSAM, Huntsville, Tex.

LAMB, BILL
 Top Ten
 WKMF, Flint, Mich.

LAMBERT, KEN
 WLDS, Jacksonville, Ill.

LAMONT, ROY
 Teen Age Party
 WRVA-TV, Richmond, Va.

LANDFEAR, DEAN
 Voice of Iowa
 WMT, Cedar Rapids, Iowa

LANDRY, ROBERT
 WNRI, Woonsocket, R. I.

LANE, DAVE
 KSRO, Santa Rosa, Calif.

LANE, HAROLD
 WGNV, Newburgh, N. Y.

LANTFIELD, SIDNEY
 Bachelor Father
 NBC-TV

LANGE, JIM
 KGO, San Francisco, Calif.

LANKFORD, BRUCE
 WLBN, Lebanon, Ky.

LANSING, RAY
 KFBC, Cheyenne, Wyo.

LaPORTE, LEO
 Breakfast Playhouse
 WPRO-TV, Providence, R. I.

LARACEY, JIM
 WWBC, Bay City, Mich.

LARSEN, BILL
 KRDO, Colorado Springs, Colo.

LARSON, PAUL
 Early Birds
 WORC, Worcester, Mass.

LATHAM, BOB
 Kaleidoscope
 WABV, Abbeville, S. C.

LATHEM, LARRY R.
 WLBA, Gainsville, Ga.

LAUCKERN, EDWARD
 WMBO, Auburn, N. Y.

LAWRENCE, ART
 WWOK, Charlotte, N. C.

LAWRENCE, LUCKY
 KRUX, Phoenix, Ariz.

LAWRENCE, REX
 Western Serenade
 KOCA, Kilgore, Tex.

LAWRENCE, TEDD
 ABC

LAWSON, KEN
 Popeye
 KVTU, Sioux City, Iowa

LAWSON, LARRY
 KLFD, Litchfield, Minn.

LAWSON, RALPH
 KWWL, Waterloo, Iowa

LAWYER, JACK
 WFPG, Atlantic City, N. J.

LAYTON, DOUG
 Hit Parade
 WSGN, Birmingham, Ala.

LAYTON, LANNY
 WORD, Spartanburg, S. C.

LAZAR, MAURY
 WMMM, Westport, Conn.

LAZAROW, ARTHUR
 Tidewater Travels
 WDDY, Gloucester, Va.

LAZICH, BOB
 KSJB, Jamestown, N. D.

LEA, DAVID
 WRBL, Columbus, Ga.

LEE, GEORGE
 WPLH, Huntington, W. Va.

LEE, COL. ROBERT E.
 KRIZ, Phoenix, Ariz.

LEE, RUSTY
 KEOS, Flagstaff, Ariz.

LEE, TED
 WJJD, Chicago, Ill.

LEIB, GEORGE
 WAZL, Hazleton, Pa.

LEIGHTON, GEORGE
 Popeye
 WTEN, Albany, N. Y.

LeMAR, LEW
 WTAQ, LaGrange, Ill.

LEONARD, BUD
 WMPN, Memphis, Tenn.

LEONARD, LEE
 KNGS, Hanford, Calif.

LePAGE, JEAN
 WMSA, Massena, N. Y.

LESCOULIE, JACK
 Brains & Brawn, Jackie Gleason
 Show, "Today", CBS-TV

LESIEUR, CHARLES
 KCLA, Pine Bluff, Ark.

LESIK, EDWARD
 ABC

LESTER, GARY
 WMST, Mt. Sterling, Ky.

LESTER, LES
 Dance Party
 KANE, New Iberia, La.

LETCHEK, SKIP
 Counterpoint
 WICU, Erie, Pa.

LEVERTON, BUCK
 WHVF, Wausau, Wis.

LEWIS, BILL
 KLPN, Minot, N. D.

LEWIS, GENE
 KFHA, Tacoma, Wash.

LEWIS, GEORGE
 Steamboat Bill
 WSJZ-TV, Huntington, W. Va.

LEWIS, HAL
 KHVH, KHVH-TV, Honolulu,
 Hawaii

LEWIS, HAL
 Home-I John Show
 RSTR, Grand Junction, Colo.

LEWMAN, LARY
 WBAL-TV, Baltimore, Md.

LEYDEN, BILL
 It Could Be You
 NBC-TV

LEJEUNES, BILL
 WMAM, Marinette, Wis.

LILLY, GENE
 KBLR, KBLR-TV, Goodland,
 Kan.

LINCOLN, DON
 KRIZ, Phoenix, Ariz.

LINDBERG, STEVE
 Music Beat
 WSCB, Charleston, S. C.

LINDSAY, BROOKS
 Clown Carnival
 WSOC-TV, Charlotte, N. C.

LINDSEY, JOHN
 Spiritual Jubilee
 WESY, Greenville, Miss.

LINKLETTER, ART
 People Are Funny
 NBC, NBC-TV

LINNE, BILL
 WFST, Caribou, Maine

LIONEL, ED
 KRIO, McAllen, Tex.

LIPP, STAN
 WNBH, New Bedford, Mass.

LITCH, GUSTAVE
 WHTG, Asbury Park, N. J.

LIVINGSTONE, DAVE
 KRIC, Beaumont, Tex.

LLOYD, BOB
 KDOK, Tyler, Tex.

LLOYD, EDWARD R.
 On The Record
 WHWB, Rutland, Vt.

LLOYD, TOM
 Breakfast Circle
 WGAU, Athens, Ga.

LOCHNER, ART
 WPIK, Alexandria, Va.

LOFLAND, CHUCK
 WJVA, South Bend, Ind.

LOFTIN, TOM
 KOKL, Okmulgee, Okla.

LOGAN, DAVE
 WBEX, Chillicothe, Ohio

LOGAN, JOHN
 KRIG, Odessa, Tex.

LOHMAN, ALFRED E., JR.
 B. Jan. 15, 1933; Sioux City,
 Iowa; Al Lohman Jr. Show,
 WABC, New York

LOHMEYER, FRANK
 KLPW, Union, Mo.

LOKKE, JOHN
 Night Patrol
 WDMS, Superior, Wis.

LOMBARDI, RAY
 WBUX, Doylestown, Pa.

LOMINAC, HANK
 Junior Auction
 WKRG-TV, Mobile, Ala.

LOMOND, DON
 3 Stooges
 KTTV, Los Angeles, Calif.

LONG, MATT
 KGB, San Diego, Calif.

LONG, STEVE
 WTWN, St. Johnsburg, Vt.

LOPEZ, ARMANDO
 Fiesta in Mexico
 KEPS, Eagle Pass, Tex.

LORD, DON
 WJBS, DeLand, Fla.

LORIN, BILL
 KUTY, Palmdale, Calif.

LOUGHMAN, JERRY
 Atlantic Weather
 WHYN, Springfield, Mass.

LOUIS, ROBERT
 WLUK-TV, Green Bay-
 Marinette, Wis.

LOVELL, JAN
 KTBS-TV, Shreveport, La.

LOWE, DONALD
 ABC

LOWE, ROBERT
 WVVV, Grafton-Fairmont,
 W. Va.

LOYD, KEITH
 Night Beat
 KVOP, Plainview, Tex.

RADIO-TV ANNOUNCERS—EMCEES

LUCAS, WILL
KALL, Salt Lake City, Utah

LUCKHURST, BILL
Music Go Round
KTAC, Tacoma, Wash.

LUECKE, KEN
WNDB, Daytona Beach, Fla.

LUKE, HARRY
Swing Angel
WNAB, Bridgeport, Conn.

LUNA, LEOPOLDO
Radio Exitos
KCOE, Corpus Christi, Tex.

LUNDBOM, DEL
Hometown Reporter
KTVB, Boise, Ida.

LUTON, JOHN
WGAR, Cleveland, Ohio

LUTZ, RON
In the Know
KFAL, Fulton, Mo.

LYLES, OBY
WHSC, Hartsville, S. C.

LYMAN, PETER
Iron City News
WBOY-TV, Clarksburg, W. Va.

LYNCH, BILL
WMCK, McKeesport, Pa.

LYNN, LAMAR
WDAK, Columbus, Ga.

LYONS, CLIFF
KWYO, Sheridan, Wyo.

— Me —

McCALL, BYRON
KYCA, Prescott, Ariz.

McCARL, BOB
KBZY, Salem, Ore.

McCARTHY, PAUL
Wake up to Music
KVOS, Bellingham, Wash.

McCASKILL, DUDLEY
WBIE, Marietta, Ga.

McCAULEY, JOE
WIP, Philadelphia, Pa.

McCORMICK, PAI
Charley Horse Show
KFRE-TV, Fresno, Calif.

McCOY, BOB
KOB-TV, Albuquerque, N. M.

McCOY, TED
KRTN, Raton, N. M.

McCOY, CRAIG
WTRW, Two Rivers, Wis.

McCOY, JACK
KHVH-TV, Honolulu, Hawaii

McCREERY, JOHNNY
1240 Jamboree
WLAG, LaGrange, Ga.

McCULLOCH, DONNA
Story Lady
KLAM, Cordova, Alaska

McCULLOUGH, DAN
As the World Turns
CBS-TV, WOR,
New York, N. Y.

McCULLOUGH, EMORY
Merry Go Round
WRLD, West Point, Ga.

McCULLOUGH, JOHN E.
Pat Mackenzie Show
WNDU-TV, South Bend, Ind.

McDEVITT, LEO
WDCL, Tarpon Springs, Fla.

McDONALD, HOWARD
KFBB, Great Falls, Mont.

McDONALD, KIM
Jeckyl & Hyde
WACT, Tuscaloosa, Ala.

McDONNELL, STEW
WIMS, Michigan City, Ind.

McDONOUGH, TOM
WENE, Endicott, N. Y.

McDOUGALD, MIKE
Sunday Drive
WCHK, Canton, Ga.

McFARLAND, HARRY
KSIW, Woodward, Okla.

McGEE, JERRY
KRDG, Redding, Calif.

McGEEHAN, JACK
Early Riser's Club
KEYZ, Williston, N. D.

McGONAGLE, BOB
WBIC, Bay Shore, N. Y.

McGRATH, DICK
WSVA, Harrisonburg, Va.

McGREGG, TERRY
KTOK, Oklahoma City, Okla.

McINTYRE, DAVE
WBCH, Hastings, Mich.

McKAY, TED
Party Line
WKRC, Cincinnati, Ohio

McKEE, GOODSON
WAGO, Waco, Tex.

McKINNEY, EDDIE
Teen Town
WJHL-TV, Johnson City, Tenn.

McKINNEY, JEAN
KGYN, Guyton, Okla.

McKINNEY, JERRY
KVOU, Uvalde, Tex.

McKONLY, JERRY
Top Twenty
WTFI, Madisonville, Ky.

McLAIN, BILL
Brakeman Bill
KTNT-TV, Seattle-Tacoma,
Wash.

McLAMB, MAC
Gospel Hour
WPAI, Fayetteville, N. C.

McLAUGHLIN, OLLIE
WHRV, Ann Arbor, Mich.

McLEAN, DON
Luncheon in Crownroom
WHDL, Olean, N. Y.

McLEOD, ED
Poorman's Show
WETC, Wendell-Zebulon, N. C.

McLERNON, DICK
WPGM, Fitchburg, Mass.

McMILLEN, BILL
KTW, Seattle, Wash.

McMILLIN, RAY
WSFZ, Palatka, Fla.

McMONAGLE, TERRY
Highway 850
KTAC, Tacoma, Wash.

McMULLEN, JOHN
Teen Canteen
WIIN, Washington, N. C.

McNAMARA, PAUL
WEJL, Scranton, Pa.

McNAMARA, ROBERT
KXRO, Aberdeen, Wash.

McNEAL, RALIEGH
The Music Man
KXLL, Missoula, Mont.

McNEIL, IDA A.
KGFX, Pierre, S. D.

McNULTY, BOB
Melody Showcase
KUEQ, Phoenix, Ariz.

McROY, PAUL H.
WCLL, Carbondale, Ill.

McVAY, KIMO
Kimo at Don's
KIKI, Honolulu, Hawaii

— M —

MACK, BILL
Jeckyl & Hyde
WDEA, Ellsworth, Maine

MACK, WAYNE
Pop Concert
WDOK, Cleveland, Ohio

MACKENZIE, JOHN
KXTV-TV, Sacramento, Calif.

MacMANUS, HORACE
WAVY, Norfolk, Va.

MADDOX, SKIP
Afternoon Melodies
WERL, Van Wert, Ohio

MADEH, JIM
Coffee Club
WKOW, Madison, Wis.

MAEL, MERRILL
KBVR, Anchorage, Alaska

MAGEL, RON
WKAZ, Charleston, W. Va.

MAHAN, CHARLES
Party Line
WARA, Attleboro, Mass.

MAHER, JAY
Rollin' Home
WENS, Endicott, N. Y.

MAHONEY, BERNIE
Operation Eyelid
WEEK, Warrenton, Va.

MAHONEY, GEORGE
By George, It's Music
KOB, Albuquerque, N. M.

MAITH, LEN
WAML, Laurel, Miss.

MAJOR, DON
WEVO, Laurinburg, N. C.

MALARA, TONY
Adventures of Pow Wow
WCNY-TV, Carthage-
Watertown, N. Y.

MALEY, WESLEY
Clue 1590
WGGQ, Salamanca, N. Y.

MALLICOAT, AL
KPOL, Los Angeles, Calif.

MALLIN, JACK
WCYB, Bristol, Va.

MALONE, FRANK
WTOB, Winston-Salem, N. C.

MALOY, HANK
WTRY, Troy, N. Y.

MANGEFRIDA, FRANK
Early Riser
WIFA, Batavia, N. Y.

MANLEY, BUD
KNOP, North Platte, Neb.

MANN, RAY, JR.
WSSO, Starkville, Miss.

MANNING, JOE
Open House
WIFA, Batavia, N. Y.

MANNO, JIM
WEMI, Ashland, Ky.

MANTAJANO, DICK
KXO, El Centro, Calif.

MANISE, GEORGE
WJQI, Florence, Ala.

MARAIST, JULES
KSIG, Crowley, La.

MARLER, MIKE
WAND, Canton, Ohio

MARLOW, DICK
KOOL, Phoenix, Ariz.

MARSH, DAVID
WAKU, Latrobe, Pa.

MARSHALL, REX
B. Jan. 9, 1919, New Jersey;
Disneyland, ABC-TV; December
Bride, Doug Edwards & the News;
Zane Grey Theatre, CBS-TV;
Loretta Young, The Line-Up,
NBC-TV

MARSHALL, RIC
Morning Mayor
KLEO, Wichita, Kan.

MARTIN, BOB
KDEN, Denver, Colo.

MARTIN, JENNINGS
WTRF-TV, Wheeling, W. Va.

MARTIN, JIM
Spin-a-Rama
KCRC, Enid, Okla.

MARTIN, JIM
WISR, Butler, Pa.

MARTIN, RON
Musical Showcase
WTAL, Tallahassee, Fla.

RADIO-TV ANNOUNCERS—EMCEES

- MARTIN, WILLIE H.**
960 Swings
WMOZ, Mobile, Ala.
- MARTYN, STAN**
The Music Man
WBCE, Levittown, Pa.
- MARVIN, EDWARD**
Cape Cod Show
WPLM, Plymouth, Mass.
- MAIX, GROUCHO**
You Bet Your Life
NBC, NBC-TV
- MASON, BILL**
WDBQ, Dubuque, Iowa
- MASON, JERRY**
WQXI, Atlanta, Ga.
- MASON, JOHN**
Family Theater
WMBD-TV, Peoria, Ill.
- MASTERS, RODNEY**
Masters Melodies
KPQD, Portland, Ore.
- MATTHEWS, BRUCE**
Radio 1420
WWSR, St. Albans, Vt.
- MATTSON, ALLEN**
WMPH, Hancock, Mich.
- MAULDIN, PERCY**
Basin St. Blues
WMOZ, Mobile, Ala.
- MAYNARD, DAVE**
Command Premiere
WBZ-TV, Boston, Mass.
- MAYNE, BOB**
Record Room
WGAD, Gadsden, Ala.
- MAYO, BENJ. F.**
Hi Neighbor
WGAC, Augusta, Ga.
- MAYS, AUBREY**
Strikes 'n Snares
KLVT, Levelland, Tex.
- MEAD, BOB**
WISH, Indianapolis, Ind.
- MEARIAN, MIKE**
Popeye's Playhouse
WBEN-TV, Buffalo, N. Y.
- MEATH, ED**
WHEC, WHEC-TV, Rochester, N. Y.
- MEDLIN, BARRY**
Barnyard Barry
WWIT, Canton, N. C.
- MEELER, JOHN**
WTYC, Rock Hill, S. C.
- MEFFORD, CHUCK**
WISM, Madison, Wis.
- MEHA, TONY**
Pan-American Serenade
KGHF, Pueblo, Colo.
- MELQUIST, RON**
WJOC, Jamestown, N. Y.
- MELYOIN, DON**
WOOD-TV, Grand Rapids, Mich.
- MENEFE, BOB**
Heading Home
WIP, Philadelphia, Pa.
- MEREDITH, BUDDY**
Musical Roundup
KOTA-TV, Rapid City, S. D.
- MERL, BOB**
KREO, Indio, Calif.
- MERRILL, JOHN**
KFH, Wichita, Kan.
- MERRILL, ART**
WGH, Newport News, Va.
- MERRIMAN, RANDY**
WCCO, WCCO-TV, Minneapolis, Minn.
- MERRITT, EDWARD**
Concert Hall
WSBS, Great Barrington, Mass.
- MERRITT, NEAL**
KPAC-TV, Beaumont-Port Arthur, Tex.
- METROPOLITAN, JON**
Hidden Mike
KATL, Miles City, Mont.
- MEUNIER, JOHN**
WPPO, Stroudsburg, Pa.
- MEYER, JERRY**
KWVY, Waverly, Iowa
- MEYERS, DON**
Don Patrol
WDLB, Marshfield, Wis.
- MEYERS, WES**
Swap Shop
KAHL, Auburn, Calif.
- MICHAELS, ALLAN**
Sunshine Serenade
WTOL, Toledo, Ohio
- MILES, JIM**
WKCT, Bowling Green, Ky.
- MILES, DR. LELAND**
WHAS, Louisville, Ky.
- MILLARD, BRAD**
KYSM, Mankato, Minn.
- MILLARD, TOM**
Triple T Show
KFAY, Fayetteville, Ark.
- MILLER, BILL**
WJNO, West Palm Beach, Fla.
- MILLER, BILL**
WCMB, Elkhart, Ind.
- MILLET, BOB**
KGCX, Sidney, Mont.
- MILLER, BOB**
KJSK, Columbus, Neb.
- MILLER, CURLEY**
Jamboree
WVVA, Wheeling, W. Va.
- MILLER, GEORGE**
KRFX, Grand Junction, Colo.
- MILLER, LARRY**
KCSR, Chadron, Neb.
- MILLER, NEAL**
WSGN, Birmingham, Ala.
- MILLER, RED**
WOLS, Florence, S. C.
- MILLER, BOB**
WLW-I, Indianapolis, Ind.
- MILLS, BOB**
KOTV, Tulsa, Okla.
- MILNER, ART**
WKDN, Camden, N. J.
- MILOT, LOUIS**
WKBZ, Muskegon, Mich.
- MILTON, JUD**
Housewife's Hit Parade
KTSM, El Paso, Tex.
- MINYARD, KEN**
KSRO, Santa Rosa, Calif.
- MITCHELL, BILLY**
Western Jamboree
KCTI, Gonzales, Tex.
- MITCHELL, BOB**
WSSA, Savannah, Ga.
- MITCHELL, BOB**
Spotlight 99
WIBC, Philadelphia, Pa.
- MITCHELL, CHUCK**
WYOL, Nashville, Tenn.
- MITCHELL, FRED**
Hitch with Mitch
WOHO, Toledo, Ohio
- MITCHELL, LYLE G.**
KJMO, Carthage, Mo.
- MIX, DORIS**
Reminiscent
KRPL, Moscow, Ida.
- MIX, JOHN**
KRPL, Moscow, Ida.
- MOELLER, ARLO E., JR.**
KGNB, New Braunfels, Tex.
- MOHNKERN, LEONARD**
WHHH, Warren, O.
- MOLINARI, BOB**
KONE, Reno, Nev.
- MOLINARO, LARRY**
Polka Party
WNAR, Morristown, Pa.
- MONACO, DEL**
KPAR, Phoenix, Ariz.
- MONGOLD, BOB**
Midland Music Time
KNMT, Austin, Minn.
- MONROE, JOE**
KBCL, Shreveport, La.
- MOONEY, FRANK**
WHUM, Reading, Pa.
- MOORE, BILL**
KRFX, Grand Junction, Colo.
- MOORE, GARRY**
I've Got A Secret
CBS-TV
- MOORE, HOWARD**
Musical Clock
WFIG, Sumter, S. C.
- MOORE, LARRY**
KUSN, St. Joseph, Mo.
- MOORE, TOM**
KTVE, El Dorado, Ark.
- MOORHEAD, JOHN**
Adventurama
WJAC-TV, Johnstown, Pa.
- MOORE, PAT**
KVNC, Winslow, Ariz.
- MOORE, TOM**
Million Dollar Matinee
KHJ-TV, Los Angeles, Calif.
- MOREHEAD, WAYNE**
Wax Works
KIUP, Durango, Colo.
- MORGAN, BOB**
WBBW, Youngstown, Ohio
- MORGAN, HAL**
WABR, Orlando, Fla.
- MORGAN, HANK**
WQXI, Atlanta, Ga.
- MORGAN, KENT**
KJCK, Junction City, Kan.
- MORGAN, MARTIN**
Super Western Theatre
WLOS-TV, Asheville, N. C.
- MORGAN, MARY**
Million Dollar Movie
CKLW-TV, Detroit, Mich.
- MORGAN, RAY**
MORGAN, RAY
KOKL, Okmulgee, Okla.
- MORGAN, STAN**
Rise 'n Shine
WAKA, Attleboro, Mass.
- MORGAN, WILLIAM**
Breakfast with Billy
WVRN, Louisburg, N. C.
- MORRISON, ALEX**
WKDX, Hanlet, N. C.
- MORROW, DON**
B. Jan. 29, 1927, Stamford, Conn.; G.E. College Bowl, Jackie Gleason Show, CBS-TV; Lowell Thomas News, CBS Radio; Rin-Tin-Tin, ABC-TV
- MORROW, ROBIN**
Fantasy in Music
KPOK, Scottsdale, Ariz.
- MORSE, CLINT**
WCMB, Harrisburg, Pa.
- MORSE, SID**
KTOK, Oklahoma City, Okla.
- MORTON, LOU**
WGST, Atlanta, Ga.
- MOSENA, DICK**
Buggy Ride
KHUR, Burlington, Iowa
- MOWRY, LEE**
WRGA, Rome, Ga.
- MULHERIN, PAT**
WBQ, Augusta, Ga.
- MULLALLY, DON**
WTWN, St. Johnsbury, Vt.
- MULLARKEY, TOM**
Teen Downbeat
WBAP-TV, Fort Worth, Tex.
- MULLEN, FRANK**
1230 Club
WNEB, Worcester, Mass.
- MULLINS, MOON**
Platter Parade
WMYN, Madison, N. C.

RADIO-TV ANNOUNCERS—EMCEES

MULROY, BOB
KWG, Stockton, Calif.

MULVANEY, DON
KROX, Crookston, Minn.

MURDOCK, JACK
Coffee Break
KTFV, St. Louis, Mo.

MURPHY, CULLEN
Shell News
KTVB, Boise, Ida.

MURPHY, ED
Hollywood Matinee
WSYR, WSYR-TV, Syracuse, N. Y.

MURPHY, PAUL
WAVI, Dayton, Ohio

MURPHY, PERRY
KAWL, York, Neb.

MURRAY, GEORGE
Texaco Huntley-Brinkley Report;
Time: Present—Chet Hunley
Reporting
NBC, NBC-TV

MURRAY, LEE
WISN-TV, Milwaukee, Wis.

MYER, RON
WHSY, Hattiesburg, Miss.

— N —

NABORS, LES
Listen Ladies
WONA, Winona, Miss.

NADEAU, LES
WDEA, Ellsworth, Maine

NAGLE, JEFF
KML, Fresno, Calif.

NAISH, RAY
WATV, Birmingham, Ala.

NARDI, JIM
WSJM, St. Joseph, Mich.

NARGIS, DON
KWYO, Sheridan, Wyo.

NASH, BILL
WDOD, Chattanooga, Tenn.

NASH, JOHN
Limehon at VIP
WSTA, St. Thomas, V. I.

NEELY, ROBERT
Early Bird Show
WRAJ, Anna, Ill.

NEHRING, WALLY
WIRE, Indianapolis, Ind.

NEIMAN, WIN
Scandinavian Hour
KWHO, Salt Lake City, Utah

NELLIS, DICK
Remsen Varieties
WREM, Remsen-Union, N. Y.

NELSON, BOB
WFMC, Goldboro, N. C.

NELSON, CY
WJJD, Chicago, Ill.

NELSON, DALE
Garden Echoes
KGDN, Edmonds, Wash.

NELSON, HOWARD D.
KICY, Nome, Alaska

NELSON, JERRY W.
WEPG, S. Pittsburgh, Tenn.

NELSON, ROBERT
Early Bird Show
KPFB, Great Falls, Mont.

NESSLEROAD, PAUL
KRTV, Colorado Springs, Colo.

NESTER, ROY
Platter Party
WINC, Winchester, Va.

NEWLAND, JOHN
Alcoa Presents
ABC-TV

NEWMAN, AL
WMSC, Columbia, S. C.

NEWMAN, JIM
Top Tunes
WOOW, Greenville, N. C.

NEWTON, LESLIE
WHGR, Houghton Lake, Mich.

NICHOLSON, NICK
WISR, Butler, Pa.

NIXON, MILT
WPHI, Inkster, Mich.

NOE, ROBERT
Man on Street
WBKV, West Bend, Wis.

NOLAN, TERRY
KMEB, Medford, Ore.

NOLAN, TIM
KPRC, Houston, Tex.

NORMAN, BOB
WAVZ, New Haven, Conn.

NORMAN, HERB
WWRL, New York, N. Y.

NORMAN, WALLACE
KYCA, Prescott, Ariz.

NORRIS, BARRY G.
KFJB, Marshalltown, Iowa

NORTON, MIKE
WPOR, Portland, Me.

NORWOOD, BILL
Three Stooges
WLOS-TV, Asheville, N. C.

— O —

O'BRIEN, JOE
WUCA, New York, N. Y.

O'BRIEN, JOHN
WKZO, Kalamazoo, Mich.

O'BRIEN, TOM
B. April 3, 1925, New York;
News, WINS; Chevrolet Weekend
News, CBS-Radio; Big Story,
WNEW-TV; Monitor, NBC

O'CALLAGHAN, TOM
KYSM, Mankato, Minn.

O'CONNOR, MEL
WLAV, Grand Rapids, Mich.

O'CONNOR, STEVE
WEAV, Plattsburgh, N. Y.

O'DONNELL, LEW
Breakfast Bar
WHEN-TV, Syracuse, N. Y.

O'HARA, SEAMUS
KYA, San Francisco, Calif.

OLDAG, BEN
Polka Special
KFRD, Rosenberg-Richmond,
Tex.

OLEWIN, DALE
KDLR, Devils Lake, N. D.

OLIVER, DAVID
WMPB, Chattanooga, Tenn.

OLIVER, DOUG
Zoozama
KPMB-TV, San Diego, Calif.

OLSON, GLENN
KEYD, Oakes, N. D.

OLSON, TOR
RUKI, Ukiah, Calif.

ORFILLA, MIKE
WFTV, Jackson, Miss.

ORLANDO, J. J.
WAVP, Avon Park, Fla.

ORR, JEROME
Mayhem in the AM
KELD, El Dorado, Ark.

ORUM, BILL
Coffee Time
KRCR, Eud, Okla.

OSBORNE, KARL
Dinner Showcase
WAST, Albany, N. Y.

OSBORNE, WILLIAM D.
KFBC-TV, Cheyenne, Wyo.

O'SHANTER, TOM
The Road Show
KOFA, Yuma, Ariz.

OSTROM, BILL
Sunny Side Up
WMNS, Olean, N. Y.

O'SULLIVAN, TERRY J.

B. July 7, Kansas, Mo.; "Search for Tomorrow" leading man; Keep Talking; Commercials for: Mutual of Omaha, Alpine Cigarettes, Chemstrand

O'TOOLE, WILLIAM
ABC

OULETTE, GEORGE
Engine House 8
WMTW-TV, Poland Spring, Me.

OWEN, ALAN
WOND, Pleasantville, N. J.

— P —

PACELL, FRANK
Public Affairs
NBC-TV

PAICCA, CARMEN
WKAL, Rome, N. Y.

PACK, MARSHALL
Precious Memories
WBAC, Cleveland, Tenn.

PADGETT, DAVID
WAYB, Waynesboro, Va.

PAGE, DAVE
KREM-TV, Spokane, Wash.

PAGEL, DEE
Rise and Shine
KBRL, McCook, Neb.

PALMER, BILL
WTVN-TV, Columbus, Ohio

PALMER, JOHNNY
WBOW, Terre Haute, Ind.

PALMER, RICHARD
WMTS, Murfreesboro, Tenn.

PALMER, TRAVIS
WSSO, Starkville, Miss.

PALMQUIST, JAMES R.
KLR, Denver, Colo.

PARDO, DON
Price Is Right
NBC-TV

PARK, CHARLEY
Time out for Music
WJR, Detroit, Mich.

PARKER, MARY E.
Platter Party
KBOP, Pleasanton, Tex.

PARKER, PETE
1290 Club
WFIG, Sumter, S. C.

PARKER, TOM
KPOR, Lincoln, Neb.

PARKHURST, DEANE
WSET, Glens Falls, N. Y.

PARNELL, JACK
WHBQ, Memphis, Tenn.

PARR, WILLARD
Highland A. M.
WSRW, Hillboro, Ohio

PARRY, JACK
Wake to Music
KWFW, Hobbs, N. M.

PARSONS, BEN
WRBL, Columbus, Ga.

PARSONS, KEN, JR.
KCLA, Pine Bluff, Ark.

PARTIDO, FRED
KWCO, Chickasha, Okla.

PASQUALI, JOE
WINC, Winchester, Va.

PATE, JOE
KLEX, Lexington, Mo.

PATRICK, JOE
WRMF, Titusville, Fla.

PATRICK, KAE
KERV, Kerrville, Tex.

PATTERSON, JIMMY
WBTY, Charlotte, N. C.

PATTERSON, PAUL
Tops in Pops
WLLH, Lowell, Mass.

PATTERSON, SAM
WWIT, Canton, N. C.

PAUL, RALPH

Strike It Rich, "Dotto," The Millionaire, Top Dollar, CBS-TV; Goodyear Playhouse, The Big Payoff, NBC-TV

PAXSON, BUD

WACK, Newark, N. Y.

PAXTON, BOBBY

WFTW, Ft. Walton Beach, Fla.

PAXTON, TOM

WKY-TV, Oklahoma City, Okla.

PEACH, FRED

WHYN, Springfield, Mass.

PEARL, JIM

KBTN, Neosho, Mo.

PEARLMAN, HOWARD

Musical Masterpieces
KPOK, Scottsdale, Ariz.

PEASE, CHARLES

Strictly Music
WVHG, Hornell, N. Y.

PEDEX, OSCAR

Your Night Out
WOWL-TV, Florence, Ala.

PEFLER, BUDDY

KMUL, Muleshoe, Tex.

PEISS, ED

KOOK-TV, Billings, Mont.

PELA, JOHN

Pecos Pete
KCRG-TV, Cedar Rapids, Iowa

PELGER, FRED

KYUM, Yuma, Ariz.

PEMBERTON, ART

KJRG, Newton, Kan.

PENNINGTON, MEL

KXYZ, Houston, Tex.

PEPPER, KEN

Make It Or Break It
KICA-TV, Clovis, N. M.

PERLIN, ALLEN

Sunday Serenade
WAYE, Baltimore, Md.

PERRY, DICK

KMNS, Sioux City, Iowa

PERRY, LOU

KSRA, Salmon, Ida.

PERRY, NICK

WTAE, Pittsburgh, Pa.

PERRY, SID

Sheriff Sid
KBAK-TV, Bakersfield, Calif.

PETERS, JOHN

Ford News
WBOY-TV, Clarksville, W. Va.

PETERSON, ART

WFBL, Syracuse, N. Y.

PETERSON, FRED

KRIC, Beaumont, Tex.

PETERSON, JERRY

WJBS, DeLand, Fla.

PETERSON, RALPH

NBC News, Washington
NBC-TV

PETTY, NORM

KBLR, Goodland, Kan.

PEAU, GEORGE

KXLL, Missoula, Mont.

PELEGER, GEORGE

Saturday Breakfast Party
WJTN, Jamestown, N. Y.

PHILAN, TOM

KREM, Spokane, Wash.

PHELPS, BOB

Music Beyond Stars
KRES, St. Joseph, Mo.

PHILLIPS, BY

WGBI, Scranton, Pa.

PHILLIPS, DICK

WEVA, Emporia, Va.

PHILLIPS, KENNETH

KAPP, Petaluma, Calif.

PIERCE, AL

Morning Owl
KASK, Ontario, Calif.

PIERCE, BILL

Luncheon Melodies
WWCC, Bremen, Ga.

PIERCE, BILL

WEJL, Scranton, Pa.

PIERCE, RONALD

WJMS, Ironwood, Mich.

PIERRE, FRANCIS

Breakfast with Pierre
KPEM, St. Cloud, Minn.

PIKE, CLIFF

Noontime Jamboree
KOTA, Rapid City, S. D.

PILE, ANN

Children's Story Time
WMPT, Leitchfield, Ky.

PINCNEY, DOUGLAS

Date-line
WMBO, Auburn, N. Y.

PINNA, JIMMY

WNAG, Grenada, Miss.

PINTO, JOHN A.

WBUD, Trenton, N. J.

PIRTLE, JANE

Remper Room
KTVL, St. Louis, Mo.

PITCAITHLEY, AL

KPBM, Carlsbad, N. M.

PITTS, LES

RED Jamboree
WVOP, Vidalia, Ga.

PLACHTA, AL

KOPR, Butte, Mont.

PLATER, BILL

Mr. Cartoon Man
WSIL-TV, Harrisburg, Ill.

PLATT, DAVE

Communique
WVIP, Mount Kisco, N. Y.

POLLOCK, GOBLE

WCBK, Benton, Ky.

POOLE, BOB

WHG, Greensboro, N. C.

POOLE, LYNN

Johns Hopkins File 7
ABC-TV

PORFILLO, ERNESTO

KEVT, Tucson, Ariz.

POSTON, TOM

Split Personality
NBC-TV

POWELL, CHARLES

Mid-Day Merry Go Round
WATP, Marion, S. C.

POWELL, STEVE

Fabulous 4 Fun House
WKY-TV, Oklahoma City, Okla.

POWERS, BOB

WGST, Atlanta, Ga.

POWERS, JOSEPH

WBMD, Baltimore, Md.

PRATT, CHUCK

Carnival of Music
WDSU, New Orleans, La.

PRESCOTT, GEORGE

Ladies Hall of Hits
WLEE, Richmond, Va.

PRESSLEY, REGINALD

The Best in Dixie
WGOG, Walkersville, S. C.

PRIBBLE, ROBERT

ABC
PRICE, BOB

PRICE, BOB

KWHI, Brenham, Tex.

PRICE, ED

Tempo II
WMTR, Morristown, N. J.

PRICE, GENE

KJRG, Newton, Kan.

PRICE, HERB

920 Special
WTND, Orangeburg, S. C.

PRICE, JOE

Mister X
WDBM, Statesville, N. C.

PRICE, WILLIAM

WVPO, Stroudsburg, Pa.

PRIDE, PETE

WYDE, Birmingham, Ala.

PROCTOR, JOE

WLBJ, Bowling Green, Ky.

PROCTOR, LES

KNEB, Scottsbluff, Neb.

PRUITT, WELDON

Early Bird
WCON, Cornelia, Ga.

PRYCE, DAVID R.

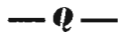
WPOW, New York, N. Y.

PRYOR, WALLY

Cactus Pryor Show
KTBC, KTBC-TV, Austin, Tex.

PURTAN, DICK

WHEN, Syracuse, N. Y.



QUAYE, EDWARD D.

WPMP, Pascagoula, Miss.

QUAYE, MACKIE

Cactus & Popeye

WIS, WIS-TV, Columbia, S. C.

QUINN, JACK L.

Ringo
KARY, Prosser, Wash.

QUINN, MEL

WAQE, Towson, Md.

QUINTEIRO, JOSE

Our Town
NBC-TV



RABE, JIMMY

KAML, Kenedy, Tex.

RABISE, EDWARD

WHMS, Charleston, W. Va.

RADKA, AL

Party Line
KFRE-TV, Fresno, Calif.

RAGSDALE, GENE

KSNY, Snyder, Tex.

RAMEY, LAMAR

Music for Mama
WLET, Toccoa, Ga.

RAMSEY, CHARLES

WLUC-TV, Green Bay-
Marinette, Wis.

RAMSEY, WAYNE

KENA, Menz, Ark.

RANDALL, BOB

KRUX, Phoenix, Ariz.

RANDALL, DALE

KBOI-TV, Boise, Ida.

RANDOLPH, VANCE

WJJD, Chicago, Ill.

RANEY, REX

WBIR-TV, Knoxville, Tenn.

RANKIN, CHARLES

RED-Rio Grande Valley
KRGV, Weslaco, Tex.

RANSONE, PRESTONE

Musical Clock
WCHV, Charlottesville, Va.

RAPOZA, NORM

WSAR, Fall River, Mass.

RAIB, TED

WDAU-TV, Scranton, Pa.

RAWLINSOON, CHUCK

Wake up to Music
WPGA, Savannah, Ga.

RAY, JIMMY

Hayride
KBOP, Pleasanton, Tex.

RAY, JOSEPH

WSEE, Erie, Pa.

RAYBURN, DON

KWCL, Oak Grove, La.

RAYBURN, GENE

Dough Re Mi
NBC-TV

RAYMAND, OLLIE

KMOX, St. Louis, Mo.

RAYMOND, HAL

KISN, Portland, Ore.

RAYNER, RAY

WBBM-TV, Chicago, Ill.

RADIO-TV ANNOUNCERS—EMCEES

READ, CHUCK
WBUX, Doylestown, Pa.

READY, TOM
Charley Weaver's Hobby Lobby
ABC-TV

REARDON, JOHN
KBIZ, Ottumwa, Iowa

REDDY, TOM
Be Our Guest
CBS-TV

REED, WARREN
All Star Movie
KTNT-TV, Seattle-Tacoma,
Wash.

REETS, RANDY
KWHI, Breunham, Tex.

REEVES, JIM
KICO, El Centro, Calif.

REUTZ, PINKY
Breakfast Party
WLRC, Sandusky, Ohio

REMYINGTON, JACK
WKRC, Cincinnati, Ohio

REX, JAMES
WMT-TV, Cedar Rapids, Iowa

REYNOLDS, BILL
WFMJ-TV, Milwaukee, Wis.

REYNOLDS, CLIFF
WCSH-TV, Portland, Maine

REYNOLDS, RON
KJOY, Stockton, Calif.

RHOADS, JERRY
Musical Afternoon
WJNO, West Palm Beach, Fla.

RHOADS, JERRY
Party Line
KSID, Sidney, Neb.

RHODES, LLOYD
WMBS, Uniontown, Pa.

RHODES, SANDY
KABY, Albany, Ore.

RICARDO, RICK
Rock-a-rama
WSTA, St. Thomas, V. I.

RICE, BILL
WAPG, Arcadia, Fla.

RICE, DICK
WSPD, Toledo, Ohio

RICHARD, PAUL
WSPD, Toledo, Ohio

RICHARDS, TOMMY
WISN, Milwaukee, Wis.

RICHARDS, TONY
Afternoon Bandstand
WLVA, Lynchburg, Va.

RICHARDSON, MEL
Opinion Please
KID, Idaho Falls, Ida.

RICHESON, DON
Hermil's Cave
WADS, Ansonia, Conn.

RICHMOND, ROBERT
Melody Morgue
WRSW, Warsaw, Ind.

RICHTER, AL
WORM, Savannah, Tenn.

RICKENBACH, TED
Prof. Schmitzel Show
WHUM, Reading, Pa.

RICKWA, JOHN
KHOW, Denver, Colo.

RIDNER, JACK
Circle 6 Ranch
WCTV, Tallahassee, Fla.
Thomasville, Ga.

RIGGS, DON
WBNS-TV, Columbus, Ohio

RIGGS, JIM
WMYB, Myrtle Beach, S. C.

RIGGS, JOHN
WRIV, Riverhead, N. Y.

RINGWALL, RUDOLPH
WJW, Cleveland, Ohio

RISNER, JIM
KRMS, Osage Beach, Mo.

RITCHE, GARRY
Hi-Fi Club
WTIP, Charleston, W. Va.

RIFE, JOE
WLCK, Scottsville, Ky.

RIZZ, TONY
WFST, Caribou, Maine

ROBBINS, ED
Operation Earlybird
WJIP, Mount Kisco, N. Y.

ROBBINS, PHIL
The Robbins' Nest
KBON, Omaha, Neb.

ROBBINS, SAUL
Bozo the Clown
XETV, San Diego, Calif.

ROBERTS, BILL
WISH, Indianapolis, Ind.

ROBERTS, DIK
KSNY, Snyder, Tex.

ROBERTS, FRANK
WCDJ, Edenton, N. C.

ROBERTS, HOWDY
Musical Clock
WMT, Cedar Rapids, Iowa

ROBERTS, JERRY
WBCM, Bay City, Mich.

ROBERTS, JERRY
Tempo
WAKU, Latrobe, Pa.

ROBERTS, JIMMY
Hillbilly Jamboree
WLIL, Lenoir City, Tenn.

ROBERTS, JOE
WGSN, Huntington, N. Y.

ROBERTS, JOHN
KDKA-TV, Pittsburgh, Pa.

ROBERTS, KENT
KFTM, Fort Morgan, Colo.

ROBERTS, MARTY
WDZ, Decatur, Ill.

ROBERTS, MURRAY
WAVY, Norfolk, Va.

ROBERTS, PETER
Monitor
NBC

ROBERTSON, ART
Hillbilly Hits
KWHN, Fort Smith, Ark.

ROBERTSON, FORD
KBBB, Berger, Tex.

ROBINSON, JACK
KJAX, Santa Rosa, Calif.

ROBINSON, MAX
Saturday Breakfast Party
WJTN, Jamestown, N. Y.

ROBINSON, RON
Music Hall
KMLB, Marshall, Minn.

ROBINSON, STAN
Broadway Showtime
WMNI, Columbus, Ohio

ROBY, VIC
NBC-TV

ROCHE, HAL
KBOR, Brownsville, Tex.

RODRICK, BOB
KFMA, Davenport, Iowa

ROESLER, DEE
Country Bandstand
KWFW, Hobbs, N. M.

ROGERS, BILL
\$64,000 Question, \$64,000 Challenge, G.E. Theatre, CBS-TV; Texaco Command Performance, NBC-TV; Walter Winchell File, ABC-TV

ROGERS, BOB
Open House
KWED, Seguin, Tex.

ROGERS, DICK
KDUZ, Hutchinson, Minn.

ROGERS, JOHN
Carnival of Music
WROD, Daytona Beach, Fla.

ROGERS, TED
WDBJ, Roanoke, Va.

ROOT, LES
Flint's Favorites
WBBC, Flint, Mich.

ROPER, JAMES O.
Mystery Voice
WJOT, Lake City, S. C.

ROPPOLO, JOE
KFPW, Fort Smith, Ark.

ROSS, DALE
Dale Digging
KVFC, Cortez, Colo.

ROSS, DON JOHN
WMT-TV Cedar Rapids, Iowa

ROTE, KYLE

ROTH, BEVEN
Voice Your Choice
KPEL, Walla Walla, Wash.

ROTH, MARTY
The Paul Winchell Show
ABC-TV

ROWAN, GAYLON
Funtime with Uncle G-Bee
KLOK-TV, Provo-Salt Lake
City, Utah

ROWE, PRENTISS
Zeb's Partyline
KGFH, Pueblo, Colo.

ROWELL, GLENN
Hoedown Jamboree
KOTA-TV, Rapid City, S. D.

ROWZIE, JACK
Club 1260
WWDC, Washington, D. C.

ROY, RANGER
Cartoon Circus
KXTV-TV, Sacramento, Calif.

RUDD, WIL
Nite Ride
WJMO, Cleveland, Ohio

RUDDLE, DAVE
WKGN, Knoxville, Tenn.

RUGGERI, ROBERT
WEKZ, Monroe, Wis.

RUNNELLS, RUDY
The Kiss-in' Kat Show
KXSN, Dallas, Tex.

RUOHOMAKI, LES
WJPD, Ishpeming, Mich.

RUSE, PAUL
KOFI, Osceola, Iowa

RUSSELL, BOB
7-11 Show
KIMS, El Dorado, Ark.

RUSSELL, DON
Monitor; It's Network Time
NBC

RUSSELL, KENNETH
WVVK, Knoxville, Tenn.

RUSSELL, VERNE
The Coffee Club
KUJ, Walla Walla, Wash.

RUTLEDGE, CHARLES
KVOB, Colorado Springs, Colo.

RYAN, BILL
KVOO, Tulsa, Okla.

RYAN, CHARLIE
WKYR, Keyser, W. Va.

RYAN, DICK
Teen Canteen
WJRT, Flint, Mich.

RYAN, JACK
Sleepytime Express
WBRK, Pittsfield, Mass.

RYAN, JOHNNY
Clockwatcher
KVOO, Tulsa, Okla.

RYAN, TED
WHIO-TV, Dayton, Ohio

RYLE, GLENN
Popeye & Skipper
WKRC-TV, Cincinnati, Ohio

— S —

SAFFLE, JOE
The Women Speak
KHAM, Albuquerque, N. M.

RADIO-TV ANNOUNCERS—EMCEES

SAHLEY, AL
Al's Alley
WHMS, Charleston, W. Va.

SAMS, TERRY
Junior Auction
WJHL-TV, Johnson City, Tenn.

SAMTER, GENE
Morning Concert
WLSV, Wellsville, N. Y.

SANCHEZ, NICK
WPBL, Syracuse, N. Y.

SANDS, GEORGE
WMAS, Springfield, Mass.

SARGENT, KENNY
WRR, Dallas, Tex.

SAUER, BLACK
WSRW, Hillsboro, Ohio

SAUNDERS, AL
WSBA, York, Pa.

SAUNDERS, BRUCE
WSBT, WSBT-TV, South Bend, Ind.

SAUNDERS, EDDIE
WVCO, Columbus, Ohio

SAUNDERS, TOM
WTKO, Ithaca, N. Y.

SAUNDERS, WALT
WADC, Akron, Ohio

SAUTER, DAVE
WAST, Albany, N. Y.

SCANLAN, JIM
WOW-TV, Omaha, Neb.

SCHAEFFER, MARTIN
WEHT, Evansville, Ind.

SCHAFFER, RON
KBRL, McCook, Neb.

SCHARF, FRANK, JR.
Platter Party
WJJC, Commerce, Ga.

SCHERER, JOE
KHOW, Denver, Colo.

SCHMEHORNE, DICK
WEAV, Plattsburgh, N. Y.

SCHOFIELD, JIM
1280 Serenade
WDSP, De Funiak Springs, Fla.

SCHOLBE, ROGER
Cartoon Time
KREX-TV, Grand Junction, Colo.

SCHROEDER, BERNIE
WMTE, Manistec, Mich.

SCHUETT, PAUL
KENY, Bellingham, Wash.

SCHWARTZ, JIM
KFIZ, Fond du Lac, Wis.

SCOTT, ANDY
WJSC, Columbia, S. C.

SCOTT, DAVE
2 On the Aisle
KTVR, Denver, Colo.

SCOTT, ED C.
3-D Danny
WTVT, Tampa, Fla.

SCOTT, FRED
B. June 25, Dayton, Ohio; Bugs Bunny Presents, Liberace-Host, WABD

SCOTT, HOWARD
Coffee Pot
WROM, Rome, Ga.

SCOTT, LARRY
KBTN, Neosho, Mo.

SCOTT, TED
Harmony Highway
WRTA, Altoona, Pa.

SCOTT, WILLARD
Bozo the Clown
WRC-TV, Washington, D. C.

SEARS, LARRY
Rise & Shine
KFKA, Greeley, Colo.

SEAY, JIM
Metrobeat
KENS, San Antonio, Tex.

SEELYE, RANDY
WION, Ionia, Mich.

SEIFERT, FRANK
Movie Spectacular
WTCN-TV, Minneapolis-St. Paul, Minn.

SELLECK, JOHN
KVOL, Lafayette, La.

SENNETT, DAVE
WPRO, Providence, R. I.

SERGEV, CARL
WMEG, Eau Gallie, Fla.

SETTLES, GEORGE W., JR.
Kaliidoscope
WABV, Abbeville, S. C.

SEWALL, JOHN
KANO, Anoka, Minn.

SHADBURN, BILL
WSAV, Savannah, Ga.

SHADBURN, GRADY
Chalk it Up
WALB-TV, Albany, Ga.

SHANER, WILL
KSCB, Liberal, Kan.

SHANNON, PAUL
WTAE, Pittsburgh, Pa.

SHARP, IRVING
WDBJ, Roanoke, Va.

SHARP, TIC
Jamboree
WWKY, Winchester, Ky.

SHAW, CHARLES
Best of 40,000
WSPB, Sarasota, Fla.

SHAW, JIM
WSAC, Ft. Knox, Ky.

SHAW, JOHNNY
Jumpin' Show
WOBBS, Jacksonville, Fla.

SHAW, JOSEPH V.
Hamover Inn
WTSJ, Hamover, N. H.

SHEA, RICK
All Night Serenade
WJGN, Knoxville, Tenn.

SHELDON, DAN
WGBN, Baltimore, Md.

SHELDON, HERB
B. February 9, 1910, Brooklyn, N. Y.; Herb Sheldon Show, WOR-TV

SHELLADY, BOB
KXIC, Iowa City, Iowa

SHELLER, LEROY
WDMJ, Marquette, Mich.

SHELTON, JIM
KDSX, Denison-Sherman, Tex.

SHELTON, RAY
WHAS, Louisville, Ky.

SHEPARD, ROGER
The Tunebook
WJDI, Lansing, Mich.

SHEPARDSON, PHIL
WWLP, Springfield, Mass.

SHERMAN, JOHN
Showcase
KFW, Seattle, Wash.

SHERILL, BOB
WORD, Spartanburg, S. C.

SHERRY, ROD
Pantry Playhouse
KFSD-TV, San Diego, Calif.

SHINE, TOM
WGHN, Grand Haven, Mich.

SHIPLEY, BILL
The Big Story, NBC-TV; You Are There, Jonathan Winters Show, The Twentieth Century, CBS-TV

SHORE, HAL
Sound Off
WBCM, Bay City, Mich.

SHORR, MICKEY
WXYZ, Detroit, Mich.

SHRIVE, THERON
WHAK, Rogers City, Mich.

SHUMATE, TOM
Yawn Patrol
KICD, Spencer, Iowa

SIEVERS, BOB
One Moment Please
WOWO, Fort Wayne, Ind.

SIEVERS, FRANK
KCTI, Gonzales, Tex.

SILLS, RICHARD
WGGG, Salamanca, N. Y.

SIMMONS, CHARLES
WAGY, Forest City, N. C.

SIMMS, FRANK A.
B. June 3, 1921, Tulsa, Okla.; I Love Lucy, CBS-TV

SIMMS, HAL
What's My Line?
CBS-TV

SIMON, ERNIE
Simply Simon
WKAT, Miami Beach, Fla.

SIMPSON, JIM
WJPD, Ishpeming, Mich.

SINCLAIR, DICK
Polka Party
KPI, Los Angeles, Calif.

SINCLAIR, GORDON
KULE, Ephrata, Wash.

SINGER, JACK
Bandstand Matinee
WGRO, Lake City, Fla.

SINGLETON, JACK
Danville Bandstand
WDAN-TV, Danville, Ill.

SIZEMORE, ASHER
WKLX, Paris, Ky.

SKAFF, BONNIE
Coffee with Chris
WHRW, Toledo, Ohio

SKINNER, RALPH
Wake Up Smiling
WWRJ, White River Junction, Vt.

SLADE, WALTER
1490 Club
WAYB, Waynesboro, Va.

SLATER, GRAHAM
KXJJ-TV, Helena, Mont.

SLATER, NORVELL
Brunch Party
WFAA, Dallas, Tex.

SLATON, BILL
WJQS, Jackson, Miss.

SLATTERY, JACK
Art Linkletter's House Party
CBS-TV

SLOANE, ALAN
WAGA-TV, Atlanta, Ga.

SMITH, AL
WRMF, Titusville, Fla.

SMITH, AL
WFLD, Farmville, Va.

SMITH, BILLY
Top 40 Show
WATP, Marion, S. C.

SMITH, CLARK
WLW-C, Columbus, Ohio

SMITH, DON
WRRF, Washington, N. C.

SMITH, DONN
Music Festival
KCLS, Flagstaff, Ariz.

SMITH, GARY
WOKK, Meridian, Miss.

SMITH, HAROLD
KTXL, Dallas, Tex.

SMITH, HARRY K.
WFLN, Philadelphia, Pa.

SMITH, JACK
KONE, Reno, Nev.

RADIO-TV ANNOUNCERS—EMCEES

SMITH, JAMES
KCOH, Houston, Tex.

SMITH, PAUL
Radio Alacarte
RCPX, Salt Lake City, Utah

SMITH, R. KEN
KUTY, Palmdale, Calif.

SMITH, VINSON
Hit Parade
WLAG, LaGrange, Ga.

SMITH, WENDELL
Rise & Shine
KRYN, Lexington, Neb.

SMITH, WHEELER
KXA, Seattle, Wash.

SMITH, WILLIAM
Studio Party
WRVA-TV, Richmond, Va.

SNIDER, PAUL
Melody in Hi Fidelity
KPOL, Los Angeles, Calif.

SNYDER, JAY
KGO, San Francisco, Calif.

SNYDER, JIM
Metronome
WAJR, Morgantown, W. Va.

SOISSON, PHILIP
WGR, Buffalo, N. Y.

SOLEI, JEFF
Bingo
KABR, Aberdeen, S. D.

SOLOMON, CHUCK
WFLB, Fayetteville, N. C.

SOUTHWICK, ROY
KID-TV, Idaho Falls, Ida.

SOWERS, JOHN
WQXT, Palm Beach, Fla.

SPARK, DON
Highway to the World
WQXR, New York, N. Y.

SPECK, KEN
WAND, Canton, Ohio

SPECTOR, JACK
Saturday Bandstand
WPRO-TV, Providence, R. I.

SPENCE, LEE
Snoopy
KASK, Ontario, Calif.

SPENCER, LESTER
WBNS, Columbus, Ohio

SPIES, BILL
This n That
KOLD-TV, Tucson, Ariz.

SPRINGER, CHUCK
KREM-TV, Spokane, Wash.

SPRINGMANN, TED
KADY, St. Charles, Mo.

SQUIER, KEN
Almanac
WDEV, Waterbury, Vt.

STACEY, GAYLON
Junior Auction
KWTV, Oklahoma City, Okla.

STAEGER, BOB
KULE, Ephrata, Wash.

STALLARD, DAL
1340 Club
KCKN, Kansas City, Kan.

STALLINGS, CURT
KVOE, Emporia, Kan.

STALLINGS, WILLARD
Melody Maze
WTUP, Tupelo, Miss.

STANLEY, BILL
WDSU, New Orleans, La.

STANLEY, PAUL
Adventures in Paradise
ABC-TV

STAPLETON, JIM
Dance Party
WLVA, WLVA-TV, Lynchburg, Va.

STARK, RICHARD S.
B. November 7, 1911, Grand Rapids, Mich.; Gunsmoke, The Brighter Day, CBS-TV; Leave It To Beaver, Rough Riders, ABC-TV; The Rebel, Back to School '59, NBC-TV

STARLING, FRANK
Toast & Coffee
WWOD, Lynchburg, Va.

STARR, MARTIN
WABC, New York, N. Y.

STEBBINS, ROGER
WLEU, Erie, Pa.

STEELE, BRETT
KONI, Phoenix, Ariz.

STEELE, MIKE
WSET, Glens Falls, N. Y.

STEGMAN, HERB
KBLR-TV, Goodland, Kan.

STEIN, WALLY
WPAY, Portsmouth, Ohio

STENGEL, DAN
WAMV, E. St. Louis, Ill.

STENGER, PETE
Wake Up & Sing
WSAZ, Huntington, W. Va.

STEPHENS, CARL
Cartoon Carl
WSPA-TV, Montgomery, Ala.

STEPHENS, STEVE
KTHV, Little Rock, Ark.

STEPHENSON, SKIP
KCOW, Alliance, Neb.

STERLING, JACK
Hurdy Gurdy
WJOC, Jamestown, N. Y.

STERLING, VIC
KJEO, Fresno, Calif.

STEVENS, AL
WAMV, E. St. Louis, Ill.

STEVENS, BILL
WCYB-TV, Bristol, Va.

STEVENS, DICK
Coffee Concert
KFML, Denver, Colo.

STEVENS, DON
WFAC, Augusta, Maine

STEVENS, EDWARD
WVVW, Grafton-Fairmont, W. Va.

STEVENS, MATT
WHHH, Warren, Ohio

STEWART, DICK
Dance Party
KPIX, San Francisco, Calif.

STEWART, JOHN
WTEN, Albany, N. Y.

STIKER, BUD
WLEU, Erie, Pa.

STIKES, JOHN
WMSL, Decatur, Ala.

STINGLEY, ROY
Country Music
WHOK, Lancaster, Ohio

STIVERS, JIM
Vawn Patrol
WPKY, Frankfort, Ky.

STONE, CRAIG
Musicathon
WAYE, Baltimore, Md.

STONE, DEWEY
WDEC, Americus, Ga.

STOWE, JAMES
1050 Club
WLYC, Williamsport, Pa.

STRACK, BOB
KOAM, Pittsburg, Kan.

STRAND, NORM
Cap'n Sandy Weather
WSAV, WSAV-TV, Savannah, Ga.

STRASSER, MEL
Thoroughfare
WBAT, Marion, Ind.

STRIBBECK, BILL
Dixie Express
WVAG, Forest, Miss.

STRIBLING, CHARLES
KXRX, San Jose, Calif.

STRICKLAND, BEN
Bowling Talk
KFDX-TV, Wichita Falls, Tex.

STRUCK, BILL
KWVY, Waverly, Iowa

STUART, GENE
WAYZ, New Haven, Conn.

STUBBS, GARLON
Musical Five
WHIE, Griffin, Ga.

STUCKEY, NAT
KALT, Atlanta, Tex.

STURM, DEAN
Saturday Night Jamboree
WSAZ-TV, Huntington, W. Va.

STUTZ, CARL
WRVA, Richmond, Va.

SUHR, GARY
WFHR, Wisconsin Rapids, Wis.

SULLIVAN, ALEX
Sunrise Sounds
WGLI, Babylon, N. Y.

SULLIVAN, CHUCK
Hospitality Time
WEEL, Fairfax, Va.

SULLIVAN, GARY
Radio 1420
WWSR, St. Albans, Vt.

SULLIVAN, TIM
Commuter's Express
KGMC, Englewood-Denver, Colo.

SUMMER, DICK
WISH, Indianapolis, Ind.

SUMNER, WAYNE
Tops in Pops
WLEF, Tallahassee, Fla.

SUNKEL, BUD
Musical Clock
WDAN, Danville, Ill.

SUSSEX, MARY ELLEN
Popeye Playhouse
WTVT, Tampa, Fla.

SUTHERLAND, CAPPS
Spheralma
KBUR, Burlington, Iowa

SUTLIFF, DICK
Mid-Day Melodies
WTHI, Terre Haute, Ind.

SWANSON, DEAN
KFJB, Marshalltown, Iowa

SWARTZ, NELSON
WHLM, Bloomsburg, Pa.

SWARZ, BOB
Coffee Time
KGOV, Missoula, Mont.

SWEET, JERRY
Sweet Scene
KFHA, Tacoma, Wash.

SWENSON, WARD
KNOX-TV, Grand Forks, N. D.

SWIFT, AL
On the Go
KVOS, Bellingham, Wash.

SWIFT, ALLEN
Emcee of Popeye Show, WPIX; Commercials: I Love Lucy, Hitchcock Presents, CBS; Disneyland, ABC; Steve Allen Show, Drag-net, NBC

SWINSON, BOBBY
KCLW, Hamilton, Tex.

SWISHER, BOB
Dance Party
WPSD-TV, Paducah, Ky.

RADIO-TV ANNOUNCERS—EMCEES

— T —

TANNER, ELMO
WLLZ, St. Petersburg Beach, Fla.

TANNER, KEN
WROV, Roanoke, Va.

TATUM, T. E.
WHEE, Martinsville, Va.

TAYLOR, BILL
WISN, Milwaukee, Wis.

TAYLOR, BOB
Working People
WELS, Kinston, N. C.

TAYLOR, BROOKE
B. Nov. 21, 1918, Indianapolis, Ind.

TAYLOR, JOHN
Music Taylor Made
WEPM, Martinsburg, W. Va.

TAYLOR, NED
Fun with Ned
KMSS-TV, Missoula, Mont.

TAYLOR, RONNIE
WCRF, Birmingham, Ala.

TEAS, FRANK
WSMN, Nashua, N. H.

TELEK, FRANK
WSTS, Massena, N. Y.

TELLEZ, RUDY
Off the Record
KTSM-TV, El Paso, Tex.

TENNANT, JACK
Metronome
WAJR, Morgantown, W. Va.

THACKERY, FLOYD
KORK, Las Vegas, Nev.

THAXTON, LLOYD
Record Shop
KCOF, Hollywood, Calif.

THERNES, AL
Calling All Cars
KGNC, Amarillo, Tex.

THOMAS, BERNIE
Musically Yours
KDEF, Albuquerque, N. M.

THOMAS, GEORGE
WCAU, Philadelphia, Pa.

THOMAS, HAL
KOYN, Billings, Mont.

THOMAS, HELEN
Party Line
WRJN, Racine, Wis.

THOMAS, JERRY
Quality Showcase
WBLG, Lexington, Ky.

THOMAS, JERRY
WBIZ, Eau Claire, Wis.

THOMAS, LEE
WBHY, Appleton, Wis.

THOMAS, RAY
Musical Clock
WOKE, Charleston, S. C.

THOMAS, WALT
KVFD, Fort Dodge, Iowa

THOMPSON, BILL
KTLM, San Rafael, Calif.

THOMPSON, BILL
Bunch with Billy
WGOR, Lexington-Georgetown, Ky.

THOMPSON, GOLDIE
Peace in the Valley
WTMP, Tampa, Fla.

TIFFIN, BOB
WBEX, Chillicothe, Ohio

TILFORD, RUSS
XETV, San Diego, Calif.

TOLAND, DON
Timekeeper
KOA, Denver, Colo.

TOLBERT, WENDELL
WBLO, Evergreen, Ala.

TOMLINSON, CLAUDE
WIVK, Knoxville, Tenn.

TONKEN, PHIL
B. April 13; 77 Sunset Strip,
Hawaiian Eye, Zane Grey Theatre, TV; "Lucy" Show

TOPPING, JIM
KPBO, Phoenix, Ariz.

TORGERSOON, GARY
KGXC, Sidney, Mont.

TOUBER, SELWIN
Ford Show
NBC-TV

TOWNE, SUMNER
Hits for the Mrs.
WNBH, New Bedford, Mass.

TOWNSEND, DUDLEY
Saturday Session
WDBJ-TV, Roanoke, Va.

TOWRY, RANDY
Sunyside Club
WEKR, Fayetteville, Tenn.

TRAHAN, WALTER
WYNG, Warwick-E. Greenwich, R. I.

TRENT, TOMMY
KTHS, Little Rock, Ark.

TROTTER, NORBERT
WRJN, Racine, Wis.

TROUT, WAYNE
WSBA, York, Pa.

TROXLER, AL
Countdown #2
WPET, Greensboro, N. C.

TRUE, BARRY
WAVP, Avon Park, Fla.

TUBBY, CARMAN
WAFC, Staunton, Va.

TUCK, DON
KGBG, Galveston, Tex.

TUCKER, DAVE
Bandstand
WONA, Winona, Miss.

TUCKER, ED
KOLD, Tucson, Ariz.

TUCKER, ERNEST J.
Howdy Neighbor
WEKR, Fayetteville, Tenn.

TUCKER, GORDON
WCOV, Montgomery, Ala.

TUCKER, JACK
Refreshment Break
WFVA, Fredericksburg, Va.

TURNER, BRUCE
Peninsula Playhouse
WLUC-TV, Marquette, Mich.

TURNER, TINY
Western Jamboree
KBMV, Coalinga, Calif.

TUTTLE, ROGER
Dough Re Mi
NBC-TV

— U —

ULIBERRY, RAY
Utah Bandstand
KCPX-TV, Salt Lake City, Utah

URY, JOHN
Easy Listening
WERT, Van Wert, Ohio

USLANDER, JERRY
Sea Wolf
KOLN-TV, Lincoln, Neb.

— V —

VABER, ALAN D.
WSBS, Great Barrington, Mass.

VALENTA, LEN
From These Roots
NBC-TV

VALENTINE, JACK
WBOY, Clarksburg, W. Va.

VALENTINE, LIZ
Homemaker Harmonies
WCHV, Charlottesville, Va.

VALLIGUETTE, BOB
WCLT, Newark, Ohio

VAN AMBERG, FRED
Yawn Patrol
KSBW, Salinas, Calif.

VAN BUREN, PETE
Music for Dining
WLAN, Lancaster, Pa.

VANCE, DICK
KSO, Des Moines, Iowa

VANDERHOOF, BRUCE
KOMO, Seattle, Wash.

VANDERVENTER, CHARLES
RTHE, Thermopolis, Wyo.

VANMETER, DALE
Music of the Masters
WMTG, Vanceville, Ky.

VANN, BOBBY
WIST, Charlotte, N. C.

VATER, TOM
Teensville!
WHCT, Hartford, Conn.

VAUGHAN, WALTER
Hi-Fi Club
KWTX, Waco, Tex.

VAUGHN, CARL
WEHT, Evansville, Ind.

VAUGHN, REESE
WBIA, Augusta, Ga.

VELAZQUEZ, ARTURO
Camino de las Estrellas
KIFN, Phoenix, Ariz.

VERDON, ROBERT
KFBC, Cheyenne, Wyo.

VIANDS, BILL
Platter Party
WTAP-TV, Parkersburg, W. Va.

VICK, GLENN
Supper Serenade
WGTM, Wilson, N. C.

VICKERS, LEE
WCKR, Miami, Fla.

VICKERY, DILLON
Home Folks Show
WPFA, Pensacola, Fla.

RADIO-TV ANNOUNCERS—EMCEES

VICKNAIR, ROY
KLEP-T, Golden Meadow, La.

VICTOR, BILL
Teenage MC
WABJ, Adrian, Mich.

VIGOREUX, LUIS
Lluvia de Pesos
WKAQ-TV, San Juan, P. R.

VIRING, BILL
Music Box
KREO, Indio, Calif.

VILLANUEVA, ERNIE
KVEN, Ventura, Calif.

VILLEGAS, HENRY
KEVT, Tucson, Ariz.

VINCENT, SCOTT
ABC

VINCENT, VINNIE
WVOK, Charlotte, N. C.

VINEY, DEL
WEEKZ, Monroe, Wis.

VOGEL, PHIL
Anything Goes
WWSR, Beckley, W. Va.

VON PEIN, JOHN
WCNB, Connersville, Ind.

— W —

WADSWORTH, RALPH
Limelight
KBUZ, Phoenix, Ariz.

WAHL, DICK
KPQP, Los Angeles, Calif.

WAHLEN, BERT
KSET, El Paso, Tex.

WAKEFIELD, DAVE
WTOM-TV, Cheboygan, Mich.

WALKER, CLIFF
KBEK, Elk City, Okla.

WALKER, DAVID L.
WKVT, Brattleboro, Vt.

WALKER, DENNY
WJMM, Lewisburg, Tenn.

WALKER, GLEN
KVMA, Magnolia, Ark.

WALKER, TUTTLE
Hi Neighbor Show
WACT, Tuscaloosa, Ala.

WALLACE, GIL
Koffee Klub
WPIW, Fairfield, Ill.

WALLACE, MIKE
B. May 9, 1918; Brookline, Mass.;
Mike Wallace Interview, Mike
Wallace Newsbeat; Syndicated by
National Telefilm Assoc.

WALLING, JIM
Marshall Jim
KXAB-TV, Aberdeen, S. D.

WALLS, ROLAND
Let's Get Together
WFIK, Pell City, Ala.

WALTERS, BILL
WDUZ, Green Bay, Wis.

WALTERS, GENE
KRDO, Colorado Springs, Colo.

WALTON, BILL
Tempo
WTMA, Charleston, S. C.

WALTON, JIM
Fun Fair
WHAS, Louisville, Ky.

WARD, JIM
Morning Mayor Show
WILK, Wilkes-Barre, Pa.

WARD, ROBERT
Platter Party
WGOR, Lexington-Georgetown,
Ky.

WARE, JACK
First National News
KOOL-TV, Phoenix, Ariz.

WARNER, HUB
KIRO, Seattle, Wash.

WARNES, GORDON
Thriller Diller
WTPA-TV, Parkersburg, W. Va.

WARREN, DOUG
WKDN, Camden, N. J.

WARREN, JIM
Symphony
KXA, Seattle, Wash.

WARREN, LOWELL
Blue Jean Jive
KDQN, Dequeen, Ark.

WATERS, AL
WJVA, South Bend, Ind.

WATERS, TEX
Club 1240
KSOX, Raymondville, Tex.

WATSON, BILL
KXOA, Sacramento, Calif.

WATSON, CHARLIE
WMPB, Memphis, Tenn.

WATSON, TOM
KPLC, Lake Charles, La.

WAUDELL, JACK
Going Home Show
KBYR, Anchorage, Alaska

WAY, JOHN
KALT, Atlanta, Tex.

WAYNE, KEN
WTAO, Boston, Mass.

WAYNE, PHIL
KVLK, Alpine, Tex.

WAYNE, RALPH
It Happened Last Nite
KFDA-TV, Amarillo, Tex.

WEANT, BILL
Nitewatch
WSTP, Salisbury, N. C.

WEATHERS, BILL
Poppye Show
WECT, Wilmington, N. C.

WEBB, CHUCK
KGUN-TV, Tucson, Ariz.

WEBB, DICK
Mr. 9-10
WDFP, Flint, Mich.

WEBBER, BILL
Breakfast Time
WFL-TV, Philadelphia, Pa.

WEBBER, DAVE
WKKS, Vanceburg, Ky.

WEBER, LARRY
WRTA, Altoona, Pa.

WEBSTER, KURT
Teen Dance Party
WAVY-TV, Norfolk, Va.

WEGMS, BOB
WPPG, Atlantic City, N. J.

WEILER, BOB
Country Cousins
KDIX-TV, Dickinson, N. D.

WEINSTEIN, JEFF
Big Fifty
WLOB, Portland, Maine

WEISS, FRED
Night Train
WXYZ, Detroit, Mich.

WEICHL, JERRY
Wonderful Candy Music
KNDE, Aztec, N. M.

WEICHL, JIM
Early Birds
WGBA, Columbus, Ga.

WEILLER, ROSS
Home Cooking
WROC-TV, Rochester, N. Y.

WEILLS, JACK
Close-up
WJZ-TV, Baltimore, Md.

WELLS, ROGER
Morning Devotional
KCOH, Houston, Tex.

WENDELL, BILL
The Tac Dough
NBC-TV

WENGE, RALPH
WDRP, Chester, Pa.

WENTWORTH, DOUGLAS
WHAR, Rogers City, Mich.

WESLEY, JIM
1590 Club
WTRW, Two Rivers, Wis.

WESSNER, LEE
WISM, Madison, Wis.

WEST, BILL
Parade of Favorites
KIDZ, Pueblo, Colo.

WEST, BOB
Party Line
WPTF, Raleigh, N. C.

WEST, CLARK
WBMD, Baltimore, Md.

WEST, LARRY
KPIN, Casa Grande, Ariz.

WEST, LARRY
Mud House
WWLP, Springfield, Mass.

WEST, WAYNE
Mr. Mystic
KOLN-TV, Lincoln, Neb.

WESTERN, MIKE
KISS, Portland, Ore.

WESTON, LEE
KDELM, Detroit Lakes, Minn.

WETHERALL, CHUCK
T-T-T-
KMHL, Marshall, Minn.

WHALEN, TOM
Breakfast Time
WNBZ-TV, Binghamton, N. Y.

WHATLEY, GEORGE
KHEP, Phoenix, Ariz.

WHEELER, DELL
KVCV, Redding, Calif.

WHEELER, JEAN
WARP, Jasper, Ala.

WHEELER, JOE
KDXE, No. Little Rock, Ark.

WHISNANT, C. NORMAN
WJRI, Lenoir, N. C.

RADIO-TV ANNOUNCERS—EMCEES

- WHITCOMB, BOB**
WGRD, Grand Rapids, Mich.
- WHITE, BOB**
WQXQ, Daytona Beach, Fla.
- WHITE, CLYDE**
WTAY, Robinson, Ill.
- WHITE, JACK**
Kaleidoscope
K DEN, Denver, Colo.
- WHITE, JERRY**
ABC
- WHITE, MAURY**
Carnival
KGHL-TV, Billings, Mont.
- WHITEHEAD, COMM. EDWARD**
This Is Britain
WQXR, New York, N. Y.
- WHITLOCK, CORDEWL**
Wake Up Music
WSSB, Crestview, Fla.
- WHITED, NORFLEY**
Carolina Radio Show
WSRC, Durham, N. C.
- WICHNER, JERRY**
WGMA, Hollywood, Fla.
- WICKS, BOB**
The Thin One
KASO, Minden, La.
- WIEBEL, TOM**
Around Town
WHIZ, Zanesville, Ohio
- WIENER, BUDD**
KOLD-TV, Tucson, Ariz.
- WIGGINTON, BILL**
WPHC, Minneapolis, Minn.
- WIGGS, BILL**
WVOT, Wilson, N. C.
- WILKIE, OSCAR**
Night Swing
KALV, Alva, Okla.
- WILKINSON, DON**
Organ & Chimes
KPDQ, Portland, Ore.
- WILLES, RAY**
KBZY, Salem, Ore.
- WILLIAM, SONNIE**
WGCM, Gulfport, Miss.
- WILLIAMS, ALUN B.**
B. Feb. 21, 1908, Ferndale, Wales; Mama, Date with Judy, CBS-TV; WMCA News, WMCA; Serving Thru Science; WABD
- WILLIAMS, DANNY**
Time & Tune Parade
WKY, Oklahoma City, Okla.
- WILLIAMS, DOUG**
WOLS, Florence, S. C.
- WILLIAMS, JOHNNY**
Breakfast Platters
WJDY, Salisbury, Md.
- WILLIAMS, TOM**
Spins & Needles
KOKO, Warrensburg, Mo.
- WILLIS, JACK**
KTAR, Phoenix, Ariz.
- WILS, BARBARA**
WECT, Wilmington, N. C.
- WILS, MICKEY**
Gospel Ship
WBOP, Pensacola, Fla.
- WILS, PAUL**
KMOX, St. Louis, Mo.
- WILSON, BILL**
Wild Cargo
WWL-TV, New Orleans, La.
- WILSON, CAL**
Popeye Cartoon Theater
WKRQ, Mobile, Ala.
- WILSON, DAVE**
WPSD-TV, Paducah, Ky.
- WILSON, DON**
The Jack Benny Program
CBS-TV
- WILSON, ED**
Music in the Air
WMNA, Gretna, Va.
- WILSON, FRANK**
KHOU-TV, Houston, Tex.
- WILSON, GLENN**
WLW, Cincinnati, Ohio
- WILSON, LES**
More with Les
KLTZ, Glasgow, Mont.
- WINARSKI, PETER**
Polka Party
WPAW, Pawtucket, R. I.
- WINDSOR, BILL**
KHSL-TV, Chico, Calif.
- WING, KEN**
KJOY, Stockton, Calif.
- WINSLOW, FRANK**
KDLR, Devils Lake, N. D.
- WISE, JIM**
KPIN, Casa Grande, Ariz.
- WISMER, HARRY**
ABC
- WOEHRMAN, BILL**
Briar Patch
WKBY, Richmond, Ind.
- WOLDT, ART**
WTRY, Troy, N. Y.
- WOLFE, LINN**
WPAD, Paducah, Ky.
- WOLKEN, ROBERT**
Ya Gotta Get Up
WGPA, Bethlehem, Pa.
- WOMACK, GEORGE**
KTRX, Knoxville, Mo.
Top O' Morning Show
- WOMACK, KERMIT**
KLEX, Lexington, Mo.
- WOOD, BILL**
Woodshed Dancing Party
KNOP, North Platte, Neb.
- WOOD, DALE**
KOEL, Oelwein, Iowa
- WOOD, JAN**
Melody Go 'Round
WCMA, Corinth, Miss.
- WOODS, CHARLES**
ABC
- WOODS, JACK**
Smile Time
KFMA, Davenport, Iowa
- WOODS, WILLIAM H.**
KDMO, Carthage, Mo.
- WOODWARD, LEE**
The Three Stooges
KOTV, Tulsa, Okla.
- WOODWARD, LeROY**
Tele-Tunes
WVJS, Owensboro, Ky.
- WOODY, BILL**
Yawn Patrol
WCAS, Gadsden, Ala.
- WOODY, JOHN, JR.**
KSML, Seminole, Tex.
- WOOLEY, JIM**
WKCT, Bowling Green, Ky.
- WOOSLEY, HARRY**
WMTL, Leitchfield, Ky.
- WORKMAN, BILL**
KAGR, Yuba City, Calif.
- WORTHEN, RICHARD**
Morning Dial
WFAU, Augusta, Maine
- WRIGHT, HOLLIS**
Garden Guide
WRC-TV, Washington, D. C.
- WYGERIC, DAVE**
WBBS, Burlington, N. C.
- WYNN, PAUL**
WDEC, Americus, Ga.

— Y —

- YAPLE, HYACINTH**
WSEF, Erie, Pa.
- YELLAND, STARR**
Parly Line
KIZ, Denver, Colo.
- YONTZ, ROBERT L.**
Smilin' Bob
WRLY, Springfield, Ohio
- YORK, TOM**
WERC-TV, Birmingham, Ala.
- YOUNG, BILL**
WACO, Waco, Tex.
- YOUNG, JIM**
WRAJ, Anna, Ill.
- YOUNG, JIM**
KCRG, KCRG-TV, Cedar Rapids, Iowa
- YOUNG, JOE**
KSCB, Liberal, Kan.
- YOUNG, O. C.**
WHIS, Bluefield, W. Va.
- YOUNG, SID**
Housewives Houseparty
WRLD, West Point, Ga.
- YOUNT, CHUCK**
1490 Club
WKBY, Richmond, Ind.

— Z —

- ZACHARY, HUGH**
WGTO, Cypress Gardens, Fla.
- ZAEH, BILL**
WZIP, Cincinnati, Ohio
- ZIMMERMAN, BOB**
WJAC, Johnstown, Pa.
- ZURLO, RUDY**
Wake to Music
WCKE, Dunn, N. C.



"HITCH with MITCH"
(FRED MITCHELL)

Monday Thru Saturday
2 PM to 7 PM

WO-HO 1470 — Toledo, Ohio



STAN DALE
"THE MUSIC MAN"

Chicago's Original
Musicaster

WAIT



JACK LACY WINS

"Listen to Lacy"



ART FORD

DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1959

— A —

AAMODT, VERLAND
KQDY, Minot, N. D.

ABARAY, JOHN
WBIS, Bristol, Conn.

AGEE, MYLES
Platter Party
WJAM, Marion, Ala.

ALEXANDER, LARRY
KREL, Farmington, Mo.

ALEY, WYNN
WROV, Roanoke, Va.

ALLEN, AIRT
Dial M for Music
WKNX, Saginaw, Mich.

ALLEN, BOB
KIOA, Des Moines, Iowa

ALLEN, BURT
Moonwatch
WOOW, Greenville, N. C.

ALLEN, CHUCK
WIBM, Jackson, Mich.

ALLEN, DICK
WALT, Tampa, Fla.

ALLEN, EDDY III
WDOR, Sturgeon Bay, Wis.

ALLEN, ERIC
WIRK, West Palm Beach, Fla.

ALLEN, GEORGE
WLEA, Horrell, N. Y.

ALLEN, HUGH
WRKH, Rockwood, Tenn.

ALLEN, PAUL
KRDD, El Paso, Tex.

ALLEN, PERRY
KRLA, Los Angeles, Calif.

ALLEN, PHILIP A., JR.
Top Tunes & Big Top Ten
WBUD, Trenton, N. J.

ALLEN, RON
WSAI, Cincinnati, Ohio

ALSONO, IVO
Dedicando su Cancion
KIPN, Phoenix, Ariz.

AMBROSE, DON
WRRP, Washington, N. C.

ANCELL, BOB
WGBS, Miami, Fla.

ANDERSON, CHUCK
Sunnyside of the Street
WTC, Holland, Mich.

ANDERSON, DUANE
Matinee Melody
KCIM, Carroll, Iowa

ANDERSON, GEORGE
WOOF, Dothan, Ala.

ANDERSON, HERB OSCAR
WMCA, New York, N. Y.

ANDERSON, JOE
WGBG, Greensboro, N. C.

ANDERSON, JON
Hi Fi Club
KABR, Aberdeen, S. D.

ANDERSON, RUSSELL
KNOC, Natchitoches, La.

ANDREUCCI, JOHN
WOLS, Florence, S. C.

ANDREWS, DON
WSGW, Saginaw, Mich.

ANDREWS, DOUGLAS
Music from Broadcast House
WKZO, Kalamazoo, Mich.

ANDREWS, FRED
KDOV, Medford, Ore.

ANSON, MARC
KCRS, Midland, Tex.

ANTHONY, BOB

Musical Scoreboard
KMOX, St. Louis, Mo.

ANTHONY, JIM
WDMJ, Marquette, Mich.

ANTHONY, JOE
Harlem Serenade
KMCC, San Antonio, Tex.

ANTHONY, TOM
Good Music Survey
WOC, Davenport, Iowa

ARABIA, PAUL
Rumpus Room
KSEK, Pittsburg, Kan.

ARCHARD, DAVE
WALT, Tampa, Fla.

ARKEF, BUD
Doctor Jive
WANS, Anderson, S. C.

ARNOLD, CHUCK
WISN, Milwaukee, Wis.

ARNOLD, GENE
KWTX, Waco, Tex.

ARNOLD, LEE
WNTA, Newark, N. J.

ARNOLD, RON
Radio Clock
KNCY, Nebraska City, Neb.

ARNOLD, TED
Record Parade
WSIP, Paintsville, Ky.

ARNOLD, TED
WTOB, Winston-Salem, N. C.

ARNOTT, BOB
KBAR, Burley, Ida.

ARTHURS, BILL
WMIX, Mt. Vernon, Ill.

ARTHUR, DOUG
WCAU, Philadelphia, Pa.

ARTHUR, VERN
Hi-Fi Music
KWEB, Rochester, Minn.

ASBURY, RON
WHJB, Greensburg, Pa.

ASH, TOM
WEET, Richmond, Va.

ASHWORTH, AUDIE
Pop Party
WBMC, McMinnville, Tenn.

ASP, DAVID
Reveille
KYNT, Yankton, S. D.

ATHNOS, BOB
KLIZ, Brainerd, Minn.

ATKINS, ROBERT
WTCB, Flomaton, Ala.

AUSTIN, RIP
Red Hot & Blues
WIMP, Tampa, Fla.

AUSTIN, TOM
WHLM, Bloomsburg, Pa.

AVERY, LES
Music of the Masters
KRE, Berkeley, Calif.

AXTON, GERRY
Top Tunes
WAZF, Yazoo City, Miss.

AYALA, MARCOS G.
Rejof Musical
KIPN, Phoenix, Ariz.

AYCOCK, EARL
WDAL, Meridian, Miss.

AYER, LARRY
Kar-Hop Kapers
KRPL, Moscow, Ida.

— B —

BACKUS, JIM
KLAC, Los Angeles, Calif.

BACON, BOB
WDRG, Hartford, Conn.

BADGER, BOB
WPCF, Panama City, Fla.

BAILEY, CHARLES
Club 900
WIAM, Williamston, N. C.

BAILEY, DAVE
WBRV, Boonville, N. Y.

BAILEY, ED
KDXE, No. Little Rock, Ark.

BAILEY, JIM
KAGT, Anacortes, Wash.

BAILEY, NORM
Smile Awhite
WFEA, Manchester, N. H.

BAKER, BILL
WIBC, Indianapolis, Ind.

BAKER, BOB
KAMP, El Centro, Calif.

BAKER, GENE
Baker Shop
WSLM, Salem, Ind.

BAKER, GEORGE
WESA, Charleroi, Pa.

BALDWIN, BUD
WPF, Middletown, Ohio

BALDWIN, RUSS
WIBX, Utica, N. Y.

BALDWIN, WAYNE
KQTE, Missoula, Mont.

BALE, FRANK
KIDD, Monterey, Calif.

BALL, NOEL
Rock-It 98
WSIX, Nashville, Tenn.

BALLANCE, BILL
KFWB, Los Angeles, Calif.

BALLARD, DREW
Drugging with Drew
KVMC, Colorado City, Tex.

BANKS, MARK
The Banks Hours
WTRU, Muskegon, Mich.

BARBER, BILL
WOOD, Grand Rapids, Mich.

BARGER, CARL
WDFP, Flint, Mich.

BARILE, LOU
WIBX, Utica, N. Y.

BARKER, PEPPER
WCMB, Harrisburg, Pa.

BARNHART, PHIL
KODI, Cody, Wyo.

BARR, FRED
Gospel Time
WWRL, New York, N. Y.

BARRETT, ART
Country Music Album
WSIG, Mt. Jackson, Va.

BARRETT, TONY
KRMD, Shreveport, La.

BARRY, BOB
KJOE, Shreveport, La.

BARRY, JACK
KPH, Wichita, Kan.

BARTON, BILL
Three T's
KSX, Raymondville, Tex.

HARWICK, LARRY
Pleasure Time
KEEP, Twin Falls, Ida.

BASSETT, JOHN
WORL, Boston, Mass.

RADIO-TV DISC JOCKEYS

RASSETT, GEORGE
Disc-a-phone
WGPA, Bethlehem, Pa.

BATEMAN, JACK
KOAM, Pittsburgh, Kan.

BATTEN, WESLEY
Billie's Bandstand
WBFB, Burlington, N. C.

BAUM, JERRY
Spins 'n' Needles
WGDF, Evansville, Ind.

BAUM, JERRY
WGPA, Clearfield, Pa.

BAUMAN, BILL
KFYR, Bismarck, N. D.

BAUMAN, BOB
WSAV, Savannah, Ga.

BAXTER, GORDON
KTRM, Beaumont, Tex.

BEACH, ALAN
KNEZ, Lompoc, Calif.

BEACH, MORT
Road-show
WFN, Findlay, Ohio

BEACH, RICHARD
Dial 1470
WSRO, Marlboro, Mass.

BEACH, RON
Contact 1390
WLAN, Lancaster, Pa.

BEAL, BILL
WGL, Fort Wayne, Ind.

BEAL, BOB
KVLK, Alpine, Tex.

BEALE, GEORGE
WTS1, Hanover, N. H.

BEAMISH, BILL
Mid-Morning Man
WAVZ, New Haven, Conn.

BEATY, BYRNE
KALM, Thayer, Mo.

BEATY, JOHN
WNOG, Naples, Fla.

BECKMAN, SPOOK
WTVN, Columbus, Ohio

BEECHAM, WALLY
WENO, Nashville, Tenn.

BEJANO, PIERRE
Turntable Traveler
WRUF, Gainesville, Fla.

BELL, FRANK
KLEWB, San Francisco-Oakland, Calif.

BENDER, TED
Luncheon at Skyechef's
KTSM, El Paso, Tex.

BENHAM, DICK
WBET, Brockton, Mass.

BENNETT, JERRY
KTLM, San Rafael, Calif.

BENNETT, JIM
Soundhouse
WKMT, Kings Mountain, N. C.

BENSON, AL
WGES, Chicago, Ill.

BENSON, RED
WPEN, Philadelphia, Pa.

BENTSON, RED
KBIS, Bakersfield, Calif.

BERGMAN, JIM
KCMA, Pendleton, Ore.

BERNARDO, PAUL
WNLC, New London, Conn.

BERNIER, DON
KMEI, Wenatchee, Wash.

BERRYMAN, ED
WTAC, Flint, Mich.

BERTENSHAW, BILL
Radio U.S.A.
WHBR, Newark, N. J.

BEST, BILL
KYOL, Lafayette, La.

BEST, KYLE
Tops in Pops
WPCC, Clinton, S. C.

BICKETT, BOB
KWRD, Henderson, Tex.

BIELEFELDT, VALORIE
KNIT, Abilene, Tex.

BIKER, GORDON
KWON, Bartlesville, Okla.

BILLUPS, HUGH
WOKK, Meridian, Miss.

BIRCH, DON
KPBM, Carlisbad, N. M.

BIRD, TOMMY
WSAC, Ft. Knox, Ky.

BLACK, JOE
WGAR, Cleveland, Ohio

BLAIR, HARRY
WRRB, Mt. Clemens, Mich.

BLECK, DON
WHAT, Marion, Ind.

BLOOD, RUSSELL
Dial 1470
WSRO, Marlboro, Mass.

BOHNERT, DON
WITZ, Jasper, Ind.

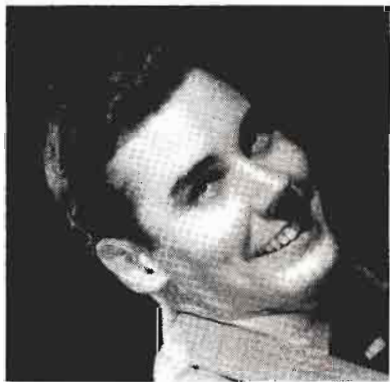
BOLLINGER, GENE
Silas Hixby Show
WLET, Toccoa, Ga.

BOLTE, BILL
WKNB, New Britain-Hartford, Conn.

BOLYARD, BOB
Hi-Fi Club
WYVW, Grafton-Fairmont, W. Va.

BONNER, ED
WIL, St. Louis, Mo.

BOONE, CHARLIE
WCCO, Minneapolis-St. Paul, Minn.



HARRY HARRISON

Announcer - M.C. - Host

Ki 3-7828



Bruce Morrow

WINS

BORBA, JOHN
KWIP, Merced, Calif.

BORCHARD, CHUCK
WOAP, Owosso, Mich.

BORDEN, CHRIS
KTKT, Tucson, Ariz.

BOUCHARD, DICK
Rise & Shine
WNRI, Woonsocket, R. I.

BOURNE, ALAN
WPOR, Portland, Me.

BOWERS, JACK
Masters of Music
WGAC, Augusta, Ga.

BOWLER, CLARK
KEYY, Provo, Utah

BOWLES, FRAN
Barry Co. Breakfast Club
WBCH, Hastings, Mich.

BOWMAN, DON
KLLL, Lubbock, Tex.

BOWMAN, DUKE
KANS, Kansas City, Mo.

BOYD, JIM
WOC, Davenport, Iowa

BOYLE, CHUCK
KBUS, Mexia, Tex.

BOYNTON, DICK
KSON, San Diego, Calif.

BOYNTON, JIM
680 Skyliner
WPIN, St. Petersburg, Fla.

BRACKEN, DENNY
Contact
KFMB, San Diego, Calif.

BRADBY, KENNETH S.
WDDY, Gloucester, Va.

BRADFORD, JOHN
WSON, Henderson, Ky.

BRADLEY, GARNET
Koffee Karavan
WEXL, Royal Oak, Mich.

BRADLEY, JIM
KXOK, St. Louis, Mo.

BRADLEY, JIM
KUMA, Pendleton, Ore.

BRADLEY, LYLE
WRVA, Richmond, Va.

BRADSHAW, TOM
KLUK, Salt Lake City, Utah

BRADY, BILL
WDZ, Decatur, Ill.

BRAGG, NELSON
WJDA, Quincy, Mass.

BRAUN, BOB
WLW, Cincinnati, Ohio

BREHM, DICK
KHOW, Denver, Colo.

BRETZ, PETE
KCOY, Santa Maria, Calif.

BRIGGS, EDDIE
KEAP, Fresno, Calif.

BRIGHAM, PAUL
WBLR, Batesburg, S. C.

BRINE, SALTY
WPKO, Providence, R. I.

BRINK, LOU
WEZL, Richmond, Va.

BRINKMAN, AL
A's Alley
KNEB, Scottsbluff, Neb.

BRITE, LARRY
WAKE, Atlanta, Ga.

BROADNAX, WILLIE
Precious Memories
WOKS, Columbus, Ga.

BROCK, JOHN
WGOR, Lexington-Georgetown, Ky.

BRODERSON, DICK
WLAM, Lewiston, Me.

BROOKES, DICK
Metronome
WAJR, Morgantown, W. Va.

BROOKINS, DONNELL
WPCF, Panama City, Fla.

BROOKS, FRANK
WRVA, Richmond, Va.

BROOKS, KIRBY
WINZ, Miami, Fla.

BROOKS, LEON
Baubles, Bangles & Brookes
KBUR, Burlington, Iowa

BROOKS, NORMAN
WGST, Atlanta, Ga.

BROWDER, JOE
Criss Cross
KIXZ, Amarillo, Tex.

BROWN, ART
WVDC, Washington, D. C.

BROWN, BING
KZOK, Prescott, Ariz.

BROWN, BOB
WBIR, Knoxville, Tenn.

BROWN, DICK
Route 91
WHYE, Roanoke, Va.

BROWN, DON
Sunrise Circus
KVON, Napa, Calif.

BROWN, FRANK
WRIV, Riverhead, N. Y.

BROWN, GILES W.
WKIN, Kingsport, Tenn.

BROWN, JIM
WGNT, Centralia, Ill.

BROWN, JOE
WTOE, Spruce Pine, N. C.

BROWN, PHIL
WPEC, Minneapolis, Minn.

BROWN, RONNY
Platter Party
WTWB, Auburndale, Fla.

BROWN, SHERM
WJAR, Providence, R. I.

BROWN, TOM
WHK, Cleveland, Ohio

BROWNING, JOHN
WVNS, Statesboro, Ga.

BRUCE, DON
KALL, Salt Lake City, Utah

BRUCE, FRANK
WPLI, Huntington, W. Va.

BRUNELL, JOHN
WSKI, Barre-Montpelier, Vt.

BRYAN, JERRY
KFRU, Columbia, Mo.

BRYAN, TED
Nitebeat
KNET, Palestine, Tex.

BUCKNER, BILL
Sunshine Express
WJEL, Elizabethtown, Ky.

BULAND, VERNE
WIZZ, Streator, Ill.

BULARD, RANDY
WAGR, Lumberton, N. C.

BULLOCK, SHELDON E.
WWSO, Glens Falls, N. Y.

BURGESS, PHIL
WINF, Manchester, Conn.

BURKE, DWAYNE
KGRO, Gresham, Ore.

BURKE, GARY
WETZ, New Martinsville, W. Va.

BURKHEAD, HARLAN
Top 30
KNDY, Marysville, Kan.

BURKS, SPIDER
KSTL, St. Louis, Mo.

BURNETT, DON
Dial 1460
WJPM, Suffolk, Va.

BURNS, BILL
WROW, Albany, N. Y.

BURNS, GARY
KEDO, Longview, Wash.

BURNS, JACK
KCUB, Tucson, Ariz.

BURTON, DICK
WSTF, Charlotte, N. C.

BURTON, JOE
WNOK, Norfolk, Va.

BUTERA, SAL
WJER, Dover, Ohio

BUTT, LARRY
Rhythm at Random
WRJN, Racine, Wis.

BYERS, LARRY
KAVE, Carlsbad, N. M.

BYRD, BOB
WGAU, Athens, Ga.

BYRD, JIMMY
Dr. Dive
WSRC, Durham, N. C.

— C —

CABE, RON
KEPS, Eagle Pass, Tex.

CAHILL, JOHN
KGRG, Cedar Rapids, Iowa

CALVERT, BOB
WGFI, Newport News, Va.

CALACHIO, CESAR
El Gallito Madrugador
KTFPO, San Antonio, Tex.

CAMILLI, JIMMY
WCSS, Amsterdam, N. Y.

CAMPAGNA, VINCE
Off the Record
KFMC, Bakersfield, Calif.

CAMPBELL, JACK
Sleepwalker
KVOO, Tulsa, Okla.

CAMPBELL, JOHN
Sandman's Serenade
KWIB, Wichita, Kan.

CAMPBELL, JOHN
WSMN, Nashua, N. H.

CANDLER, JOHN
Album Time
KFSA, Fort Smith, Ark.

CANNEY, GEORGE
Matinee Bandstand
WHWB, Rutland, Vt.

CANSON, LOWELL
KTOO, Henderson, Nev.

CANTER, BERNIE
WAAT, Trenton, N. J.

CANUP, LAMAR
WRWH, Cleveland, Ga.

CAPPS, JIMMY
WPTF, Raleigh, N. C.

CARL JOE
WYDE, Birmingham, Ala.

CARLISLE, JIMMY
Late Date with Johnny Rob
WDAK, Columbus, Ga.

CARLSON, HUGH
WJDS, Jacksonville, Ill.

CARSTACK, ARTHUR
Gospel Memories
WBMK, West Point, Ga.

CARMICHAEL, JOHN
Johnny Come Lately
WFEC, Miami, Fla.

CARNEGIE, PAUL
WBRB, Mt. Clemens, Mich.

CARNEY, EARL
WDBM, Statesville, N. C.

CARNEY, JACK
WHL, St. Louis, Mo.

CARON, CHUCK
WNHC, New Haven, Conn.

CARPENTER, LANCE
KORT, Grangeville, Ida.

CARPENTER, WALT
Rhythm Serenade
KCID, Carroll, Iowa

CARR, DICK
KRAK, Sacramento, Calif.

CARR, FRED
Carr Capers
KINT, El Paso, Tex.

CARTER, JAMES
Mr. Cee's Party
WOIC, Columbia, S. C.

CARTER, JOE
WSPA, Spartanburg, S. C.

CARTER, VIVIAN
WWCA, Gary, Ind.

RADIO-TV DISC JOCKEYS

- CARY, TOM**
Munchin' Club
WABR, Orlando, Fla.
- CASTANEDA, LES**
KRRX, San Jose, Calif.
- CAVSON, JAMES**
Top Thirty
WTUP, Tupelo, Miss.
- CAYWOOD, DANIEL**
KNOR, Norman, Okla.
- CECIL, CHUCK**
The Swingin' Years
KFI, Los Angeles, Calif.
- CERVERA, ERNESTO**
KWVK, Pasadena, Calif.
- CHADDERTON, JACK**
WHIL, Medford, Mass.
- CHAMBERS, BOB**
1450 Special
WSPB, Sarasota, Fla.
- CHAMBERS, ROBERT B.**
Coffee Concert
KWHO, Salt Lake City, Utah
- CHANDLER, JOEL**
WCAX, Burlington, Vt.
- CHAPMAN, HARRY**
KMGM, Albuquerque, N. M.
- CHAPPEL, LLOYD**
KYNO, Fresno, Calif.
- CHARLES, NICK**
Alhamac
WGBB, Freeport, N. Y.
- CHARLES, PRESTON**
WPLD, Atlanta, Ga.
- CHARLES, TOMMY**
WSGN, Birmingham, Ala.
- CHASE, BILL**
RTIX, Seattle, Wash.
- CHIDWICK, PORRY**
WAMO, Pittsburgh, Pa.
- CHESNEY, RUSS**
KQDY, Minot, N. D.
- CHICK, JOHN**
Sunday Serenade
WFAH, Alliance, Ohio
- CHRISTENSEN, C. A.**
Songs of Faith
WJEM, Valdosta, Ga.
- CHRISTIE, CHARLES**
7-11 Show
KVCL, Winfield, La.
- CHURCH, GEORGE**
KLAC, Los Angeles, Calif.
- CHURCHES, GLENN E.**
KURA, Sacramento, Calif.
- CIMINO, RICK**
KJOY, Stockton, Calif.
- CLARK, BOB**
KRCT, Houston, Tex.
- CLARK, DON**
WCCM, Lawrence, Mass.
- CLARK, GARY**
The Big 3 Show
KSPJ, Stillwater, Okla.
- CLARK, LARRY**
WRIT, Milwaukee, Wis.
- CLARK, MEL**
WKIP, Poughkeepsie, N. Y.
- CLARKE, DON**
790 Club
WRUM, Rumford, Me.
- CLARKE, EDDIE**
Musical Clock
WHB, Kansas City, Mo.
- CLAWSON, JIM**
KRUX, Phoenix, Ariz.
- CLEARY, ED**
Sunrise Salute
WELO, Tupelo, Miss.
- CLEMENTS, CHASE**
Sound of Jazz
WTOD, Toledo, Ohio
- COALEY, JACK**
WKNB, New Britain, Conn.
- COATS, BOB**
Alarmclock
KVAS, Astoria, Ore.
- COGSWELL, BILL**
WDCR, Hanover, N. H.
- COLE, BOB**
KRLA, Los Angeles, Calif.
- COLE, TRACY**
WSMN, Nashua, N. H.
- COLEMAN, CARLTON**
WMBM, Miami Beach, Fla.
- COLEMAN, CHARLES**
Coffee Call
WHMS, Charleston, W. Va.
- COLEMAN, TIM**
Gospel Time
WANS, Anderson, S. C.
- COLLEV, JIM**
WBMK, West Point, Ga.
- COLLIE, BIFF**
KLAC, Los Angeles, Calif.
- COLLINS, BILL**
KINS, Eureka, Calif.
- COLLINS, DAVE**
WPLH, Huntington, W. Va.
- COLLINS, DAVID**
WTSB, Lambreton, N. C.
- COLLINS, TEX**
Stereophonic Hour
WAZL, Hazleton, Pa.
- COLLINS, TOM**
WKHZ, Muskegon, Mich.
- COMBES, JIM**
1240 Club
KSUE, Susunville, Calif.
- COMELLO, HAL**
Records at Radio Ranch
WFPA, Fort Payne, Ala.
- COMER, JACK**
1330 Top Thirty Show
WJPS, Evansville, Ind.
- CONDRY, JIM**
KSTN, Stockton, Calif.
- CONKLIN, MIKE**
Record Review
WSIV, Pekin, Ill.
- CONNOLLY, ED**
WAXE, Vero Beach, Fla.
- CONNORS, THOMAS**
WLEM, Emporium, Pa.
- CONRAD, RUSS**
KEX, Portland, Ore.
- CONROY, FRANK**
WDLG, Port Jervis, N. Y.
- COSTENTE, LEON**
WHTG, Asbury Park, N. J.
- COOK, BOB**
WRJN, Racine, Wis.
- COOK, DICK**
KSPQ, San Francisco, Calif.
- COOK, DICK**
WSTS, Massena, N. Y.
- COOK, ED**
WFEC, Miami, Fla.
- COOK, RANDY**
KDWB, St. Paul, Minn.
- COOKE, RUS**
Conke's Tour of Music
WELJ, Welch, W. Va.
- COOLBAUGH, PETE**
Java-Junction
WAYZ, Waynesboro, Pa.
- COOPER, AL**
1430 Club
KHBM, Monticello, Ark.
- COOPER, LARRY**
Hi-Fi Club
KYOU, Greeley, Colo.
- CORDIC, REGE**
KDKA, Pittsburgh, Pa.
- CORRIGAN, JOHN**
1170 Club
WWVA, Wheeling, W. Va.
- COUGHLIN, DON**
Nitebeat
KAGT, Anacortes, Wash.
- COURTMANCH, RAY**
KQTY, Everett, Wash.
- COUSINS, RICHARD**
590 At Night
WKZO, Kalamazoo, Mich.
- COVAIA, AL**
KJBS, San Francisco, Calif.
- COX, LARRY**
Record Shop
KVOW, Littlefield, Tex.
- COX, VIRGIL**
KJMO, Longmont, Colo.
- COY, JIM**
WOR, New York, N. Y.
- CRABLE, BILL**
KSD, St. Louis, Mo.
- CRAFTREE, JIM**
KNOR, Norman, Okla.
- CRAIG, TONY**
WTAD, Quincy, Ill.
- CRAFTER, HAL**
WSJM, St. Joseph, Mich.
- CRAWFORD, BLACKIE**
Radio Ranch Party
KPEP, San Angelo, Tex.
- CREKMORE, BRUCE**
Tops n' Pops
WFEC, Wendell-Zebulon, N. C.
- CREWS, COLEMAN**
Down Beat
WGLE, Cleveland, Tenn.
- CRITES, BOB**
KHAI, Yuma, Ariz.
- CROFT, CLANCY**
The Hub Club
KHUB, Fremont, Neb.
- CROFT, MIKE**
Best on Wax
WJAC, Johnstown, Pa.
- CULLEN, BILL**
WRCA, New York, N. Y.
- CUMMINS, DAVE**
WAVI, Dayton, Ohio
- CUMMINS, DON**
KMUS, Muskogee, Okla.
- CUNNINGHAM, HUNT**
WLAG, LaGrange, Ga.
- CURRAN, JIM**
Nite Owl
KWBB, Wichita, Kan.
- CURRY, BUD**
KOWH, Omaha, Neb.
- CURTIS, RAY**
KDHO, Phoenix, Ariz.
- CURTIS, RON**
WHEN, Syracuse, N. Y.
- CURTIS, SANDY**
Breakfast Bell
WKMF, Flint, Mich.
- CUTTING, LLOYD**
Clockwatchers Show
WGHM, Skowhegan, Me.

— D —

- DABOUL, JOE**
WMAS, Springfield, Mass.
- DAHLIN, ED**
KWIQ, Moses Lake, Wash.
- DAHMER, ROY**
WMTJ, Cedar Rapids, Iowa
- DALLEY, TOM**
Recall It and Win
WEW, St. Louis, Mo.
- DALE, BILLY**
WTAO, Boston, Mass.
- DALE, BOBBY**
KDWB, St. Paul, Minn.
- DALE, FRANK**
Coffee Shop Show
WOSC, Fulton, N. Y.
- DALE, STAN V.**
B. December 20, 1927, New York City; Stan the Music Man, WAIT; Community's Playhouse of Stars, Flash Gordon, WNBQ
- DALY, JOEL**
Penthouse Serenade
WGAR, Cleveland, Ohio

DALY, LARRY
WENN, Birmingham, Ala.

DANBOM, MIKE
KTBB, Tyler, Tex.

DANDY, JIM
WJAK, Jackson, Tenn.

DANIELS, BOB
Polka Time
WFHR, Wisconsin Rapids, Wis.

DANIELS, DAN
Honor Roll of Hits
WMLX, Mt. Vernon, Ill.

DANIELS, ED
WKAB, Mobile, Ala.

DANIELS, GLENN
Dean's Den
KDHS, Alexandria, La.

DANN, HARVEY
The Clock Watcher
KENT, Shreveport, La.

DARK, JOHNNY
Hit the Road Show
WJPS, Evansville, Ind.

DARY, ALAN
WBZ, Boston, Mass.

DAUGHERTY, GLENN
WPRN, Butler, Ala.

DAUGHERTY, LEE
WHAR, Clarksburg, W. Va.

DAVID, RON
KENO, Las Vegas, Nev.

DAVIDSON, GENE
Club 1400
WHUB, Cookeville, Tenn.

DAVIES, BUD
CKLW, Detroit, Mich.

DAVIS, BILL
Spins & Needles
WTCB, Flomaton, Ala.

DAVIS, BILL
KTELN, Denver, Colo.

DAVIS, BILL
KGV, Portland, Ore.

DAVIS, CARL
Rhythm Ranch
WDEM, Statesville, N. C.

DAVIS, DEWAYNE
WPIK, Alexandria, Va.

DAVIS, ERNIE
WIRK, West Palm Beach, Fla.

DAVIS, GENE
KWK, St. Louis, Mo.

DAVIS, JAMES
WHOK, Lancaster, Ohio

DAVIS, JAY
KBUC, Corona, Calif.

DAVIS, LEE
WKYB, Paducah, Ky.

DAVIS, LES
WAVZ, New Haven, Conn.

DAVIS, MAC
On the House
KEDO, Longview, Wash.

DAVIS, PERKY
KTUT, Tooele, Utah

DAVIS, RED
WRMF, Titusville, Fla.

DAVIS, SID
Night Train
KFOR, Lincoln, Neb.

DAVIS, TONY
Platter Party
WOCB, West Yarmouth, Mass.

DAVISON, MIKE
WCHI, Chillicothe, Ohio

DAY, BOB
Breakfast Express
WOKZ, Alton, Ill.

DAY, DANNY
KCBU, Tucson, Ariz.

DAY, ED
KURY, Brookings, Ore.

DAY, JOHN
KKIC, Iowa City, Iowa

DEAL, COY II
K Klub
WKSJ, West Jefferson, N. C.

DEAN, BOBBY
KLMS, Lincoln, Neb.

DEAN, TONY
KRIO, McAllen, Tex.

DEAR, GLENN
Music for Adults
WMDC, Hazlehurst, Miss.

DEHONEY, TRENT
K-Car Korral
KCAR, Clarksville, Tex.

DELL, FRANK
WJAC, Johnstown, Pa.

DEME, JAY
Afternoon Showcase
WINE, Manchester, Conn.

DEMING, CHARLIE
Gloom Chaser
WKPT, Kingsport, Tenn.

DEMING, DAN
Night Life
KWHK, Hutchinson, Kan.

DEMIJAN, BILL
WEIR, Weirton, W. Va.

DENT, GARY
WJLS, Beckley, W. Va.

deSUZE, CARL
WBZ, Boston, Mass.

DeVINCENT, SAM
Sams Place
WOWO, Fort Wayne, Ind.

DEWEY, DAVE
WEAV, Plattsburgh, N. Y.

DeWITT, CHUCK
WPIN, St. Petersburg, Fla.

DeWITT, JOHN
Musical Merry-Go-Round
WWHG, Hornell, N. Y.

DIDUCH, GENE
Top 40 Show
WJOT, Lake City, S. C.

DILL, FRANK
WGR, Buffalo, N. Y.

DION, DENNIS
910 Matinee
WWRJ, White River Junction, Vt.

DIXON, BILL
KDXE, No. Little Rock, Ark.

DIXON, LARRY
WCHB, Inkster, Mich.

DIXON, ROY
KTRM, Beaumont, Tex.

DOANE, BULL
KARY, Prosser, Wash.

DOBBY, DICK
KXYZ, Houston, Tex.

DODD, FRANK
Up to the minute
WPAE, Parkersburg, W. Va.

DODDS, DAR
KBOI, Boise, Ida.

DOLES, PETE
WCRB, Corinth, Miss.

DOLTER, JERRY
KTOE, Mankato, Minn.

DONADO, MAL
KANE, New Iberia, La.

DONOVAN, JERRY
WOPJ, Bristol, Tenn.

DONZE, ELMO, JR.
KSGM, Ste. Genevieve, Mo.

DOREMIUS, JOHN
WMAQ, Chicago, Ill.

DORSEY, TERRY
WDBQ, Dubuque, Iowa

DOSS, HENRY
Discing with Doss
WJEL, Gallipolis, Ohio

DOUGHERTY, JIM
Diamond Jim
WHOL, Allentown, Pa.

DOUGLAS, JACK
WNLL, Niles, Mich.

DOUGLAS, JOHN
KTYM, Inglewood, Calif.

DOWELL, SAXIE
KTAR, Phoenix, Ariz.

DOWNEY, GERALD
Aircastle Serenade
WARF, Jasper, Ala.

DOWNEY, PAT
1020 Special
WPEO, Peoria, Ill.

DOWNIE, HARRY
WICC, Fairfield, Conn.

DRAWBRIDGE, BRAD
Up with the Birds
WBSS, Great Barrington, Mass.

DROUNE, PETE
Swinghouse
WDCR, Hanover, N. H.

DUCKETT, TRUMAN
WOOF, Dothan, Ala.

DUGGAN, THURSTON
Musical Clock
WLAR, Athens, Tenn.

DUKE, BILL
KDSX, Denison-Sherman, Tex.

DUMONT, KEN
Early Bird
WRUM, Rumford, Me.

DuMONT, OSCAR
WKDN, Camden, N. J.

DUNCAN, JAMES
Intermission Riff
WBUZ, Fredonia, N. Y.

DUNHAVER, JACK
Reveille with J. D.
KOOK, Billings, Mont.

DUNN, BOB
KEWB, San Francisco-Oakland, Calif.

DUNN, J. TYLER
WDOE, Dunkirk, N. Y.

DUNN, PAUL
KANO, Anoka, Minn.

DUNNAWAY, CHUCK
WKY, Oklahoma City, Okla.

DUNNIGAN, JERRY
KFAR, Fairbanks, Alaska

DUNWELL, DON
KQTE, Missoula, Mont.

DUPREE, BILL
Rezevous with Music
WGSM, Huntington, N. Y.

DURKIN, JAY
WDEW, Westfield, Mass.

DYE, TOM
KTEK, Rolla, Mo.

DYER, GEORGE
WHYE, Roanoke, Va.

E

EARL, BENNIE
Rhythm Roundup
WAGR, Lambertton, N. C.

EATON, BOB
WLEU, Erie, Pa.

EBERT, LEE
KBHM, Branson, Mo.

EBY, WALT
Sunday Serenade
KPPC, Pasadena, Calif.

ECKES, LYNN
1450 Club
WDLB, Marshfield, Wis.

EDENS, BILL
KWEL, Midland, Tex.

EDGE, BILLY
Hit Parade
WNVY, Pensacola, Fla.

EDMOND, DWIGHT
KODI, Cody, Wyo.

EDWARDS, BOB
WTAX, Springfield, Ill.

EDWARDS, CHUCK
KR0D, El Paso, Tex.

EDWARDS, GEOFF
KFMB, San Diego, Calif.

EDWARDS, HOWARD
KONO, San Antonio, Tex.

EDWARDS, JOHNNY
KPRC, Houston, Tex.

EDWARDS, RED
Roadshow
WTMA, Charleston, S. C.

RADIO-TV DISC JOCKEYS

EGGER, FRITZ
KLAJ, Klamath Falls, Ore.
EISNER, JACK
WMAS, Springfield, Mass.
ELKINS, TOM
KBUS, Mexia, Tex.
ELLER, DICK
That Feller
WCVS, Springfield, Ill.
ELLSWORTH, LEO
KSRV, Ontario, Ore.
ELWELL, ROY
KRLA, Los Angeles, Calif.

ELZ, RON
1340 Club
KCKN, Kansas City, Kan.
EMERSON, JACK
WBGN, Bowling Green, Ky.
EMMERSON, BILL
Early Bird
WFYI, Garden City, N. Y.
ENGELHART, ED
Playhouse
KWED, Seguin, Tex.

ENGLER, BILL
Rockin 60
KBEK, Elk City, Okla.
ERBES, LES
KURA, Moab, Utah

ERICKSON, ROALL
KMO, Tacoma, Wash.
ERICSON, JAMES
Yawn Patrol
KPAS, Banning, Calif.

ESCEN, BOB
Turntable Twins
KLED, Litchfield, Minn.
ESCEN, DICK
Turntable Twins
KLED, Litchfield, Minn.

ESSEX, LOU
Essex House
WMSC, Columbia, S. C.

ESTHER, JON
Early Bird
WFYI, Garden City, N. Y.

EVANS, BOB
Radio Ranch
WHVH, Henderson, N. C.

EVANS, DEAN
KCLJ, Shreveport, La.

EVANS, DON
WJET, Erie, Pa.

EVANS, JOHN
KAVE, Carlsbad, N. M.

EVANS, SAM
Jam with Sam
WGES, Chicago, Ill.

EVEREST, BEN
DJ's Choice
WIRY, Plattsburgh, N. Y.

EVERETT, JOHN
WMGA, Moultrie, Ga.

EVERHART, BILL
WNOS, High Point, N. C.

EWING, JOHN
Spotlight Time
WDWS, Champaign, Ill.

EZELL, CHARLIE
WPRN, Butler, Ala.

— F —

FABER, CHUCK
WTMJ, Milwaukee, Wis.

FAIRCHILD, JOHNNY
KEZY, Anaheim, Calif.

FALK, YERN
WEKZ, Monroe, Wis.

FARMER, CARROLL
WHKP, Hendersonville, N. C.

FARMER, JACK
WEAG, Alcoa, Tenn.

FARRELL, BILL
Sunset Boulevard
WJEH, Gallipolis, Ohio

FARRELL, JIM
Commuter's Concert
WCRB, Boston, Mass.

FARRIS, GEORGE
WNBH, New Bedford, Mass.

FAULKNER, RAY
WISP, Kingston, N. C.

FAY, DICK
WDRG, Hartford, Conn.

FAZIO, TOM
WJLS, Beckley, W. Va.

FELLMER, FRANK
WAAT, Trenton, N. J.

FENDER, BOB
WKLK, Cloquet, Minn.

FENNELL, GEORGE
WHIL, Medford, Mass.

FENTON, JEFF
Serenade of Music
WPAW, Pawtucket, R. I.

FERGUSON, EMMETT
1240 Club
WEKR, Fayetteville, Tenn.

FERRILL, CICERO
WOKK, Meridian, Miss.

FERRIS, BOB
KZIP, Amarillo, Tex.

FIELD, CHARLES
KBOY, Medford, Ore.

FIELD, ELLIOT
KFWB, Los Angeles, Calif.

FIELD, KEN
Field Frolic
KBLU, Yuma, Ariz.

FILE, AUCIE
Crescent Serenade
WDSU, New Orleans, La.

FINN, GREGG
WORLD, Boston, Mass.

FISK, LEE
1450 Club
KLAM, Cordova, Alaska

FISKE, FRED
WVDC, Washington, D. C.

FITZGERALD, CARL
WMOX, Meridian, Miss.

FLANAGAN, BOB
Yawn Patrol
WLPM, Suffolk, Va.

FLANAGAN, MARK
WEEP, Pittsburgh, Pa.

FLANAGAN, PAUL
WPTR, Albany, N. Y.

FLINT, WALTER
Musical Clock
WGPC, Albany, Ga.

FLORENCE, JAMES
WISV, Viroqua, Wis.

FLOWERS, BOB
WLSV, Wellsville, N. Y.

FOLLIS, JIMMY
Records at Radio Ranch
WPPA, Fort Payne, Ala.

FOOR, WILLIAM
WSRW, Hillsboro, Ohio

FORD, ART
WNTA, New York, N. Y.

FORD, DAVID
KWTX, Waco, Tex.

FORD, ROZ
WWIN, Baltimore, Md.

FORD, RUSSELL W., JR.
WABZ, Albemarle, N. C.

FOREMAN, BILL
KTOK, Oldahoma City, Okla.

FORREST, GERRY
WROW, Albany, N. Y.

FORRESTER, ERNIE
Housewives Music Shop
WGEE, Indianapolis, Ind.

FORTUNE, BILL
Wheel of Fortune
WHOL, Allentown, Pa.

FOSTER, MARK
KEWB, San Francisco-Oakland, Calif.

FOULKES, BILL
Front Row Center
KBIG, Avalon, Calif.

FOWLER, JIM
Riding Easy
WGPC, Albany, Ga.

FRANKLIN, DON
WCKR, Miami, Fla.

FRANKS, BILLY
Gospel Time
KCLJ, Shreveport, La.

FRAY, JACQUES
WQXR, New York, N. Y.

FRAZEE, SKIP
Swingin' with Skip
KMMO, Marshall, Mo.

FREEMAN, ED
KWVO, Sheridan, Wyo.

FREEMAN, STAN
WCBS, New York, N. Y.

FREGOSO, TEDDY
KWKW, Pasadena, Calif.

FREIBERG, WARREN
WMAM, Marinette, Wis.

FRENCH, DICK
WVJ, Detroit, Mich.

FRENCH, JIM
KIRO, Seattle, Wash.

FREUND, JIM
WITT, Lewisburg, Pa.

FRIEND, BOB
KDWB, St. Paul, Minn.

FRITTS, PAUL
Teen Pan Alley
WMFR, High Point, N. C.

FROYD, JOHN
Ladies Choice
KFAM, St. Cloud, Minn.

FRYE, MARTIN
WHOK, Lancaster, Ohio

FULLER, KEN
WCOV, Montgomery, Ala.

FURLONG, BOB
WSKI, Barre-Montpelier, Vt.

FURRY, BOB
Mr. Morningside
KTAR, Phoenix, Ariz.

FUSCO, DANNY
WRUN, Utica, N. Y.

FUTRELL, LARRY
KWYN, Wynne, Ark.

— G —

GAGE, BOB
Sunny Side Up
KBIG, Avalon, Calif.

GAINES, FOSTER
Sunday Showcase
WLYC, Williamsport, Pa.

GAINES, WALT
Top Pops
WLEH, Little Falls, N. Y.

GALLAGHER, DENNY
KOPA, Yuma, Ariz.

GALLO, JACK
WHBQ, Memphis, Tenn.

GAMBLING, JOHN A.
WOR, New York City, N. Y.

GANNON, JIM
960 Serenade
WSBT, South Bend, Ind.

GAR, LARRY
WLBG, Laurens, S. C.

GARDNER, MILLER
KEYY, Provo, Utah

GARNER, JOHNNY
Operation Moonbeam
KTMG, McAlester, Okla.

GARRY, JOHN
Operation V-8
WSPD, Toledo, Ohio

GAVIN, MIKE
WMNI, Columbus, Ohio

GAYNOR, BOB
WGMA, Hollywood, Fla.

GEE, JOHN
WGEZ, Beloit, Wis.

GEIGER, JACK
WOND, Pleasantville, N. J.

GENTRY, PAUL
Platter Parade
KVIN, Vinita, Okla.

GERNETZKE, HOWARD
Howie's House
WSAU, Wausau, Wis.

GESSNER, ROBERT
Midday Melodies
WBNR, Beacon, N. Y.

GIBBONS, SANDY
KNOT, Prescott, Ariz.

GIBSON, D. E.
WSO, Henderson, Ky.

GIBSON, RUSSELL
KJCK, Junction City, Kan.

GILBERT, BOB
KEYZ, Williston, N. D.

GILBERT, TOMMY
WKAB, Mobile, Ala.

GILL, CURT II
Jam-a-ditty
WGRG, Greensboro, N. C.

GILLETTE, LEN
KRJC, Beaumont, Tex.

GIRARD, MIKE
WBBQ, Augusta, Ga.

GLINER, ART
WMEG, Eau Gallie, Fla.

GODWIN, CARROLL
WCSC, Charleston, S. C.

GODWIN, DAVE
KPRC, Houston, Tex.

GOLDMARE, ERIC
House of Sounds
KTRH, Houston, Tex.

GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.

GOODFELLOW, JOHNNY
WIRE, Indianapolis, Ind.

GOODING, BOB
Sound Service
KTBC, Austin, Tex.

GOODWIN, NED
Platter Poll
KBUN, Bemidji, Minn.

GORDON, DON
WEND, Baton Rouge, La.

GORDON, JERRY
Pops in Hi-Fi
WBUD, Trenton, N. J.

GORHAM, MAL
KBRO, Bremerton, Wash.

GODSEN, BY
WMT, Cedar Rapids, Iowa

GOSSE, JOHN H.
The Morningside
KALV, Alva, Okla.

GOTT, MIKE
KETX, Livingston, Tex.

GOVE, ELLIOTT
Timekeeper
WSYR, Syracuse, N. Y.

GRAHAM, JAMES
WISV, Viroqua, Wis.

GRAHAM, JERRY
KVNC, Winslow, Ariz.

GRAHAM, JOHNNY
KIT, Yakima, Wash.

GRAHAM, LARRY
KENT, Shreveport, La.

GRAJALES, FRANCISCO
Latin American Hour
KSOX, Raymondville, Tex.

GRAMS, STAN J.
WELL, Leesburg, Fla.

GRANGER, JIM
WPGC, Washington, D. C.

GRANT, BILLY
Teen Time
WPRY, Perry, Fla.

GRANT, JOE
WAKR, Akron, Ohio

GRAY, ALLEN
WCBS, New York, N. Y.

GRAY, CLAUDE
WDAL, Meridian, Miss.

GRAY, DICK
KRUX, Phoenix, Ariz.

GRAYSON, GENE
Nightbeat
WJOC, Jamestown, N. Y.

GREEN, HAL
WBLF, Bellefonte, Pa.

GREENE, CHARLES L.
Big Saul
WCRY, Macon, Ga.

GREER, BILL
Evening Serenade
WNDB, Daytona Beach, Fla.

GREER, CHARLIE
Top O' the Morning
WAKR, Akron, Ohio

GREGG, GEORGE
KSO, Des Moines, Iowa

GREGORY, BOB
KTUL, Tulsa, Okla.

GREGORY, BOB
WGEZ, Beloit, Wis.

GREGORY, KERM
The Clockwatchers
WAEB, Allentown, Pa.

GRIFFITH, HERMAN
Record Caravan
KGFI, Los Angeles, Calif.

GRODSBY, TOM
Hillbilly Hit Corral
KUAM, Agana, Guam

GRIMES, JOHN
WGBS, Miami, Fla.

GRIMSLEY, JOE
Farm Show
WJOT, Lake City, S. C.

GRISWOLD, JAN
WIMS, Michigan City, Ind.

GROSS, ALAN
KSRG, Socorro, N. M.

GROSS, RON
WADC, Akron, Ohio

GROSS, TONY
Daily Almanac
WBAW, Burnwell, S. C.

GULDAGER, MIKE
Music Man
KERG, Eugene, Ore.

GUNDERSON, LVELL
KRNY, Kearney, Neb.

GUNN, FRANK
KFH, Wichita, Kan.

GUNN, JOHNNY
KOMY, Watsonville, Calif.

GUNTER, HARDROCK
WWVA, Wheeling, W. Va.

GUSEMAN, CARL
My Favorite Opera
KVNJ, Logan, Utah

GUYETTE, NELSON
WOLF, Syracuse, N. Y.

GWYNN, EASY
WIBC, Indianapolis, Ind.

— H —

HACK, GEORGE
WBOC, Salisbury, Md.

HAIST, DICK
KSJO, San Jose, Calif.

HAKES, DAN
Night Watch
KAGR, Yuba City, Calif.

HALE, BOB
WMAV, Springfield, Ill.

HALE, CECIL
WZIP, Cincinnati, Ohio

HALE, CHARLIE
1570 Bandstand
WPTW, Piqua, Ohio

HALE, MONTE
90-Tonite
WEPM, Martinsburg, W. Va.

HALE, PHIL
WKNB, New Britain-Hartford, Conn.

HALE, SAMMY
WYDE, Birmingham, Ala.

HALEY, PAT
WMCK, McKeesport, Pa.

HALL, BILL
Where Joy is Live
WGEE, Indianapolis, Ind.

HALL, FRED
KVEN, Ventura, Calif.

HALL, MEL
Rolling Home
KDEO, El Cajon, Calif.

HALL, PATRICK
1320 Club
KWHN, Fort Smith, Ark.

HALL, RAY
WEAV, Plattsburgh, N. Y.

HALL, REX
Karnival
KRES, St. Joseph, Mo.

HALL, THOM
WVJS, Owensboro, Ky.

HALLOCK, DON
KGHF, Pueblo, Colo.

HAMILTON, DALE
Top Thirty
KWEB, Rochester, Minn.

HAMMOND, DAVE
WCSH, Portland, Me.

HAMOD, RUD
WCNT, Centralia, Ill.

HANA, CHUCK
KVOL, Lafayette, La.

HANAN, ED
WFUN, Huntsville, Ala.

HANCOCK, HUNTER
KGFI, Los Angeles, Calif.

HANNA, AL
KLVT, Levelland, Tex.

HANSON, CHARLIE
WISN, Milwaukee, Wis.

HANSON, KEN
KFRE, Fresno, Calif.

HARDWICK, WADE
730-K Ranch
KBLR, Goodland, Kan.

HARDY, CARROLL
WEBR, Buffalo, N. Y.

HARDY, JOHN
KSAN, San Francisco, Calif.

HARPER, JIMMIE
WMBR, Jacksonville, Fla.

HARPER, TOMMY
WMBR, Jacksonville, Fla.

HARRINGTON, BILL
Nightbeat
WCLT, Newark, Ohio

HARRIOTT, JIM
Rhapsody
WFLA, Tampa, Fla.

HARRIS, DEAN
Best on Wax
KTCC, Malden, Mo.

HARRIS, DEAN
WHEN, Syracuse, N. Y.

HARRIS, FROSTY
KRLA, Los Angeles, Calif.

HARRIS, HAL
KRCT, Houston, Tex.

HARRIS, JOE
KMMO, Marshall, Mo.

HARRIS, MARK
WGSM, Huntington, N. Y.

HARRIS, RUSS
Uncle Ed's Gang
KAHI, Auburn, Calif.

RADIO-TV DISC JOCKEYS

HARRISON, HARRY

B. Sept. 20, 1933; Chicago, Ill.; Musicaster, WCFL, WBCZ, WPCO, WTVH-TV, WMCA

HARRISON, HENRY

Gospel Songs
WFMC, Goldsboro, N. C.

HARRY, JIM

WLSR, Jacksonville, Ill.

HARVEY, RON

KFJZ, Fond du Lac, Wis.

HARVISTON, KEN

KNEL, Brady, Tex.

HARWOOD, BRIAN

Green Mt. Ballroom
WDEV, Waterbury, Vt.

HASKEY, RICHARD

Randy-go-Round
WRIG, Wausau, Wis.

HAWKINS, STEVE

Melody Go Round
WREL, Lexington, Va.

HAYES, BRUCE

KFWB, Los Angeles, Calif.

HAYES, RICHARD

WCBS, New York, N. Y.

HAYMES, BOB

WRCA, New York, N. Y.

HAYNES, DICK

KLAC, Los Angeles, Calif.

HAYNES, PHIL

KZOK, Prescott, Ariz.

HAYWARD, BRUCE

KMOX, St. Louis, Mo.

HECKENDORN, MILES

WJUN, Mexico, Pa.

HELLER, RALPH

Hi-Fi Panorama
WLAG, LaGrange, Ga.

HELVEY, DON

KNEZ, Lompoc, Calif.

HENDERSON, HANK

KGBC, Galveston, Tex.

HENDERSON, LARRY

Coke Hi-Fi Club
KGBC, Galveston, Tex.

HENDERSON, RAY

KUKO, Post, Tex.

HENDRICKS, STAN

Top 75
WGAD, Gadsden, Ala.

HENDRIX, JERRY

KLRA, Little Rock, Ark.

HENDRIX, VAN

KSFA, Nacogdoches, Tex.

HENEGAR, HAL

Music for Adults
KTOW, Oklahoma City, Okla.

HENNESSEE, BILL

Saturday Frolic
WSRC, Durham, N. C.

HENNESSEY, BILL

WTIC, Hartford, Conn.

HENRY, DAN

WDAF, Kansas City, Mo.

HENRY, JULES

Hospitality Time
WEEL, Fairfax, Va.

HENRY, LORRAN

Record Room
KIMO, Hilo, Hawaii

HEPLER, BRIAN

Nite Train
KRLC, Lewiston, Ida.

HERLBY, ED

WRCA, New York N. Y.

HERRING, BUCK

KEWB, San Francisco-Oakland, Calif.

HERRON, FRANK

Francie Frank Show
KXLY, Spokane, Wash.

HESTER, VERN

Melody Magic
WLYC, Williamsport, Pa.

HESTERMAN, BILL

KNAK, Salt Lake City, Utah

HUATT, JACK

KPRK, Livingston, Mont.

HICKEY, BILL

Time Keeper Show
WBEC, Pittsfield, Mass.

HICKMAN, BILL

Tops in Pops
KSUR, Cedar City, Utah

HICKOK, BILL

WPTR, Albany, N. Y.

HICKS, CAP

Sundial
WRGA, Rome, Ga.

HIGGINS, TOM

WWCA, Gary, Ind.

HILDEBRANDT, DICK

KDIX, Dickinson, N. D.

HILL, BAVER

Pays to Listen
WAJF, Decatur, Ala.

HILL, BRENT

Penthouse Party
WMSC, Columbia, S. C.

HILL, MARVIN

WGOG, Walhalla, S. C.

HILL, SAM

KFDA, Amarillo, Tex.

HILMER, GLENN

WCME, Brunswick, Me.

HOAG, DAVE

WWNH, Rochester, N. H.

HOBERT, DAVE

KITN, Olympia, Wash.

HOHL, FRED

Maghem in AM
WAM-F, Miami, Fla.

HOLIDAY, DOC

KOFA, Yuma, Ariz.

HOLIDAY, SONNY

WOKS, Columbus, Ga.

HOLLAND, DONN

WBIS, Bristol, Conn.

HOLLAND, HARRY

KJAX, Santa Rosa, Calif.

HOLLAND, MAX

Sound Track
WZEP, De Funiak Springs, Fla.

HOLLER, CARL

WKAN, Kankakee, Ill.

HOLLIDAY, BOB

WPBC, Minneapolis, Minn.

HOLLIDAY, JOHNNY

WHK, Cleveland, Ohio

HOLLINGSWORTH, DON

Musical Clock
WHUB, Cookeville, Tenn.

HOLLOWAY, BOB

WCCR, Corinth, Miss.

HOLMAN, PHIL

KFJL, Klamath Falls, Ore.

HOLMES, BOB

WISH, Indianapolis, Ind.

HOLMES, DICK

WILM, Wilmington, Del.

HOLT, DICK

KIDD, Monterey, Calif.

HOLT, JIM

WBZ, Boston, Mass.

HOOKER, TUD

Ebony Hit Parade
WGTM, Wilson, N. C.

HOPKINS, ART

Melody-Go-Round
WELS, Kinston, N. C.

HOPKINS, ROLAND

WLOB, Portland, Me.

HOPSON, DON

KLRA, Little Rock, Ark.

HORN, JIMMY

Rhythm Room
WMAG, Forest, Miss.

HORNING, GALE

Teen-Time
WATT, Cadillac, Mich.

HOSKINS, JACK

Morning Coffee
WHLN, Harlan, Ky.

HOUGH, JOHN STUART

WRNB, New Bern, N. C.

HOVER, FREEMAN

KEYZ, Williston, N. D.

HOWARD, JOE

WCHB, Inkster, Mich.

HOWARD, MARC

WMBD, Peoria, Ill.

HOWARD, TOBE

WLOU, Louisville, Ky.

HOWARD, TOM

Night Beat
WLCC, La Crosse, Wis.

HOWELL, WAYNE

WRCA, New York, N. Y.

HOWSER, DON

Just Music
WMAK, Nashville, Tenn.

HUBBARD, BILL

Tempo for Teenagers
WMTL, Leitchfield, Ky.

HUBBARD, EDDIE

WGN, Chicago, Ill.

HUGH, IVOR

WCCC, Hartford, Conn.

HUGHES, EDWARD

WSCR, Scranton, Pa.

HULME, ROD

Music on the Go
KVOS, Bellingham, Wash.

HUNDLEY, JERRY

KRFS, Superior, Neb.

HUNT, JOHN

Record Party
WBSC, Hartsville, S. C.

HUNTER, AL

Musical Roller Coaster
WESB, Bradford, Pa.

HUNTER, DAN

The Early Bird
WFDF, Flint, Mich.

HUNTER, HED

Rock Pile
WFCB, Berlin, N. H.

HURST, FRANK E.

All Star Quartet Hour
WTRP, LaGrange, Ga.

HURST, JULIAN P.

The Hive of Jive
WTRP, LaGrange, Ga.

HUSSON, RAYMOND

WWNR, Beckley, W. Va.

— I —

IMEL, DAN

Special Events
WCB, Anderson, Ind.

INGRAM, DAN

KBOX, Dallas, Tex.

IRWIN, CHARLES

Night Watch
WHDL, Ocean, N. Y.

INSLEY, JIM

Chocolate Jam
WBBB, Burlington, N. C.

IVORY, REG

Dixieland
WTAL, Tallahassee, Fla.

— J —

JACKS, PAT

WQNA, Winona, Miss.

JACKSON, BILL

Downbeat
KJUE, Longview, Tex.

JACKSON, BRANT
WTOR, Torrington, Conn.

JACKSON, CLARENCE
Hymn Time
WCAY, Cayce-Columbia, S. C.

JACKSON, JERRY
Jerry-Go-Round
KINT, El Paso, Tex.

JACKSON, MAURICE
WTVN, Columbus, Ohio

JACKSON, SANDY
KOLL, Omaha, Neb.

JACKSON, TED
WRCV, Philadelphia, Pa.

JACOBS, BILL
Teen Time
KVEC, San Luis Obispo, Calif.

JACOBS, RON
KFOI, Honolulu, Hawaii

JAMES, JOHN
Tumbleweed Tempos
KDDD, Dumas, Tex.

JAMES, NORMAN
Spins & Needles
WDEV, Waterbury, Vt.

JARVIS, AL
KFWB, Los Angeles, Calif.

JAY, JOHN
Land of Dreams
WJQS, Jackson, Miss.

JAY, LARRY
WPAW, Pawtucket, R. I.

JAYE, RONNIE
Best by Request
WUSJ, Lockport, N. Y.

JEROME, DAVE
Music Box Revue
WEXL, Royal Oak, Mich.

JERVE, JOE
WKBZ, Muskegon, Mich.

JIMINES, CLAUDIO
KEVT, Tucson, Ariz.

JOBS, JIM
1520 Albums
KGCN, Portland, Ore.

JOHNSON, BOB
KICK, Springfield, Mo.

JOHNSON, BRADLEY
WTCN, Minneapolis, Minn.

JOHNSON, DEANE
KWMT, Fort Dodge, Iowa

JOHNSON, DICK
WMTE, Manistee, Mich.

JOHNSON, DON
WRLY, Springfield, Ohio

JOHNSON, DOUG
KBYP, Anchorage, Alaska

JOHNSON, IRWIN
Earlyworm
WBNS, Columbus, Ohio

JOHNSON, JERRY
Songs of Faith
KPAM, Portland, Ore.

JOHNSON, MARVIN
Wake Up Time
WHLN, Harlan, Ky.

JOHNSON, RICHARD
WLOB, Portland, Me.

JOHNSON, TED
WTAC, Flint, Mich.

JOHNSON, TOM
Dancing in the Dark
WGAU, Athens, Ga.

JOHNSTON, HUGH
WBBW, Youngstown, Ohio

JOHNSTON, JIM
KREM, Spokane, Wash.

JONES, BUZZ
Clockwatcher
KOOI, Phoenix, Ariz.

JONES, DON
WWHG, Hornell, N. Y.

JONES, E. RODNEY
Mad Lad
KKLW, St. Louis, Mo.

JONES, JAY
Coffee Club
KTUL, Tulsa, Okla.

JONES, JIM
Midnight Flyer
KASK, Ontario, Calif.

JONES, JIM
WTAX, Springfield, Ill.

JONES, LEW
KALI, Little Rock, Ark.

JONES, WILLIE
KAKC, Tulsa, Okla.

JONES, W. W.
Music for Adults
KTOW, Oklahoma City, Okla.

JORDAHL, BERNHARD
WKAN, Kankakee, Ill.

JORDAN, LEE
WBCH, New York, N. Y.

JOYCE, ED
WCBS, New York, N. Y.

JUDGE, CHUCK
Choice Not Chance
KATL, Miles City, Mont.

— K —

KALOMEER, BOB
WNOR, Norfolk, Va.

KARANT, MARTIN
Housewife Serenade
WKPT, Kingsport, Tenn.

KARVER, WALLY
Nightcap
WILK, Wilkes-Barre, Pa.

KASEM, CASEY
WJW, Cleveland, Ohio

KASSIK, RON
Turntable Caravan
KALV, Alva, Okla.

KATZ, BARRY
TNT Revue
WITY, Danville, Ill.

KAY, FRED
Camel Joekey Caravan
KAAA, Kingman, Ariz.

KAYE, GENE
The Clockwatchers
WAEB, Allentown, Pa.

KAYE, TOMMY
WSEN, Baldwinsville, N. Y.

KEATHLEY, HAMPTON
Hamp 'n Eggs
KTRE, Lufkin, Tex.

KEATING, BILL
WSTN, St. Augustine, Fla.

KEATING, TOM
WBRV, Boonville, N. Y.

KEEP, BARNEY
KEX, Portland, Ore.

KELLER, BUDDY
KAFP, Petaluma, Calif.

KELLER, DEAN
WCOY, Columbia, Pa.

KELLER, FRANK K.
1050 Club
WBRG, Lynchburg, Va.

KELLY, BOB
WKIX, Raleigh, N. C.

KELSEY, DALLAS
KGGF, Coffeyville, Kan.

KEMFERY, DALE
WARK, Hagerstown, Md.

KEMP, DICK
KFZJ, Ft. Worth, Tex.

KENDRICK, JIM
KWTO, Springfield, Mo.

KENNEDY, BOB
WOLF, Syracuse, N. Y.

KENNEDY, DON
WHJB, Greensburg, Pa.

KENNEY, JOE
Music Box
WGPS, Covington, Ga.

KENNINSON, DAN
KABR, Aberdeen, S. D.

KENNY, CHUCK
KKIS, Pittsburg, Calif.

KENSLEY, BILL
Top Pops
WCHO, Washington, Ohio

KENT, HERB
Cool Gent Show
WBEF, Chicago, Ill.

KENT, RODGER
WTCN, Minneapolis, Minn.

KERNS, ERNIE
WOCH, North Vernon, Ind.

KEVES, CHARLES
Dance Party
WMLF, Pineville, Ky.

KIETH, BILL
Top 23
KCRC, Enid, Okla.

KIETH, RONNIE
Club 1230
KRXX, Rexburg, Ida.

KIKER, DAVE
Hours of Good Listening
KORA, Bryan, Tex.

KING, CHUCK
WTAD, Quincy, Ill.

KING, DEL
KBHM, Branson, Mo.

KING, JIM
Pushbutton I
WJDX, Jackson, Miss.

KING, SHORTY
WSIG, Mt. Jackson, Va.

KING, VERN
WABR, Orlando, Fla.

KIRKWOOD, JOHN
Quest
KBOL, Boulder, Colo.

KLAVAN & FINCH
WNEW, New York, N. Y.

KNEISLER, CHUCK
KYSN, Colorado Springs, Colo.

KNIGHT, DICK
WGBB, Freeport, N. Y.

KNIGHT, FRED
WAVY, Norfolk, Va.

KNIGHT, JACK
WSOC, Charlotte, N. C.

KNIGHT, JOE
Melody Ballroom
WFBR, Baltimore, Md.

KNIGHT, LANCE
WJBD, New Orleans, La.

KNIGHT, SID
WAM-E, Miami, Fla.

KNUTH, JACK
Knight Beat
WSJM, St. Joseph, Mich.

KOBAK, ED
WBLA, Augusta, Ga.

KOPP, LEE
KSJO, San Jose, Calif.

KORTE, ODELL
WMOK, Metropolis, Ill.

KOTT, KEN
Koffee Klub
WMTE, Manistee, Mich.

KRAFT, LARRY
Coffee Call
KTMC, McAlester, Okla.

KRAUSE, ROBERT
WRSW, Warsaw, Ind.

KRELL, FRED
WSGW, Saginaw, Mich.

KELT, ERV
WFHR, Wisconsin Rapids, Wis.

KULZ, BOB
Halifax Music Hall
WROD, Daytona Beach, Fla.

KUNKLE, JERRY
WKY, Oklahoma City, Okla.

KUNSAK, JOHN
KILE, Galveston, Tex.

KUSHLER, DAVE
Sunriser
WKNX, Saginaw, Mich.

RADIO-TV DISC JOCKEYS

— L —

LaBARR, TED
Hospitality Time
WEEL, Fairfax, Va.

LaBOE, ART
KPOP, Los Angeles, Calif.

LACEY, SAM
Good Neighbor Show
KGEN, Tulare, Calif.

LACY, JACK
Listen to Lucy, WINS, N. Y.

LAFLEUR, GENE
KWHI, Brenham, Tex.

LaLIBERTE, ROGER
Request Parade
WWRI, West Warwick, R. I.

LAMB, MAGANN
Teen Time Parade
KNUL, Muleshoe, Tex.

LAMBER, BUCK
KRCC, Prineville, Ore.

LaMONT, EARL
KYSM, Mankato, Minn.

LANCASTER, JOHN
WCEH, Hawkinsville, Ga.

LANDERS, BOB
WNEW, New York, N. Y.

LANGDOE, JIM
Moonlight Serenade
WTMA, Charleston, S. C.

LANGE, JERRY
KXLY, Spokane, Wash.

LAPP, DON
Breakfast with BUZ
WBUZ, Fredonia, N. Y.
WDOE, Dunkirk, N. Y.

LARSEN, BILL
KVOX, Moorhead, Minn.

LARSEN, BOB
WRIT, Milwaukee, Wis.

LARVENZ, LARRY
WARK, Fort Pierce, Fla.

LASCHELLES, JOHN
WGR, Buffalo, N. Y.

LASSITER, BILL
WZYX, Cowan, Tenn.

LATTO, LEW
WEBC, Duluth, Minn.

LAUBI, PAUL
Roseland Revue
WPEP, Taunton, Mass.

LACRIS, TED
WTVB, Coldwater, Mich.

LAUTER, BURL
WCRA, Ellingham, Ill.

LAWRENCE, GENE
Patio Party
WDSU, New Orleans, La.

LAWRENCE, KEN
KDLM, Detroit Lakes, Minn.

LAWRENCE, LEN
WTAO, Boston, Mass.

LAWSON, ELISHA
Hotfoot Club
WELS, Kinston, N. C.

LAZARE, JACK
WNEW, New York, N. Y.

LeBLANCE, PAUL
Ballroom
WKCB, Berlin, N. H.

LeCOUNT, BOB
WCEY, Cheboygan, Mich.

LEE, BOB
WFIN, Findlay, Ohio

LEE, BUD
Shack of Wax
KSID, Sidney, Neb.

LEE, JIMMY
KLMS, Lincoln, Neb.

LEHR, BILL
KENY, Bellingham, Wash.

LEIGH, BUCK
WTRC, Elkhart, Ind.

LEONARD, BILL
WCBS, New York, N. Y.

LESLIE, DON
1460 Hop
WOCH, North Vernon, Ind.

LESTER, GEORGE
KOWH, Omaha, Neb.

LEWIS, DEAN
WBNS, Columbus, Ohio

LEWIS, TOM
WCSI, Columbus, Ind.

LEWIS, TOM
KBRC, Mount Vernon, Wash.

LIGHNING, LES
After Hours
KROX, Crookston, Minn.

LILES, BOB
Hillbilly Time
WPLK, Rockmart, Ga.

LINDAMOOD, RON
WDBJ, Roanoke, Va.

LINDEMANN, BUD
WLA V, Grand Rapids, Mich.

LINDNER, VINCE
WOND, Pleasantville, N. J.

LINGER, JERRY
WDXB, Chattanooga, Tenn.

LINKS, HAL
KTW, Seattle, Wash.

LINN, SAM
KIKI, Honolulu, Hawaii

LIT, HY
Flight 99
WIBG, Philadelphia, Pa.

LITTEK, J. ROBERT
Bobalong Show
KED, Springfield, Ore.

LITTLE, BILL
WTVL, Waterville, Me.

LITTLE, BUD
Top 100 Countdown
KVOZ, Laredo, Tex.

LOCKARD, MURRAY
Evening in Hi-Fi
KPAM, Portland, Ore.

LOCKWOOD, DON
KRSC, Othello, Wash.

LOERKE, WAYNE
KFJI, Klamath Falls, Ore.

LOFTENNESS, RAY
KSOO, Sioux Falls, S. D.

LOGAN, LUCKY
KYA, San Francisco, Calif.

LOHMAN, ALFRED E., JR.

B. Jan. 15, 1933, Sioux City, Iowa; Al Lohman Jr. Show, WABC, New York

LONDON, MARK
WHAY, Hartford-New Britain, Conn.

LONG, SHORTY
WHUM, Reading, Pa.

LORENZ, DON
WJUN, Mexico, Pa.

LOVE, SHIRLEY
Juke Box Review
WOAY, Oak Hill, W. Va.

LOVELACE, DON
WAGY, Forest City, N. C.

LOVETT, DON
WJAM, Marion, Ala.

LOWE, BRAD
KCLX, Colfax, Wash.

LOWE, JIM
WRCA, New York, N. Y.

LOWRY, BILL
Kalcidoscope
KVOO, Tulsa, Okla.

LUCAS, BEN
Talk of the Town
WRGA, Rome, Ga.

LUCIER, JIM
Dinner Date with Music
WMAB, Munising, Mich.

LUCIER, ROD
Music Box
KVOX, Moorhead, Minn.

LUCK, GIL
WTRR, Sanford, Fla.

LUDDY, BILL
KXIX, San Jose, Calif.

LUNDELL, ART
KVFD, Fort Dodge, Iowa

LUTCHER, BUBBER
Cookie Shack
KAOK, Lake Charles, La.

LUTHER, DAVID
WBTM, Dumville, Va.

LYMAN, DAVE
Lee Bandstand
WLEB, Richmond, Va.

LYNCH, WILLIAM G.
KDBS, Alexandria, La.

LYNN, BOB
WSSB, Crestview, Fla.

LYNN, FRANK
WKKO, Cocoa-Cape Canaveral, Fla.

LYNN, FRED
Platter Time
KWTO, Springfield, Mo.

LYONS, BOBBY
WQAM, Miami, Fla.

— Mc —

McADAM, JOHN
Coffee Time
KRKC, King City, Calif.

McANULTY, BOB
KLIQ, Portland, Ore.

McCARTY, JON
Record Rack
KFBB, Great Falls, Mont.

McCLANE, PETE
KWMT, Fort Dodge, Iowa

McCLATCHEY, ARNIE
The Big Beat
KPVA, Camas, Wash.

McCLELLAN, DON
Good Neighbor Time
WCHK, Canton, Ga.

McCLENDON, RAY
Hillbilly Express
WAVU, Albertville, Ala.

McCORMACK, FRANK
Homeward Bound
WHWB, Rutland, Vt.

McCORMACK, LARRY
Reveille Rock
KGFJ, Los Angeles, Calif.

McCOX, RON
KLAC, Los Angeles, Calif.

McCOY, SID
The Real McCoy
WGES, Chicago, Ill.

McCULLOCH, J. E.
Coffee Klub
KLAM, Cordova, Alaska

McDANIEL, GRANT
KIT, Yakima, Wash.

McDONALD, MARY ANN
KNIT, Abilene, Tex.

McDONNELL, BILL
KQTY, Everett, Wash.

McELHATTON, DAVE
KCBS, San Francisco, Calif.

McFARLIN, JOE
Dawn Patrol
WDSM, Superior, Wis.

McGARVIN, DICK
KIDO, Boise, Ida.

McGEE, GIL
Night Train
KWAL, Osburn, Ida.

McGINNIS, PAT
Matinee Melodies
KHBM, Monticello, Ark.

McGRATH, DOUG
KFIZ, Fond du Lac, Wis.

- McGRAW, DAN**
WRR, Dallas, Tex.
- McGRAW, DON**
WBLU, Salem, Va.
- McGUIRE, CHARLES**
WOPJ, Bristol, Tenn.
- McINROY, SAM**
1490 Club
WNBT, Wellsboro, Pa.
- McINTIRE, CARL**
KLAC, Los Angeles, Calif.
- McKEE, BOB**
WAKE, Atlanta, Ga.
- McKEEHAN, BOB**
KAIR, Tucson, Ariz.
- McKINNEY, JOHNNY**
KBOX, Dallas, Tex.
- McLAIN, BILL**
KAKE, Wichita, Kan.
- McLAUGHLIN, OLE RED**
WOWL, Florence, Ala.
- McLEAN, DOUG**
Bandstand
WFKY, Frankfort, Ky.
- McLEAN, PHIL**
WERE, Cleveland, Ohio
- McLELLAN, BILL**
KWYK, Farmington, N. M.
- McLELLAND, BUD**
Top 50
KDMS, El Dorado, Ark.
- McMILLAN, CHUCK**
Merry-go-round
KROX, Crookston, Minn.
- McNALLEY, PAUL**
WFGM, Fitchburg, Mass.
- McPHERSON, CLYDE**
WROB, West Point, Miss.
- McQUAY, CARL**
KFPW, Fort Smith, Ark.
- McREE, JIM**
WPLK, Rockmart, Ga.
- McROBERTS, EARL**
KSON, San Diego, Calif.
- M —**
- MacALISTER, BILL**
KEAP, Fresno, Calif.
- MacCAULLY, CHUCK**
KGDN, Edmonds, Wash.
- MacDONALD, NORMAN**
Hi-Fi Interludes
KUEQ, Phoenix, Ariz.
- MacDONALD, SANDY**
WIDE, Biddeford-Saco, Me.
- MACE, MAX**
Kitchen Klatter
WESC, Greenville, S. C.
- MacGREGOR, BUDDY**
KXOK, St. Louis, Mo.
- MACK, BILL**
Night Scene
KXYZ, Houston, Tex.
- MacKAY, BOB**
The Man from Manomet
WBET, Brockton, Mass.
- MAGGARD, DEAN**
Night Watch
WLBJ, Bowling Green, Ky.
- MacKELVIE, ARTHUR R.**
KZUN, Spokane, Wash.
- MAGNUS, JOHN**
KGFJ, Los Angeles, Calif.
- MAHAFFEY, BOB**
KSIG, Crowley, La.
- MAHONEY, BILL**
WHYL, Carlisle, Pa.
- MANDEL, SID**
Musica
KPOK, Scottsdale, Ariz.
- MANN, RAY**
WPAC, Patchogue, N. Y.
- MANNING, TURNER**
WRRF, Washington, N. C.
- MANSFIELD, BILL**
Morning Hit Parade
WGGG, Gainesville, Fla.
- MANUEL, CLAY**
KVCL, Winnfield, La.
- MAPEL, ROY**
Listening Post
KIML, Gillette, Wyo.
- MARCEL, LOU**
WCCM, Lawrence, Mass.
- MARGGRAFF, NORMAN**
Fritz the Plumber
WMLL, Milwaukee, Wis.
- MARINO, JACK**
Step Lively
WDOT, Burlington, Vt.
- MARKWELL, DON**
DM in the AM
WCOV, Montgomery, Ala.
- MARLOW, JOE**
WBOF, Virginia Beach, Va.
- MARLOWE, BILL**
WMAY, Springfield, Ill.
- MARLOWE, BILL**
WILD, Boston, Mass.
- MARR, BILL**
WDVH, Gainesville, Fla.
- MARSHALL, PERRY**
WEEP, Pittsburgh, Pa.
- MARTELL, WALT**
Music Hall
KTOE, Mankato, Minn.
- MARTIN, ALEX**
King Bee Show
WBEE, Chicago, Ill.
- MARTIN, BOB**
KRDG, Redding, Calif.
- MARTIN, BOB**
KUSN, St. Joseph, Mo.
- MARTIN, CHIP**
KLIK, Jefferson City, Mo.
- MARTIN, FRANK**
Breakfast Time.
WJET, Erie, Pa.
- MARTIN, HAL**
Clockwatcher
WJOC, Jamestown, N. Y.
- MARTIN, LARRY**
WJAR, Providence, R. I.
- MARTIN, JOE**
Breakfast Bandstand
WOW, Omaha, Neb.
- MARTIN, SAM**
KJBS, San Francisco, Calif.
- MARTIN, TED**
The Breakfast Nook
KUEQ, Phoenix, Ariz.
- MARTINEZ, JUAN**
KABQ, Albuquerque, N. M.
- MARTZ, BOB**
Fabulous '59
WSPD, Toledo, Ohio
- MASON, JERRY**
WRLY, Springfield, Ohio
- MASON, MARY**
Tunes for Teens
KERV, Kerrville, Tex.
- MASON, MIKE**
Lobster Line
WEST, Caribou, Me.
- MASON, NEAL**
Curly Haired Kid Show
WPGC, Washington, D. C.
- MASTERS, JOHN**
WKEN, Dover, Del.
- MASTIN, RON**
WMST, Mt. Sterling, Ky.
- MATHIS, BOB**
Pop Music time
WRAJ, Anna, Ill.
- MATHIS, JERRY**
1490 Melody Lane
KBRO, Bremerton, Wash.
- MATHIS, TOM**
Music 'Til Dawn
WISH, Indianapolis, Ind.
- MATTHEWS, PAT**
Rise & Smile
WLYN, Lynn, Mass.
- MAUNKY, RICH**
Tom Cat
WCGC, Belmont, N. C.
- MAWYER, DICK**
WAFC, Staunton, Va.
- MAXWELL, BOB**
WWJ, Detroit, Mich.
- MAY, DAVE**
WGSB, Ephrata, Pa.
- MAY, MIKE**
WSBT, South Bend, Ind.
- MAY, ROY**
KRIC, Beaumont, Tex.
- MAYER, GEORGE**
Music Mayor
WLEC, Sandusky, Ohio
- MAYES, TOM**
WBGN, Bowling Green, Ky.
- MAYHEW, FRANK**
Parade of Hits
KVEE, San Luis Obispo, Calif.
- MAYHUGH, BILL**
WOL, Washington, D. C.
- MAYNARD, DAVE**
WEBZ, Boston, Mass.
- MEAD, JIM**
WPAC, Patchogue, N. Y.
- MELLIChAPP, BUD**
Bandstand Matinee
WGRO, Lake City, Fla.
- MELTON, JIM**
Sugar 'n Spice
WKMF, Flint, Mich.
- MELTZER, AL**
WEBR, Buffalo, N. Y.
- MENDENHALL, DICK**
Off the Record
WWIT, Canton, N. C.
- MENDINE, MARTIN**
KTUX, Pueblo, Colo.
- MERCADO, GERMAN**
WTIL, Mayaguez, P. R.
- MERCER, BILL**
The Burner
WNJR, Newark, N. J.
- MERCER, KENNY**
WMPJ, Daytona Beach, Fla.
- MERCER, WALLY**
Rockin with BOP
WBOP, Pensacola, Fla.
- MERCHANT, BILL**
WTRU, Muskegon, Mich.
- MERCHANT, WOODY**
Old Dominion Jamboree
WPRW, Manassas, Va.
- MERONKY, RON**
WHBQ, Memphis, Tenn.
- MERRITT, DICK**
Homeward Bound
WVRI, West Warwick, R. I.
- METKO, MIKE**
Mikes Mad Pad
KENE, Toppenish, Wash.
- METZ, MIKE**
KYSN, Colorado Springs, Colo.
- MEYER, MIKE**
Best in Pops
KRVN, Lexington, Neb.
- MEYERS, IRV**
1260 Record Club
WBNR, Beacon, N. Y.
- MEYERS, MARY**
Coffee Club
KBMO, Benson, Minn.
- MIDDLETON, BOB**
WQXI, Atlanta, Ga.
- MIKELL, GENE**
Operation Music
WCHK, Canton, Ga.
- MILLER, BILL**
WMET, Miami Beach, Fla.
- MILLER, DAN**
KOOK, Billings, Mont.
- MILLER, ED**
WDOV, Dover, Del.
- MILLER, GARRY**
Homeward Bound
WTOL, Toledo, Ohio
- MILLER, HAL**
WSEN, Baldwinsville, N. Y.

RADIO-TV DISC JOCKEYS

MILLER, HARVEY
Wake-up Time
WRSW, Warsaw, Ind.

MILLER, HARVEY
WAAT, Trenton, N. J.

MILLER, HOWARD
WMAQ, Chicago, Ill.

MILLER, JERRY
KONO, San Antonio, Tex.

MILLER, JOE
WTTT, Lewisburg, Pa.

MILLER, LYNN
KRSN, Los Alamos, N. M.

MILLER, ROSS
WTIC, Hartford, Conn.

MILLER, WIL
Night Panorama
WSOY, Decatur, Ill.

MINEO, RAY
Old Commuter
WSTC, Stamford, Conn.

MINK, ALAN
WWIZ, Lorain, Ohio

MIRCOS, GUS
KLMO, Longmont, Colo.

MITCHEL, MIKE
KCLV, Clovis, N. M.

MITCHELL, DICK
KELA, Centralia-Chehalis,
Wash.

MITCHELL, FRED J.

B. March 12, 1923, Elwood City,
Pa.; Hitch with Mitch, WOHO

MOFFATT, TOM
Enlele Tom's Cabin
KPOI, Honolulu, Hawaii

MOLINE, JOHN
KLGA, Algona, Iowa

MOLLISON, CRAIG
KWHO, Salt Lake City, Utah

MONACO, DICK
KCAP, Helena, Mont.

MONROE, LARRY
KRIO, McAllen, Tex.

MONROE, ROGER
Record Review
WSIV, Pekin, Ill.

MONTGOMERY, TERRY
KFAM, St. Cloud, Minn.

MONTS, JIM
WELO, Tupelo, Miss.

MOODY, JOHN
Rock 'n Roll Rhythm Time
WYTH, Madison, Ga.

MOON, GENE
Music for Pleasure
WWCC, Bremen, Ga.

MOORE, HARVEY, JR.
Morning Madness
WSTL, Eminence-Shelbyville,
Ky.

MOORE, RONALD
Royal Coachmen
KFQD, Anchorage, Alaska

MOORE, WILLIAM D.
Dance Hour
WRHI, Rock Hill, S. C.

MORAN, DICK
KNEW, Spokane, Wash.

MORELLS, KENNETH J.
Breakfast with Woody
WDDY, Gloucester, Va.

MOREY, DON
Dancing Party
KSEK, Pittsburg, Kan.

MORGAN, BOB
KAJI, Little Rock, Ark.

MORGAN, LANE
980 Club
WTY., Danville, Ill.

MORGAN, ROBERT
Coffee Club
WBOP, Pensacola, Fla.

MORRIS, ED
Relaxation Time
WPST, Caribou, Me.

MORRISON, BOB
KBRZ, Freeport, Tex.

MORRISON, BUD
Nightbeat
WMAB, Munising, Mich.

MORROW, BRUCE
B. October 13, 1935; WINS,
WNYC, WEVD, ZBM & ZBM-TV;
Radio & TV Bermuda; WPIX,
WABD-TV

MORSE, GARY
WRIN, Kingsport, Tenn.

MORSON, LES
WNLC, New London, Conn.

MORTON, JACK
Jack's Wax
KMO, Tacoma, Wash.

MORTON, JAY
WMCK, McKeesport, Pa.

MOTT, MAX
KSEL, Lubbock, Tex.

MOUNTEER, JOHN
WTRY, Troy, N. Y.

MOWBERRY, JOHN W.
KASY, Auburn, Wash.

MULLICAN, CHUCK
Musical Clock
WBMG, McMinnville, Tenn.

MULVHILL, JOE
WFTL, Ft. Lauderdale, Fla.

MUNDT, PAUL B.
Commuter's Club
KOOL, Phoenix, Ariz.

MUNI, SCOTT
WMCA, New York, N. Y.

MUNN, DAN
Showcase
WWNS, Statesboro, Ga.

MURPHY, BILL
Sunday Sunshine
KPVA, Camas, Wash.

MURPHY, JACK
WRUN, Utica, N. Y.

MURRAY, DON
Tops of the Morning
WDOL, Athens, Ga.

MURRAY, DUB
Downbeat
KLUE, Longview, Tex.

MURRAY, HAL
KDWB, St. Paul, Minn.

MURRAY, JOHNNY
WQXI, Atlanta, Ga.

MUSCARE, ED
KRENO, Las Vegas, Nev.

MYERS, IMOGENE
WTFI, Madisonville, Ky.

MYERS, JACK
Nightwatch
WSAL, Logansport, Ind.

MYERS, PETE
WNEV, New York, N. Y.

— N —

NAGLE, JAY
WCAY, Cayce-Columbia, S. C.

NAKAI, RAYMOND
Grand Canyon Sunrise Serenade
KCLS, Flagstaff, Ariz.

NASH, MURL
KPTR, Rolla, Mo.

NAUGHT, VERNE
Root Hole Gang
KOPR, Butte, Mont.

NEER, CHUCK
Chuck's Wagon
WIAM, Williamston, N. C.

NEER, ROGER
KGGF, Coffeyville, Kan.

NEHRING, WALLY
WIRE, Indianapolis, Ind.

NEILSON, BIG ED
WSET, Glens Falls, N. Y.

NELLY, JIM
KBRC, Mount Vernon, Wash.

NELSON, DON
WQUA, Moline, Ill.

NESBIT, BILL
Little Club
WCAE, Pittsburgh, Pa.

NEUBAUER, VON
Music in Hi-Fi
KBIZ, Ottumwa, Iowa

NEWLAND, BILL
KSEM, Moses Lake, Wash.

NEWSOME, GIL
KWK, St. Louis, Mo.

NIMBLE, JACK B.
KJAX, Santa Rosa, Calif.

NIXON, GENE
KNOE, Monroe, La.

NOE, BEN
KCLV, Clovis, N. M.

NOEL, DICK
WCBS, New York, N. Y.

NOJAN, TOM
WOLA, Ann Arbor, Mich.

NORDINE, JOHN
Morning Express
WADF, Kane, Pa.

NORELL, GENE
Big Record Show
WRIG, Wausau, Wis.

NORFLEET, JOE
Jolly Joe Show
WJAK, Jackson, Tenn.

NORMAN, BILL
Polka Party
WCHO, Washington, D. C.

NORMAN, HAL
KFDJ, Beaumont, Tex.

NORMAN, RUSS
Album Show
KTIX, Seattle, Wash.

NORRIS, BOB
WDVH, Gainesville, Fla.

NYE, LOUIS
KLAC, Los Angeles, Calif.

— O —

OAKLEY, JERRY
Skyeastle
WCOG, Greensboro, N. C.

O'BRIEN, BILL
Evening Serenade
WDRF, Chester, Pa.

O'DELL, MAURICE
The Digger O'Dell Show
WGOG, Wallhalla, S. C.

O'HARA, BOB
WOOD, Grand Rapids, Mich.

OLESON, DOUG
KBKW, Aberdeen, Wash.

O'NEIL, JIM
Happy Irishman
KEED, Springfield, Ore.

O'NEILL, JERRY
KWII, Merced, Calif.

O'NEILL, JIMMY
KRLA, Los Angeles, Calif.

O'REILLY, JACK
WPEW, Philadelphia, Pa.

ORTEN, JIM
Mister Music
WVJS, Owensboro, Ky.

OSBORNE, DON
KQEO, Albuquerque, N. M.

OSBORNE, ED
WWRJ, White River Junction,
Vt.

OSBORNE, JACK
WFRX, West Frankford, Ill.

OSBORNE, LEE
KBUR, Burlington, Iowa

OSBORNE, THOMAS
WBAR, Bartow, Fla.

OSBORNE, WILEY
KNOC, Natchitoches, La.
OVERTON, JOE
WMAK, Nashville, Tenn.
OVERTON, TOM
KFDM, Beaumont, Tex.
OWEN, BILL
WLW, Cincinnati, Ohio
OWENS, GARY
KEWB, San Francisco-Oakland, Calif.

— P —

PADRON, LONNIE
WTTR, Sanford, Fla.
PAINE, BILL
Musical Merry-go-round
WBEC, Pittsfield, Mass.
PALAN, JIM
OK Ballroom
WOKZ, Alton, Ill.
PALLAN, ART
KDKA, Pittsburgh, Pa.
PALMA, LORENZO
KEVT, Tucson, Ariz.
PALMER, BILL
Brite Side
WSBB, New Smyrna Beach, Fla.
PALMER, HELEN
KURA, Moab, Utah
PALMER, JIM
WPFO, Peoria, Ill.
PAPCUN, GEORGE
Starlight Serenade
KOLD, Tucson, Ariz.
PAPPAS, JIM
WALL, Middletown, N. Y.
PARKER, ROY
KRUN, Ballinger, Tex.
PARKS, C. MICHAEL
KGRO, Gresham, Ore.
PARMER, BUD
WETU, Wetumpka-Montgomery, Ala.
PARROTT, EVAN
Party Line
WKCT, Bowling Green, Ky.
PARSONS, BARRY
Nite Beat
WLEU, Erie, Pa.
PARSONS, JOHNNY
WKIP, Poughkeepsie, N. Y.
PARTRIDGE, DICK
WNEW, New York, N. Y.
PARTRIDGE, DON
WMOX, Meridian, Miss.
PATANE, JEAN
Swinging Down the Lane
KCHV, Indio-Coachella, Calif.
PATE, JERRY
Platter Party
WCRE, Cheraw, S. C.
PATRICK, GEORGE
Private File
KXEL, Waterloo, Iowa
PATRICK, JACK
New, Nice and Novel
WFEA, Manchester, N. H.
PAUL, CHUCK
KVON, Napa, Calif.
PAUL, LARRY
KGON, Portland, Ore.
PAUL, NICK
KLAC, Los Angeles, Calif.
PAUL, VINCEL
Night Sounds
KWNO, Winona, Minn.
PAULEY, RICH
Gulf Coast Serenade
WFLA, Tampa, Fla.
PAWLAK, TONY
Music Market
WASK, Lafayette, Ind.
PAYNE, BRUCE
WENN, Birmingham, Ala.
PAYNE, TED
KJOY, Stockton, Calif.

PEACE, EVERETT
WSP, Kinston, N. C.
PEARSON, BOB
Dawnbeat
KENS, San Antonio, Tex.
PEDERSON, JIM
KHOG, Fayetteville, Ark.
PEELE, JERRY
The Best on Wax
WEWO, Laurinburg, N. C.
PELLETIER, GEORGE
Musical Tidbits
WFAU, Augusta, Ga.
PEMBROKE, JOHN
Underground Sounds
WOKS, Charleston, S. C.
PENNEWELL, RALPH
Platter Party
WBOC, Salisbury, Md.
PERRY, BOB
WCKR, Miami, Fla.
PERRY, DON
WABI, Bangor, Me.
PERRY, CHARLES
WNAG, Grenada, Miss.
PERRY, JAY
KBYR, Anchorage, Alaska
PERRY, PORTIA
Jocko
WDAS, Philadelphia, Pa.
PERRY, TOM
Nite Club
WBCM, Bay City, Mich.
PERSON, ROD
KANO, Anoka, Minn.
PESHA, RON
KFPW, Fort Smith, Ark.
PETERSON, CHUCK
KSEM, Moses Lake, Wash.
PETERSON, RAYMOND
1450 Club
KCLX, Colfax, Wash.
PETERSON, SKIP
KLIZ, Brainerd, Minn.
PEIFFER, RUDY
Music Man
KERG, Eugene, Ore.
PHILLIPS, CHUCK
WEMP, Milwaukee, Wis.
PHILLIPS, HUGH
Platter Party
KFAA, Fairbanks, Alaska
PHILLIPS, LEE
Masters of Music
WGAC, Augusta, Ga.
PHILLIPS, RICK
WSTN, St. Augustine, Fla.
PHILLIPS, TERRY
KMGM, Albuquerque, N. M.
PHILLIPS, WALLY
WGN, Chicago, Ill.
PHIPPS, RAY
WSAV, Savannah, Ga.
PIATT, GENE
WOW, Omaha, Neb.
PICKEL, CHARLIE
WEAG, Alcoa, Tenn.
PINKSTON, CHUCK
Club 1570
WEER, Warrenton, Va.
PIRLE, JOHN
Say it with Music
WLAR, Athens, Tenn.
PIRNIE, DUNCAN
Cocktail Time
WQXR, New York, N. Y.
PLATZ, GUS
KWIQ, Moses Lake, Wash.
PLEDGER, DOUG
KNBC, San Francisco, Calif.
POLLACK, FRANK
KRLA, Los Angeles, Calif.
POLLARD, BILL
WETC, Wendell-Zebulon, N. C.
POLLOCK, KES
WIZZ, Streator, Ill.

POLMAN, NORM
WNHC, New Haven, Conn.
PORTER, DON
Melody Time
WOSC, Fulton, N. Y.
POST, WRAY
Sound Service
KRGV, Weslaco, Tex.
POWELL, BILL
WAMO, Pittsburgh, Pa.
POWELL, JOHN
Teen Time
WMNA, Gretna, Va.
POWERS, BOB
WGST, Atlanta, Ga.
POYNER, RICHARD
KGVJ, Greenville, Tex.
PRATHER, BOB
Record Ranch
WMDG, Hazlehurst, Miss.
PRICE, JIM
KBON, Omaha, Neb.
PRICE, NORM
Western Jamboree
KSTR, Grand Junction, Colo.
PRITCHARD, MARIE
WGTO, Cypress Gardens, Fla.
PRITCHARD, WAYNE
KSOO, Sioux Falls, S. D.
PRUITT, AL
WSBB, New Smyrna Beach, Fla.
PRUITT, AL
Sun Dial
WDNC, Durham, N. C.
PYLE, JACK
WIP, Philadelphia, Pa.
PUGH, ARNIE
Request Time
WKAL, Rome, N. Y.
PURRINGTON, JACK
560 Breakfast Club
WQAM, Miami, Fla.

— Q —

QUACKENBUSH, LARRY
KPOP, Los Angeles, Calif.
QUAIN, TOM
WGRD, Grand Rapids, Mich.
QUAY, BILL
WMBS, Uniontown, Pa.
QUEN, RON
WKYB, Paducah, Ky.
QUINN, LOUIS
KLAC, Los Angeles, Calif.
QUINTANA, VIRGINIA
El Fandango
KFLJ, Walsenburg, Colo.

— R —

RADANT, KEN
Hall of Hits
WBCH, Hastings, Mich.
RADKA, AL
KFRE, Fresno, Calif.
RAE, BOB
KPMC, Bakersfield, Calif.
RAIFORD, BOB
WSOC, Charlotte, N. C.
RALSTON, DAVE
WZYX, Cowan, Tenn.
RAMIREZ, JOE
Latin American Melodies
KDZA, Pueblo, Colo.
RAMSEY, RAY
KREM, Spokane, Wash.
RANDAL, TED
KEWB, San Francisco-Oakland Calif.
RANDLE, BILL
WERE, Cleveland, Ohio
RANDOLPH, JIM
Champion Show Case
KGFJ, Los Angeles, Calif.

RADIO-TV DISC JOCKEYS

- RANEY, JIM**
Coffee Club
KWRF, Warren, Ark.
- RAUER, CHARLES**
WGCM, Gulfport, Miss.
- RAUSH, BOB**
WGCM, Gulfport, Miss.
- RAY, DICK**
WCPS, Tarboro, N. C.
- RAY, FRED**
KCOY, Santa Maria, Calif.
- READ, ED**
WLLI, Williamantic, Conn.
- READY, JOHN**
KORT, Grangeville, Ida.
- REARDON, RUSS**
WAIR, Winston-Salem, N. C.
- REED, DALE**
Top Pops
KASH, Eugene, Ore.
- KEES, WALT**
Early Bird Show
KBUC, Corona, Calif.
- REEVES, BILLY**
Clockwatchers
WKGN, Knoxville, Tenn.
- REID, BILL**
WBLU, Salem, Va.
- REID, JIM**
KKIS, Pittsburg, Calif.
- REILLY, JAMES**
WISL, Shamokin, Pa.
- REILLY, JIM**
WKEN, Dover, Del.
- REINERT, JEFFREY**
P. M. Patterns
WTSN, Hanover, N. H.
- RENO, ROGER**
WJBW, New Orleans, La.
- RENWICK, CHUCK**
WJW, Cleveland, Ohio
- REYNOLDS, JACK**
WKGO, Cocoa-Cape Canaveral,
Fla.
- REYNOLDS, JACK**
WSAI, Cincinnati, Ohio
- RHEA, DON**
KNDE, Aztec, N. M.
- RICARDO, RIC**
Rock with Ric.
WGES, Chicago, Ill.
- RICE, JOHNNY**
KLPW, Union, Mo.
- RICHARDS, DICK**
WLSV, Wellsville, N. Y.
- RICHARDS, RICH**
Record Hop
WMBS, Uniontown, Pa.
- RICHARDS, STAN**
WILD, Boston, Mass.
- RICHARDSON, BUTCH**
WMST, Mt. Sterling, Ky.
- RICHARDSON, EARL**
Let's Face It
WASK, Lafayette, Ind.
- RICHARDSON, NED**
WBETM, Danville, Va.
- RICHBourg, JOHN**
Record Parade
WLAC, Nashville, Tenn.
- RIDDLE, ALAN**
Matinee
WESC, Greenville, S. C.
- RILEY, DICK**
Afternoon Concert
KRE, Berkeley, Calif.
- RILEY, DON**
KIRO, Seattle, Wash.
- RILEY, JOHN**
WFBG, Altoona, Pa.
- RIPPY, GARY**
The Music Rack
KSPT, Stillwater, Okla.
- RIVERA, ERNIE**
Q. T. Show
KVSF, Santa Fe, N. M.
- ROANE, TOM**
Platter Party
WJQS, Jackson, Miss.
- ROBERTS, BOB**
WFTL, Ft. Lauderdale, Fla.
- ROBERTS, DON**
KOA, Denver, Colo.
- ROBERTS, JAY**
Night Flight
WJR, Detroit, Mich.
- ROBERTS, LARRY**
1350 Club
WCHI, Chillicothe, Ohio
- ROBERTS, PAUL**
Sandman Serenade
WSPB, Sarasota, Fla.
- ROBERTS, SCOTT**
WFAH, Alliance, Ohio
- ROBERTS, STAN**
WTRY, Troy, N. Y.
- ROBERTS, WALT**
WHHH, Warren, Ohio
- ROBERTSON, KEN**
Kenny's Korner
WCST, Berkeley Springs,
W. Va.
- ROBINSON, BOB**
WBCA, Bay Minette, Ala.
- ROBINSON, CARL**
Best by Request
KVOW, Littlefield, Tex.
- ROBINSON, DAVE**
WFBZ, Baltimore, Md.
- ROBINSON, LARRY**
Platter Palace
KWCL, Oak Grove, La.
- ROBINSON, RED**
KGW, Portland, Ore.
- ROBINSON, ROCK**
WHOO, Orlando, Fla.
- RODDY, JIM**
Night Flyer
KSUB, Cedar City, Utah
- ROGERS, ART**
Yawn Patrol
KWYN, Wynne, Ark.
- ROGERS, BILL**
KFDA, Amarillo, Tex.
- ROGERS, BILL**
KFJZ, Ft. Worth, Tex.
- ROGERS, JOHN**
Wake-up Time
WRWJ, Selma, Ala.
- ROLLER, JOHN**
KONI, Phoenix, Ariz.
- ROLLINS, BILL**
Hit Parade
WCGC, Belmont, N. C.
- ROLLINS, CHAP**
KAMP, El Centro, Calif.
- ROLLINS, DON**
Top Twenty
WACT, Tusculoosa, Ala.
- ROSE, BILL**
The Rose Room
KAAA, Kingman, Ariz.
- ROSS, AL**
Timekeeper
WRC, Washington, D. C.
- ROSS, ED**
WHLI, Wheeling, W. Va.
- ROSS, KEN**
Noon Beat
KENS, San Antonio, Tex.
- ROSS, LANNY**
WCBS, New York, N. Y.
- ROSS, WALT**
Watts Wax Works
KSRV, Ontario, Ore.
- ROSSEAN, MAX**
Night Watch
KNEB, Scottsbluff, Neb.
- ROSSI, BILL**
Rise n' Shine
WSAR, Fall River, Mass.
- ROULSTONE, TOM**
Curtain Time
WPEP, Taunton, Mass.
- ROUND, BILL**
WMMT, McMinnville, Tenn.
- ROUNTREE, ROBERT**
Wake-up
WAAA, Winston-Salem, N. C.
- ROVANG, REX**
KMUS, Muskogee, Okla.
- ROY, DON**
Top O' the Morning
KDEF, Albuquerque, N. M.
- RUARK, ROBERT**
Nifty Top Fifty
KUAM, Agana, Guam
- RUCKER, JIM**
Jim Dandy Show
WLOU, Louisville, Ky.
- RUCKLE, BOB**
Uncle Bob
WBIA, Augusta, Ga.
- RUDD, SEARLE**
Prize Platters
KOLD, Tucson, Ariz.
- RUDDERMAN, EDDIE**
Nitebeat
WACL, Waycross, Ga.
- RUDDLE, DAVE**
WKGJ, Knoxville, Tenn.
- RUDDY, RICHARD**
KGGM, Albuquerque, N. M.
- RUMORE, DUKE**
WSGN, Birmingham, Ala.
- RUNYON, CHARLES**
WSAC, Ft. Knox, Ky.
- RUSK, JOHN**
KBOL, Boulder, Colo.
- RUSNAK, BILL**
WDWS, Champaign, Ill.
- RUSSELL, AL**
WGL, Fort Wayne, Ind.
- RUSSELL, CHARLES**
Midnight Ramble
WTUP, Tupelo, Miss.
- RUSSELL, FRAN**
WLVA, Lynchburg, Va.
- RYAN, DAN**
WBBW, Youngstown, Ohio
- RYAN, JIM**
Record Shop
WDLG, Port Jervis, N. Y.
- RYEL, FLOYD**
WHHH, Warren, Ohio
- RYLANDER, JOHN**
Rockin' Lucky Show
KSAN, San Francisco, Calif.

— S —

SADAR, DICK
KDIX, Dickinson, N. D.

SAND, LES
WNTA, Newark, N. J.

SANDS, JIM
Music Box Matinee
WFAU, Augusta, Me.

SANDERS, BILL
WDXB, Chattanooga, Tenn.

- SANFORD, RON**
Record Room
KIDO, Boise, Ida.
- SANTORA, MICKEY**
WHLM, Bloomsburg, Pa.
- SAUNDERS, GARY**
WBIR, Knoxville, Tenn.
- SAWYER, BUD**
WORL, Boston, Mass.
- SAWYER, VERNE**
Koffee Klatsch
KENE, Toppenish, Wash.
- SCAFFE, WADE**
WAUC, Wauchula, Fla.
- SCHELL, OLLIE**
KNEW, Spokane, Wash.
- SCHIEFER, DAVE**
WDOV, Dover, Del.
- SCHILLING, TERRY**
KWYO, Sheridan, Wyo.
- SCHLADEMAN, DON**
WIRE, Indianapolis, Ind.
- SCHMEER, BILL**
The Record Room
WAZL, Hazleton, Pa.
- SCHMIDT, BOB**
Radio 1420
WWSR, St. Albans, Vt.
- SCHOFIELD, JOHN**
WSAU, Wausau, Wis.
- SCHUCHARD, RICK**
KBOY, Medford, Ore.
- SCHWAN, SAM**
KYNO, Fresno, Calif.
- SCOTT, DAVE**
KPPC, Pasadena, Calif.
- SCOTT, DICK**
WBKV, West Bend, Wis.
- SCOTT, HARRY**
WSPR, Springfield, Mass.
- SCOTT, JOE**
Coffee Shop
WBRE, Wilkes-Barre, Pa.
- SCOTT, LARRY**
KTNC, Falls City, Neb.
- SCOTT, LEE**
WGSA, Ephrata, Pa.
- SCOTT, LLOYD A., JR.**
WBAR, Bartow, Fla.
- SCOTT, MARTY**
House of Records
WTRL, Bradenton, Fla.
- SCOTT, PAUL**
Make Mine Music
WCCC, Hartford, Conn.
- SEGARRA, ISMAEL**
WTIL, Mayaguez, P. R.
- SENICH, JIM**
800 Radio Row
WIAD, Danbury, Conn.
- SERGI, SIL**
Record Revue
WBVP, Beaver Falls, Pa.
- SERPICO, DAN**
Coffee Break
WOCB, West Yarmouth, Mass.
- SESSIONS, BUDDY**
WEND, Baton Rouge, La.
- SEVITZ, BILL**
Nifty 50 Club
WVLD, Valdosta, Ga.
- SEXTON, BILL**
Woman's World
KDEF, Albuquerque, N. M.
- SHANKWEILER, GLEN**
U-Name It
WKOK, Sunbury, Pa.
- SHARP, JERRY**
WATW, Ashland, Wis.
- SHARPE, JOHN**
Night Beat
WSTA, St. Thomas, V. I.
- SHAW, BOB**
WACB, Kittanning, Pa.
- SHAW, DON**
WAIR, Winston-Salem, N. C.
- SHELLEY, GLENN**
KOIN, Portland, Ore.
- SHELTON, KEN**
WEET, Richmond, Va.
- SHERIDAN, BILL**
WICH, Norwich, Conn.
- SHERIDAN, PHIL**
Rise & Shine
WFIL, Philadelphia, Pa.
- SHERMAN, OWEN**
Spinorama weekend
KMAN, Manhattan, Kan.
- SHERWOOD, DON**
KSFO, San Francisco, Calif.
- SHELDS, BOB**
Teen Time
KTNC, Falls City, Neb.
- SHELDS, TOM**
Scrapbook
WCDJ, Edenton, N. C.
- SHIMP, BERT**
Turnabout
WSAZ, Huntington, W. Va.
- SHIPLEY, RED**
Impulse
WPRW, Manassas, Va.
- SHORE, PETE**
Shore Patrol
WCAE, Pittsburgh, Pa.
- SHORE, SANDY**
KCRG, Cedar Rapids, Iowa
- SHORT, JOE**
KWFT, Wichita Falls, Tex.
- SHOUP, MILTON**
Swingtime Serenade
WCLT, Newark, Ohio
- SHRODE, NIKI**
KSRC, Socorro, N. M.
- SHUMATE, LESLIE**
Top Teen Time
KRXX, Rexburg, Ida.
- SHUPERT, BILL**
Shupert Alley
WGBI, Seranton, Pa.
- SIDES, JOHN**
WBYE, Calera, Ala.
- SIDOTE, SAM**
Goodmorn'g from Goodrich
WELC, Welch, W. Va.
- SIKES, JOE**
KANE, New Iberia, La.
- SILK, DAN**
Supper Party
WHLZ, Zanesville, Ohio
- SILVA, BOB**
KJCK, Junction City, Kan.
- SIMMONS, CALVIN**
Teen Time
WPRY, Perry, Fla.
- SIMMONS, JOE**
Joe's Record Party
KSML, Semmole, Tex.
- SIMONDS, RAY**
WELM, Fitchburg, Mass.
- SIMPSON, JOHNNY**
WLCY, St. Petersburg, Fla.
- SIMS, HERB**
KONI, Phoenix, Ariz.
- SIMS, SCOTT**
Big Beat
WMNI, Columbus, Ohio
- SINCLAIR, BOB**
TKKT, Tucson, Ariz.
- SINGIEL, DICK**
Accent on Youth
WKLK, Cloquet, Minn.
- SKAPURA, SKIP**
Melody Time
WADC, Akron, Ohio
- SKIDMORE, JACK**
Night Watch
WBKV, West Bend, Wis.
- SKINNER, CHARLES**
WGAD, Gadsden, Ala.
- SKUBA, ALAN**
Teen Time
KSBW, Salinas, Calif.
- SLAGLE, SKIP**
Pop Hits
KNCY, Nebraska City, Neb.
- SLATTERY, JACK**
WHAM, Rochester, N. Y.
- SLAWSON, JIM**
KBRZ, Freeport, Tex.
- SLOCUM, KENT**
Music on the Sunnyside
KOTA, Rapid City, S. D.
- SMALL, JOHN**
WOLA, Ann Arbor, Mich.
- SMALLS, TOMMY**
Dr. Jive Show
WWRL, New York, N. Y.
- SMALLWOOD, JIM**
KRAK, Sacramento, Calif.
- SMITH, BARRY**
KSO, Des Moines, Iowa
- SMITH, BEN**
WMOK, Metropolis, Ill.
- SMITH, BILL**
WHAR, Clarksburg, W. Va.
- SMITH, BOB**
WCMI, Ashland, Ky.
- SMITH, BOBBY**
KGVL, Greenville, Tex.
- SMITH, ED**
Wake up & live
KTBB, Tyler, Tex.
- SMITH, GUY**
KANS, Kansas City, Mo.
KCKN, Kansas City, Kan.
- SMITH, HUGH**
Music for Military and You
KASK, Ontario, Calif.
- SMITH, JIM**
Tunesmith Show
KAOK, Lake Charles, La.
- SMITH, JOHNNY**
KEOS, Flagstaff, Ariz.
- SMITH, KILGALON**
WCNC, Elizabeth City, N. C.
- SMITH, MERWIN**
Musical
KLZ, Denver, Colo.
- SMITH, MILTON**
WMBM, Miami Beach, Fla.
- SMITH, MONTY**
KAIR, Tucson, Ariz.
- SMITH, RAY**
Memory Matinee
KHUB, Fremont, Neb.
- SMITH, RICHARD**
Dick Stevens Show
WBIL, Leesburg, Fla.
- SMITH, ROLLAND**
Evensong
WONG, Oneida, N. Y.
- SMITH, RUDY**
WPAR, Parkersburg, W. Va.
- SMITH, SHEL**
KMAN, Manhattan, Kan.

RADIO-TV DISC JOCKEYS

- SMITH, STEVE**
WLYN, Lynn, Mass.
- SMITH, THOM**
WNVY, Pensacola, Fla.
- SNYDER, BOB**
U-Name It
WKOK, Sunbury, Pa.
- SOLANDER, GEORGE**
Spinning Bandstand
KGVO, Missoula, Mont.
- SOUTHWICK, TOREY**
KMBC, Kansas City, Mo.
- SPAHR, BILL**
WDBI, Roanoke, Va.
- SPANN, OWEN**
KCBS, San Francisco, Calif.
- SPAUDLING, DICK**
Rise n' Shine
WUSJ, Lockport, N. Y.
- SPAUDLING, NORM**
WGES, Chicago, Ill.
- SPEARS, LEN**
KRMD, Shreveport, La.
- SPECK, DARRELL**
WANY, Albany, Ky.
- SPECTOR, JACK**
WPRO, Providence, R. I.
- SPEEGLE, DAN**
Top 'o the Morning
KSEA, Nacogdoche, Tex.
- SPENCER, STEWART**
Nocturne
WCSC, Charleston, S. C.
- SPIVAK, JOEL A.**
KILT, Houston, Tex.
- SPOO, EDDY**
WLEA, Hornell, N. Y.
- SPRAGUE, DICK**
Date with Dick
WIDE, Biddeford-Saco, Me.
- STAAB, JACK**
KWON, Bartlesville, Okla.
- STAATS, WILLIE**
Playhouse
KWED, Sequin, Tex.
- STACK, JACK**
WGRD, Grand Rapids, Mich.
- STAG, JOHN**
WDCL, Tarpon Springs, Fla.
- STAKELIN, BILL**
WGOR, Lexington-Georgetown, Ky.
- STALLINGS, JACK**
WPNC, Plymouth, N. C.
- STAMPS, BILL**
Biscuits with Bill
WCLE, Cleveland, Tenn.
- STAMZ, RICHARD**
WGES, Chicago, Ill.
- STANICH, GARNET**
WCAS, Gadsden, Ala.
- STANLEY, ART**
WQUA, Moline, Ill.
- STANLEY, JIM**
WICH, Norwich, Conn.
- STANLEY, BULL**
KICK, Springfield, Mo.
- STANLEY, JIM**
WGH, Newport News, Va.
- STANT, JACK**
WILM, Wilmington, Del.
- STARKEY, DALE**
KVI, Seattle, Wash.
- STARLING, DAVE**
Hit the Road
BFI, Los Angeles, Calif.
- STARR, LONNY**
WNEW, New York, N. Y.
- STEELE, BUD**
Time Out
WSTC, Stamford, Conn.
- STEELE, DON**
KLIK, Jefferson City, Mo.
- STEEKE, DAVE**
KPHO, Phoenix, Ariz.
- STEFANO, MARK**
KSTN, Stockton, Calif.
- STEGMAN, HERB**
KBLR, Goodland, Kan.
- STEPHAN, BUD**
WDEW, Westfield, Mass.
- STEPHENS, DOUG**
KTLN, Denver, Colo.
- STERLING, JACK**
WCBS, New York, N. Y.
- STERLING, VAN**
Tele-Quest Time
WEAM, Arlington, Va.
- STEVENS, AL**
Great Albums of Music
WAYE, Baltimore, Md.
- STEVENS, JIM**
KASI, Ames, Iowa
- STEVENSON, ROSS**
Radio 1420
WWSR, St. Albans, Vt.
- STEWART, RUENEIL**
Ladies on Parade
WPET, Greensboro, N. C.
- STIGERS, BARRY**
Breakfast in Bedlam
WSET, Glens Falls, N. Y.
- STILES, DANNY**
The Katman
WNJR, Newark, N. J.
- STITT, WAYNE**
WHR, Kansas City, Mo.
- STOKKE, DICK**
KFRF, Bellevue, Wash.
- STONE, BUD**
Town and Country
KTUT, Tooele, Utah
- STONE, DAVE**
KLIQ, Portland, Ore.
- STOVALL, JIM**
KTEL, Walla Walla, Wash.
- STRADER, TED**
Smilin' Time
KRES, St. Joseph, Mo.
- STRATTON, RONALD**
Bus Stop A.M.
WHGR, Houghton Lake, Mich.
- STREET, TED**
Afternoon Hit Parade
WGGG, Gainesville, Fla.
- STRICKLAND, HERB**
Musical Clock
WACL, Waycross, Ga.
- STRUNK, GEORGE**
Big Beat
KHAS, Hastings, Neb.
- STUART, BUD**
Rhythm Roundup
KASH, Eugene, Ore.
- STUART, CHUCK**
Car Parade
WARA, Attleboro, Mass.
- STUART, GENE**
WHOO, Orlando, Fla.
- STUDY, STEVE**
Shades of Sunset
WLEM, Emporium, Pa.
- STURGIS, JERRY**
KAPP, Petaluma, Calif.
- SUBLETT, JOHN**
Record Room
KIMO, Hilo, Hawaii
- SULLIVAN, CHUCK**
WPIK, Alexandria, Va.
- SULLIVAN, JIM**
WBRV, Waterbury, Conn.
- SULLIVAN, JOE**
WMSR, Manchester, Tenn.
- SURREY, RED**
WTAQ, LaGrange, Ill.
- SWAIM, DON**
Open Line
WSAZ, Huntington, W. Va.
- SWANSON, BYRON**
Cascade Bandstand
KLOG, Kelso, Wash.
- SWANSON, FRED**
The Big Show
WHAY, Hartford-New Britain, Conn.
- SWANSON, LOU**
KNOE, Monroe, La.
- SWARTZ, ROBERT L.**
KZUN, Spokane, Wash.
- SWINSON, BOBBY**
Fiddlin' Time
KCLW, Hamilton, Tex.

— T —

- TAFF, JERRY**
KWEL, Midland, Tex.
- TALLEY, JOHNNY**
WENO, Nashville, Tenn.
- TALLEY, NORM**
WJWS, South Hill, Va.
- TALLMAN, PAT**
KTSA, San Antonio, Tex.
- TANNAHILL, GARY**
Records in Review
KPAN, Hereford, Tex.
- TATE, JIM**
Quartet Time
WEKR, Fayetteville, Tenn.
- TAYLOR, DON**
KUBA, Yuba City, Calif.
- TAYLOR, FRED**
Saturday Night Dancing Party
WHKE, Hendersonville, N. C.
- TAYLOR, JIM**
Music at Night
WKBY, Richmond, Ind.
- TAYLOR, JIM**
WKAZ, Charleston, W. Va.
- TAYLOR, JOHN**
WGTO, Cypress Gardens, Fla.
- TAYLOR, LEE**
WINZ, Miami, Fla.
- TAYLOR, PLAS**
WRKH, Rockwood, Tenn.
- TAYLOR, STEVE**
KBS, Bakersfield, Calif.
- TELLEZ, RUDY**
KTSM, El Paso, Tex.
- TERMINE, JIM**
Coffee Grind Show
WDRF, Chester, Pa.
- TERRY, BILL**
Town and Country CLUB
KLUK, Salt Lake City, Utah
- TERRY, DON**
WACB, Kittanning, Pa.
- TERRY, JACK**
WRB, Dallas, Tex.
- THACKER, LOU**
Steppin' Along
WSIX, Nashville, Tenn.
- THOMALE, TINY**
WHAS, Louisville, Ky.

THOMAS, BILL
WDBQ, Dubuque, Iowa

THOMAS, EARL
Rise & Shine
WKNY, Kingston, N. Y.

THOMAS, GLENN
WAFC, Staunton, Va.

THOMAS, GORDON
Top o' the Morning
WTMJ, Milwaukee, Wis.

THOMAS, MIKE
KVEN, Ventura, Calif.

THOMAS, ROBB
WEMP, Milwaukee, Wis.

THOMPSON, DANNY
Winner's Circle
WWIN, Baltimore, Md.

THOMPSON, J. ALLEN
Houn' Dawg
WCRY, Macon, Ga.

THOMPSON, J. I.
WNOS, High Point, N. C.

THOMPSON, RON
Top 40 Show
KOMA, Oklahoma City, Okla.

THOMPSON, STEVE
KPAN, Hereford, Tex.

THORNTON, CAL
WCLA, Claxton, Ga.

THORNTON, GEORGE
Dine n' Dance
WSAR, Fall River, Mass.

THORP, BILL
WBIC, Bay Shore, N. Y.

THURMAN, JOHNNY
Record Rack
KPEP, San Angelo, Tex.

THURMAN, WALTER
Musical Clock
WMBD, Peoria, Ill.

TIDWELL, MARVIN
Night Beat
WOWL, Florence, Ala.

TILTON, BILL
KELA, Centralia-Chehalis,
Wash.

TINNEY, LOUIS
WWSC, Glens Falls, N. Y.

TOLBY, BRIAN
WOOO, Deland, Fla.

TOMION, RON
Turntable Terrace
WFLR, Dundee, N. Y.

TOMPKINS, BILL
KRKS, Ridgecrest, Calif.

TOOMBS, BOB
WOAP, Owosso, Mich.

TORIN, SIDNEY
Midnight Jamboree
WEVD, New York, N. Y.

TORRANCE, TOM
Club 710
WDSM, Superior, Wis.

TOUCHTON, JOHN
Parade of Music
WBIE, Marietta, Ga.

TRAVIS, JIM
KFSA, Fort Smith, Ark.

TREMAINE, TONY
KYA, San Francisco, Calif.

TRIMBLE, PHIL
Requestfully Yours
KERV, Kerrville, Tex.

TROSTLE, DEWEY
KARY, Prosser, Wash.

TRUELOVE, OSCAR
Platter Parade
WLBA, Gainesville, Ga.

TRUSSELL, CHARLEY
KXEL, Waterloo, Iowa

TUCKER, JERRY
Sound Board
WMFS, Chattanooga, Tenn.

TUCKER, TOMMY
Early Risers
WJAX, Jacksonville, Fla.

TULEY, RAY
KGGM, Albuquerque, N. M.

TURNAGE, BOB
WCRE, Cheraw, S. C.

TURNER, DON
1st thru 10th
KORA, Bryan, Tex.

TURNER, GEORGE
Night Watch
KICD, Spencer, Iowa

TURRENTINE, BOB
The Wax Shack
KLVY, Levelland, Tex.

TYLER, RUD
WLBJ, Bowling Green, Ky.

TYSON, DAVEY
WAMP, Pittsburgh, Pa.

— U —

UNDERWOOD, JACK
WOWO, Fort Wayne, Ind.

UPTON, REED
Rumpus Room
WUCC, Fairfield, Conn.

— V —

VAIL, KIT
Call for Coffee
WKTY, La Cross, Wis.

VALLEY, NORMAN R.
Valley's Alley
KFQD, Anchorage, Alaska

VAN, JOE
GKLW, Detroit, Mich.

VAN, RICK
Anaconda Man
KOPR, Butte, Mont.

VANCE, BILL
Nightwatch
KULE, Galveston, Tex.

VANCE, LARRY
KJOE, Shreveport, La.

VAN OSS, JUKE
Clock Watcher
WHTC, Holland, Mich.

VAN ROY, BOB
Cascade Bandstand
KLOG, Kelso, Wash.

VAN SANDT, JOLI
WJOL, Florence, Ala.

VAUSE, ALLEN
The Road Show
WTSB, Lumberton, N. C.

VEAL, JULIAN
Top 100
WMVG, Milledgeville, Ga.

VENTER, MEL
KNBC, San Francisco, Calif.

VERLEY, MAC
Musical Clock
KCAR, Clarksville, Tex.

VEUM, BABE
Matinee
KBMO, Benson, Minn.

VIKEN, HOWARD
WCCO, Minneapolis-St. Paul,
Minn.

VINCENT, KENNY
WBRD, Bradenton, Fla.

VOGT, ROGER
Hall of Sound
WKTY, La Crosse, Wis.

VOSS, BOB
Top 40 on 1340
WROD, Daytona Beach, Fla.

— W —

WAGER, CLINT
KEOS, Flagstaff, Ariz.

WAGGONER, DON
Duke til' Dawn
WCMI, Ashland, Ky.

WAHL, JAMES K.
KORA, Sacramento, Calif.

WALDO, DWIGHT A.
KFJD, Floydada, Tex.

WALKER, BILL
Bill's Bandstand
WBCA, Bay Minette, Ala.

WALKER, CHARLIE
RED Texas & Hillbilly
Houseparty
KMAC, San Antonio, Tex.

WALKER, DOUG
KLAD, Klamath Falls, Ore.

WALKER, ED
Twilight Times
WRC, Washington, D. C.

WALKER, JIMMY
KIKI, Honolulu, Hawaii

WALL, AL
Night Beat
WLCX, La Crosse, Wis.

WALL, EDDIE
WHEO, Stuart, Va.

WALLACE, JACK
On-the-night
KTBC, Austin, Tex.

WALLACE, RALPH
WTVL, Waterville, Me.

WALLGREN, REX
KCFX, Salt Lake City, Utah

WALSIL, GORDEN
WHYL, Carlisle, Pa.

WALTER, JULIUS
KOIN, Portland, Ore.

WALTERS, BUCKEY
KMBC, Kansas City, Mo.

WALTERS, RAY
Tempo
WBLR, Batesburg, S. C.

WALTERS, RAY
Best on Wax
WOBT, Rhinelander, Wis.

WALTERS, RONALD
KINS, Eureka, Calif.

WALTERS, TOM
WEIR, Weirton, W. Va.

WALTON, ART
Good Morning Show
WBRC, Birmingham, Ala.

WAMBACH, PETE
WCMB, Harrisburg, Pa.

WARD, BILL
KGDN, Edmonds, Wash.

WARD, DAVE
KYVA, Gallup, N. M.

WARD, JAY
KFKF, Bellevue, Wash.

WARE, RICCI
KTSA, San Antonio, Tex.

RADIO-TV DISC JOCKEYS

- WARLICK, FRANK**
Hi-Fi Club
WKDX, Hamlet, N. C.
- WARNER, JEFF**
Patio Show No. 1 & No. 2
WOKE, Charleston, S. C.
- WARREN, BILL**
1400 Club
KRPL, Moscow, Ida.
- WARREN, DON**
WOOW, Greenville, N. C.
- WAYNE, CLAUDE**
Musical Monologue
WSTL, Eminence-Shelbyville,
Ky.
- WAYNE, DENNIS**
WIBM, Jackson, Mich.
- WEAVER, JOE**
Penthouse Party
WTOL, Toledo, Ohio
- WEBER, BILL**
WFIL, Philadelphia, Pa.
- WEBSTER, KURT**
WAVY, Norfolk, Va.
- WELCH, DICK**
WCBY, Cheboygan, Mich.
- WELLER, LARRY**
KFMA, Davenport, Iowa
- WELLS, BOB**
WDAF, Kansas City, Mo.
- WENNAS, TOM**
KPRK, Livingston, Mont.
- WERTZ, IRA**
Platter Parade
WRTA, Altoona, Pa.
- WESTINGER, MERLE**
KVIN, Vinita, Okla.
- WESTERN, LEE**
KIOA, Des Moines, Iowa
- WHALEN, TOM**
WBNF, Binghamton, N. Y.
- WHEELER, DOC**
Gospel Caravan
WWRL, New York, N. Y.
- WHEELER, JOHN**
WHDL, Olean, N. Y.
- WHITCOMB, MEL**
WCME, Brunswick, Me.
- WHITE, DUANE**
KMO, Tacoma, Wash.
- WHITE, JIM**
KGHF, Pueblo, Colo.
- WHITEHEAD, BRUCE**
Top of the Mornin'
KBOI, Boise, Ida.
- WHITEHEAD, DAVID**
Sounds in the Afternoon
WIGR, Houghton Lake, Mich.
- WHITING, JIM**
Early Worm
WFLR, Dundee, N. Y.
- WHITTEN, WILL**
WCSH, Portland, Me.
- WHITTIER, CHUCK**
WILK, Wilkes-Barre, Pa.
- WICKUS, BOB**
WJEM, Valdosta, Ga.
- WILCOX, JOHNNY**
KLZ, Denver, Colo.
- WILEY, R. C.**
Pop Parade
WJMJ, Lewisburg, Tenn.
- WILKINS, JIM**
KLGa, Algona, Iowa
- WILLIAMS, ANDY**
Platter Parade
KFLJ, Wausenburg, Colo.
- WILLIAMS, BILL**
KSIG, Crowley, La.
- WILLIAMS, BILL**
WNEW, New York, N. Y.
- WILLIAMS, BILLY**
Early Train
WTMP, Tampa, Fla.
- WILLIAMS, CHARLES**
Teen Time
WKDX, Hamlet, N. C.
- WILLIAMS, DON**
WKIX, Raleigh, N. C.
- WILLIAMS, DUANE**
KDEX, Dexter, Mo.
- WILLIAMS, GLADYS**
Dial-a-tune
KCRC, Enid, Okla.
- WILLIAMS, JACKIE**
KGYN, Guymon, Okla.
- WILLIAMS, JOE**
Caravan
WSOY, Decatur, Ill.
- WILLIAMS, KAE**
Sir Lancelot
WDAS, Philadelphia, Pa.
- WILLIAMS, PAUL**
KDOK, Tyler, Tex.
- WILLIAMS, RAY**
Teen Time
WHSC, Hartsville, S. C.
- WILLIAMS, WADE**
WBOF, Virginia Beach, Va.
- WILLIAMSON, GEORGE**
KLER, Orofino, Ida.
- WILSON, DOUG**
WABV, Abbeville, S. C.
- WILSON, ED**
KSD, St. Louis, Mo.
- WILSON, HARRY**
KAKC, Tulsa, Okla.
- WILSON, JOHN**
KRUX, Phoenix, Ariz.
- WILSON, KEN**
WPIO, Atlanta, Ga.
- WINGARD, MIKE**
WAXE, Vero Beach, Fla.
- WINKIE, DARRELL**
KDEC, Decorah, Iowa
- WINN, BILL**
Luncheon Club
WESB, Bradford, Pa.
- WINSTANLEY, KEN**
WJBO, Baton Rouge, La.
- WINTER, BILL**
Breakfast with the Parson
KHAM, Albuquerque, N. M.
- WINTER, PAUL**
WXYZ, Detroit, Mich.
- WINTERS, DON**
WBBQ, Augusta, Ga.
- WINTERS, JIM**
WABI, Bangor, Me.
- WOLF, FRED**
WXYZ, Detroit, Mich.
- WOLFE, AL**
WFBG, Altoona, Pa.
- WOLFE, JOHN**
Hi-Fi Holiday
KDEN, Denver, Colo.
- WOLFE, JOHN**
KURY, Brookings, Ore.
- WOLFE, JOHN**
1450 Housewives
KBKW, Aberdeen, Wash.
- WOOD, BILL**
KEWB, San Francisco-Oakland,
Calif.
- WOOD, DICK**
WSPR, Springfield, Mass.
- WOOD, DICK**
KDSX, Denton-Sherman, Tex.
- WOOD, JAY B.**
Time, Temp & Tune
WGHF, Evansville, Ind.
- WOOD, JIM**
Showcase
WJR, Detroit, Mich.
- WOODARD, KENNETH**
WTOE, Spruce Pine, N. C.
- WOODS, JOHN**
WHAM, Rochester, N. Y.
- WOODS, JOHNNY**
WFTW, Ft. Walton Beach, Fla.
- WOOTEN, DEE**
KCRS, Midland, Tex.
- WORKMAN, JIM**
KMEL, Wenatchee, Wash.
- WORKMAN, VAN W.**
WAUC, Wauchula, Fla.
- WORRELL, BLAINE**
Pulsebeat
KGB, San Diego, Calif.
- WRIGHT, BILL**
Top o' the Mornin'
WIBG, Philadelphia, Pa.
- WRIGHT, DAVE**
WCSE, Columbus, Ind.
- WRIGHT, DAVE**
Pushbutton One
WIS, Columbia, S. C.
- WRIGHT, MARTHA**
WCBS, New York, N. Y.
- WRIGHT, WILL**
KNAK, Salt Lake City, Utah
- WRISLEY, JOHN**
Hi-Fi Club
WIS, Columbia, S. C.
- WUERTZ, ERROL**
WPNC, Plymouth, N. C.
- WYNN, PAUL**
Hit Parade
WLBG, Laurens, S. C.

— Y —

- VANCY, BILL**
WCPK, College Park, Ga.
- YARNS, JOHN**
Rhythm at Random
WRWJ, Selma, Ala.
- YOUNG, AL**
Matinee at WCMA
WCMA, Corinth, Miss.
- YOUNG, JOHNNY**
The Music Beat
WABT, Tuskegee, Ala.
- YOUNG, STAN**
KVOM, Morrilton, Ark.
- YUNKER, LLOYD**
Classics
KTEL, Walla Walla, Wash.

— Z —

- ZAK, BILL**
House of Sounds
KTRH, Houston, Tex.
- ZEIGLER, BOB**
Musical Miles
WISL, Shamokin, Pa.
- ZERO, LOU**
WICU, Erie, Pa.
- ZIEGLER, DICK**
WFGM, Fitchburg, Mass.

SPORTS COMMENTATORS

RADIO AND TELEVISION
—their work during 1959

— A —

ABBOTT, CHARLES L.
WFHK, Pell City, Ala.

ACKER, BOB

Flash-Back
WLYN, Lynn, Mass.

ACKERMAN, AL
WOOD, WOOD-TV, Grand Rapids, Mich.

ADAMS, TONY
Sports Desk
WCAX, Burlington, Vt.

AGRE, EDDIE
KNOX, Grand Forks, N. D.

AHMANN, MARK
KTIV, Sioux City, Iowa

ALBERTS, MAL
WIBC, Pittsburgh, Pa.

ALBRIDGE, KEN
Sports Page
KFRU, Columbia, Mo.

ALDRIDGE, L. JAY
WACR, Columbus, Miss.

ALDRIDGE, MAHLON
KFRU, Columbia, Mo.

ALEWINE, JIMMIE
WCQN, Cornelia, Ga.

ALLAIN, ORREN
Sizing Up Sports
WKAN, Kankakee, Ill.

ALLAN, STAN
Sports Capsule
WPAC, Patchogue, N. Y.

ALLEN, CONNIE
WCNT, Centralia, Ill.

ALLEN, MEL

B. 1915, Birmingham, Ala.; N. Y. Yankee season, training games, WMGM, WPIX (Home of Champions Network) World Series, NBC Radio; Rose Bowl Game, Liberty Bowl Game, Jackpot Bowling Show, NBC-TV; Mike Wallace Interview, WNTA-TV

ALLEN, TOMMY
WAJF, Decatur, Ala.

ALLINGER, RALPH
WIBX, Utica, N. Y.

ALLISON, DAN
WKY-TV, Oklahoma City, Okla.

ALLISON, KEN
WANS, Anderson, S. C.

AMBROSE, JOHN V.
WTAG, Worcester, Mass.

AMON, C. DON
WMOD, Moundsville, W. Va.

ANDERSON, AL
KGVO, Missoula, Mont.

APPLE, BILL
KTHS, Little Rock, Ark.

ARMENDARIZ, JOE O.
El Deportazo

KIPN, Phoenix, Ariz.

ARMSTRONG, STU
WAGA-TV, Atlanta, Ga.

ARNOLD, DR. JOHN
WCWC, Ripon, Wis.

AREAGON, JACK
WPET, Greensboro, N. C.

ARTHUR, FRANK
KYNO, Fresno, Calif.

ARTHUR, HARRY
Sports Whirl

KNDE-TV, Monroe, La.

ATKINSON, DON
KBRO, Bremerton, Wash.

AXELSON, JOE
WWNS, Statesboro, Ga.

— B —

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAILEY, ED
KDXE, No. Little Rock, Ark.

BAKER, BOB
KHVH, KHVH-TV, Honolulu, Hawaii

*Chris
Schenkel*

Sports Announcer

AL 4-7981



RADIO-TV SPORTS COMMENTATORS

- BAKER, PAUL**
All Star Duckpin Bowling
WHCT, Hartford, Conn.
- BAKER, PETE**
WWVZ, Lorain, Ohio
- BALLARD, AL**
WESY, Greenville, Miss.
- BALTER, SAM**
KLCB, Los Angeles, Calif.
- BARBER, PHIL**
KTRB, Modesto, Calif.
- BARNES, JAY**
WJBO, Baton Rouge, La.
- BARNET, BOB**
KYVA, Gallup, N. M.
- BARRETT, DENNY**
WKBN, Youngstown, Ohio
- BARRIOS, JOSE**
Momento Deportivo
KUBO, San Antonio, Tex.
- BARRUS, GABBY**
Sports Roundup
KODI, Cody, Wyo.
- BARRY, BOB**
KNOR, Norman, Okla.
- BARRY, NORMAN**
WNBQ, Chicago, Ill.
- BASS, JIM**
WKRM, Columbia, Tenn.
- BATES, GENE**
Sports Parade
KSOX, Raymondville, Tex.
- BATES, MARVIN R.**
Spotlight on Sports
WGBF, Evansville, Ind.
- BATTEN, JIM**
Batten Breeze
WPAI, Fayetteville, N. C.
- BAUMAN, BOB**
WSAV-TV, Savannah, Ga.
- BAXTER, ED**
Sports Hi-Lites
KVNC, Winslow, Ariz.
- BEALE, GEORGE**
WTSI, Hanover, N. H.
- BECKER, GUS**
KBOM, Bismarck-Mandan,
N. D.
- BEBE, NORMAN**
WACT, Tuscaloosa, Ala.
- BEGLEY, MARTIN**
WJOE, Port St. Joe, Fla.
- BELCHER, ROD**
KVI, Seattle, Wash.
- BELL, ALLEN**
KTF, Yakima, Wash.
- BELL, JOE**
WVJS, Owensboro, Ky.
- BELOTE, WILLARD**
WULD, Valdosta, Ga.
- BENDER, BOB**
Fishing Chips
WTRF, Bradenton, Fla.
- BENDER, ED**
KFAL, Fulton, Mo.
- BENDER, TOM**
KDKA, Pittsburgh, Pa.
- BENEDICT, RUSS**
WTVT, Tampa, Fla.
- BEVERIDGE, JACK**
KOOL-TV, Phoenix, Ariz.
- BIEDZYCKI, TOM**
KATL, Miles City, Mont.
- BIGGERS, JIM**
Sports Roundup
WYTH, Madison, Ga.
- BILLINGS, BILL**
WCDJ, Edenton, N. C.
- BRLEFFI, LARRY**
KFBC, KFBC-TV, Cheyenne,
Wyo.
- BLAKE, TOMMY**
KWHI, Brenham, Tex.
- BLANTON, FRED**
WAGY, Forest City, N. C.
- BLUE, IRA**
KGO, San Francisco, Calif.
- BODA, LOU**
WWL-TV, New Orleans, La.
- BODLEY, HAL**
WDOV, Dover, Del.
- BOGGS, OTIS**
WRUF, Gainesville, Fla.
- BOHNHOFF, ED**
1020 Sports Club
KILQ, Grand Forks, N. D.
- BOLAND, JOE**
WSBT, WSBT-TV, South Bend,
Ind.
- BOLLING, BILL**
WAQE, Towson, Md.
- BOOTH, AUBREY**
Sports in Review
WDXL, Lexington, Tenn.
- BORBRIDGE, JOHN**
KSEW, Sitka, Alaska
- BOSE, ERIC**
WSAI, Cincinnati, Ohio
- BOWEN, BOB**
WSAZ-TV, Huntington, W. Va.
- BOWEN, GENE**
Sports Picture
WDVH, Gainesville, Fla.
- BOWEN, BOB**
Sports Call
WTIP, Charleston, W. Va.
- BOWERS, BLACKIE**
Huntin' & Fishing Club
KCNV, San Marcos, Tex.
- BOYLE, JOE**
KXGO-TV, Fargo, N. D.
- BRADLEY, DON**
KASI, Ames, Iowa
- BRADWAX, HARRY**
WASK, Lafayette, Ind.
- BRADY, BUD**
KNOG, Natchitoches, La.
- BRADY, JAY**
KCSB, Chadron, Neb.
- BRANDT, JACK**
WITZ, Jasper, Ind.
- BRANSOME, BILL**
Sports Roundup
WGAU, Philadelphia, Pa.
- BRAYTIN, DICK**
WOPI, Bristol, Tenn.
- BRAZELL, JOHN**
KFLY, Corvallis, Ore.
- BRENCIA, DICK**
WDEW, Westfield, Mass.
- BRICKHOUSE, JACK**
WGN, Chicago, Ill.
- BRITT, TOM**
WKIP, Poughkeepsie, N. Y.
- BROCK, ART**
KPHO, Phoenix, Ariz.
- BROCKMAN, CHARLES**
Deadline Sports
WLW-I, Indianapolis, Ind.
- BRODE, BUDDY**
WNAR, Norristown, Pa.
- BRODERS, SPANK**
KXIC, Iowa City, Iowa
- BROOKS, BOB**
KCRG, KCRG-TV, Cedar Rapids,
Iowa
- BROOKS, FRED**
KFDX-TV, Wichita Falls, Tex.
- BROOKS, NORMAN**
WRCV, Philadelphia, Pa.
- BROWN, BILL**
Wonderful World of Sports
WWCC, Bremen, Ga.
- BROWN, BILL**
WVKG, Columbus, Ohio
- BROWN, BO**
KETX, Livingston, Tex.
- BROWN, BOB**
WJER, Dover, Ohio
- BROWN, BOB**
WBSC, Bennettsville, S. C.
- BROWN, BOB**
KGOS, Torrington, Wyo.
- BROWN, FRED**
WYTI, Rocky Mount, Va.
- BROWN, HANK**
Sports in your Coffee Cup
WALY, Herkimer, N. Y.
- BROWN, PETE**
WKTV, Utica, N. Y.
- BROWN, RAYMOND**
WBUB, Cookeville, Tenn.
- BROWN, WIN**
WGGG, Gainesville, Fla.
- BRYAN, BILL**
KTOK, Oklahoma City, Okla.
- BRYSON, GEORGE**
WLW, Cincinnati, Ohio
- BUCK, JACK**
Cardinal Baseball Broadcasts
KMOX, St. Louis, Mo.
- BUETEL, FRANK**
Neutral Corner
WTCN, WTCN-TV, Minneapolis-
St. Paul, Minn.
- BURGER, DICK**
Sports Desk
KRCC, Prineville, Ore.
- BURGESS, JACK**
Around the World of Sports
WOSC, Fulton, N. Y.
- BURGMAN, HORST**
Montana State Football &
Basketball
KXXI, Bozeman, Mont.
- BURNS, BIFF**
On the Sidelines
WCHK, Canton, Ga.
- BUTLER, JIM**
Hawk Professional Basketball
KMOX, St. Louis, Mo.



- CAHILL, AL**
WP TZ-TV, Plattsburgh, N. Y.
- CAIRNS, JAMES**
WARN, Fort Pierce, Fla.
- CALDWELL, MERLE**
KOTN, Pine Bluff, Ark.
- CALKINS, BRIAN K.**
KASY, Auburn, Wash.
- CALO, DON**
WDOK, Cleveland, Ohio
- CAMERON, GEORGE**
Sports Page
WDOT, Burlington, Vt.
- CAMERON, HOWARD**
WHWB, Rutland, Vt.
- CAMPANA, VINCE**
Sports Whirl
WLYC, Williamsport, Pa.
- CAMPBELL, BILL**
WGAU, Philadelphia, Pa.
- CAMPBELL, JOHN**
KXLL, Missoula, Mont.
- CAMPBELL, NENNIE**
WMCK, McKeesport, Pa.
- CANE, LEN**
WIRY, Plattsburgh, N. Y.
- CANTFORT, VAN**
WAVY, WAVY-TV, Norfolk,
Va.
- CANTON, AMY**
WMBS, Uniontown, Pa.
- CANTY, JOHN**
WCCM, Lawrence, Mass.
- CAPALTO, RICHARD**
WSTN, St. Augustine, Fla.
- CAREY, PAUL**
WJR, Detroit, Mich.
- CARIKER, KEN**
Sports Scoreboard
KWTY, Oklahoma City, Okla.
- CARLSON, GEORGE**
KLMS, Lincoln, Neb.
- CARLSON, ROBERT M.**
The Sportsman
KIRX, Kirksville, Mo.
- CARLTON, BOB**
Sports Spotlight
WJHL-TV, Johnson City, Tenn.
- CARMICHAEL, LES**
KMOX-TV, St. Louis, Mo.

RADIO-TV SPORTS COMMENTATORS

CARPENTER, JOHNNY
KOIN, KOIN-TV, Portland, Ore.

CARR, DICK
WGUE, Akron, Ohio

CARBOUTHERS, JACK
KRSN, Dallas, Tex.

CARSON, TOM
WJW, Cleveland, Ohio

CARTER, ERNIE
KFAA, Fairbanks, Alaska

CARTER, LEW
WBBB, Burlington, N. C.

CASE, GEORGE
Delaware Valley
WTTM, Trenton, N. J.

CASE, JOHN G.
WWNY, WCNY-TV, Watertown,
N. Y.

CASKEY, AL
KGEK, Sterling, Colo.

CASTLE, BILLY
Sports Round-Up
WMLL, Milwaukee, Wis.

CELANIA, JOE
Big 10 Basketball
WTVW, Evansville, Ind.

CHALMERS, JIM
WFGM, Fitchburg, Mass.

CHANDLER, CHRIS
KHOU-TV, Houston, Tex.

CHARLES, BERT
WVKO, Columbus, Ohio

CHASE, BOB
WOWO, Fort Wayne, Ind.

CHILDS, FRANKIE
KDDD, Dumas, Tex.

CHOMEL, FRANCIS
Sports Trail
WCNB, Connersville, Ind.

CHRISTENSEN, RAY
WLOL, Minneapolis-St. Paul,
Minn.

CIAPONNI, DICK
KVON, Napa, Calif.

CIRALDO, AL
WGST, Atlanta, Ga.

CLARK, BOB
KUL-E, Ephrata, Wash.

CLARK, CHRIS
WPRO, WPRO-TV, Providence,
R. I.

CLARK, LEE
Pulsebeat Sports
KGB, San Diego, Calif.

CLARK, PORTER
WEKR, Fayetteville, Tenn.

CLASE, MILO
WRSW, Warsaw, Ind.

CLAUSSEN, GENE
KKIC, Iowa City, Iowa

CLAWSON, LEW
WWVA, Wheeling, W. Va.

CLAYTON, TOM
Grandstand Quarterback
WLH, Lowell, Mass.

CLEARY, BILL
KREX, KREX-TV, Grand
Junction, Colo.

COBB, RICHARD
Pig Skin Parade
WAPG, Arcadia, Fla.

COBURN, RUGH
WCPK, College Park, Ga.

COE, BUDD
WIL, St. Louis, Mo.

COFFMAN, JOHN
WPAD, Paducah, Ky.

COGGESHALL, JOE
KGGM, Albuquerque, N. M.

COLE, DON
KGCX, Sidney, Mont.

COLEMAN, HAL
Coffee with the Coaches
KOLY, Moberidge, S. D.

COLEMAN, KEN
WDOK, Cleveland, Ohio

COLLIER, ART
WLW-1, Indianapolis, Ind.

COLLINS, SID
WIBC, Indianapolis, Ind.

CONNELLY, BOB
WVNH, Rochester, N. H.

CONNOLLY, WILLIAM
WRSB, Saratoga Springs, N. Y.

CONNORS, DAVE
C.G.A. Football
WNLC, New London, Conn.

CONNORS, JOHN
KJZ-TV, Denver, Colo.

COOK, JOE
KBHM, Braunion, Mo.

COOKE, BOB
WCBS, New York, N. Y.

COON, FLOYD
Sports High Lights
KASH, Eugene, Ore.

COONEY, JIM
WRSW, Warsaw, Ind.

COOPER, DON
WREM, Remsen-Union, N. Y.

COOPK, SHELTON
WCNC, Elizabeth City, N. C.

CORLEY, BILL
WBNS, Columbus, Ohio

CORNELL, ED
KBUC, Corona, Calif.

COSELL, HOWARD
Sports Page of the Air
WABC-TV, New York, N. Y.

COUCH, BILL
KCLS, Flagstaff, Ariz.

CRAIG, BENNY
KTHV, Little Rock, Ark.

CRAIG, DON
Play-by-play
KUKO, Post, Tex.



SAM MENACKER

RADIO-TV SPORTS COMMENTATORS

CRAMER, CHRIS
WCHV, Charlottesville, Va.

CRAWFORD, MARY
WDEC, Americus, Ga.

CREAGER, MACK
KOTV, Tulsa, Okla.

CREWS, BILL
KTVI, St. Louis, Mo.

CROCKETT, HUDLEY
Football Predictions
WSIX, Nashville, Tenn.

CROGHAN, JOE
Sports Final
WBAL-TV, Baltimore, Md.

CRUM, JIMMY
WLW-C, Columbus, Ohio

CRVAN, WALLY
Sports Trail
WARA, Attleboro, Mass.

CUENELO, GENE
WLEU, Erie, Pa.

CUMMINS, TAIT
WMT, WMT-TV, Cedar Rapids, Iowa

CURRY, BUTCH
WYLD, New Orleans, La.

CURTIS, BOB
Sportscycle
KCLX, Colfax, Wash.

CURTIS, DICK
Bluegrass Sports
WIEL, Elizabethtown, Ky.

— D —

DADAY, ROBERT
Sports Parade
WGPA, Bethlehem, Pa.

DAHLBERG, JERRY
KROX, Crookston, Minn.

DANES, SPENCER
WMET, Miami Beach, Fla.

D'ANGELO, ARNIE
WHEN-TV, Syracuse, N. Y.

DANIELS, DAN
WTOP, WTOP-TV, Washington, D. C.

DARK, JOHNNY
WLAJ, Grand Rapids, Mich.

DAVIDSON, CULLY
WXXX, Hattiesburg, Miss.

DAVIS, DICK
WKNX, Saginaw, Mich.

DAVIS, LEN
WGL, Ft. Wayne, Ind.

DAVIS, LES
KFTV, Sioux City, Iowa

DAVIS, LES
WNAX, Yankton, S. D.

DAVIS, RALPH
WKKS, Vanceburg, Ky.

DAVIS, RICHARD
WMMT, McMinnville, Tenn.

DAY, MIKE
Sports Capsule
WKGN, Knoxville, Tenn.

DEAN, BOB
KAGT, Anacortes, Wash.

DeCOSTER, GORDY
Money Bowl
KQTV, Fort Dodge, Iowa

DELANEY, BOB
WCTV, Tallahassee, Fla.
Thomasville, Ga.

DELGADO, ED
KTRX, Santa Fe, N. M.

DENMORE, DEAN
Sports in Your Coffee Cup
WLFH, Little Falls, N. Y.

DENTON, BILL
KREM, Spokane, Wash.

DeSAUTELL, BUD
KGIW, Alamosa, Colo.

DEJARDIN, RONNIE
WCOU, Lewiston, Me.

DE VICTOR, MARTY
WBNS, Columbus, Ohio

DEWS, MAC
WCHO, Washington, Ohio

DIAB, GEORGE
WTRF-TV, Wheeling, W. Va.

DICKMEYER, BEN
KTOE, Mankato, Minn.

DICKSON, BOB
KRGV, KRGV-TV, Westaco, Tex.

DICKSON, CURTIS
KSFA, Nacogdoches, Tex.

DIORNE, ROBERT
WNRI, Woonsocket, R. I.

DIROMA, RICHARD
WLSV, Wellsville, N. Y.

DITMER, BOB
Roundup
WHGR, Houghton Lake, Mich.

DITBERT, ED
KRIC, Beaumont, Tex.

DOBELSTEIN, ROBERT
WGRO, Lake City, Fla.

DOUGHERTY, RODGER
Air Force Academy Football
KYSN, Colorado Springs, Colo.

DOWTY, BYRON
KAOK, Lake Charles, La.

DOYLE, VINCE
WTRC, Elkhart, Ind.

DRAGIN, TED
WSAV, Savannah, Ga.

DREES, JACK
WKAB, Mobile, Ala.

DRUMMOND, JOHN
KXEL, Waterloo, Iowa

DUDLEY, BILL
Locker Room
WLVA-TV, Lynchburg, Va.

DUDLEY, JIMMY
WERE, Cleveland, Ohio

DUFFY, GEORGE
WPAW, Pawtucket, R. I.

DUGAS, PAUL
WSMN, Nashua, N. H.

DUGGAN, BOB
KLEX, Lexington, Mo.

DUGGER, DEAN
Commentary
WMNI, Columbus, Ohio

DULL, JIM
WGBI, WDAU-TV, Scranton, Pa.

DUNBAR, WALT
WFGA-TV, Jacksonville, Fla.

DUNLAP, DAN
Sports Parade
WLPO, LaSalle, Ill.

DUNPHY, DON
Gillette Cavalcade of Sports
NBC

DUNPHY, JERRY
WBBM-TV, Chicago, Ill.

DURNEY, BILL
WGBS, Miami, Fla.

DYE, BOB
KSRV, Ontario, Ore.

DYER, BRAVEN
Football and Golf
NBC-TV

— E —

EARDLEY, DICK
KDOI, Boise, Ida.

EDGER, JACK
WJAX, Jacksonville, Fla.

EDWARDS, ED
WABR, Orlando, Fla.

EDWARDS, PAUL
WBECS, Pittsfield, Mass.

EDWARDS, TOMMY
WACL, Waycross, Ga.

EGAN, LEO
WBZ, WBZ-TV, Boston, Mass.

EHRlich, GEORGE
WTIC-TV, Hartford, Conn.

ELIAS, BOB
Armchair Quarterback
KPMC, Bakersfield, Calif.

ELIAS, EDDIE
WAQR-TV, Akron, Ohio

EIKINS, TOM
KJUS, Mexia, Tex.

ELLIOT, WIN
Gillette Cavalcade of Sports
NBC

ELLS, ED
Parade of Sports
WNSA, Brattleboro, Vt.

ELLISON, BILL
KAMP, El Centro, Calif.

ENDSLEY, PAT
KWRD, Henderson, Tex.

ENROTH, DICK
WCCO, WCCO-TV, Minneapolis, Minn.

EPLING, LEONARD
Ten Pin Time
KWRO, Coquille, Ore.

ERDOSSEY, BILL
WHP-TV, Harrisburg, Pa.

ERP, JOHNNY
WMAQ, WNBQ, Chicago, Ill.

ERWIN, TOMMY
KALB-TV, Alexandria, La.

ETHERTON, BILL
WNDU, WNDU-TV, South Bend, Ind.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EVANS, MEL
WAVU, Albertville, Ala.

— F —

FANAZINI, KEN
Davies Mobil Sports
WICU, Erie, Pa.

FANTASIA, NICK
WYNS, Fairmont, W. Va.

FARIS, CLINT
WVOT, Wilson, N. C.

FARIS, LYNN
WBRG, Birmingham, Ala.

FARRAR, WAYNE
In the Sportlite
WTON, Staunton, Va.

FARRULL, MAURY
WATV, Birmingham, Ala.

FARRELL, PETER
WTTT, Lewisburg, Pa.

FARRINGTON, FRANK
KFAM, St. Cloud, Minn.

FARRIOR, BILL
In the Sportsight
WIAM, Williamston, N. C.

FAUCHER, RALPH
WTAQ, LaGrange, Ill.

FAY, HAINES
KVOS, Bellingham, Wash.

FENSLER, DICK
KMAN, Manhattan, Kan.

FENTON, ED
Scoreboard
WCBM, Baltimore, Md.

FERGUSON, JOHN
Telesports Final
WBRZ, Baton Rouge, La.

FERRALL, TOM
KOMU-TV, Columbia, Mo.

FILBEN, PAUL
WDEC, Americus, Ga.

FINLAYSON, JACK
KRDO, KRDO-TV, Colorado Springs, Colo.

FINNEGAN, TIM
Pabst Sportlight
WTVR, Richmond, Va.

FINNERTY, HUGH
KTUL-TV, Tulsa, Okla.

FISER, JACK
World of Sports
KWKH, Shreveport, La.

FISHER, FRAN
WHJB, Greensburg, Pa.

RADIO-TV SPORTS COMMENTATORS

- FISHER, JERRY**
WBRY, Waterbury, Conn.
- FLEISCHMAN, SOL**
Sports & Fishing
WTVT, Tampa, Fla.
- FLEMING, JACK**
WAJR, Morgantown, W. Va.
- FLEMING, PAT**
WDBQ, Dubuque, Iowa
- FLEMMING, BILL**
WWJ, Detroit, Mich.
- FLORA, EARL**
WBNS-TV, Columbus, Ohio
- FLYNN, TONY**
WISN, WISN-TV, Milwaukee, Wis.
- FONDE, HANK**
WHRV, Ann Arbor, Mich.
- FOOTIT, JIM**
In the Dugout
KWAL, Osburn, Ida.
- FORBES, BOB**
WTHI-TV, Terre Haute, Ind.
- FORD, MIKE**
KTYM, Inglewood, Calif.
- FORD, TED**
KREX-TV, Grand Junction, Colo.
- FORNEY, JAMES**
WLAN, Lancaster, Pa.
- FOSTER, BILL**
Sierra Sports Desk
KAHL, Auburn, Calif.
- FOSTER, BUDD**
KNBC, San Francisco, Calif.
- FOSTER, LOYD**
Highlights in Sports
WFNC, Fayetteville, N. C.
- FOUTS, BOB**
KCBS, San Francisco, Calif.
- FOWLER, WILLIAM**
WBAT, Marion, Ind.
- FOX, JOHN**
WKYR, Keyser, W. Va.
- FOX, WILLIAM F., JR.**
WIBC, Indianapolis, Ind.
- FRALEY, REX**
WCBS, Anderson, Ind.
- FRANKE, JERRY**
WUSJ, Lockport, N. Y.
- FREDRICKSON, ED**
In Season
KWRO, Coquille, Ore.
- FREEMAN, HARRY**
KBSA, Fort Smith, Ark.
- FREEZE, JACK**
KFPW, Fort Smith, Ark.
- FRENCH, BOB**
WHSY, Hattiesburg, Miss.
- FRENCH, JACK**
KNOX, KNOX-TV, Grand Forks, N. D.
- FREW, DAVE**
WEIR, Weirton, W. Va.
- FROST, HOWARD**
Play-by-play
KLBS, Bishop, Calif.
- FULLER, CLINTON**
Locker Room
WYRN, Louisburg, N. C.
- FULTON, BOB**
Carolina Football
WIS-TV, Columbia, S. C.
- G —**
- GAGE, FRED**
Sport-light
WLAM, Lewiston, Me.
- GAINES, DAN**
WLFH, Little Falls, N. Y.
- GAINES, RUEBEN**
KBYR, Anchorage, Alaska
- GAIR, WALLY**
WICS, Springfield, Ill.
- GALLAGHER, JACK**
WCMI, Ashland, Ky.
- GALLUP, STAN**
KGFL, Roswell, N. M.
- GALVIN, DAN**
KSRO, Santa Rosa, Calif.
- GANTT, EBB**
Sports Final
WCGC, Belmont, N. C.
- GARCIA, RUDY**
KWKW, Pasadena, Calif.
- GARDNER, DON**
WKBN, WKBN-TV, Youngstown, Ohio
- GARRISON, BANTY**
WOKK, Meridian, Miss.
- GATES, HILLIARD**
WKJG, WKJG-TV, Ft. Wayne, Ind.
- GEORGE, NICK**
WCDJ, Edenton, N. C.
- GIBBONS, JIM**
WRC-TV, Washington, D. C.
- GIBBS, WALTER**
KSWI, Council Bluffs, Iowa
- GIBSON, TOM**
WLPA, Hornell, N. Y.
- GI-HOOLEY, FRANK**
Four Star Final
WTOL, Toledo, Ohio
- GILLESPIE, EARL**
WEMP, Milwaukee, Wis.
- GLENN, RALPH**
WOND, Pleasantville, N. J.
- GLICKMAN, MARTY**
Pro Basketball
NBC-TV
- GOCHIS, BILL**
Sports Final
KTUT, Tooele, Utah
- GODFREY, RICHARD**
Sports Roundup
WGAD, Gadsden, Ala.
- GONDER, GEORGE**
KFHA, Tacoma, Wash.
- GONZALES, NAP**
KABQ, Albuquerque, N. M.
- GOODRICH, BILL**
WJDX, WLBT, Jackson, Miss.
- GORDON, MITCH**
WCBY, Cheyboygan, Mich.
- GORDON, SAM**
KVON, Napa, Calif.
- GORMAN, JIM**
Sports Slants
KROD-TV, El Paso, Tex.
- GOTTESMAN, ARTHUR**
WHTG, Asbury Park, N. J.
- GOVE, RICHARD**
Baseball Warm-up
WMTW-TV, Poland Spring, Me.
- GOWDY, CURT**
Pro Basketball and Football
NBC-TV
- GRAHAM, WALTER**
WRBL, Columbus, Ga.
- GRAMMER, JOE**
WGAU, Athens, Ga.
- GRANGE, RED**
Football
NBC-TV
- GRANT, VINCE**
KRKS, Ridgecrest, Calif.
- GREEN, DON**
KPYR, Bismarck, N. D.
- GREENLEE, BILL**
WPRW, Manassas, Va.
- GREER, ROY**
KORA, Bryan, Tex.
- GREGORY, BOB**
KTUL, Tulsa, Okla.
- GRIEVE, STAN**
KLIK, Jefferson City, Mo.
- GRIFFIN, JERRY**
WGBI, WDAU-TV, Scranton, Pa.
- GRIFFITHS, DAVE**
WSCR, Scranton, Pa.
- GRIGGS, JIMMY**
WDAR, Columbus, Ga.
- GRISWOLD, JACK**
WEJL, Scranton, Pa.
- GRISWOLD, ROGER**
WBMD, Baltimore, Md.
- GRIZZARD, HERMAN**
WLAC, Nashville, Tenn.
- GROSSENBACHER, BOB**
WNBT, Wellsboro, Pa.
- GUNDERSON, DALE**
Tip off time
KRO, Aberdeen, Wash.
- GUOKAS, MATT**
WPEN, Philadelphia, Pa.
- H —**
- HACKETT, JIM**
WBUX, Dolyestown, Pa.
- HACKETT, TED**
WOLF, Syracuse, N. Y.
- HACKMAN, JACK**
WDLB, Marshfield, Wis.
- HAFFORD, BILL**
Panorama
KGUN-TV, Tucson, Ariz.
- HAGER, BOB**
WDCR, Hanover, N. H.
- HEETLAND, JIM**
KFDA, Amarillo, Tex.
- HEFTI, BUZZ**
KYNT, Yankton, S. D.
- HELLUM, LYMAN**
Byline 12
WJTV, Jackson, Miss.
- HEMINGWAY, TOM**
WKZO, Kalamazoo, Mich.
- HENRIKSON, LES**
WPLD, Atlanta, Ga.
- HENRY, JOHN**
Sports Overnight
KOA, Denver, Colo.
- HENRY, MIKE**
KFWB, Hollywood, Calif.
- HENSHAW, GLENN, JR.**
KABY, Albany, Ore.
- HERMAN, BERNIE**
Sports Five
WIRE, Indianapolis, Ind.
- HERNDON, TOMMY**
Speed Sport News
WBSG, Bennettsville, S. C.
- HICKEY, BILL**
KKTU, Colorado Springs, Colo.
- HICKOK, BILL**
WHIS-TV, Bluefield, W. Va.
- HICKS, TOM**
WLOH, Princeton, W. Va.
- HIGGINS, BILL**
KVFD, KQTV, Fort Dodge, Iowa
- HILL, DAVE**
KNDE, Aztec, N. M.
- HILL, DAVE**
KWAM, Memphis, Tenn.
- HILL, EDDIE**
WRB, Dallas, Tex.
- HILL, DON**
WWGS, Tifton, Ga.
- HILL, DON**
KBON, Omaha, Neb.
- HILL, JOE**
Sports X-perts
WTVN, WTVN-TV, Columbus, Ohio
- HILL, WALTER**
Players Bench
WBRZ, Baton Rouge, La.
- HIRSCH, SONNY**
WCKR, Miami, Fla.
- HITE, TED**
WPAD, Paducah, Ky.
- HOBGAUGH, PAUL**
WISR, Butler, Pa.
- HOBBS, FRED**
KTHE, Thermopolis, Wyo.

RADIO-TV SPORTS COMMENTATORS

— J —

HODGES, RUSS
Sports Final
KSFQ, KPIX, San Francisco, Calif.

HOENIG, JIM
WABJ, Adrian, Mich.

HOFFMAN, BILL
C.G.A. Football
WNLC, New London, Conn.

HOGAN, BILL
WLBG, Laurens, S. C.

HOGAN, JOHN
WOBT, Rhinelander, Wis.

HOLBROOK, SQUEEK
KLOG, Kelso, Wash.

HOLMQUIST, DON
KPIK, Livingston, Mont.

HOLT, CHUCK
WFVA, Fredericksburg, Va.

HOONAN, BOB
KBKW, Aberdeen, Wash.

HOOPER, DON
KWBB, Wichita, Kan.

HOPPE, TOM
WDUZ, Green Bay, Wis.

HOPSON, CHARLES
WMOK, Metropolis, Ill.

HORTSMAN, BOB
KRES, St. Joseph, Mo.

HORT, ZACK
KFJZ, Ft. Worth, Tex.

HOSS, FRANK
WREL, Lexington, Va.

HOWARD, BILL
Pigskin Pickins
WJPG, WFRV-TV, Green Bay, Wis.

HAGER, MARLEN
WTKL, Bradenton, Fla.

HAINES, DAVID
Hi-School Football
KORA, Bryan, Tex.

HALL, HALSEY
WCCO, Minneapolis, St. Paul, Minn.

HALL, LEE
KBKW, Aberdeen, Wash.

HALL, PHIL
WTOD, Toledo, Ohio

HALLMAN, BILL
WTMA, Charleston, S. C.

HAMILTON, CARLE
KALM, Thayer, Mo.

HAMILTON, KEN
SportsScope
WEDQ, Harrisburg, Ill.

HAMLIN, R. K.
KOKL, Okmulgee, Okla.

HAMMONDS, NORRIS
WKSJ, Pulaski, Tenn.

HAMRICK, HAL
WKPT, Kingsport, Tenn.

HAMRICK, HOWARD
WIS, Columbia, S. C.

HANDLAN, JOE
WPAR, Parkersburg, W. Va.

HANEY, BOB
WSFC, Somerset, Ky.

HANLON, JOHN
WEAN, Providence, R. I.

HANNA, BUD
Sports Scoreboard
KHSL-TV, Chico, Calif.

HANSON, HARLEY
Sports Scoreboard
KOTA, KOTA-TV, Rapid City, S. D.

HANSON, RANDY
KBMO, Benson, Minn.

HARBISON, SHELBY
Sports Column of Air
WTAX, Springfield, Ill.

HARKINS, CHUCK
KID, KID-TV, Idaho Falls, Ida.

HARKINS, STERLING
Welcome Aboard
KSD, St. Louis, Mo.

HARLING, HUGH
KVEU, San Luis Obispo, Calif.

HARMON, MERLE
WDAF, Kansas City, Mo.

HARMON, TOM
KNX, Los Angeles, Calif.

HARRIGAN, ED
WTOR, Torrington, Conn.

HARRINGTON, JOHN
WBHM-TV, Chicago, Ill.

HARRINGTON, W. EARL
WCYB-TV, Bristol, Va.

HASEL, JOSEPH
WNEW, New York, N. Y.

HATCH, DUANE
Scoreboard
WSGA, Savannah, Ga.

HATHAWAY, GENE
WKBZ, Muskogee, Mich.

HAWKINS, VERN
KWTO, Springfield, Mo.

HAYDEN, FRANK
WORD, Spartanburg, S. C.

HAYES, PAT
KIRO, Seattle, Wash.

HAYNES, JAMES
KTCB, Malden, Mo.

HEAD, DON
WBEX, Chillicothe, Ohio

HEAD, IVAN R.
GE Play by Play
KVSE, Santa Fe, N. M.

HEALY, CHUCK
WBEN-TV, Buffalo, N. Y.

HEALY, DAN
WBRK, Pittsfield, Mass.

HEALA, JIM
KBIG, Avalon, Calif.

HEALY, JIM
Sports Extra
WTRY, Troy, N. Y.

HEARN, CHICK
KRCA, Los Angeles, Calif.
Football and Golf
NBC-TV

HOWARD, LEN
KORK, Las Vegas, Nev.

HOWARD, MARC
KOLN-TV, Lincoln, Neb.

HUBBELL, RALPH
Sports Column of the Air
WBEN, Buffalo, N. Y.

HUBER, PAUL
WRKD, Rockland, Me.

HUGHINS, BUZ
KRIG, Odessa, Tex.

HULL, CHUCK
KENO, Las Vegas, Nev.

HUMISTON, HOD
KWHK, Hutchinson, Kan.

HUMPHREY, DAN
WPFB, Middletown, Ohio

HUMPHRIES, KENNETH
WSRW, Hillsboro, Ohio

HUNT, CHARLIE
KSJB, Jamestown, N. D.

HUNTINGTON, CLAY
KMO, Tacoma, Wash.

HIRKE, ROBERT
KFIZ, Fond du Lac, Wis.

INFANTINE, STU
WMSA, Massena, N. Y.

INKMANN, PAUL
The Scouting Report
KNOT, Prescott, Ariz.

IRWIN, BOB
WBCM, Bay City, Mich.

IRWIN, MIKE
KORT, Grangeville, Ida.

ISAACS, FRED
WBOS, Virginia Beach, Va.

JACKSON, BILL
WPTP, Raleigh, N. C.

JACKSON, KEITH
KOMO, Seattle, Wash.

JACKSON, RICHARD
W-SAL, Logansport, Ind.

JACKSON, SHEP
WJW, Cleveland, Ohio

JACKSON, STONEY
WMSR, Manchester, Tenn.

JACKSON, WAYNE
WECT, Wilmington, N. C.

JACOBS, DAVE
WWNC, Asheville, N. C.

JACOBS, JOHNNY
WLYB, Myrtle Beach, S. C.

JACOBS, PHYLL
WGSA, Ephrata, Pa.

JACOBS, ROLLIE
Club House
WWLP, Springfield, Mass.

JACOBSON, JAKE
Sports-Scope
WWTW, Cadillac, Mich.

JARLE, SYD
WNHC-TV, New Haven, Conn.

JAMES, PAUL
KCPX, KCPX-TV, Salt Lake City, Utah

JANSON, BOB
WAKU, Latrobe, Pa.

JOHNSON, BUDDY
KPACTV, Beaumont-Port Arthur, Tex.

JOHNSON, LEN
KRUX, Phoenix, Ariz.

JOHNSON, PAUL
Pigskin Parade
KQFO, Owatonna, Minn.

JOHNSON, ROGER
Sports Wire
WVPE, Wausau, Wis.

JOHNSON ROLLIE
WCCO-TV, Minneapolis, Minn.

JOHNSON, WARREN
WPFB, Middletown, Ohio

JOHNSTON, TOM
WOLA, Ann Arbor, Mich.

JONES, BOB
KNOE, Monroe, La.

JONES, BOB
KTRK-TV, Houston, Tex.

JONES, JAY
KSTN, Stockton, Calif.

JONES, JIMMY
WFVA, Fredericksburg, Va.

JONES, LARRY
KFJI, Klamath, Falls, Ore.

JONES, MAL
WALDC, Hazelhurst, Miss.

JONES, TED
WTKO, Jhuca, N. Y.

JORGENSEN, ROY
KSBW-TV, Salinas, Calif.

JORSTAD, DON
KGFC, Grafton, N. D.

JOYCE, FRANK
KOB, KOB-TV, Albuquerque, N. M.

— I —

— K —

KACHEL, VIRGIL
KNEM, Nevada, Mo.

KAIN, AL
WAGR, Lambertton, N. C.

KAILER, J. D.
KDEF, Albuquerque, N. M.

KAPLAN, MOREY
KLAS-TV, Las Vegas, Nev.

KARAFFA, JOHN
WOHL, East Liverpool, Ohio

KASSERA, LOU
WBIZ, Eau Claire, Wis.

RADIO-TV SPORTS COMMENTATORS

KAUFMAN, SAM
Human Side of Sports
WOL, Washington, D. C.

KAY, MARVIN
KVLE, Alpine, Tex.

KEARNS, CHARLES
WKTY, La Crosse, Wis.

KEENE, BILL
Extra Point
KNXT, Los Angeles, Calif.

KEIM, ED
KSIG, Crowley, La.

KELLEY, BILL
WDMJ, Marquette, Mich.

KELLY, TOM
WMBD-TV, Peoria, Ill.

KEMMEKER, RUSS
WEEL, Fairfax, Va.

KEMPER, WARREN
KPQ, Wenatchee, Wash.

KENNEDY, ED
Sports Vue
WKRC, Cincinnati, Ohio

KEVIN, HARRY
Newsman & Sports
WDBJ, Roanoke, Va.

KEYS, DICK
WHIZ, Zanesville, Ohio

KIHL, JERRY
WABJ, Adrian, Mich.

KIMBALL, ART
WCMY, Ottawa, Ill.

KIMBROUGH, BILL
WTQC-TV, Savannah, Ga.

KIMBROUGH, BOB
Reviews & Reviews
KLVY, Levelland, Tex.

KING, DUKE
KOA, Denver, Colo.

KING, JAN
KIDD, Monterey, Calif.

KING, JOHN E. JR.
WROB, West Point, Miss.

KINGMAN, JIM
WSPA-TV, Spartanburg, S. C.

KINSINGER, VERN
KTEL, Walla Walla, Wash.

KIRKSEY, PAUL
WBAC, Cleveland, Tenn.

KLAGAS, KARL
KVNU, Logan, Utah

KLEIN, DON
KCBS, San Francisco, Calif.

KLEMP, DUTCH
Sports Pictorial
KUBA, Yuba City, Calif.

KOSCHMANN, MARTY
KXLY, Spokane, Wash.

KOZLOWSKI, FRANK
WBRV, Boonville, N. Y.

KRAHLING, ED
WFAH, Alliance, Ohio

KRAVITZ, PINKY
WLDB, Atlantic City, N. J.

KREMER, DON
6 Star Edition
WJIM, WJIM-TV, Lansing, Mich.

KRIBBS, KEN
WEAG, Alcoa, Tenn.

KRIEGER, BILL
WFBC-TV, Greenville, S. C.

KURTZ, LARRY
KGRO, Gresham, Ore.

KURTZ, LEW
WPNC, Plymouth, N. C.

— L —

LADD, GLENN
Sports Final
WCVP, Murphy, N. C.

LAMBERT, VINCE
KVCV, Redding, Calif.

LA MEAR, DOUG
KGW, Portland, Ore.

LAMKIN, NORM
WVLN, Olney, Ill.

LANDAU, DANNY
KTUR, Turlock, Calif.

LANDON, PAT
Sportswhirl
WRCV, Philadelphia, Pa.

LANE, ART
WSSV, Petersburg, Va.

LANE, BRYANT
WVLD, Valdosta, Ga.

LANE, EDDIE
WMNI, Columbus, Ohio

LANGFELT, CARL
KBRC, Mt. Vernon, Wash.

LAWRENCE, JIMMIE
KLOR-TV, Provo-Salt Lake City, Utah

LAYER, BRUCE
KPRC, Houston, Tex.

LEAMING, JIM
WIP, Philadelphia, Pa.

LE BLANC, CHARLES
WELM, Fitchburg, Mass.

LEBOE, GUY
Strikes, Spares
WNTA, Newark, N. J.

LEDET, LES
KOLE, Port Arthur, Tex.

LEDFORD, CAWOOD
WHAS, Louisville, Ky.

LEE, BERT, JR.
WUCB-TV, New York, N. Y.

LEE, BOB
KICK, Springfield, Mo.

LEE, JACK
KXGI, Ft. Madison, Iowa

LEEDS, CARLYLE D.
KOJM, Havre, Mont.

LEGRAND, OATS
KOTE, Fergus Falls, Minn.

LEIGHTON, AL
KDLM, Detroit Lakes, Minn.

LEIS, HANS
LSU, Football
KALB-TV, Alexandria, La.

LEO, FRED
KBTW, KDEN, Denver, Colo.

LESCOLIE, JACK
"Today"
NBC-TV

LESTER, JIM
KTKR, Taft, Calif.

LEWIS, BARNEY
Sportscaster
WLDG, Jacksonville, Ill.

LEWIS, EVAN A.
WGBI, Columbus, Miss.

LEWIS, HOBE
Touchdown
KYUM, Yuma, Ariz.

LIBBY, JOHN C.
WCOU, Lewiston, Me.

LINCOLN, ED
Alley 43
WSBA-TV, York, Pa.

LIND, ELIJS
KSTN, Stockton, Calif.

LLORENS, SANTIAGO
Extra de la Tarde
WTEL, Mayaguez, P. R.

LLOYD, BOB
WIBY, Appleton, Wis.

LLOYD, LONDON
WPAW, Pawtucket, R. I.

LOFLIN, BOB
Home Edition
WKRK-TV, Mobile, Ala.

LOMAX, STAN
WOR, New York City, N. Y.

LOUDEN, ROD
Keeland Sports
KEED, Springfield, Ore.

LOVE, DAN
KTBC-TV, Austin, Tex.

LOVE, KEN
KFAL, Fulton, Mo.

LOVE, SHIRLEY
Sports Whirl
WOAY-TV, Oak Hill, W. Va.

LOWERY, JIM
Sentinel Sports
WSEN, Baldwinsville, N. Y.

LUDKA, JOE
WENE, Endicott, N. Y.

LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

LUSK, BERNIE
KROC-TV, Rochester, Minn.

LYDLE, WILLIAM
WSVA-TV, Harrisonburg, Va.

LYNCH, BUDD
WWJ, Detroit, Mich.

— Mc —

McADAMS, HARRY
High School Games
KVEW, Hobbs, N. M.

McALEECE, GERALD
KDTH, Dubuque, Iowa

McARTHUR, DOUG
KTAC, Tacoma, Wash.

McARTHUR, BILL
WMAK, Nashville, Tenn.

McARTHUR, JIM
On the Sports Scene
WBRE, Wilkes Barre, Pa.

McARTHUR, TOM
WGBB, Freeport, N. Y.

McARTNEY, CHUCK
KANQ, Anoka, Minn.

McCOLGAN, BILL
WGAR, Cleveland, Ohio

McCORD, BILL
WRCA, New York, N. Y.

McCOY, AL
KOOL, KOOL-TV, Phoenix, Ariz.

McCOY, MICKEY
KERN, Farmington, N. M.

McCOY, ROGER
WBOY-TV, Clarksburg, W. Va.

McDONALD, ARCH
WTOP, WTOP-TV, Washington, D. C.

McDONALD, ART
KREM-TV, Spokane, Wash.

McGHEE, DAVE
WSJM, St. Joseph, Mich.

McINERNEY, FRANK
WHYN, Springfield, Mass.

McINTYRE, JIM
WISH, WISH-TV, Indianapolis, Ind.

McINTYRE, WARD
WSGN, Birmingham, Ala.

McKAY, BILL
WCPA, Clearfield, Pa.

McKAY, JIM
WCBS, New York, N. Y.

McKEOWN, GEORGE
WEKZ, Monroe, Wis.

McKERNAN, JOHN
Great Moments
WLBZ, Bangor, Me.

McNARON, KEN
Florida Sportsman
WTAL, Tallahassee, Fla.

McNUITT, JACK
WMSL, WMSL-TV, Decatur, Ala.

McVAY, BOB
KRKC, King City, Calif.

— M —

MacADIE, JACK
WICH, Norwich, Conn.

RADIO-TV SPORTS COMMENTATORS

MacDONALD, JOHN
WHEC, WHEC-TV, Rochester,
N. Y.

MacNEIL, BOB
WSVA, WSVA-TV, Harrison-
burg, Va.

MacWILLIAMS, DON
Sports Journal
WCSH, WCSH-TV, Portland Me.

MALDONADO, JUAN
Hit Chesterfield
WKAQ-TV, San Juan, P. R.

MAMANA, NICK
Nick's Piets
KMSO-TV, Missoula, Mont.

MANGHAM, LAMAR
WJAM, Marion, Ala.

MANGOLD, FRANK
KWPC, Muscatine, Iowa

MANN, CARL
KPRC, Houston, Tex.

MANN, HAL
KCHE, Cherokee, Iowa

MANNING, GUS
WKGN, Knoxville, Tenn.

MANSFIELD, ROGER
WALB-TV, Albany, Ga.

MANTAJANO, DICK
Play by Play
KXO, El Centro, Calif.

MAPES, BILL
WOWL, WOWL-TV, Florence,
Ala.

MARGET, MANNY
KVOX, Moorhead, Minn.

MARLEY, WILLIAM B.
Play-by-play
WABZ, Albermarle, N. C.

MARS, LEE
KTBS-TV, Shreveport, La.

MARTIN, BERT
KRUX, Phoenix, Ariz.

MARTIN, BOB
Univ. of Denver Hockey
KLZ, Denver, Colo.

MARTIN, DAVE
WHAS, Louisville, Ky.

MARTIN, JIMMY
WNAG, Grenada, Miss.

MARTIN, JOHN
WGST, Atlanta, Ga.

MARTIN, LYNN L.
KTTR, Rolla, Mo.

MARTIN, MURPHY
KTRE, KTRE-TV, Lufkin, Tex.

MARTIN, RUSS
KGLC, Miami, Okla.

MARX, ELZER
WITY, Danville, Ill.

MASON, ALBERT F., JR.
KERV, Kerrville, Tex.

MASON, LUTE
KFMB, KFMB-TV, San Diego,
Calif.

MATTSON, OLLIE
KGFJ, Los Angeles, Calif.

MAXWELL, JOCKO
Schaeffer Sports
WNJR, Newark, N. J.

MAZER, BILL
WGR, Buffalo, N. Y.

MEEHAN, DICK
KCLW, Hamilton, Tex.

MELOY, VINCE
WLCY, St. Petersburg, Fla.

MELLOY, JACK
WNIL, Niles, Mich.

MENACKER, SAM
B. May 13, 1914, New York City;
Live Pro Wrestling, WBZ-TV,
Boston; Bedlam From Boston,
Guild Films; Big Time Wrestling,
CKLW-TV, Windsor; Live Pro
Wrestling, WITI-TV, Milwaukee

MENNINGER, ED
WSTU, Stuart, Fla.

MERCER, BILL
KRLD-TV, Dallas, Tex.

MESSER, FRANK
WRNL, Richmond, Va.

METZGER, DON
KPAS, Banning, Calif.

MIKKALSON, BOB
WMT, Cedar Rapids, Iowa

MILES, RAY
WVIP, Mount Kisco, N. Y.

MILLER, AL
WSPB, Sarasota, Fla.

MILLER, BOB
Tip Off on Sports
KEYZ, Williston, N. D.

MILLER, BRUCE
WDSU, New Orleans, La.

MILLER, DICK
KAPR, Douglas, Ariz.

MILLER, DON
WCBI-TV, Columbus, Miss.

MILLER, HOWARD
WCHO, Washington, Ohio

MILLER, JIM
WLAC, Nashville, Tenn.

MILNER, GENE
WIP, Philadelphia, Pa.

MINOR, SAM
WAVC, Boaz, Ala.

MISTOVICH, MIKE
KVET, Austin, Tex.

MITCHELL, BILL
KTHS, Little Rock, Ark.

MITCHELL, JIM
WNIL, Niles, Mich.

MITCHELL, TED
KTIM, San Rafael, Calif.

MOFFATT, HAM
KGDN, Edmonds, Wash.

MOFFETT, ERNEST
KSUE, Susanville, Calif.

MOLEN, SAM
Molein' with Molen
KMBC, KMBC-TV, Kansas City,
Mo.

MONK, CHARLES
KIMP, Mt. Pleasant, Tex.

MONSON, JAY
KSUB, Cedar City, Utah

MOORE, TOM
WBTM, Danville, Va.

MOOREHEAD, TOM
WKDN, Camden, N. J.

MORAN, DICK
WBLU, Salem, Va.

MORAN, GLENN
KMHL, Marshall, Minn.

MOREHOUSE, GENE
WJLS, Beckley, W. Va.

MOREY, BOB
KHAS-TV, Hastings, Neb.

MORGAN, PHILLIP
WCBL, Benton, Ky.

MORRIS, MEL
WXXX, Hattiesburg, Miss.

MORRIS, TRUMAN
WBEX, Chillihothe, Ohio

MORTON, CONNIE
WRHI, Rock Hill, S. C.

MORTON, ED
WQXI, Atlanta, Ga.

MORTON, LEN
KVOO, Tulsa, Okla.

MOSS, DAVE
WKDN, Camden, N. J.

MUELLER, ED
KRSO-TV, Rapid City, S. D.

MULLINAX, ED
WLAG, La Grange, Ga.

MUNLEY, JACK
KTVH, Hutchinson, Kan.

MURDOCK, CHARLIE
WQAM, Miami, Fla.

MURDOCK, HOWARD
WIMS, Michigan City, Ind.

MURPHY, C. JIM
Sports Afloat
WBMK, West Point, Ga.

MURPHY, KEN
Coaches Bench
KIUP, Durango, Colo.

MURRAY, DON
HiLites in Sports
WAZL, Hazleton, Pa.

MURRAY, TOM
Sports Scope
KWBA, Baytown, Tex.

MURRAY, WILLIAM M.
KFQD, Anchorage, Alaska

— N —

NAGLE, JAY
Sports Desk
WCAY, Cayce-Columbia, S. C.

NAHAN, STU
KCRA, KCRA-TV, Sacramento,
Calif.

NAHLEY, DON
WRBL-TV, Columbus, Ga.

NATION, HERSHEL
Sports Corner
WDEF-TV, Chattanooga, Tenn.

NAVARRO, AUGIE
KALL, Salt Lake City, Utah

NEAL, BOB
WERE, Cleveland, Ohio

NEAL, SAM
WJEH, Gallipolis, Ohio

NELSON, GEORGE B.
WRNB, New Bern, N. C.

NELSON, JOHNNY
WWHG, Hoinell, N. Y.

NELSON, LINDSEY
Football, Baseball, Pro Basket-
ball
NBC-TV

NEWMAN, EDWARD R.
WWIN, Baltimore, Md.

NICHOLS, DICK
KELA, Centralia, Chehatis,
Wash.

NICHOLS, HAROLD
Sports Roundup Time
KYOM, Morrilton, Ark.

NORTON, HOMER
KFRD, Rosenberg-Richmond,
Tex.

NORWIG, GEORGE
WCSC-TV, Charleston, S. C.

NORWOOD, RICHARD
WEGO, Concord, N. C.

NOVACK, DAVE
KDZA, Pueblo, Colo.

NOVICK, JOE
Outdoor Show
WMTW-TV, Poland Spring, Me.

NOYES, AL
WHAV, Haverhill, Mass.

— O —

O'BRIEN, SHERRY
WJMJ, Philadelphia, Pa.

OCHMANSKI, LOU
WFAU, Augusta, Me.

O'CONNOR, TOM
WIBM, Jackson, Mich.

O'DONNELL, BILL
WSYR, WSYR-TV, Syracuse,
N. Y.

OLDS, BILL
WLLI, Willimantic, Conn.

OLES, PAUL
WCDL, Carbondale, Pa.

OLSON, DANNY
KSOO, Sioux Falls, S. D.

OLSON, ROBERT
WJMS, Ironwood, Mich.

OLSON, STUART
WCUB, Manitowoc, Wis.

RADIO-TV SPORTS COMMENTATORS

O'ROURKE, JOHN
KTVO, Ottumwa, Iowa

OSBORN, GENE
Sportsfolio
WKMF, Flint, Mich.

OSTERMAN, LARRY

OTTE, CHUCK
KLPW, Union, Mo.

OVERMAN, JACK
WPAY, Portsmouth, Ohio

— P —

PABON, SALVADOR E.
Voz del Pueblo
WTIL, Mayaguez, P. R.

PAGE, ELIOT A.
WSKI, Montpelier, Vt.

PALM, TMI
WJUN, Mexico, Pa.

PALMER, BUD
Tennis: Golf
NBC-TV

PARK, JOHN
WJDA, Quincy, Mass.

PARKER, BRUCE
WTWB, Anburndale, Fla.

PARKER, JOHN
WWJ-TV, Detroit, Mich.

PARKER, TONY
KMSP-TV, Minneapolis, Minn.

PARKER, VIRG
KRSN, Los Alamos, N. M.

PARKS, BOB
WTWV, Tupelo, Miss.

PARKS, DARYL
WKRC-TV, Cincinnati, Ohio

PARMLEY, T. L.
KSOK, Arkansas City, Kan.

PARRISH, JOHN
WLAK, Lakeland, Fla.

PASEK, CHARLES F.
KYSM, Mankato, Minn.

PATRICK, JOE
KFAB, KMTV, Omaha, Neb.

PATRICK, PAUL
Sports Camera
KSDA, Redding, Calif.

PATTERSON, PAT
WYSE, Lakeland, Fla.

PAUL, LEROY
WSFA-TV, Montgomery, Ala.

PAULIN, ED
WMRN, Marion, Ohio

PAYNE, JACK
WOW, WOW-TV, Omaha, Neb.

PEARCY, DOUG
WSUG, Clewiston, Fla.

PEISS, ED
Coaches' Corner
KOOK, Billings, Mont.

PENFIELD, ADD
WBIG, Greensboro, N. C.

PERCIVAL, JACK
WLEC, Sandusky, Ohio

PERLIN, BERLIN
KOLD, KOLD-TV, Tucson, Ariz.

PETERS, BOB
WBLG, Lexington, Ky.

PETERSEN, GARY
Tip-off on Sports
KLTZ, Glasgow, Mont.

PETERSON, JOHN
WHHH, Warren, Ohio

PETERSON, PETE
KFBB, Great Falls, Mont.

PETERSON, ROD
KRVN, Lexington, Neb.

PETERSON, RON
WHRV, Ann Arbor, Mich.

PHELAN, JOHN
KTSM, KTSM-TV, El Paso, Tex.

PHILYAW, ROGER
WGTM, Wilson, N. C.

PLATT, BILL
KSPL, Stillwater, Okla.

PLATT, CHUCK
WBTA, Batavia, N. Y.

PORTER, DICK
In This Corner
KLAS-TV, Las Vegas, Nev.

PORTS, TOM
WAAP, Peoria, Ill.

POWELL, BILL
WROD, Daytona Beach, Fla.

POWERS, JIMMY
Gillette Cavalcade of Sports
NBC-TV; WRCA, New York, N. Y.

POWERS, PERCY
Spotlight on Sports
WJQS, Jackson, Miss.

PRATT, ARTHUR E.
WPLM, Plymouth, Mass.

PRESHO, GORDON
KTKR, Taft, Calif.

PRICE, JOHN
WHVH, Henderson, N. C.

PRICKETT, BILL, JR.
WROS, Scotsboro, Ala.

PRINCE, BOB
KDKA-TV, Pittsburgh, Pa.

PROCTOR, BOB
WLBJ, Bowling Green, Ky.

PYLES, DAVE
WMOA, Marietta, Ohio

— Q —

QUIGLEY, DON
KBOI, KBOI-TV, Boise, Ida.

QUINLAN, JACK
WGN, Chicago, Ill.

— R —

RABAT, KENNETH G.
WJRT, Flint, Mich.

RADPR, JOCKO
Let's Look at Sports
WDOR, Sturgeon Bay, Wis.

RADICK, JERRY
WMAM, Marinette, Wis.

RAFFEY, DON
WIRA, Ft. Pierce, Fla.

RAGEN, MIKE
KGGF, Coffeyville, Kan.

RAINBOLT, JACK
KMMT, Austin, Minn.

RAINES, JOHN M., JR.
Hi-School Sports
WBLO, Evergreen, Ala.

RAINS, DOUG
KFDA-TV, Amarillo, Tex.

RANDOLPH, JAY
WVVW, Grafton-Fairmont, W. Va.

WHOY-TV, Charlesburg, W. Va.

RANDOLPH, JENNINGS
WHAR, Clarksburg, W. Va.

RASKIN, RICHARD
WGNV, Newburgh, N. Y.

RATHER, DAN
KTRK-TV, Houston, Tex.

RAY, BOB
WOOV, Greenville, N. C.

RAY, LARRY
WHB, Kansas City, Mo.

RAYNOR, JIM
WOKO, Albany, N. Y.

RECTOR, BRUCE
Marine Midland Bank Sports
WRUN, Utica, N. Y.

REED, BILL
KHOW, KTVR, Denver, Colo.

REVES, JACK
WRWH, Cleveland, Ohio

REID, WILLIAM C.
WPRN, Butler, Ala.

REIFF, GUY
KFKA, Greeley, Colo.

REINA, RON
KWG, Stockton, Calif.

RENFROW, CHARLES E.
WHKP, Hendersonville, N. C.

RENSCH, TY
KGFX, Pierre, S. D.

RETICA, MARIO
WMBG, Hibbing, Minn.

REYNOLDS, BOB
WJR, Detroit, Mich.

REYNOLDS, REDD
WBFR, Batesburg, S. C.

RHODEN, ED
KASK, Ontario, Calif.

RHODES, DUSTY
WANM, Flint, Mich.

RHODES, ROY
KAOK, Lake Charles, La.

RICHARDS, FLOYD
WTIC, Hartford, Conn.

RICHARDS, RAY
WDOE, Dunkirk, N. Y.

RIFENBURG, DICK
WBEN, Buffalo, N. Y.

RIMMER, JACK
Sportsound
WGBG, Greensboro, N. C.

RIZZUTO, PHIL
Sports Time, CBS;
Short Stop, WPIX,
New York, N. Y.

ROACH, JACK
WTRU, Muskegon, Mich.

ROBERTS, TOMMY
Horse Racing
NBC-TV

ROBERTS, TONY
WSOY, Decatur, Ill.

ROBERTSON, BOB
KTNT-TV, Seattle-Tacoma,
Wash.

ROBERTSON, DON
WLOS-TV, Asheville, N. C.

ROBERTSON, JAMES
WKQA, Hopkinsville, Ky.

ROBINSON, AL
WANS, Anderson, S. C.

ROBINSON, DONALD L.
KURA, Moab, Utah

ROBINSON, GENE
WLBA, Gainesville, Ga.

ROCKWELL, BART
KXGN, Glendive, Mont.

RODGERS, TOM
Sports Scoreboard
WPIL, Philadelphia, Pa.

ROGERS, RON
WACO, Waco, Tex.

ROLLINS, TOM
KWFT, Wichita Falls, Tex.

ROMANO, RALPH
WWSC, Glens Falls, N. Y.

ROMERO, JOHN
KLRJ-TV, Las Vegas, Nev.

ROSELLE, JIM
WJTN, Jamestown, N. Y.

ROSHOLT, JERRY
WTCN-TV, Minneapolis-
St. Paul, Minn.

ROSS, CHARLIE
WKCB, Berlin, N. H.

ROSS, JACK
WBBC, Flint, Mich.

ROTE, KYLE

ROTHFUSS, PAUL
WMPT, Williamsport, Pa.

ROTZ, SID
WDZ, Decatur, Ill.

ROWAN, RIP
WCSS, Amsterdam, N. Y.

RUSHTON, RAY
WINA, Charlottesville, Va.

RUSSELL, EARLE
Sports Reel
KSJO, San Jose, Calif.

RADIO-TV SPORTS COMMENTATORS

RUSSELL, JIM
KCOW, Alliance, Neb.
RUSSELL, LANCE
WBHQ, Memphis, Tenn.
RUST, ART
Sports Round-up
WWRL, New York, N. Y.
RUST, RILL
KGVJ, Greenville, Tex.
RUTLEDGE, BUDDY
WEMA, Anniston, Ala.
RYAN, BILL
Sports Final
WNOG, Naples, Fla.
RYAN, JOE
WATL, Middletown, N. Y.

— S —

SAIDT, HAROLD N.
WBUD, Trenton, N. J.
SALMONA, STELIO
WAVZ, New Haven, Conn.
SAMP, PHIL
WMBD, Peoria, Ill.
SANCHEZ, MARION
KWTC, Barstow, Calif.
SANDERFORD, CLIFF
KJUN, Pecos, Tex.
SANDERS, JERRY
KSEL, Lubbock, Tex.
SANTOS, GIL
WNBH, New Bedford, Mass.
SARGENT, RHETT
KLEN, Killeen, Tex.
SAUER, JOHNNY
WAVI, Dayton, Ohio
SAULINE, FRANK
WMS, Michigan City, Ind.
SAVAGE, GUY
KXYZ, Houston, Tex.
SAYLES, CONNY
KICO, El Centro, Calif.
SCHIAPP, MORTY
WBBB, Burlington, N. C.

SCHENKEL, CHRIS

B. Aug. 21, 1923, Wabash, Ind.;
St. Nicks Boxing, DuMont; N. Y.
Football Giants, Football Round-
up, Horse Racing, CBS-TV; Tele-
sports Digest, Tel RA Produc-
tions, Milwaukee Braves, Midwest
Network, Sports Final, WABC-
TV; Pre-Game Shows, NBC-TV

SCHENKELBERG, DALE
Sports Parade
KICD, Spencer, Iowa
SCHERMERHORN, JOHN
WKOW-TV, Madison, Wis.
SCHILLING, FRED
WFOY, St. Augustine, Fla.
SCHIOR, RICHARD
WHOK, Lancaster, Ohio
SCHUMANN, ARNOLD
KRFO, Owatonna, Minn.
SCHUSS, AL
The World Today
KFSD-TV, San Diego, Calif.
SCHWEIDER, JOHN
Football Predictions
WGFA, Bethlehem, Pa.
SCOTT, BILL
KWCO, Chickasha, Okla.
SCOTT, HAL
WCAE, Pitts-burgh, Pa.
SCOTT, RAY
WCAE, WTAE, Pitts-burgh, Pa.
SCOTT, SIDNEY
Basketball
WANY, Albany, Ky.
SCOVILL, CLEVE
Last Word in Sports
WCEH, Hawkinsville, Ga.
SEIGEL, STAN
WBRC, Birmingham, Ala.

SELLERS, LARRY
KGON, Portland, Ore.
SELLIEK, BILL
WRWJ, Selma, Ala.
SEMAN, RON
WJMO, Cleveland, Ohio
SPINGI, ANDY
KCHV, Indio-Coachella, Calif.
SHADRURN, BILL
WSAV-TV, Savannah, Ga.
SHADRICK, WAYNE
WSTP, Salisbury, N. C.
SHAFFER, MAX
WDAN, WDAN-TV, Danville,
Ill.
SHANLEY, GIB
WOHO, Toledo, Ohio
SHARP, ROGER
WRLY, Springfield, Ohio
SHUCK, LEW
KMAP, Bakersfield, Calif.
SHELDON, KEITH
WBUZ, Fredonia, N. Y.
SHELDON, RUSS
KOLO, Reno, Nev.
SHELLEY, BILL
WLEU, Erie, Pa.
SHEPPARD, CHARLES A., JR.
KRSC, Othello, Wash.
SHERMAN, ART
WJAC-TV, Johnstown, Pa.
SHERMAN, BUD
WBAP, WBAP-TV, Fort Worth,
Tex.
SHRIVER, HARRY
WFBR, Baltimore, Md.
SHULL, ROB
KVEC, San Luis Obispo, Calif.
SHUMATE, GENE
KRXK, Rexburg, Ida.
SHUPE, EVERETT
KVOL, Greeley, Colo.
SIMMONS, LON
KSFO, San Francisco, Calif.
SIMONCELLI, MORRIS
WINE, Manchester, Conn.
SIMPSON, JIM
11th Hour Sports
WRC, WRC-TV, Washington,
D. C.
SIMPSON, JIMMY
Sports Page of the Air
WFLB, Fayetteville, N. C.
SIMS, ROLIO
WKHM, Jackson, Mich.
SIMS, WAYNE
WARR, Jasper, Ala.
SINGER, BILL
Delaware Valley
WTAL, Trenton, N. J.
SLATER, SAM
Sports Caravan
WTAP, WTAP-TV, Parkersburg,
W. Va.
SLAYTON, GLENN
WFUN, Huntsville, Ala.
SLEIGH, CHARLES
WOLS, Florence, S. C.
SMITH, ART
WPKX, West Frankfort, Ill.
SMITH, BOB
WRYA, Richmond, Va.
SMITH, CLIFTON
King Bee
ECOH, Houston, Tex.
SMITH, DALS
Top O'Sports
KFJB, Marshalltown, Iowa
SMITH, DAN
WESB, Bradford, Pa.
SMITH, GUY
KCKN, Kansas City, Kan.
SMITH, LES
WOR, New York, N. Y.
SMITH, RUSS
Sports Eyeopener
KLPN, Minot, N. D.
SMITH, TED A.
KOMA, Pendleton, Ore.

SMITH, WILLIAM D.
WFER, High Point, N. C.
SNOW, STEVE
KYA, San Francisco, Calif.
SNYDER, BILL
WSOC, WSOC-TV, Charlotte,
N. C.
SORBEL, BUD
WNOX, Knoxville, Tenn.
SORJOL, JOHNNY
WLLK, Wilkes-Barre, Pa.
SOBREIRO, FRANK
KRE, Berkeley, Calif.
SOLOMON, JAY
WCAT-TV, W. Palm Beach,
Fla.
SONNILE, LARRY
KILE, Galveston, Tex.
SORRELL, BILL
WLS, Lansing, Mich.
SPANGLER, BOB
KNPT, Newport, Ore.
SPENCER, MILTON
WFLA, Tampa, Fla.
SPIVEY, DON
KCLW, Hamilton, Tex.
SPRACKLIN, JIM
Sports Report
KWYO, Sheridan, Wyo.
STARKE, CHUCK
KYOE, Emporia, Kan.
STARKEY, BILL
WPVL, Painesville, Ohio
STAMNEY, ROY
KPOK, Scottsdale, Ariz.
STARWYCK, STEVE
Ozark Sports Review
KHOG, Fayetteville, Ark.
STEL, PETE
KLIZ, Brainerd, Minn.
STEELE, BOB
WTCO, WTCO-TV, Hartford,
Conn.
STERE, BURT
WSBS, Great Barrington, Mass.
STEIN, LEN
Five Star Final
WSTA, St. Thomas, V. I.
STENGLE, DAN
High School Basketball
KPLR-TV, St. Louis, Mo.
STENSON, GLEN
KAVI, Rocky Ford, Colo.
STERLING, BOB
KNGS, Hanford, Calif.
STERN, BILL
Baseball Central
WPIX, New York, N. Y.
STEVENS, CHUCK
WPTW, Piqua, Ohio
STEVENS, DICK
WTAY, Robinson, Ill.
STEVENS, DOTTIE
WHEK, Memphis, Tenn.
STEVENS, ED
KBYR, Anchorage, Alaska
STEVENS, ZACK
KOPR, Butte, Mont.
STEWART, BILL
KLMO, Longmont, Colo.
STEWART, CHARLIE
WNEK, Macon, Ga.
STEWART, LARRY
KSRO, Santa Rosa, Calif.
STEWART, LARRY
WDWS, Champaign, Ill.
STEWART, MARK
Sports Whirl
WCVS, Springfield, Ill.
STIEGLER, ERNIE
WAEI, Allentown, Pa.
STONE, HARRY
Sports Extra
KTVI, St. Louis, Mo.
STONE, ROCKY
WOPI, Bristol, Tenn.

RADIO-TV SPORTS COMMENTATORS

STONE, VIRGIL

KTBB, Tyler, Tex.

STOREY, ROY

KNX, KCOP, Los Angeles, Calif.

STOVER, JIM 'SMOKEY'

WCVA, Culpeper, Va.

STRATTON, GIL

KNXT, Los Angeles, Calif.

STREETER, REG

Beat the Expert

KWIP, Merced, Calif.

STRONG, FORD

Sports Special

KSTR, Grand Junction, Colo.

SULLIVAN, CHARLEY

WHBQ, Memphis, Tenn.

SULLIVAN, CLAUDE

WWKY, Winchester, Ky.

SULLIVAN, RICHARD

WSBS, Great Barrington, Mass.

SUMMER, LOUIS

WOIC, Columbia, S. C.

SWEENEY, FRANK

WWJD, Chicago, Ill.

— T —

TABNER, DOUG

Four Star Final

WTOL, Toledo, Ohio

TABNER, ORRIS

WTOL-TV, Toledo, Ohio

TAPPE, MEL

KHQA-TV, Hannibal, Mo.

TATE, VERNER

Scoreroom

WSPA, WSPA-TV, Spartanburg, S. C.

TATHAM, HOWARD

Georgia Outdoors

WLET, Toccoa, Ga.

TAWWATER, TUT

World of Sports

KVOP, Plainview, Tex.

TERRY, HUB

WJOT, Lake City, S. C.

TERWEY, TYS

WMPG, Memphis, Tenn.

THACKER, JIM

WSAZ, WSAZ-TV, Huntington, W. Va.

THAYER, MIKE

KLTR, Blackwell, Okla.

THILENIUS, ED

WRFC, Athens, Ga.

THOMAS, DICK

KBUR, Burlington, Iowa

THOMAS, JERRY

Dr. Ross Sportsreel

KVEN, Ventura, Calif.

THOMAS, JOHN

WCYB, WCYB-TV, Bristol, Va.

THOMAS, ROBERT V.

WAYB, Waynesboro, Va.

THOMAS, ROLLIE

KFI, Los Angeles, Calif.

THOMLINSON, BOB

KAPP, Petaluma, Calif.

THOMPSON, BILL

KMJ, Fresno, Calif.

THOMPSON, GEORGE

KFRD, Rosenberg-Richmond, Tex.

TIGHE, RON

KSID, Sidney, Neb.

TOEPP, JACK

WATT, Cadillac, Mich.

TOLBERT, JERRY

WTVW, Evansville, Ind.

TOLLEFSON, GENE

KENE, Toppenish, Wash.

TOOTHMAN, BOOTH

WBOY, Clarksburg, W. Va.

TOWERS, JOHN

Channel 6 Report

KAVE-TV, Carlsbad, N. M.

TRAEGER, JOHN

For the Ladies

KWED, Seguin, Tex.

TREPS, MIKE

KSEK, Pittsburg, Kan.

TRINE, PHIL

KUKI, Ukiah, Calif.

TROLAND, MAYNARD

KBUN, Bemidji, Minn.

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TUCKER, DARRELL
KIKO, Globe-Miami, Ariz.
TURNBULL, BENJAMIN
WDOS, Oneonta, N. Y.
TURNER, BOB
WHAM, Rochester, N. Y.
TURNER, JIM
WIST, Charlotte, N. C.
TYLER, WAYNE
High School Huddle
WLVA, WLVA-TV, Lynchburg, Va.

— U —

UFER, ROBERT
WPAG, Ann Arbor, Mich.
ULRICH, MAX
WSJS-TV, Winston-Salem, N. C.
UPRIGHT, GENE
WIS-TV, Columbia, S. C.
URBAN, JOHN
KICA, KICA-TV, Clovis, N. M.
URBAN, JOHN
WCNY-TV, Carthage-Watertown, N. Y.

— V —

VACHE, BOB
KTAR, Phoenix, Ariz.
VALENTI, FRANK
KGMB-TV, Honolulu, Hawaii
VALENTINO, DOM
WBET, Brockton, Mass.
VALICENTI, JOSEPH
WBBW, Youngstown, Ohio
VAN, BILL
WTMT, Louisville, Ky.
VANDERHAYDEN, BUD
WSTC, Stamford, Conn.
VAN KREN, JIM
CKLW, Detroit, Mich.
VAUGHN, BEN
KWTK-TV, Waco, Tex.
VAUGHN, GEORGE
WTTL, Madisonville, Ky.
VEIDE, BILL
The Scoreboard
KCNV, San Marcos, Tex.
VEITH, DON
KEDO, Longview, Wash.
VIDNOVICH, SAM
WMCK, McKeesport, Pa.
VOLKEMA, HAL
WHTC, Holland, Mich.
VOLKS, SAM
Sports Page
KBMX, Coalinga, Calif.
VON BERGEN, JOHN
WNEP-TV, Scranton, Pa.

— W —

WADE, HAL 'DOC'
WMOZ, Mobile, Ala.
WAITE, DAVE
WDAM-TV, Hattiesburg, Miss.
WALDEN, MIKE
WTMJ, WTMJ-TV, Milwaukee, Wis.
WALDEN, WARREN
WJAR, Providence, R. I.
WALKER, CHARLIE
WDRD, Kingstree, S. C.
WALKER, JOE
WMBM, Miami Beach, Fla.
WALSH, BLAINE
WTMJ, Milwaukee, Wis.
WALSH, FRANK
WWBC, Bay City, Mich.

WALSH, LLOYD
WRUN, Utica, N. Y.
WALTHER, FRED
WKMT, Kings Mountain, N. C.
WALTON, EARL
WJZM, Clarksville, Tenn.
WARD, BILL
WBTW, Charlotte, N. C.
WARREN, HARRY
KXTV-TV, Sacramento, Calif.
WATERS, BENNIE
WRRF, Washington, N. C.
WATRICK, DON
Sports Headlines
WXYZ, WXYZ-TV, Detroit, Mich.
WEATHERLY, BOB
WTAN, Clearwater, Fla.
WEAVER, RICK
KPH, Wichita, Kan.
WEBB, JERRY
WCIL, Carbondale, Ill.
WEBB, NOLAN
WNKY, Neon, Ky.
WEBBE, TED
Sport of Speed
WNTA, Newark, N. J.
WEBER, RON
Telesports
WBOC, WBOC-TV, Salisbury, Md.
WECHSLER, JIM
WURL, White River Junction, Vt.
WEEMS, WILLIE
Scores Are Yours
WMAG, Forest, Miss.
WEHMEIER, HAL
KLOO, Corvallis, Ore.
WEHMEYER, WALLY
KSGM, Ste. Genevieve, Mo.
WEILER, BOB
KDIX, Dickinson, N. D.
WEIN, OSCAR
WDLG, Port Jervis, N. Y.
WEISER, DAVE
In the Lockerroom
KEYY, Provo, Utah
WEISKOPF, DON
KRPL, Moscow, Ida.
WENDLANDT, LOU
WGEZ, Beloit, Wis.
WESSON, BUDDY
KDQN, DeQueen, Ark.
WEST, BILL
KPBM, Carlsbad, N. M.
WEST, LARRY
Sports Wheel
KENT, Shreveport, La.
WESTER, AL
WJBW, New Orleans, La.
WHALEN, JOSEPH
WVPO, Stroudsburg, Pa.
WHEELER, JACK
Game Roundups
WZOK, Jacksonville, Fla.
WHITAKER, BOB
WMLX, Mt. Vernon, Ill.
WHITE, BILL
KTIP, Porterville, Calif.
WHITE, BILL
KWSO, Wasco, Calif.
WHITE, JERRY
KBEK, Elk City, Okla.
WHITTAKER, GLEN
Sunriser
WHRW, Toledo, Ohio
WIBLE, DARL
WTHI, Terre Haute, Ind.
WIGHT, THOMAS
WPAG, Ann Arbor, Mich.
WILE, OTIS
KSPI, Stillwater, Okla.

WILKINSON, JOHN J.
WLOB, Portland, Me.
WILL, BOB
WWDC, Washington, D. C.
WILLIAMS, CHUCK
Mikeside of Sports
KWNO, Winona, Minn.
WILLIAMS, EARL
KEYD, Oakes, N. D.
WILLIAMS, ED
KNEI, Brady, Tex.
WILLIAMS, GARNET
WFJW, Fairfield, Ill.
WILLIAMS, HARRY
WFTL, Ft. Lauderdale, Fla.
WILSON, BOB
WADC, Akron, Ohio
WILSON, JIM
WSBT, WSBT-TV, South Bend, Ind.
WILSON, LEO Y.
WHOP, Hopkinsville, Ky.
WILSON, PHIL
XETV, San Diego, Calif.
WILSON, WARD
WCAT-TV, W. Palm Beach, Fla.
WINTERS, MELVIN E.
WPGC, Washington, D. C.
WISE, WES
WFAA-TV, Dallas, Tex.
WISMER, HARRY
Notre Dame Football, ABC; Blue-Grey Football Game, ABC-TV
WITHROW, JIM
Sports Parade
WKLX, Paris, Ky.
WOLF, FRED
Bowling Champions
WXYZ-TV, Detroit, Mich.
WOLF, HAL
KNBC, San Francisco, Calif.
WOLFF, BOB
WWDC, Washington, D. C.
WOOD, EARL
WROC-TV, Rochester, N. Y.
WOODMAN, DAVE
KNDE-TV, Monroe, La.
WOOSLEY, EDWARD
WMTL, Leitchfield, Ky.
WYLIE, BOB
WAKR, Akron, Ohio
WYNNE, BILL
WOWL-TV, Florence, Ala.
WYNNE, JAMES
WAIR, Winston-Salem, N. C.

— Y —

YANICH, BOB
WHGD, Harrisburg, Pa.
YATES, SONNY
WDSB, De Funiak Springs, Fla.
VELLAND, STARR
KLZ-TV, Denver, Colo.

— Z —

ZACK, ED
WOC, WOC-TV, Davenport, Iowa
ZELCH, MARK
WSAU, WSAU-TV, Wausau, Wis.
ZIMMERMAN, BOB
KOEL, Oelwein, Iowa
ZUCHELLI, ED
KCOY, Santa Maria, Calif.

WOMEN COMMENTATORS

of U. S. Radio and TV Stations

— A —

ABDOU, GLORIA
WCAE, Pittsburgh, Pa.
ABEYTA, VERGIE
KGGM-TV, Albuquerque, N. M.
ABRAMSON, JO
WROW, Albany, N. Y.
ABRARIA, ELWANDA
KFSA, Fort Smith, Ark.
ADAIR, PERRY SHEEHAN
KLAS-TV, Las Vegas, Nev.
ADAMS, BETTY
WBZ-TV, Boston, Mass.
ADAMS, DEBORAH
WFIL-TV, Philadelphia, Pa.
ADAMS, LOUISE
WHGB, Harrisburg, Pa.
ADAMS, RUTH
WSKI, Barre-Montpelier, Vt.
ADLAM, SUG
WKEN, Dover, Del.
AGEE, ALETHA
WPIK, Alexandria, Va.
AGNEW, MINNIE V.
WTUP, Tupelo, Miss.
AIKEN, JUNIE
WIRA, Ft. Pierce, Fla.
AKERMAN, LUCILE
WCRE, Cheraw, S. C.
ALBERTSON, PEGGY JO
KXGO-TV, Fargo, N. D.
ALDEN, ANN
KFJZ-TV, Fort Worth, Tex.
ALEXANDER, MILDRED
WTAR, Norfolk, Va.
ALLEN, DOLORES
WDOR, Sturgeon Bay, Wis.
ALLEN, LOIS
KIML, Gillette, Wyo.
ALLEN, RUTH
WGAR, Cleveland, Ohio
ALSTOTT, SALLY
WBCM, Bay City, Mich.
ALWYN, EVE
WCAT-TV, W. Palm Beach, Fla.
ALWYN, LAURI
WCAT-TV, W. Palm Beach, Fla.
ANDE', MARGO
KOMA, Oklahoma City, Okla.
ANDERS, LOYINA
WSMN, Nashua, N. H.
ANDERSON, BECKY
WJDY, Salisbury, Md.
ANDERSON, BLANCH
WLOA, Pittsburgh, Pa.
ANDERSON, MARY B.
WAPG, Arcadia, Fla.
ANDREA, MARY
WJOC, Jamestown, N. Y.
ANDREWS, LAURIE
WEIM, Fitchburg, Mass.
ANNAND, SHIRLEY
WTIP, Charleston, W. Va.
ANTONETTI, CLARA K.
WTSA, Beantleboro, Vt.
APOSTLE, RUBY
WLUC-TV, Marquette, Mich.
ARCHER, (Mrs.) McCANN
KGPC, Grafton, N. D.
ARGO, VELIA
KARY, Prosser, Wash.
ARMISTEAD, BEA
WHBQ, Memphis, Tenn.
ARTHUR, SADIE
KICA-TV, Clovis, N. M.
ASHLOCK, MARGUERITE
WMT-TV, Cedar Rapids, Iowa

ASHWORTH, DOROTHY
KORA, Bryan, Tex.
ATRINS, JUDITH
WACR, Columbus, Miss.
AUSTIN, BARBARA
WROM, Rome, Ga.

— B —

BADHAM, MARY
WBRC, Birmingham, Ala.
BAGLEY, ORLO
KOMB, Coltage Grove, Ore.
BAHWELL, MARILYN
WKTY, La Crosse, Wis.
BAILEY, CATHARINE
KKTV, Colorado Springs, Colo.
BAILEY, KAY
WSTA, St. Thomas, V. I.
BAILEY, LYNN
WNOG, Naples, Fla.
BAILEY, SHIRLEY
WMNA, Gretna, Va.
BAILEY, VIRGINIA
WPME, Punxsutawney, Pa.
BAKER, ANN
WAND, Canton, Ohio
BAKER, BEVERLY
WOLF, Syracuse, N. Y.
BAKER, EVANGELINE
KNBC, San Francisco, Calif.
BAKER, EVELYN H.
KIBM, Monticello, Ark.
BALL, JANE ELLEN
WAMP, Pittsburgh, Pa.
BALLARD, BARBARA L.
KWIP, Merced, Calif.
BARNETT, GAY
KKIS, Pittsburg, Calif.
BARRETT, EMILY
WTUG, Tuscaloosa, Ala.
BARRIE, WENDY
WNTA, Newark, N. J.
BARRV, JOAN
WDOD, Chattanooga, Tenn.
BARTELLI, INGRID
WMAV, Muskegon, Mich.
BARTON, ELEANOR
WESC, Greenville, S. C.
BARTON, SUE
KMGH, Albuquerque, N. M.
BATH, HELEN
WITZ, Jasper, Ind.
BAUER, JAN
WTSL, Hanover, N. H.
BEANE, RUTH M.
WSSV, Petersburg, Va.
BEARD, SILARON
KSCB, Liberal, Kan.
BEAUBIEN, BETTY
KFH, Wichita, Kan.
BECKER, BARBARA
WEPI-TV, Milwaukee, Wis.
BECKER, HELEN MARGARET
KNDE, Aztec, N. M.
BECKER, JEAN
KRS-L, Russell, Kan.
BECROFT, MILDRED
WMIL, Milwaukee, Wis.
BEILFUSS, TRUDY
WISN-TV, Milwaukee, Wis.
BELL, JO ANN
KWYO, Sheridan, Wyo.
BELL, RITA
WXYZ-TV, Detroit, Mich.
BELOTE, GRACE D.
WVLD, Valdosta, Ga.

BENELL, JULIE
WFAA-TV, Dallas, Tex.
BENNETT, NANCY
KTAR, Phoenix, Ariz.
BENSON, BONNIE
KPBM, Carlsbad, N. M.
BERG, MARY
KOFA, Yuma, Ariz.
BERG, NANCY
WNKP-TV, Scranton, Pa.
BERMON, LEN
KTVR, Denver, Colo.
BERRY, WINIFRED
WHH, Warren, Ohio.
BICKEL, HELEN
WMAN, Fairmont, W. Va.
BIDWELL, DORIS
WHLG, Lexington, Ky.
BIGBEE, NELLE
WOWL, Florence, Ala.
BIGNALL, NORMA
WLUC-TV, Marquette, Mich.
BISHOP, BARBARA
KHKL, Honolulu, Hawaii
BISSELL, MAZIE
WIS-TV, Columbia, S. C.
BLACK, GERALDINE
KWAL, Osburn, Idaho
BLACK, LOUISE
KLRJ-TV, Las Vegas, Nev.
BLACK, PAT
WMYG, Milledgeville, Ga.
BLACK, SNOOKS
KNEL, Brady, Tex.
BLACKSTEAD, CONNIE
KXGO-TV, Fargo, N. D.
BLAINE, MARY
WRLD, West Point, Ga.
BLAIR, BETTY
WMST, Mt. Sterling, Ky.
BLAKEMORE, ELVIA
WQVP, Murphy, N. C.
BLAND, LOUISE
KTUL-TV, Tulsa, Okla.
BLAZER, ELEANOR
WHOK, Lancaster, Ohio
BLISS, JOCK
WLAV, Grand Rapids, Mich.
BLUE, ADELE
WJBO, Baton Rouge, La.
BLUM, VAUNCHE
KMMO, Marshall, Mo.
BOAM, SUE
KOPR, Butte, Mont.
BOMBOY, MARY LOUISE
WXXX, Hattiesburg, Miss.
BONTEMP, FEDORA
WNSC-TV, New Haven, Conn.
BORDALLO, MADELEINE M.
KUAM, KUAM-TV, Agaña, Guam
BOULDIN, BETTY
WZOB, Fort Payne, Ala.
BOWERV, JOANNE E.
KOJM, Havre, Mont.
BOYD, BETTY
KOTV, Tulsa, Okla.
BRAHM, BARBARA
KDOT, Reno, Nev.
BRANNARD, KAY
KORT, Grangeville, Ida.
BRANNEN, (Mrs.) ERNEST
WWNS, Statesboro, Ga.
BRAWNER, ONALEE
KWYN, Wynne, Ark.
BRIDGES, DORIS
WKMT, Kings Mountain, N. C.
BRIDGES, MARGARET E.
WVCB, Anderson, Ind.

WOMEN COMMENTATORS

BRIDGES, ORA
KSHO-TV, Las Vegas, Nev.

BRIGGS, CAROLEE
KLTB, Blackwell, Okla.

BRISCOE, CHARLOTTE
KTVH, Hutchinson, Kan.

BRITT, JUNE
WPOR, Portland, Me.

BROCK, MABEL
WMTS, Murfreesboro, Tenn.

BROOKS, BESS
KSFA, Nacogdoches, Tex.

BROOKS, IDELLE
WSFA-TV, Montgomery, Ala.

BROWN, ALVA ROSE
WPNB, Plymouth, N. C.

BROWN, BARBARA
WINA, Charlottesville, Va.

BROWN, GLADYS
KOKO, Warrensburg, Mo.

BROWN, JOAN
KRRG, King City, Calif.

BROWN, JOSEFINE
KCCF, Corpus Christi, Tex.

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WCPB, Turboro, N. C.

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WLOS-TV, Asheville, N. C.

BROWN, MINA
KNDO, Yakima, Wash.

BRUCE, FRAN
KVCV, Redding, Calif.

BRUNTON, ALBERTA
KXIC, Iowa City, Iowa

BURGER, MARGARET
WTAQ, LaGrange, Ill.

BURGESS, JANE L.
WOSC, Fulton, N. Y.

BURKE, KATHY
WDLG, Port Jervis, N. Y.

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WSET-TV, South Bend, Ind.

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WLCX, La Crosse, Wis.

BURR, GWEN
KSLF, Susanville, Calif.

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WHWB, Rutland, Vt.

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KBMO, Benson, Minn.

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WPNL, St. Petersburg, Fla.

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WTRF-TV, Wheeling, W. Va.

BUTZIN, HENRIETTA
WVWC, Ripon, Wis.

BYBEE, ELAYNE
KID, Idaho Falls, Ida.

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WRLF, Bellefonte, Pa.

CALLOWAY, BLANCHE
WFEC, Miami, Fla.

CALLOWAY, ELIZABETH
KTRE, KTRB-TV, Lufkin, Tex.

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WGBO, Greensboro, N. C.

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WJEH, Gallipolis, Ohio

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KREO, Indio, Calif.

CARLSON, BETTY
WBCB, Levittown, Pa.

CARLSON, NORAH
WLYC, Williamsport, Pa.

CARLSON, NORAH B.
WCNL, Newport, N. H.

CARR, LORRAINE
KTRX, Sante Fe, N. M.

CARROLL, CLEORA
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CARSKADON, LINDA
KLEF, Golden Meadow, La.

CARSON, CAROL
KGVO, Missoula, Mont.

CARSON, NANCY
WDDJ, Edenton, N. C.

CARTEK, FRANCES
WAZL, Hazleton, Pa.

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KAMD, Camden, Ark.

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WRME, Titusville, Fla.

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WKZO, Kalamazoo, Mich.

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WMPF, Williamsport, Pa.

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WEIR, Weirton, W. Va.

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WRC, Washington, D. C.

CERYL, SAMMAYE
WNTT, Centralia, Ill.

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KAMI, Kennedy, Tex.

CHAPEL, JANICE
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CHASE, DOROTHY
KERG, Eugene, Ore.

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WTAG, Worcester, Mass.

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KPAL, Fulton, Mo.

CLARK, KAY
WBYE, Calera, Ala.

CLARK, NANCY
KTVB, Boise, Ida.

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WHN, Washington, N. C.

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WALB-TV, Albany, Ga.

CLEM, GERTRUDE
WKIX, Paris, Ky.

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KEYT, Santa Barbara, Calif.

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COLE, FAY
WLOH, Princeton, W. Va.

COLE, JEAN
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WANE-TV, Fort Wayne, Ind.

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CONNORS, DORSEY
WGN, Chicago, Ill.

COOK, AUDREY
WRUP, Gainesville, Fla.

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WFDP, Flint, Mich.

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WBRN, Marion, Ohio

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WSAV, Savannah, Ga.

COPENHAVER, CARLEY
KABY, Albany, Ore.

CORNWELL, MARY
WWPT, Canton, N. C.

COTTON, DOROTHY
WHEC, Rochester, N. Y.

COTTON, LIZ
KGFL, Roswell, N. M.

COURY, ROSELLE
WCOU, Lewiston, Me.

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COWLEY, DOROTHY
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KMR, Tucson, Ariz.

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KPLI, Klamath Falls, Ore.

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CULLEN, JOY
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CUMMINS, GAYLE
KDZA, Pueblo, Colo.

CURRAN, BETTE
KPRU, Columbia, Mo.

— D —

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WBET, Brockton, Mass.

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WSPA-TV, Spartanburg, S. C.

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WNKY, Neon, Ky.

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DAVIS, BETTY
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DAVIS, PAT
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DAY, JUNE
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de GARAY, LADIA
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WSPG, Somerset, Ky.

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DEWART, RITA
KEX, Portland, Ore.

DIAL, LINDA
WESA, Charleroi, Pa.

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DILLIN, ALBERTA
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WRBI-TV, Columbus, Ga.

FAHL, CECILE
WWSR, St. Albans, Vt.

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KEVT, Tucson, Ariz.

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WVPO, Stroudsburg, Pa.

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WJW, Cleveland, Ohio

FURTAW, ELLEN
WHAK, Rogers City, Mich.

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WHTG, Asbury Park, N. J.

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WOKZ, Alton, Ill.

GALE, VIRGINIA
WGN, Chicago, Ill.

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GIBSON, CHERRY
WLBH, Lebanon, Ky.

GIDDINGS, KATHY
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GIGER, MARIE
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GILL, JANE
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GODFREY, KATHY
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GORRINGER, YERA
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GOSHEN, KAY
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WDEV, Waterbury, Vt.

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WNRI, Woonsocket, R. I.

GWYN, IZABEL
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KETX, Livingston, Tex.

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WGEZ, Beloit, Wis.

HAMMONS, TISHIE
KDQN, DeQueen, Ark.

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KBBB-TV, Bismarck, N. D.

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WQXQ, Daytona Beach, Fla.

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KTRB, Modesto, Calif.

HILL, HILDA
WTVV, Tupelo, Miss.

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KABQ, Albuquerque, N. M.

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WGTM, Wilson, N. C.

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WBSC, Hartsville, S. C.

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WDBJ-TV, Roanoke, Va.

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KMUS, Muskogee, Okla.

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KHOW, Denver, Colo.

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KLGK, Algona, Iowa

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WBBC, Flint, Mich.

HUTCHINSON, EMILY
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— I —

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ISLEY, JANE
KXXI, Bozeman, Mont.

ISOM, JUNE
KCOY, Santa Maria, Calif.

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WSRO, Marlboro, Mass.

— J —

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KJFI, Webster City, Iowa

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WSYR, Syracuse, N. Y.

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WJET, Erie, Pa.

JONNGAN, GERRY
KZEE, Tyler, Tex.

JOURNEAY, JOAN
KUKI, Ukiah, Calif.

JUMP, JEANNINE
KGVJ, Greenville, Tex.

— K —

KANTZER, GAY
WSAL, Logansport, Ind.

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KGNB, New Braunfels, Tex.

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WRAJ, Anna, Ill.

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WDRP, Chester, Pa.

KEATING, LOLA
KTEL, Walla Walla, Wash.

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WKKS, Vanceburg, Ky.

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KING, JUNE
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KINNEY, NANCY
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WHVH, Henderson, N. C.

KINSLEY, VERA
WTOF, Marianna, Fla.

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WROS, Scottsboro, Ala.

KIRK, Dorothy Ann
KILQ, Grand Forks, N. D.

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WWKY, Winchester, Ky.

KLEIN, BETTY
KXYZ, Houston, Tex.

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KWESKIN, ETHEL
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KYBER, DORIS
 KOIN-TV, Portland, Ore.

— L —

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 KMUL, Muleshoe, Tex.
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 WCCO, Minneapolis-St. Paul, Minn.
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 WHFV, Wausau, Wis.
LEE, DOROTHY
 KPQ, Wenatchee, Wash.
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 KSTR, Grand Junction, Colo.
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 WSVL, WSVL-TV, Harrisonburg, Va.
LINDER, LOIS
 KVSF, Santa Fe, N. M.
LOCKE, DOROTHY
 KHSL-TV, Chico, Calif.
LOGAN, MARY
 WTTM, Trenton, N. J.
LONGLOIS, DORIS
 KNOC, Natchitoches, La.
LOTT, IONA P.
 WPMP, Pascagoula, Miss.
LOUY, ESTELLE
 KERV, Kerrville, Tex.
LOVEJOY, PHYLLIS
 KFPM, Fort Morgan, Colo.
LUNG, PHYLLIS
 KYNO, Fresno, Calif.
LYNN, CAROL
 WMBD, Peoria, Ill.
LYNN, JANE
 WKRC-TV, Cincinnati, Ohio
LYNN, JOYCE
 WWIZ, Lorain, Ohio

— Mc —

McCABE, PATSY
 WJBW, New Orleans, La.
McCLOSKEY, OUIDA
 WSTL, Eminence - Shelbyville, Ky.
McCLUGGAGE, HARRIETTE
 KSEW, Sitka, Alaska
McCOLLUM, COLEENE
 WROB, West Point, Miss.
 WCBI-TV, Columbus, Miss.
McCRAIN, JUDY
 KGEN, Tulare, Calif.
McCREA, DENALDA
 WTRU, Muskegon, Mich.
McDONALD, MARY
 KOB, Albuquerque, N. M.
McFADDEN, JUDY
 KRLC, Lewiston, Ida.
McGARY, PAULINE
 KAVE-TV, Carlsbad, N. M.
McGEE, LAURA
 WCHK, Canton, Ga.
McGILL, JANE
 WIAM, Williamston, N. C.
McGRAW, MARY
 WJNO, West Palm Beach, Fla.
McGREGOR, MARGUERITE
 WPEP, Taunton, Mass.
McGREW, EVA
 WMTL, Leitchfield, Ky.
McKENZIE, KAY
 KSJB, Jamestown, N. D.
McLELLAN, ANNETTE
 KBMX, Coalinga, Calif.
McMILLIN, BETTY
 WSUZ, Palatka, Fla.
McNALL, TRUDY
 WROC-TV, Rochester, N. Y.
McNEELY, BETH
 WLCY, St. Petersburg, Fla.
McPEAK, JERRY
 KGRO, Gresham, Ore.

— M —

MacADIE, VIRGINIA
 WICH, Norwich, Conn.
MacEACHRON, PEG
 WQXT, Palm Beach, Fla.
MACKENZIE, PAT
 WNDU-TV, South Bend, Ind.
MACKREY, THEORA
 WTAP, WTAP-TV, Parkersburg, W. Va.
MACKNEY, JACKIE
 KRCT, Houston, Tex.
MacLEE, GINNY
 KGMC, Englewood-Denver, Colo.
MACY, OLMA
 WHMA, Anniston, Ala.
MADDOX, CATHY
 WMCK, McKeesport, Pa.
MADISON, JANE
 WITE, Lewisburg, Pa.
MADSEN, CORNELIA
 ESID, Sidney, Neb.
MADSON, LINDA
 KL7Z, Glasgow, Mont.
MAGILL, JUDY
 WCGA, Calhoun, Ga.
MAGNO, NINA
 WADC, Akron, Ohio
MAGUIRE, BONNE
 WQAM, Miami, Fla.
MALEY, LEE
 WGGO, Salamanca, N. Y.
MALLORY, MARTHA
 WWNH, Rochester, N. H.
MANGAN, BLANCHE
 WWOC, Bremen, Ga.
MANSFIELD, ROBERTA
 WABR, Orlando, Fla.
MARCHESCHI, ANN
 WMPL, Hancock, Mich.

MARMADUKE, VIRGINIA
 WMAQ, Chicago, Ill.
MARTIN, CAROL
 KTUX, Pueblo, Colo.
MARTIN, CLARA
 WRIG, Greensboro, N. C.
MARTIN, DOROTHY
 WGHN, Grand Haven, Mich.
MARTIN, ESTHER
 KDTH, Dubuque, Iowa
MARTIN, MARY JO
 KALV, Alva, Okla.
MARTIN, MOLLY
 WRAL-TV, Baltimore, Md.
MARTINDALE, MARGARET
 KHAM, Albuquerque, N. M.
MASON, MARION
 KTOE, Mankato, Minn.
MASON, PATRICIA
 WDBQ, Dubuque, Iowa
MATHESON, EDITH
 KFBB, Great Falls, Mont.
MAUS, HOPE
 WJER, Dover, Ohio
MAY, AGNES
 WJR, Detroit, Mich.
MAY, BETTY L.
 KFAM, St. Cloud, Minn.
MAY, MARY
 WMTN, Morristown, Tenn.
MAYVILLE, FRAN
 WBNF-TV, Binghamton, N. Y.
MEDLOCK, FAY
 WAVU, Albertville, Ala.
MEGARGEE, MARY
 WDAU-TV, Scranton, Pa.
MEISNER, JOAN
 WTAX, Springfield, Ill.
MELLOY, ELEANOR
 WNLL, Niles, Mich.
MELROSE, EDYTHE FERN
 WXYZ-TV, Detroit, Mich.
MERRIMAN, MARY LEE
 WPAG, Ann Arbor, Mich.
MEYER, ISABEL
 WBBW, Youngstown, Ohio
MILLER, HELEN
 WMOK, Metropolis, Ill.
MILLER, JAN
 KSDA, Redding, Calif.
MILLER, MARY
 WBSC, Bennettsville, S. C.
MILLER, MILDRED
 WBEN-TV, Buffalo, N. Y.
MILLER, PATTY
 WHLL, Wheeling, W. Va.
MILLER, ZOVA
 KKTU, Colorado Springs, Colo.
MILLS, PATRICIA
 KWVY, Waverly, Iowa
MILLS, THELMA
 WYLD, New Orleans, La.
MILNER, OLIVE
 KCPX, Salt Lake City, Utah
MINAHAN, ANNE D.
 WCCM, Lawrence, Mass.
MITCHELL, JILL
 KSEK, Pittsburg, Kan.
MITTENDORF, VIRGINIA
 KOLD-TV, Tucson, Ariz.
MIZNER, CONNIE
 KVNC, Winslow, Ariz.
MOBLEY, ALICE
 KWRO, Coquille, Ore.
MONK, ISABEL
 WRJN, Racine, Wis.
MOODY, OLYMPIA
 KURY, Brookings, Ore.
MOORE, BARBARA
 WCBI-TV, Columbus, Miss.
MOORE, ELEANOR
 WSET, South Bend, Ind.
MOORE, MARY
 WJAG, Norfolk, Neb.
MOORE, MARYNELL
 WBRC-TV, Birmingham, Ala.
MOORE, MEADE
 WCNC, Elizabeth City, N. C.

WOMEN COMMENTATORS

MOREAU, DONNA J.
WBIZ, Eau Claire, Wis.
MORGAN, AGNES R.
KWSK, Pratt, Kan.
MORGAN, MARIE
WOKS, Columbus, Ga.
MORRIS, JEAN
WFLA, Tampa, Fla.
MORSE, MOLLY
KFMB, San Diego, Calif.
MORTENSON, LUELLA
WKOW, WKOW-TV, Madison, Wis.
MOSELEY, SHILA
KAAB, Hot Springs, Ark.
MOSIER, SUE
KPKA, Greeley, Colo.
MOWBRAY, BARBARA
KASY, Auburn, Wash.
MULDER, PHYLLIS
WPLM, Plymouth, Mass.
MUMMA, ROBERTA
WLSV, Wellsville, N. Y.
MUNS, EVELYN
KIKO, Globe-Miami, Ariz.
MURRAY, VERNA
KWIQ, Moses Lake, Wash.
MYERS, ALMA
WKSJ, Pulaski, Tenn.
MYERS, CARLA
KDEN, Denver, Colo.

— N —

NASH, ALLETA JO
WBLU, Salem, Va.
NEESE, HELEN
KRES, St. Joseph, Mo.
NELSON, BETTE
WBRD, Bradenton, Fla.
NELSON, MARGE
KMMT, Austin, Minn.
NEUDECKER, BARBARA
WABT, Tuskegee, Ala.
NEUMANN, KAY
WJIC, Pittsburgh, Pa.
NEWELL, POLLY
WABV, Abbeville, S. C.
NEWTON, BETTY
WFIN, Findlay, Ohio
NICHOLS, NANCY
WICC, Fairfield, Conn.
NORDLIE, POLLY
KLPD, Litchfield, Minn.
NORMAN, ADELE
WIOU, Kokomo, Ind.
NORMAN, NANCY
WDZ, Decatur, Ill.
NORRIS, JOAN
WJMJ, Philadelphia, Pa.
NORTH, ANN
KSWI, Council Bluffs, Iowa
NUGEN, LOIS B.
KSKO, Arkansas City, Kan.
NUSENT, HELEN
WKRC, Cincinnati, Ohio
NYLAND, LOUISE
KNEZ, Lompoc, Calif.

— O —

OAKES, JAN
WUOL, Allentown, Pa.
OBLINGER, JACKIE
WHIS, WHIS-TV, Bluefield, W. Va.
O'BRIEN, KAY
WOCB, West Yarmouth, Mass.
O'BRIEN, LEE
KIUP, Durango, Colo.
O'BRIEN, MARGIE
KFBC, KFBC-TV, Cheyenne, Wyo.
O'BRIEN, MARTHA E.
WASA, Havre de Grace, Md.
O'BRIEN, MARY LOU
KBCL, Shreveport, La.

O'CONNOR, HELEN
WCHL, Chillicothe, Ohio
ODAMES, ELIZABETH J.
WRUN, Utica, N. Y.
ODER, LOUISE W.
WREL, Lexington, Va.
OFLARA, OLGA
WCNG, Canonsburg, Pa.
O'GRADY, ROSY
WBRB, Mt. Clemens, Mich.
OLDS, CHARLENE
KWEW, Hobbs, N. M.
OLDS, GRACE
WCPK, College Park, Ga.
OLSHESKY, ANNE
WOTW, Nashua, N. H.
OPPENHEIMER, KITTY
KTIM, San Rafael, Calif.
ORTON, KAY
WCTB, Manitowoc, Wis.
OSTENE, RUTH
WMOX, Meridian, Miss.
OTTERSON, LOUISE
WJVA, South Bend, Ind.
OWEN, JOSEPHINE M.
WEKR, Fayetteville, Tenn.

— P —

PABON, AURORA R.
WTIL, Mayaguez, P. R.
PACK, PATTI
KMJ, Fresno, Calif.
PAGE, CONNIE
KTNT-TV, Seattle - Tacoma, Wash.
PAGE, FRAN
KRGV, KRGV-TV, Westlaco, Tex.
PAESEAU, MARION
WJOE, Port St. Joe, Fla.
PARISE, JULIE
WMFG, Hibbing, Minn.
PARK, BOOTS
WIRE, Indianapolis, Ind.
PARKER, FAYE
KDKA-TV, Pittsburgh, Pa.
PARKER, MARGE
KNGY, Nebraska City, Neb.
PARKER, MARY E.
KBOP, Pleasanton, Tex.
PARNELL, SARAH
WJAM, Marion, Ala.
PARR, DOROTHY
WWNY, WCNY-TV, Watertown, N. Y.
PARRY, BARBARA
KPSD-TV, San Diego, Calif.
PATTERSON, DARALENE
KXO, El Centro, Calif.
PEARSON, IRENE
KNOX-TV, Grand Forks, N. D.
PENLAND, NELL BATES
WACL, Waycross, Ga.
PERKINS, MARGARET
KWTC, Barstow, Calif.
PERKINS, PATTI
KFHA, Tacoma, Wash.
PERSON, VIOLET
WMTG, Yandevle, Ky.
PETERS, IRENE
KWLM, Willmar, Minn.
PETERS, MARIANNE
KMTV, Omaha, Neb.
PETERSON, MYRNA
KBIZ, Ottumwa, Iowa
PHAIR, JEAN
WKTU, Utica, N. Y.
PHILLIP, LEE
WBBM-TV, Chicago, Ill.
PHILLIPS, HAZEL
WOAY-TV, Oak Hill, West Va.
PHOENIX, ROSEMARY
WHRV, Ann Arbor, Mich.
PINDER, TRUDY
KTLQ, Tahlequah, Okla.

PINTO, SHELBY
WCBL, Columbus, Miss.
PITTS, MARGO
WISR, Butler, Pa.
PORTER, HAZEL
WRGA, Rome, Ga.
POTTER, ALICE
WPTZ-TV, Plattsburgh, N. Y.
POWELL, ALYCE M.
KVON, Napa, Calif.
POWERS, IONNIE
WMBS, Uniontown, Pa.
PRATT, CLARA
KSEL, Lubbock, Tex.
PRESSLY, HARRIET
WPTK, Raleigh, N. C.
PRESTON, ALICE
KWOE, Clinton, Okla.
PRICE, JOAN
KALC, Alamogordo, N. M.
PRUE, BEVERLY
WDOE, Dunkirk, N. Y.
PRUITT, BERNICE
WBBB, Burlington, N. C.
PUGHL, CLARA
WHEY, Millington, Tenn.
PURVIS, NANCY
WTRL, Bradenton, Fla.

— Q —

QUINN, FRAN
KJEO, Fresno, Calif.

— R —

RADOM, EDYTH
WHCT, Hartford, Conn.
RAGAN, MARY
WCOH, Newnan, Ga.
WOPF, Dothan, Ala.
RAILSBACK, BARBARA
WPTA, Fort Wayne, Ind.
RAISANEN, ELLEN
WKLK, Cloquet, Minn.
RAKES, BARBARA
WHEO, Stuart, Va.
RAMEY, WANDA
KPFX, San Francisco, Calif.
RANKIN, MARY
KYFD, Fort Dodge, Iowa
RANS, SALLY S.
WRWJ, Selma, Ala.
RAYMOND, (MRS.) EDDIE M.
WBRG, Lynchburg, Va.
READY, JANE
KNDY, Marysville, Kan.
REARDON, DORRIS
WAIR, Winston-Salem, N. C.
REDDICK, HELEN
KBBB, Berger, Tex.
RECE, MARY LOUISE
WGBA, Columbus, Ga.
RED, CAROL
WCBS-TV, New York, N. Y.
REGAN, WILLETA
KNGS, Hanford, Calif.
REGISTER, JANICE
WCLA, Claxton, Ga.
REID, ANNE
WSTN, St. Augustine, Fla.
REIDER, ANN
WBNS-TV, Columbus, Ohio
REILLY, JOANN I.
WAVZ, New Haven, Conn.
REISING, MARIE M.
WOND, Pleasantville, N. J.
RHODES, JOY
KNET, Palestine, Tex.
RHODES, RONIE
KTTR, Rolla, Mo.
RICE, CATHERINE
WFAU, Augusta, Me.
RICE, ETHEL A.
WBLI, Willimantic, Conn.
RICHARDS, JACKIE
WKRG-TV, Mobile, Ala.

- RICHEY, DOROTHY**
KWBA, Baytown, Tex.
- RILEY, SUE**
WXPB, South Bend, Ind.
- RISING, SYLVIA**
WRCN, Knoxville, Tenn.
- RISNER, ELLA-MAE**
KRMS, Osage Beach, Mo.
- ROBERSON, MILDRED**
KVOP, Plainview, Tex.
- ROBERTSON, LINDA**
KPLR-TV, St. Louis, Mo.
- ROBINSON, DOTTIE B.**
WENE, Endicott, N. Y.
- ROBINSON, PHOEBE**
KOLD, Tucson, Ariz.
- RODEKOH, SHARON**
KLEX, Lexington, Mo.
- ROEMER, MADGE**
WAXE, Vero Beach, Fla.
- ROGERS, ANN W.**
WCVA, Culpeper, Va.
- ROGERS, LAURA**
WATV, Birmingham, Ala.
- ROGERS, MARGORIE**
KGB, San Diego, Calif.
- ROLAND, JUNE**
WWPA, Williamsport, Pa.
- RONAN, HONORE**
WDAN, WDAN-TV, Danville, Ill.
- ROSSBACH, MARLENE**
WBRK, Pittsfield, Mass.
- ROTH, ROSE MARIE**
WSJM, St. Joseph, Mich.
- ROUSSELLE, PAT**
WZOK, Jacksonville, Fla.
- ROWE, JOANN**
KRDO, Colorado Springs, Colo.
- RUBENSTEN, EYE**
KQTV, Fort Dodge, Iowa
- RUDE, EILEEN STENS**
WEKZ, Monroe, Wis.
- RUNDVOLD, INGA**
WRC-TV, Washington, D. C.
- RUSSELL, KAY**
WSYR-TV, Syracuse, N. Y.
- RUSSELL, MARVEL**
KWTX, KWTX-TV, Waco, Tex.
- RUTLEDGE, NANCY**
WTMA, Charleston, S. C.
- RYAN, ERIKA E.**
KUBA, Yuba City, Calif.
- RYAN, HELEN**
WTHI, Terre Haute, Ind.
- RYMER, PEGGY**
WHAW, Weston, W. Va.
- S —**
- SADLER, VERA**
KTAC, Tacoma, Wash.
- SALTER, ADELINE**
KPAC-TV, Beaumont-Port Arthur, Tex.
- SALYER, ILO**
WJBL-TV, Johnson City, Tenn.
- SANDERS, KAY**
WABA, Attleboro, Mass.
- SANDERS, LEE**
WBGC, Chipley, Fla.
- SANDIN, NORMA**
KDLM, Detroit Lakes, Minn.
- SATLOFF, SUZY**
KBUC, Corona, Calif.
- SAUER, ALYEEN**
WSRW, Hills-boro, Ohio
- SCARBOROUGH, FAYE**
WLAG, LaGrange, Ga.
- SCHETRICH, CATHY**
WITY, Danville, Ill.
- SCHERMAN, SHEILA**
KBES-TV, Medford, Ore.
- SCHWEVEN, JOYCE**
KQDY, Mimos, N. D.
- SCHYMANSKI, HELEN M.**
WRIG, Wausau, Wis.
- SEAMAN, GINNY**
WICU, Erie, Pa.
- SEAYER, GLENNA**
KNEM, Nevada, Mo.
- SEGAKKA, NORI**
WKAQ-TV, San Juan, P. R.
- SEID, SHIRLEY**
KBRO, Bremerton, Wash.
- SELLERS, JERRI**
WAGR, Lumberton, N. C.
- SHANK, DOROTHY**
WJLL, Niagara Falls, N. Y.
- SHARP, FERN**
WBNS, WBNS-TV, Columbus, Ohio
- SHAY, VIRGINIA**
KRKA, Sacramento, Calif.
- SHEPHERD, ELEANOR**
KUSN, St. Joseph, Mo.
- SHERRY, JULIE**
KIDD, Monterey, Calif.
- SHIBLEY, NONA**
KTUT, Tooele, Utah
- SHIELDS, SANDRA**
WPLK, Rockmart, Ga.
- SHORT, KATHRYN**
WBAZ, Kingston, N. Y.
- SHUMATE, MAY-FLOYD**
KRXX, Rexburg, Ida.
- SHURTZ, MARGARET**
WJHL, Johnson City, Tenn.
- SICKLES, HELEN**
KSRC, Socorro, N. M.
- SIDDLE, ANN**
WBTM, Danville, Va.
- SIEG, ANN**
WDOL, Athens, Ga.
- SILER, LUCY**
WMLF, Pineville, Ky.
- SILKWOOD, MARGARET**
KDOV, Medford, Ore.
- SILLAY, JUNE**
WVVC, Chattanooga, Tenn.
- SILVERT, ANNA RUTH**
WSIP, Paintsville, Ky.
- SIMMONS, ALMA**
KICA, Clovis, N. M.
- SIMPSON, MONA**
WFIW, Fairfield, Ill.
- SKAFF, BONNIE**
WHW, Toledo, Ohio
- SKELTON, CAROLYN**
WCPC, Houston, Miss.
- SLATER, LYDIA**
KRSO-TV, Rapid City, S. D.
- SLAYTON, NORMA**
WEBQ, Harrisburg, Ill.
- SMALL, ANNIE LEE**
WYTH, Madison, Ga.
- SMEDLEY, NORMA**
WSLM, Silem, Ind.
- SMITH, HELEN**
WFMC, Goldsboro, N. C.
- SMITH, JANE**
RVEN, Ventura, Calif.
- SMITH, JEANNE**
WPH-TV, Terre Haute, Ind.
- SMITH, JUDY**
KOLS, Flagstaff, Ariz.
- SMITH, LONI**
KMO, Tacoma, Wash.
- SMITH, MARY**
WLET, Toocoo, Ga.
- SMITH, SHIRLEY Z.**
WWRJ, White River Junction, Vt.
- SMITH, SUE M.**
WDEC, Americus, Ga.
- SMITH, VIRGINIA**
WBMK, West Point, Ga.
- SMYSER, BETTYE**
KHVH-TV, Honolulu, Hawaii
- SNYDER, MARIE**
WRSW, Warsaw, Ind.
- SOMMERS, MARGARET**
KCRG, Cedar Rapids, Iowa
- SOUTHWOOD, JANE**
WPKY, Frankfort, Ky.
- SPAULDING, JEANNE**
WUSJ, Lockport, N. Y.
- SPEECE, WYNN**
WNAX, Yankton, S. D.
- STADLER, HELENE N.**
KEED, Springfield, Ore.
- STAMES, MILDRED**
KFAY, Fayetteville, Ark.
- STANLEY, RUBY**
KIMP, Mt. Pleasant, Tex.
- STANTON, LYNN**
WREM, Remsen-Utica, N. Y.
- STEBBINS, HAZEL**
KFOR, Lincoln, Neb.
- STEGER, BRANDY**
KRSN, Los Alamos, N. M.
- STEPHENS, ALMA**
KBRL, McCook, Neb.
- STERLING, ANN**
KXA, Seattle, Wash.
- STERN, TESS**
WMNI, Columbus, Ohio
- STEVENS, CARRIE**
WBAW, Barnwell, S. C.
- STEVENS, JUDITH**
WCST, Portland, Me.
- STEVENSON, CONNIE**
WKYL, Concord, N. H.
- STEWART, LILA JEAN**
KLMO, Longmont, Colo.
- STEWART, NORMA**
KCKN, Kansas City, Kan.
- STIVERS, WICKIE**
WMEG, Eau Gallie, Fla.
- STODDARD, BETTY**
KOLO, Reno, Nev.
- STRICKLIN, EDITH**
WORM, Savannah, Tenn.
- STROEMEL, GINNY**
WMTE, Munster, Mich.
- STRUTTIN, BETTY PARKS**
WSCR, Seranton, Pa.
- STUART, VIRGINIA**
WPRO-TV, Providence, R. I.
- SULLINS, JESSIE**
WTOE, Spruce Pine, N. C.
- SULLIVAN, MARION E.**
WBLL, Leesboro, Fla.
- SULLIVAN, MULLIE**
KCRA, KCRA-TV, Sacramento, Calif.
- SUNDIN, ANITA**
WOC, Davenport, Iowa
- SUNDINE, PAT**
WOC-TV, Davenport, Iowa

WOMEN COMMENTATORS

SUTHERIN, EV
WGJ, Fort Wayne, Ind.
SWANSON, JOAN
KGDN, Edmonds, Wash.
SWEENEY, RUTH
WRYN, Springfield, Mass.
SWIFT, MILDRED
KNOE, KNOE-TV, Monroe, La.

— T —

TARRIS, KATHY
WSBA-TV, York, Pa.
TAYLOR, ETHEL
WOIC, Columbia, S. C.
TAYLOR, PAT
WPEX, Philadelphia, Pa.
TAYLOR, PAULA
WSAZ, Huntington, W. Va.
TETA, LILLIAN
WTEN, Albany, N. Y.
THABES, NORDICA
KLIZ, Brainerd, Minn.
THOMAS, ANNE
WMNS, Oleam, N. Y.
THOMAS, JACKIE
WATP, Marion, S. C.
THOMAS, REBA
KOAT-TV, Albuquerque, N. M.
THOMPSON, BERNICE
WDAS, Philadelphia, Pa.
TIERNEY, MARY JOE
WTEN, KMSP-TV, Minneapolis, Minn.
TIERNEY, RITA
WFHR, Wisconsin Rapids, Wis.
TITUS, MURIEL
KYNT, Yankton, S. D.
TOMLINSON, DEANNA
WFRX, West Frankfort, Ill.
TRIMBLE, GLENNA
KENS, San Antonio, Tex.
TRINSEER, BETTY
KEDO, Longview, Wash.
TROBE, GERTRUDE B.
WBVP, Beaver Falls, Pa.
TROUTVINE, FERN
WFPB, Middletown, Ohio
TRUESDELL, BETTY
KYSN, Colorado Springs, Colo.
TURK, PAT
WIMS, Michigan City, Ind.
TURNER, ENID C.
WEER, Warrenton, Va.
TURNER, PAT
WBEC, Pittsfield, Mass.
TYSON, GERTRUDE
WMLS, Sylacauga, Ala.

— V —

VALLANCE, ADELLE
KMSO-TV, Missoula, Mont.
VANDERWERFF, SHIRLEY
KOTE, Fergus Falls, Minn.
VAUGHN, BETTY
WVNR, Beckley, W. Va.
VEIDT, JERRI
KQNY, San Marcos, Tex.
VESPOINT, FLORA
WHAR, Clarksburg, W. Va.
VICKERS, RUTH
WPAC, Patchogue, N. Y.
VOLKMER, ROMONA
KAWL, York, Neb.

VOSS, JAN
WMTT, WMT-TV, Cedar Rapids, Iowa
VOUDRIE, ARLENE
WCRT, Birmingham, Ala.

— W —

WALKER, BARBARA
WFLR, Dundee, N. Y.
WALKER, HARRIET
WLYN, Lynn, Mass.
WALKER, JOYCE
WTVB, Coldwater, Mich.
WALKER, PHYLLIS
WGOR, Lexington-Georgetown, Ky.
WALKER, RUTH
WESB, Bradford, Pa.
WALLACE, KATHERINE
KCAR, Clarksville, Tex.
WALLING, ESTHER
WDOS, Oneonta, N. Y.
WALLIS, BONNIE
KBOT-TV, Boise, Ida.
WALROD, FAITH
KRRO-TV, Rapid City, S. D.
WALSTRUM, MARTHA
WLW-I, Indianapolis, Ind.
WARD, L. AUDREY
WHBI, Newark, N. J.
WASHBURN, VIRGINIA
WHAP, Hopewell, Va.
WATERHOUSE, NORMA JEAN
WCMR, Elkhart, Ind.
WATERS, BEE
WVWV, Grafton-Fairmont, W. Va.
WATERS, MURIEL
KHUH, Honolulu, Hawaii
WATKINS, PAULA
KSOX, Raymondville, Tex.
WATKINS, SHERRY
WLCK, Scottsville, Ky.
WATSON, LOUISE
WBOP, Pensacola, Fla.
WATTS, RUTH
WDAL, Meridian, Miss.
WAY, DOROTHY J.
KVFC, Cortez, Colo.
WEBBER, MELVA
WJTN, Jamestown, N. Y.
WEEDMAN, POLLY
KOTA, Rapid City, S. D.
WEGGELAND, BARBARA
KSL-TV, Salt Lake City, Utah
WEICK, SHIRLEY
KPIN, Casa Grande, Ariz.
WEICH, JEAN
KVKM, Monahans, Tex.
WELLS, LYDIA
WNAB, Bridgeport, Conn.
WERMER, DONNA
WERT, Van Wert, Ohio
WEKNER, CLARE
WWBC, Bay City, Mich.
WEST, MARGARET
KLEN, Killeen, Tex.
WEST, RILLA
KDMS, El Dorado, Ark.
WESTON, JANE
WOWO, Fort Wayne, Ind.
WESTPHAL, FLORENCE
WSIV, Pekin, Ill.
WIEFELER, DODIE
KJNO, Juneau, Alaska

WIEFELER, JEAN
WBRZ, Baton Rouge, La.
WHITE, MARGE
KOB-TV, Albuquerque, N. M.
WHITFIELD, (MRS.) RICHARD
WYRN, Louisburg, N. C.
WHITLOCK, SALLIE J.
WEVA, Emporia, Va.
WHITNEY, BETTY
KICO, El Centro, Calif.
WHITWORTH, JANIE
WCCG, Belmont, N. C.
WICKS, MARIETTE
WCSO, Charleston, S. C.
WILLIAMS, EDNA
WTND, Orangeburg, S. C.
WILLIAMS, GLADYS
KCRK, Enid, Okla.
WILLIAMS, JOANNE
WTYC, Rock Hill, S. C.
WILLIAMS, NANCY
WGPA, Bethlehem, Pa.
WILLIAMS, ROBERTA
WMOZ, Mobile, Ala.
WILLIAMSON, MIRL
WRWH, Cleveland, Ga.
WILLS, ELLA MAE
KVOM, Morrilton, Ark.
WILLS, JEAN
KSYD-TV, Wichita Falls, Tex.
WILSON, KIM
WICS, Springfield, Ill.
WILSON, LOUISE
WHAM, Rochester, N. Y.
WILSON, MARY
KCLX, Colfax, Wash.
WISE, KATHERINE
K O M O . KOMO-TV, Seattle, Wash.
WISEMAN, SYLVIA
WSTP, Salisbury, N. C.
WOOD, ELEANOR
WAFG, Huntsville, Ala.
WORDEN, MAGGI
WSPB, Sarasota, Fla.
WORLEY, JUSTINE
KDIX, KDIX-TV, Dickinson, N. D.
WORTH, KONNIE
KGW, Portland, Ore.
WREN, VIRGINIA
WLAD, Danbury, Conn.
WRIGHT, NINA
KSOO, Sioux Falls, S. D.
WYATT, MARGARET
WHOP, Hopkinsville, Ky.

— Y —

YAKEL, BETTY
KHJ-TV, Los Angeles, Calif.
YOUNG, BARBARA
WLAK, Lakeland, Fla.
YOUNG, MARY EMMA
WHTC, Holland, Mich.

— Z —

ZAGAR, ETHEL
WDLB, Marshfield, Wis.
ZELLMER, NANCY
KPCC, Pasadena, Calif.
ZEPP, HELEN
WZEP, DeFuniak Springs, Fla.
ZIEGLER, JEAN
WIRK, West Palm Beach, Fla.

RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors

ALABAMA

Albertville, Sand Mountain Reporter: **Charles Perry**
Bay Minette, Baldwin Times: **Morgan S. Little**
Birmingham News: **Roger Thames**
Birmingham Post-Herald: **E Emmett Weaver**
Boaz Leader: **Glydis Amos**
Evergreen Courant: **R. G. Bozeman, Jr.**
Flomaton, Tri-County Journal: **Earl Britt**
Florence Herald: **Harold Mays**
Florence Times: **Ben Knight**
Fort Payne, DeKalb County News: **Dave Vowell**
Fort Payne, Times-Journal: **Doward Jones**
Gadsden Times: **Betty Cravens**
Mobile Beacon: **Mr. Thomas**
Mobile Press & Register: **Ellen Bodden**
Montgomery Advertiser: **Arch McKay**

ALASKA

Cordova Times: **Fran Bonzer**
Nome Nugget: **Emily Boucher**

ARIZONA

Holbrook Tribune-News: **V. P. Richards**
Kingman, The Mohave County Miner: **Dick Waters**
Phoenix, Arizona Gazette: **Mrs. Bobbie Johnston**
Phoenix, Arizona Republic: **Carol L. Faulkner**
Phoenix TeeVee: **Mike Jarvis**
Prescott, The Courier: **Chuck Mabry**
Tucson, Arizona Daily Star: **Hal Marshall**
Tucson Daily Citizen: **Mehelene Keating**
Winslow Mail: **J. Morris Richards**
Yuma Daily Sun: **Pam Messenger**

ARKANSAS

Little Rock, Arkansas Gazette: **Martha Douglas**
Magnolia, Banner News: **Bob Chowling**
Mena Star: **Dick St. John**
Pine Bluff Commercial: **Bobby Jones**

CALIFORNIA

Barstow, Desert Dispatch: **Bob Streigel**
Berkeley Gazette: **Ellis Walker**
Beverly Hills Citizen: **Ed Lukas**
Bishop, Inyo Register: **Don Kalkins**
Fresno Bee: **John Anderson**
Hollywood, Citizen News: **Arlene Garber, Zuma Palmer**
Indio News: **Ole Norgren**
King City, Rustler-Herald: **Harry F. Casey, Jr.**
Lompoc Record: **Dick Anderson**
Long Beach, Independent: **Terry Vernon**
Los Angeles, Examiner: **Chuck Denton, Paul Baessler**
Los Angeles, Herald-Express: **Bob Hull, Art Ronnie**
Los Angeles, Mirror-News: **Hal Humphrey, Bob Brooks**
Los Angeles, Times: **Cecil Smith, Don Page**
Los Angeles, See & Hear: **Nancy McClure**
Marysville, Appeal-Democrat: **Warren Thornton**
No. Hollywood Valley Times: **Allen Rich**
Novato Advance: **George Barnwell**
Oakland Tribune: **James Abbe**
Ontario, Daily Report: **Quay House**
Palm Desert, Resortor: **Ann Fitzgerald**
Pasadena Independent: **Mildred Simpson**
Pasadena Star News: **Mike Connelley**
Petaluma, Argus Courier: **Bill Sobraues**
Porterville Evening Recorder: **Henry Brock**

Porterville, Farm Tribune: **Bill Rodgers**
Riverside Press: **Bob Boden**
Sacramento Bee: **Charles Irish**
San Diego, Evening Tribune: **Dave McIntyre**
San Diego, Independent: **Bob Bartell**
San Diego Union: **Don Freeman**
San Francisco, California Voice: **Lou Campbell**
San Francisco, Chronicle: **Terrance O'Flaherty**
San Francisco, Examiner: **Dwight Newton**
San Francisco, Independent: **Don Welcher**
San Francisco, News-Call Bulletin: **Paul Speegle, Guy Wright**
San Jose, Mercury-News: **Ken Conn**
San Luis Obispo, Telegram-Tribune: **John Sarber**
San Rafael, Independent Journal: **Andy Anderson**
Santa Rosa, Press Democrat: **Art Volkerts**
Watsouville, Register-Pajaronian: **Glenn Diekey**
Yuba City, Independent-Herald: **Hank Tweith**

COLORADO

Alamosa, Courier: **Jerry Crawford**
Colorado Springs, Free Press: **Joan Byrne, Nell Womaek Evans**
Colorado Springs, Gazette Telegraph: **Ruth Erwin**
Cortez, Journal: **Russ Brown**
Cortez, Sentinel: **Barbara Quackenbush**
Denver, Post: **Larry Ingram, Thompson R. Watt**
Denver, Rocky Mountain News: **Walter Saunders**
Englewood, Herald: **John Jameson**
Grand Junction, Daily Sentinel: **Ken Johnson**
La Junta, Arkansas Valley Journal: **Milt Booth**
Lougmont Ledger: **Jerry Archuleta**
Pueblo Chieftain: **Ralph Taylor**
Pueblo Star Journal: **Dorothy Baker**

CONNECTICUT

Bridgeport, Post & Telegram: **F. Russell**
Bridgeport Herald: **Leigh Danenberg, Jr.**
Bristol Press: **Bart Barnes**
Hartford Courant: **H. Viggo Andersen, Robert Stansfield**
Hartford, Times: **Tony Davenport, Jane Farrell**
Manchester, Herald: **Harold Turkington**
New Haven, Info Magazine: **Sol Chain**
New Haven, Sunday Herald: **Irwin Alpert**
Waterbury, Republic & American: **Neil Buler, Russ Sumpf**

DISTRICT OF COLUMBIA

Washington, Evening Star: **Bernie Harrison**
Washington, The Washington Daily News: **Dave Reque**
Washington, Post Herald: **Lawrence Laurent**
Washington, Sunday Star: **Fifi Gorska**

FLORIDA

Arcadia, The Arcadian: **Bert Close**
Auburndale Star: **Robert Bobroff**
Clearwater Sun: **Lois Madigan**
Clewiston News: **Mrs. Bowen**
Ft. Lauderdale, News: **Tom Vineguerra**
Ft. Walton Beach, Playground News: **Wayne Bell**
Hollywood, Sun Tattler: **Beta Payne**
Jacksonville, Florida Times Union: **Bill Kastelz**
Lake City Reporter: **Donald E. Dockery**
Melbourne, Daily Times: **Elinor Devlin**
Miami Herald: **Jack Anderson**

RADIO-TV EDITORS

Miami News: **Kristine Dunn, Herb Rau**
Miami, Daily News: **Art Grace**
Miami Times: **Garth Reeves**
Miami Beach, Sun: **Si Steinhilber**
Orlando, Sentinel-Star: **Charlie Wadsworth**
Port St. Joe, The Star: **Wesley Ramsey**
St. Petersburg Independent: **Marlene Matouk**
St. Petersburg Times: **Sandy Stiles**
Tampa Tribune: **Rosecoe Frey**
Tampa Times: **Leticia Gray**
Wewahatchka Breeze: **Ed Banfough**

GEORGIA

Athens, Banner-Herald: **Bryan Lumpkin**
Atlanta, Constitution: **Paul Jones**
Atlanta, Journal: **Norman Shavin**
Augusta, Chronicle: **Don Shephard**
Black-Shear Times: **Lee Broome**
Bremen Gateway: **Ann Meeks, Jane Skelton**
Columbus, Ledger-Enquirer: **David Miller, Wesley Owens**
Covington, News: **Bob Greer**
Forest Park Free Press: **Jack Troy**
Hoganville Herald: **Cecil Hamby**
LaGrange News: **Phil Harrison**
Marietta Daily Journal: **Jane Comer**
Newnan Times-Herald: (Mrs.) **James Thomasson**
Savannah, Morning News: **Frank Kossiter**
Statesboro, The Bulloch Herald: **Lodell Coleman**
Statesboro, The Bulloch Times: **Shields Kenan**
Vadosta, Times: **Tommy Newsome**
Watkinsville, The Oconee Enterprise: **L. H. Christian**
Waycross, Journal-Herald: **Dorothy Smith**

HAWAII

Honolulu, Advertiser: **Scoops Casey**
Honolulu, Star Bulletin: **Jane Vertries**
Wailuku, Maui News: **Ezra J. Crane**

IDAHO

Boise, Idaho Statesman: **Sandor Klein**
Grangeville, Idaho County Free Press: **Bob Anderson**
Idaho Falls, Post Register: **Ben Plafino**
Kelloog Evening News: **Jane Cantrell**
Moscow, Daily Idahoian: **Al Barackman**

ILLINOIS

Anna, Gazette Democrat: **Fred Fritzinger**
Cairo, Evening Citizen: **Guyla Moreland**
Chicago, American: **Janet Kerr**
Chicago, Daily News: **Terry Turner**
Chicago, Defender: **Al Monroe**
Chicago, Sun-Times: **Irv Kupcinet, Paul Malloy**
Chicago, Tribune: **Larry Wolfers**
Danville, Commercial-News: **Joe Townsley**
Harrisburg, Daily Register: **Curt Small**
Lawrenceville, Daily Record: **Winifred Armstrong**
Marion, Daily Republican: **Homer Butler**
Moline, Dispatch: **Carla Reynolds**
Olney, Daily Mail: **Harry Hillis, Jr.**
Peoria, Journal-Star: **William J. Jettleton**
Robinson Argus: **Vic Smith**
Rock Island, Argus: **Charles Sanders**
Springfield, Illinois State Journal Register: **Wayne Allen**

INDIANA

Anderson, Record: **Joyce Bates**
Elkhart Truth: **Tom Stephenson**
Evansville Courier: **Bernita Dougan**
Evansville Press: **Carol Wershek**
Evansville, Sunday Courier & Press: **Loretta Volkman**
Fort Wayne, The Journal-Gazette: **Jean Mack**
Fort Wayne, The News Sentinel: **John Ankenbruck**
Gary Post Tribune: **Jerrie Atkin**

Indianapolis News: **Charles Staff**
Indianapolis Star: **Julia Inman, Penny Nelson**
Indianapolis Times: **"Casey"**
Jasper, Dubois City, Daily Herald: **Jack Rumbaugh**
Kokomo, Tribune: **Grace Maher**
Lafayette, Journal-Courier: **Frank Argenbright**
Lafayette, Leader: **Bud Cloyd**
South Bend, Tribune: **Jim McNeile**
Warsaw, Times-Union: **Ronald Sharp**

IOWA

Burlington, Hawkeye Gazette: **Grant Marshall**
Cedar Rapids, Gazette: **Nadine Subotnik**
Council Bluffs, Nonpareil: **Rose Witke, Peggy Tinley**
Davenport, The Democrat: **Polly Singletery, William Wundrum**
Davenport, Times: **Ron Lorenzen**
Davenport, Times-Democrat: **Janice Strum**
Des Moines, Register-Tribune: **Ogden Dwight**
Moline, Dispatch: **Carla Reynolds, Cliff Lneas**
Muscatine, Journal: **Gil Dietz**
Rock Island, Argus: **Charles Sanders**
Sioux City, Journal-Tribune: **Willis Forbes**
Waterloo, Courier: **Ted Stevens**

KANSAS

Emporia, Times: **Frank Lill**
Hiawatha, World: **Ewing Herbert**
Kansas City, Kansas: **Shirley Rouseh**
Manhattan, Mercury: **Max Good**
Marysville, Advocate: **Byron Guise**
Russell, Record: **Lamone Fredrick**
Wichita, Beacon: **Judy Arther**

KENTUCKY

Bowling Green, Park City Daily News: **J. Ray Gaines**
Burkesville, Cumberland City, News: **Ernoe Lawson**
Elizabethtown, Hardin County Enterprise: **George Wright**
Elizabethtown, News: **Watts Franklin**
Henderson, Gleaner-Journal: **Hugh E. Sandefur**
Lebanon, Marion Falcon: **Louis G. Mattingly**
Lexington, Herald-Leader: **Joe Coyle**
Louisville, Courier-Journal: **Bill Ladd**
Louisville, Times: **Sherwood Kohn**
Paris, Daily Enterprise: **Jess Alverson**
Paris, Kentuckian-Citizen: **Paul Brammon**
Pineville, Sun: **Harold Raines**
Vanceburg, Lewis County Herald: **Bill Dugan**
Winchester, Sun: **William Tatham**

LOUISIANA

Alexandria, Town Talk: **Adras LaBorde**
New Orleans, Louisiana Weekly: **Elgin Hychew**
New Orleans, Pittsburgh Courier: **Butch Curry**
New Orleans, States-Item: **Bob Sublette**
New Orleans, Times-Picayune: **Sim Myers**
Shreveport, Journal: **Lillie Cella**
Shreveport, Times: **Pericles Alexander, James T. Briggs**

MAINE

Augusta, Kennebec Journal: **Jim McClay**
Caribou, Aroostook Republican: **Elby Stevens**
Lewiston, Le Messenger: **Romeo Boisvert**

MARYLAND

Baltimore, News-Post: **Aldine Bird**
Baltimore, Evening Sun: **Hope Pantell**
Baltimore, Morning Sun: **Donald Kirkley, Bob Snyder**
Baltimore, Sunday Sun: **William Hyder**
Salisbury, Advertiser: **Sam Sherwell**
Salisbury, Times: **Oscar L. Morris**

MASSACHUSETTS

Attleboro, Sun: **Gustave Jacobson**
 Boston, Christian Science Monitor: **Maybelle Joyce**
 Boston, Globe: **Elizabeth Sullivan**
 Boston, Herald-Traveler: **Arthur Petridge,**
Eleanor Roberts
 Boston, Record-American: **Bill Buchanan,**
Anthony La Camera
 Brockton, Enterprise-Times: **Malcolm Dalton**
 Great Barrington, Berkshire Courier: **John LaFontana**
 Hyannis, Cape Cod Standard Times: **Herbert Murray**
 Lynn, Daily Evening Item: **Larry Hendrickson**
 Mansfield, Press: **Richard Yeager**
 North Attleboro, Chronicle: **Richard Sherman**
 Pittsfield, Berkshire Eagle: **Milton Bass**
 Springfield, Daily News, Morning Union,
 Sunday Republican: **Ad Hachadorian**
 Worcester, Evening Gazette: **James Gourgouras**
 Worcester, Sunday Telegram: **Don Williams**
 Worcester, Telegram: **Fred Rushton**

MICHIGAN

Ann Arbor, News: **Ronald Muehnick**
 Blissfield, Advance: **Duane DeLoach**
 Cheboygan, Daily Tribune: **Gordon Turner**
 Detroit, Free Press: **Bettefou Peterson**
 Detroit, News: **Frank Judge**
 Detroit, Times: **Andy Wilson**
 Flint, Journal: **John Steve**
 Grand Rapids, Press: **Juan Noorman**
 Grayling, Crawford County Avalanche: **Bob Strong**
 Hastings Banner: **Buzz Youngs**
 Kalamazoo Gazette: **Louis Bockstanz**
 Lansing, State Journal: **Thelma Harnett**
 Mimsing News: **Charles Symon**
 Nashville News: **John Bouton**
 Niles Daily Star: **Beverly Welch**
 Owosso Argus-Press: **Mary Alice Campbell**
 Saginaw News: **Jerry Peters**

MINNESOTA

Brainerd, Daily Dispatch: **Bill Ziekriek**
 Brainerd, Crow Wing County Review: **Bea Ross**
 Crosby, Courier: **Arvey Hanson**
 Detroit Lakes, Record: **Jack Benshoof**
 Detroit Lakes, Tribune: **Wes Meyer**
 Duluth, News-Tribune: **Walter Eldot**
 Glenoc, Enterprise: **Marie Tudhope**
 Hutchinson, Leader: **Lowell Mills**
 Litchfield, The Independent Review: **John Harmon**
 Minneapolis, Star: **Forrest Powers**
 Minneapolis, Tribune: **Will Jones, Florence Murphy**
 Moorhead, Red River Scene: **Mary Brush**
 Owatonna, Photo News: **Don Deigel**
 Pine River, Journal: **Clark Amy**
 St. Paul, Dispatch-Pioneer Press: **Patrick Clepper**

MISSISSIPPI

Columbus, Commercial Dispatch: **Birney Innes, Jr.**
 Hattiesburg, American: **Jess Hughes**

MISSOURI

Branson, Beacon: **Steve Miller**
 Branson, White River Leader: **W. E. Freeland**
 Columbia, Tribune: **Max Baird**
 Farmington, Press: **Jesse Stewart**
 Galena, Stone City, Republican: **Leon Fredericks**
 Hardin News: **Lee Meador**
 Kansas City, Star: **Robert J. Hoyland**
 Perryville, The Monitor: **Jim Wehmeyer**
 Richmond, Ray County Herald: **Bill McCreery**
 Springfield Newspapers, Inc.: **Dale Freeman**
 St. Louis, Globe Democrat: **Bob Goddard, Peter Rahn**
 St. Louis, Post-Dispatch: **Selwyn Pepper**
 Sullivan, Sentinel: **Louise Rice**
 Washington, Missouriian: **Bill Miller**

MONTANA

Billings, Yellowstone News: **Randie Poe**
 Fairview, News: **Earl Hardin**
 Glasgow, Courier: **Sam Gilluly**
 Livingston, Park County News: **Fred Martin**

NEBRASKA

Beatrice, Daily Sun: **Robert Marvin**
 Falls City, Journal: **Leo Nusbaum**
 Humboldt, Standard: **Wayne Friedly**
 Kimball, Western Nebraska Observer: **Bob Pinkerton**
 Lincoln, Star Journal: **Lucigrace Switzer**
 Omaha, World-Herald: **Denman Kountze, Jr.**
 Omaha, South Omaha Sun: **Phil Gurney**
 Scottsbluff, Star-Herald: **H. J. Wisner**
 Sidney, Telegraph: **Jack Lowe**

NEVADA

Las Vegas, Review Journal: **Forrest Duke**
 Las Vegas, Sun: **Hank Greenspan**
 Las Vegas, Sun: **Don Digillo, Deirdrie Coakley**

NEW HAMPSHIRE

Lebanon, Daily Eagle: **Roy Kimball**
 Lebanon, Union-Leader: **Joseph Duggan**
 Lebanon, Valley News: **Mike deSherbinn,**
Marvin Midgette
 Manchester, Union Leader: **Paul Tracy**
 West Lebanon, The Valley News: **Art Mountain,**
Jim Wechsler

NEW JERSEY

Atlantic City, Press: **Paul Learn**
 Belmar, Coast Advertiser: **William F. Watters**
 Farmingdale, Howell Booster: **Firman W. Ward**
 Hackettsack, Bergen Eve. Record: **Kenneth Wallace**
 Newark News: **Roland Lindbloom, Thomas Mackin,**
Robert Bush
 Passaic, Herald News: **Ed Van Den Ameerle**
 Patterson Call: **Ira Brullo**
 Patterson News: **Henry C. Schwartz**
 Pt. Pleasant, Leader: **George Brown**
 Red Bank, Register: **Harold Kelly**
 Trenton, Trentonian: **Bud Henry, Sol Weinstein**
 Trenton, Times: **Robert Mueller**

NEW MEXICO

Alamogordo News: **Billy Holder**
 Albuquerque, Journal: **Mary R. Badgley**
 Albuquerque, News-Chief: **John Gordon**
 Albuquerque, Tribune: **Howard Bryan**
 Gallup, The Independent: **Diek Watts**
 Hobbs, Daily News-Sun: **Robert A. McGrath**
 Socorro, El Defensor: **Alice Morgan**

NEW YORK

Albany, Knickerbocker News: **Walter Hawver**
 Albany, Times-Union: **Mary Tessier**
 Boonville, Herald: **A. O'Donnell**
 Buffalo, Courier-Express: **J. Don Schlaerth**
 Buffalo Evening News: **Sturgis Hedrick**
 Clinton, Courier: **John Boynton**
 Freeport Leader: **Ed Vasil**
 Fulton Patriot: **J. Swatlowksi**
 Ithaca Journal: **John Marchau**
 Jamestown Post-Journal: **John Hall, Charles Poquerandt**
 Jamestown Sun: **Edward Byrne, Jim Fox**
 Lockport, Union Sun-Journal: **Elting Wells**
 New York, Daily Mirror: **Nick Kenny**
 New York, Daily News: **Ben Gross**
 New York, Herald Tribune: **Tony Gentile, Marie Torre**
Sid Bakal, Hy Gardner

RADIO-TV EDITORS

New York, Journal-American: **Jerome J. Karpf**
New York, Post: **Bob Williams**
New York, Telegraph: **Leo Mishkin**
New York, Times: **Val Adams**
Niagara Falls Gazette: **Dick Uts**
North Tonawanda, Tonawanda News: **Betty Molnar**
Olean Times Herald: **Marle Conner**
Rochester, Democrat-Chronicle: **Harold Nichols**
Rochester, Times-Union: **John C. Hadley**
Rome, Daily Sentinel: **M. McCarthy**
Salamonia Republican Press: **Latham Weber**
Syracuse, Herald-Journal: **Bob Sokolsky**
Syracuse, Post Standard: **J. L. Gorman, Peg Stevens**
Utica Daily Press: **M. C. Taylor, Robert Pryor**
Utica Daily Press-Observer Dispatch: **Chuck Booth**
Utica News: **L. Stanton**
Walden Citizen Herald: **Ray Dulye**
White Plains, Reporter Dispatch: **William T. Bookman**
Yonkers, Herald Statesman: **David S. Jensen**

NORTH CAROLINA

Burlington, The Times-News: **Howard White**
Canton, The Enterprise: **Dick Mendenhall**
Charlotte News: **B. S. Griffith, Lera Washam, Julian Scheer, Emery Wister**
Charlotte Observer: **Dick Banks, C. A. McKnight, Phillis Young**
Durham Herald: **Martha Sherrill**
Durham Sun: **John R. Barry, Wyatt Dixon**
Edenton, Chowan Herald: **Frank Roberts**
Elizabeth City, Daily Advance: **Fred Haney**
Fayetteville, Observer: **Bob Gray**
Gastonia Gazette: **Ray Jinson**
Haystack, The Markey Mailer: **Charles Markey**
Kinston Free Press: **Jake P. Strother**
Kinston, Lenoir County News: **Jack Rider**
Lumberton Post: **Willard Cole**
Lumberton, The Robesonian: **Hadley Williamson**
New Bern, The Mirror: **J. Gaskill MacDaniel**
Raleigh, News & Observer: **Ray Lowery**
Raleigh, Times: **Aun Fuller**
Sall-bury Post: **Jim Hurley III**
Torbora, Daily Southerner: **Mabrey Bass**
Waynesville, The Mountaineer: **Dalton R. Paxton**
Wilson Daily Times: **Vernon Morton**
Winston-Salem, Journal-Sentinel: **Bobby Isaacs**

NORTH DAKOTA

Bismarck Capital: **George Wright**
Fargo Forum: **Dell Johnson**
Grand Forks Herald: **F. J. O'Neil**
Minot Daily News: **Grace Murphy**
Minot, Ward County Independent: **Arlene Saugstad**
Towner, Farmers Press: **Fern Lee**
Williston, Plains Reporter: **Corinne Shemorry**
Williston Herald: **Virginia Finn**

OHIO

Akron, Beacon-Journal: **Dick Shippy**
Canton, Repository: **Doris Canakis**
Cincinnati Enquirer: **Magee Adams, E. B. Radcliffe**
Cincinnati Post-Times-Star: **Dale Stevens, Mary Wood**
Cleveland News: **Maurice Van Metre**
Cleveland Plain-Dealer: **George Coudon, Russ Kane**
Cleveland Press: **Jim Frankel**
Columbus, Citizen-Journal: **Jo Bradley Reed**
Columbus, Dispatch: **Joe Mills, Tod Raper**
Columbus, Hartley Press: **Tom Sharpe**
Columbus, Ohio State Journal: **Joe Mills**
Dayton Daily News: **Gee Mitchell**
Dayton Journal Herald: **Brainard Platt**
Findlay, Republican Courier: **Peg Dennis**
Kent, Evening Record: **Joe Sicuro**
Lancaster Eagle-Gazette: **Thaylia Straley**
Marietta, Times: **Andy Elliott**
Martins Ferry, Times-Leader: **Robert Fordyce**
Newark Advocate: **Irene Cosgrove**
Portsmouth Times: **Barbara Johnson**
Sandusky Register: **Willis Kelley**

Toledo Blade: **Charles A. Henderson**
Toledo Times: **Ruth Elgutter**
Warren Tribune: **Albert Macheskee**
Youngstown, Vindicator: **Adrian Slifka**

OKLAHOMA

Lawton, Constitution-Morning Press: **Bill Crawford**
Oklahoma City, Advertiser: **Bob Brown**
Oklahoma City, Oklahoman: **John Dexter**
Stillwater, News-Press: **James C. Stratton**
Tulsa, Southside Times: **Leo Cheeseman**
Tulsa Tribune: **Jim Downing**
Tulsa World: **Russell Gideon**

OREGON

Coos Bay World: **M. K. Jones**
Coquille Valley Sentinel: **Duane Lehr**
Eugene Register-Guard: **Mike Guldager, D. Sellard**
Klamath Falls, Herald-News: **Dorothy Ankeny, Floyd Wynne**
Portland, Oregon Journal: **William Moyes, Arnold Marks**
Portland, The Oregonian: **Francis Murphy, Dewey Ray**
Salem, Capital Journal: **Bob Robinson**
Salem, Oregon Statesman: **Bob Gangware**
Springfield News: **H. Hornish**

PENNSYLVANIA

Allentown, Call-Chronicle: **Edna Mae Dix**
Altoona Mirror: **Pat Hinton**
Beaver, Valley Times: **Jack Malone**
Beaver Falls, The News-Tribune: **Fran McDaniel**
Bethlehem, Globe-Times: **Nancy G. Derkacz**
Bradford, Era: **David Jordan**
Charlevoix Mail: **Harry McCarmie**
Clearfield Progress: **Betty Hamilton**
Columbia News: **John Musser**
Elizabethtown, The Chronicle: **Ray Westafer**
Ellwood City Ledger: **William Kegal**
Emporium, Press Independent: **James P. Klees**
Hanover, Evening Sun: **Al Schwartz**
Johnstown, Tribune-Democrat: **Bill Jones**
Larrobe, The Bulletin: **Sarah Miller**
Levittown, Bristol Courier: **Sandy Oppenheimer**
McKeesport News: **John M. Whetzel**
Philadelphia, Afro-American: **Ruth Jenkins**
Philadelphia, Bulletin: **Bob Williams**
Philadelphia, Daily News: **Jerry Gaghan, Alfred Rubin**
Philadelphia, Evening & Sunday Bulletin: **Frank Bronkhouser, Elmer Cull**
Philadelphia, Independent: **Mr. Bernard**
Philadelphia, Inquirer: **Helen Guggino, Harry Harris, Sam Singer**
Philadelphia, Tribune: **Joseph Rainey**
Pittsburgh, Post-Gazette: **Harold Cohen, Win Fanning**
Pittsburgh, Press: **Fred Remington**
Pittsburgh, Sun-Telegraph: **Jack Craig, Arnold Zeithl**
Punxsutawney Spirit: **Sid Carlton**
Reading Eagle: **H. Schock**
Reading Times: **H. Glover**
Scranton Times: **William H. Newhart**
St. Marys, Daily Press: **Jack O'Brien**
Stroudsburg, Daily Record: **Jack Hill**
Washington, Observer: **William Jones**
Williamsport, Grit: **John Davis**

RHODE ISLAND

Providence, Journal-Bulletin: **Ted Holmberg**
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1355 Market St., San Francisco, Cal. MA 1-8173

Paris, Henry B., Jr.
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Peterson, D. A.
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Phelps, Boyd
4232 Scott Terr., Minneapolis, Minn. WA 2-1200

Pollack, Dale
751 Main St., Waltham, Mass.TW 4-6048

Pooley, Richard B.
3153 N.E. 83rd Ave., Portland, Ore. AL 3-7450

Ports, Delmer C.
1339 Wisc. Ave., NW, Wash., D. C. AF 4-2414

Powers, William D.
Panama City, Florida.PO 3-2487

— R —

Ray, Garo W.
Hilltop Drive, Stratford, Conn.ED 7-2465

Reed, Oscar W. B., Jr.
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Renner, John J.
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1017 SW Washington, Portland, Ore. CA 8-7777

Ring, Andrew D.
Pennsylvania Bldg., Wash., D. C. . . .RE 7-2347

Ritch, Robt. E.
1610 "I" St., NW, Wash., D. C. . . .EX 3-1230

Rohrer, Raymond E.
1735 DeSales St., N.W., Wash., D. C. ME 8-5411

Rothrock, Harold B.
777 14 St., NW, Washington, D. C. ME 8-4477

Rothschild, S.
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Rountree, J. G.
5622 Dyer St., Dallas, Tex.EM 3266

— S —

Saxon, Merl
622 Hoskins St., Lufkin, Tex.3-4242

Schairer, Neil J.
1339 Wisc. Ave., NW, Wash., D. C. AD 4-2414

Segal, Bernard R.
Nat'l Press Bldg., Wash., D. C. . . .DI 7-1205

Sharp, Nugent S.
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Sharpe, Gerald C.
237 E. 39th St., New York, N. Y. . . .MU 6-7445

Shelkofsky, C. I.
118 Rowe Ave., Panama City, Fla.

Silliman, Robt. M.
1405 G St., NW, Wash., D. C. . . .RE 7-6646

Singleton, Harold C.
4488 SW C. C. Dr., Portland, Ore. CA 3-1201

Sklom, George M.
1 Riverside Rd., Riverside, Ill. . . .RI 7-2153

Smeby, Lynne C.
1311 G St., NW, Wash., D. C. . . .EX 3-8073

Smit, Walter E.
2436 W. 59th St., Chicago, Ill.

Smith, Carl E.
4900 Euclid Ave., Cleveland, O. . . .HE 2-3177

Sparks, A. B.
1710 H St., N.W., Wash., D. C. . . .RE 7-2347

Steel, David L., Sr.
710 14 St., NW, Wash., D. C. . . .EX 3-5670

Steimer, Theo. G.
237 E. 30th, New York City.MU 6-7445

Stiles, Walter J.
122 Tulans Dr., SE, Albuquerque, N. M. . .5-8716

Strain, Charles E.
1298 Niles Ave., NW, Atlanta, Ga. . .SY 4-5164

Stogoff, Alfred
1 LeFevre La., New Rochelle, N. Y. . . .6-1620

— T —

Tapp, Jay E.
2557 Atlantic Ave., Long Beach, Cal. GA 4-2015

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Box 1479, Missoula, Mont.LI 9-1589

Towne, Alfred E.
420 Taylor St., San Francisco, Calif. PR 5-3100

— V —

Vandivere, Edgar F., Jr.
1426 G St., N.W., Wash., D. C. . . .EX 3-4616

Vogtle, John C.
Exton, Pa.

— W —

Waldschmitt, Jos. A.
710 14 St., NW, Wash., D. C. . . .EX 3-5670

Watson, Raymond O., Jr.
P. O. Box 1435, Anniston, Ala. . . .AD 6-4503

Wearn, Wilson C.
1420 N. Y. Ave., NW, Wash., D. C. NA 8-2698

Webster, Edward M.
9518 E. Stanhope Rd., Kensington, Md.OL 4-1523

Weldon, James O.
4212 S. Buckner Blvd., Dallas, Tex. EV 1137

Weyland, Sheldon W.
710 14 St., NW, Wash., D. C. . . .EX 3-5670

White, Edwin L.
460 Coffee Pot Riviera, St. Peterburg, Fla.5-7739

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7401 E. 14 St., Indianapolis, Ind. . .ME 2-3326

Williams, Nathan
20 Algoma Blvd., Oshkosh, Wisc. . . .BL 885

Wilmotte, Raymond M.
Warner Bldg., Washington, D. C. . .NA 8-4619

Wilson, Henry C.
1302 18 St., NW, Wash., D. C. . . .HU 3-9000

Wolfskill, Robt.
P. O. Box 7037, Kansas City, Mo. . .JA 5802

Worsley, Chas. C.
1319 F St., NW, Wash., D. C. . . .DI 7-1319

Wrathall, Grant C.
1319 F St., N.W., Wash., D. C. . . .DI 7-1319

Wrenn, Joseph
1121 E. Capitol St., Wash., D. C. . .LI 4-5131

Wright, Charles S.
Pennsylvania Bldg., Wash., D. C. . .RE 7-2347

Wright, Lowell E.
Munsey Bldg., Wash., D. C. . . .DI 7-1740

Wright, T. A., Jr.
Inwood P. O., Dallas, Tex.JU 6108

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Zielinski, Casimir A.
1339 Wisc. Ave., NW, Wash., D. C. AD 4-2414

STATUS OF COLOR EQUIPPED STATIONS IN THE U. S. A.

• As of February 1, 1960

CBS-TV

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGINATION FILM	STUDIO
Eastern Time Zone					
New York	WCBS-TV	•	•	•	•
Albany	W-TEN	•	---	---	---
Altoona	WFBG-TV	•	---	---	---
Anderson	WAIM-TV	•	---	---	---
Atlanta	WAGA-TV	•	•	•	---
Augusta	WRDW-TV	---	---	---	---
Baltimore	WMAR-TV	•	•	•	---
Bangor	WABI-TV	•	---	---	---
Binghamton	WNBF-TV	•	---	---	---
Boston	WNAC-TV	•	---	---	---
Buffalo	WBEN-TV	•	•	•	•
Burlington	WCAX-TV	---	---	---	---
Cadillac	WWTW	•	---	---	---
Charleston, S. C.	WCSC-TV	•	---	---	---
Charlotte	WBTW	•	•	•	•
Chattanooga	WDEF-TV	•	---	---	---
Cincinnati	WKRC-TV	•	---	---	---
Clarksburg, W. Va.	WBOY-TV	•	---	---	---
Cleveland	WJW-TV	•	---	---	---
Columbia, S. C.	WNOK-TV	•	---	---	---
Columbus, Ga.	WBBL-TV	•	---	---	---
Columbus, Ohio	WBNS-TV	•	---	---	---
Dayton	WHIO-TV	•	---	---	---
Detroit	WJBK-TV	•	•	•	---
Durham	WTVD	•	---	---	---
Erie	WSEE-TV	•	---	---	---
Florence, S. C.	WBTW	•	---	---	---
Greensboro	WFMY-TV	•	•	•	---
Greenville, N. C.	WNCT	•	---	---	---
Harrisburg	WHF-TV	•	---	---	---
Harrisonburg	WSVA-TV	•	---	---	---
Hartford	WTIC	•	---	---	---
Huntington, W. Va.	WHTN	•	---	---	---
Indianapolis	WISH-TV	•	---	---	---
Jacksonville	WJXT-TV	•	---	---	---
Johnson City	WJHL-TV	•	---	---	---
Johnstown	WARD-TV	---	---	---	---
Kalamazoo	WKZO-TV	•	---	---	---
Knoxville	WBIR-TV	•	---	---	---
Lancaster	WGAL-TV	•	•	•	•
Lansing	WJIM-TV	•	---	---	---
Macon	WMAZ-TV	•	•	•	---
Miami	WTVJ	•	•	•	•
Norfolk	WTAR-TV	•	•	•	---
Oak Hill, W. Va.	WOAY-TV	---	---	---	---
Orlando	WDBO-TV	•	---	---	---
Philadelphia	WCAU-TV	•	•	•	---
Pittsburgh	KDKA-TV	•	•	•	---
Portland, Me.	WGAN-TV	•	---	---	---
Providence	WPRO-TV	•	---	---	---
Richmond	WRVA-TV	•	•	•	---
Roanoke	WDBJ-TV	•	•	•	---
Rochester	WHEC-TV / WVRT-TV	•	---	---	---
Saginaw	WKNX-TV	•	---	---	---
Savannah	WTOG-TV	•	---	---	---
Seranton	WDAU-TV	•	---	---	---
Spartanburg	WSPA-TV	•	---	---	---
Springfield, Mass.	WHYN-TV	•	---	---	---
Steubenville	WSTV	•	---	---	---

STATUS OF COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGINATION FILM	STUDIO
Syracuse	WHEN-TV	●	—	—	—
Tampa	WTVT	●	●	●	—
Toledo	WTOL-TV	●	—	—	—
Washington	WTOP-TV	●	●	●	—
Watertown	WCNY-TV	—	—	—	—
Youngstown	WKBN-TV	●	—	—	—

Central Time Zone

Amarillo	KFDA-TV	—	—	—	—
Austin	KTBC-TV	●	—	—	—
Baton Rouge	WAFB-TV	—	—	—	—
Beaumont	KFDM-TV	—	—	—	—
Birmingham	WBRC-TV	●	—	—	—
Cape Girardeau	KPVS-TV	—	—	—	—
Cedar Rapids	WMT-TV	●	—	—	—
Champaign	WCIA-TV	●	—	—	—
Chicago	WBBM-TV	●	—	—	—
Corpus Christi	KZTV	●	—	—	—
Dallas	KRLD-TV	●	●	●	—
Des Moines	KRNT-TV	●	—	—	—
Duluth	KDAL-TV	—	—	—	—
Evansville	WEHT	—	—	—	—
Fort Smith	KNAC-TV	●	—	—	—
Fort Wayne	WANE-TV	—	—	—	—
Green Bay	WBAY-TV	●	—	—	—
Harlingen	KGBT-TV	—	—	—	—
Houston	KHOU-TV	●	—	—	—
Jackson, Miss.	WJTV	●	—	—	—
Jefferson City	KRCG-TV	—	—	—	—
Joplin	KODE	●	—	—	—
Kansas City	KCMO-TV	—	—	—	—
Kearney	KHOL-TV	●	—	—	—
La Crosse	WKBT-TV	—	—	—	—
Lafayette, La.	KLFY-TV	—	—	—	—
Lincoln	KOLN-TV	—	—	—	—
Little Rock	KTHV	●	—	—	—
Louisville	WHAS-TV	—	—	●	—
Lubbock	KDUB-TV	●	●	●	—
Madison	WISC-TV	●	●	●	●
Mason City	KGLO-TV	●	—	—	—
Memphis	WREC-TV	●	—	—	—
Meridian	WTOK-TV	●	—	—	—
Milwaukee	WITI-TV	—	—	—	—
Minneapolis	WCCO-TV	●	—	—	—
Minot	KXMC-TV	—	—	—	—
Mobile	WKRQ-TV	●	—	—	—
Monroe	KNOE-TV	—	—	—	—
Montgomery	WCOV-TV	●	—	—	—
Nashville	WLAC-TV	—	—	—	—
New Orleans	WWL-TV	●	—	—	—
Odessa	KOSA-TV	—	—	●	—
Oklahoma City	KWTV	●	—	—	—
Omaha	WOW-TV	●	—	—	—
Peoria	WMBD-TV	●	—	—	—
Quincy	KHQA-TV	●	—	—	—
Rock Island	WHBF-TV	●	—	—	—
Rockford	WREX-TV	—	—	—	●
San Angelo	KCTV	—	—	—	—
San Antonio	KENS-TV	●	—	●	—
Shreveport	KSLA-TV	—	—	—	—
Sioux City	KFTV	●	—	—	—
Sioux Falls	KELO-TV	●	●	●	—
South Bend	WSBT-TV	—	—	—	—
Springfield, Mo.	KTTS-TV	●	—	—	—
St. Joseph	KFEQ-TV	—	—	—	—
St. Louis	KMOX-TV	—	—	—	—
Terre Haute	WTHI-TV	—	—	—	—
Texarkana	KCMC-TV	●	—	—	—
Topeka	WIBW-TV	—	—	—	—
Tulsa	KOTV	●	—	—	—
Valley City	KXJB-TV	—	●	●	—
Waco	KWTX-TV	●	—	—	—
Wausau	WSAU-TV	—	—	—	—
Wichita	KTVH	●	—	—	—
Wichita Falls	KSYD-TV	●	—	—	—

Mountain Time Zone

Albuquerque	KGGM-TV	●	—	—	—
Billings	KOOK-TV	—	—	—	—
Boise	KBOI-TV	—	—	—	—
Butte	KXLF-TV	—	—	—	—

STATUS OF COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION	
				FILM	STUDIO
Cheyenne	KFBC-TV	•	---	---	---
Colorado Springs	KKTV	---	---	---	---
Denver	KLZ-TV	•	---	---	---
El Paso	KROD-TV	•	---	---	---
Idaho Falls	KID-TV	•	---	---	---
Great Falls	KFBB-TV	---	---	---	---
Phoenix	KOOL-TV	•	---	---	---
Salt Lake City	KSL-TV	•	---	---	---
Tucson	KOLD-TV	---	---	---	---

Pacific Time Zone

Bakersfield	KBAK-TV	---	---	---	---
Chico	KHSL-TV	---	---	---	---
Eureka	KIEM-TV	•	---	---	---
Fresno	KERE-TV	•	---	---	---
Los Angeles	KNXT	•	•	•	•
Medford	KBES-TV	•	---	---	---
Portland, Ore.	KOIN-TV	•	---	---	---
Reno	KOLO-TV	---	---	---	---
Sacramento	KXTV	•	•	•	---
Salinas	KSBW-TV	•	---	---	---
San Diego	KFMB-TV	•	---	---	---
San Francisco	KPIX-TV	•	•	•	---
Seattle	KIRO-TV	•	•	•	---
Spokane	KXLY-TV	•	---	---	---
Yakima	KIMA-TV	•	---	---	---

Emp Network

Agana, Guam	KUAM-TV	---	---	---	---
Bellingham, Wash.	KVOS-TV	---	---	---	---
Bryan, Texas	KBTX	---	---	---	---
Carlsbad	KA VE-TV	---	---	---	---
Casper, Wyo.	KSPR-TV	---	---	---	---
Clovis, N. M.	KICA-TV	---	---	---	---
Columbus, Miss.	WCBI-TV	---	---	---	---
Decatur, Ala.	WMSL-TV	---	---	---	---
Dickinson	KDIX-TV	---	---	---	---
Dothan, Ala.	WTVY	---	---	---	---
Ephrata	KBAS-TV	•	---	---	---
Florence, Ala.	WOWL-TV	---	---	---	---
Fort Myers, Fla.	WINK-TV	---	---	---	---
Glendive, Mont.	KXGN-TV	---	---	---	---
Goodland, Kan.	KBLE-TV	---	---	---	---
Grand Junction, Colo.	KREX-TV	---	---	---	---
Jackson, Tenn.	WDXI-TV	•	---	---	---
Juneau	KINY-TV	---	---	---	---
Kalispell	KULR-TV	---	---	---	---
Klamath Falls	KOTI-TV	•	---	---	---
Lafayette, Ind.	WFAM-TV	•	---	---	---
Lake Charles, La.	KTAG-TV	---	---	---	---
Laredo	KGNS-TV	---	---	---	---
Las Vegas, Nev.	KLAS-TV	•	---	---	---
Lewiston	KLEW-TV	•	---	---	---
Lexington	WKYT	---	---	---	---
Marquette	WDMJ-TV	---	---	---	---
Missoula, Mont.	KMSO-TV	---	---	---	---
Ottumwa, Ia.	KTVO	•	---	---	---
Panama City, Fla.	WJDM-TV	---	---	---	---
Parkersburg	WTA P	---	---	---	---
Pasco	KEPR-TV	•	---	---	---
Pembroke, Bermuda	ZBM-TV	---	---	---	---
Presque Isle	WAGM-TV	---	---	---	---
Rapid City, S. D.	KOTA-TV	•	---	---	---
Riverton, Wyo.	KWRB-TV	---	---	---	---
Salisbury, Md.	WBOC	---	---	---	---
Sweetwater	KPAR-TV	•	---	---	---
Twin Falls, Ida.	KLIX-TV	---	---	---	---
Williston, N. D.	KUMV-TV	---	---	---	---
Yuma	KIVA-TV	---	---	---	---

• Equipment in use.
 --- No equipment.

STATUS OF COLOR EQUIPPED STATIONS

NBC-TV

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION FILM	STUDIO
Aberdeen, S. D.	KXAB-TV	•	—	—	—
Ablene, Tex.	KRBC-TV	•	•	•	—
Albany, Ga.	WALB-TV	•	—	—	—
Albuquerque, N. M.	KOB-TV	•	—	—	•
Alexandria, La.	KALB-TV	•	—	—	—
Alexandria, Minn.	KCMT	•	—	—	—
Amarillo, Tex.	KGNC-TV	•	—	—	—
Anchorage, Alaska	KENI-TV	—	—	—	—
Ardmore, Okla.	KXII-TV	•	—	—	—
Asheville, N. C.	WISB-TV	•	—	—	—
Atlanta, Ga.	WSB-TV	•	•	•	—
Augusta, Ga.	WJBF	•	—	—	—
Austin, Tex.	KTBC-TV	•	—	—	—
Bakersfield, Cal.	KERO-TV	•	—	—	—
Baltimore, Md.	WBAL-TV	•	•	•	•
Bangor, Me.	WLBZ-TV	•	—	—	—
Baton Rouge, La.	WBRZ	•	—	—	—
Beaumont-Pt. Arthur	KPAC-TV	—	—	—	—
Billings, Mont.	KGHL-TV	—	—	—	—
Binghamton, N. Y.	WINR-TV	•	—	—	—
Birmingham, Ala.	WAPI-TV	•	•	—	—
Bismarck, N. D.	KFYR-TV	•	—	—	—
Bluefield, W. Va.	WHIS-TV	•	—	—	—
Boise, Idaho	KTVB	—	—	—	—
Boston, Mass.	WBZ-TV	•	•	•	—
Bristol, Va.- Johnson City, Tenn.	WCYB-TV	•	•	—	—
Buffalo, N. Y.	WGR-TV	•	—	—	—
Butte, Mont.	KXLF-TV	—	—	—	—
Helena, Mont. (S)	KXLI-TV	—	—	—	—
Casper, Wyo.	KTWO-TV	•	—	—	—
Charleston, S. C.	WUSN-TV	•	—	—	—
Charlotte, N. C.	WSOC-TV	•	—	—	—
Chattanooga, Tenn.	WRGP-TV	•	—	—	—
Cheyenne, Wyo.	KFBC-TV	•	—	—	—
Scotts Bluff, Neb. (S)	KSTP	—	—	—	—
Chicago, Ill.	WNBQ	•	•	•	•
Cincinnati, O.	WLW-TV	•	•	—	•
Clarksburg, W. Va.	WBOY-TV	•	—	—	—
Cleveland, O.	KYW-TV	•	—	—	—
Columbia, Mo.	KOMU-TV	—	—	—	—
Columbia, S. C.	WIS-TV	•	—	—	—
Columbus, Ga.	WTVM	•	—	—	—
Columbus, Miss.	WCBI-TV	—	—	—	—
Columbus, O.	WLW-TV	•	—	—	—
Corpus Christi, Tex.	KRIS-TV	•	•	•	•
Davenport, Iowa	WOC-TV	•	—	—	—
Dayton, O.	WLW-TV	•	—	—	—
Daytona Beach-Orlando, Fla.	WESH-TV	•	—	—	—
Decatur, Ala.	WMSL-TV	—	—	—	—
Denver, Colo.	KOA-TV	•	—	—	—
Des Moines, Iowa	WHO-TV	•	•	•	—
Detroit, Mich.	WWJ-TV	•	•	•	—
Duluth, Minn.- Superior, Wisc.	WDSM-TV	•	—	—	—
Eau Claire, Wisc.	WEAU-TV	•	—	—	—
Eldorado, Ark.	KTVE	•	—	—	—
El Paso, Tex.	KTNM-TV	•	—	—	—
Erie, Pa.	WICU-TV	•	—	—	—
Eugene, Ore.	KVAL-TV	•	—	—	—
Roseburg, Ore. (S)	KPIC-TV	—	—	—	—
Eureka, Cal.	KVIQ-TV	—	—	—	—
Evansville, Ind.	WFIE-TV	•	—	—	—
Fairbanks, Alaska	KFAR-TV	—	—	—	—
Fargo, N. D.	WDAY-TV	•	—	—	—
Florence, Ala.	WOWL-TV	—	—	—	—
Fort Dodge, Ia.	KQTV	•	—	—	—
Fort Smith, Ark.	KPSA-TV	•	—	—	—
Fort Wayne, Ind.	WKJG-TV	•	—	—	—
Fort Worth, Tex.	WBAP-TV	•	•	•	•
Fresno, Cal.	KMJ-TV	•	•	•	—
Grand Junction, Colo.	KREX-TV	—	—	—	—
Montrose, Colo. (S)	KREY-TV	—	—	—	—
Grand Rapids, Mich.	WOOD-TV	•	—	—	—
Great Bend, Kans.	KCKT-TV	•	•	—	—
Garden City, Kans. (S)	KGLD-TV	—	—	—	—
McCook, Nebr.	KOMC-TV	—	•	—	—
Great Falls, Mont.	KFBB-TV	—	—	—	—

STATUS OF COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION FILM	STUDIO
Green Bay, Wis.	WFRV-TV	•	—	—	—
Greenville-					
Spartanburg, S. C.	WFBC-TV	•	—	—	—
Harrisonburg, Va.	WSVA-TV	•	—	—	—
Hartford-					
New Britain, Conn.	WNBC	•	—	—	—
Hastings-Kearney, Neb.	KHAS-TV	•	—	—	—
Hattiesburg-Laurel, Miss.	WDAM-TV	•	—	—	—
Honolulu, Hawaii					
(Waialuku (S))	KONA (KALA)	—	—	—	—
Houston, Tex.	KPRC-TV	•	•	•	•
Huntington-					
Charleston, W. Va.	WSAZ-TV	•	•	•	•
Idaho Falls, Ida.	KID-TV	•	—	—	—
Indianapolis, Ind.	WFBS-TV	•	•	•	•
Jackson, Miss.	WLBT	•	—	—	—
Jacksonville, Fla.	WFGA-TV	•	—	—	—
Johnstown, Pa.	WJAC-TV	•	•	•	•
Kansas City, Mo.	WDAF-TV	•	•	•	•
Knoxville, Tenn.	WATE-TV	•	—	—	—
La Crosse, Wis.	WKBT	•	—	—	—
Lake Charles, La.	KPLC-TV	•	—	—	—
Lancaster-Harrisburg-					
York, Pa.	WGAL-TV	•	•	•	•
Lansing, Mich.	WJIM-TV	•	—	—	—
Lansing-Onondaga, Mich.	WLIX-TV	•	—	—	—
Laredo, Tex.	KGNS-TV	•	—	—	—
Las Vegas-					
Henderson, Nev.	KLRJ-TV	•	—	—	—
Lexington, Ky.	WLEX-TV	•	—	—	—
Lima, O.	WIMA-TV	•	—	—	—
Little Rock, Ark.	KARK-TV	•	—	—	—
Los Angeles, Cal.	KRCA	•	•	•	•
Louisville, Ky.	WAVE-TV	•	—	—	—
Lubbock, Tex.	KCBD-TV	•	—	—	—
Lufkin	KTRE-TV	•	—	—	—
Macon, Ga.	WMAZ-TV	•	—	—	—
Madison, Wis.	WMTV	•	—	—	—
Medford, Ore.	KBES-TV	•	—	—	—
Klamath Falls, Ore. (S)	KOPI-TV	—	—	—	—
Memphis, Tenn.	WMCT	•	—	—	—
Meridian, Miss.	WTOK-TV	•	—	—	—
Miami, Fla.	WCKT	•	•	•	•
Midland-Odessa, Tex.	KMLD-TV	•	—	—	—
Milwaukee, Wis.	WTMJ-TV	•	•	•	•
Minneapolis-St. Paul, Minn.	KSTP-TV	•	•	•	•
Minot N. D.	KMOT-TV	—	—	—	—
Williston, N. D. (S)	KUMV-TV	—	—	—	—
Mobile, Ala.-					
Pensacola, Fla.	WALA-TV	•	—	—	—
Montgomery, Ala.	WSFA-TV	•	—	—	—
Muncie, Ind.	WLBC-TV	•	—	—	—
Nashville, Tenn.	WSM-TV	•	•	•	•
New Orleans, La.	WDSU-TV	•	•	•	•
New York, N. Y.	WRCA-TV	•	•	•	•
Norfolk, Va.	WAVY-TV	•	•	•	•
Norfolk, Va.	WVEC-TV	•	—	—	—
North Platte, Neb.	KNOP-TV	—	—	—	—
Oklahoma City, Okla.	WKY-TV	•	•	•	•
Omaha, Neb.	KMTV	•	•	•	•
Ottumwa, Ia.					
Kirksville, Mo.	KTVO	•	—	—	—
Paducah, Ky.	WPSD-TV	•	—	—	—
Palm Beach, Fla.	WPTV	•	—	—	—
Panama City, Fla.	WJDM	—	—	—	—
Parkersburg, W. Va.	WTAP-TV	•	—	—	—
Peoria, Ill.	WEEK-TV	•	—	—	—
LaSalle, Ill. (S)	WEEQ-TV	—	—	—	—
Philadelphia, Pa.	WRCV-TV	•	•	•	•
Phoenix-Mesa, Ariz.	KVAR	•	—	—	—
Pittsburg, Kan.-					
Joplin, Mo.	KOAM-TV	•	—	—	—
Pittsburgh, Pa.	WIC	•	—	—	—
Plattsburgh, N. Y.-					
Burlington, Vt.	WPTZ	•	—	—	—
Pocatello, Idaho	KTLE	—	—	—	—

STATUS OF COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION	
				FILM	STUDIO
Portland, Me.	WCSH-TV	●	—	—	—
Portland, Ore.	KGW-TV	●	●	●	●
Providence, R. I.	WJAR-TV	●	●	●	—
Pueblo, Colo.	KCSJ-TV	—	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	●	—	—	—
Raleigh-Durham, N. C.	WRAL-TV	●	●	●	—
Rapid City, S. D.	KRSD-TV	—	—	—	—
Redding, Cal.	KVIP-TV	—	—	—	—
Reno, Nev.	KOLO-TV	●	—	—	—
Richmond-Petersburg, Va.	WXEX-TV	●	●	●	—
Roanoke, Va.	WLSL-TV	●	●	—	—
Rochester, Minn.	KROC-TV	●	—	—	—
Rochester, N. Y.	WROC-TV	●	—	—	—
Rockford, Ill.	WTVQ	●	—	—	—
Roswell, N. M.	KSWS-TV	●	—	—	—
Sacramento, Cal.	KCRA-TV	●	●	●	—
Saginaw-Bay City, Mich.	WNEM-TV	●	●	●	—
Salinas-Monterey, Cal.	KSBW-TV	●	—	—	—
San Luis Obispo, Cal. (S)	KSBY-TV	—	—	—	—
Salt Lake City, Utah	KCPX	—	●	●	—
San Angelo, Tex.	KCTV	—	—	—	—
San Antonio, Tex.	WOAI-TV	●	●	●	●
San Diego, Cal.	KFSD-TV	●	●	●	—
San Francisco, Cal.	KRON-TV	●	●	●	●
Santa Barbara, Cal.	KEY-T	●	—	—	—
Savannah, Ga.	WSAV-TV	●	—	—	—
Schenectady, N. Y.	WRGB	●	●	●	—
Seattle-Tacoma, Wash.	KING-TV	●	●	●	●
Shreveport, La.	KTBS-TV	●	—	—	—
Sioux City, Ia.	KTIV	●	—	—	—
Sioux Falls, S. D.	KELO-TV	●	—	—	—
Florence, S. D. (S)	KDLO-TV	—	—	—	—
Reliance, S. D. (S)	KPLO-TV	—	—	—	—
South Bend-Elkhart, Ind.	WNDU-TV	●	—	—	—
Spokane, Wash.	KHQ-TV	●	●	●	●
Springfield, Ill.	WICS	●	—	—	—
Champaign-Urbana, Ill. (S)	WCHU	●	—	—	—
Springfield, Mo.	KYTV	●	—	—	—
Springfield-Holyoke, Mass.	WWLP	●	●	—	—
Greenfield, Mass. (S)	WRLP	—	—	—	—
St. Louis, Mo.	KSD-TV	●	●	●	—
Syracuse, N. Y.	WSYR-TV	●	●	—	●
Elmira, N. Y. (S)	WSYE-TV	—	—	—	—
Tampa-St. Petersburg, Fla.	WFLA-TV	●	●	—	—
Temple-Waco, Tex.	KCEN-TV	●	—	—	—
Traverse City, Mich.	WPBN-TV	●	—	—	—
Cheboygan, Mich. (S)	WTOM-TV	●	—	—	—
Tucson, Ariz.	KVOA-TV	●	—	—	—
Tulsa, Okla.	KVOO-TV	—	●	●	—
Twin Falls, Idaho	KLJX-TV	—	—	—	—
Tyler, Tex.	KLTV	●	—	—	—
Utica, N. Y.	WIKTV	●	●	●	●
Washington, D. C.	WRC-TV	●	●	●	●
Washington-Greenville, N. C.	WITN	●	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	●	—	—	—
Wausau, Wisc.	WSAU-TV	●	—	—	—
Westaco, Tex.	KRGV-TV	—	—	—	—
Wheeling, W. Va.	WTRF-TV	●	—	—	—
Wichita, Kans.	KARD-TV	●	●	●	●
Wichita Falls, Tex.	KFDX-TV	●	●	●	—
Wilkes Barre-Scranton, Pa.	WBRE-TV	●	●	●	●
Wilmington, N. C.	WBCT	●	—	—	—
Winston-Salem-Greensboro, N. C.	WSJS-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—
Ephrata, Wash. (S)	KBAS-TV	●	—	—	—
Lewiston, Ida. (S)	KLEW-TV	—	—	—	—
Pasco, Wash. (S)	KEPR-TV	—	—	—	—
Youngstown, O.	WFMJ-TV	●	—	—	—
Yuma, Ariz.	KIVA	●	—	—	—
Zanesville, O.	WHIZ-TV	●	—	—	—

● Equipment in use.
 — No equipment.
 (S) Satellite Station.

STATUS OF COLOR EQUIPPED STATIONS

ABC-TV

CITY	STATION	NETWORK	SLIDE	FILM	STUDIO
Albany, N. Y.	WAST	•	—	—	—
Ames, Ia.	WOL-TV	•	—	—	—
Baltimore, Md.	WJZ-TV	•	•	•	•
Boston, Mass.	WHDH-TV	•	•	•	•
Buffalo, N. Y.	WKBW-TV	•	—	—	—
Charleston, W. Va.	WCBS-TV	—	•	•	—
Chicago, Ill.	WBKB	•	—	—	—
Cincinnati, O.	WCPO-TV	•	—	—	—
Dallas, Tex.	WFAA-TV	•	•	•	—
Detroit, Mich.	WXYZ-TV	•	—	—	—
Elkhart, Ind.	WSJV	—	—	—	—
Evansville, Ind.	WTWV	—	•	•	—
Fresno, Cal.	KJEO	•	—	—	•
Harrisonburg, Ill.	WSIL-TV	•	—	—	—
Harrisburg, Pa.	WTPA	•	—	—	—
Honolulu, Hawaii	KHVB-TV	•	•	•	—
Houston, Tex.	KTRK-TV	—	•	•	—
Indianapolis, Ind.	WLWI	—	•	•	—
Kansas City, Mo.	KMBC-TV	•	—	—	—
Knoxville, Tenn.	WTVK	•	—	—	—
Little Rock, Ark.	KATV	•	—	—	—
Los Angeles, Calif.	KABC-TV	•	—	—	—
Lynchburg, Va.	WLVA	•	—	—	—
Madison, Wisc.	WKOW-TV	•	—	—	—
Momphis, Tenn.	WHBQ-TV	•	—	—	—
Miami, Fla.	WPST-TV	•	—	—	—
Milwaukee, Wisc.	WISN-TV	—	•	•	—
New Haven, Conn.	WNHC-TV	•	•	•	—
New York, N. Y.	WABC-TV	•	•	•	—
Norfolk, Va.	WAVY-TV	•	•	•	—
Philadelphia, Pa.	WFLD-TV	—	•	•	—
Phoenix, Ariz.	KTVK	—	•	•	—
Pittsburgh, Pa.	WTAE	•	—	—	—
Richmond, Va.	WTVR	•	•	•	—
Salt Lake City, Utah	KUTV	•	—	—	—
San Antonio, Tex.	KONO-TV	—	—	—	—
San Francisco, Calif.	KGO-TV	•	—	—	—
St. Louis, Mo.	KTVI	•	—	—	—
St. Paul, Minn.	KTCA	•	•	•	—
Tucson, Ariz.	KGUN-TV	•	—	—	—
Tulsa, Okla.	KTUL-TV	•	—	—	—

INDEPENDENT STATIONS

Bay City, Mich.	WNEM-TV	—	•	•	—
Chicago, Ill.	WGN-TV	•	•	•	—
Denver, Colo.	KTVR	•	—	—	—
Enid, Okla.	KOCO-TV	•	—	—	—
Hartford, Conn.	WTHC-TV	•	—	—	—
Lebanon, Pa.	WLBR-TV	•	—	—	—
Los Angeles, Calif.	KGOP	•	—	—	—
Los Angeles, Calif.	KHJ-TV	•	—	—	—
Los Angeles, Calif.	KTLA	—	•	•	•
Los Angeles, Calif.	KTTV	•	—	—	—
Milwaukee, Wisc.	WXIX	•	—	—	—
Minneapolis, Minn.	KMSP-TV	•	—	—	—
New York, N. Y.	WNEW-TV	•	•	•	—
New York, N. Y.	WNJA-TV	•	—	—	—
New York, N. Y.	WOR-TV	•	•	•	•
New York, N. Y.	WPIX	•	•	•	—
Norfolk, Va.	WVEC-TV	—	•	•	—
Oakland, Calif.	KTVU	•	•	•	—
Phoenix, Ariz.	KPHO-TV	•	—	—	—
Portland, Ore.	KGW-TV	•	•	•	—
Provo, Utah	KLOR-TV	—	•	•	—
San Francisco, Calif.	KTVU	•	•	•	—
San Jose, Calif.	KNIV	•	—	—	—
Seattle, Wash.	KING-TV	•	•	•	—
Spokane, Wash.	KPLR-TV	—	•	•	—
St. Louis, Mo.	KRFM-TV	•	•	•	—

EQUIPMENT MANUFACTURERS

Specializing in AM & FM Radio and Television

Adler Electronics, Inc.

1 Le Fevre Lane, New Rochelle, N. Y.
Phone: New Rochelle 6-1620

President Ben Adler
V.P.'s..... Alfred Strogoff, Harry Adler
Treasurer L. Marks
Advertising Manager..... Emanuel Strunin

PRODUCTS: Manufacturers of low-power TV broadcast equipment: TV translators, antennas, UHF transmitters; translator amplifiers, heterodyne repeaters, microwave equipment.

Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100

Pres., Chairman..... Ross D. Siragusa
Exec. Vice-Pres..... V. Barreca
Exec. Vice-Pres.-Treas..... John B. Huarisa
Vice-Pres., Sales..... Carl E. Lantz
V.P., Gov't. Labs., Sales..... J. F. Gilbarte
Vice-Pres., Purchasing..... Frank J. Kazda
Vice-Pres., Prod..... Cy S. Rossate
Treas..... George E. Driscoll
Vice-Pres., Gen. Counsel..... F. H. Uriell
Nat'l. Sls. Mgr. (Radio)..... A. A. Medica
Nat'l. Sls. Mgr. (TV).... Ross D. Siragusa, Jr.

Gen. Sales Manager..... R. J. Bambery
Advertising Mgr..... George S. Grill
V.P. and Dir. of Eng..... William L. Dunn
V.P. Gov't. Electronics..... T. J. Lloyd
Dir. of Pub. Rel..... Martin Sheridan
PRODUCTS: AC-DC radios, Hi-Fi radio/phonos, color TV, portable receivers.

Albion Optical Co.

1410 N. Van Ness Ave., Hollywood 28
Vice Pres..... Benjamin Berg
PRODUCTS: Fixed focus and variable focal length lenses for TV & motion pictures.

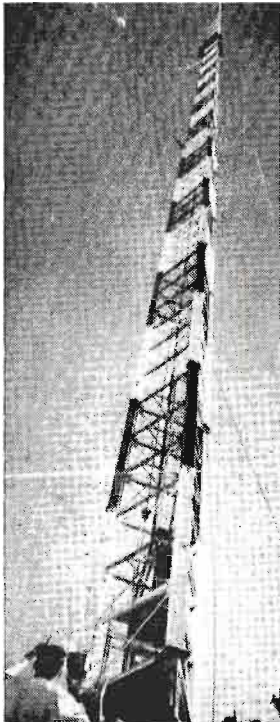
Alford Manufacturing Co., Inc.

299 Atlantic Ave., Boston 10, Mass.
Phone: HANcock 6-2150
Senior Engineer..... Harold H. Leach

PRODUCTS: TV broadcast transmitting antennas, diplexing filters, hybrids, coaxial switches.

Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.
Phone: HAYmarket 1-6800
President..... A. D. Davis



LIBERTY TOWER Erection Co.

A. M. & F. M.
TOWERS

TV and COMMUNICATION
TOWERS

- SALES
- SERVICE
- ERECTION

SE of City OR 7-3881
9100 South Sunny Lane Road
OR 7-3880
Oklahoma City, Oklahoma

EQUIPMENT MANUFACTURERS

V.P., Treas.....A. E. Davis
 V.P., Mktg., Adm.....A. W. Preskill
 V.P., Gen. Mktg. Mgr.....A. Brodsky
 Comm Sales Mgr.....S. H. Levey
 Advertising Manager.....J. W. Rubin

PRODUCTS: Electronic eqpt. & supplies distr.; TV camera tubes, transmitter & receiving tubes, tape recorders & supplies, recording eqpt., cartridges & supplies, microphones, audio cable, patch cords.

Alpar Manufacturing Co.

220 Demeter St., Palo Alto, Calif.

Phone: DAvenport 6-8105

Sales Manager.....R. V. Lastrup
 PRODUCTS: Towers, accessories & assoc. eqpt.

Altec Lansing Corp.

(Subsidiary of Ling-Altec Electronics)

1515 S. Manchester Ave., Anaheim, Cal.

Phone: PRespect 4-2900

N. Y. Phone: ALgonquin 5-3636

President.....A. A. Ward
 Vice President.....A. Fiore
 Staff V. P.....J. K. Hilliard
 Sales Manager.....H. S. Morris
 Advertising Manager.....G. H. Evans
 Comptroller.....C. R. Rininsland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers,

monitoring loudspeakers, public address and sound reinforcement systems for studios, microphone accessories, compressor amplifiers, tuners, transformers.

Alto Fonic Tape Service, Inc.

4067 Transport St., Palo Alto, Calif.

President.....D. Allan Clark
 Sales Mgr.....Walter Merila

American Electronics, Inc.

(Audio Div.)

9449 W. Jefferson Blvd., Culver City, Calif.

Phone: UPton 0-7245

Gen. Mgr.....M. Oelrich

PRODUCTS: Prof. tape recording eqpt.; Series 30 and Mk. VII and Mk. X recorders.

American Telephone & Telegraph Co.

(Long Lines Dept.)

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

Phone: EXeter 3-5725

Div. Comm. Mgr.....F. R. MacFarland

COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the interstate, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.

Phone: Wells 1-6200

President.....Frank Randall
 Sales Mgr. (Transmitting Tubes)

John Messerschmitt

Sales Mgr. (Semiconductors and

Sp. Purpose Tubes).....I. Rudich
 Dist & Renewal Tube Sls. Mgr.....A. J. Peterson
 Mgr. Adv. & Sls. Prom.....M. D. Smoller

PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers. Semiconductors (diodes & transistors.)

Ampex Professional Products Co.

934 Charter St., Redwood City, Calif.

Phone: EMerson 9-7111

N. Y. Phone: PLaza 5-8405

Nat'l Sales Mgr.....Robert Paulson

PRODUCTS: Audio magnetic recorders, accessories, systems, incl. series 300 multi-channel & 351 professional recorders, series 3000 high speed tape duplicators. Video magnetic recorders, accessories, systems, incl. Ampex Videotape Recorder.

Amplifier Corp. of America

398 Broadway, New York 13, N. Y.

Phone: WOrth 6-2929

President.....R. Epstein

Vice-Pres.....N. M. Haynes

Purchasing Agent.....M. R. Ellis

Sales Manager.....A. J. Gillette

Advertising Mgr.....Harold Wallerstein

PRODUCTS: Magnemite Portable, VU

FOR **TRUE** REPRODUCTION

BUILT TO PROFESSIONAL STANDARDS
 FOR PROFESSIONAL USE

califone PORTABLE PLAYBACKS

ideal for

RADIO STATIONS • ADVERTISING AGENCIES
 PROFESSIONAL MUSICIANS and VOCALISTS

(illustrated)

DIRECTOR

Model 12V-9

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califone CORPORATION

1020 N. LA BREA AVENUE
 HOLLYWOOD 38, CALIFORNIA

EQUIPMENT MANUFACTURERS

Magnemite, Weatherite VU Magnemite and Weatherite Magnemite, Magneraser, Magneloop, Stereo Magnemite, Flutter Meter, A.V.C. Amplifier, Secret Recorder, Constant Voltage Power Amplifier, VU TransMagnemite, Trans Flyweight, Magnematic Automatic Sound-Slide Projector, TransFormerettes, Variovolt-er, Voltage Deviometer, TransMagnemite.

Amplitel, Inc.

342 W. 40th St., New York 18, N. Y.
Phone: BRyant 9-0710

President.....Herbert M. Ardston
Vice-President.....Harry Morris, Jr.
Chief Engineer.....Norman Perlman
Sales Manager.....Jack Saunders

PRODUCTS: Community antenna systems, master amplified antenna systems, individual RF amplifiers, broad band amplifiers, line dividers, TV outlets, closed circuit systems for schools, industrial plants, etc.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C. 1, N.Y.
Phone: STillwell 4-5411

President.....Frank A. D. Andrea
Sec., Ch. Eng.....H. J. Heindel
Dir. of Purchasing.....Bruce B. Donald
Comptroller.....A. Abbene
Sales Mgr.....John M. Dierkes
Gen. Export Manager.....Ramon Masvidal

PRODUCTS: Household television receivers and Hi-Fi phonographs; special electronic products; military electronics.

Andrew Corp.

363 E. 75th St., Chicago 19, Ill.
Phone: TRiangle 4-4400

Director of Marketing.....R. P. Lamons
Director of Engineering.....J. S. Brown
Director of Advertising.....E. Heitsch

Branch Offices

P. O. Box 416, Ridgewood, N. J.
Phone: GILbert 5-2500

P. O. Box 296, Westwood, Mass.
Phone: DAvis 6-6500

East Reg. Mgr.....C. P. Lane

ANDREW CALIFORNIA CORP.

941 E. Maryland Ave.
Claremont, Cal.

Phone: NATional 6-3505

Mgr.....J. D. Montgomery

ANDREW ANTENNA CORP., LTD.

606 Beach St., Whitby, Ont.
Phone: MOhawk 8-3348

Gen. Mgr.....J. W. McLeod
PRODUCTS: UHF & VHF transmission line system; Multi-V FM antenna; coaxial switches, telescoping masts; low & medium power TV antennas.

Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.
Phone: NEw Rochelle 6-8138

President.....John Oxberry
Sales Manager.....Edward G. Willette

PRODUCTS: Prof. & industr. animation stands, spec. effects optical printers, 35 & 16 mm cameras, punches, accessories.

Arthur Ansley Manufacturing Co.

New Hope, Pa.
Phone: AXtel 7-2711

President.....A. C. Ansley
PRODUCTS: Printed circuits, printed circuit assemblies.

Antennavision, Inc. (Ameco)

2949 W. Osborn Rd., Phoenix, Ariz.
Phone: ALpine 4-5511

President.....Bruce Merrill
Secretary.....Edward Furman
Treasurer.....Nelson Wirick
Sales Manager.....Roy G. Goodman

PRODUCTS: Closed circuit & community TV system eqpt., antenna site eqpt., distribution amplifiers, line splitters & tap boxes, matching transformers, cable lashers, combining networks, filters, fixed pads.

Atlas Sound Corp.

1449 — 39th St., Brooklyn 18, N. Y.
Phone: GEdney 8-5500

Sales Manager.....R. C. Reinhardt
PRODUCTS: Microphone stands, booms, & all types of supports for TV.

Audio Accessories

279 Broadway, Amityville, N. Y.
Phone: MYrtle 1-7080

Chief Engineer.....F. S. Hall
PRODUCTS: Patch cords, jack panels, cord and cable test sets, designation strips and cards, jack mountings, terminal blocks, telephone jacks and plugs.

STATIONS EQUIPPED IN 1959:
NBC, ABC Networks

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-6640

Ch. of Board.....Wm. C. Speed
President.....William T. Hack
Vice-President-Sec.....Bryce Haynes
Advertising Manager.....Rolf Haag

Silicon-Rectifier Div.

620 E. Dyer Rd., Santa Ana, Cal.
Phone: KIMberly 5-8241

V.P. in Charge.....Alan Bodge
PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audio-film).

Audio Instrument Co.

135 W. 14th St., N. Y. 11, N. Y.
Phone: OREgon 5-7820

President.....C. J. LeBel
PRODUCTS: Intermodulation meters, audio test eqpt. & reverberation generators.

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXFord 7-0725

President.....Herbert Rosen

EQUIPMENT MANUFACTURERS

PRODUCTS: Transcription and electric playback machines, recording tape, portable tape recorders.

Semon Bache & Co.

636 Greenwich St., N. Y. 14, N. Y.
Phone: WAtkins 4-2121

President David Hirsch
V.P., Sales & Adv. Mgr. Ben Newton
Treasurer Ernest O. Salman
Assistant Treas. R. P. Schoenfeld
Secretary R. M. Dreyfuss

PRODUCTS: Manufacturers of mirrors, fabricators on glass; glass & mirror products.

Background Engineers, Inc.

7313 Santa Monica Blvd., Hollywood, Cal.
Phone: HOLlywood 5-4161

TV Mgr. J. R. Jones
PRODUCTS: Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

Bauer Electronic Corp.

1011 Industrial Way, Burlingame, Calif.
Owner F. Bauer
PRODUCT: AM broadcast transmitters.

E. J. Baughman Co.

1914 N. Cogswell Rd., El Monte, Calif.
Phone: GILbert 4-7586

Owner E. J. Baughman
Manager E. C. Baughman
PRODUCTS: Microphone booms, hangers, studio lighting equipment; hydraulic camera dolly, light housings, remote pan & tilts.

Bausch & Lomb Optical Co.

77560 Bausch St., Rochester 2, N.Y.
Phone: LOcust 2-3000
N. Y. Phone: CIRCLE 7-5400

Pres. W. W. McQuilkin
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

Bayside Timers

45-25 162nd St., Flushing 58, N. Y.
Phone: INdependence 3-8935

Gen. Mgr. Gale Dorothea
PRODUCTS: Design and manufacture timers, dimmers, and electrical controls.

John F. Beasley Construction Co.

402 S. "D" St., Muskogee, Okla.
Phone: MURray 7-6381

President John F. Beasley
Vice-President Lothar E. Berg
Secretary-Treasurer Andrew B. Lytle
PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell and Howell Company

7100 McCormick Rd., Chicago 45, Ill.
Phone: AMBassador 2-1600

Manager J. L. Wassel

PRODUCTS: Photographic equipment and closed circuit installations.

Bell Television Inc.

552 W. 53rd St., N. Y. 19, N. Y.
Phone: JUDson 6-4350

President Martin Sugar
V.P.'s Lee Bunting, James Bronis
Secretary Anthony Mullen
Service Mgr. Victor Peters

PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

Charles Beseler Co.

219 S. 18th St., East Orange, N. J.
Phone: ORange 6-6500

General Manager H. H. Myers
PRODUCTS: Projectors.

Blaw-Knox Equipment Div.

Box 1198, Pittsburgh, Pa.
Phone: STerling 1-2700

Mgr., Tower & Antenna R. A. Troman
PRODUCTS: Steel towers for AM and FM.

Blonder-Tongue Laboratories, Inc.

9 Alling St., Newark 2, N. J.
Phone: MArket 2-8151

Sales Mgr. Joseph H. Kerner
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast). AM-FM.

Bodde Projector Company

11541 Bradley Ave., San Fernando, Cal.
Phone: EMpire 5-2551

President B. M. Bodde, Jr.
PRODUCTS: Bkgrnd. projectors, stop-motion & variable speed controls.

Bogen-Presto Co.

(Div. Siegler Corp.)

P. O. Box 500, Paramus, N. J.
Phone: DIamond 3-5700

Sales Manager Thomas L. Aye
PRODUCTS: Stereo-disc recorder, tape recorders, transcription turntables; tape playback machines, blank recording discs.

Browning Laboratories, Inc.

100 Union Ave., Laconia, N.H.
Phone: LAkeside 4-5154

President G. G. Greene
Chief Engineer H. Paul
PRODUCTS: FM Simplex-Multiplex receiving and transmitting equipment for the Background Music Industry including—Simplex-Multiplex receivers and tuners and adaptors. Modulation monitors, FM monitors and relay receivers.

Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.
Phone: HARRison 7-8393

President George Drucker
V.P. E. W. Hoy
Mgr. A. Drucker
PRODUCTS: TV lenses, special mounts;
"Videoptics" processing eqpt.

Bussman Mfg. Division

(McGraw-Edison Co.)

University at Jefferson St., St. Louis 7, Mo.
Phone: GARfield 1-1740

New York Phone: COrtlandt 7-1466
Manager J. C. Ingram
PRODUCTS: Electronic Fuses.

Califone Corp.

1020 No. La Brea Ave. Hollywood 38, Calif.
Phone: HOLlywood 2-2353

President Robert G. Metzner
PRODUCTS: Portable transcription play-
ers, high fidelity magnetic tape recorders.

Camera Equipment Co., Inc.

315 W. 43rd St., New York 36, N. Y.
Phone: JUdson 6-1420

President Frank C. Zucker
Vice-President Burton H. Zucker
Sec'y.-Treas. Margaret B. Zucker
General Mgr. Eugene H. Levy
PRODUCTS: Remote controlled pan and
tilt head for vidicon cameras, motion picture
film examining equipment-high speed type.
Vidicon pan and tilt head and ceco pro jr
Fluid head for vidicon cameras.

The Camera Mart, Inc.

1845 Broadway, New York 23, N. Y.
Phone: PLaza 7-6977

President Irving Browning
Treasurer H. V. Browning
Secretary Anna Browning
Manager Samuel Hyman
Promotion Paul Meistrich
PRODUCTS: Mfg. sls., rental of profes-
sional motion picture & TV production eqpt.,
incl. cameras, sound recording, lights, dol-
lies, film editing eqpt.

Canadian General Electric Co., Ltd.

Royce Works, 830 Lansdowne Ave.,
Toronto 4, Ont.

Phone: LEnnox 4-6511

(Electronic Equipment & Tube Dept.)

V.P., Gen. Mgr. R. M. Robinson
Mgr. Marketing I. A. Mayson
Mgr. Best. Sls. & Planning C. E. Spence
Broadcast Sales E. J. Gareau
Adv. & Sales Prom. M. D. Locke
PRODUCTS: Complete AM & TV broad-
cast transmitting and studio systems; con-
sulting; systems design & production en-
gineering; facilities for development and
manufacture of all electronic products.

Canadian Marconi Co.

2442 Trenton Ave., Montreal 16, Quebec, Can.
Phone: REgent 8-9441

President S. M. Finlayson
Gen. Manager W. V. George
Sec.Treas. A. G. McCaughey
Asst. General Manager L. M. Daley
Equipment Mgr. A. B. Clapp
Mgr., Comm. Products Div. W. R. Bitcheno
Sales and Contracts Mgr. J. H. Martin
PRODUCTS: Transmitters and studio
equipment for AM-FM TV stations; transmit-
ting and receiving tubes.

Cannon Electric Co.

3208 Humboldt St., Los Angeles 31, Calif.
Phone: CApitol 5-1251

Gen. Sls. Mgr. F. M. Cate
PRODUCTS: Audio and TV camera con-
nectors.

Capehart Corporation

87-46 123rd St., Richmond Hill 18, N.Y.
Phone: HIckory 1-4400

President Jack M. Winer
Exec. Vice Pres. Seymour Levy
V.P., Eng. Pasquale Galella
V.P., Manuf. Ben Goldner
V.P., Military and Ind. Div. J. D. Winer
V.P. and Treas. Leonarrd S. Jaffe
Sec. and Gen. Mgr. George Ginsburg
General Sls. Mgr. Dave Cole
Adv. Dir. Norman Axelband
PRODUCTS: Stereo console phonos, also
with AM-FM radios, AM-FM tuners, stereo
and monaural amplifiers and speaker sys-
tems, speaker-amplifier systems.

Caterpillar Tractor Co.

Peoria, Ill.

Phone: 6-3311

N. Y. Phone: CIrcle 5-9054

V.P., Engine Div. H. H. Howard
Sales Manager, Eng. Div. F. V. Jacobs
Asst. Sls. Mgr., Eng. Div. R. A. Cumming
PRODUCTS: Diesel electric sets for use
as prime or emergency power.

CBS Electronics

(A Div. of CBS Inc.)

100 Endicott St., Danvers, Mass.

Phone: SPring 4-2360

Newark, N. J.: Market 3-5832

Melrose Pk., Ill.: EStebrook 9-2100

Los Angeles, Cal.: RAymond 3-9081

President Arthur L. Chapman
V.P., Gen. Mgr., Semi-conductor
Oper. Robert G. Marchisio
V.P., Gen. Mgr., Receiving Tube
Oper. Michael Callahan
V.P., Marketing Reed V. Bontecou
V.P., Engineering Norman L. Harvey
Mgr. Mktg. Adm. Roy A. Juusola
Semi-conductor Sls. Mgr. Louis H. Niemann
Controller Walter J. Hungerford
Credit Mgr. Malcolm S. Jones
Advertising Mgr. Harry G. Burnett

EQUIPMENT MANUFACTURERS

Dir. of Purchasing.....Edward R. Carroll
Dir. of Personnel.....Albert S. Nelson
Distributor Sales Mgr.....John H. Hauser
Export Div.....CBS International
Mgr. Research & Dev. (Tubes)

Dr. Philip N. Hambleton
Mgr., Advanced Prod. Dept...E. W. Schafer
Mgr. Engineering.....Wilson R. Smith

Plant Managers

Danvers.....Charles E. Coffin
Lowell.....Edward J. Quirk
Newburyport.....Michael Balog

PRODUCTS: Electron tubes and semiconductor products; cartridges and styli; tone arms; microphones; phonographs.

Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050

President.....Edward Kook
Chmn. & Exec. V.P.....Saul Levy

Branch Offices

1477 N.E. 129th St., N. Miami, Fla.
1820-40 Berkeley St., Santa Monica, Calif.

PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone), C-Core dimmer system.

Cinema Engineering

1100 Chestnut St., Burbank, Calif.
Phone: Victoria 9-5511

General Manager.....James L. Fouch
Sales Service Mgr.....Gloria M. Smith
N.Y.C. Representative.....Sidney H. Baum

PRODUCTS: Audio attenuators, equalizers, amplifiers, power supplies.

Cellomatic Corp.

756 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-7895

Manager.....Thomas B. Howell

PRODUCTS: Cellomatic projectors, new composite animation projector.

Collins Radio Co.

855.35th St., N.E. Cedar Rapids, Iowa
Phone: EMpire 3-0281

N. Y. Phone: MURray Hill 7-6740
Best. Sales Mgr.....E. S. Gagnon

Branch Offices

1200 No. Alma Rd., Dallas, Tex.
Phone: ADams 5-4511

Regional Sales Mgr.....T. A. Farrell
261 Madison Ave., New York, N. Y.

Regional Sales Mgr.....J. M. Haerle
1510 W. Verdugo, Burbank, Cal.

Phone: THornwall 5-1751
Regional Sales Mgr.....G. T. Tasto
4471 N.W. 36 St., Miami, Fla.

Phone: TU 8-2407
Regional Sales Mgr.....L. O. Embree

11 Bermondsey Rd., Toronto 16, Ont., Canada
Phone: PL 7-1101

PRODUCTS: Radio, AM & FM transmitters, FM antennas, phasing equipment, remote amplifiers, audio, studio, and Automatic Tape Control equipment, microphones, package radio stations and Mobile studios and stations, TV-STL, Microwave and Weather Radar.

Commercial Radio Sound Corp.

652 First Ave., New York 16, N. Y.
Phone: ORegon 9-0400

General Manager.....A. W. Schneider
PRODUCTS: Broadcast public address & audio systems, video & distribution systems.

Community Engineering Corp.

Box 824, State College, Pa.
Phone: Adams 8-2461

President.....James R. Palmer
Vice-President.....Floyd B. Fischer
Sales Mgr.....John E. Hines, Jr.

PRODUCTS: Complete electronic eqpt. for RF distribution of TV signals for community antenna, master, closed circuit, educational & industrial systems. Ultra low noise UHF and VHF pre-amplifiers.

Comprehensive Filmtreat, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: CO 5-0372

President.....Michael Freedman
Vice-Pres.Stanley Gitner
Sect.Jane Leni
Treas.Jules Leni

PRODUCTS: Comprehensive filmtreat process: For films in constant use; print life service; comprehensive film rejuvenation.

Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.
Phone: EDgewood 5-0541

President.....W. J. Moreland
Vice-Pres., Engr.....J. Grayson Jones
Vice-Pres., Mfg.....R. M. Alston
Treasurer.....K. L. Peyton
Secretary.....P. C. Kemp

PRODUCTS: Video monitors, Off-the-air receivers for monitoring and re-broadcast applications.

Consolidated Tower Service

1123 Michigan Ave., Fort Wayne 6, Ind.
Phone: ANthony 7-0202

General Manager.....N. I. Swager
PRODUCTS: Erect, sell & service towers, spec. in package deals.

Continental Electronics Manufacturing Company

4212 S. Buckner Blvd., Dallas 27, Tex.
Phone: EVergreen 1-1135

President.....James Weldon
Gen. Mgr.....Wm. M. Witty
Sales Mgr.....Thomas B. Moseley

EQUIPMENT MANUFACTURERS

PRODUCTS: AM Broadcast transmitters (both standard and short wave), remote control transmitters.

STATIONS EQUIPPED IN 1959: KFI, Los Angeles; KMOX, St. Louis; WCAU, Philadelphia; WBBM, Chicago; KNX, Los Angeles; KCBS, San Francisco; KDKA, Pittsburgh; WBZ, Boston WXYZ, Detroit; WRFD, Worthington, O.; WSUN, St. Petersburg, Fla.; KRLA, Pasadena; CKXL, Calgary, Alta., Can.; CJAD, Montreal; CFRN, Edmonton, Alta., Can.; Radio Rumbos, Caracas, Venezuela; CMZ, Havana, Cuba.

Continental Mfg., Inc.

1612 Calif. St., Omaha 2, Neb.

President.....Ray B. McMartin
Chief Eng.....Leonard Hedlund

PRODUCTS: Receivers; receivers & monitors; audio amplifiers; AM-FM tuners; stereo amplifiers; radio intercom systems.

Cozzens & Cudahy, Inc.

125 Old Orchard Arcade, Skokie, Ill.
Phone: ORchard 5-6700

General Manager.....Warren B. Cozzens
Sales Mgr.....Michael J. Cudahy

PRODUCTS: Microwave relay equipment & systems.

Crouse-Hinds Co.

Wolf & 7th N. Sts., Syracuse 1, N. Y.
Phone: GR 48411

Vice-Pres. Sales.....Erle R. Monesmith
Mgr., Illumination.....J. S. Haney

PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers.

Dage Television Div.

(Thompson Ramo Wooldridge, Inc.)
W. 10th St., Michigan City, Ind.
Phone: TR 4-3251

Gen. Manager.....J. L. Labey
Mgr. of Mkt.....Wells Chapin
Chief Eng.....J. Aliusky

PRODUCTS: Television Equipment for both Closed-Circuit and Broadcast application.

Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: WYman 2-4300

Sales, Gen. Mgr.....E. L. Grayson

PRODUCTS: Vacuum tube voltmeters. Noise and distortion meters. Transmission measuring equipment. Test equipment, audio and RF attenuators, components, switches, wirewound resistors, metal film resistors.

Daystrom-Western Sales Div.

(Div. of Daystrom, Inc.)

614 Frelinghuysen Avenue, Newark 12, N. J.

Phone: BIGelow 3-4700

V.P. Chg. Sales.....W. H. Steinkamp

Branch Offices

5 Herbert Drive, Latham (Albany), N. Y.
Phone: STate 5-5161

66 Central St., Wellesley 81, Boston, Mass.
Phone: CEdar 5-4300

4446 Main St., Buffalo 26, N. Y.
Phone: Circle 3355

213 Higley Bldg., Cedar Rapids, Iowa
Phone: Empire 3-9304

205 W. Wacker Dr., Chicago 6, Ill.
Phone: FR 2-4656

7613 Reading Rd., Cincinnati 37, Ohio
Phone: VALley 1-9105

3951 Lee Rd., Cleveland 28, Ohio
Phone: SKYline 2-3030

11 W. Monument Ave., Dayton 2, Ohio
Phone: BALdwin 2-8164

16607 Jas. Couzens Hwy., Detroit 21, Mich.
Phone: DIamond 1-2121

1511 N. Front St., Harrisburg, Pa.
Phone: CEdar 8-4276

3405 Mercer, Houston 27, Tex.
Phone: JACKson 6-4115

2917 Sanderson Rd., Knoxville, Tenn.
Phone: KNOXville 5-5632

2001 S. Grand Ave., Los Angeles 7, Cal.
Phone: RIchmond 9-2361

617 N. 2nd St., Milwaukee 3, Wis.
Phone: BRoadway 2-1538

Rt. 22 & Caldwell Ave., Union, Newark, N. J.
Phone: MURdock 8-2020

407 Carondelet St., New Orleans, La.
Phone: JACKson 5-9794

50 Church St., New York 7, N. Y.
Phone: WOrth 4-3510

101 N. 33rd St., Philadelphia 4, Pa.
Phone: BARING 2-6458

4455 Miramar Rd., LaJolla, Cal.
Phone: GLencourt 4-0421

207 Burke Bldg., 5 St. Paul St.
Rochester 4, N. Y.
Phone: BAKER 5-9546

147 10th St., San Francisco 3, Cal.
Phone: UNDerhill 3-4250

831 Airport Way, Seattle 4, Wash.
Phone: MUTual 2-3355

Pa. Bldg., 425 13th St., NW, Washington 4,
D. C.
Phone: DIstrict 7-3636

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

EQUIPMENT MANUFACTURERS

Dewald Radio

(Div. of United Scientific Labs., Inc.)
35-15 37th Ave., Long Island City, N. Y.
Phone: STillwell 4-9334

PresidentDavid Wald
EngineerMark Glaser
Sales Mgr.Edwin Weisl, Jr.

PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers. Stereo tuners & amplifiers.

Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio
Phone: OElive 3-6540

N.Y. Phone: MUrray Hill 2-7080

PresidentW. J. Fitzburgh
Gen. Mgr., Electronics Div. .D. J. Tricebock

PRODUCTS: Industrial TV systems, TV camera pickup tubes, video monitors, industrial TV accessories.

Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.
Phone: EDDgewood 4-3200

PresidentArthur Dorne
Vice-Pres., Treas.Joseph Margolin

PRODUCTS: Antenna research, development and production.

Dresser-Ideco Company

875 Michigan Ave., Columbus 15, Ohio
Phone: AX 9-2123

N. Y. Phone: OX 7-2800

Pres. and Gen. Mgr.Henry Knippenberg
Manager Tower Div.J. M. Hogan
Comm. Sales Mgr.J. R. Hayden
Tower Design Mgr.Orville Pelkey
Tower Sales.Jess Rodriguez

PRODUCTS: Broadcast TV Towers.

STATIONS EQUIPPED in 1959: WSAV, Savannah, Ga.; WTOL-TV, Toledo, O.; WVEC-TV, Hampton, Va.; KFDX-TV, Wichita Falls, Tex.; KTSM-TV, El Paso, Tex.; WLEX-TV, Lexington, Ky.; KNME-TV, U. of New Mexico, Albuquerque, N.M.; KHOU-TV, Houston, Tex.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: PRescott 3-2000

Chmn. Bd. Dir.Dr. Allen B. DuMont
President and Treas.David T. Schultz
V.P., Research & Engr.Dr. Thos. T. Goldsmith, Jr.

Asst. Gen. Mgr.Nicholas De Falco
ControllerEugene J. Tanner
Asst. Treas.Robert W. Norcross
Gen. Superintendent.William Clark
Ind. Rel. Dir.Edward Van Houten
Public Relation Director.Edward Allen, Jr.

ELECTRONIC TUBE DIV.

Manager.Joseph P. Gordon
SalesDaniel Echo
Engineering.Albert E. Beckers

INDUSTRIAL ELECTRONICS DIVISION
Dir. of Oper.Walter H. Edge
Asst. Mgr.Fred C. Zorn
Industr. TV, Sales.Charles E. Spicer

MILITARY ELECTRONICS OPERATIONS
Gen. Mgr.Robert T. Cavanagh
Mil. Prog. Dir.John S. Auld

WEST COAST DIVISION

11800 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: GRanite 7-4271

Mgr.Edward F. Phillippi, Jr.

INTERNATIONAL DIVISION

515 Madison Ave., New York, N. Y.
Phone: PLaza 1-1652

Director.Ernest A. Marx
Asst. Dir.Robert I. Gaines

BOARD OF DIRECTORS

Chairman.Allen B. Du Mont
DirectorsBarney Balaban
Armand G. Erpf, Thomas T. Goldsmith, Jr.,
Paul Raibourn, David T. Schultz, Percy M.
Stewart, Edwin L. Weisl, Oscar Lasdon
Robert A. Maes.

PRODUCTS: Industrial & spec. cathode-ray tubes, photosensitive devices, oscilloscopes & related scientific instruments, automotive test eqpt., 2-way mobile radio, industrial TV, radar, data display devices, direct-view storage tubes, microwave tubes, military electronics, missile and nuclear instrumentation, test equipment, reconnaissance and communications systems.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y.
Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.
Donald E. Hyndman
342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7080

Mgr., East Coast Office.E. M. Stifle
130 E. Randolph Dr., Chicago 1, Ill.
Phone: RAndolph 6-7476

Mgr., Midwest Office.K. M. Mason
6706 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOLlywood 9-3101

Mgr., West Coast Office.Emery Huse
PRODUCTS: Motion picture film and equipment for TV use, camera lenses, television film projectors.

Eidson Electronic Company

1902 N. Third St., Temple, Texas
Phone: PRospect 3-3901

Owner.M. Eidson
PRODUCTS: Sta. frequency measuring service, communications receivers & transmitters.

Eitel-McCullough, Inc.

301 Industrial Way, San Carlos, Calif.
Phone: LYtell 1-1451

Dir. of Marketing.O. H. Brown
PRODUCTS: Elmac Electron, power transmitting tubes.

EQUIPMENT MANUFACTURERS

Electrical Tower Service, Inc.

325 S. W. Washington St., Peoria 2, Ill.
Phone: 3-9846

President.....Stanley Bernstein
PRODUCTS: Erection and maintenance of radio & TV towers.

Electro-Voice, Inc.

Cecil & Carroll Sts., Buchanan, Mich.
Phone: OXbow 5-6831

President.....A. R. Kahn
Executive Vice-President....R. E. Siekman
V.P., Best. Microphones....L. R. Burroughs
Product Mgrs....Jame Price, George Riley,
Allen Johnson, Larry Hermann, C. E.
Seaman.

PRODUCTS: Microphones, commercial sound equipment, drivers, horns; loudspeakers and systems, enclosures, crossover networks; phono needles and cartridges; radio communications and equipment.

Electron Corp.

(Subsidiary of Ling-Altec Electronics, Inc.)
747 S. Central Expressway, Richardson, Tex.
Phone: ADams 5-3424

President.....M. Zimmerman
Sec.-Treas.....John Duke
Nat. Sales Mgr.....Mike Ling
Prod. Mgr.....Lawrence Kendall

PRODUCTS: Closed-circuit cameras, UHF-VHF TV Transmitters, Broadcast TV Cameras, Video-Audio Switches and Monitors, Slide and Film Chains, TV Translators.

Electronic Applications, Inc.

194 Richmond Hill Ave., Stamford, Conn.
Phone: DAVis 5-1574

President.....V. J. Skee
Sales.....A. Goerk

PRODUCTS: Turntables, microphones, monitor loudspeakers, tape recorders, all for radio.

STATIONS EQUIPPED in 1959: WFLN-FM, Philadelphia; WBAI-FM, New York; WCAE-AM-FM, Pittsburgh; WNOB-AM-FM, Cleveland.

Electronics Development Co., Inc.

3743 Cahuenga Blvd., N. Hollywood, Calif.
Phone: TRiangle 7-3223

Pres., Chief Eng.....Joseph H. Leaming
Sec., Treas.....Fred P. Leaming
Vice Pres.....C. G. W. Anderson

PRODUCTS: Audiplex sound diplexing units, high speed data TV transmission, systems, design and development of special studio equipment, low power 200 watt TV transmitters.

Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.
Phone: SWarthenmore 5-3500

President.....B. Abrams
Secretary-Treasurer.....M. Ahrams
Exec. Vice-Pres.....Dorman D. Israel

Sr. V.P., Purch., Cons. Prod.

Engr., Mfg.....Harvey Tullo
V.P. Govt. Elec.....Morton P. Rome
V.P., Research Lab.....Harold Goldberg
V.P., Gov't Rel.....John D. Small
Dir. of Sales.....Arnold M. Henderson
Dir. of Adv.....Eugene Van Cleve
V.P., Controller.....Abraham Vogel
Dir., Comm. Eng.....Maurice Levy
Dir. Public Rel.....L. H. Liberman
Export Manager.....Joseph Kattan

PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgmts.

Engineering Assoc.

434 Patterson Rd., Dayton 19, Ohio
Phone: AXminster 3-1662

President.....C. C. Littel, Jr.

PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies, Microwave equipment.

Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.
Phone: BENsonhurst 6-2755

President.....A. R. Lieberman
Vice President.....T. S. Block
Chief Engineer.....Paul Smith
Production Mgr.....Anthony Umina
Nat. Sls. Mgr.....Simon Lynn
Purchasing Agent.....Ernie Cooke
Controller.....L. Saqqal

PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations. Import manufacturers for German & Japanese prods.

Fairchild Camera & Instrument Corp.

Robbins Lane, Syosset, Long Island, N. Y.
Phone: WElls 1-4500

PRODUCTS: (AM-FM) Miniature beacon transmitters. Automatic voice data link. Fairchild motion analysis camera, high speed 16 mm motion picture camera for special effects color or B & W. Facsimile & telephoto transmitters & receivers.

Fairchild Recording Equipment Corp.

10.40 45th Ave., Long Island City 1, N.Y.
Phone: STillwell 4-6163

President.....Donald J. Plunkett
Sales Engineer.....George T. Dietz
Customer Svc.....M. P. McLaughlin

PRODUCTS: Broadcast transcription tables, tone arms and cartridges, equalizers, monitor amplifiers, limiters, cutters (stereo and monophonic), recording and playback systems.

Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.
Phone: NE 6-1300

PRODUCTS: Optical elements including

EQUIPMENT MANUFACTURERS

Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

Fisher & Assoc.

6100 NE Columbia Blvd., Portland 18, Ore.
Phone: ATlantic 7-7303

Manager.....C. H. Fisher
PRODUCTS: Erecting, lighting, painting & servicing towers & ground systems.

Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.
Phone: EXeter 2-2500

PresidentAvery Fisher
V.P. and Gen. Mgr.....B. L. Arons
V.P., Eng.....Fred Mergner
V.P., Purch.....Walter O'Donnell
V.P., Director of Sales.....J. J. Parks

PRODUCTS: Hi-Fi Radio, Phonographs, tape recorders, Hi-Fi stereo FM-AM tuners and receivers, master audio controls, amplifiers, pre-amplifiers, and speaker systems.

Florman & Babb, Inc.

68 West 45th St., New York 36, N. Y.
Phone: MU 2-2928

PresidentArthur Florman
Vice-PresidentJohn Babb
Secretary.....Shirley Babb

PRODUCTS: Mfg., sls., & rental of everything in 16 & 35 mm motion picture eqpt.

Foto-Video Electronics, Inc.

36 Commerce Rd., Cedar Grove, N. J.
Phone: CEntral 9-6100

Pres., Chief Eng.....A. J. Baracket
Sales Mgr.....Joseph Carris

PRODUCTS: 2-Channel color & monochrome video DA & mixer, 600 Ma. 250 to 300 V DC, regulated low voltage supply, keyed video signal generator, 5-Channel sync. distribution amplifier, amplitude linearity tester, lin. & convergence dot generator, 525-Line TV sync. generator, color subcarrier generator, 5" TV waveform monitor, 225 MA 250 to 300 V DC regulated low voltage supply.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: BALdwin 2-8202

N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Adv. Dir.....John Price
Dir. of Engr.....N. L. Jochem
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

Branch Offices

13th & E St., N. W., Washington 4, D. C.
Phone: METropolitan 8-0522
2700 Polk Ave., Houston, Tex.

Phone: CAPitol 8-8536

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Communications

Janesville Rd., Fort Atkinson, Wisc.
Phone: JORDan 3-5547

President.....E. D. Petersen
Secy-Treas.....C. O. Bell

PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

General Electric Co.

Electronics Park, Syracuse, N. Y.
Phone: GRAnite 6-4411
N. Y. Phone: PLaza 1-1311

Industrial Electronics Division

16 East 42nd St., New York 17, N. Y.
V.P., Gen. Mgr.....H. A. Strickland, Jr.

Technical Products Operation

Electronics Park, Syracuse 1, N. Y.
Gen. Mgr.....R. L. Casselberry

PRODUCTS: Radio and TV broadcast equipment, including transmitters, antennas and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

TV Receiver Dept.

Electronics Park, Syracuse, N. Y.
General Manager.....Herbert Riegelman
Manager Marketing.....L. L. Griffin
Mgr. Sales Planning.....Jos. F. Eifinger
Mgr. Adv. & Sales Prom.....Dale O. Akridge
PRODUCTS: TV Receivers.

Electronic Components Division

General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401
General Manager.....L. B. Davis

Receiving Tube Dept.

General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401
General Manager.....I. D. Daniels
PRODUCTS: Radio and TV receiving tubes, "Five-Star" high reliability tubes,

EQUIPMENT MANUFACTURERS

micro-miniature metal ceramic receiving tubes.

Power Tube Dept.

Bldg. 267, General Electric Co., Schenectady 5, N. Y.

Phone: FRanklin 4-2211

General Manager.....J. F. McAllister

PRODUCTS: Metal-ceramic transmitting tubes, TV camera tubes, microwave tubes, industrial power tubes, tank-type ignitrons.

Cathode Ray Tube Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager H. F. DeLong

PRODUCTS: TV picture tubes, industrial cathode ray tubes, radar indicator tubes.

Semiconductor Products Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....H. B. Fancher

PRODUCTS: Transistors (germanium and silicon) for all entertainment, commercial, and military markets; germanium and silicon rectifiers for electronic and electrical equipment; germanium and silicon diodes for electronic and electrical equipment.

Audio Products Section

General Electric Co., W. Genesee St., Auburn, N. Y.

General Manager.....Charles J. Coward

PRODUCTS: Portable & Console phonographs, High Fidelity components.

Communication Products Dept.

Mountain View Rd., Lynchburg, Va.

Phone: VI 6-7311

General Manager.....H. Van Aken

PRODUCTS: Mobile communication equipment, two-way-radio, microwave, radio traffic coordination units, power line carrier, terminal equipment.

Radio Receiver Dept.

General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.

Phone: EDison 4-1012

General Manager.....Robert C. Wilson

PRODUCTS: Full line of portable radios, clock-radios, table radios.

General Electronic Labs, Inc.

18 Ames St.—195 Mass. Ave., Cambridge, Mass.

Phone: UNiversity 4-8500

Sales Mgr.....Sal Fulchino

PRODUCTS: FM transmitters with FM multiplex exciters.

General Radio Co.

22 Baker Ave., W. Concord, Mass.

Phone: EMerson 9-4400

N. Y. Phone: WOrth 4-2722

President.....C. C. Carey

Vice-Pres.A. E. Thiessen

Treasurer.....Lawrence H. Pexton
 Secretary.....John D. Quackenbos
 Director of Sales.....M. T. Smith
 Export Manager.....S. W. DeBlois
 V.P., Engr.....D. B. Sinclair
 Publicity Manager.....C. E. Worthen
 Service Manager.....H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

GPL Division, Gen. Precision, Inc.

63 Bedford Rd., Pleasantville, N. Y.

Phone: ROgers 9-5000

President.....R. W. Lee

V.P. and Gen. Mgr.....W. P. Hilliard

V.P., Ind. Products.....Blair Foulds

V.P., Sls. and Eng.....W. J. Tull

Dir., Sls. and Svc. Div.....R. Tate

Assoc. Dir., Industrial Prod.....N. M. Marshall

PRODUCTS: Studio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems; simplex motion picture projectors and sound systems.

Granco Products, Inc.

83-30 Kew Gardens Rd.

Kew Gardens 15, N.Y.

Phone: VIrginia 9-8900

President.....Henry Fogel

Sales Director.....Herbert A. Frank

V.P. Chg. Eng.....Seymour Napolin

PRODUCTS: FM radios; FM-AM radios; FM tuners; FM-AM stereophonic phonograph consoles.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.

Phone: DAYton 8-2600

President.....B. E. Alpern

PRODUCTS: Manufactures and erects towers.

Graybar Electric Co., Inc.

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

Phone: LEXington 2-4000

Sales Manager.....J. O'Connell

PRODUCTS: Microphones, amplifiers, magnetic tape recorders, lighting eqpt.

J. M. Hamilton, Inc.

1106 N. Oakwood St., Gastonia, N. C.

Phone: UNiversity 4-2115

President.....J. M. Hamilton

PRODUCT: Paint and erect radio and TV towers.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.

Phone: LONgacre 5-1300

President.....Lloyd A. Hammarlund

Vice-Pres.....Hugh A. McCloskey

Sls. Mgr., Engr. Prod.....L. C. Menkes

EQUIPMENT MANUFACTURERS

Mgr., Comm'l Prod.....F. Lester
Dir. of Engr.....P. L. Epstein
Comptroller.....Walter Kuorr
Advertising & Promotion

Manager.....Lescarboura Agency
Personnel Director.....George Froehlich
Purchasing Agent.....William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

The Harwald Company

1245 Chicago Ave., Evanston, Ill.
Phone: DAvis 8-7070

President.....Robert Grunwald
Sales Engineer.....Sam Caldwell

PRODUCTS: (TV) Inspect-O-Film automatic film inspecting machine; Splice-O-Film automatic hot splicer; Protect-O-Film film cleaner; Cement-O-Film film cement; Admatic automatic slide projector.

Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.
Phone: DAvenport 5-4451

President.....David Packard
Sales Mgr.....C. Van Rensselaer

PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galanek Radio Corp.

66-02 Austin St., Forest Hills 74, N. Y.
Phone: ILLinois 9-0800

President, Chg. of Sales....Frank A. Hinners
V.P., Treas.....Leo J. Galanek
Ass't V.P.....Grace V. Ramey
Chief Engineer.....Daniel P. Brand
Purchasing....Milton Landau, Charles Avery
Office Mgr.....Claire J. Sassi
Prod. Mgr.....Seymour Smolin
Traffic Mgr.....Mach Wachs
Plant Mgr.....Paul Swist

PRODUCTS: AM/FM, AM, Table and clock model radios, transistor radios (portable), monaural and Stereo portable phonographs, Stereo consolettes.

Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.
Phone: RIchmond 7-4488

President.....H. Leslie Hoffman
Vice-Pres., Treas.....C. E. Underwood

Consumer Products Division

V.P., Sales.....P. E. Bryant
V.P., Mfg.....J. Stevens
V.P., Admin.....M. G. Whitney
Asst. Sls. Mgr., Radio & Hi Fi....P. L. Henry
V.P. Indust. Rel.....Ted S. Hoffman

Laboratories Division

President.....J. D. McLean
Treasurer.....J. Kuhner

Semiconductor Division

Exec. Vice President.....M. E. Paradise
Treas., Asst. Gen. Mgr.....J. S. McGee

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment, semiconductor devices.

Houston-Fearless Corporation

11801 W. Olympic Blvd., Los Angeles, Calif.
Phone: BRadshaw 2-4331

Sales Mgr.....A. J. Kjontvedt
Ass't V.P. Mkt.....Thomas C. Clark, Jr.

PRODUCTS: Pedestals, friction heads, geared heads, dollies, cranes, remote control heads, etc.

Huggins Laboratories, Inc.

999 E. Arques, Sunnyvale, Calif.
Phone: REgent 6-9330

President.....Richard A. Huggins

PRODUCTS: Manufacturer and developer of traveling wave tubes, backward wave oscillators, permanent magnet and electrostatic focused tubes.

Hughey & Phillips, Inc.

3200 N. San Fernando Blvd., Burbank, Calif.
Phone: VIctoria 9-1104

V.P., Gen'l Mgr.....J. H. Ganzenhuber

PRODUCTS: 300 mm. beacons, obstruction lights, photo-electric controls, beacon flashers, special junction boxes, microwave tower light control & alarm systems, and complete kits for: tower lighting, sleet melter power and control.

Industrial Transmitters & Antennas Inc.

235 Fairfield Ave., Upper Darby, Pa.
Phone: FLanders 2-0355

President.....Bernard Wise
Sales Mgr.....Eliot Baker

PRODUCTS: FM broadcast transmitters, multiplex and relay equipment; remote control equipment.

Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.
Phone: CEntral 2-0806

Vice President.....R. K. Soderquist
PRODUCTS: Inert gas-filled thyratrons for use in TV studios in the dimming circuits of main control panels. Our tube types for above use include: 5665/C16J, 718 & 710/6011.

Internat'l. Electronics Corp.

81 Spring St., New York 12, N. Y.
Phone: WOorth 6-0790

President.....B. B. Grossman
Secy., Treas.....M. Grossman
Vice President.....E. J. Porto

PRODUCTS: Mullard products: Audio & radio & spec. purpose tubes; semi-conductor & photo conductive devices; ultrasonic eqpt.; electrical testing apparatus.

EQUIPMENT MANUFACTURERS

International Telemeter Co.

(Div. Paramount Pict. Corp.)
1501 Broadway, New York 36
Phone: BR 9-8700

Chairman Paul Raibourn
President..... L. A. Novins
Vice-Pres..... P. MacNamara, C. I. Lappen
Secretary..... Jacob Karp
Treas..... James H. Richardson
Asst. Secy..... Arthur Israel, Jr.

PRODUCTS: Telemeter system of Pay-as-You-See TV.

Internat'l Telephone & Telegraph Corp.

67 Broad St., New York 4, N. Y.
Phone: BOWling Green 9-3800

V.P. Chg. Marketing..... P. R. Roehm

PRODUCTS: Mobile radio systems, closed-circuit TV systems, tubes, rectifiers & condensers.

ITT Components Division

(A Div. of IT & T)

100 Kingsland Road, Clifton, N. J.
Phone: NOrth 2-3600

N. Y. Phone: BOWling Green 9-3800

President..... Burrell A. Parkhurst
V.P. Chg. Mfg..... William P. Maginnis
V.P. Chg. Mktg..... Frank M. Viles, Jr.
Comptroller..... George Neaderhouser
Advertising Manager..... Edward L. Shaw

PRODUCTS: Selenium & silicon rectifiers, tantalum & aluminum capacitors, hermetic seals, miniature switches, power, traveling wave, hydrogen thyratron & image storage tubes.

ITT Federal Division

100 Kingsland Road, Clifton, N. J.
Phone: NO 2-3600

President..... Delbert L. Mills
Vice President..... Theodore M. Douglas
V.P., Administration..... Robt. E. Chasen
V.P., Engr..... Walter H. Hawk
Pub. Rel. Dir..... Joseph A. Abbott
General Sales Manager..... John D. Phelan
Purchasing Agent..... Charles Messner

PRODUCTS: Communications transmitting-receiving systems & eqpt., conventional, time & frequency sharing, pulse coded.

ITT Laboratories

(A Div. of Internat'l Tel. & Tel. Corp.)
500 Washington Ave., Nutley 10, N. J.
Phone: NOrth 1-1100

President..... Henri Busignies
V.P.'s..... R. S. Caruthers, Peter C. Sandretto, Armig G. Kandoian
Lab Director..... William Sichak

PRODUCTS: Microwave radio systems & path loss test eqpt. for point-to-point & over-the-horizon transmission.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: BALDwin 4-0367

President..... J. E. Beery
Sales Mgr..... James A. Hawkins
Purch. Agent..... D. F. Eltzroth
PRODUCTS: Radio-TV electronic test equipment.

Jenfred, Inc.

36 W. 57th St., New York 19, N. Y.
Phone: Circle 7-1429

President..... Claude Frederick
Vice President..... Grace V. Frederick

PRODUCTS: Stock pictures for projection, etc.; overhead, rear or front projection eqpt.; slide files—projection eqpt., rear & front screen & overhead projection.

Jerrold Electronics Corp.

15th & Lehigh Ave., Philadelphia, Pa.
Phone: BALDwin 6-3456

N. Y. Phone: SYcamore 2-3700

President..... Milton Shapp
V.P.'s... Henry J. Arbeiter, Caywood Cooley
Asst. to the Pres..... Zalmon H. Garfield,
Sales Manager..... William Miller
Dir. of Pub. Rel..... Daniel Aaron
Distrib. Sales Mgr..... Walter Goodman

PRODUCTS: TV receptor, Jerrold Home System, FM range extenders, antenna, closed circuit TV, and data transportation systems, test instruments, cable theatre, meters, converters, two set couplers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LEXington 2-7600

Manager..... P. J. Washburn
PRODUCT: Acoustical materials.

E. F. Johnson Co.

Waseca, Minn.
Phone: 990

General Manager..... E. F. Johnson
TV Sales..... C. Wilson

PRODUCTS: Antenna insulators, RF connectors, isolation inductors, inductors (fixed & variable), shaft couplings (flexible & rigid), static drain chokes, tower lighting filters, phase samplings loops, make-before-break switches, counter dials, feed-thru bowl insulators.

Kaar Engineering Corp.

2995 Middlefield Rd., Palo Alto, Cal.
Phone: DAVenport 6-5050

Manager..... F. Genochio
PRODUCTS: Mobile radio telephone eqpt.; AM & FM transmitters & receivers.

Kahn Research Laboratories, Inc.

81 So. Bergen Pl., Freeport, N.Y.
Phone: FReeport 9-8800

President..... Leonard R. Kahn
V.P. Chg. of Sls..... Kenneth B. Boothe
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters; Sym-

EQUIPMENT MANUFACTURERS

metra-peak, a network to maintain symmetrical waveform modulation (AM-FM and TV transmitters), Dual sideband AM stereo adapters.

Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.
Phone: CApital 6-4000

Partner.....Harry R. Foster
Partner, Chief Eng.....Elmo E. Crump
Sales Manager.....John Gilmore

PRODUCTS: Broadcast test equipment.

Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.
Phone: EVergreen 8-2272

General Manager.....Jack Mendelson
Sales Manager.....Benjamin Wax
Prod. Mgr.....L. L. Hechtlinger

PRODUCTS: Hi-Fi stereo & TV units.

Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)

Owens-Illinois Bldg., Toledo 1, Ohio
Phone: CHerry 2-6543

Montclair, N. J. Phone: PIlgrim 6-3852
President.....R. H. Mulford
V.P., Gen. Mgr.....J. P. Kearney
V.P., Chief Engr.....F. D. Pinotti
Plant Mgr., TV Plant

(Columbus).....C. E. Reed, Jr.
Sls. Mgr., Electronic Prods. Div.....J. P. Gleason
Sls. Mgr., Component Parts.....R. W. Ritter
Mgr. New Products,

Electronic Prods. Div.....G. P. Molloy
PRODUCTS: TV bulbs.

Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.
Phone: COlumbus 5-0130

Vice President.....Herbert A. Kliegl
TV Sales Mgr.....Herbert R. More

PRODUCTS: TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards.

Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.
Phone: AL 4-0301

President.....B. H. Kline
PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.

Kriss Electronics Corp.

191 Oraton St., Newark, N. J.
Phone: HU 4-3137

President.....Charles J. Kriss
Prod. Mgr.....Emanuel Jasuik

PRODUCTS: TV picture tubes, cathode ray tubes.

Lambda-Pacific Engineering, Inc.

14725 Arminta St., Van Nuys, Calif.
Phone: TRiangle 3-2400

President.....L. W. Mallach
PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome. 5600 mc to 12,000 mc.

Langevin

(Div. W. L. Maxson Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.
Phone: RAvenswood 9-1850

Manager.....A. Schneider
PRODUCTS: Langevin Mfg. Corp. audio & electronic equipment, magnetic amplifiers, pulse transformers & mil. & comm'l transformers for electronics industry.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Gen. Sls. Mgr.....E. A. Murphy
PRODUCTS: Vertical radiators, supporting towers, relay towers.

Liberty Tower Erection Co., Inc.

Box 9100 South Sunny Lane Rd.
Oklahoma City, Okla.
Phone: OR 7-3881

President.....Earl Griffith
Gen. Mgr.....B. J. Griffith
Secy.-Treas.....Evelyn Griffith
PRODUCTS: TV towers, AM & FM towers.

Ling Systems, Inc.

11949 Vose St., N. Hollywood, Cal.
Phone: POplar 5-9041

V.P. Sales.....R. H. Goodwin
PRODUCTS: Microwave relay systems, microwave antennas and components for TV, remote, STL & off-air pickups, incl. intercity microwave. Vidicon camera chains. Microvan complete remote pickup unit.

John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.
Phone: WOODlawn 4-0487

PRODUCTS: Antenna supporting poles & transmitting antennas.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: FReside 8-7511

President.....W. E. Stevenson
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineers, Eastern
District.....C. Kirka, G. J. Taylor
Field Engineer, Central
District.....D. S. Frankel
Mgr. West Coast

District.....E. H. Gilbert
Sls. Prom. Mgr.....R. N. Rose
PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM & FM transmitters. TV transmitter electron tubes; vidicon & image orthicon TV camera tubes.

EQUIPMENT MANUFACTURERS

MacKenzie Electronics, Inc.

145 W. Hazel St., Inglewood 3, Calif.

Phone: ORegon 8-9335

President.....Louis G. MacKenzie

PRODUCTS: Multi-channel program repeaters, automatic announcing machines.

Magnasync Manufacturing Co., Ltd.

5546 Satsuma Ave., North Hollywood, Cal.

Phone: TRiangle 7-5493

President.....D. J. White

Exec. V.P.....W. H. Stutz

V.P., Chief Eng.....J. W. Green

Dir. Customer Svc.....R. H. Sogge

PRODUCTS: Motion Picture/TV recording and reproducing equipment; related accessories.

STATION EQUIPPED IN 1959: KRC, Tokyo, Japan.

The Magnavox Company

2131 Bueter Rd., Ft. Wayne 4, Ind.

Phone: EAsbrook 9721

Chairman.....Richard A. O'Connor

President.....Frank M. Freimann

V.P., Secy.....Gerard M. Ungaro

V.P., Treas.....John S. Sturgeon

V.P.....Edwin S. Pridham

V.P., Govt. & Indust. Div.....Gen. G. F. Smith

General Comptroller.....J. A. Robinson, Jr.

Corporate Comptroller.....Jack W. Schrey

Asst. Secy.'s.....Catherine M. Kelly, Stanley

S. Sondles, Jas. M. Barrett, Jr., M. W. Dob-

rzensky

Asst. to Pres.....C. Wesley La Blanc, Jr.

V.P., Merchandising.....George Fezell

V.P. Sales.....T. Elwood Reeves

Retail Ad Mgr.....Robert K. Daniel

Adv. Art Dir.....Allyn N. Farmer

Dir. of Sales Plan.....Stewart Roberts

Sls. Prom. Mgr.....Charles H. Strawbridge

Dir. Public Relations.....Dawson Newton

Export Mgr.....M. A. Newman

Advertising Manager.....Karl Carstens

Purchasing Director.....Warren Frelb

Nat'l Service Manager.....Ray Yeranko

PRODUCTS: (AM-FM) Stereo Hi-Fidelity

radios. (TV) 17, 21 & 24" & color: UHF &

VHF; two-way combinations; three-way combinations.

Marconi Instruments Ltd.

111 Cedar Lane, Engelwood, N. J.

Phone: LÖwell 7-0607

Manager.....R. J. Bailey

Sls. Mgr.....W. A. Buck

Ch. Eng.....S. Ellam

PRODUCTS: Measuring instruments for FM mobile radio, measuring instruments for bestg. stations, FM/AM signal generators, frequency standards, deviation monitors, TV sideband analyzers, etc.

Mattison Electronics Corp.

2380 Hoffman St., New York 58, N. Y.

Phone: CY 8-1400

President, Treasurer.....Richard Mattison

PRODUCTS: TV receivers, hi-fi eqpt., radio-phonograph combinations.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.

Phone: STillwell 4-4600

President.....Daniel R. Ehrlich

V.P., Treasurer.....Ben Cohen

V.P., Secy.....Herman Cohen

Asst. Secy.....Lee Shaw

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers, kinescope recording equipment 16 mm., rapid processing equipment for 16 and 35 mm. film.

The Mectron Co.

166 Ridge Ave., N. Plainfield, N. J.

Phone: 6-6513

Sales Manager.....J. F. Cosgrove

Production Mgr.....Saul Esocoff

PRODUCTS: Insulated Coaxial transmission lines and fittings, ohm replacement parts, coaxial switches, harmonic filters.

Metropolitan Electric Mfg. Co.

(Lumitron Division)

2250 Steinway St., Long Island City 5, N. Y.

Phone: AStoria 8-3200

Gen. Mgr.....James J. Shelley

Assoc. Gen. Mgr.....Charles Shevelin

PRODUCTS: Studio lighting control.

Metropolitan Telecommunications Corp.

964 Dean St., Brooklyn 38, N. Y.

Phone: NEvins 8-5900

President.....S. Beidler

PRODUCTS: Cameramen's telephone head & cbest sets, telephone jacks, plugs, switchboards & assoc. eqpt.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.

Phone: SPring 7-7670

Sls. Mgr.....J. M. Kuhlrik

PRODUCTS: Tech. recorders, briefcase type.

Milo Electronics Corp.

530 Canal St., New York 13, N. Y.

Phone: BEekman 3-2980

Sales Mgr.....Robert A. Smith

PRODUCTS: Audio components, test instruments, tubes, recording & playback eqpt., wire, cable, connectors.

Minnesota Mining and Mfg. Co.

900 Bush Ave., St. Paul 6, Minn.

Phone: PRospect 6-8511

Gen. Sales Mgr., Magnetic Prod. Dan Denham

EQUIPMENT MANUFACTURERS

Sales Mgr., Dist. Trades.....W. H. Madden
Branch Offices
 6850 S. Harlem Ave., Argo P.O.
 Bedford Park, Ill.

Manager.....D. T. Windahl
 6023 S. Garfield Ave., Los Angeles 22, Calif.

Manager.....A. J. Blower
 320 Shaw Rd., S. San Francisco, Calif.
 700 Grand Ave., Ridgefield, N. J.

Sls. Mgr.....W. F. Enright
 10725 Baur Blvd., St. Louis 14, Mo.
 2121 Santa Anna Ave., Dallas 28, Tex.

Sls. Mgr.....R. A. Henderson
 367 Grove St., St. Paul 1, Minn.
 1330 Centre St., Newton Center 59, Mass.
 Box 2012, Buffalo 6, N. Y.

5698 Rising Sun Ave., Philadelphia 20, Pa.
 732 Ashby St., N. W., Atlanta 18, Ga.
 Sls. Mgr.....L. C. Atkins

4835 Para Dr., Cincinnati, Ohio
 12200 Brookpark Road, Cleveland 30, Ohio
 411 Piquette, Detroit 2, Mich.

PRODUCTS: Magnetic and video tape and accessories.

Miratel, Inc.

1088 Dionne St., St. Paul 13, Minn.
 Phone: HUmboldt 9-7417

President.....William S. Sadler
 Sales Mgr.....H. E. Kurzweg

PRODUCTS: Television video monitors.

Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.
 Phone: CHapman 5-1086

President.....Mrs. Eva Fox
 V.P.....J. D. McCall
 V.P. & Mgr.....Victor T. Carbone

PRODUCTS: Film cameras and accessories.

Mole Richardson Co.

937 N. Sycamore Ave., Hollywood 38, Calif.
 Phone: OLdfield 4-3660

First Vice-Pres., Treas.....W. K. Parker
 PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

Mycalex Corporation of America

125 Clifton Blvd., Clifton, N. J.
 Phone: PRescott 9-8866
 N.Y. Phone: COlumbus 5-5989

Pres.....Jerome Taishoff
 Acting Gen. Mgr.....A. S. Bachus
 Mgr.....F. D. Butters

Branch Offices

20 N. Wacker Dr., Chicago, Ill.
 Phone: DE 2-3455

Manager.....H. G. Lake
 384 W. First St., Dayton, Ohio

Manager.....J. Nalls
 401 N.W. 71st St., Miami 38, Fla.
 Phone: PLaza 7-2911

1411 Pennsylvania Ave., NW, Washington, D. C.
 Phone: REpublic 7-7040

Manager.....E. G. Gray

PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica commutation switches.

Narda Microwave Corp.

118 Herricks Rd., Mineola, N. Y.
 Phone: Plioneer 6-4650

President.....W. A. Bourke

PRODUCTS: Microwave test equipment; antenna horns.

National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.
 Phone: Circle 6-0348

President.....John Clemens
 Sec'y.-Treas.....Erwin G. Harwood

PRODUCTS: Crab-Hydrolly, Hydrolly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment, 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube Pan and tilthead tripod.

Nat'l Engr. & Mfg. Co.

1579 Morrystown St., Orlando, Fla.
 Phone: GArden 4-9715

Excers.....D. L. Dine, R. D. Sidwell

PRODUCTS: On-air lights, electronic fabrication, towers.

National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.
 Phone: PR 8-5900

Pres., Sales Director.....John Sansone
 Sec'y.-Treas., Engr.....A. Wasek

PRODUCTS: Cathode Ray Tubes.

Nems-Clarke Inc.

(Div. of Vitro Corp. of America)

919 Jesup Blair Drive, Silver Spring, Md.
 Phone: JUUniper 5-1000

President.....A. S. Clarke
 Director of Sls.....J. F. Whitehead
 Radio & TV Sls.....R. C. Curry

PRODUCTS: TR-1 TV Rebroadcast receivers, field intensity meters, phase meters, video and audio, jacks, plugs jack panels.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
 Phone: JUdson 6-5810

President.....Mrs. Oscar F. Neu
 Exec., V.P.....Lee E. Jones

PRODUCTS: Film cabinets and racks, slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables.

Gunnar A. Olsen Corp.

215-11 42 Ave., Bayside, L.I., N.Y.
 Phone: BAyside 9-8092

President.....Gunnar A. Olsen
 Vice President.....Gunnar Olsen

PRODUCTS: Tower Antenna systems installations & maintenance.

EQUIPMENT MANUFACTURERS

Orr Industries

(Div. of Ampex Corp.)

P.O. Box 90, Opelika, Ala.

Phone: SHerwood 5-5771

V.P. and Gen. Mgr. John M. Leslie, Jr.
Mkt. Mgr. Nat Welch
Sales Mgr., Prof. Products. William A. Fink
Manuf. Mgr. Carl Schladen
Research & Devlp. Mgr. Herbert A. Hard
Quality Control Mgr. R. D. Browning

PRODUCTS: Recording tapes, various lengths.

Pacific Mercury Television Electronics

8345 Hayvenhurst Ave., Sepulveda, Calif.

Phone: EMpire 2-3131

President. Joe Benaron
V.P., Engr. Dir. S. Cutler
TV Sales Manager. George DeRado
Manufacturing Dir. T. McAuliffe
Purchasing Director. D. Stein
Ch. TV Engineer. Sava Jacobson
Indus. Relations Dir. George Brudney
Controller. H. Johnson

PRODUCTS: Silvertone TV sets, stereo radio phonograph combinations, Thomas-organ-stereo phonograph combinations, electric organs.

Page Communications Engineers, Inc.

(Subsidiary of Northrop Corp.)

710 Fourteenth St., N.W., Wash. 5, D.C.

Phone: EXecutive 3-3152

President. Eстерly C. Page
Exec. V.P. Joseph A. Waldschmitt
Sr. V.P., Staff Svcs. F. W. Donkin
Sr. V.P., Contract Svcs. C. J. Seeley
V.P., Research & Devel. Ross Bateman
V.P., Engineering. H. H. Schenck
V.P., Maint. & Oper. Charles H. Singer

PRODUCTS: Design, construction, testing and operation of scatter and other advanced radio communications systems.

Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)

620 Depot St., Parkersburg, W. Va.

Phone: HUdson 5-4521

N. Y. Phone: YUKon 6-5166

President. B. P. McDonough
V.P., Sales Mgr. J. W. Robbins
Secy., Treas. H. N. Wilson

PRODUCTS: (AM-FM) Radio transmission towers; micro wave towers. (TV) Towers.

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.

Phone: REpublic 1-3111

Mgr. Geo. Sullivan

PRODUCTS: "Pemarx" and "Telinc" projectors, and accessories.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.

Phone: SAcramento 2-3201

President. Irving Rossman
Chief Engineer. T. Brown

PRODUCTS: Stereo recorders, stereo play-monaural tape recorders, dual preamplifiers, preamplifiers, microphone mixers, speaker/amplifiers, tape decks (stereo & monaural).

Helps Dodge Copper Products

300 Park Ave., New York 22, N. Y.

Phone: PLaza 1-3200

President. H. T. Brinton
Sales Manager. F. W. Lemly

PRODUCTS: Styroflex®, Spirafil, Foamflex coaxial cable.

Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.

Phone: NEbraska 4-5100

Corporate Division

President. James Skinner, Jr.
V.P., Oper. Joseph H. Gillies
Exec. V.P., Res. & Eng. Leslie J. Woods
Vice President. Harold W. Butler
V.P., Res. & Eng. Leslie J. Woods
V.P., Technical Planning. David B. Smith
General Counsel. Philip Dechert
V.P. Fin. & Treasurer. William R. Wilson
Secretary. Charles F. Steinruck, Jr.
Dir. of Pub. Rel. Robert M. Jones
Consumer Products Division

V.P., Gen. Mgr. Larry F. Hardy
V.P., Marketing. Henry E. Bowes
Gen. Mgr.-Spec. Mkt. Planning. John L. Utz
V.P., Prod. Dev. & Planning—

Electronics. Armin E. Allen
V.P., Electronics Oper. E. S. Brotzman
V.P., Engr.-Electronics

Oper. Palmer M. Craig
V.P., Prod. Dev. & Planning—

Appliances. Harold W. Schaefer
V.P., Appliance Oper. William A. McCracken
Gen. Mgr.-Appl. Eng. Frank Edwards
V.P., Purchasing. Wilson H. Oelkers
V.P., Asst. to V.P. &

Gen Mgr. Oscar O. Schreiber
(Lansdale Tube Co. Div.)

Church Road, Lansdale, Pa.

Phone: ULysses 5-4681

N. Y. Phone: STilwell 6-8400

Vice-Pres., Gen. Mgr. W. J. Peltz
Gen. Sales Mgr. C. H. Warshaw
Distributor Sls. Mgr. J. E. O'Hanlon

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Stereophonic Hi-Fidelity phonographs.

Philmore Manufacturing Co., Inc.

130-01 Jamaica Ave., Richmond Hill 18, N. Y.

Phone: HIckory 1-5000

President. M. L. Granat
Vice-President. Gary Granat
Chief Engineer. Fred Kaufman
Treasurer Murray Granat
Sec'y.-Sls. Mgr. Jerry Granat
Office Mgr. Milton Greenker

EQUIPMENT MANUFACTURERS

PRODUCTS: Transistor portable radio kits, 3 tube, 2 band AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use communication receiver and transceiver units.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5454

President Isidor Goldberg
Secretary-Treasurer I. W. Wyckoff
V.P. Sales Manager L. M. Sandwick
Purchasing Agent Paul Lefko
Field Sales Manager Don Ross
Adv. Sls. Prom. Mgr. Ira L. Joachim
Chief Engineer Richard Shottenfeld

PRODUCTS: Tuners-stereo: FM-AM, Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components.

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.
Phone: EXeter 2-4500

President Dr. D. L. Jaffe
Exec. V.P. P. H. Odessey
Sls. Mgr. A. A. Goldberg

PRODUCTS: Microwave test equipment, signal generators, signal sources, spectrum analyzers, microwave reception equipment, accessories and components, general lab equipment.

Precision Apparatus Company, Inc.

70-31 84th St., Glendale 27, N. Y.
Phone: DAvenport 6-3982

Pres. & Gen. Mgr. S. M. Weingast
V.P. & Dir. of Eng. G. N. Goldberger
V.P., Chg. of Sales S. S. Sparer
Sec. A. S. Weingast
Treas. A. D. Mentzer

PRODUCTS: RF Signal Generators, vacuum tube testers, VTVM's V-O-M's, transistor testers, cathode ray oscillographs, sine-square wave generators, and other test and measuring instruments.

Prodelin Inc.

307 Bergen Ave., Kearny, N. J.
Phone: WYman 1-8600

Pres. L. A. Bondon
V.P., Gen. Mgr. A. Haselman

PRODUCTS: Coaxial transmission line and connectors, antennas, telemetering buoys.

Pro-Tex Reel Band Co.

2108 Payne Ave., Cleveland 14, Ohio
Phone: PRospect 1-6574

Owner T. Kulka
PRODUCTS: Film reel protective band, tape reel fastening clip.

Radex Corporation

2076 Elston Ave., Chicago 14, Ill.
Phone: ARmitage 6-6900

President R. Cook
PRODUCTS: Radio test eqpt.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COlumbus 5-5900

Ch. of the Board David Sarnoff
President John L. Burns
Exec. V.P., Asst. to Pres. Robt. A. Seidel
Ch. Exec. Comm. of Bd. Frank M. Folsom
Sr. Exec. Vice-Pres. E. W. Engstrom

Industrial Electronic Products

Front & Cooper Sts., Camden, N. J.

Exec. V.P., Gen. Mgr. T. A. Smith
Pres., RCA Comm., Gen. Mgr., Telecomm.

Div. T. H. Mitchell
Mgr., Ind. Elec. Marketing Dept.

..... A. R. Hopkins
Chief Engineer G. H. Brown

Mgr., Prod. Dept. H. R. Swartz
Mgr. Personnel W. R. Fitzpatrick

Controller J. J. Graham
Mgr., Best. & TV Equip. Dept. E. C. Tracy

Mgr., Comm. Prod. Dept. C. M. Lewis
Mgr., Thea. & Ind. Prod. Dept. H. M. Emlein

Mgr., Bizmac Marketing L. F. Jones
Group Exec. V.P. W. W. Watts

RCA Electron Tube Division

415 S. 5th St., Harrison, N. J.

V.P., Gen. Mgr. Douglas Y. Smith
Mgr., Admin. W. H. Painter

Controller M. Kalen
Mgr., Enter. Tube Prod. J. B. Farese

Chief Engineer C. R. Shaw
Purch. Agent T. J. Scanlon

Mgr., Personnel L. A. Kameen
Gen. Comm. Mgr. L. S. Thees

Mgr., Dist. Products L. F. Holleran
Mgr., Ind. Tube Prod. C. E. Burnett

Mgr., Kinescope Oper. H. R. Seelen
Mgr., Adv. & Sls. Prom. Edward J. Carney

Mgr., Mkt. Plng., Kine. C. W. Taylor
Mgr., Merchandising H. F. Bersche

Mgr., Market Planning, Revg. Tubes
..... G. J. Janoff

Mgr., Admin. & Controls G. C. Brewster
Mgr., Marketing-Enter. Tube Prod. Dept.

..... M. J. Carroll
Mgr., Mfg. Revg. Tube Oper. H. A. DeMooy

Mgr. Ind. Tube Production E. M. Wood
Mgr., Merch. Coordination C. G. Griffin

Mgr., Merch. Parts & Equip. J. J. Kearney
Mgr., Ind. Sls. J. F. Cooper

Mgr., Marketing, Ind. Tube Prod.
..... G. W. Duckworth

Mgr., Contract Admin. H. T. Wilson
Mgr., Sls. Eng., Dist. Sls. H. C. Vance

Mgr., Field Sls., Dist. Prod. K. B. Shaffer
Mgr., Dist. Sls. D. M. Branigan

Adm., Market Planning, Microwaves
..... V. C. Houk

Adm., Comm. Coordination H. S. Gwynne
RCA Semiconductor and Materials Division
Somerville, N. J.

V.P., Gen. Mgr. Dr. A. M. Glover
Mgr., Mktg. Dept. T. R. Hays

Mgr., Semiconductor Prod. N. H. Green

EQUIPMENT MANUFACTURERS

Mgr., Micromodules Dept.....B. V. Dale
 Mgr., Prod. Dept.....R. E. Koehler
 Mgr., Computer Prod. Dept.

K. M. McLaughlin

Mgr., Personnel.....C. E. Sharp
 Controller.....F. R. Buchanan
 Mgr., Adv. and Sls Prom.....E. B. May
 Purchasing Agent.....G. D. Meimaris

Consumer Products

Grp. Exec. V.P.....Charles M. Odorizzi
 Exec. V.P.....P. J. Casella

RCA Victor Television Division

Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....J. M. Toney
 Purch. Agent.....J. B. Davidson
 Gen. Sales Mgr.....J. P. Bannon
 Chief Engineer.....D. D. Cole
 Gen. Plant Mgr.....W. E. Albright
 Mgr. of Merch.....A. B. Mills
 Controller.....F. R. Demmerly
 Adv. & Sales Prom. Mgr.....J. M. Williams
 Mgr., Prod. Develop.....H. M. Rundle
 Mgr., Personnel.....P. R. Slaninka

RCA Victor Radio and "Victrola" Division

Cherry Hill, Camden 8, N. J.

V.P., Gen Mgr.....R. W. Saxon
 Gen. Sales Mgr.....Louis J. Collins
 Controller.....O. D. Center
 Chief Engineer.....J. L. Franke
 Mgr., Prod. Dept.....Thomas S. Weeks
 Mgr., Merchandising.....A. R. Baggs
 Purch. Agent.....W. S. Stront

RCA Victor Distributing Corp.

President.....W. M. Norton
 V.P. Oper. Control & Sec.-Treas...J. A. Curl
 V.P. Los Angeles Branch.....H. C. Chapman
 V.P. Detroit Branch.....N. A. Corbett
 V.P. Chicago Branch.....C. A. Malin
 V.P. Buffalo Branch.....E. L. Dodelin
 V.P. Kansas City Branch.....E. E. Hart
 V.P. Davenport Branch...L. A. Baumgartner
 Mgr. Wichita Branch.....G. H. Bahl

RCA Victor Record Division

V.P., Gen. Mgr.....C. R. Marek
 V.P., Record Oper. Dept.....Jas. Davis
 Mgr, Comm. Sls. & Merch. Dept...J. Y. Burgess
 V.P., Comm. Records

Creation Dept.....W. W. Bullock
 Mgr., Adv., Pub., Prom.....W. I. Alexander
 Mgr., Popular, Artist, Repertoire.S. H. Sholes

PRODUCTS: Television receivers; table and console models; console color TV receivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex an-

tenna systems; communications equipment; electron tubes; receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

Radio Engineering Laboratories, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.
 Phone: Stillwell 6-2100

Board Chairman.....C. R. Runyon, Jr.
 Exec. V.P., Gen. Mgr.....F. A. Gunther
 V.P. & Research Dir.....J. R. Day
 Vice President.....Joseph Behr
 Chief Engineer.....R. E. Hull
 Treasurer.....James A. Cronin
 Sec.....C. R. Runyon, Ill.
 Ind. Rel. Mgr.....James J. Kelly
 Purchasing Agent.....W. J. Dunne

PRODUCTS: AM-FM aural — Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay.

Radio Receptor Co., Inc.

(Subsid. of Gen. Instrument Corp.)

240 Wythe Ave., Brooklyn 11, N. Y.

Phone: EVergreen 8-6000

President.....J. G. Mayer
 V.P.....Ralph Mendel
 Treasurer.....Al Konecny, Jr.

PRODUCTS: Industrial TV systems.

Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.

Phone: Humboldt 5-2550

Pres., Treas.....R. H. Ranger

PRODUCTS: (AM-FM) Magnetic tape recorders, studio type stereophonic recorders. (TV) Synchronized magnetic tape recorders for TV films; tape dubbers & editing eqpt.

Raven Screen Corp.

124 E. 124th St., New York, N. Y.

Phone: LEhigh 4-8408

Sec'y.-Treas.....Ernest D. Reif
 Manager.....Fred Rose
 Engineer.....Werner Hermann

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

Raytheon Manufacturing Co.

100 River St., Waltham 54, Mass.

Phone: Twin Brook 3-5860

EQUIPMENT MANUFACTURERS

Manager.....Joseph J. Sedik
PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

Reeves Soundcraft Corp.

Great Pasture Rd., Danbury, Conn.
Phone: PioneEr 3-7601
N. Y. Phone: PLaza 9-2644

President.....Hazard Reeves
Exec. Vice Pres.....Frank B. Rogers, Jr.
Vice Pres.....Wm. H. Deacy
Sales.....George Bassett
Adv. Mgr.....Thomas Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic recording film, striped magnetic film, and raw stock styli.

Rek-O-Kut Company, Inc.

38-19 108th St., Corona 68, N. Y.
Phone: DEfender 5-3500

Pres.George Silber
Exec. Vice Pres.....R. R. Sherwood
Dir. of Sls.....Avery Yudin
Dir. of Adv.....Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythm-master, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Stereo turntable series and Recitalists system & Stereo Tone arms.

Rissi Electronic Supply Co.

14405 Wyoming Ave., Detroit 38, Mich.
Phone: TEXas 4-8420

Manager.....V. Wilton

Radio Electronic Supply Co.

505 Jefferson SE, Grand Rapids 3, Mich.
Phone: GLendale 9-4611

Manager.....N. MacPhail

PRODUCTS: Tubes, magnecrons, audio tape & discs, maintenance supplies. Electro-voice microphones.

Roberts Electronics, Inc.

829 No. Highland Ave., Hollywood 38, Calif.
Phone: HO 2-6631

President.....Robert G. Metzner
Vice-Pres.Robert Craig
Gen. Mgr.....Frederick A. Lyman

PRODUCTS: Tape recorders and recording amplifiers, stereo model: two and four track record/playback; monaural model: half and full track record/playback; all portable, hysteresis drive motor, VU meter.

Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.
Phone: WALnut 2-6800

Owner.....W. Robinson

PRODUCTS: Precision 3 speed turntables. STATIONS EQUIPPED IN 1959: WHDH, Boston, WCCM, Lawrence, Mass.

Rohn Manufacturing Company

116 Limestone, Bellevue, Peoria 5, Ill.
Phone: 7-8416

Sales Manager.....R. A. Kleine
Factory Sales.....Wm. Hall

PRODUCTS: Radio-TV microwave towers.

Schafer Custom Engineering

(Div. of Tectron Inc.)

235 S. Third St., Burbank, Calif.
Phone: TH 5-3561

President.....Paul C. Schafer
Chief Eng.....William N. Amidon
P. A.....Mary Bergman

PRODUCTS: Automation (Audio and programming), transmitter remote control.

Self Winding Clock Co., Inc.

431 Canal St., N.Y. 13
Phone: CANal 6-6800

Sales Manager.....Laurence Hill

PRODUCTS: Sweep seconds, dry-cell self-powered, hourly corrected clocks: receive automatic synchronizing pulses from Western Union Naval Observatory Time Service; also manual sync. by control kit.

Setchell-Carlson, Inc.

New Brighton, St. Paul 12, Minn.
Phone: MELrose 3-3131

President.....B. T. Setchell
V.P. & Off. Mgr.....A. P. Chermak
Sales Admns.....Cal Karnstedt,

PRODUCTS: (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unitized TV, incl. with monophonic & stereophonic radio & record player combinations; TV monitors.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
Phone: FOrrest 7-2535

Owner.....Tom Shields

PRODUCTS: St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.
Phone: WATkins 4-7060

President.....Arthur Levey
Exec. V.P.....Kenneth L. King
Secretary-Treas.....Frank V. Quigley
Ass't Sec.....Thomas F. O'Brien
Services Offered: Electronic equipment, Subscriber-Vision research & development TV and electronics.

Small Motors, Inc.

2076 Elston Ave., Chicago 14, Ill
Phone: ARmitage 6-6900

Sales Manager.....R. R. Cook

PRODUCTS: Radio dynamotors, blowers, fractional hp motors.

Sonetone Corp.

Elmsford, N. Y.
Phone: LYric 2-9600

Pres., Gen. Mgr.....Irving I. Schachtel
Sls. Mgr., Electronic

Applications.....Robt. L. Lewis
PRODUCTS: Vacuum tubes, phonograph cartridges, magnetic tape heads, ceramic microphones, nickel cadmium batteries, speakers.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.
Phone: PLaza 7-0440

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 7-2124

President, Gen. Mgr.....J. A. Tanney
Vice-Pres., Sales Mgr.....Oscar Lightstone
Vice-Pres.Dominic Capano
Sales Prom. Mgr.....Oliver E. Cain

PRODUCTS: Sale & leasing of motion picture cameras, editing, lighting & sound eqpt. Custom built eqpt. designed & engineered. Rear projection eqpt. also available.

Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.
Phone: ALgonquin 4-5400

Chairman.....George W. W. Brewster
President & Treas.....Donald Spencer
Sales Manager.....W. K. Headley

PRODUCTS: Community antenna and industrial TV systems.

Stainless, Inc.

Third St., North Wales, Pa.
Phone: OXBow 9-4871

President.....Walter L. Guzewicz
Vice-President.....Henry J. Guzewicz
Sales.....John F. Guzewicz, John S. Fisher

PRODUCTS: Self-supporting guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOLlywood 4-7461

President.....William V. Stancil

PRODUCTS: Magnetic recorder/reproducer for tape, Model R5. Also, magnetic tape—Duplicator for high-speed tape copies. Model R5TD—Magnetic recorder/reproducer for 16mm., 17.5mm., and 35mm. film. Models S6 & S7—Magnetic recorder reproducer for tape; self-contained battery-operated Model M8—Magnetic recorder/reproducer up to 16 tracks, all transistor, for communications recording, Model CRM16.

Standard Electronics

(Div. of Reeves Instrument Corp.)
Lakewood Road, Farmingdale, N. J.
Phone: WEBster 8-6671

Vice President.....William H. Zillger

C. E.....A. R. Taylor
Customer Svc.....Joseph Noll
Field Eng.....Joseph Ewansky

District Sales Engineering Managers

District Sls. Eng. Mgr.....J. T. Campbell
1026 17th St., N.W., Wash 6, D. C.
Phone: REpublic 7-2246

PRODUCTS: Transmitters, transformers, dummy loads & filters for AM, FM, & TV; FM antennas; TV color equipment.

Stephens Trusonic Inc.

8538 Warner Dr., Culver City, Calif.
Phone: UPTon 0-6671

PresidentBert Berlant
V.P. & Sales Mgr.....B. B. Girlin
Mkt. & Adv. Mgr.....R. Rose
Prod. Mgr.....E. J. Petre

PRODUCTS: Loudspeakers, enclosures, wireless microphones.

Stereovision, Inc.

500 Fifth Ave., New York, N. Y.
Phone: COLumbus 5-5400

PresidentFred Pittera
Exec. V.P. & Tech. Dir.....Merrill Braverman
Secy-Treas.Geri Lynn
Art Director.....Adam Mark
Public Relations.....Bosh Stack
Gen. Counsels.....S. D. Reidel,
J. W. M. Rutenberg

PRODUCTS: 3D-TV films for compatible reproduction. Optical devices, stereo lenses.

Strong Electric Corp.

87 City Park Ave., Toledo, O.
Phone: CHerry 8-3741

President.....Arthur J. Hatch
Vice Pres.....Harold E. Brown
Asst. Sec'y-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spotlights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector for background.

Studio Television Products Sales Corporation

356 W. 40th St., New York 18, N.Y.
Phone: PENnsylvania 6-5849

Manager.....James B. Tharpe
PRODUCTS: Pneumatic-balance camera dolly, color & B & W.

Swager Tower Company

R. R. No. 2, Fremont, Indiana
Phone: 4625

Pres.....W. E. Swager
PRODUCTS: Radio & TV and microwave broadcast towers.

Sylvania Electric Products, Inc.

730 Third Ave., N.Y.C.
Phone: JUdson 6-2424

Board Chairman.....Don G. Mitchell
President.....Robert E. Lewis
Sr. V.P.....Matthew D. Burns

EQUIPMENT MANUFACTURERS

Dir. Indust. Rel.....David G. Christie
 Sr. V.P., Marketing.....B. K. Wickstrum
 Dir. Pub. Rel.....Herbert Johnson, Jr.
 V.P. Elec. Tube Sls.....Donald W. Gunn
 PRODUCTS: Tubes, radio & TV.

Sarkes Tarzian Inc.

(Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.

Phone: 7251

President.....Sarkes Tarzian
 Comm. Manager.....Biagio Presti
 PRODUCTS: TV transmitters.

Tech-Master Corp.

75 Front St., Brooklyn, N. Y.

Phone: ULster 5-3535

President.....L. Lazoff
 Gen. Mgr.....R. Lazoff
 Sales Manager.....A. Lazoff
 PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps, radios.

Technical Appliance Corporation

1 Taco St., Sherburne, New York

Phone: ORhid 4-2211

Exec. V.P.....T. Lundahl
 Sales Prom. Mgr.....F. R. Voorhaar
 Chief Engineer.....N. Rea
 Sales Mgr.....S. K. McNeil
 PRODUCTS: Antennas, TV & FM installation supplies.

Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.

Phone: LIncoln 1-3600

President.....J. R. Popkin-Clurman
 Exec. V.P.....S. Dubin
 Vice-Pres., Sales.....H. C. Riker
 Chief Engineer.....Hans Schmid
 Prod. Mgr.....Mal Albaum
 Government Sales.....D. Dudley

Western Engineering Div.

13635 Victory Blvd., Van Nuys, Calif.

Phone: ST 2-7479

Director.....S. Krinsky
Mid-West Engineering Div.

106 W. St. Charles Rd., Lombard, Ill.

Phone: MAFair 7-6026

Director.....D. Chapman
Southwestern Engineering Div.

4207 Gaston Ave., Dallas, Tex.

Phone: TAYlor 3-3291

Director.....R. F. Wulfe

PRODUCTS: Color and monochrome special effect generators for wipes and matting; video transmission test equipment; TV studio equip., oscilloscope cameras; TV monitoring equip., TV studio cameras.

Telecontrol Corp.

1418 W. 166th St., Gardena, Calif.

President.....John W. Doering
 Ch. Devel. Eng.....L. Jorgenson

PRODUCTS: Video-audio distribution, studio video switching, master control switching systems.

Telectro Industries Corporation

35-16 37th St., Long Island City 1, N. Y.

Phone: YELlowstone 2-8600

President.....H. Sussman

PRODUCTS: Radio magnetic tape recording eqpt.

TelePrompTer Corporation

311 W. 43rd St., N. Y. 36, N. Y.

Phone: JUDson 2-3800

Chairman, Pres.....Irving B. Kahn
 V.P. Engineering.....Hubert J. Schlafly, Jr.
 V.P. Administration.....William Sargent
 Grp. Comm. Dir.....Robt. M. Rosencrans
 Dir. of Adv.....Alfred N. Greenberg
 Sec.-Treas.....Monroe Rifkin
 TV, Film Serv. Mgr.....Don Redell
 Acc. Exec.....Hubert Wilke
 Public Rel. Dir.....John Barrington
 Creative Dir.....Edward Reveaux
 Production Mgr.....Jay Merkle

Branch Offices

357 N. LaBrea, Los Angeles, Calif.

Phone: WEBster 6-6195

V.P. West Coast.....Fred Barton

Acc. Exec.....Bart Swift, Hubert Wilke

316 N. Michigan Ave., Chicago, Ill.

Phone: FRanklin 2-1752

Manager.....Ted Boismureau

2700 S. Memorial Pkwy., Huntsville, Ala.

Phone: JEFFerson 4-1902

Manager.....Ray Hagan

447 Jarvis St., Toronto, Canada

Phone: WALnut 2-2130

Pres., TelePrompTer of

Canada.....Spence Caldwell

PRODUCTS: TelePrompTer reading unit and accessories, cueing equipment for film, TV, public speaking; TelePro 6000 rear screen projection; TeleMation for automatic cueing; lights; audio systems; TeleStage portable stage structures; custom built sound systems; the Presidential Lectern; large screen cl. circ. TV.

Tele-Tone Company of America

1668 Webster Ave., New York 57, N. Y.

Phone: CY 9-1900

Vice President.....M. Perlmutter

Chief Eng.....B. Berger

PRODUCTS: AM-FM radios, AM clock radios.

Telescript-CSP Inc.

155 W. 72nd St., New York 23, N. Y.

Phone: SUsquahanna 7-8111

President.....Robert P. Swanson

V.P. Sales.....Curtis R. Howard

V.P. Engineering.....Peter Jackson

Operations Mgr.....Trygve W. Lund

Mgr., Tech. Facilities.....Charles R. Krum

PRODUCTS: TV studio prompting eqpt., rear screen projector and projection equipment, automatic programming and audio equipment.

EQUIPMENT MANUFACTURERS

Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.

Phone: Michigan 2-2281

V.P., Exec. in Chg. TV.....Jack Behrend

PRODUCTS: Speedi-Q punches; "TEC" film cleaner.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.

Phone: LOngacre 4-2334

Gen. Mgr.....Howard Ryder, Jr.

Latin American Representative

G. A. Vasseur

Calle 9 No. 251, Vedado, Havana, Cuba

Canadian Representative

447 Jarvis St., Toronto

PRODUCTS: Rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

Television Utilities Corp.

112-33 Colonial Ave., Corona 68, N. Y.

Phone: TW 8-1000

President.....A. E. Siegel

V.P., Ch. Engr.....C. H. Odom

V.P., Sls. Engr.....Miles Breger

Design Engineer.....Ken Worthington

Production Engineer.....Mark Tamburrelli

PRODUCTS: Scan-A-Graph visual communications systems, camera-less transmission of video information to unlimited locations; best. sta. & closed circ. TV video monitors; Pulse Cross Monitors; SYNC generators; line & video amplifiers; Kine recording eqpt.; Flying Spot scanners.

Television Zoomar Corp.

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

Phone: BRyant 9-5835

President.....Jack A. Pegler

Treasurer.....Dr. Frank G. Back

Sales Manager.....Bill Pegler

PRODUCTS: Lenses — Super Universal Zoomar & Super Studio Zoomar.

Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.

Phone: WEster 3-1600

V.P., Sales Mgr.....E. W. Brinkerhoff

PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

TNT Tele-Sessions, Inc. & Theatre Network Television, Inc.

575 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-3220

President.....Nathan L. Halpern

Gen. Sales Mgr.....Wm. G. Rolley

Dir. of Pgms.....Marc Daniels

Dir. of Oper.....Edward F. Adiss

Eastern Sales Mgr.....J. B. O'Connor

Dir. of Prod.....Robert F. White

Sec.-Treas.George Frank

Branch Offices

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

W. Div. Mgr.....Gordon N. Morford

412 Fisher Bldg., Detroit 2, Mich.

Midwest Div. Mgr.....John L. Beers

5859 Melrose Ave., Los Angeles 28, Cal.

250 Golden Gate Ave., San Francisco, Calif.

Pac. Coast Div. Mgr.....Douglas George

PRODUCTS: Closed-circuit TV for business, industry, and paid box office admissions.

Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa

Phone: 2-3631

Owner.....M. M. Lasensky

Gen. Mgr.....C. A. Wright

Ass't Sales Mgr.....G. S. Chesen

Eng. Mgr.....L. J. Tokarczyk

PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections. Radio towers, AM, VHF.

Tower Sales & Erecting Company

6100 N.E. Columbia Blvd., Portland 18, Ore.

Phone: ATLantic 7-7303

Exec.....C. Fisher

PRODUCTS: Towers, lighting, erecting, painting & ground systems.

Trans-Lux Corporation

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

Phone: PL 1-3110

President.....P. E. Furber

Vice President.....A. Giles

Sales Dir.....B. Roth

PRODUCTS: Background scenes by Trans-Lux; rear view slide projectors; translucent screens; & aluminum screen frames.

Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.

Phone: HARRison 7-9151

President.....Joe Friedman

V.P. & Gen. Sales Mgr.....I. Edelstein

Vice-Pres., Mfg.....Ellis Friedman

Adv. Mgr.....Jerry Friedman

PRODUCTS: Radio, TV, Hi-Fi Phonographs, Tape Recorders.

John D. Trilsch, Inc.

Box 14201, 12901 Chocolate Bayou Road

Houston 21, Texas

Phone: REpublic 4-2545

President & Treas.....John D. Trilsch

Vice President.....E. E. Armstrong

Secretary.....T. Ralph Blöse

PRODUCTS: Radio, microwave and radar towers.

EQUIPMENT MANUFACTURERS

Tung-Sol Electric Inc.

One Summer Ave., Newark 4, N.J.
Phone: HUmboldt 4-8500

Chairman Louis Rieben
President Milton Schulte
Vice-Pres., Sales G. W. Keown
V.P., Oper. & Eng. Dr. A. K. Wright
V.P. Donald A. Harper
Sec. Paul Hemschoot
Treas. H. Merle Darling
Comptroller George Hallett
Gen. Mdse. Mgr. Daniel J. Webster
Mgr., Mkt. Svcs. Harold F. Cook

PRODUCTS: Electron tubes, transistors, semi-conductor rectifiers, miniature lamps, cathode ray tubes.

United Transformer Corporation

150 Varick St., New York 13, N. Y.
Phone: ALgonquin 5-3500

Sales Manager H. Russell
PRODUCTS: Radio transformers, filters, equalizers, high Q coils.

Vacuum Tube Products Co., Inc.

(Div. of Hughes Aircraft)

506 S. Cleveland St., Oceanside, Calif.
Phone: SARatoga 2-6567

N. Y. Phone: HUnter 2-9320

Vice Pres. James J. Sutherland
PRODUCTS: Special cathode ray tubes, Xenon Thyratrons, high vacuum rectifiers, vacuum gauges and controls.

Vallen Inc.

225 Bluff St., Akron, Ohio
Phone: BLackstone 3-4933

President E. J. Vallen
PRODUCTS: Vallen panorama track, all-steel and aluminum tracks, electric curtain controls.

Visual Electronics Corp.

356 W. 40th St., New York 18, N. Y.
Phone: PENnsylvania 6-5840

President James B. Tharpe
Vice-President John P. Gallagher
Home Office Mgr. Charles C. Caldabaugh
Export Sales Mgr. Bert Kupperman
Mgr., Closed Cir. Oper. M. A. Mayers
Replacement Pts. Supply

Mgr., Sec. Jessica C. Rafsky
PRODUCTS: All AM-FM-TV best. tech. eqpt. & supplies; nat'l & foreign distribution. Mfg. & dist. of Orth Savers, Spot Saver-TV automation system.

STATIONS EQUIPPED IN 1959: ABC, NBC, CBS, CBC networks.

Westinghouse Electric Corp.

(Television-Radio Division)

Route 27 & Vineyard Rd., Box 71, Metuchen, N. J.

Phone: LIBerty 8-5000

Vice-Pres. Chris Witting
Gen. Mgr. O. H. Yoxsimer
Asst. to Gen. Mgr. W. T. Eutz

Mgr. Mfg. M. N. Cinelli
Mgr. Market. C. J. Urban
Prod. Mgr. TV. J. J. Eagan
Prod. Mgr. Radio. E. D. Smithers
Service Mgr. K. H. Brown
Adv. Mgr. R. W. Johnson
Eng. Mgr. N. S. Kornetz
Purchasing Agent. L. W. Tomlinson

PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

Wheeler Laboratories, Inc.

(Subsidiary of Hazeltine Corp.)

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: HUnter 2-8353

President Harold A. Wheeler
V.P. Ch. Engr. David Dettinger
Treas., Asst. Ch. Engr. Frank H. Williams
Antenna Lab (Smithtown)

Engr. in Chg. Ned A. Spencer
PRODUCTS: Engineering services—Consulting, research, development, design, models; specializing in microwave components, antennas, test eqpt.

Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.
Phone: COngress 6-1000

President E. A. Springer
Vice-President A. A. Wollensak
PRODUCTS: TV & motion picture camera lenses.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
Phone: BERkshire 7-7500

N. Y. Phone: PLaza 1-3700

Chrm. of Bd. Hugh Robertson
Pres. and Gen. Mgr. Joseph S. Wright
Exec. V.P., Asst. Gen. Mgr. &

Treas. S. Kaplan
V-P and Dir. of Mkt. Leonard C. Truesdell
V-P in Chg. of Eng. J. E. Brown
V-P in Chg. of Prod. Donald MacGregor
V-P Advertising. Erik Isgrig
V.P. in Chg. Indust. Rel. J. M. Ferren
V-P & Assoc. Dir. of Res. Dr. Robert Adler
V-P Distribution. C. J. Hunt
V-P Hearing Aid. Eugene M. Kinney
V-P in Chg. of Purchases. J. E. Anderson
V-P in Chg. of Res. Dr. Alexander Ellett
V-P, Patents. Francis W. Crotty
V-P, Export. John A. Miguel, Jr.
Secty. and Asst. V-P. Karl E. Hassel
Controller Ralph M. Spang
Asst. Treas. and Asst. Secty. J. Kuhajek
Asst. Secretaries. H. M. Chesser & E. M. Schroeder

Asst. V-P & Chief Eng. Nathan W. Aram
Public Relations Director. Ted Leitzell
Mgr., Mkt. Svcs. Philip J. Wood

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-stereophonic high-fidelity combinations; console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Portable, table, & console, TV-stereo phono combinations; hearing aids.

TV SERVICE FIRMS

(Also see Equipment Manufacturers)

Large Screen

Bodde Screen Co., 11541 Bradley Ave., San Fernando, Calif.EMpire 5-2551
General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.PLaza 7-0440

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 315 W. 43rd St., New York, N. Y.JUdson 6-1420
Century Projector Corp., 729 7th Avenue, New York, N. Y.CIRcle 5-7048
National Theatre Supply, 356 W. 44th St., New York, N. Y.CIRcle 5-6900
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Co., 165 Clermont Ave., Brooklyn 5, N. Y.TRiangle 5-4152
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.PLaza 7-0440

Laboratories

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
 1161 N. Highland Ave. (38) .HOLlywood 4-7471
Anso Processing Lab.
 1001 No. LaBrea (38)OLdfield 4-0550
BRM Film Co.
 8235 1/2 W. ThirdWEBster 1-6602
Cinema Research
 716 N. LaBreaWEBster 3-9301
Color Reproduction Co.
 7936 Santa Monica Blvd. (46)OLdfield 4-8010
Consolidated Film Industries
 959 Seward St. (38)HOLlywood 9-1441
DeLuxe Labs.
 1418 N. WesternHOLlywood 9-3141
Dunn, Linwood G.
 1153 N. Highland Ave.HOLlywood 9-5808
Eastman Kodak Research Laboratory
 1017 N. Las Palmas Ave. (38)HOLlywood 5-7151
Film Effects of Hollywood
 1153 N. Highland (38)HOLlywood 9-5808
Film Service Laboratories
 6327 Santa Monica Blvd.HOLlywood 2-3237
Flora Color
 1715 N. Mariposa St. (27)NORmandy 3-2294
General Film Labs Corp.
 1546 N. Argyle Ave.HOLlywood 2-6171
Hollywood Film Enterprises Inc.
 6090 Sunset Blvd. (28)HOLlywood 4-2181
Houston Color Film Labs.
 230 W. Olive Ave., BurbankVICTORIA 9-4627
Mercer, Ray, & Co.
 4241 Normal Ave. (29)NORmandy 3-9331
Modern Movies, Inc.
 6018 Fountain Ave.HOLlywood 4-7293
National Screen Service
 7026 Santa Monica Blvd.HOLlywood 5-3136
Pacific Colorfilm
 8248 Santa Monica Blvd.OLdfield 4-0747

Pathe Laboratories, Inc.
 6823 Santa Monica Blvd.HOLlywood 9-3961
Peerless Film Processing
 959 SewardHOLlywood 4-7156
Permafilm, Inc.
 6446 Santa Monica Blvd.HOLlywood 4-4168
Producers Photographic Lab. Inc.
 6556 Santa Monica Blvd.HOLlywood 2-1334
Technicolor Motion Picture Corp.
 6311 Romaine St.HOLlywood 7-1101
Telefilm, Inc.
 6039 Hollywood Blvd.HOLlywood 9-7205
Westheimer Co.
 6585 Santa Monica Blvd.HOLlywood 2-6381

SAN FRANCISCO, CALIF.

Bull Film Laboratory
 1256 Howard St.UNderhill 1-8638
Cinematic Developments Co.
 2125 - 32nd Ave.MONTrose 4-2435
Commercial Film Enterprises
 125 Hyde St.ORdway 3-9162
D. D. Monaco Proc. Lab.
 2434 LeavenworthORdway 3-0511
Motion Picture Service Co.
 125 Hyde St.ORdway 3-9162
Multichrome Laboratories
 760 Gough St.HEmlock 1-6507
Sola Photo & Sound
 37 Prospect Ave.ATwater 2-6004

COLORADO

Alexander Film Co.
 Colorado SpringsMAIn 4200
Johnson Tele-Visuals
 Wheatridge, Colo.BElmont 3-6231
Western Cine Service
 114 East Eighth Ave., Denver.AMherst 6-3061

WASHINGTON, D. C.

Byron, Inc.
 1226 Wisconsin Ave., N.W.FEderal 3-4000
Capital Film Laboratories, Inc.
 1905 Fairview Ave., N.E.LAwrence 6-4634
Koster Film Facilities, Inc.
 1017 N. J. Ave., S.E.LIncoln 4-4410
Nat'l Cine Labs.
 2006 Powhatan Rd., HyattsvilleHA 2-4333

ATLANTA, GA.

Beeland Wood Films, Inc.
 752 Spring St., N.W.TRinity 6-7558
Paramount News
 135 Cain, N.W.JAckson 3-1636
Strickland Film Co.
 220 Pharr Rd., N.E.CEdar 3-5317

CHICAGO, ILL.

Atlas Film Corp.
 1111 S. Boulevard, Oak Pk.AUstin 7-8620
Bell and Howell Co.
 7100 McCormick, LincolnwoodAM 2-1600
Chicago Film Laboratory, Inc.
 1322 W. Belmont Ave.BITtersweet 8-6780
Colburn, Geo. W., Laboratory
 165 N. Wacker Dr.DEarborn 8-6780
Crescent Film Laboratories
 7510 N. Ashland.AMBassador 2-5000
Eskay Color Print, Inc.
 1325 S. Wabash.WABash 2-8583
Filmack Studios
 1327 S. Wabash Ave.HARRison 7-3395

TV SERVICE FIRMS

Wilding Picture Productions Inc.
1345 W. Arzyle St.....LONgbeach 1-8410

DES MOINES, IOWA

Parrot Films Studio
1000 - 14th Pl.ATLantic 2-4211

GARY, INDIANA

Lakeside Laboratory
5929 E. Dunes Hwy.....GARY 8-1114

INDIANAPOLIS, IND.

Robert Young Studio
1050 S. Holt Rd.....CHapel 4-9526

NEW ORLEANS, LA.

Motion Picture Advertising Service Co. Inc.
1032 Carondelet St.....RAYmond 2253

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Rd.....LIBerty 6216

BOSTON, MASS.

Master Motion Picture Co.
50 Piedmont St.....HANcock 6-3592

DETROIT, MICH.

General Film Laboratory, Inc.
66 SibleyWOODward 1-7818

Jam Handy Organization
2821 E. Grand Blvd.....TRinity 5-2450

Wilding Picture Prod., Inc.
4925 Cadieux St.....TUxedo 5-3740

ST. PAUL, MINN.

Reid II Ray Film Industries
2269 Ford Parkway.....MIDway 9-1393

KANSAS CITY, MO.

The Calvin Co
1105 Truman Rd.....HARRison 1-1230

Eso-S Pictures
1121 W. 47th St.....VALentine 1-8780

Studna, Louis, Films
3214 Gilham Rd.....LOGan 1-6300

FORT LEE, N. J.

Consolidated Film Industries
Main StreetWINDsor 4-3400

NEW YORK, N. Y.

Color Service Co.
115 W. 45th St.....JUDson 6-0853

Comprehensive Filmtreat Inc.
421 W. 54th St.....COLumbus 5-0372

Consolidated Film Industries
Div. of Republic Pictures Corp.
10 Columbus Circle.....JUDson 6-1700
550 Main St., Fort Lee, N. J.WINDsor 4-3400

Criterion Film Labs, Inc.
33 W. 60th St.....COLumbus 5-2180

Custom Film Lab.
1780 Broadway.....CIRcle 5-4830

DeLuxe Laboratories, Inc. (20th Century-Fox)
450 Tenth Ave.....CIRcle 7-3220

Du-Art Film Laboratories, Inc.
245 W 55th St.....PLaza 7-4680

FilmLab, Inc.
126 W. 46th St.....JUDson 2-2863

Guffanti Film Laboratories, Inc.
630 Ninth Ave.....COLumbus 5-5530

Kln-O-Lux, Inc.
17 W. 45th St.....JUDson 6-1880

Lab-TV
723 Seventh Ave.....JUDson 6-2293

Malcolm Laboratories Corp.
244 W. 49th St.....CIRcle 6-6150

Mecca Film Laboratories, Inc.
630 Ninth Ave.....COLumbus 5-7676

Mercury Film Laboratories Inc.
723 Seventh Ave.....CIRcle 5-4930

Movielab Color Corp.
619 W. 54th St.....JUDson 6-0360

National Screen Service Corp.
1600 BroadwayCIRcle 6-5700

Paramount Laboratory
34-54 35th St., Long Island City....RA 8-8000

Pathe Laboratories, Inc.
105 E. 106th St.....TRafalgar 6-1120

Peerless Film Processing
165 W. 46th St.....PLaza 7-3630

Precision Film Laboratories
21 W. 46th St.....JUDson 2-3970

Quality Film Lab.
450 W. 56th St.....JUDson 6-4912

Rapid Film Technique, Inc.
37-02 - 27th St., L. I. C.....STillwell 6-4601

Swift Motion Picture Lab.
1183 University Ave.....CY 3-2400

Titra Film Labs
1600 BroadwayPLaza 7-6681

Tri Art Color Corp.
245 W. 55th St.....PLaza 7-4580

Video Film Laboratories
350 W. 50th St.....JUDson 6-7196

CLEVELAND, O.

Escar Motion Picture Service, Inc.
7315 Carnegie Ave.....ENdicott 1-2707

DAYTON, O.

Film Assoc., Inc.
4600 S. Dixie Ave.....ZENith 1-2164

PHILADELPHIA, PA.

Beswick, Harold W.
1017 W. Allegheny Ave.....BALdwin 9-9355

News Reel Laboratory
1729 Sansom St.....BITtenhouse 6-3892

Welsh Studios
1209 E. Chelton Ave.....LLivingstone 8-4611

DALLAS, TEX.

Big D Film Lab
4215 Gaston Ave.....TAYlor 4-1341

Jamieson Film Co.
3825 BryanTAYlor 3-8158

Southwest Film Laboratory, Inc.
3024 Fort WorthWHitehall 6-2184

Variety Pictures, Inc.
3825 BryanTAYlor 3-8158

MILWAUKEE, WISC.

Film Arts Productions, Inc.
1700 S. 19th St.....MITchell 5-0523

CANADA

CALGARY

Barnes Calgary Film Production Co.

MONTREAL

Associated Screen News, Ltd.
5271 Western Ave.....DEXter 1186

Cinecraft Studios, Inc.
1184 St. Catherine St. W.....LANcaster 8092

Northern M. P. Labs, Inc.
10 Dell Park Ave.....

TORONTO

Associated Screen News, Ltd.
100 Adelaide St. W.....WAVerty 4671

TV SERVICE FIRMS

Audio Pictures, Ltd.
310 Lake Shore Rd.....CLifford 1-5211

S. W. Caldwell Ltd.
447 Jarvis St.....WA 2-2103

Film Laboratories of Canada, Ltd.
310 Lakeshore Rd.....CLifford 1-5211

Shelly Films, Ltd.
156 King St. W.....LYndhurst 3431

OTTAWA

Crawley Films, Ltd.
19 Fairmont Ave.

National Film Board of Canada
John & Sussex Sts.....Dldeau 9-5730

REGINA, SASK.

General Films, Ltd.
1924 Rose St.

VANCOUVER

Motion Skreenadz, Ltd.
Film Exchange Bldg.

Trans-Canada Films, Ltd.
1210 Burrard St.....PA 1458

Vancouver Motion Pictures, Ltd.
Film Exchange Bldg.

Color Processes

Acme Film Labs
1161 N. Highland, Hollywood 38, Calif.; HOLlywood 4-7471.

Anseo Color
Anseo Division of General Aniline & Film Corp.,
2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; OXFord 7-6161; 1001 N. LaBrea, Los Angeles; OLFfield 4-0550.

Cinema Research
716 N. La Brea, Hollywood 38, Calif.; WEBster 3-9301.

Color Reproduction Co.
7936 Santa Monica Blvd., Hollywood 46, Calif.; OLFfield 4-8010.

Consolidated Film Ind.
959 N. Seward St., Hollywood; HOLlywood 9-1441.

De Luxe Laboratory
850 Tenth Ave., N. Y. C.; CIRCLE 7-3220; 1418 N. Western Ave.; HOLlywood, Calif.; HOLlywood 9-3141.

Eastman Kodak Co.
Rochester, N. Y.

Eastman Kodak Research Lab.
1017 N. Las Palmas Ave., Hollywood; HOLlywood 5-7151.

Film Effects
1153 N. Highland Ave., Hollywood 38, Calif.; HOLlywood 9-5808.

Flora Color
1715 N. Mariposa, Hollywood, Calif.; NORMandy 3-2291.

Kodachrome
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Sunset Blvd., Hollywood; HO 4-2181.

Mercer, Ray, & Co.
4241 Normal Ave., Hollywood; NORMandy 3-9331.

Pathe Lab., Inc.
6823 Santa Monica Blvd., Hollywood; HOLlywood 9-3961.

Polacolor Process
Polaroid Corp., Cambridge 39, Mass.

Technicolor Motion Picture Corp.
6311 Romanne St., Hollywood 38, Calif.; HOLlywood 7-1101; Office: 30 Rockefeller Plaza, New York, N. Y.; CIRCLE 7-7934.

Video Color, Inc.
11 E. 48th St., N. Y.; MURray Hill 8-8190.

Projectors

Ballantyne Co., 1712 Jackson, Omaha 2, Nebr.

Bodde Projector Co., 11541 Bradley Ave., San Fernando, Calif.EMphre 5-2551

Century Projector Corp., 720 7th Ave., New York N. Y.CIRCLE 5-7048

Camera Equipment Co., 315 W. 43rd St., New York, N. Y.....JUDson 6-1420

Spot and Flood Lamps

Adams Lighting, Inc., 10 First St., Pelham, N. Y. PELham 8-4003

Ariel Davls Supply Co., 3687 S. State St., Salt Lake City, Utah.

Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.CIRCLE 6-7770

Compen Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.EVErglade 4-1000

General Electric Co., 1013 Williamson Bldg. Cleveland, O.

International Motion Picture Consultants, Inc., National Press Building, Washington, D. C.

Kliegl Bros., 321 W. 50th St., New York, N. Y. COLUMbus 5-0130

Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.CHApman 5-1086

Motigraph, Inc., 4441 W. Lake St., Chicago 24, Ill.ES 8-6600

National Theater Supply, 356 W. 44th St., New York, N. Y.CIRCLE 5-6900

Radiant Lamp Corp., 300 Jelliff Ave., Newark N. J.BI 3-6850

Radio Corp. of America, Front & Cooper Sts., Camden, N. J.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.PL 7-0440

Sylvania Electric Products Co., 1740 Broadway, New York, N. Y.JUDson 6-2424

Wenzel Projector Co., 2509 S. State St., Chicago 16, Ill.CA 5-6285

Westinghouse Electric Corp., 2519 Wilkens Ave., Baltimore 3, Md.

Carpets

Bigelow Carpet Co., 140 Madison Ave., New York, N. Y.OREgon 9-3000

Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.BALDwin 3-2000

A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.OREgon 9-1220

James Lees & Sons Co., Bridgeport, Pa.

C. H. Masland & Sons, Carlisle, Pa.

Alexander Smith, Inc., 295 5th Ave., New York 16, N. Y.MURray Hill 9-1300

Background Processes

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38). HOLlywood 4-7471

Anderson, Howard A., Co.
751 N. Fairfax.....OLive 3-4880

Bodde Screen Co.
11541 Bradley Ave., San Fernando, Calif. EMPIRE 5-2551

TV SERVICE FIRMS

Cinema Research
716 N. LaBrea, Los Angeles...WEBster 3-9301
Hollywood 2-7464

Consolidated Films Industries, Inc.
959 Seward St.....HOLlywood 9-1441

Mercer, Ray
4241 Normal Ave.....NOrmandy 3-9331

Pathe Laboratories, Inc.
6823 Santa Monica Blvd....HOLlywood 9-3961

Technicolor Motion Picture Corp.
6311 Romaine St.....HOLlywood 7-1101

Raw Stock

AnSCO
AnSCO Division of General Aniline & Film Corp.,
Binghamton, N. Y.; 406 Lexington Ave.,
OXford 7-6161, New York 19, N. Y.; 1001 N.
LaBrea, OLdfield 4-0550, Los Angeles, Calif.

DuPont
I. E. du Pont de Nemours and Co. (Inc.)
Photo Products Division, Wilmington, Del.;
7051 Santa Monica Blvd., HOLlywood 9-5147,
Hollywood 38, Calif. **Factories:** Parlin, N. J.

Eastman
See W. J. German, Inc., **Factories:** Eastman
Kodak Co., Rochester, N. Y.

German, W. J., Inc.
Distributor of Eastman motion picture film.
John St., Fort Lee, N. J., WIndsor 8-5100;
6677 Santa Monica Blvd., HOLlywood 4-6131
Hollywood 38, Calif.

Storage Vaults

LOS ANGELES, CALIF.

Hollywood Film Co.
956 Seward St.....HOLlywood 2-3284

Seward Film Vaults
1010 N. Seward St.....HOLlywood 4-0141

NEW YORK, N. Y.

Bonded Film Storage Corp.
630 Ninth Ave.....JUDson 6-1030

**Consolidated Film Industries,
Div. of Republic Pictures Corp.**
10 Columbus Circle.....JUDson 6-1700

Stock Shot Libraries

LOS ANGELES, CALIF.

ABC Film Library
4151 Prospect.....NOrmandy 3-3311

Bailey Color Stock Library
7934 Santa Monica, Hollywood, Calif.;
OLdfield 4-8197

Elmer Dyer
711 N. La Jolla Ave. (46).....WEBster 9-8308

Lee Green Stock Footage
1400 Ridgewood Place.....HOLlywood 2-1281

Sherman Grinberg Film Libraries
1438 N. Gower.....HOLlywood 4-7491

Holbrook's Film Library
1426 N. Beachwood.....HOLlywood 7-7715

Mercer, Ray & Co.
4241 Normal Ave. (27).....NOrmandy 3-9331

Smith & Holst Films
2408 W. Seventh St.....DUNkirk 7-8228

NEW YORK, N. Y.

Stock Shots To Order, Inc.
550 Fifth Ave.....CRele 6-0690

Cartoon Producers

LOS ANGELES, CALIF.

Animation, Inc.
736 N. Seward St., Hollywood (38)
HOLlywood 4-1117

Avery, Tex, Cartoons
10681 Santa Monica Blvd., Los Angeles (25)
GRanite 7-3325

Cain, Mary, I & P Service
7107 DeLongpre, HOLlywood (46)
HOLlywood 4-5186

Cascade Pictures
1027 N. Seward St., Los Angeles (38)
HOLlywood 2-6481

Churchill-Wexler
801 No. Seward St., Los Angeles (38)
HOLlywood 2-6671

Cinema Research Corp.
716 N. LaBrea.....WEBster 3-9301

Disney, Walt
500 S. Buena Vista, Burbank...VICToria 9-3411

Glenar (Sid) Productions
6618 1/2 Sunset Blvd. (38).....HOLlywood 4-0406

H-B Productions
1416 N. LaBrea, HOLlywood (38)
HOLlywood 3-2141

Lantz, Walter
861 Seward St.....HOLlywood 9-2907

Mercer, Ray
4241 Normal Ave.....NOrmandy 3-9331

Miles, Celine, I & P Service
6350 DeLongpre, HOLlywood (28)
HOLlywood 9-3009

Munk, Hedy, I & P Service
923 Seward, HOLlywood (28).....HOLlywood 4-5496

Patin, Ray, Productions, Inc.
6650 Sunset Blvd., HOLlywood (28)
HOLlywood 2-1147

Playhouse Pictures
1401 No. La Brea, HOLlywood (28)
HOLlywood 5-2193

Quartet Films
5631 HOLlywood Blvd., HOLlywood (28)
HOLlywood 4-9225

Sketchbook Films
11465 Chandler, No. HOLlywood
TRiangle 7-4729

Sutherland Productions, Inc.
201 No. Occidental Blvd., Los Angeles (26)
DUNkirk 8-5121

Technique Productions
9424 Dayton Way, Beverly Hills....CR 5-8646

Thompson's, Aurl, I & P Service
11459 Riverside Drive, No. HOLlywood
POplar 6-5723

UPA
4440 Lakeside Dr., Burbank.....TH 2-7171

Warner Bros. Cartoons, Inc.
461 S. Calif. St., Burbank....THornwall 5-2633

NEW ROCHELLE, N. Y.

Terrytoons
38 Centre Ave.....NEW Rochelle 2-3466

NEW YORK, N. Y.

Disney, Walt, Productions
477 Madison Ave.....PLaza 9-3880

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St.....TRafalgar 3-0720

Paramount Pictures Corp.—Cartoon Studio
25 W. 45th St.....JUDson 2-4500

Radio & TV Packagers, Inc.
11 E. 40th St. (16).....LEXington 2-1717

Smith, Fletcher, Studios, Inc.
321 E. 44th St.....MURray Hill 5-9010

**Prizes,
Premiums, Etc.**

- Certified Projects, Inc.**
408 W. 57th St., N.Y. 19.....PL 7-8150
- Community Club Service**
20 E. 46th St.....Murray Hill 7-4466
- The Reuben H. Donnelley Corp.**
305 East 46th St., N. Y. C.....ORegon 9-4000
- Ethos**
141 E. 44th St., N. Y. C.....OXford 7-3047
- Robert A. Gold**
302 East 4th St., N. Y. C.....ORegon.7-3880
- Robert Marr**
80 Eighth Ave., N. Y. C.
- Merchandising Mart, Inc.**
175 Fifth Ave., N.Y.C.....GR 7-2205
- Al Petker**
59 East 54th St., N.Y.C.
- Ramee-Duke Ltd., Inc.**
408 W. 57th St., N.Y. 19.....PL 7-8150
- S. J. Reiner Co., Inc.**
155 Mincola Blvd.....Murray Hill 2-8540
- Richard S. Robbins**
163 Blecker St., N Y. C.....SPring 7-2568
- Stopper Topper**
60 E. 42nd St., N. Y. C.....OXford 7-0306
- Spotlight Promotions**
1150 6th Ave., N. Y. C.....OXford 7-3322

**Radio-TV
Station Brokers**

- Blackburn & Co.**
Washington, D. C.: Washington Bldg., S^{terling} 3-4341. James W. Blackburn, partner.
Chicago, Ill.: 333 N. Michigan Ave., FInancial 6-6460. West Coast: 9441 Wilshire Blvd., Beberly Hills, Calif.—CRestview 4-2770; South-
ern Office—Healey Bldg., Atlanta, Ga., JAcKson 5-1576.
- Haskell Bloomberg**
Lowell, Mass.: 208 Fairmount St., GLenview 5-5823. Haskell Bloomberg, Gen. Mgr., Muriel Joan Bloomberg, Asst. Gen. Mgr.
- R. C. Crisler Co.**
Cincinnati, O.: Fifth-Third Bank Bldg., DUNbar 1-7775.
New York: 41 E. 42nd St., MU 7-8436.
- Hamilton, Stubblefield, Twining & Assoc.**
Washington, D. C.: 1737 DeSales St., N.W., EX 3-3456. Wm. T. Stubblefield.
Cleveland, Ohio: 2414 Terminal Tower, TO 1-6727. Jackson B. Maurer.
Chicago, Ill.: Tribune Tower, DE 7-2754. Ray V. Hamilton, Barney Ogle.
San Francisco, Calif.: 111 Sutter St., EX 2-5671. W. R. Twining.
- Kander, Allen & Co.**
Washington, D. C.: 1625 Eye St., N.W., NA-
lional 8-1990.
New York 17, N. Y.: 60 E. 42nd St., MUrray Hill 7-3727.
Chicago 1, Ill.: 35 E. Wacker Dr., RAndolph 6-6760.

Denver, Colo.: 1700 Broadway, AComa 2-3623.
Frederick Pittera Associates
New York: 500 Fifth Ave., COlumbus 5-5400.

Radio Broadcast/Management Associates
Wirthman Bldg., Kansas City 9, Mo.; WEst-
port 1-3322. Executive Consultants, John L.
Humphreys and N. E. Paton.

Howard E. Stark
New York 22, N. Y.: 50 East 58th St., EL-
dorado 5-0405.

Edwin Tornberg & Co., Inc.
60 E. 42nd St., N. Y. C.....MU 7-4242;
West Coast—860 Jewell Ave., Pacific Grove,
Calif., FRontier 2-7475; Washington—1625 Eye
St. N.W., District 7-8531.

Screening Rooms

NEW YORK, N. Y.

- Bonded's Film Center Theater**
630 Ninth Ave.....JUDson 8-1030
- International Theatre (210 seats)**
120 W. 42nd St.....Wisconsin 7-9907
- Johnny Victor Theater**
40 W. 49th St.....JUdson 6-3800
- Movielab Theatre Service, Inc.**
619 W. 54th St.....JUdson 6-0360
- Preview Theater**
1600 BroadwayCircle 6-0865
- R.C.A. Victor**
411 Fifth Ave.....MUrray Hill 3-7611

Commercials Monitoring

National TV Monitor, Inc.
601 Madison Ave., N.Y.C...MUrray Hill 8-1071

Costumes

NEW YORK, N. Y.

- Bally-Hoo Theatrical Costume Co.**
160 W. 48th St.....Circle 5-5634
- Berthe, Mme.**
110 W. 47th St.....PLaza 7-4170
- Brooks Costumes**
3 W. 61st St.....PLaza 7-5800
- Eaves Costume Co., Inc.**
151 W. 46th St.....PLaza 7-3730
- Lillian Costume Co.**
56 W. 56th St.....Circle 5-5199
- Stage Costumes, Inc.**
3 W. 61st St.....Circle 6-9500

TOLL-TV FIRMS ORGANIZATIONS AND MANUFACTURERS

ENTRON, INC.

4902 Lawrence St., Bladensburg, Md.
APpleton 7-9585

H. M. Diambra.....President

GIANTVIEW TV NETWORK

(Div. of Meilink Steel Safe Co.)
(Closed Circuit Programming)

901 Livernois Ave., Ferndale 20, Mich.
LIncoln 8-2500

440 Park Ave. S., New York, N. Y.
MU 6-9242

Richard L. Colten.....Exec. in Charge

INTERNATIONAL TELEMETER CO.

(Division of Paramount Pictures Corp.)
1501 Broadway, New York 36, N. Y.
BRyant 9-8700

Louis A. Novins.....President

Leslie Winik.....Vice President

JERROLD ELECTRONICS CORP.

15th & Lehigh, Philadelphia 32, Pa.
BAldwin 6-3456

Milton J. Shapp.....President

Zalmon Garfield.....Asst. to President

JOINT COMMITTEE ON TOLL TV

1585 Broadway, New York
CIRCLE 5-4800

Phil HarlingChairman

SKIATRON ELECTRONICS & TELEVISION CORP.

180 Varick St., New York 14, N. Y.
WAtkins 4-7060

Arthur Levey.....President

Frank V. Quigley.....Secy.-Treas.

SKIATRON TV INC.

400 Park Ave., New York 5, N. Y.
PLaza 3-5600

Matthew FoxPresident

SPENCER-KENNEDY LABORATORIES INC.

1320 Soldiers Field Rd., Boston 35, Mass.
ALgonquin 4-5400

George W. W. Brewster.....Chairman

Donald Spencer.....Pres., Treas.

TECO INC.

231 S. LaSalle St., Chicago 4, Ill.
FIancial 6-3499

S. I. Marks.....President

TELEGLOBE PAY-TV SYSTEM INC.

15 E. 48th St., New York 17, N. Y.
ELdorado 5-0010

Solomon Sagall.....President

VIDEO INDEPENDENT THEATERS INC.

11 N. Lee Ave., Oklahoma City, Okla.
REgent 9-0681

Henry S. Griffing.....President

ZENITH RADIO CORP.

6001 Dickens Ave., Chicago 39, Ill.
BERkshire 7-7500

Hugh RobertsonPresident

Motion Picture Theatres in the U. S. Equipped for Television

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>	
CALIFORNIA	Fresno	2,169	Fresno	
	Huntington Park	1,468	Huntington Park	
	Los Angeles		1,757	Downtown
			2,213	Orpheum
			3,387	Paramount
		1,363	Ritz	
	San Francisco	2,646	Paramount	
	399	Telenews		
COLORADO	Denver	2,096	Paramount	
DIST. OF COL.	Washington	3,452	Capitol	
		1,838	Keith's	
FLORIDA	Jacksonville	1,155	Florida	
	Miami	2,000	Carib	
ILLINOIS	Chicago	1,234	Capitol	
		1,299	Crown	
		3,931	Marbro	
		2,649	State Lake	
		606	Loop	
	3,414	Tivoli		
	4,320	Uptown		
INDIANA	Indianapolis	3,313	Indiana	
IOWA	Des Moines	1,708	Paramount	
LOUISIANA	New Orleans	3,400	Saenger	
MARYLAND	Baltimore	2,048	Century	
		1,320	Metropolitan	
		2,843	Stanley	
		1,860	State	
MASS.	Boston	1,500	Pilgrim	
		3,583	State	
MICHIGAN	Detroit	2,500	Easttown	
		2,967	Palms State	
MINNESOTA	St. Paul	2,362	Paramount	
MISSOURI	St. Louis	3,166	State	
NEBRASKA	Omaha	2,978	Orpheum	
NEW JERSEY	Asbury Park	1,558	St. James	
	Camden	2,213	Stanley	
NEW YORK	Albany	1,550	Palace	
	Binghamton	2,284	Capitol	
	Buffalo	2,091	Centre	
	N.Y.C.—Bronx	2,353	Fordham	
	N.Y.C.—Brooklyn		4,060	Fox
			2,146	Marine
	N.Y.C.—Manhattan	450	Guild Newsreel	
	2,282	Victoria		

(Continued on Next Page)

INDUSTRY ORGANIZATIONS

Personnel—Addresses—Unions

Guilds—Associations—Radio-TV Groups

ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.
Phone: Plaza 7-7660

OFFICERS

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1st Vice-President Frank Maxwell
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Recording Secretary John Effrat
Exec. Sec. Angus Duncan
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BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.
6636 Hollywood Blvd., Los Angeles 28, Calif.
230 Jones St., San Francisco 2, Calif.
519 Jarvis St., Toronto, Ont.

COUNCIL

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THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
Phone: Judson 2-1520

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BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. Phone: STerling 3-9153. T. S. Repllier, President.
203 N. Wabash Ave., Chicago 1, Ill. Phone: RAn-dolph 6-1753. L. S. Schwartz, midwest representative.
9100 Sunset Blvd., Los Angeles 46, Cal. Phone: CRestview 4-8039.
Robert Grey, West Coast Representative.
425 Bush Street, San Francisco 8, Cal. Phone: GA 1-6868. Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.
Phone: Circle 6-2431

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BRANCH OFFICE

1320 G. St., N. W., Washington 5, D. C. Phone: EX-ecutive 3-4268. Washington Rep., William P. Tidwell.

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising:

To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.
To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION, INC.

3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-5656

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FUNCTIONS

A non-profit membership organization devoted to the furthering of scientific practices in advertising and marketing through impartial and objective research.

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420 Lexington Ave., New York 17, N. Y.
LEXington 2-7980

Phone: LEXington 2-7980

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Vice-Chairman Harry Harding
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WESTERN REGION OFFICE

235 Montgomery St., San Francisco 4, Cal. Phone: YUkon 6-2200. John L. Del Mar.

ORGANIZATIONS

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
Phone: COlandt 7-1374

OFFICERS

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Secty.-Treas.....Joseph F. Kehoe
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BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.
Phone: LO 4-1251. Mort Borrow, Chairman.
Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y.
Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

425 Park Ave., New York 22, N. Y.
Phone' PLaza 8-0600

OFFICERS

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BRANCH OFFICE

220 Mt. Pleasant Ave., Newark 4, N. J. Phone
HUmboldt 4-6600.

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15 West 44th Street, New York 36, N. Y.
Phone: MUrray Hill 7-1810

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Herb Vigran, Vicki Yala, Harold E. Wallis, Willard Watorman, Dwight Weist, Walt Williams, Ernie Winston, Will Wright, Clark Yocum.

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Cal. Phone: HOllwood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. Phone: WHitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF AUTHORS AND COMPOSERS

158 W. 55th St., New York 19, N. Y.
Phone: Circle 6-2536

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Treasurer.....Leonard Whitcup
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Copyright Department.....Margaret Thiele
Counsel.....John Schulman

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BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Cal.
Phone: HOllwood 2-1108

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

AMERICAN GUILD OF MUSICAL ARTISTS

1841 Broadway, New York 23, N. Y.
Phone: COlumbus 5-3687-8-9

NATIONAL OFFICERS

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President.....John Brownlee
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2nd Vice-President.....George London
3rd Vice-President.....Betty Stone
4th Vice-President.....Regina Resnik
5th Vice-President.....Lloyd Harris
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Recording Secretary.....Ann Ayars
National Executive Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

1 N. LaSalle St., Chicago, Ill. Phone: FI 6-6677. Sanford Wolff, Rep.

704 Bellevue N., Seattle 2, Wash., Phone: CA 0438. George Peckham, Rep.

421 Phelan Bldg., 760 Market St., San Francisco, Cal. Phone: EX 2-6990. Edward Reith, Rep.

ORGANIZATIONS

621 La Barre Rd, New Orleans, La. Earl Von Hoven,
Rep.
519 Jarvis St., Toronto 5, Ont., Canada. Phone:
WA 4-6532. Larry H. McCance, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

110 West 57th St., New York, N. Y.
Phone: CLeCle 6-7130

OFFICERS

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1st Vice-Pres. Rajah Raboid
2nd Vice-Pres. Johnny Woods
3rd Vice-Pres. Frank Ross
Treasurer Joe Smith
Recording Secy Sally Winthrop
Nat'l. Admin. Secy. Jackie Bright

BRANCH OFFICES

110 W. 57th St., N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director..... Lou Smolev
64 W. Randolph St., Chicago, Ill.; Phone: CEntal
6-5561
Mid-West Regional Director..... Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone:
HOLlywood 4-8281
Western Regional Director..... Irvin Mazzei

FUNCTIONS

A branch of the Associated Actors and Artists of America (AFL-CIO); AGVA is the labor union for performers in the Variety Field of the entertainment industry.

AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.
Phone: CEntal 6-8306

OFFICERS

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Robt. T. Browne, Donald R. Longman, Jack C.
Griffin
Secretary Schuyler F. Otteson
Treasurer John P. Bennett
Exec. Dir. William C. Gordon, Jr.

BRANCH OFFICES

44 Chapters in the U.S. & Canada

FUNCTIONS

A professional society for the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.
Phone: YUkon 6-8200

OFFICERS

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Vice-President Mark Terree
Secretary H. H. Cahill
Treasurer J. Hale Steinman
General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone:
Franklin 2-3746; George N. Dale, Chairman.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-8800

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Vice-President Louis Bernstein
Vice-President Otto A. Harbach
Secretary Deems Taylor
Asst. Secretary Arthur Schwartz
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BRANCH OFFICES

in all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which users of music obtain clearance of the right to perform publicly for profit the copyright works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

75 E. 55th St., New York 22, N. Y.
Phone: ELdorado 5-7281

OFFICERS

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*V.P.'s Margaret M. Kearney, WCAU-AM-TV,
Phila., Pa.; Marcer Livermore, WRKT, Cocoa Beach,
Fla.; Dee Sweet, Indianapolis, Ind.; Montez Tjaden,
KWTV, Okla. City, Okla.
*Secy., Treas. Martha Rupprecht

CBS-TV, New York, N. Y.

DIRECTORS-AT-LARGE

Marion Annenberg, WDSU-AM-TV, New Orleans;
Lucile Bush, Racine, Wisc.; Muriel Fox, N.Y. C.

FUNCTIONS

Year-round medium of exchange for women in broadcasting & allied fields, with individual chapter meetings held regularly, area conferences during the year, and annual nat'l four-day convention serving members as "refresher course" in all industry segments.
* New election in June

ANIMATION PRODUCERS ASSOCIATION

60 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-8477

OFFICES

President Jack Zander
Vice President Lew Giffard
Treasurer Sam Magdoff
Secretary Bill Weiss

ORGANIZATIONS

DIRECTORS

Fred Hankinson, Ralph Koch, Sam Levy, Ken Drake,
Robert Klaefer, Lars Colonius, Martin Gottlieb.

FUNCTIONS

To further the use of animation, and to promote
harmonious relations among producers, adv. agencies,
distributors, and employee organizations.

ART DIRECTORS CLUB

115 East 40th Street, New York 16, N. Y.
Phone: MUrray Hill 5-4340

OFFICERS

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1st Vice-Pres. Edward R. Wade
2nd Vice-Pres. Russell Hillier
Secretary Andrew K. Nelsen
Treasurer Mahlon A. Cline

BRANCH OFFICES

31 natl. society clubs throughout U. S.

FUNCTIONS

Exhibitions, scholarship course, publishing adv. art
books, research, conference.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
Phone: CIrcle 6-1379

OFFICERS

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1st Vice-President Hattie Althoff
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Treasurer Joseph Singer

BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
1005 Century Bldg., Pittsburgh, Pa.
470 Columbus Ave., San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

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Smith, Norman Weiss, George Werfel.

FUNCTIONS

To establish, maintain and advance high ethical
standards among members in the conduct of their in-
dividual business of representing persons engaged in
the theatrical business and allied activities.

THE ASSOCIATED PRESS RADIO & TV ASSOCIATION

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

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FUNCTIONS

An association of radio and television members of
the Associated Press to enable AP management and
subscribers to work together adapting wire service to
needs of broadcasters, and to stimulate membership
activity in news field.

ASSOCIATION FOR profes- sional BROADCASTING EDUCATION

1771 N Street, N. W., Washington 6, D. C.
Phone: DE 2-9300

OFFICERS

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Sydney Head, Ward Quaal, Lee Rivitch, W. C.
Swarthey, Bruce Linton, Kenneth Harwood
Exec. Secretary Fred Garrigus
Prom., Pub. Head Leo Martin

FUNCTIONS

The purpose of the Association is to promote better
understanding between broadcasters and schools which
offer pre-professional training in the broadcast media.

ASSOC. OF CANADIAN ADVERTISERS, INC.

85 Richmond St., West, Toronto 1, Ontario
Phone: EMpire 3-8046

OFFICERS

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McGinnis.
V. P., Treas. A. B. Yeates
Gen. Mgr., Sec'y. B. E. Legate

FUNCTIONS

An organization of Canadian companies promoting
long-range, scientific development of advertising and
marketing.

ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.
Phone: DIstrict 7-5412

OFFICERS

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Alex Keese, C. Wrede Petersmeyer, Charles H. Crutch-
field, Donald D. Davis, Harold Essex, Lester Lindow,
David C. Moore, Edwin K. Wheeler.

FUNCTIONS

AMST is dedicated to insuring maximum television
service to the American people. Consistent with this
objective it favors efforts to expand and develop
television service throughout the United States but
opposes any compromise or deterioration of the tech-
nical quality or service now being provided.

ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.
Phone: Oxford 7-5950.

OFFICERS

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FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSOCIATION OF RADIO-TELEVISION NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.
 Phone: OXford 7-5300

OFFICERS

President.....Robert Trout
 V.P.....John MacVane
 Secretary.....Blair Clark
 Treasurer.....Cesar Saerchinger
 Executive Board.....Quincy Howe,
 H. V. Kaltborn, Leon Pearson.

FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
 Phone: MURray Hill 9-4950

OFFICERS

President.....Pearl S. Buck
 Vice-President.....Cleveland Amory
 Secretary.....John Vandercook
 Secretary to the Council.....Luise M. Sillcox
 Membership Secretary.....Edith Mackin

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
 Phone: MURray Hill 9-4950

OFFICERS

President.....Moss Hart
 Vice-President.....Rex Stout
 Treasurer.....Arthur Schwartz
 Secretary.....Ann Petry
 Executive Secretary.....Luise M. Sillcox

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

437 Fifth Ave., New York 16, N. Y.
 Phone: MURray Hill 5-0888

OFFICERS

Chmn. of Bd.....John H. Breck, Jr.
 Vice-Chmn.....Robert E. MacNeal
 Vice-Chmn.....Frank Armour, Jr.
 Chmn. Exec. Committee.....Edward R. Taylor
 Vice-Chmn. Exec. Comm.....Walter Jeffrey
 Treasurer.....Robert L. Connelly
 President.....Henry E. Abt

FUNCTIONS

Conducts a year 'round promotional program in radio, TV, and other media which emphasizes to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 20, N. Y.
 Phone: Circle 7-0656

OFFICERS

U. S. Representative.....Derek Russell
 Ch. Ass't (TV).....G. del Strother
 Program Assistant.....Lillian Lang
 News Ass't.....Barbara Rosen
 Transcription Assistant.....Marion Moss
 Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. Phone: PLaza 4-1234, Ext. 3121. J. C. Crawley, U. N. Correspondent.

907 Natl. Press Bldg., Washington, D. C. Phone: EExecutive 3-1465. Christopher Serpel, Gerald Priestland, Washington correspondents.

FUNCTIONS

Promotes and distributes BBC Radio & TV programs in the U. S., and produces Radio & TV material for British audiences.

BRITISH INFORMATION SERVICES

45 Rockefeller Plaza, New York 20, N.Y.
 Phone: Circle 6-5100

OFFICER

Director, Radio-TV Div.....Rodney C. Chalk

BRANCH OFFICES

2300 Connecticut Ave., Washington, D. C. Phone: HObart 2-1340.

720 N. Michigan Ave., Chicago 11, Ill. Phone: WHitehall 3-1480.

2516 Pacific Ave., San Francisco 15, Cal. Phone: FIlmore 6-3033.

448 S. Hill St., Los Angeles 13, Cal. Phone: MADison 6-4411.

FUNCTIONS

Produce and distribute Radio-TV public service programs: film and tape news features.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
 Phone: OREGon 9-2968

OFFICERS

Exec. Dir.....S. Franklin MacI
 Assoc. Exec. Dir.....Wesley B. Goodman
 Bus. Mgr.....Arthur W. Rhinow
 Dir., Program Oper.....Ben E. Wilbur
 Dir., of Films.....Alexander B. Ferguson
 Dir., Program Prom.....Carl Cannon
 Dir., of Special Proj.....Arthur Austin
 Dir., Best. Tng.....Charles H. Schmitz
 and Enlistment
 Assoc. Prod.....Richard A. Cobb
 Dir., Film Dist.....Margaret Carter

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 4-7464. George Heimrich, Director.

BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 7-1668

Manager.....Martin Lawrence
 Editor.....J. Ulienne (Judy) Dupuy

FUNCTIONS

Publishers of TV film source books; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
 Phone: PLaza 9-1500

OFFICERS

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 Vice-President—General Counsel.....Sydney M. Kaye
 Vice-Pres. in charge Station Relations.....Glenn Dolberg

ORGANIZATIONS

Vice-Pres. in charge Foreign Relations. Jean Geiringer
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 Administration & Secy. Robert J. Burton
 Vice-Pres. in charge Writer Relations. Robert B. Sour
 Ass't. VP in charge Publisher & Writer Relations
 (West Coast) Richard L. Kirk
 Ass't. VP in charge Publisher Relations. Theodora Zavin
 Comptroller Edward J. Molinelli
 Ass't Secretary-Treasurer. Robert J. Higgins

BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover 3-5394.
 1549 N. Vine St., Hollywood 28, Calif. Phone: Hollywood 4-7447.

BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Joseph E. Baudino, Alfred R. Beckman, John Elmer, Carl Haverlin, Dwight Martin, Herbert Hollister, Leonard Kapner, Paul W. Morency, William Regan, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shaffo, E. R. Vadoboncoeur.

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Vice-Pres., Glenn Dalberg; Field Staff: Justin Bradshaw, Turner Cooke, Richard Crans, Graeme Fletcher, Bob Fuller, Wayland Fullington, Al Marlin, Dorsay Owings, Lin Pattee, Ken Sparrow, Burt Squire.

FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.
 Phone: PLaza 9-1500

OFFICERS

President. Merle S. Jones
 1st Vice-Pres. Sol Taishoff
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 Roger W. Clipp, Howard Lane, J. Leonard Reinsch.
 Secretary. Raymond F. Guy
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FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purpose of friendship and education. The Club shall be a central house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

BROADCASTERS' PROMOTION

ASS'N., INC.

20 N. Wacker Dr., Chicago, Ill.
 Phone: ANdover 3-0800

OFFICERS

President. Charles A. Wilson
 WGN, Inc., Chicago
 First V.P. Gene Godt
 WCCO-TV, Indianapolis, Ind.
 Second V.P. Burt Toppen
 WTVJ, Miami, Fla.
 Secy.-Treas. William Pierson
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DIRECTORS

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FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as

an essential function in the broadcasting-telecasting business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

THE BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. East, Toronto 12, Ontario
 Phone: HUDson 5-9464

OFFICERS

President. George S. Bertram
 Vice-President. Ross A. MacCreath
 Exec. V. P. Charles A. Burton
 Research & Development Director. Wilfred L. Hudson
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FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada
 Phone: CE 3-4035

OFFICERS

President. D. M. Neill
 Executive Vice-President. T. J. Allard
 Vice-President Radio. M. Brown
 Vice-President Television. T. Burham
 Secretary-Treasurer. Flora Love

DIRECTORS

Atlantic Region—D. M. Neill, CFNB, Fredericton and R. F. Large, CFYJ, Charlottetown, Radio. G. Stirling, CJON-TV, St. John's, TV. Central Canada—W. Hawkins, CFOS, Owen Sound; M. T. Brown, CFPL, London; Allan Waters, CHUM, Toronto, and T. D. French, CKLC, Kingston, Radio. R. T. Snelgrove, CKXR-TV, Barrie, TV. Prairies—J. O. Blick, CJOB, Winnipeg; R. J. Buss, CHAT, Medicine Hat, and D. Dawson, CKCK, Regina, Radio. Blair Nelson, CFQC-TV, Saskatoon, TV. Pacific—J. L. Sayers, CFUN, Vancouver and K. Hutcheson, CJAV, Port Alberni, Radio. R. G. Chapman, CHBC-TV, Kelowna, TV. French Language—D. A. Gourd, CKRN, Rouyn; Roland Couture, CKSB, St. Boniface and M. Dansereau, Three Rivers, Radio. T. Burham, CKRS-TV, Jonquiere, TV.

SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAInut 2-2334; Karl Steeves, TV Director.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 156 privately owned (independent) radio broadcasting stations and 41 television stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.
 Phone: Circle 6-5566

OFFICERS

President. Walter Kiernan
 Vice-Pres. William Goxton, Pat O'Brien
 Historian. Kay MacDonald
 Exec. Secy. Fred Kelly
 C.M.G. Exec. Bd. Charles J. Maguire
 Chaplain. Rt. Rev. Msgr. Vincent J. Brosnan
 Treasurer. Very Rev. Msgr. Francis M. Costello

FUNCTIONS

Social and charitable organization which strives

ORGANIZATIONS

to care for the spiritual and physical needs of members of the theatrical profession, regardless of creed. In particular, every effort is made to assure care and attention in the case of illness, hospitalization, burial whenever the need arises.

CENTRAL CANADA BROADCASTERS ASS'N

c/o S. C. Ritchie, Pres., CKLW AM & TV, Windsor, Ont., Canada
 President.....S. C. Ritchie, CKLW AM & TV, Windsor, Ont.
 Vice Pres.....R. E. Misener, CFCF, Montreal, Quebec
 Secy., V.P.....Ray Peters, CHCH-TV, Hamilton, Ont.
 Treas.....John Moore, CHLO, St. Thomas, Ont.
 Secy.....Gordod Keeble, CFJB, Brampton, Ont.
 Directors.....E. A. Bestall, CKCY, Sault Ste. Harie, Ont.; Gordon Garrison, CKLB, Ottawa
 CAB Bd. of Directors: T. F. French, CKCL, Kingston, Ont.; Howard Cainc, CHWO, Oakville, Ont.; Murray Brown, CFPL, London, Ont.; Ralph Enelgrove, CKVR-TV, Barrie, Ont.; Allen Waters, CHUM, Toronto, Ont.

COMPOSERS AND LYRICISTS GUILD OF AMERICA

292 Madison Ave., New York 17, N. Y.
 Phone: MU 3-0966
 12924 Sarah Street, North Hollywood, Calif.
 Phone: PO 2-8377

OFFICERS

President.....Leith Stevens
 1st Vice-President.....Ben Ludlow
 2nd Vice-President.....David Raksin
 3rd Vice-President.....Milton Kraus
 Secretary-Treasurer.....Jerry Livingston
 Asst. Sec. Treasurer.....John Gart
 Executive Secretary.....Elsa Clay

FUNCTIONS

CLGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

(CAWMBA)

730 Fifth Ave., New York 19, N. Y.
 Phone: COLUMBUS 5-3530

OFFICERS

Founder & Director.....Charles Bernard
 President.....Kurt A. Meer (KCUL)
 Exec. V. P.....Dave Stone (KDAV)
 First V. P.....Cal Young (WENO)
 Second V. P.....Wally King (WOOD)
 Third V. P.....James R. Reese (WCBG)
 Ass't. to the Pres.....Jack Nobles (WJLE)
 Secretary.....Henry Hilton (XSOP)
 Treasurer.....Ed Slusarczyk (WREM)
 Delegate at Large.....Morey DeVolt (KLAJ)
 Dir. Research.....Bruce Barrington (WEW)
 Dir. Public Rel.....Earl F. Hash (WTMT)

FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed along to nat'l advertisers. Memberships open to stations primarily programming "Country & Western" music.

DIRECTORS GUILD OF AMERICA, INC.

114 E. 52nd St., New York 22, N. Y.
 Phone: PLaza 9-8215
 7950 Sunset Blvd., Hollywood 46, Calif.
 Phone: OLdfield 6-1220

OFFICERS

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 Vice Presidents.....Michael J. Kane,
 Frank Borzage, Jack Sughrue, Franklin Schaffner,
 John Rich, Shields Dierkes
 Secretary.....Calude Binyon
 Assistant Sec.....Tom Donovan
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NATIONAL BOARD MEMBERS

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FUNCTIONS

A national organization to advance, foster, promote, and benefit the interests of directors, associate directors and stage managers of TV, radio programs, and theatrical releases, and to protect and secure their rights in their professional activities.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
 Phone: MUrray Hill 9-4950

OFFICERS

President.....Oscar Hammerstein, II
 Exec. Secretary.....Mills Ten Eyck, Jr.

COUNCIL

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FUNCTIONS

The national business organization of dramatists.

ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada
 Phone: WALnut 1-2898

OFFICERS

Pres., Chrm. of Board.....R. M. Robinson
 V.-P., Chrm. Receiver Div.....S. D. Brownlee
 V.-P., Chrmn., Components Div.....J. Key
 V.-P., Chrm., Electronics Div.....E. W. Leaver
 Director of Engineering.....R. A. Hackbusch
 General Manager.....F. W. Radcliffe

FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV-electronics manufacturing industry in Canada.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
 Phone: MUrray Hill 5-2927

OFFICERS

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 Rt. Rev. Horace W. B. Donagan
 President.....Vinton Freedley
 Vice-Presidents.....Rev. Randolph Ray, Rev. Orin A.
 Griesmyer, Charles Coburn, Peggy Wood
 Rec. Secy.....Rev. Chas. Breck Ackley
 Treasurer.....John Knight
 Exec. Secy.....Helen Morrison

ORGANIZATIONS

COUNCIL

Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Helen Bonfils, Margaret Dale, Lawrence Carr, Tessa Kosta, Raymond Massey, Robert Fryer, Carmen Mathews, Margery Maude, G. B. Clarke, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Tom H. Sand, James Jolley, Anne Seymour, Mrs. Leonard C. Feathers, Jean Dixon, John Alexander, William Adams, Lorraine Sherwood, Harriet E. MacGibbon, Eugenia Rawls, Elizabeth Watts.

FUNCTION

Cultural, social, philanthropic. Membership open to actors and friends of the theatre. Not denominational in its services. National headquarters, Church of the Transfiguration (Little Church Around The Corner.)

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Phone: EXecutive 3-6800

OFFICERS

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Commissioner Edward T. Tait
Commissioner Sigurd Anderson
Commissioner William C. Kern
Commissioner Robert T. Secrest
Sec. to the Commission Robert M. Parrish
Executive Director Harry A. Babcock
General Counsel David J. McCauley, Jr.
Director of Public Information S. F. Stowe
Dir., Bur. of Consultation John R. Heim
Dir. Bur. of Economics Simon N. Whitney
Dir. of Hearing Examiners Edward J. Haycraft
Dir., Bur. of Investigation Sherman R. Hill
Dir., Bureau of Litigation Joseph E. Sheehy

BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.
Albert G. Seidman, Attorney in Charge.
Room 1310, 226 W. Jackson Bldg., Chicago 6, Ill.
William F. Lemke, Jr., Attorney in Charge.
Room 306, Pacific Bldg., San Francisco 3, Cal.
Raymond J. Lloyd, Atty. in Chg.
Room 811, U. S. Court House, Seattle 4, Wash.
Walter W. Harris, Atty. in Chg.
Room 413, Masonic Temple Bldg., New Orleans, La.
William B. Lott, Atty. in Chg.
Room 1128, Standard Bldg., Cleveland, Ohio. Vernon E. Taylor, Atty. in Chg.
2806 Fed. Off. Bldg., 911 Walnut St., Kansas City, Mo.
Floyd M. Brown, Atty. in Chg.
915 Forsyth Bldg., Atlanta 3, Ga. Edward S. Rugsdale, Atty. in Chg.
Washington Office, Joseph J. Gercke, Atty. in Chg.

FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

FILM PRODUCERS ASSOCIATION OF NEW YORK

15 E. 48th St., New York 17, N. Y.
Phone: PLaza 1-1920

OFFICERS

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Executive V. P. Lee Bigir
First V. P. Judd Pollack
Second V. P. Robert Crane
Secretary Henry Strauss
Treasurer Edward Lamm
Legal Counsel John Wheeler, Herbert Burstein
Pub. Rel. Counsel Phil Dean
Executive Director Irving W. Cheskin

BOARD MEMBERS

David I. Pincus, Peter J. Mooney, Walter Lowendahl, Robert L. Lawrence, Harold Wondsel, F. C. Wood, Jr., Stephen Elliott.

FUNCTIONS

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations. Monthly meetings serve to educate and improve the industry.

FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WE 6-1186

OFFICERS

President John B. Kiefer
Secretary Maurice Buchen

THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA (Radiodiffusion-Television Francaise, N. American Branch)

972 Fifth Ave., New York 21, N. Y.
Phone: REgent 4-1501

OFFICERS

Director Pierre Crenesse
Asst. Dir. Alice Lewittin
Administrator Suzanne Weltman
Program Director Ann McMillan
Public Relations Kenneth Tepfer

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
Phone: LEhigh 5-5100

OFFICERS

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Vice-President (No. America) J. N. Dyer
V.P., (Outside N. Amer.) J. A. Ratcliffe
Treasurer W. R. G. Baker
Secretary Harnden Pratt
Editor F. Hamburger, Jr.
Exec. Sec'y G. W. Bailey

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FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.
Phone: PLaza 7-5237

OFFICERS

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Asst. Treasurer Nat Lefkowitz
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Wm. Degen Weinberger, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Lotito, Wm. Morris, Jr., Jan Murray, Robt. M. Weitman, Max E. Youngstein.

FUNCTION

Non-sectarian theatrical assistance agency.

**JOINT COUNCIL ON
EDUCATIONAL TELEVISION**

1785 Massachusetts Ave., N.W., Washington 6, D. C.
Phone: HUDson 3-6628

OFFICERS

Chairman Dr. Albert N. Jorgensen
Executive Director Ralph Steffle
Ass't. Dir. David C. Stewart
Eng. Cons. Cyril M. Braum

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FUNCTIONS

The JCET is concerned with the preservation and utilization of educational TV channels, and represents the educational TV movement before the FCC, Congressional committees, and other government agencies. It also gives legal and technical advice to any group seeking to activate an educational TV channel.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
Phone: JUdson 2-1515

OFFICERS

Shepherd William Gaxton
Boy Loring Smith
Corresponding Secretary Martin Begley
Recording Secretary Frank Thomas, Jr.
Treasurer Frank Leslie
Librarian Maurice Barrett

DIRECTORS

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LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed at the discretion of the Council of the Club

**LEAGUE OF ADVERTISING
AGENCIES, INC.**

220 W. 42nd St., New York 36, N. Y.
Phone: LACKawanna 4-9735

OFFICERS

President Bernard Reiss
Exec. Sec'y Julian Ross
Vice-Presidents Wm. G. Seidenbaum, Max B. Pearlman, Jay Victor.
Secretary Arthur Bandman
Treasurer Theodore H. Bernstein
Legal Counsel Louis N. Field, Morton J. Simon
Fiscal Advisor Lucius H. Coleman
Public Relations Counsel Bosh Stack

**MOTION PICTURE INDUSTRY
CREDIT GROUP**

(Of the National Association of Credit Management)
229 Fourth Ave., New York 3, N. Y.
Phone: ORegon 4-5100

OFFICERS

Chairman Kern Mayse
Vice-Chairman Walter Lynch
Committee Men Jack Fellers,
Murray Kahn, Everett Miller.

FUNCTIONS

Provides credit-reporting services and credit group activities (basically a monthly membership meeting). Credit reports of several varieties and provides continuous information on financial status of mutual customers. Membership open to organizations supplying services, facilities, equipment or supplies to television and motion pictures.

**MUSIC PUBLISHERS' CONTACT
EMPLOYEES UNION**

1270 Sixth Avenue, New York 20, N. Y.
Phone: CO 5-7364

OFFICERS

President, Robert Miller
Vice-President Leo Diston

MEMBERS OF EXECUTIVE COUNCIL

Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Moe Shulman, Mickey Glass.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer.
Regional Dir.; 225 - 26th St., San Monica, Cal., Al Comparte, Reg. Dir.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

**MUSIC PUBLISHERS' PROTECTIVE
ASSOCIATION, INC.**

460 Park Ave., New York, N. Y.
Phone: PLaza 1-1930

OFFICERS

Chairman of the Board Walter G. Douglas
President Louis Bernstein
Vice-President Jack Mills
Secretary Arthur Israel, Jr.
Treasurer Maurice Scopp
Agent and Trustee Harry Fox

MUSICIANS GUILD OF AMERICA

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 1-9461

OFFICERS

Chairman Cecil F. Reed
Vice-Chairman Justin Gordon
Recording Secretary Ted Nash
Treasurer Larry Sullivan

FUNCTIONS

Independent trade union for professional musicians in major motion picture studios.

**NATIONAL ACADEMY OF
TELEVISION ARTS AND
SCIENCES**

2610 N. Charles St., Baltimore 18, Md.
Phone: HOPkins 7-3000
Suite 1108, 203 N. Wabash, Chicago 1, Ill.
Phone: FInancial 6-8320
9126 Sunset Blvd., Los Angeles 46, Cal.
Phone: CRestview 4-5209

Exec. Secy. Thomas Freebairn-Smith
200 Central Park South, New York 19, N. Y.
Phone: JUdson 6-3833

Exec. Dir. Kenneth Leedom
4461 Connecticut Ave., N.W., Washington, D. C.
Phone: KEllogg 7-1100

NATIONAL OFFICERS

President Walter Cronkite
Exec. Vice-Pres. Frederick de Cordova
Vice-Presidents David Susskind, Arnold Wilkes,
Irv Kupcinet, John Secondari
Secretary Rod Serling
Treasurer Henry S. White

CHAPTER OFFICERS

(Baltimore)
President Arnold Wilkes
Vice-President Fred Wehr
Secretary Maryann Imhoff
Treasurer Charles Cooper
(Chicago)
President Irv Kupcinet
1st Vice-Pres. Frank Atlas

ORGANIZATIONS

2nd Vice-Pres. Alex Drier
 Secretary Ned E. Williams
 Treasurer Richard Reinauer
 (Los Angeles)
 President Harry S. Ackerman
 1st Vice-Pres. Frederick de Cordova
 2nd Vice-Pres. Louis F. Edelman
 Secretary June Lockhart
 Treasurer Fred Berger
 (New York)
 President Walter Cronkite
 1st Vice-Pres. Henry S. White
 2nd Vice-Pres. David Susskind
 Secretary Royal E. Blakeman
 Treasurer Thomas W. Moore
 (Washington)
 President John Secondari
 1st Vice-Pres. David Brinkley
 2nd Vice-Pres. Rhoda Raider
 Secretary Robert Adams
 Treasurer Ruth Hagy

FUNCTIONS

National non-profit organization dedicated to advancement of arts and sciences of television. One of most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry. Through public information, lecture and service bureau, provides lectures, advisers, and consultants to colleges and universities offering courses in television.

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
 Phone: WEbster 4-7830

OFFICERS

President Mrs. Clara S. Logan
 1st Vice-Pres. Dr. Lee de Forest
 2nd Vice-Pres. Dr. Francis W. Noel
 Secretary Mrs. Victor Roberts
 Treasurer Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.
 Phone: WA 2-2462

OFFICERS

International President George Smith
 International Vice-President N. James Green
 International Sec'y-Treasurer Arthur Hjorth
 Int'l Asst. Sec'y-Treasurer Giacomo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 120 Delaware Ave., Buffalo 2, N. Y.; 1410 Stanley, Montreal, P. Q.

FUNCTIONS

NABET has contracts for its 5,800 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with CBC and more than 25 private Radio and TV stations and film studios in Canada.

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
 Phone: JUdson 2-5130

OFFICERS

National Chairman Oliver W. Nicoll

COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council; 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592. H. Walter Thompson, Chairman, Chicago Council; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.
 Phone: EMpire 7-6611, Ext. 3394

OFFICERS

President Dr. Harry J. Skornia
 Admin. Vice-Pres. Harold E. Hill

DIRECTORS

TV Board: Region I, Richard S. Burdick; Region II, Raymond D. Hurlbert; Region III, William G. Harley; Region IV, Dr. John C. Schwarzwalder; Region V, Howard L. Johnson; Region VI, Loren B. Stone.

Radio Board: Region I, Seymour N. Siegel; Region II, Roy Flynn; Region III, James S. Miles; Region IV, Edward J. Slack; Region V, Edwin Browne; Region VI, Kenneth Harwood.

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers & closed circuit TV installations owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSOCIATION OF FM BROADCASTERS

Radio Station KITT, Suite 525, U. S. Grant Hotel, San Diego 1, Calif.

OFFICERS

President Fred Rabeli, KITT, San Diego, Calif.
 Exec. V.P. T. Mitchell Hastings, Concert Network
 Treasurer Bill Tomberlin, KMLA, Los Angeles, Calif.
 Secretary Frank Knorr, Jr., WPKM, Tampa, Fla.

DIRECTORS

Tom Baxter, KFMU, Los Angeles; Lynn Christian, KHGM, Houston, Tex.; Cortlandt T. Clark, KLSN, Seattle, Wash.; Dr. Wm. G. Harley, WHA, Madison, Wis.; W. F. Johnston, WQXT-FM, Palm Beach, Fla.; H. W. Slavick, WMCF, Memphis, Tenn.; Harold L. Tanner, WLDM, Detroit, Mich.

FUNCTIONS

To develop FM broadcasting as a communications medium, through promotion of home listening in FM, the sale of advertising time based on circulation, and the betterment of programming on FM stations. We act primarily as a clearing house of information on FM stations, exchanges of ideas, and contact with national advertisers and their agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
 Phone: Clrcle 7-8194

OFFICERS

President Fred Wartne
 General Counsel Alfred Rice

ORGANIZATIONS

FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.
Phone: TRafalgar 9-6070

OFFICERS

President.....Peter Goelet
Exec. Vice-Pres.....Bernard F. Kamins
Treasurer.....David J. Colton
Secretary.....Harriet H. Nicol

BRANCH OFFICES

190 N. Canon Drive, Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUaniper 5-7575, Hal Light, Coordinator; 1441 W. Chase, Chicago 26, Ill., RÖgers Park 4-4330, Mrs. Jos. P. Hector, Coordinator.

FUNCTIONS

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: OXFord 7-9494

OFFICERS

Chmn. of Bd.....Wallace E. Campbell
Vice-Chmn.....Harry M. Dunlap
President.....Kenneth B. Willson
Exec. V. P.....Allan E. Backman
Secretary.....DeWitt J. Paul
Treasurer.....Lowell Shumway

DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Felio, Jules Herbeux, John A. Spooner, William G. Weisbrod.

FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.

Phone: ME 8-1415

OFFICERS

President.....A. J. Malin
Vice-Pres.....Sandford Randolph
Secretary.....Charles E. Clements
Treasurer.....Bruce Merrill
Exec. Dir.....Edward P. Whitney
Public Relation Mgr.....Frank H. Nowaczek
General Counsel.....E. Stratford Smith

FUNCTIONS

A national non-profit trade association to assist the growth and development of community antenna television systems.

NAT. TELEVISION FILM COUNCIL

200 W. 57th St., New York 19, N. Y.
Phone: COlumbus 5-0756

OFFICERS

Honorary Lifetime Pres.....Melvin L. Gold
President.....Robert Gross
Exec. V. P.....William J. Reddick
Exec. Sec'y.....Bernie Haber
General Sec'y.....Sally Perle
Treasurer.....Lou Feldman
V. P., Production.....Hal Seeger
V. P., Distribution.....Sydney A. Mayers
V. P., Agencies.....Don T. Widlund
V. P., TV Stations.....Edward Hamilton
V. P., Membership.....Joseph T. Dougherty

DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

232 W. 48th St., New York 36, N. Y.
Phone: COlumbus 5-0956

OFFICERS

President.....Louis Handin
1st Vice-Pres.....Joe Woods
2nd Vice-Pres.....Frank O'Connell
Secy., Treas.....Edna Osborne

DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Solitsch, Lillian Weed, Lou Wills.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
Phone: Clrcle 5-4343

OFFICERS

President.....Leigh Whipper
Vice-President.....Edith Wilson
Executive Secretary.....Virginia Girvin
Treasurer.....A. Edward Walters
Recording Secretary.....Lillian Roberts McBride
Admin. Secy.....Thomas W. Moseley
Chaplain.....Dr. John H. Johnson
Counsel.....Percy Sutton, Simon Feinstein

FUNCTIONS

Welfare organization serving people of the theatre regardless of race, color or creed.

NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.

Phone: Clrcle 5-3838-9

President.....Thomas D. Zumbo
1st Vice-Pres.....Edward Kirkman
2nd Vice-Pres.....Robert Mindlin
Secretary.....John Yauchstetter
Treasurer.....James Antone
Financial Secy.....Joseph Schaefer
Corresponding Secy.....Fred J. Mutz
Sergeant-at-Arms.....Harry Singer

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-7362

OFFICERS

Honorary President.....Rocco Vocco
President.....Robert Miller
Vice-President.....Leo Diston
Treasurer.....Irving Tanz
Executive Director.....Bob Miller
Board of Governors.....Joe Santly, Irving Tanz, Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor, Mickey Glass.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel
225 - 26th St., Santa Monica, Calif.
Regional Director.....Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

ORGANIZATIONS

PUBLICISTS LOCAL NO. 872 I.A.T.S.E.

100 Central Park, S., New York 19, N. Y.
Phone: JUDson 6-6285

OFFICERS

President Harry Rice
Secretary-Treasurer Thomas Kirby
Business Agent David Cassidy
1st Vice-President Alvin Adams
2nd Vice-President Melbourne Smith
Sergeant-at-Arms Stanley Van Saxe

TRUSTEES

Morris Green, Harry Clark, John Cassidy, David Kane.

FUNCTIONS

Labor organization with jurisdiction over television, radio, motion pictures, and advertising agency publicists.

RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.
Phone: MURray Hill 8-4020

OPERATING GROUP

President Kevin B. Sweeney
V.P., Dir. Member Svs. Warren J. Boorum
V.P., Director of Promotion Miles David
Asst. Secy.-Treas. William L. Morison

GOVERNING GROUP

Chrmn. of the Board Allen M. Woodall
WDAK, Columbus, Ga.
Secretary Frank P. Fogarty
WOW, Omaha, Neb.
Treasurer, Chrmn., Fin. Comm. Alex Keese
WFAA, Dallas, Tex.
Chrmn. of Executive Committee John S. Hayes
Washington, D. C.

BOARD OF DIRECTORS

Hugh K. Boice, Jr., WEMP, Milwaukee, Wisc.; Paul Braden, WPFB, Middletown, O.; Gustav Brandborg, KVOO, Tulsa, Okla.; F. H. Brinkley, WENE, Endicott, N. Y.; Kenyon Brown, KFOX, Long Beach, Calif.; Dee Coc, WWCA, Gary, Ind.; George Comte, WTMJ, Milwaukee, Wisc.; Matthew J. Culligan, NBC Radio, N. Y.; Victor C. Diehm, WAZL, Hazleton, Pa.; Herbert Evans, Peoples Bcstg. Corp., Columbus, O.; Frank P. Fogarty, WOW, Omaha, Neb.; Arthur H. Hayes, CBS Radio, N. Y.; John S. Hayes, Washington, D. C.; Robert Jones, Jr., WFBR, Baltimore, Md.; Eugene Katz, Katz Agency, N. Y.; Alex Keese, WFAA, Dallas, Tex.; ohn Kluge, Kluge Stations, Washington, D. C.; Harold Krelstein, Plough Bcstg. Co., Memphis, Tenn.; Elroy McCaw, WINS, N. Y.; Donald H. McGannon, N. Y.; Weston C. Pullen, Jr., N. Y.; William E. Rine, Storck Bcstg. Co., Miami Beach, Fla.; Don Searle, Grand Island, Neb.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, N. Y.; Edwin K. Wheeler, WWJ, Detroit, Mich.; Robert Wolfenden, WMEV, Marion, Va.; Allen M. Woodall, WDAK, Columbus, Ga.

FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.
Phone: LE 2-8902

OFFICERS

Director Thomas H. Brown, Jr.
Ass't Dir's. John L. Dunning, Tyrell G. Rogers
N. Y. Prog. Mgr. Jos. L. Ranft
PR Dir. Alton Kastner
Tech. Dir. Claude Harris
Eur. Dir. (Munich) Erik Hazelhoff
Mng. Dir. (Lisbon) Henry Lalliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 28 transmitters

to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOC. INC.

527 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-2720

OFFICERS

President Gabe Pressman
1st Vice-President Herb Schwartz
2nd Vice-President Tom O'Brien
Sergeant-at-Arms George Jordan
Secretary Charles Campbell
Ass't Sec'y Lewis Cass
Treasurer Richard Milbauer

BOARD OF GOVERNORS

Chairman: Lawrence Racies. Cy Avnet, Dave Klein, Max Klein, Ed Silverman, Joseph Wershba.

FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2450

OFFICERS

President Richard S. Salant
1st Vice-President Robert H. Teter
V.P.'s Ernest L. Jahncke, Jr., David C. Moore
Secretary Mary McKenna
Treasurer Edward J. DeGray

BOARD OF GOVERNORS

Ted Bergmann, Sidney N. Berry, R. David Kimble, Albert B. Shepard, Edward P. Shurick, Sol Paul, Frank E. Pellegrin, Sam Cook Digges, Josef C. Dine, Jayne Shannon, P. A. Sugg.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-TV CORRESPONDENTS' ASSN.

U. S. Capitol, Washington, D. C.
Phone: CAPitol 4-3121, Ext. 6421

OFFICERS

President David Brinkley (NBC)
Vice-President Lewis W. Shollenberger (CBS)
Secretary Ann M. Corrick (Westinghouse Bcstg. Co.)
Treasurer John M. Secordari (ABC)
Members-at-large Donald W. Richardson (CBS);
Stephen J. McCormick (MBS); Ned Brooks (Three-Star Extra); Edward P. Morgan (ABC), member ex-officio.

FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WMSB, Michigan State U., East Lansing, Mich.

OFFICERS

President Bill Small
 WHAS-TV, Louisville, Ky.
 Board Chairman Ralph Renick
 WTVJ, Miami, Fla.
 Treasurer Lee White
 KROS, Clinton, Ia.
 1st Vice-President Bill Monroe
 WDSU-TV, New Orleans, La.
 V.P. for TV Julian Goodman
 NBC, New York, N. Y.
 V.P. for Radio Dick Cheverton
 WOOD-AM-TV, Grand Rapids, Mich.

DIRECTORS

Bert Cannings, CFCF, Montreal, Can.; Pat Cullen, KHQ-AM-TV, Spokane, Wash.; Edward Ryan, WTOP, Washington, D. C.; Phillip Berk, KOMU-TV, Columbia, Mo.; Hugh Brenner, CPFL, London, Ont., Can.; Bill Garry, WBBM-AM-TV, Chicago, Ill.; Sheldon Peterson, WTCN, Minneapolis, Minn.; Charles Shaw, WCAU, Phila., Pa.; Jack Morris, KTUL-TV, Tulsa, Okla.

REGIONAL VICE-PRESIDENTS

East: William Sheehan, WJR, Detroit, Mich.; South: Crawford Rice, WTVT, Tampa, Fla.; Mid-West: Bruce Palmer, KWTW, Oklahoma City, Okla.; West: John Thompson, NBC-KRCA, Hollywood, Calif.; Canada: Paul Boudreau, CKAC, Montreal.

FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin. Annual convention and awards: news operation and news broadcasting.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

5a. Calle Poniente No. 9
 San Salvador, El Salvador

OFFICER

President Boris Eserski

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.
 Phone: HOLlywood 9-7311

OFFICERS

President Ronald Reagan
 1st Vice-President Howard Keel
 2nd Vice-President Dana Andrews
 3rd Vice-President Rosemary DeCamp
 Recording Secretary Robert Keith
 Treasurer George Chandler
 National Executive Secretary John L. Dales

BRANCH OFFICES

551 Fifth Avenue, New York 17, N. Y. Phone: MUR-ray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. Phone: Whitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. Phone: Richmond 2-0208. Mr. Robert M. Segal, Executive Secretary.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. Phone: EXbrook 2-6990. Edward Reith, Executive Secretary.

FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

SCREEN COMPOSERS' ASSOCIATION

9250 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 6-3123
 292 Madison Ave., New York, N. Y. c/o Zissu & Marcus
 Phone: MU 3-0966

OFFICERS

President Dr. Miklos Rozsa
 Vice-President David Buttolph
 Secretary Arthur Morton
 Treasurer George Duning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SCREEN DIRECTORS INTERNATIONAL GUILD

250 W. 57th St., New York 19, N. Y.
 JUDson 2-5470

OFFICERS

President Charles H. Wasserman
 1st Vice-President Jack Glenn
 2nd Vice-President Howard T. Magwood
 Secretary Bert Lawrence
 Treasurer Joseph Lerner
 Executive Secretary George L. George
 General Counsel Erwin Feldman

EXECUTIVE BOARD

Paul Falkenberg, Don Hershey, Nicholas Webster, Leo Hurwitz, Jean Lenauer, Henwar Rodakiewicz, Leo Seltzer, Robert K. Sharpe, Robt. Anderson, Sidney Meyers, Willard Van Dyke.

ALTERNATES

Lewis Jacobs, Robert J. Kingsley, Don Livingston, Fred Pressburger, Francis Thompson.

FUNCTION

Labor organization.

SESAC INC.

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.
 Phone: JUDson 6-3450

OFFICERS

President Paul Heinecke
 Secretary-Treasurer R. C. Heinecke
 Asst. to President E. S. Prager
 Production Manager Robert S. Stone
 Director Station Relations W. F. Myers
 Publicity, Promotion Alice Heinecke

FUNCTIONS

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.
 Phone: LONgacre 5-0172

OFFICERS

President Norwood L. Simmons
 Past President Barton Kreuzer
 Executive Vice-President John W. Servies
 Engineering Vice-President Deane R. White
 Editorial Vice-President Glenn E. Matthews
 Financial Vice-President Ethan M. Stifle
 Convention Vice-President Reid H. Ray
 Sections Vice-President Garland C. Misener
 Treasurer G. Carleton Hunt
 Secretary Wilton R. Holm
 Chrm. Boston Section Edward H. Rideout
 Chrm. New York Section Edward M. Warnecke
 Chrm. Rochester Section Roland E. Connor
 Chrm. Washington, D. C. Section Howland Pike
 Chrm. Atlanta Section Alva B. Lines
 Chrm. Chicago Section William H. Smith
 Chrm. Dallas-Ft. Worth Section Phil Wygant
 Chrm. Hollywood Section Robert G. Hufford
 Chrm. San Francisco Section Werner H. Ruhl
 Chrm. Canadian Section Findlay J. Quinn
 Chrm. Nashville Section Wm. R. McCown
 Executive Secretary Charles S. Stodter
 Pub. Rel. Director Barbara D. Skeeter

ORGANIZATIONS

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SOUTHERN CALIFORNIA BROADCASTERS ASS'N

6047 Hollywood Blvd., Hollywood 28, Calif.
 President Robert M. Light
 Chrmn. Bd. Howard Gray, KGIL
 Vice-Chairman Herbert Comstock, KAVL
 Secretary Cliff Gill, KEZY
 Treasurer Norman Baggs, KHJ

SOUTHERN NEVADA BROADCASTERS ASS'N

P. O. Box 550, Las Vegas, Nev.
 President Roland Vaile, KTOO
 Vice Pres. Howard Kalmensen, KLAS-TV
 Secy. Mark Smith, KLRJ-TV
 Treas. Walter Schull, KSHO-TV
 Dir. at Large Gordon Sherwood, KENO

SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

OFFICERS

President Guy LeBow
 1st Vice-President Mel Allen
 2nd Vice-President Charles Morey
 Secretary Frank Litsky
 Treasurer Joe Gallagher

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

366 Madison Ave., New York 17, N. Y.
 Phone: YUkon 6-9390

OFFICERS

President H. Preston Peters
 Vice-President John Blair
 Secretary Daren F. McGavren
 Treasurer Eugene Katz
 Managing Dir. Lawrence Webb

DIRECTORS

Adam Young, F. M. Headley, R. O'Connell, Jos J. Weed.

FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

TELEVISION BUREAU OF ADVERTISING, INC.

444 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-0215

OFFICERS

Chairman of Board Otto P. Brandt
 President Norman E. Cash
 V.P., Gen. Mgr. G. G. Huntington
 Secretary Glenn Marshall
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 V.P., Natl. Sales John R. Sheehan
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FUNCTIONS

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FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

FOR N.A.B. LISTINGS

SEE PAGE 232

FOR F.C.C. LISTINGS

SEE PAGE 644

FOR STATE BROADCASTERS

SEE PAGE 659

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Covering the Field of Radio—Television—FM
Trade — Fan — Technical — General

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Phone: HOLlywood 3-3148

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YEARLY. 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Bill Smith, Managing Editor; Herbert Berg, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

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N. Y. Metropolitan Ed. Office
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Phone: TEmpleton 8-4700

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National Office
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1959 COMMERCIAL AM & TV PROGRAMS

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ALPHABETICALLY LISTED BY
TITLE — SHOWING SPONSOR —
PRODUCT — NETWORK — AND
ADVERTISING AGENCY

1960

COMMERCIAL AM PROGRAMS OF 1959

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1959. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

— A —

A Salute to Johnny Program (NBC)

Advertiser and Product:
Philip Morris Co. (Smoking tobacco products)
Ad Agency—Leo Burnett

Academy Awards—1959 (NBC)

Advertiser and Product:
Academy of Motion Picture Arts & Sciences

All Star Football Game (ABC)

Advertiser and Product:
Carling Brewing Co. (Carling's "Black Label"
Beer)
Ad Agency—Lang, Fisher & Stashower

All-Daytime Programs (NBC)

Advertiser and Product:
American Dairy Assn. (Butter)
Ad Agency—Campbell-Mithun
Bristol-Myers Co. (Trushay)
Ad Agency—BBD & O
Carter Products (Colonaid)
Ad Agency—Kastor, Farrell, Chesley & Clifford
Ex-Lax Co. (Ex-Lax)
Ad Agency—Warwick & Legler
General Foods Corp. (Jell-O) (Swansdown)
Ad Agency—Young & Rubicam
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)
Ad Agency—Arthur Meyerhoff Co.
Lehn & Fink (Lysol)
Ad Agency—McCann-Erickson
Lever Bros. (Good Luck Margarine)
Ad Agency—Ogilvy, Benson & Mather
Lever Bros. (Pepsodent)
Ad Agency—Foote, Cone & Belding
Lever Bros. (Surf)
Ad Agency—BBD & O

Pan American Coffee Bureau (Iced Coffee)
Ad Agency—BBD & O
Plough, Inc. (St. Joseph Aspirin)
Ad Agency—Lake-Spiro-Shurman
Quaker Oat Co. (Cereals)
Ad Agency—Baker, Tilden, Bolgard & Larger
Parker Games (games)
Ad Agency—Badger, Browning, Parcher
Shulton Co. (Insecticides)
Ad Agency—Wesley Associates
Society of Plastics (Safe use of plastic bags)
Ad Agency—BBD & O
United Fruit Co. (Bananas)
Ad Agency—BBD & O

All Star Football Game (ABC)

Advertiser and Product:
Western Air Lines
Ad Agency—BBD & O

All Star Game (NBC)

Advertiser and Product:
Gillette Safety Razor Corp. (Razors)
Ad Agency—Maxon

Amos 'n' Andy (CBS)

Advertiser and Product:
American Motors
Ad Agency—Geyer, Morey, Madden & Ballard
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son
CBS Electronics—Div. of Columbia Broadcasting
System
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson
Curtis Circulation Co.
Ad Agency—BBD & O
Ex-Lax, Inc.
Ad Agency—Warwick & Legler
Fram Corp.
Ad Agency—Marschalk & Pratt (Div. of McCann-
Erickson)

COMMERCIAL AM PROGRAMS

Grove Laboratories (Div. of Bristol-Myers Co.)

Ad Agency—Cohen, Dowd & Aleshire
Gardner Advertising

Hudson Vitamin Products

Ad Agency—Face

Kellogg Co.

Ad Agency—Leo Burnett

Mail Pouch Tobacco Co.

Ad Agency—Charles W. Hoyt

McCall Corp.

Ad Agency—Donahue & Coe

Mutual Benefit Health & Accident Assn.

Ad Agency—Bozell & Jacobs

Savings & Loan Foundation, Inc.

Ad Agency—McCann-Erickson

Shulton Inc.

Ad Agency—Wesley Associates

The Watchmakers of Switzerland

Ad Agency—Cunningham & Walsh

Whitehall Laboratories

Ad Agency—Tatham-Laird

Yardley of London, Inc.

Ad Agency—N. W. Ayer & Son

Answer Please (CBS)

Advertiser and Product:

American Telephone & Telegraph Co.

Ad Agency—N. W. Ayer & Son

Fram Corp.

Ad Agency—Marschalk & Pratt

(Div. of McCann-Erickson Inc.)

Grove Laboratories (Div. of Bristol-Myers Co.)

Ad Agency—Cohen, Dowd & Aleshire

Gardner Advertising

McCall Corp.

Ad Agency—Donahue & Coe

R. J. Reynolds Tobacco Co.

Ad Agency—William Esty Co.

Savings & Loan Foundation, Inc.

Ad Agency—McCann-Erickson

Shulton, Inc.

Ad Agency—The Wesley Associates

Army-Navy (NBC)

Advertiser and Product:

Dupont (Men's clothing)

Ad Agency—BBD & O

Army-Navy Game (1/4) (NBC)

Advertiser and Product:

Singer Mfg. Co. (Military Product)

Ad Agency—O. S. Tysen

Sylvania Co. (Sylvania Products)

Ad Agency—Kudner Adv.

Avalon, Frankie (ABC)

Advertiser and Product:

Pfizer Laboratories (Acnecare Kool-Gold)

— B —

Back to God Hour (ABC, NBC)

Advertiser and Product:

The Christian Reformed Church (Religion)

Ad Agency—Stoetzel Associates

Backgrounding the News (CBS)

Advertiser and Product:

Longines-Wittnauer Watch Co. Inc.

Ad Agency—Victor A. Bennett Co.

Bandstand (NBC)

Advertiser and Product:

Alden Rug Mills (Rugs)

Ad Agency—Richard & Raymond

Hearst Magazine Div. (Good Housekeeping)

Ad Agency—Grey

C. H. Musselman Co. (Applesauce)

Ad Agency—Arndt, Preston, Chapin, Lamb & Keene

Pepsi-Cola Co. (Pepsi-Cola)

Ad Agency—Kenyon & Eckhardt

Procter & Gamble (Royal Drene Shampoo)

Ad Agency—Compton

Q-Tips Inc. (Q-tips)

Ad Agency—L. C. Gumbinner

Renuzit Home Products (Renuzit)

Ad Agency — Arndt, Preston, Chapin, Lamb & Keene

Scholl Mfg. Co. (Zino pads)

Ad Agency—Donahue & Coe

Better Homes For Better America (NBC)

Advertiser and Product:

Aluminum Co. of America (Aluminum products)

Ad Agency—Fuller, Smith & Ross

Bible Study Hour (NBC)

Advertiser and Product:

Evangelical Foundation (Religion)

Ad Agency—Paul Locke

Bob & Ray (CBS)

Advertiser and Product:

American Telephone & Telegraph Co.

Ad Agency—N. W. Ayer & Son

CBS Electronics—Div. of Columbia Broadcasting System

Grove Laboratories—Div. of Bristol-Myers Co.

Ad Agency—Cohen, Dowd & Aleshire

The Watchmakers of Switzerland

Ad Agency—Cunningham & Walsh

Yardley of London, Inc.

Ad Agency—N. W. Ayer & Son

**Breakfast Club
(ABC)**

Advertiser and Product:

American Home Foods Division;
American Home Products Corp. (Chef-Boy-Ar-Dee)
Ad Agency—Young & Rubicam
Ben Mont Paper Inc. (Metalized Saran Christmas Tree & Icicles)
Ad Agency—Woodard, Voss & Henenor
Bruce, L. E., & Co. (Bruce Cleaning Wax, Floor Cleaner & Self Polishing Wax)
Ad Agency—Christiansen Adv.
Campana Sales Co. (Ayds, Italian Balm, Lotion Spray)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Chicopee Mills, Inc. (Miracloth & Dottie Dustcloth)
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen
Clairol, Inc.
Ad Agency—Foote, Cone & Belding
Curtis Publishing Co. ("The American Home")
Ad Agency—BBD & O
Dow Chemical Co. (Saran Wrap)
Ad Agency—MacManus, John & Adams, Inc.
Ex-Lax Inc. (Ex-Lax)
Ad Agency—Warwick & Legler
Food Specialties (Appian Way Pizza Pie Mix)
Ad Agency—Charles F. Hutchinson
General Foods (Kool Aid)
Ad Agency—Foote, Cone & Belding
Grosset & Dunlap Inc. (Books)
Ad Agency—Friend-Reiss
Hudson Vitamins (Vitamin Catalog)
Ad Agency—Pace
The Kretschmer Corp. (Kretschmer Wheat Germ)
Ad Agency—George H. Hartman
The KVP Company (Freezer Wrapping & Shelving Paper)
Ad Agency—Grant
Landers, Frary & Clark (Universal Coffeematic)
Ad Agency—Goold & Tierney
Levolor Lorentzen, Inc. (Levolor Venetian Blinds)
Ad Agency—Friend-Reiss
Magla Products (Silocone Ironing Board Covers)
Ad Agency—Edward Lieb
The Mentholatum Co. (Deep Heat Rub Medicated Stick)
Ad Agency—J. Walter Thompson
C. H. Musselman Co. (Tomato juice, Apple juice)
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen
Parker Pen Co. (Parker pens)
Ad Agency—Tatham-Laird
Peter Paul Inc. (Candy)
Ad Agency—Dancer-Fitzgerald-Sample
Plantables Corp. (Plant Food Tablets)
Ad Agency—W. B. Doner & Co.

Renuzit Home Products Co. (Deodorizer Fabric Cleaner)
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen
Rock of Ages Corp.
Ad Agency—Harold Cabot & Co.
The Schoell Mfg. Co. (Zino pads & other products)
Ad Agency—Donahue & Coe
Russel Spruance Co. (Spruance Bread Mix)
Ad Agency—Cheiv, Harvey & Thomas
A. E. Staley Mfg. Co.
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Standard Brands (Chase & Sanborn Instant Coffee)
Ad Agency—Compton
Eugene Stevens, Inc. (Fred Streefer's Plant Growth Tablets)
Ad Agency—Curtis
Swanson Cookie Co. (Archway Cookies)
Ad Agency—Grant
Syntex Chemical Co. (Actva-Iny)
Ad Agency—Anderson & Cairns
Union Carbide Corp. (6-12 Insect Repellant)
Ad Agency—J. M. Mathes, Inc.
U. S. Pharmacial Co. (Baby Sweet & Soothene)
Ad Agency—Gresh & Kramer
Van Nuys Savings & Loan Assn. (4% Interest Saving)
Ad Agency—J. V. Raymond
Watchmakers of Switzerland (Swiss watches)
Ad Agency—Cunningham & Walsh

**Burns & Allen
(CBS)**

Advertiser and Product:

Kellogg Co.
Ad Agency—Leo Burnett
Whitehall Laboratories
Ad Agency—Tatham-Laird

**Business Final
(ABC)**

Advertiser and Product:

Beltone Hearing Aid Co. (Hearing Aids)
Ad Agency—Olian & Bronner

**Business News
(CBS)**

Advertiser and Product:

General Foods Corp.
Ad Agency—Young & Rubicam
General Motors Corp.
Ad Agency—D. P. Brothers
Lewis-Howe Co.
Ad Agency—McCann-Erickson
Longines-Wittnauer Watch Co.
Ad Agency—Victor A. Bennett
Popular Science Publishing Co.
Ad Agency—Schwab, Beatty & Porter

COMMERCIAL AM PROGRAMS

Buttram, Pat, Show (CBS)

Advertiser and Product:
Wm. Wrigley Jr. Co.
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

— C —

Changing Times (ABC)

Advertiser and Product:
Kiplinger Washington Editors, Inc.
Ad Agency—Albert Frank-Gunther Law

Couple Next Door (CBS)

Advertiser and Product:
Milton Bradley Co.
Ad Agency—Noyes & Co.
Bristol-Myers Co.
Ad Agency—BBD & O
California Packing Corp.
Ad Agency—McCann-Erickson
Campbell Soup Co.
Ad Agency—BBD & O
Curtis Circulation Co.
Ad Agency—BBD & O
Continental Wax Corp.
Ad Agency—Product Services
Ex Lax, Inc.
Ad Agency—Warwick & Legler
Firestone Tire & Rubber Co.
Ad Agency—Sweeney & James
General Foods Corp.
Ad Agency—Young & Rubicam
Grove Laboratories—Div. of Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
Gardner Adv.
The Hearst Corp. (Magazine Div.)
Ad Agency—Ellington & Co.
Kellogg Co.
Ad Agency—Leo Burnett
Lehn & Fink Products Corp.
Ad Agency—McCann-Erickson
Lever Brothers Co.
Ad Agency—Ogilvy, Benson & Mather
Savings & Loan Foundation, Inc.
Ad Agency—McCann-Erickson
Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—The Wesley Associates
Syntex Chemical Co. Inc.
Ad Agency—Anderson & Cairns
Tetley Tea Co. Inc.
Ad Agency—Ogilvy, Benson & Mather
United Fruit Co.
Ad Agency—BBD & O
Whitehall Laboratories
Ad Agency—Tatham-Laird

Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son

Crosby, Bing, Golf Tournament (ABC)

Advertiser and Product:
General Motors (Oldsmobile)

— D —

Daly, John, News (ABC)

Advertiser and Product:
Cadillac Motor Car Division
Ad Agency—MacManus, John & Adams
Chevrolet Motor Division of General Motors
(Chevrolet)
Ad Agency—Campbell-Ewald

Decorating (NBC)

Advertiser and Product:
Princeton Knitting Mills (Pouff rugs)
Ad Agency—Erlich Neuworth & Sobo

Dr. Pierce (ABC)

Advertiser and Product:
World Vision, Inc. (Institutional)
Ad Agency—Walter F. Bennet

Drake, Galen (CBS)

Advertiser and Product:
Clairol, Inc.
Ad Agency—Foote, Cone & Belding
Comstock Foods, Inc.
Ad Agency—Gordon Best & Co.
Firestone Tire & Rubber Co.
Ad Agency—Sweeney & James Co.
Grove Laboratories, Div. of Bristol-Myers Co.
Ad Agency—Gardner
The Hearst Corp. (Magazine Div.)
Ad Agency—Ellington & Co.
Hudson Vitamin Products Inc.
Ad Agency—Pace
Lehn & Fink Products Corp.
Ad Agency—McCann-Erickson
Lever Brothers Co.
Ad Agency—Ogilvy, Benson & Mather
Puritan Research Corp.
Ad Agency—Curtis
Savings & Loan Foundation Inc.
Ad Agency—McCann-Erickson
Scott Paper Co.
Ad Agency—J. Walter Thompson Co.
Shulton, Inc.
Ad Agency—The Wesley Associates
United Fruit Co.
Ad Agency—BBD & O

**Dreier, Alex
(NBC)**

Advertiser and Product:
Marion-Kay Products (Vanilla extract, black pepper)
Ad Agency—Biddle Agency

**Durocher, Leo
(15 min. Pre-series)
(NBC)**

Advertiser and Product:
International Harvester Co. (Trucks)
Ad Agency—Young & Rubicam

— E —

**East-West Football Game
(NBC)**

Advertiser and Product:
Savings & Loan Assn. (Savings & loans)
Ad Agency—McCann-Erickson

**Eleventh Hour Call
(ABC)**

Advertiser and Product:
General Assn. of Davidian 7th Day Adventists
(Institutional)

**Emphasis
(NBC)**

Advertiser and Product:
Frito Company (Fritos)
Ad Agency—Dancer-Fitzgerald-Sample
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)
Ad Agency—Arthur Meyerhoff Co.
Popular Science Monthly (Popular Science Magazine)
Ad Agency—Schwab, Beatty & Porter

— F —

**15 Minute Program
(NBC)**

Advertiser and Product:
General Motors (Fisher Body Awards)
Ad Agency—Kudner

**Foley, Red, Show
(NBC)**

Advertiser and Product:
Hess & Clark (Warfarat)
Ad Agency—Klau-Van-Pieteron

**Frank and Ernest
(ABC)**

Advertiser and Product:
Dawn Bible Students Assn. (Institutional)
Ad Agency—W. L. Gleeson & Co.

**Funny Side Up
(CBS)**

Advertiser and Product:
Campbell Soup Co.
Ad Agency—BBD & O
CBS-Electronics Div.
Curtis Circulation Co.
Ad Agency—BBD & O
The Scholl Mfg. Co.
Ad Agency—Donahue & Coe

— G —

**Gillette Fights
(NBC)**

Advertiser and Product:
Gillette Safety Razor Corp. (Razors)
Ad Agency—Maxon

**Godfrey, Arthur, Time
(CBS)**

Advertiser and Product:
Aluminum Co. of America
Ad Agency—Ketchum, MacLeod & Grove
Ben Mont Papers Inc.
Ad Agency—Woodard, Vass & Hevenor
The Borden Co.
Ad Agency—Young & Rubicam
Bristol-Myers Co.
Ad Agency—Young & Rubicam
Campana Sales Co.
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Clairol Inc.
Ad Agency—Foote, Cone & Belding
Curtis Circulation Co.
Ad Agency—BBD & O
Helene Curtis Industries
Ad Agency—Gordon Best
Campbell-Mithun
Dumas Milner Corp.
Ad Agency—Gordon Best
Food Specialties Inc.
Ad Agency—Charles F. Hutchinson
General Electric Co.
Ad Agency—BBD & O
Hartz Mountain Products Corp.
Ad Agency—George A. Hartman
Kellogg Co.
Ad Agency—Leo Burnett
Kitchens of Sara Lee
Ad Agency—Cunningham & Walsh
Knouse Foods, Inc.
Ad Agency—N. W. Ayer & Son
Mutual Benefit Health & Accident Assn.
Ad Agency—Bozell & Jacobs
Niagara Therapy Mfg. Corp.
Ad Agency—George L. Mallis
Puritron Corp.
Ad Agency—Maxwell Sackheim

COMMERCIAL AM PROGRAMS

Reddi-Wip Inc.
Ad Agency—D'Arcy
The Sandura Company
Ad Agency—Hicks & Greist
Sealy Inc.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—The Wesley Associates
Standard Brands, Inc.
Ad Agency—Compton
Standard Packaging Corp.
Ad Agency—Smith, Hagel, Knudsen
Sweets Company of America Inc.
Ad Agency—Henry Eisen
Sylvania Electric Products Inc.
Ad Agency—Kudner
William Underwood Co.
Ad Agency—Kenyon & Eckhardt
United States Plywood Corp.
Ad Agency—Kenyon & Eckhardt

Gorme, Edie (ABC)

Advertiser and Product:
Dr. Pepper Co. (Dr. Pepper-Soft Drink)
Ad Agency—Grant
General Motors Corp. (Guardian Maintenance
Service Centers)
Ad Agency—D. P. Brother

Graham, Billy (NBC)

Advertiser and Product:
Billy Graham Evangelistic (Religion)
Ad Agency—Walter F. Bennett

Grand Ole Opry (NBC)

Advertiser and Product:
R. J. Reynolds Tobacco Co. (Prince Albert
Tobacco)
Ad Agency—William Esty

Great Moments In Music (NBC)

Advertiser and Product:
Whitehouse Co. (Recordings)
Ad Agency—Kushins, Anderson, Takaro

Griffith, Andy (CBS)

Advertiser and Product:
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty

Groucho (NBC)

Advertiser and Product:
American Telephone & Telegraph (Telephone
service)
Ad Agency—N. W. Ayer & Son

Grove Labs (Bromo-Quinine)
Ad Agency—Gardner
Hudson Vitamin Co. (Hudson vitamins)
Ad Agency—Packe
Mail Pouch Tobacco Co. (Tobacco)
Ad Agency—Chas. W. Hoyt Co.

Gunsmoke (CBS)

Advertiser and Product:
American Motors
Ad Agency—Geyer, Morey, Madden & Ballard
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son
CBS-Electronics Div.
Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Fram Corp.
Ad Agency—Marschalk & Pratt
(Div. of McCann-Erickson)
General Motors Corp. (Service Div.)
Ad Agency—D. P. Brother & Co.
Grove Laboratories—Div. of Bristol-Myer Co.
Ad Agency—Cohen, Dowd & Aleshire
Hastings Mfg. Co.
Ad Agency—Keeling & Co.
Kellogg & Co.
Ad Agency—Leo Burnett
Lewis-Howe Co.
Ad Agency—McCann-Erickson
Longines-Wittnauer Watch Co. Inc.
Ad Agency—Victor A. Bennett
The Mentholatum Co.
Ad Agency—J. Walter Thompson
Mutual Benefit Health & Accident Assn.
Ad Agency—Bozell & Jacobs
Pepsi-Cola Co.
Ad Agency—Kenyon & Eckhardt
Popular Science Publishing Co.
Ad Agency—Schwab, Beatty & Porter
Savings & Loan Foundation Inc.
Ad Agency—McCann-Erickson
Shulton, Inc.
Ad Agency—The Wesley Associates
Sta-Nu Corp.
Ad Agency—Reach, McClinton, Pershall
Turtle Wax-Plastone Co.
Ad Agency—Bozell & Jacobs
The Watchmakers of Switzerland
Ad Agency—Cunningham & Walsh
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son

— H —

Harvey, Paul, News (ABC)

Advertiser and Product:
Bankers Life & Casualty Co. (White Cross
Hospital Plan)
Ad Agency—Phillips & Cherbo

**Have Gun, Will Travel
(CBS)**

Advertiser and Product:

American Motors
Ad Agency—Geyer, Morey, Madden & Ballard
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son
CBS-Electronics Div.
Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Ex Lax, Inc.
Ad Agency—Warwick & Legler
Fram Corp.
Ad Agency—Marschalk & Fratt—Div. of McCann-Erickson
General Motors Corp.—Service Div.
Ad Agency—D. P. Brother
Grove Laboratories—Div. Bristol-Myers Co.
Ad Agency—Cohen, Dowd & Aleshire
Hastings Mfg. Co.
Ad Agency—Keeling & Co.
Lehn & Fink Products Corp.
Ad Agency—McCann-Erickson
Longines-Wittnauer Watch Co.
Ad Agency—Victor A. Bennett
Mail Pouch Tobacco Co.
Ad Agency—Charles W. Hoyt
McCall Corp.
Ad Agency—Donahue & Coe
Mutual Benefit Health & Accident Assn.
Ad Agency—Bozell & Jacobs
Pepsi-Cola Co.
Ad Agency—Kenyon & Eckhardt
Popular Science Publishing Co.
Ad Agency—Schwab, Beatty & Porter
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co.
Savings & Loan Foundation Inc.
Ad Agency—McCann-Erickson
Shulton, Inc.
Ad Agency—Wesley Associates
The Watchmakers of Switzerland
Ad Agency—Cunningham & Walsh
Whitehall Laboratories
Ad Agency—Tatham-Laird
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son

**Hayes, Peter Lind
(ABC)**

Advertiser and Product:

A. E. Staley Mfg. Co.
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

**Herald Of Truth
(ABC)**

Advertiser and Product:

Highland Church of Christ (Institutional)
Ad Agency—Fidelity Adv.

**Hour Of Decision
(ABC)**

Advertiser and Product:

Billy Graham Evangelistic Assn., Inc.
(Institutional)
Ad Agency—Walter F. Bennett

**House Party
(CBS)**

Advertiser and Product:

Beltone Hearing Aid Co.
Ad Agency—Olian & Bronner
Ben Mont Papers, Inc.
Ad Agency—Woodard, Voss & Hevenor
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
Burgess Vibrocrafters, Inc.
Ad Agency—Olian & Bronner
Campbell Soup Co.
Ad Agency—BBD & O
CBS-Electronics Div.
Curtis Circulation Co.
Ad Agency—BBD & O
Firestone Tire & Rubber Co.
Ad Agency—Sweeney & James
The Hearst Corp.—Magazine Div.
Ad Agency—Grey
Hudson Vitamin Products
Ad Agency—Pace
Kellogg Co.
Ad Agency—Leo Burnett
Lehn & Fink Products Corp.
Ad Agency—McCann-Erickson
Lever Brothers Co.
Ad Agency—Ogilvy, Benson & Mather
The Mentholatum Co.
Ad Agency—J. Walter Thompson
The C. H. Musselman Co.
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen
Niagara Therapy Mfg. Corp.
Ad Agency—George L. Mallis
Pepsi-Cola Co.
Ad Agency—Kenyon & Eckhardt
Peter Paul, Inc.
Ad Agency—Dancer-Fitzgerald-Sample
Q-Tips, Inc.
Ad Agency—L. C. Gumbinner Adv.
Renuzit Home Products Co.
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen
Savings & Loan Foundation Inc.
Ad Agency—McCann-Erickson
Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—The Wesley Associates
United Fruit Co.
Ad Agency—BBD & O

COMMERCIAL AM PROGRAMS

Vitamin Specialties Corp.
Ad Agency—Henry S. Goodsett
Whitehall Laboratories
Ad Agency—Tatham-Laird

— I —

It's Network Time (NBC)

Advertiser and Product:
Scholl Mfg. Co. (Zino pads)
Ad Agency—Donahue & Coe

— L —

Life & World Daytime Programs (NBC)

Advertiser and Product:
Vick Chemical Co. (Cold remedies)
Ad Agency—Morse International

Lutheran Hour, The (NBC)

Advertiser and Product:
Lutheran Layman's League (Religion)
Ad Agency—Gotham-Vladimir

— M —

Ma Perkins (CBS)

Advertiser and Product:
Milton Bradley Co.
Ad Agency—Noyes & Co.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
Gardner Adv.—BBD & O
California Packing Corp.
Ad Agency—McCann-Erickson
Campbell Soup Co.
Ad Agency—BBD & O
Continental Wax Corp.
Ad Agency—Product Services
Curtis Circulation Co.
Ad Agency—BBD & O
Ex Lax, Inc.
Ad Agency—Warwick & Legler
Dr. Peter Fahrney & Sons
Ad Agency—Bozell & Jacobs
Firestone Tire & Rubber Co.
Ad Agency—Sweeney & James
Foster-Milburn Co.
Ad Agency—Street & Finney
General Foods Corp.
Ad Agency—Young & Rubicam
Grove Laboratories, Div. of Bristol-Myers
Ad Agency—Cohen, Dowd & Aleshire
Doherty, Clifford, Steers & Shenfield

The Hearst Corp.—Magazine Div.
Ad Agency—Ellington & Co.—Grey Adv.
Kellogg Co.
Ad Agency—Leo Burnett
Lever Brothers
Ad Agency—Ogilvy, Benson & Mather
The Mentholatum Co.
Ad Agency—J. Walter Thompson
Niagara Therapy Mfg. Co.
Ad Agency—George L. Mallis
Renuzit Home Products Co.
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen
Savings & Loan Foundation, Inc.
Ad Agency—McCann-Erickson
Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—The Wesley Associates
Sterling Drug Inc.—Glenbrook Lab. Div.
Ad Agency—Brown & Butcher
Syntex Chemical Co. Inc.
Ad Agency—Anderson & Cairns
Tetley Tea Co.
Ad Agency—Ogilvy, Benson & Mather
United Fruit Co.
Ad Agency—BBD & O
Whitehall Laboratories
Ad Agency—Tatham-Laird
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son

Metropolitan Opera (CBS)

Advertiser and Product:
Texaco Inc.
Ad Agency—Cunningham & Walsh

Miller, Mitch (CBS)

Advertiser and Product:
American Motors
Ad Agency—Geyer, Morey, Madden & Ballard
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son
CBS-Electronics Div.
Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Fram Corp.
Ad Agency—Marschalk & Pratt—Div. of McCann-Erickson
General Motors Corp.—Service Div.
Ad Agency—D. P. Brothier
Grove Laboratories Div.—Bristol-Myers
Ad Agency—Cohen, Dowd & Aleshire
Hastings Mfg. Co.
Ad Agency—Keeling & Co.
Kellogg Co.
Ad Agency—Leo Burnett

Lewis-Howe Co.
 Ad Agency—McCann-Erickson
 Mail Pouch Tobacco Co.
 Ad Agency—Charles W. Hoyt Co.
 McCall Corp.
 Ad Agency—Donahue & Coe
 Mutual Benefit Health & Accident Assn.
 Ad Agency—Bozell & Jacobs
 Pepsi-Cola Co.
 Ad Agency—Kenyon & Eckhardt
 R. J. Reynolds Tobacco Co.
 Ad Agency—William Esty
 Savings & Loan Foundation Inc.
 Ad Agency—McCann-Erickson
 Shulton, Inc.
 Ad Agency—The Wesley Associates
 Whitehall Laboratories
 Ad Agency—Tatham-Laird
 Yardley of London, Inc.
 Ad Agency—N. W. Ayer & Son

**Monitor
(NBC)**

Advertiser and Product:

Alden Rug Mills (Rugs)
 Ad Agency—Richard & Raymond
 Aluminum Co. of America (Aluminum boats, etc.)
 Ad Agency—Fuller, Smith, Ross
 American Telephone & Telegraph (Telephone Service)
 Ad Agency—N. W. Ayer & Son
 Anderson Co. (Windshield wipers)
 Ad Agency—Reincke, Meyer & Finn
 Armour & Co. (Dash Dog Food)
 Ad Agency—Foote, Cone & Belding
 Book Enterprises, Inc. (Maps)
 Ad Agency—Schwab, Beatty & Porter
 Harry Campbell (Sakrete)
 Ad Agency—Van Sant, Dugdale
 Chrysler Corp. (Simca Cars)
 Ad Agency Richard N. Meltzer
 Dupont (Men's Clothing)
 Ad Agency—BBD & O
 Evinrude Motors (Outboard motors)
 Ad Agency—Cramer-Kasselt
 Exello Corp. (Pure-Pak containers)
 Ad Agency—Fred M. Randall
 Florists Telegraph Delivery (Flowers by wire)
 Ad Agency—Grant
 Food Specialties Inc. (Appian Way pizza pie)
 Ad Agency—Chas. F. Hutchins
 Ford Motor Co. (Institutional)
 Ad Agency—Kenyon & Eckhardt
 Ford Motor Co. (Trucks, cars & parts)
 Ad Agency—J. Walter Thompson
 Formica (Wall tile)
 Ad Agency—Perry-Brown
 Gabriel Co. (Shock absorbers)
 Ad Agency—Gray & Rogers

General Foods Corp. (Swansdown)
 Ad Agency—Young & Rubicam
 General Insurance Co. (Insurance)
 Ad Agency—Cole & Weber
 General Mills (Cheerios)
 Ad Agency—Dancer-Fitzgerald-Sample
 General Motors (GMC trucks)
 Ad Agency—McCann-Erickson
 General Motors (Oldsmobile) (Service)
 Ad Agency—D. P. Brother
 GHP Cigar Co. (El Producto cigars)
 Ad Agency—Compton
 I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)
 Ad Agency—Arthur Meyerhoff
 Greyhound Corp. (Bus travel)
 Ad Agency—Grey
 Grove Labs (Fitch)
 Ad Agency—Cohen Dowd, & Aleshire
 Grove Labs (No Doz) (Bromo-Quinine)
 Ad Agency—Gardner
 Gulf Guaranty Land & Title Co. (Cape Coral)
 Ad Agency—Paul Venze Assoc.
 Hollingshead Corp. (Car waxite)
 Ad Agency—Gray & Rogers
 Kiplinger "Changing Times"
 Ad Agency—Albert Frank-Guenther Law
 Lever Bros. (Pepsodent)
 Ad Agency—Foote, Cone & Belding
 Lewis-Howe (Tums)
 Ad Agency—McCann-Erickson
 Liggett & Myers (L & M cigarettes)
 Ad Agency—Dancer-Fitzgerald-Sample
 Longines-Wittnauer Watch Co. (Watches)
 Ad Agency—Victor A. Bennett
 Mack Trucks (Trucks)
 Ad Agency—Doyle, Kitcher, McCormick
 Mail Pouch Tobacco Co. (Tobacco)
 Ad Agency—Chas. W. Hoyt
 B. Manischewitz Co. (Food products)
 Ad Agency—Al Paul Lefton
 Marion-Kay Products (Vanilla extract, black pepper)
 Ad Agency—Biddle
 Mogen David Wine Co. (Wine)
 Ad Agency—Edward H. Weiss
 Monroe Auto Equipment Co. (Shock absorbers)
 Ad Agency—Aitkin-Kynett
 No. American Van Lines (Long distance moving)
 Ad Agency—Applegate
 Pan American Coffee Bureau (Iced Coffee)
 Ad Agency—BBD & O
 Parker Games (Games)
 Ad Agency—Badger, Browning & Parcher
 Pepsi-Cola Co. (Pepsi-Cola)
 Ad Agency—Kenyon & Eckhardt
 Pharmacract Co. (Coldene)
 Ad Agency—J. Walter Thompson
 Philip Morris Co. (Smoking tobacco products)
 Ad Agency—Leo Burnett

COMMERCIAL AM PROGRAMS

Popular Science Monthly (Magazine)
Ad Agency—Schwab, Beatty & Porter
Purrolator Products (Oil filters)
Ad Agency—J. Walter Thompson
Quaker Oat Co. (Cereals)
Ad Agency—Baker, Tilden, Bolgard & Larger
Radio Corporation of America (Appliances, TV, Radios)
Ad Agency—Kenyon & Eckhardt
Radio Corporation of America (Institutional)
Ad Agency—Kenyon & Eckhardt
Raybestos Div. (Brake linings)
Ad Agency—Gray & Rogers
Raytheon (Raytheon dealers)
Ad Agency—Fuller, Smith, Ross
R. J. Reynolds Tobacco Co. (Camels, Winston)
Ad Agency—William Esty
Savings & Loan Assn. (Savings & Loans)
Ad Agency—McCann-Erickson
Simoniz Co. (Simoniz)
Ad Agency—Young & Rubicam
Socony Mobil Co. (Gasoline)
Ad Agency—Compton
A. Stein Co. (Perma-lift bras)
Ad Agency—Cruttenden
Sterling Drug Co. (Bayer Aspirin)
Ad Agency—Dancer-Fitzgerald-Sample
Sylvania Co. (Sylvania products)
Ad Agency—Kudner
Time Inc. (Life, Sports Illustrated & Time Magazine)
Ad Agency—Young & Rubicam
Tipon (Tipon)
Ad Agency—Rothstein, Simmons, Pascoe
Tyrex Inc. (Tyrex Viscose Tire Cord)
Ad Agency—McCann-Erickson
Twentieth Century Fox (Film)
Ad Agency—Chas. Schlaifer Co.
Union Carbide & Carbon Co. (6-12 Insect Repellent)
Ad Agency—J. M. Mathes
United Insurance Co. of No. America (Insurance)
Ad Agency—Joy Inc.
U. S. Royal Tire Div. (U. S. Royal Tire)
Ad Agency—Fletcher D. Richards
Universal International Pictures (Film “Spartacus”)
Ad Agency—Chas. Schlaifer Co.
Vick Chemical Co. (Cold remedies)
Ad Agency—Morse International
Walker Mfg. Co. (Auto muffler silencers)
Ad Agency—Aitken-Kynett
Watch Makers of Switzerland (Swiss watches)
Ad Agency—Cunningham & Walsh

Moore, Garry (CBS)

Advertiser and Product:
Amana Refrigeration Inc.
Ad Agency—Maury, Lee & Marshall
Niagara Therapy Mfg. Corp.
Ad Agency—George L. Mallis Inc.

Morgan, Edward P. (ABC)

Advertiser and Product:
AFL-CIO
Ad Agency—Furman, Feiner & Co.

Murrow, Edward R. (CBS)

Advertiser and Product:
Longines-Wittnauer Watch Co.
Ad Agency—Victor A. Bennett
Savings & Loan Foundation Inc.
Ad Agency—McCann-Erickson

My True Story (NBC)

Advertiser and Product:
Foster-Milburn (Doan's Pills)
Ad Agency—Street & Finney
Hudson Vitamin Co. (Hudson vitamins)
Ad Agency—Packe

— N —

National Farm & Home Hour (NBC)

Advertiser and Product:
Allis Chalmers (Farm equipment)
Ad Agency—Bert S. Gittens

National League Baseball Playoffs (ABC)

Advertiser and Product:
Schick Inc. (Electric Razor & Top Brass)
Ad Agency—Benton & Bowles

NBA Basketball (NBC)

Advertiser and Product:
Gillette Safety Razor Corp. (Razors)
Ad Agency—Maxon

News—Ned Calmer (CBS)

Advertiser and Product:
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co.
Stewart-Warner Corp.; Alemite Div.
Ad Agency—MacFarland, Aveyard & Co.

News—Allan Jackson (CBS)

Advertiser and Product:
General Motors Corp.—Chevrolet Div.
Ad Agency—Campbell-Ewald

**News—Robert Trout
(CBS)**

Advertiser and Product:

General Motors Corp.—Chevrolet Div.
Ad Agency—Campbell-Ewald

**News: 10:00-10:05 A.M.,
Monday-Friday
(CBS)**

Advertiser and Product:

CBS-Electronics Div.
Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Curtis Circulation Co.
Ad Agency—BBD & O
Ex Lax, Inc.
Ad Agency—Warwick & Legler
General Foods Corp.
Ad Agency—Young & Rubicam
Hearst Corp.—Magazine Div.
Ad Agency—Ellington & Co.
Kellogg Co.
Ad Agency—Leo Burnett
Lewis-Howe Co.
Ad Agency—McCann-Erickson
Lever Brothers
Ad Agency—Ogilvy, Benson & Mather
McCall Corp.
Ad Agency—Donahue & Coe
Mutual Benefit Health & Accident Assn.
Ad Agency—Bozell & Jacobs
Savings & Loan Foundation Inc.
Ad Agency—McCann-Erickson
Scholl Mfg. Co.
Ad Agency—Donahue & Coe
Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—Wesley Associates
Whitehall Laboratories
Ad Agency—Tatham-Laird

**News: 11:00-11:05 A.M.,
Monday-Friday
(CBS)**

Advertiser and Product:

Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Curtis Circulation Co.
Ad Agency—BBD & O
General Foods Corp.
Ad Agency—Young & Rubicam
Kellogg Co.
Ad Agency—Leo Burnett
Lever Brothers
Ad Agency—Ogilvy, Benson & Mather
Lewis-Howe Co.
Ad Agency—McCann-Erickson
McCall Corp.
Ad Agency—Donahue & Coe

Savings & Loan Foundation, Inc.
Ad Agency—McCann-Erickson
Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—Wesley Associates
Whitehall Laboratories
Ad Agency—Tatham-Laird

**News: 2:00-2:05 P.M.,
Monday-Friday
(CBS)**

Advertiser and Product:

CBS-Electronics Div.
Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Curtis Circulation Co.
Ad Agency—BBD & O
General Foods Corp.
Ad Agency—Young & Rubicam
Hearst Corp.—Magazine Div.
Ad Agency—Ellington & Co.
Kellogg Co.
Ad Agency—Leo Burnett
Lever Brothers
Ad Agency—Ogilvy, Benson & Mather
Lewis-Howe Co.
Ad Agency—McCann-Erickson
McCall Corp.
Ad Agency—Donahue & Coe
Mutual Benefit Health & Accident Assn.
Ad Agency—Bozell & Jacobs
Savings & Loan Foundation, Inc.
Ad Agency—McCann-Erickson
Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—Wesley Associates
Whitehall Laboratories
Ad Agency—Tatham-Laird

**News: 3:00-3:05 P.M.,
Monday-Friday
(CBS)**

Advertiser and Product:

Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Curtis Circulation Co.
Ad Agency—BBD & O
General Foods Corp.
Ad Agency—Young & Rubicam
Lever Brothers Co.
Ad Agency—Ogilvy, Benson & Mather
Lewis-Howe Co.
Ad Agency—McCann-Erickson
McCall Corp.
Ad Agency—Donahue & Coe
Mutual Benefit Health & Accident Assn.
Ad Agency—Bozell & Jacobs

Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—Wesley Associates
Whitehall Laboratories
Ad Agency—Tatham-Laird

**News Analysis,
Monday-Friday
(CBS)**

Advertiser and Product:
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son
CBS—Electronics Div.
Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Firestone Tire & Rubber Co.
Ad Agency—Sweeney & James
Lewis-Howe Co.
Ad Agency—McCann-Erickson
Longines-Wittnauer Watch Co.
Ad Agency—Victor A. Bennett
McCall Corp.
Ad Agency—Donahue & Coe
Stewart-Warner Corp.—Alemite Div.
Ad Agency—MacFarland, Aveyard

**News Analysis, Saturday
(CBS)**

Advertiser and Product:
General Motors Corp.—United Motors Service
Div.—Delco
Ad Agency—Campbell-Ewald
Whitehall Laboratories
Ad Agency—Tatham-Laird

**News Analysis, Sunday
(CBS)**

Advertiser and Product:
General Motors Corp.—United Motors Service
Div.—Delco
Ad Agency—Campbell-Ewald
Whitehall Laboratories
Ad Agency—Tatham-Laird

**News Around The World
(ABC)**

Advertiser and Product:
Colgate-Palmolive Co. (Colgate Dental Cream)
Ad Agency—Street & Finney
Foster-Milburn (Doan's Pills)
Ad Agency—Street & Finney
Hudson Vitamins (Vitamin catalog)
Ad Agency—Pace
Pharmaco Inc. (Chooz)
Ad Agency—Doherty, Clifford, Steers & Shenfield
R. J. Reynolds (Winston, Camels)
Ad Agency—William Esty

**News Of The World
(NBC)**

Advertiser and Product:
American Motors (Rambler cars)
Ad Agency—Geyer, Morey, Madden & Ballard
A-P Parts (Auto mufflers)
Ad Agency—Gray & Rogers
Belton Hearing Aid Co. (Hearing aids)
Ad Agency—Olian & Bronner
Chapstick Co. (Chapstick)
Ad Agency—L. C. Gumbinner
Ex-Lax Co. (Ex-Lax)
Ad Agency—Warwick & Legler
General Motors (GMC trucks)
Ad Agency—McCann-Erickson
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)
Ad Agency—Arthur Meyerhoff
Grove Labs (Bromo-Quinine)
Ad Agency—Gardner
Mogen David Wine Co. (Wine)
Ad Agency—Edward H. Weiss
Pharmacraft Co. (Coldene)
Ad Agency—J. Walter Thompson
Plastone Co. (Turtle Wax)
Ad Agency—Bozell & Jacobs
Popular Science Monthly (Magazine)
Ad Agency—Schwab, Beatty & Porter
Quaker Oat Co. (Cereals)
Ad Agency—Baker, Tilden, Bolgard & Larger
Q-Tips Inc. (Q-tips)
Ad Agency—L. C. Gumbinner
R. J. Reynolds Tobacco Co. (Camels, Winston)
Ad Agency—William Esty
Socony Mobil Co. (Gasoline)
Ad Agency—Compton

**News On The Hour
(NBC)**

Advertiser and Product:
American Motors (Rambler cars)
Ad Agency—Geyer, Morey, Madden & Ballard
B. T. Babbitt Co. (Savey Car Shampoo & Cameo
copper cleaner)
Ad Agency—Brown & Butcher
Brown Williamson Tobacco Co. (Viceroy & Kools)
Ad Agency—Ted Bates
California Packing Co. (Delmonte juices)
Ad Agency—McCann-Erickson
Church & Dwight (Arm & Hammer)
Ad Agency—J. Walter Thompson
Electric Autolite Co. (Electrical equip. for cars)
Ad Agency—Grant
Florists Telegraph Delivery (Flowers by wire)
Ad Agency—Grant
Lewis-Howe (Tums)
Ad Agency—McCann-Erickson
Midas Inc. (Mufflers)
Ad Agency—Bozell & Jacobs
Pepsi-Cola Co. (Pepsi-Cola)
Ad Agency—Kenyon & Eckhardt

Readers Digest Assn. (Book club)
 Ad Agency—J. Walter Thompson
 Renault Inc.
 Ad Agency—Kudner
 Scott Paper Co. (Cut-rite Wax Paper)
 Ad Agency—J. Walter Thompson
 Sylvania Co. (Sylvania products)
 Ad Agency—Kudner
 Time Inc. (Life Magazine & Sports Illustrated)
 Ad Agency—Young & Rubicam
 Tyrex Inc. (Tyrex Viscose Tire Cord)
 Ad Agency—McCann-Erickson
 Vick Chemical Co. (Cold remedies)
 Ad Agency—Morse International
 Warner-Lambert—Anahist Div. (Anahist)
 Ad Agency—Ted Bates
 Yardley of London (Men's toiletries)
 Ad Agency—N. W. Ayer

**Nightline
(NBC)**

Advertiser and Product:
 Curtis Circulation Co. (Saturday Evening Post)
 Ad Agency—BBD & O
 Ex-Lax Co. (Ex-Lax)
 Ad Agency—Warwick & Legler
 Mail Pouch Tobacco Co. (Tobacco)
 Ad Agency—Chas. W. Hoyt
 Mogen David Wine Co. (Wine)
 Ad Agency—Edward H. Weiss
 Popular Science Monthly (Popular Science magazine)
 Ad Agency—Schwab, Beatty & Porter
 Princeton Knitting Mills (Pouff rugs)
 Ad Agency—Erlich, Neuwirth & Sobol
 Vick Chemical Co. (Cold remedies)
 Ad Agency—Morse International
 Waverly Fabrics (Waverly bonded fabrics)
 Ad Agency—Ehrlich, Neuwirth & Sobol

**Notre Dame Football Games
(ABC)**

Advertiser and Product:
 Pontiac Motor Division (Pontiac)
 Ad Agency—MacManus, John & Adams

— O —

**Old Fashioned Revival Hour
(ABC)**

Advertiser and Product:
 Gospel Broadcasting Assn. (Institutional)
 Ad Agency—R. H. Alber

**Olympic Games
(NBC)**

Advertiser and Product:
 Longines-Wittnauer Watch Co. (Watches)
 Ad Agency—Victor A. Bennett

**On The Line With Considine
(NBC)**

Advertiser and Product:
 Mutual of Omaha (Insurance)
 Ad Agency—Bozell & Jacobs

**One Man's Family
(NBC)**

Advertiser and Product:
 Foster-Milburn (Doan's Pills)
 Ad Agency—Street & Finney
 Q-Tips Inc. (Q-tips)
 Ad Agency—L. C. Gumbinner

— P —

**Patterson-Johansson Fight
(ABC)**

Advertiser and Product:
 United Artists Corp. (Film "The Horse Soldiers")
 Ad Agency—Monroe Greenthal Co.

**People
(NBC)**

Advertiser and Product:
 American Telephone & Telegraph (Telephone service)
 Ad Agency—N. W. Ayer & Son
 Hudson Vitamin Co. (Hudson vitamins)
 Ad Agency—Packe
 Mail Pouch Tobacco Co. (Tobacco)
 Ad Agency—Chas. W. Hoyt Co.

**Post-Game Wrap Up
(ABC)**

Advertiser and Product:
 Food Specialties, Inc. (Appian Way Pizza Pie Mix)
 Ad Agency—Charles F. Hutchinson

**Pro-Football
(NBC)**

Advertiser and Product:
 Savings & Loan Assn. (Savings & Loan)
 Ad Agency—McCann-Erickson

**Pro-Football Championship
Game
(NBC)**

Philip Morris Co. (Smoking tobacco products)
 Ad Agency—Leo Burnett
 Hygrade Food Prod.
 Ad Agency—W. B. Doner

**Professional Football
(CBS)**

Advertiser and Product:
 P. Ballantine & Sons
 Ad Agency—William Esty
 General Cigar Co., Inc.
 Ad Agency—Young & Rubicam

COMMERCIAL AM PROGRAMS

— R —

Radio Bible Class (ABC)

Advertiser and Product:
Radio Bible Class (Institutional)
Ad Agency—John M. Camp & Co.

Radio Theatre (NBC)

Advertiser and Product:
Foster-Milburn (Doan's Pills)
Ad Agency—Street & Finney

Revival Time (ABC)

Advertiser and Product:
Assemblies of God (Institutional)
Ad Agency—Walter F. Bennett

Right To Happiness (CBS)

Advertiser and Product:
Milton Bradley Co.
Ad Agency—Noyes & Co.
Bristol-Myers Co.
Ad Agency—BBD & O
Doherty, Clifford, Steers & Shenfield
California Packing Corp.
Ad Agency—McCann-Erickson
Campbell Soup Co.
Ad Agency—BBD & O
Continental Wax Corp.
Ad Agency—Product Services, Inc.
Curtis Circulation Co.
Ad Agency—BBD & O
d-Con Company
Ad Agency—Thompson-Koch Co.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler
Firestone Tire & Rubber Co.
Ad Agency—Sweeney & James
General Foods Corp.
Ad Agency—Young & Rubicam
Grove Laboratories—Div. of Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
Gardner Advertising
Hearst Corp.—Magazine Div.
Ad Agency—Ellington & Co.
Lehn & Fink Products Corp.
Ad Agency—McCann-Erickson
Lever Brothers Co.
Ad Agency—BBD & O; Ogilvy, Benson & Mather
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—Wesley Associates
Syntex Chemical Co., Inc.
Ad Agency—Anderson & Cairns, Inc.

United Fruit Co.
Ad Agency—BBD & O
Whitehall Laboratories
Ad Agency—Tatham-Laird
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son

Roberts, Oral (ABC)

Advertiser and Product:
Oral Roberts Evangelistic Assn. Inc.
(Institutional)
Ad Agency—Swan & Mason

Romance of Helen Trent (CBS)

Advertiser and Product:
Milton Bradley Co.
Ad Agency—Noyes & Co.
Bristol-Myers Co.
Ad Agency—BBD & O
Doherty, Clifford, Steers & Shenfield
California Packing Corp.
Ad Agency—McCann-Erickson
Campbell Soup Co.
Ad Agency—BBD & O
Continental Wax Corp.
Ad Agency—Product Services, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler
Foster-Milburn Co.
Ad Agency—Street & Finney
General Foods Corp.
Ad Agency—Young & Rubicam
Grove Laboratories—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd & Aleshire, Inc.
Gardner Advertising
Hearst Corp.—Magazine Div.
Ad Agency—Ellington & Co.
Lever Brothers Co.
Ad Agency—BBD & O; Ogilvy, Benson & Mather
Niagara Therapy Mfg. Corp.
Ad Agency—George L. Mallis
Savings & Loan Foundation, Inc.
Ad Agency—McCann-Erickson
Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—Westley Associates
Syntex Chemical Co.
Ad Agency—Anderson & Cairns
Tetley Tea Co. Inc.
Ad Agency—Ogilvy, Benson & Mather
United Fruit Co.
Ad Agency—BBD & O
Whitehall Laboratories
Ad Agency—Tatham-Laird
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son

**Rusty Draper
(CBS)**

Advertiser and Product:

R. J. Reynolds Tobacco Co.
Ad Agency—William Esty
Stewart-Warner Corp.—Alemite Div.
Ad Agency—MacFarland, Aveyard

— S —

**Second Mrs. Burton
(CBS)**

Advertiser and Product:

Milton Bradley Co.
Ad Agency—Noyes & Co.
Bristol-Myers Co.
Ad Agency—BBD & O
Doherty, Clifford, Steers & Shenfield
California Facking Corp.
Ad Agency—McCann-Erickson
Campbell Soup Co.
Ad Agency—BBD & O
Continental Wax Corp.
Ad Agency—Product Services
Ex-Lax Inc.
Ad Agency—Warwick & Legler
Firestone Tire & Rubber Co.
Ad Agency—Sweeney & James
General Foods Corp.
Ad. Agency—Young & Rubicam
Grove Laboratories—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd & Aleshire
Gardner Advertising
Lehn & Fink Products Corp.
Ad Agency—McCann-Erickson
Lever Brothers
Ad Agency—Ogilvy, Benson & Mather
Niagara Therapy Mfg. Corp.
Ad Agency—George L. Mallis, Inc.
Shulton, Inc.
Ad Agency—The Wesley Associates
Sterling Drug Inc.—Glenbrook Laboratories Div.
Ad Agency—Brown & Butcher
Syntex Chemical Co.
Ad Agency—Anderson & Cairns
Tetley Tea Co. Inc.
Ad Agency—Ogilvy, Benson & Mather, Inc.
United Fruit Co.
Ad Agency—BBD & O
Whitehall Laboratories
Ad Agency—Tatham-Laird
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son, Inc.

**Speaking of Sports
(ABC)**

Advertiser and Product:

Chrysler Division of Chrysler Corp.
Ad Agency—Young & Rubicam

GMC Truck Division
Ad Agency—Kudner Agency
Hudson Vitamins (Vitamin Catalog)
Ad Agency—Pace
Plymouth-Chrysler Corp.
Ad Agency—Grant
Savings & Loan Foundation (Banking Services)
Ad Agency—McCann-Erickson

**Sports Time
(CBS)**

Advertiser and Product:

R. J. Reynolds Tobacco Co.
Ad Agency—William Esty
Stewart-Warner Corp.—Alemite Div.
Ad Agency—MacFarland, Aveyard

**Stardust
(NBC)**

Advertiser and Product:

Liggett & Myers (L&M Cigarettes)
Ad Agency—Dancer-Fitzgerald-Sample

**Story Princess
(ABC)**

Advertiser and Product:

Cadence Records, Inc.
Ad Agency—Pike & Becker
Walt Disney
Ad Agency—Gresh & Kramer
General Nutrition Corp. (Vitamin Sales, Vitamin Catalog)
Ad Agency—Farfax Inc.
Gulf, Guaranty Land & Title Co.
(Cape Coral Real Estate)
Ad Agency—Paul Venze Assn.
Hollingshead Corp. (Dab)
Ad Agency—Gresh & Kramer
Hudson Vitamin Products (Vitamin catalog)
Ad Agency—Pace
Mister Softee Inc. (Ice Cream)
Ad Agency—Gresh & Kramer
Skamperettes Co. Inc. (Girls Lingerie)
Trip Of The Month Club
U. S. Pharmacal Co. (Babb Sweet, Soothene)
Ad Agency—Gresh & Kramer
Roy S. Durstine, Inc.
U. S. Pool Corp.
Ad Agency—Roy S. Durstine, Inc.

**Sunoco 3 Star Extra
(NBC)**

Advertiser and Product:

Sun Oil Co. (Sunoco gas, etc.)
Ad Agency—William Esty

**Sunshine Boys
(ABC)**

Advertiser and Product:

Glenbrook Labs—Division of Sterling Drug
("Dr. Caldwell's")
Ad Agency—Carl S. Brown Co.

COMMERCIAL AM PROGRAMS

Suspense (CBS)

Advertiser and Product:

American Motors
Ad Agency—Geyer, Morey, Madden & Ballard
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son
CBS-Electronics—Div. of Columbia Broadcasting System, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson
Fram Corp.
Ad Agency—Marschalk & Pratt—Div. of McCann-Erickson
General Motors Corp.—Service Div.
Ad Agency—D. P. Brother
Grove Laboratories—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd & Aleshire
Hastings Mfg. Co.
Ad Agency—Keeling & Co.
Kellogg Co.
Ad Agency—Leo Burnett
Lewis-Howe Co.
Ad Agency—McCann-Erickson
Longines-Wittnauer Watch Co.
Ad Agency—Victor A. Bennett Co.
McCall Corp.
Ad Agency—Donahue & Coe
Mutual Benefit Health & Accident Assn.
Ad Agency—Bozell & Jacobs
Pepsi-Cola Co.
Ad Agency—Kenyon & Eckhardt
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty
Savings & Loan Foundation Inc.
Ad Agency—McCann-Erickson
Shulton, Inc.
Ad Agency—Wesley Associates
Watchmakers of Switzerland
Ad Agency—Cunningham & Walsh
Whitehall Laboratories
Ad Agency—Tatham-Laird
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son, Inc.

T

"This Is AMF" (NBC)

Advertiser and Product:

American Machine & Foundry (Institutional)
Ad Agency—Cunningham & Walsh

Thomas, Lowell (CBS)

Advertiser and Product:

General Motors Corp.—Oldsmobile Div.
Ad Agency—D. P. Brother
General Motors Corp.—United Motors Div.
(Delco)
Ad Agency—Campbell-Ewald

"Topic For Today" (NBC)

Advertiser and Product:

Morton Salt Co. (Salt)
Ad Agency—Needham, Louis & Brorby

— V —

Vandercook, John W. and the News (ABC)

Advertiser and Product:

AFL-CIO (Institutional)
Ad Agency—Furman, Feiner & Co.

Various Programs (NBC)

Advertiser and Product:

Sunsweet Co. (Prune juice, Prunes)
Ad Agency—Long

Voice of Prophecy (ABC) (NBC)

Advertiser and Product:

Voice of Prophecy, Inc. (Institutional)
Ad Agency—Milton Carlson

Voice of Temperance (NBC)

Advertiser and Product:

Voice of Temperance (Religion)
Ad Agency—Corral

— W —

Wavelengths (NBC)

Advertiser and Product:

Princeton Knitting Mills (Pouff rugs)
Ad Agency—Erlich, Neuwirth & Sobo

Weekday Newscasts (ABC)

Advertiser and Product:

American Home Foods Division
(Chef-Boy-Ar-Dee)
Ad Agency—Young & Rubicam
American Telephone & Telegraph
"Long Distance Telephone Service"
Ad Agency—N. W. Ayer & Son
Dodge Division of Chrysler Corp. (Dodge)
Ad Agency—Grant
Eugene Stevens, Inc.
Ex-Lax Inc. (Ex-Lax)
Ad Agency—Warwick & Legler
General Foods Corp. (Jello, Swansdown Cake-Mixes, Maxwell House Coffee)
Ad Agency—Young & Rubicam; Ogilvy, Benson & Mather
Grove Laboratories
Ad Agency—Gardner

Lewis Howe Co. (NR Tablets)
 Ad Agency—MacFarland, Aveyard
 Midar Muffler Co. (Mufflers)
 Ad Agency—Bozell & Jacobs
 Pepsi-Cola Co.
 Ad Agency—Kenyon & Eckhardt
 Plough Inc. (St. Joseph Almanac Calendar)
 Ad Agency—Lake, Spiro, Shurman
 R. J. Reynolds Tobacco Co. (Camel cigarettes)
 Ad Agency—William Esty
 Saving & Loan Foundation (Banking Services)
 Ad Agency—McCann-Erickson
 A. E. Staley Mfg. Co.
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan
 Standard Brands
 Ad Agency—Compton
 Watchmakers of Switzerland (Swiss watches)
 Ad Agency—Cunningham & Walsh

**Weekend News
(ABC)**

Advertiser and Product:
 R. J. Reynolds Tobacco Co. (Camel cigarettes)
 Ad Agency—William Esty
 Standard Brands
 Ad Agency—Compton
 Watchmakers of Switzerland (Swiss watches)
 Ad Agency—Cunningham & Walsh

**Weekend Newscasts
(ABC)**

Advertiser and Product:
 American Home Products Division
 (Chef-Boy-Ar-Dee)
 Ad Agency—Young & Rubicam
 American Telephone & Telegraph
 "Long Distance Telephone Service"
 Ad Agency—N. W. Ayer & Son
 Apple Valley Building Development Assn.
 ("Apple Valley")
 Ad Agency—Mulle, Breen & Walde
 Benrus Watch Co. (Benrus)
 Chrysler Corp. (Chrysler)
 Ad Agency—Young & Rubicam
 Dodge Division of Chrysler Corp.
 Ad Agency—Grant
 Ex-Lax Inc. (Ex-Lax)
 Ad Agency—Warwick & Legler
 Grey Rock Division of Raybestos-Manhattan
 (Brake Linings)
 Ad Agency—Gray & Rogers
 Grove Laboratories (Bromo-Quinine)
 Ad Agency—Gardner
 Harrison Home Products
 Ad Agency—Victor & Richards
 Hudson Vitamins Products (Vitamin Catalog)
 Ad Agency—Pace
 McCall Corp. (Magazine)
 Puritron Corp. (Air Purifier)
 Ad Agency—Maxwell Sackheim Co.

**Welk, Lawrence
(ABC)**

Advertiser and Product:
 Plymouth Division of Chrysler Corp.
 Ad Agency—Grant

**Whispering Streets
(CBS)**

Advertiser and Product:
 Milton Bradley Co.
 Ad Agency—Noyes & Co.
 Bristol-Myers Co.
 Ad Agency—BBD & O
 Doherty, Clifford, Steers & Shenfield
 California Packing Corp.
 Ad Agency—McCann-Erickson
 Campbell Soup Co.
 Ad Agency—BBD & O
 Continental Wax Corp.
 Ad Agency—Product Services
 Curtis Circulation Co.
 Ad Agency—BBD & O
 Ex-Lax, Inc.
 Ad Agency—Warwick & Legler
 Firestone Tire & Rubber Co.
 Ad Agency—Sweeney & James
 Foster-Milburn Co.
 Ad Agency—Street & Finney
 General Foods Corp.
 Ad Agency—Young & Rubicam
 Grove Laboratories—Div. of Bristol-Myers Co.
 Ad Agency—Doherty, Clifford, Steers & Shenfield
 Gardner Advertising
 Hearst Corp.—Magazine Div.
 Ad Agency—Ellington & Co.
 Lehn & Fink Products Corp.
 Ad Agency—McCann-Erickson
 Lever Brothers Co.
 Ad Agency—BBD & O; Ogilvy, Benson & Mather
 The Mentholatum Co.
 Ad Agency—J. Walter Thompson
 Savings & Loan Foundation, Inc.
 Ad Agency—McCann-Erickson
 Scott Paper Co.
 Ad Agency—J. Walter Thompson
 Shulton, Inc.
 Ad Agency—Wesley Associates
 Syntex Chemical Co. Inc.
 Ad Agency—Anderson & Cairns
 Tetley Tea Co. Inc.
 Ad Agency—Ogilvy, Benson & Mather
 United Fruit Co.
 Ad Agency—BBD & O
 Whitehall Laboratories
 Ad Agency—Tatham-Laird
 Yardley of London, Inc.
 Ad Agency—N. W. Ayer & Son

COMMERCIAL AM PROGRAMS

Wings of Healing (ABC)

Advertiser and Product:
Wings of Healing (Institutional)
Ad Agency—Century

World Series (NBC)

Advertiser and Product:
Gillette Safety Razor Corp. (Razors)
Ad Agency—Maxon

World Series Special (NBC)

Advertiser and Product:
DuPont (Men's Clothing)
Ad Agency—BBD & O

— XYZ —

Young Dr. Malone (CBS)

Advertiser and Product:
Milton Bradley Co.
Ad Agency—Noyes & Co.
Bristol-Myers Co.
Ad Agency—BBD & O
Doherty, Clifford, Steers & Shenfield
California Packing Corp.
Ad Agency—McCann-Erickson
Campbell Soup Co.
Ad Agency—BBD & O
Continental Wax Corp.
Ad Agency—Product Services
Curtis Circulation Co.
Ad Agency—BBD & O
Ex-Lax Inc.
Ad Agency—Warwick & Legler
Firestone Tire & Rubber Co.
Ad Agency—Sweeney & James
General Foods Corp.
Ad Agency—Young & Rubicam
General Nutrition Corp.
Ad Agency—Fairfax
Grove Laboratories—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd & Aleshire
Doherty, Clifford, Steers & Shenfield
Gardner Advertising
The Hearst Corp.—Magazine Div.
Ad Agency—Ellington & Co.
Kellogg Co.
Ad Agency—Leo Burnett Co.
Lehn & Fink Products Corp.
Ad Agency—McCann-Erickson
Lever Brothers Co.
Ad Agency—BBD & O; Ogilvy, Benson & Mather
The Mentholatum Co.
Ad Agency—J. Walter Thompson
Savings & Loan Foundation, Inc.
Ad Agency—McCann-Erickson

Scott Paper Co.
Ad Agency—J. Walter Thompson
Shulton, Inc.
Ad Agency—Wesley Associates
Sterling Drugs Inc.—Glenbrook Laboratories Div.
Ad Agency—Brown & Butcher
Syntex Chemical Co. Inc.
Ad Agency—Anderson & Cairn
Tetley Tea Co. Inc.
Ad Agency—Ogilvy, Benson & Mather
United Fruit Co.
Ad Agency—BBD & O
Whitehall Laboratories
Ad Agency—Tatham-Laird
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son

Yours Truly, Johnny Dollar (CBS)

Advertiser and Product:
American Motors
Ad Agency—Geyer, Morey, Madden & Ballard
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son
CBS Electronics Div.
Cowles Magazines Inc.
Ad Agency—McCann-Erickson
Ex-Lax, Inc.
Ad Agency—Warwick & Legler
Fram Corp.
Ad Agency—Marschalk & Pratt—Div. of
McCann-Erickson
General Motors Corp.—Service Div.
Ad Agency—D. P. Brother
Grove Laboratories—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd & Aleshire
Hastings Mfg. Co.
Ad Agency—Keeling & Co.
Lehn & Fink Products Corp.
Ad Agency—McCann-Erickson
Lewis-Howe Co.
Ad Agency—McCann-Erickson
Mail Pouch Tobacco Co.
Ad Agency—Charles W. Hoyt Co.
McCall Corp.
Ad Agency—Donahue & Coe
Pepsi-Cola Co.
Ad Agency—Kenyon & Eckhardt
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty
Savings & Loan Foundation Inc.
Ad Agency—McCann-Erickson
Shulton, Inc.
Ad Agency—The Wesley Associates
The Watchmakers of Switzerland
Ad Agency—Cunningham & Walsh
Yardley of London, Inc.
Ad Agency—N. W. Ayer & Son

COMMERCIAL TV PROGRAMS OF 1959

(NETWORK)

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1959. The programs listed are for the 12-month period ending Dec. 31, 1959. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.

— A —

Adventures In Paradise (ABC-TV)

Advertiser and Product:

Anahist (Cold Remedies,, Nasal & Throat Sprays)

Ad Agency—Ted Bates

Armour (Dial Soap, Chiffon Liquid, Dial Shampoo,
Canned Meats, Dash Dog Food)

Ad Agency—Foote, Cone & Belding

Bristol Myers (Bufferin)

Ad Agency—Young & Rubicam

Bulova (Watches, Portable Stereo Phonographs,
Radios)

Ad Agency—McCann-Erickson

DuPont (Car Waxes, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Isodine (Isodettes, Isodine Gargle, Antiseptic)

Ad Agency—Reach McClinton

Johnson & Johnson (Baby Products, Surgical
Dressings)

Ad Agency—Young & Rubicam

L & M (All Tobacco Products of L&M)

Ad Agency—McCann-Erickson

Luden's (Candy Bars, Cough Drops)

Ad Agency—J. M. Mathes

Polaroid (Polaroid Cameras & Accessories)

Ad Agency—Doyle-Dane-Bernbach

Reynolds Metals (Aluminum Products)

Ad Agency—Clinton E. Frank

7-Up (7-Up Beverage)

Ad Agency—J. Walter Thompson

Adventures of Ozzie & Harriet (ABC-TV)

Advertiser and Product:

Eastman Kodak Co. (Kodak Camera Products)

Ad Agency—J. Walter Thompson

Quaker Oats Co. (Pancake Mixes, Cat & Dog Food)

Ad Agency—J. Walter Thompson

Adventures of Robin Hood (CBS-TV)

Advertiser & Product:

Colgate Palmolive Co. (Colgate Dental Cream,
Palmolive Soap, Lustre Creme Shampoo, Halo)

Ad Agency—Ted Bates & Co.

Alaskans (ABC-TV)

Advertiser and Product:

Anahist (Cold Remedies, Nasal & Throat Sprays)

Ad Agency—Ted Bates Co.

Armour & Co. (Dial Soap, Chiffon Liquid Deter-
gent, Dial Shampoo, Canned Meats, Dash Dog
Food)

Ad Agency—Foote, Cone & Belding

Bulova (Watches, Portable Stereo Phonographs
& Radios)

Ad Agency—McCann-Erickson

Corning Glass (Glassware, Pyroceram)

Ad Agency—N. W. Ayer

DuPont (Car Waxes, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Johnson & Johnson (Baby Products, Surgical
Dressings)

Ad Agency—Young & Rubicam

Liggett & Myers (Cigarettes)

Ad Agency—McCann-Erickson

Luden's (Candy Bars, Cough Drops)

Ad Agency—J.M. Mathes

National Carbon (Prestone Anti-Freeze, Eveready
Products)

Ad Agency—William Esty

Procter & Gamble (Crest)

Ad Agency—Benton & Bowles

7-Up (7-Up Beverages)

Ad Agency—J. Walter Thompson

Alcoa Presents ABC-TV (NBC-TV)

Advertiser and Product:

Aluminum Co. of America (Alcoa Wrap, Aluminum)

Ad Agency—Fuller, Smith & Ross

COMMERCIAL TV PROGRAMS

All Star Football (ABC-TV)

Advertiser & Product:

Carlings Brewing (Carlings "Black Label" Beer)
Ad Agency—Laing, Fisher & Stashower
Falstaff Brewing (Beer)
Ad Agency—Dancer-Fitzgerald-Sample
Liggett & Myers (Cigarettes)
Ad Agency—Dancer-Fitzgerald-Sample
Standard Oil of Indiana
Ad Agency—D'Arcy Advertising

All Star Golf (ABC-TV)

Advertiser and Product:

Miller Brewing (High Life Beer)
Ad Agency—Mathisson Assoc.
Reynolds Metals (Reynolds Wrap-Aluminum)
Ad Agency—Clinton E. Frank

Allen, Steve, Show (NBC-TV)

Advertiser & Products:

Hazel Bishop Inc. (Lipstick, nail polish, make-up)
Ad Agency—Raymond Spector
E. I. DuPont De Nemours (DuPont Anti-Freeze)
Ad Agency—BBD & O
Greyhound Corp. (Bus travel, Grey Van Lines,
Greyhound Post Houses)
Ad Agency—Grey Advertising
Mutual Benefit Health & Accident Ass'n.
(Insurance)
Ad Agency—Bozell & Jacobs Inc.
Plymouth Division of Chrysler Corp. (automobiles,
parts & services)
Ad Agency—N. W. Ayer
Polaroid Corp. (Polaroid Land Cameras, Polaroid
photographic equipment)
Ad Agency—Doyle, Dane & Bernbach
RCA (Electrical sight, sound receivers, recorders,
industrial electronic communication equipment
and services)
Ad Agency—Kenyon & Eckhardt

American Bandstand (ABC-TV)

Advertiser and Product:

Carter Products (Arrid Cream Deodorant)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
E. I. DuPont (Synthetic Textile Fiber)
Ad Agency—BBD & O
Eastco, Inc. (Clearasil)
Ad Agency—Lennen & Newell
Elgin (Elgin Watches)
Ad Agency—J. Walter Thompson
Gaylord Products
Ad Agency—Rothbard & Haas
General Mills (Pancake Mixes, Dry Cereals, Gold
Medal Flour)
Ad Agency—Dancer-Fitzgerald-Sample

Gillette (Toni) (Adorn Hair Sprays, Pamper Sham-
poo, Paper-Mate Pens, Tame Creme Rinse,
Toni Home Permanents)

Ad Agency—North Advertising
Hollywood Brand, Inc. (Candies)

Ad Agency—Grubb & Peterson

Lever Bros. (Wisk, Pepsodent Toothpaste, Tooth-
brushes)

Ad Agency—BBD & O

Luden's (Fifth Avenue Candy Bar)

Ad Agency—J. M. Mathes, Inc.

Mennen

Ad Agency—Warwick & Legler

Northam Warren (Lipstick, Nail Polish)

Ad Agency—Doyle, Dane Bernbach

Old London (Food Snacks)

Ad Agency—Richard K. Manoff

Polk Miller (Dog Care Products)

Ad Agency—N. W. Ayer

A. E. Pond Co. (Keepsake Diamond Rings)

Ad Agency—Flack Agency

Harold F. Ritchie (Brylcream)

Ad Agency—Kenyon & Eckhardt

7-Up (7-Up Soft Drink)

Ad Agency—J. Walter Thompson

Shulton (Dessert Flower Products, Old Spice)

Ad Agency—Wesley Associates

Spiedel (Watchbands, Jewelry)

Ad Agency—Norman, Craig & Kummel

Sterling Silversmiths (Sterling Silver)

Ad Agency—Fuller, Smith & Ross

Vick Chemical (Cold Products)

Ad Agency—Morse International

Welch (Grape Products)

Ad Agency—Richard K. Manoff

Armstrong Circle Theatre (CBS-TV)

Advertiser and Product:

Armstrong Cork Co. (Linoleum, Tile)
Ad Agency—BBD & O

As The World Turns (CBS-TV)

Advertiser and Product:

Carnation Co. (Evaporated Milk, Milk Products,
Ice Cream, Cottage Cheese, Frozen Pies)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
General Mills, Inc. (Flour, Cake Mix, Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Mentholatum Co. (Medicated Lip Pomade, Deep
Heat Rub)
Ad Agency—J. Walter Thompson
Miles Labs (Alka-Seltzer, Bactine, Nervine,
One-a-day Brand Vitamins)
Ad Agency—Geoffrey Wade Adv.
National Biscuit Co. (Baked Products)
Ad Agency—McCann-Erickson

Pillsbury Mills, (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)
 Ad Agency—Leo Burnett Co.
 Procter & Gamble Co. (Oxydol, Ivory Snow, Camay, Comet Cleanser)
 Ad Agency—Benton & Bowles
 Quaker Oats Co. (Cereals, Pan Cakes, Baking Mixes, Pet Foods)
 Ad Agency—J. Walter Thompson
 Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)
 Ad Agency—Dancer-Fitzgerald-Sample
 Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)
 Ad Agency—McCann-Erickson
 Vick Chemical Co. (Cold Remedies)
 Ad Agency—Morse International

— B —

**Bachelor Party
(NBC-TV)**

Advertiser and Product:

American Home Products (Analgesic tablets, creams & liniments, decongestant tablets, antacid powders & tablets, Chef-Boyardee Spaghetti sauces, ravioli, pizza pie mix, spaghetti & meat balls, beefaroni & lasagne)
 Ad Agency—Young & Rubicam
 American Tobacco Co. (Dual Filter Tareyton Cigarettes)
 Ad Agency—Lawrence C. Gumbinner

**Baseball Game of the Week
(CBS-TV)**

Advertiser and Product:

Colgate Palmolive Co. (Colgate Rapid Shave)
 Ad Agency—Ted Bates
 Falstaff Brewing Corp. (Falstaff Beer)
 Ad Agency—Dancer-Fitzgerald-Sample
 General Mills, Inc. (Wheaties)
 Ad Agency—Knox Reeves
 State Farm Mutual Automobile Insurance Co. (Automobile Insurance)
 Ad Agency—Needham, Louis & Brorby

**Bat Masterson
(NBC-TV)**

Advertiser and Product:

Hills Bros. (Regular and instant coffee and tea)
 Ad Agency—N. W. Ayer
 Kraft Foods and Sealtest Divisions (Salad dressings, cheeses, margarine, confections, ice cream, soft drinks dairy products)
 Ad Agency—J. Walter Thompson

**Beat The Clock
(ABC-TV)**

Advertiser and Product:

Armour (Chiffon Aqua Liquid, Dial Soap)
 Ad Agency—Foote, Cone & Belding

Beechnut (Baby fruits, cereals)
 Ad Agency—Young & Rubicam
 Block Drug (Omega Oil, Minipol)
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles
 Coty (Fragrances, Gift sets)
 Ad Agency—BBD & O
 Drackett (Windex, Vanish, Twinkle)
 Ad Agency—Young & Rubicam
 Durkee (Sauce, Spices)
 Ad Agency—Meldrum & Fewsmith
 Ex-Lax (Ex-Lax)
 Ad Agency—Warwick & Legler
 General Foods (Tapioca, Cake Mixes, Instant Potatoes)
 Ad Agency—Young & Rubicam
 Gillette (Toni) (Paper-Mate Pens, Shampoo)
 Ad Agency—North Advertising
 Johnson & Johnson (Cold Remedies, Cotton, First Aid Cream)
 Ad Agency—Young & Rubicam
 S. C. Johnson (Pride, Blem, Stride)
 Ad Agency—Needham, Louis & Brorby
 Lever Bros. (Pepsodent, Aerosol toothpaste, Surf, Oneida)
 Ad Agency—BBD & O
 McGraw-Edison (Toastmaster)
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan
 Paper Novelty (Christmas Tree Decorations)
 Ad Agency—The Zlowe Co.
 Reynolds Metals (Reynolds Wrap)
 Ad Agency—Lennen & Newell
 Structo (Toys)
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan
 Warner-Lambert (Listerine)
 Ad Agency—Lambert & Feasley

**Behind Closed Doors
(NBC-TV)**

Advertiser and Product:

American Home Products (Analgesic tablets, creams and liniments, decongestant tablets, antacid powders and tablets, Chef Boyardee spaghetti sauces, ravioli, pizza pie mix, spaghetti dinners, beefaroni and lasagna)
 Ad Agency—Young & Rubicam

**Benny, Jack, Program
(CBS-TV)**

Advertiser and Product:

American Tobacco Co. (Lucky Strike Cigarettes)
 Ad Agency—BBD & O
 Lever Brothers (Bar, Packaged, Liquid soaps, detergents, household cleaners)
 Ad Agency—J. Walter Thompson

**Big Party
(CBS-TV)**

Advertiser and Product:

Revlon, Inc. (All Revlon Products)
 Ad Agency—Warwick & Legler

COMMERCIAL TV PROGRAMS

Big Payoff (CBS-TV)

Advertiser and Product:

Colgate Palmolive Co. (Cashmere Bouquet Soap, Rapid Shave, Halo, Falmolive Soap, Lustre Creme, Ad, Vel, Fab, Ajax, Colgate Dental Cream, Brisk)

Ad Agency—Lennen & Newell

General Foods Corp. (Swansdown, Jell-O, Pie Fillings, Baker's Coconut)

Ad Agency—Young & Rubicam

Lever Brothers Co. (Dove Beauty Bar, Handy Andy)

Ad Agency—Ogilvy, Benson & Mather

Black Saddle (ABC-TV) (NBC-TV)

Advertiser and Product:

Alberto-Culver (Command, Rinse Away)

Ad Agency—Wade

Liggett & Myers (Chesterfield, Oasis) (All tobacco products)

Ad Agency—McCann-Erickson

Bold Journey (ABC-TV)

Advertiser and Product:

Ralston Purina (Purina Dog Food, Cereals)

Ad Agency—Guild, Bascom & Bonfigli

Bonanza (NBC-TV)

Advertiser and Product:

Bristol Myers Co. (Ban roll-on deodorant)

Ad Agency—Ogilvy, Benson & Mather

L & M (All tobacco products)

Ad Agency—McCann-Erickson

Miles Laboratories (Alka-Seltzer, one-a-day Vitamins)

Ad Agency—Wade

Procter & Gamble (Crest toothpaste)

Ad Agency—Benton & Bowles

RCA (Electronic sight and sound receivers and recorders, industrial electronic communication equipment and services)

Ad Agency—Kenyon & Eckhardt

Boone, Pat, Show (ABC-TV)

Advertiser and Product:

General Motors Corp. (Chevrolet)

Ad Agency—Campbell-Ewald

Bourbon Street Beat (ABC-TV)

Advertiser and Product:

Anahist (Cold Remedies, Nasal and Throat Sprays)

Ad Agency—Ted Bates

DuPont (Car Wax, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Isodine (Antiseptic, Gargle, Isodettes)

Ad Agency—Reach McClinton

Libby-Owens-Ford (Glass Products for Cars and Buildings)

Ad Agency—Fuller, Smith & Ross

P. Lorillard (Old Gold)

Ad Agency—Lennen & Newell

Phillips-Van Heusen (Shirts, Sport Shirts, Handkerchiefs, Underwear, Neckties, Fajamas, Sportswear)

Ad Agency—Grey

Reynolds Metals (Aluminum)

Ad Agency—Lennen & Newell

7-Up (7-Up Soft Drink)

Ad Agency—J. Walter Thompson

Brighter Day, The (CBS-TV)

Advertiser and Product:

Procter & Gamble Co. (Blue Cheer, Crisco, Gleem)

Ad Agency—Young & Rubicam

Broken Arrow (ABC-TV)

Advertiser and Product:

Lionel Corp. (Model Trains)

Ad Agency—Grey

Mars, Inc. (Candies)

Ad Agency—Knox-Reeves

Bronco/Sugarfoot (ABC-TV)

Advertiser and Product:

American Chicle (Clorets Mints, Gum)

Ad Agency—Ted Bates

Anahist (Cold Remedies, Nasal Spray)

Ad Agency—Ted Bates

Bristol Myers (Bufferin)

Ad Agency—Young & Rubicam

Carnation Co. (Processed Milk Products)

Ad Agency, Erwin Wasey, Ruthrauff & Ryan

Corning Glass (Glassware & Pyroceram)

Ad Agency—N. W. Ayer

DuPont (Car Waxes, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Elgin Nat. Watch (Watches)

Ad Agency—J. Walter Thompson

General Mills (Betty Crocker Baking Mixes)

Ad Agency—Tatham-Laird

Glidden Paint Co. (Paint)

Ad Agency—Meldrum & Fewsmith

Luden's (Cough Drops)

Ad Agency—J. M. Mathes

National Carbon (Prestone Anti-Freeze, Eveready Products)

Ad Agency—William Esty

North American Philips (Norelco Battery, Electric Shavers)

Ad Agency—C. J. LaRoche

Procter & Gamble (Camay)

Ad Agency—Leo Burnett

Procter & Gamble (Crest)
 Ad Agency—Benton & Bowles
 H. F. Ritchie (Brylcream)
 Ad Agency—Kenyon & Eckhardt
 Whitehall
 Ad Agency—Ted Bates

**Buckskin
 (NBC-TV)**

Advertiser and Product:
 Procter & Gamble (Women's hair care and grooming products, detergents)
 Ad Agency—Grey

— C —

**Californians, The
 (NBC-TV)**

Advertiser and Product:
 Lever Brothers (Beverages, soups, salad dressing)
 Ad Agency—Young & Rubicam

**Carney, Art
 (ABC-TV)**

Advertiser and Product:
 Minnesota Mining
 Ad Agency—MacManus, John & Adams
 AC Spark Plug (Engine parts, accessories, aircraft and missile parts)
 Ad Agency—D. P. Brother
 United Motors, Div. of General Motors; (Engine parts, engine accessories, automobile parts and auto accessories, aircraft and Missile parts)
 Ad Agency—Campbell-Ewald

**Cavalcade Of Sports
 (NBC-TV)**

Advertiser and Product:
 Gillette Safety Razor Co. (Safety razors, blades, shaving cream)
 Ad Agency—Maxon

**Championship Bridge
 (ABC-TV)**

Advertiser and Product:
 N. American Van Lines (Van lines)
 Ad Agency—The Biddle Co.

**Charley Weaver Show
 (ABC-TV)**

Advertiser and Product:
 Mogen David Wine Corp. (Wine)
 Ad Agency—Edward Weiss

**Chevy Show, The
 (NBC-TV)**

Advertiser and Product:
 Chevrolet Motor Division (Autos, parts and services)
 Ad Agency—Campbell-Ewald

**Cheyenne
 (ABC-TV)**

Advertiser and Product:
 American Chiclet (Chiclets)
 Ad Agency—Ted Bates
 Armour (Dial Soap)
 Ad Agency—Foote, Cone & Belding
 Corning Glass (Glassware, Pyroceram)
 Ad Agency—N. W. Ayer
 Johnson & Johnson (First Aid Cream)
 Ad Agency—Young & Rubicam
 Mattel, Inc. (Toys)
 Ad Agency—Carson, Roberts
 National Carbon (Prestone Anti-Freeze, Eveready Products)
 Ad Agency—William Esty
 Procter & Gamble (Crest)
 Ad Agency—Benton & Bowles
 Ralston Purina (Dry Cereals, Purina Dog Food)
 Ad Agency—Gardner Adv.
 Warner Lambert
 Ad Agency—Ted Bates

**Cimarron City
 (NBC-TV)**

Advertiser and Product:
 Bell & Howell Co. (Photographic equipment)
 Ad Agency—McCann-Erickson
 Bulova Watch Co. (Watches and radios)
 Ad Agency—McCann-Erickson
 Helene Curtis (Women's hair care and hair grooming products)
 Ad Agency—Edward H. Weiss & Co.
 Mennen Co. (After shave products, deodorants and baby products)
 Ad Agency—Warwick & Legler
 Procter & Gamble (Crest toothpaste)
 Ad Agency—Benton & Bowles
 W. F. Young, Inc. (Absorbine & Absorbine Jr.)
 Ad Agency—J. Walter Thompson

**Circus Boy
 (NBC-TV)**

Advertiser and Product:
 Mars Inc. (Candies and candy bars)
 Ad Agency—Knox-Reeves
 Miles Laboratories (Vitamins, antiseptics)
 Ad Agency—Wade
 Nestle Co. (Beverages, syrups)
 Ad Agency—McCann-Erickson

**Clark, Dick, Show
 (ABC-TV)**

Advertiser and Product:
 Beechnut-Lifesavers (Chewing Gum)
 Ad Agency—Young & Rubicam

**Colt .45
 (ABC-TV)**

Advertiser and Product:
 Derby Foods (Peter Pan Peanut Butter)
 Ad Agency—McCann-Erickson

COMMERCIAL TV PROGRAMS

Nestle Co. (Quik Chocolate Mix)
Ad Agency—McCann-Erickson

Como, Perry, Show (NBC-TV)

Advertiser and Product:

Maybelline Co. (Eye care and eye grooming products)
Ad Agency—Gordon Best
Polaroid Corp. (Land camera, films, accessories)
Ad Agency—Doyle Dane Bernbach
Sunbeam Corp. (Small electrical household appliances)
Ad Agency—Perrin-Faus

Como's, Perry, Kraft Music Hall (NBC-TV)

Advertiser and Product:

Kraft Foods Co. (Salad dressings, cheese base food preparation, margarine, confections, ice cream, soft drinks, milk and orange beverages, jellies, preserves, spaghetti dinner, macaroni and cheese dinner)
Ad Agency—J. Walter Thompson

Concentration (NBC-TV)

Advertiser and Product:

Alberto-Culver (Hair care products)
Ad Agency—Geoffrey Wade
American Home Products (Analgesics)
Ad Agency—Ted Bates
Armour Co. (Canned meats, dog food, poultry, deodorant bar soap and detergents)
Ad Agency—Foote, Cone & Belding
Bauer & Black (Adhesive bandages, surgical pads and other dressings)
Ad Agency—Leo Burnett & Co.
Brillo Manufacturing Co. (Brillo pads and cleanser)
Ad Agency—J. Walter Thompson
Brown & Williamson (Raleigh cigarettes)
Ad Agency—Keyes, Madden & Jones
Chesebrough-Ponds Inc. (Facial make-up creams, lotions, cough remedy, petroleum jelly)
Frigidaire Div. of General Motors; (Major electrical household appliances)
Ad Agency—Dancer-Fitzgerald-Sample
Gold Seal Co. (Glass Wax, Snowy Bleach, Siz charcoal fire starter)
Ad Agency—Campbell-Mithun
H. J. Heinz (Soup, baby food, condiments)
Ad Agency—Maxon, Inc.
Lever Brothers (Detergents, margarine, bar soap, dentifrices)
Ad Agency—Needham, Louis & Brorby (Chicago)
Miles Laboratories (Antacid analgesic, Alka-Seltzer, One-a-day Vitamins)
Ad Agency—Wade

National Biscuit Co. (Cookies, crackers, baking mixes and cereal)

Ad Agency—McCann-Erickson

Nestle Co. (Coffee, tea and chocolate beverages)

Ad Agency—William Esty

Park & Tilford (Tintex dyes)

Ad Agency—Mogul, Williams & Saylor

Pharmaceuticals, Inc. (Geritol & Zarumin)

Ad Agency—Parkson Adv.

Pillsbury Mills, Inc. (Flour, baking mixes, frosting)

Ad Agency—Leo Burnett

Conquest (CBS-TV)

Advertiser and Product:

Monsanto Chemical Co. Plastic Division;
(Institutional)

Ad Agency—Gardner

Cotten, Joseph, Show (CBS-TV)

Advertiser and Product:

General Foods Corp. (Coffee, Cereals, Dog Food)
Ad Agency—Benton & Bowles

County Fair (NBC-TV)

Advertiser and Product:

Gold Seal Co. (Snowy bleach, Siz charcoal fire starter, Glass wax)
Ad Agency—Campbell-Mithun
H. J. Heinz (Soup, baby food, condiments)
Ad Agency—Maxon
I. B. Kleinert Rubber Co. (Shower accessories)
Ad Agency—Grey
Lever Brothers (Detergents, margarine, bar soap, dentifrices)
Ad Agency—Needham, Louis, Brorby (Chicago)
Miles Labs (One-a-day Vitamins, Alka-Seltzer)
Ad Agency—Wade
National Biscuit Co. (Cookies, crackers, baking mixes, cereal)
Ad Agency—McCann-Erickson
Park & Tilford (Tintex dyes)
Ad Agency—Mogul, Williams & Saylor

Crosby, Bing, Golf Tournament (ABC-TV)

Advertiser and Product:

Oldsmobile (Oldsmobile cars)
Ad Agency—D. P. Brothier

Cummings, Bob, Show (NBC-TV)

Advertiser and Product:

R. J. Reynolds (tobacco products)
Ad Agency—William Esty

— D —

**D. A.'s Man
(NBC-TV)**

Advertiser and Product:

L & M (Oasis cigarettes, L&M tobacco products)
Ad Agency—McCann-Erickson

**Day In Court
(ABC-TV)**

Advertiser and Product:

Best Foods (Nucoa)
Ad Agency—Dancer-Fitzgerald-Sample
Drackett (Windex, Drano, Vanish)
Ad Agency—Young & Rubicam
Durkee (Coconut)
Ad Agency—Meldrum & Fewsmith
General Foods (Various)
Ad Agency—Young & Rubicam
Gillette (Toni, Paper-mate Pens, Skin Conditioner, Home Permanent)
Ad Agency—North Adv.
S. C. Johnson (Stride)
Ad Agency—Needham, Louis & Brorby
Johnson & Johnson (Various Cold Products)
Ad Agency—Young & Rubicam
McGraw-Edison (Toastrmaster)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Structo (Toys)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Warner-Lambert (Listerine)
Ad Agency—Lambert & Feasley
Whitehall (Dristan Mist, Infra-Rub, Anacin, Wax)
Ad Agency—Ted Bates

**Dean, Jimmy, Show
(CBS-TV)**

Advertiser and Product:

Armstrong Cork Co. (Linoleum, Tile)
Ad Agency—BBD & O
Brown & Williamson Tobacco Co. (Raleigh Cigarettes)
Ad Agency—Keyes, Madden & Jones
Chicken of the Sea, Inc. (Canned Fish Products)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Eastman Kodak Co. (Camera & Film)
Ad Agency—J. Walter Thompson
General Foods Corp. (Tang)
Ad Agency—Young & Rubicam
General Mills, Inc. (Flour, Cake Mix, Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Gerber Products Co. (Baby Foods)
Ad Agency—D'Arcy
S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)
Ad Agency—Needham, Louis & Brorby
Kayser-Roth Hosiery Co. (Supp-Hose)
Ad Agency—Daniel & Charles

Lever Brothers (Breeze Detergent, Imperial Margarine, Handy Andy)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)
Ad Agency—J. Walter Thompson
Miles Labs (Alka-Seltzer, Bactine. Nervine, One-a-day Brand Vitamins)
Ad Agency—Geoffrey Wade
Toni Co., (Toni Home Permanent, Cleansing Cream, Hair Care Products, Shampoo, Lipstick)
Ad Agency—Tatham-Laird

**December Bride
(CBS-TV)**

Advertiser and Product:

Colgate-Palmolive Co. (Colgate Dental Cream, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)
Ad Agency—Ted Bates
Simoniz Company (Simoniz Non-Scuff Floor Wax, Ivalon Sponges, Hilite)
Ad Agency—Young & Rubicam
Vick Chemical Co. (Cold Remedies)
Ad Agency—Morse International

**Dennis The Menace
(CBS-TV)**

Advertiser and Product:

Kellogg Co. (Cereals and Dog Food)
Ad Agency—Leo Burnett

**Desilu Playhouse
(CBS-TV)**

Advertiser and Product:

Westinghouse Electric Corp. (Westinghouse Kitchen appliances, Radio & TV Sets, Turbojet Plane Motors)
Ad Agency—McCann-Erickson

**Detectives Diary
(NBC-TV)**

Advertiser and Product:

Sterling Drug (Bayer nasal spray, Phillips' milk of magnesia and tablets, Dr. Lyon's tooth-powder, Energine cleaning fluid, Energine lighter fluid)
Ad Agency—Dancer-Fitzgerald-Sample

**Disney, Walt, Presents
(ABC-TV)**

Advertiser and Product:

Canada Dry (Ginger Ale)
Ad Agency—J. M. Mathies
Derby Foods (Peter Pan Peanut Butter)
Ad Agency—McCann-Erickson
Hills Bros. (Coffee)
Ad Agency—N. W. Ayer
Mars (Milky Way, Snickers)
Ad Agency—Knox-Reeves
Ward Baking (Tip Top Products)
Ad Agency—Grey

COMMERCIAL TV PROGRAMS

Dough Re Mi (NBC-TV)

Advertiser and Product:

Armour & Co. (Dial deodorant, liquid detergent, meats, poultry and dog food)
Ad Agency—Foote, Cone & Belding
Brown & Williamson (Raleigh cigarettes)
Ad Agency—Keyes, Madden & Jones
Congoleum, Inc. (Floor and wall coverings)
Ad Agency—Keyes, Madden & Jones
Mentholatum Co. (Cold remedies, medicated lip pomades)
Ad Agency—J. Walter Thompson
National Biscuit Co. (Baking mixes, baked goods, cereals)
Ad Agency—McCann-Erickson
Park & Tilford (Tintex dyes)
Ad Agency—Mogul, Williams & Saylor
Sweet Co. of America (Candy, including use in cooking)
Ad Agency—Henry Eisen

Dragnet (NBC-TV)

Advertiser and Product:

L & M (Fatimas, Chesterfield)
Ad Agency—McCann-Erickson
Dancer-Fitzgerald-Sample
Mennen Company (Deodorants, after shave lotion, shaving creams)
Ad Agency—Warwick & Legler
Pillsbury Co. (Baking mixes and flour)
Ad Agency—Leo Burnett
Procter & Gamble (Crest Toothpaste, bar soaps, detergents, shampoos)
Ad Agency—Benton & Bowles

DuPont Show with June Allyson (CBS-TV)

Advertiser and Product:

E. I. DuPont De Nemours Co. (Dacron Polyester Fiber, Acrylit Fiber and Nylon)
Ad Agency—BBD & O

— E —

Edge of Night, The (CBS-TV)

Advertiser and Product:

American Home Products Corp. (Anacin, Dristan, Infra-Rub)
Ad Agency—Ted Bates
Armstrong Cork Co. (Linoleum, Tile)
Ad Agency—BBD & O
Atlantis Sales Corp. (All French's Products)
Ad Agency—J. Walter Thompson
S. C. Johnson & Sons (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)
Ad Agency—Needham, Louis & Brorby
Mentholatum Co. (Medicated Lip Pomade, Deep Heat Rub)
Ad Agency—J. Walter Thompson

Miles Labs (Alka-Seltzer, Bactine, Nervine, One-a-day Brand Vitamins)
Ad Agency—Geoffrey Wade
National Biscuit Co. (Baked Products, Cereal, Dog Food)
Ad Agency—Kenyon & Eckhardt
Pet Milk Co. (Evaporated Milk, Milk Products, Frozen Pies)
Ad Agency—Gardner
Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)
Ad Agency—Leo Burnett
Procter & Gamble (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)
Ad Agency—Benton & Bowles
Quaker Oats Co. (Cereals, Pan-Cakes, Baking Mixes, Pet Food)
Ad Agency—J. Walter Thompson
Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)
Ad Agency—Dancer-Fitzgerald-Sample
Vick Chemical Co. (Cold Remedies)
Ad Agency—Morse International

Edwards, Douglas, With the News (CBS-TV)

Advertiser and Product:

American Home Products Corp. (Anacin, Aero Shave, Heet)
Ad Agency—Ted Bates
Carter Products, Inc. (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream)
Ad Agency—Ted Bates
E. I. DuPont De Nemours Co. (DuPont Synthetic Fibers)
Ad Agency—BBD & O
Equitable Life Assurance Society of the U. S. (Insurance)
Ad Agency—Foote, Cone & Belding
Florida Citrus Commission (Fresh & Processed Citrus Products)
Ad Agency—Benton & Bowles
General Foods Corp. (Sanka Coffee)
Ad Agency—Young & Rubicam
Philip Morris, Inc. (Parliament Cigarettes)
Ad Agency—Benton & Bowles

Ellery Queen (NBC-TV)

Advertiser and Product:

Helene Curtis (Womens hair care and grooming products)
Ad Agency—Edward H. Weiss
Procter & Gamble (Crest toothpaste, dentifrices)
Ad Agency—Benton & Bowles
RCA (Electronic sight and sound receivers and recorders, industrial electronic communications)
Ad Agency—Kenyon & Eckhardt
W. F. Young (Absorbine, Absorbine Jr.)
Ad Agency—J. Walter Thompson

— F —

**Father Knows Best
(CBS-TV)**

Advertiser and Product:
Lever Brothers Co. (All, Lux Liquid)
Ad Agency—J. Walter Thompson
Scott Paper Co. (Scott Paper Products)
Ad Agency—J. Walter Thompson

**Fibber McGee & Molly
(NBC-TV)**

Advertiser and Product:
Singer Sewing Machine Co. (sewing machines, aids for same, vacuum cleaner attachments)
Ad Agency—Young & Rubicam
Standard Brands (Coffee and tea, desserts and margarine)
Ad Agency—J. Walter Thompson

**Five Fingers
(NBC-TV)**

Advertiser and Product:
Bristol Myers (Ban deodorant)
Ad Agency—Ogilvy, Benson & Mather
Brown & Williamson (All tobacco products)
Ad Agency—Ted Bates
Corning Glass (Pyrocerom Cooking ware)
Ad Agency—N. W. Ayer
Helene Curtis (Hair care and grooming products)
Ad Agency—McCann-Erickson
Midas, Inc. (Muffler, tail pipes, automotive replacement parts and accessories)
Ad Agency—Edward H. Weiss
Procter & Gamble (Camay soap, Crest toothpaste)
Ad Agency—Leo Burnett, Chicago
Benton & Bowles, N. Y.
Warner-Lambert (Cold remedies, nose and throat sprays, cough syrups)
Ad Agency—Ted Bates

**For Better Or Worse
(CBS-TV)**

Advertiser and Product:
Lever Brothers Co. (Breeze Detergent, Imperial Margarine, Handy Andy, Lipton Tea, Soups)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Vick Chemical Co. (Cold Remedies)
Ad Agency—Morse International

**Ford Show, The
(NBC-TV)**

Advertiser and Product:
Ford Division of Ford Motor Co. (Automobiles, trucks, parts and services)
Ad Agency—J. Walter Thompson

**From These Roots
(NBC-TV)**

Advertiser and Product:
Helene Curtis (Hair care and grooming products, deodorants)
Ad Agency—Edward H. Weiss
Frigidaire Div., of General Motors (Major electrical household appliances)
Ad Agency—Dancer-Fitzgerald-Sample
Nestle Co. (Beverages, tea, coffee, cocoa and mixes)
Ad Agency—McCann-Erickson
Procter & Gamble (Detergents, deodorant bar soap (Zest), Lilt Home Permanent, Duncan Hines Baking mixes)
Ad Agency—Benton & Bowles

**Fury
(NBC-TV)**

Advertiser and Product:
Borden Co. (Milk, frozen desserts, fresh and concentrated fruit drinks)
Ad Agency—Benton & Bowles
General Foods Corp. (Post cereals)
Ad Agency—Benton & Bowles

— G —

**G. E. College Bowl
(CBS-TV)**

Advertiser and Product:
General Electric Co. (G.E. Small appliances)
Ad Agency—Maxon, Inc.

**General Electric Theater
(CBS-TV)**

Advertiser and Product:
General Electric Co. (Institutional)
Ad Agency—BBD & O

**Gobel, George, Show
(CBS-TV)**

Advertiser and Product:
Lever Brothers Co. (Bar, Packaged, Liquid Soaps, Detergents, Household Cleaners)
Ad Agency—J. Walter Thompson

**Godfrey, Arthur, Time
(CBS-TV)**

Advertiser and Product:
Bristol-Myers Co. (Bufferin, Ban)
Ad Agency—Young & Rubicam
General Mills, Inc (Flour, Cake Mix, Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Glamorene, Inc. (Glamorene Liquid, Dry Cleaner, Applicators for Rug and Upholstery)
Ad Agency—Jules Power Productions
Hoover Company (Vacuum Cleaner, Floor Polishers, Irons)
Ad Agency—Leo Burnett

COMMERCIAL TV PROGRAMS

Kaiser-Roth Hosiery Co. (Supp-hose)
Ad Agency—Daniel & Charles
Libby, McNeill & Libby Co. (Canned Fruits,
vegetables)
Ad Agency—J. Walter Thompson
Standard Brands, Inc. (Coffee, Tea, Gelatin,
Puddings, Pie Fillings, Nuts, Margarine)
Ad Agency—Ted Bates
Compton Adv.
United States Steel Corp. (Steel Products)
Ad Agency—BBD & O

Golden Circle (ABC-TV)

Advertiser and Product:
Oster Mfg. Co. (Electrical appliances)
Ad Agency—John Brady

Goodyear Theater (NBC-TV)

Advertiser and Product:
Goodyear Tire & Rubber Co. (Tire, tubes, foamed
Latex products, tire accessories)
Ad Agency—Young & Rubicam

Guiding Light (CBS-TV)

Advertiser and Product:
Procter & Gamble Co. (Fluffo, Ivory Liquid,
Oxydol, Mr. Clean)
Ad Agency—Compton

Gunsmoke (CBS-TV)

Advertiser and Product:
Liggett & Myers Tobacco Co. (L&M Cigarettes)
Ad Agency—Dancer-Fitzgerald-Sample
Remington Rand, Inc. (Remington Electric
Shavers and Office Equipment)
Ad Agency—Young & Rubicam

— H —

Haggis Baggis (NBC-TV)

Advertiser and Product:
Brillo (Cleansing Pads and cleanser)
Ad Agency—J. Walter Thompson
Lever Bros. (Packaged and liquid soaps, edible
fats)
Ad Agency—J. Walter Thompson
Mentholatum Co. (Cold remedies, medicated lip
remedies)
Ad Agency—J. Walter Thompson
Park & Tilford (Tintex dyes)
Ad Agency—Mogul, Williams & Saylor

Have Gun—Will Travel (CBS-TV)

Advertiser and Product:
American Home Products Corp. (Anacin, Bisodol
Mints, Freezone, Intra-Rub)
Ad Agency—Ted Bates
Lever Brothers Co. (Wisk, Lifebuoy Soap)
Ad Agency—J. Walter Thompson

Hawaiian Eye (ABC-TV)

Advertiser and Product:
American Chicle (Clorets, Mints, Gum)
Ad Agency—Ted Bates
Carter Products (Arrid, Nair, Rise, Shave Cream)
Ad Agency—Ted Bates
H. F. Ritchie (Brylcreem)
Ad Agency—Kenyon & Eckhardt
Whitehall (Anacin, Dristan)
Ad Agency—Ted Bates

Heckle & Jeckle (CBS-TV)

Advertiser and Product:
General Mills, Inc. (Flour, Cake Mix, Cereals)
Ad Agency—Dancer-Fitzgerald-Sample

Hennesey (CBS-TV)

Advertiser and Product:
General Foods Corp. (Jell-O, Jell-O Pudding, pie
fillings)
Ad Agency—Young & Rubicam
P. Lorillard Co. (Kent Cigarettes)
Ad Agency—Lennen & Newell

High Road (ABC-TV)

Advertiser and Product:
Ralston Purina Co. (Hot and Dry Cereals, Purina
Dog Food)
Ad Agency—Guild, Bascom & Bonfigli

Hitchcock, Alfred, Presents (CBS-TV)

Advertiser and Product:
Bristol-Myers Co. (Ipana Toothpaste, Bufferin,
Vitalis, Ban, Hair Coloring, Rinses, Bleaches)
Ad Agency—Young & Rubicam

Hotel De Paree (CBS-TV)

Advertiser and Product:
Kellogg Co. (Cereals and Dog Food)
Ad Agency—Leo Burnett
Liggett & Myers Tobacco Co. (L&M Cigarettes)
Ad Agency—Dancer-Fitzgerald-Sample

**Hotelet, Richard C.
And the News
(CBS-TV)**

Advertiser and Product:
M-E-L Div. of the Ford Motor Co.
(Mercury, Edsel automobiles)
Ad Agency—Kenyon & Eckhardt

**House On High Street
(NBC-TV)**

Advertiser and Product:
Alberto-Culver (Hair care products)
Ad Agency—Wade
Phillips-Van Heusen Corp. (Men's shirts and
haberdashery)
Ad Agency—Grey

**Howdy Doody
(NBC-TV)**

Advertiser and Product:
Continental Baking Co. (Wonder bread and
Hostess cakes)
Ad Agency—Ted Bates
Louis Marx & Co. (Toys)
Ad Agency—Ted Bates
National Biscuit Co. (Cereals, salted and non-
sweet crackers)
Ad Agency—Kenyon & Eckhardt
Sweets Co. of America (Tootsie rolls and
tootsie candies)
Ad Agency—Henry Eisen

**Hutton, Betty, Show
(CBS-TV)**

Advertiser and Product:
General Foods Corp. (Coffee, Cereals, Dog Food)
Ad Agency—Benton & Bowles

— I —

**I Love Lucy
(CBS-TV)**

Advertiser and Product:
Eastman Kodak Co. (All Products)
Ad Agency—J. Walter Thompson
General Foods Corp. (Swansdown, Jell-O, Pie
Fillings, Baker's Coconut)
Ad Agency—Young & Rubicam
General Mills, Inc. (Flour, Cake Mix, Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Gerber Products Co. (Baby foods)
Ad Agency—D'Arcy Adv.
Lever Brothers (Rinso, Good Luck Margarine,
Lucky Whip, Lux Liquid, Pepsodent, Air Wick,
Dove Beauty Bar)
Ad Agency—J. Walter Thompson
Mentholatum Co. (Medicated Lip Fomade, Deep
Heat Rub)
Ad Agency—J. Walter Thompson
Scott Paper Co. (Scott Paper Products)
Ad Agency—J. Walter Thompson

Simoniz Co. (Simoniz Non-Scuff Floor Wax,
Ivalon Sponges, Hilite)
Ad Agency—Young & Rubicam
United States Steel Corp. (Steel Products)
Ad Agency—BBD & O
Vick Chemical Co. (Cold Remedies)
Ad Agency—Morse International

**It Could Be You
(NBC-TV)**

Advertiser and Product:
Alberto-Culver (Hair care products, Alberto VO-5
hair dressing and conditioner, new blue Al-
berto VO-5, Alberto V-5 lite-ner)
Ad Agency—Wade
American Home Products (Waxes, Polishes and
analgesics)
Ad Agency—Young & Rubicam
Armour & Co. (Canned meats, dog food, poultry,
deodorant bar soap and detergents)
Ad Agency—Foote, Cone & Belding
Brillo Manufacturing Co. (Brillo pads and
cleanser)
Ad Agency—J. Walter Thompson
Chesebrough-Ponds Inc. (Facial make-up, facial
creams, cough remedy)
Ad Agency—J. Walter Thompson
Congoleum (floor and wall coverings)
Ad Agency—Keyes, Madden & Jones
Corn Products Refining Co. (Karo, starches, salad
and cooking oils, Kasco dog food and Nu-Soft)
Ad Agency—Lennen & Newell
Frigidaire (major electrical household appliances)
Ad Agency—Dancer-Fitzgerald-Sample
Thomas Luming & Co. (Pacquins hand cream, Silk
'n Satin lotion, Ben-Gay)
Ad Agency—William Esty
Mentholatum Co. (Cold remedies, medicated lip
remedies, calbon, mentholatum)
Ad Agency—J. Walter Thompson
Miles Laboratories (Alka-Seltzer, One-a-day
Vitamins)
Ad Agency—Wade
National Biscuit Co. (Cookies, crackers, baking
mixes, cereals)
Ad Agency—McCann-Erickson
Nestle Company (Coffee, tea, chocolate
beverages)
Ad Agency—William Esty
Park & Tilford (Tintex dyes)
Ad Agency—Mogul, Williams & Saylor
Pharmaceuticals Inc. (Geritol & Devarex &
Zarumin, Sominex, shaving lotions)
Ad Agency—Parkson
Pillsbury Mills, Inc. (Flour and baking mixes,
frosting)
Ad Agency—Leo Burnett
Procter & Gamble (Package detergents and bar
soap, household cleaners, dentifrices)
Ad Agency—Dancer-Fitzgerald-Sample
Standard Brands (Puddings, coffee, tea)
Ad Agency—Ted Bates

**I've Got A Secret
(CBS-TV)**

Advertiser and Product:
Bristol-Myers Co. (Bufferin, Ipana)
Ad Agency—Doherty, Clifford, Steers & Shenfield
R. J. Reynolds Tobacco Co. (Winston Cigarettes)
Ad Agency—Wm. Esty Co.

— J —
**Johnny Ringo
(CBS-TV)**

Advertiser and Product:
S. C. Johnson & Son (Johnson's Wax, Cleaners,
Polishers, Insecticides, Deodorizers)
Ad Agency—Needham, Louis & Brorby
P. Lorillard Co. (Kent Cigarettes)
Ad Agency—Lennen & Newell

**Johnny Staccato
(NBC-TV)**

Advertiser and Product:
Bristol Myers (Headache remedies, deodorants,
hair care and grooming products, dentifrices)
Ad Agency—Young & Rubicam

**Jubilee, U.S.A.
(ABC-TV)**

Advertiser and Product:
Gulf Guaranty Co.
Ad Agency—Paul Venze Assoc.
Massey-Ferguson (Farm Equipment)
Ad Agency—Needham, Louis & Brorby
National Carbon (Freston Anti-Freeze, Eveready
Products)
Ad Agency—William Esty
Williamson-Dickie (Men's Apparel)
Ad Agency—Fuller, Smith & Ross

— K —
**Keep Talking
(CBS-TV) (ABC-TV)**

Advertiser and Product:
Drug Research Corp. (Regimen Tablets)
Ad Agency—Kastor, Hilton, Chesley, Clifford &
Atherton
P. Lorillard Co. (Kent Cigarettes)
Ad Agency—Lennen & Newell
Mutual Benefit Health & Accident Ass'n.
(Insurance)
Ad Agency—Bozell & Jacobs
Mutual of Omaha (Insurance)
Ad Agency—Bozell & Jacobs

**Kraft Music Hall
Presents Dave King
(NBC-TV)**

Advertiser and Product:
Kraft Foods Division (Salad dressings, cheeses,
margarine, confections, ice cream, soft drinks,
jellies and preserves)
Ad Agency—J. Walter Thompson

— L —

**Laramie
(NBC-TV)**

Advertiser and Product:
Anso (Photographic equipment)
Ad Agency—Benton & Bowles
Bristol Myers (Ban roll-on deodorant)
Ad Agency—Ogilvy, Benson & Mather
Colgate-Palmolive Co. (Dentifrices, Wildroot Hair
preparations, Halo)
Ad Agency—Ted Bates
Miles Laboratories (One-a-day Vitamins, Alka-
seltzer)
Ad Agency—Wade
Procter & Gamble (Crest toothpaste)
Ad Agency—Benton & Bowles
Sunshine Biscuits (Cookies and crackers)
Ad Agency—Cunningham & Walsh
Warner-Lambert (Cold remedies, cough syrups)
Ad Agency—Ted Bates

**Lassie
(CBS-TV)**

Advertiser and Product:
Campbell Soup Co. (Campbell Soups, Baked
Beans, V-8)
Ad Agency—BBD & O

**Laugh Line
(NBC-TV)**

Advertiser and Product:
American Home Products Corp. (Analgesic tab-
lets, creams and liniments, decongestant tab-
lets, antacid powders and tablets, Chef-Boy-
ardee spaghetti sauces, ravioli, pizza pie mix,
spaghetti dinners, beefaroni and lasagna)
Ad Agency—Young & Rubicam

**Law Of The Plainsman
(NBC-TV)**

Advertiser and Product:
Anso (Photographic equipment)
Ad Agency—Benton & Bowles
Renault, Inc. (Automobiles, auto parts and
services)
Ad Agency—Kudner
Sunshine Biscuit (Cookies and salted crackers)
Ad Agency—Cunningham & Walsh

**Lawless Years, The
(NBC-TV)**

Advertiser and Product:
Alberto-Culver (Hair care and hair grooming
products)
Ad Agency—Wade
Midas, Inc. (Auto exhaust systems, mufflers, tail
pipes, auto parts and accessories)
Ad Agency—Edward H. Weiss

**Lawman
(ABC-TV)**

Advertiser and Product:
R. J. Reynolds (Camels)
Ad Agency—William Esty
Whitehall (Bisodol Mints, Dristan tablets)
Ad Agency—Ted Bates

**Leave It To Beaver
(ABC-TV)**

Advertiser and Product:
Associated Products
Ad Agency—Grey
Miles Laboratories (Alka-Seltzer, One-a-day Vitamins)
Ad Agency—Geoffrey Wade
Polaroid (Cameras)
Ad Agency—Doyle, Dane & Bernbach
Procter & Gamble (Crest)
Ad Agency—Benton & Bowles
Ralston Purina (Purina Dog Chow, Corn Chex)
Ad Agency—Gardner Adv.
Guild, Bascom & Bonfigli
Warner Lambert (Super Anahist, Cough Syrup, Nasal Spray)
Ad Agency—Ted Bates

**Levenson, Sam, Show
(CBS-TV)**

Advertiser and Product:
Hoover Company (Vacuum Cleaner, Floor polishers, Irons, other appliances)
Ad Agency—Leo Burnett
Standard Brands (Gelatin, Pie Filling, Puddings, Coffee, Tea, Margarine)
Ad Agency—Compton
U. S. Steel Corp. (Steel products)
Ad Agency—BBD & O

**Lineup, The
(CBS-TV)**

Advertiser and Product:
Corning Glass Works (Pyroceram Ware, Cooking Utensils)
Ad Agency—N. W. Ayer
Glidden Co. (Paints)
Ad Agency—Meldrum & Fewsmith
P. Lorillard Co. (Newport Cigarettes)
Ad Agency—Lennen & Newell
Manhattan Shirt Co. (Men's Shirts)
Ad Agency—Daniel & Charles
Peter Paul, Inc. (Peter Paul Mounds, Almond Joy)
Ad Agency—Dancer-Fitzgerald-Sample
Procter & Gamble (Cheer, Gleem, Ivory Bar)
Ad Agency—Young & Rubicam
Vick Chemical Co. (Cold Remedies)
Ad Agency—Ogilvy, Benson & Mather

**Linkletter's, Art, House Party
(CBS-TV)**

Advertiser and Product:
Armstrong Cork Co. (Linoleum, Tile)
Ad Agency—BBD & O
Atlantis Sales Corp. (All French's Products)
Ad Agency—J. Walter Thompson
Carnation Co. (Evaporated Milk, Milk products, Ice Cream, Cottage Cheese, Frozen Pies)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Chicken Of The Sea, Inc. (Canned Fish products)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Kellogg Co. (Cereals and Dog Food)
Ad Agency—Leo Burnett
Kendall Co., Bauer & Black Division; (All Curity Products)
Ad Agency—Leo Burnett
Lever Brothers (Rinso, Lux Liquid, Good Luck Margarine)
Ad Agency—J. Walter Thompson
Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)
Ad Agency—Leo Burnett
Scott Paper Co. (Scott Paper Products)
Ad Agency—J. Walter Thompson
A. E. Staley Mfg. Co. (Sta-Flo Liquid Laundry Starch, Sta-Puf)
Ad Agency—J. Walter Thompson
Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie fillings, Nuts)
Ad Agency—J. Walter Thompson
Swift Co. (All Meat and Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)
Ad Agency—McCann-Erickson
The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)
Ad Agency—North Advertising

**Lone Ranger
(ABC-TV) (CBS-TV)**

Advertiser and Product:
General Mills (Dry Cereals, Cocoa Puffs, Pancake Mix)
Ad Agency—Dancer-Fitzgerald-Sample
General Mills, Inc. (Cheerios, Wheaties, Kix)
Ad Agency—Dancer-Fitzgerald-Sample
Lionel Corp. (Model Electric Trains)
Ad Agency—Grey
Nestle Co. (Nestle's Quik, Chocolate, Semi-Sweet Morsels)
Ad Agency—McCann-Erickson
Sweets Co. (Tootsie Roll)
Ad Agency—Sweets Co. of America

**Love & Marriage
(NBC-TV)**

Advertiser and Product:
Noxzema Chemical Co. (Skin creams, shave creams, suntan creams and lotions)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

**Love Of Life
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)

Ad Agency—Ted Bates

Atlantis Sales Corp. (All French's products)

Ad Agency—J. Walter Thompson

Block Drug Co. (Polident, Poli-Grip)

Ad Agency—Grey

Dow Chemical Co. (Saran Wrap)

Ad Agency—MacManus, John & Adams

General Mills, Inc. (Flour, Cake mix, Cereals)

Ad Agency—Dancer-Fitzgerald-Sample

Lever Brothers Co. (Whipped Topping, Shortening, Margarine, Air Wick, Dentifrices, Lipton Tea, Soups)

Ad Agency—Foote, Cone & Belding

Libby, McNeill & Libby (Canned Fruits, Vegetables)

Ad Agency—J. Walter Thompson

National Biscuit Co. (Baked Products, Cereal, Dog Food)

Ad Agency—Kenyon & Eckhardt

McCann-Erickson

Quaker Oats Co. (Cereals, Pan-cakes, Baking Mixes, Pet Food)

Ad Agency—J. Walter Thompson

Scott Paper Co. (Scott Paper Product)

Ad Agency—J. Walter Thompson

Shulton, Inc. (Old Spice Toiletries)

Ad Agency—Wesley Associates

Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)

Ad Agency—Tatham-Laird

**Love That Bob
(ABC-TV)**

Advertiser and Product:

Alberto-Culver (VO-5, Rinse Away)

Ad Agency—Geoffrey Wade

Armour (Chiffon Aqua Liquid, Dial)

Ad Agency—Foote, Cone & Belding

Beechnut (Baby Dinners, Vegetable and Fruit juices, Cereals)

Ad Agency—Young & Rubicam

Best Foods (Nucoa)

Ad Agency—Dancer-Fitzgerald-Sample

Block Drug (Rem, Omega Oil, Minipoo)

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Channel Master (TV Antenna)

Ad Agency—S. R. Leon Co.

Drackett (Windex, Vanish, Drano)

Ad Agency—Young & Rubicam

Dusharme (Hair Cream)

Ad Agency—Graves & Assoc.

Ex-Lax (Ex-Lax)

Ad Agency—Warwick & Legler

General Foods (Cake mix, Instant Potatoes)

Ad Agency—Young & Rubicam

Gillette (Toni)

Ad Agency—North

S. C. Johnson (Pride, Blem)

Ad Agency—Needham, Louis & Brorby

Johnson & Johnson (First Aid Cream, Cotton Buds, Baby Cream)

Ad Agency—Young & Rubicam

Lever (Pepsodent toothpaste)

Ad Agency—BBD & O

McGraw-Edison (Toastmaster)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Sterling Drug (Bayer Aspirin, Phillips' Milk of Magnesia)

Ad Agency—Dancer-Fitzgerald-Sample

Structo (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Whitehall (Dristan)

Ad Agency—Ted Bates

**Luncheon With Soupy Sales
(ABC-TV)**

Advertiser and Product:

General Foods (Jell-O)

Ad Agency—Young & Rubicam

**Lux Playhouse
(CBS-TV)**

Advertiser and Product:

Lever Brothers (Lux Soap, Lux Liquid)

Ad Agency—J. Walter Thompson

— M —

**Mack, Ted, and the
Original Amateur Hour
(CBS-TV)**

Advertiser and Product:

Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)

Ad Agency—Parkson

**Man From Black Hawk
(ABC-TV)**

Advertiser and Product:

Miles Labs (Alka Seltzer, One-a-day Vitamin)

Ad Agency—Geoffrey Wade

R. J. Reynolds (Winston)

Ad Agency—William Esty

**Man With A Camera
(ABC-TV)**

Advertiser and Product:

General Electric (Flash Bulbs)

Ad Agency—Grey

**Many Loves Of Dobie Gillis
(CBS-TV)****Advertiser and Product:**

Philip Morris, Inc. (Marlboro, Parliament, Alpine Cigarettes)

Ad Agency—Leo Burnett

Pillsbury Mills Inc. (Flour, Frosting Mixes, Potato Products, Dry, Frozen and Refrigerated Mixes)

Ad Agency—Leo Burnett

**Markham, with Ray Milland
(CBS-TV)****Advertiser and Product:**

Liggett & Myers Tobacco Co. (Duke Cigarettes)

Ad Agency—McCann-Erickson

National Carbon Co. (Prestone and Eveready Products)

Ad Agency—William Esty

Schlitz Brewing Co. (Schlitz Beer)

Ad Agency—J. Walter Thompson

**Marx, Groucho —
You Bet Your Life
(NBC-TV)****Advertiser and Product:**

Lever Brothers (Detergents, Edible fats, dentifrices)

Ad Agency—BBD & O

Pharmaceuticals, Inc. (Geritol, Sominex, shaving accessories)

Ad Agency—Parkson

Polaroid (Land Cameras, photographic equipment)

Ad Agency—Doyle, Dane & Bernbach

Toni Co., Division of Gillette Co.; (home permanents, shampoos, hair sprays, rinses, curlers, hair care and grooming products, creams and lotions for hands and body, pens and pencils)

Ad Agency—North

**Masquerade Party
(CBS-TV)****Advertiser and Product:**

American Home Products Corp. (Anacin, Freezone)

Ad Agency—Ted Bates

Hazel Bishop (Lipstick, Polish, Make-up)

Ad Agency—Raymond Specter

Block Drug (Polidents, Poli-Grip)

Ad Agency—Grey

P. Lorillard Co. (Tobacco products)

Ad Agency—Lennen & Newell

Polk-Miller Products (Sargeant's Dog Care products)

Ad Agency—N. W. Ayer

**Matty's Funday Funnies
(ABC-TV)****Advertiser and Product:**

Mattel (Toys)

Ad Agency—Carson, Roberts

**Maverick
(ABC-TV)****Advertiser and Product:**

Drackett Co. (Drano)

Ad Agency—Young & Rubicam

Kaiser Aluminum (Aluminum Foil, Universal Jeeps)

Ad Agency—Young & Rubicam

**Meet McGraw
(ABC-TV)****Advertiser and Product:**

Alberto Culver (Hair Products)

Ad Agency—Geoffrey Wade

**Meet The Press
(NBC-TV)****Advertiser and Product:**

Manhattan Shirt Co. (Manhattan shirts)

Ad Agency—Daniels & Charles

**Men Into Space
(CBS-TV)****Advertiser and Product:**

American Tobacco Co. (Lucky Strike Cigarettes)

Ad Agency—BBD & O

**Mighty Mouse Playhouse
(CBS-TV)****Advertiser and Product:**

Colgate-Palmolive Co. (Colgate Dental Cream)

Ad Agency—Ted Bates

General Foods Corp. (Post's Cereals)

Ad Agency—Benton & Bowles

**Millionaire, The
(CBS-TV)****Advertiser and Product:**

Colgate-Palmolive Co. (Colgate Dental Cream, Lustre-Creme Shampoo, Florient, Palmolive Soap, Liquid Vel)

Ad Agency—Ted Bates; Lennen & Newell

General Mills, Inc. (Flour, Cake Mix, Cereals)

Ad Agency—Dancer-Fitzgerald-Sample

Gulf Oil Co. (Gasoline, Oils)

Ad Agency—Young & Rubicam

Quaker Oats Co. (Cereals, Fan-cakes, Baking Mixes, Pet Food)

Ad Agency—J. Walter Thompson

**Mr. Lucky
(CBS-TV)****Advertiser and Product:**

Brown & Williamson Tobacco Corp. (Life Cigarettes)

Ad Agency—Ted Bates

Lever Brothers Co. (Dove Beauty Bar, Handy Andy)

Ad Agency—Ogilvy, Benson & Mather

**Moore, Garry, Show
(CBS-TV)**

Advertiser and Product:

S. C. Johnson & Son (Johnson's Wax, Cleaners,
Polishers, Insecticides, Deodorizers)
Ad Agency—Needham, Louis & Brorby
Kellogg Co. (Cereals & Dog Food)
Ad Agency—Leo Burnett
Pittsburgh Plate Glass Co. (Plate Glass Products,
Paints)
Ad Agency—BBD & O
Polaroid Corp. (Polaroid Land Camera &
equipment)
Ad Agency—Doyle, Dane, Bernbach
Revlon, Inc. (All Revlon Products)
Ad Agency—Warwick & Legler

**M-Squad
(NBC-TV)**

Advertiser and Product:

American Tobacco Co. (Pall Mall Cigarettes)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Sterling Drug (Analgesics, antacids, dentifrices)
Ad Agency—Dancer-Fitzgerald-Sample

**Murray, Arthur, Party
(NBC-TV)**

Advertiser and Product:

P. Lorillard Co. (Analgesics, antacids, laxatives)
Ad Agency—Dancer-Fitzgerald-Sample
Pharmaceuticals, Inc. (Geritol, Sominex, Shaving
Lotion)
Ad Agency—Parkson
Sterling Drug (Analgesics, antacids, laxatives)
Ad Agency—Dancer-Fitzgerald-Sample

**My Friend Flicka
(ABC-TV)**

Advertiser and Product:

Crackerjack (Candy)
Ad Agency—Henry Eisen
General Mills (Various)
Ad Agency—Dancer-Fitzgerald-Sample
Lionel (Model Electric Trains)
Ad Agency—Grey

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**Naked City
(ABC-TV)**

Advertiser and Product:

Brown & Williamson (Tobacco Products)
Ad Agency—Ted Bates
Whitehall Labs
Ad Agency—Ted Bates

**Name That Tune
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Anacin,
Freezone)
Ad Agency—Ted Bates
General Time Corp., Westclox Division: (Clocks,
Watches)
Ad Agency—BBD & O

**National League Hockey
(CBS-TV)**

Advertiser and Product:

Carling Brewing Co. (Carling Red Cap Ale)
Ad Agency—Lang, Fisher & Stashower
Hamm Brewing Co. (Beer)
Ad Agency—Campbell-Mithun
Philip Morris, Inc. (Marlboro Cigarettes)
Ad Agency—Leo Burnett
Standard Oil of Indiana (Gasoline, Oil)
Ad Agency—D'Arcy
Stroh Brewing (Stroh Beer)
Ad Agency—Zimmer, Keller & Calver

**NBA Professional Basketball
(NBC-TV)**

Advertiser and Product:

Bayuk Cigars (Phillies cigars)
Ad Agency—Werman & Schorr
General Mills (Wheaties)
Ad Agency—Knox, Reeves

**NBC Kaleidoscope
(NBC-TV)**

Advertiser and Product:

Polaroid Corp. (Photographic equipment,
accessories, land camera)
Ad Agency—Doyle, Dane & Bernbach
RCA (Electrical sight & sound receivers & re-
corders, electrical communication equipment
& services)
Ad Agency—Kenyon & Eckhardt

**NBC Major League Baseball
(NBC-TV)**

Advertiser and Product:

Bayuk Cigars (Phillies cigars)
Ad Agency—Werman & Schorr
Genessee Brewing Co. (Genessee Beer)
Ad Agency—Marschak & Pratt (Div. of McCann-
Erickson)
National Brewing Co. (Products of the National
Brewing Co.)
Ad Agency—W. B. Doner & Co.

**NBC News
(NBC-TV)**

Advertiser and Product:

Bell & Howell (Photographic equipment)
Ad Agency—McCann-Erickson

Bristol Myers (Bufferin)
 Ad Agency—Young & Rubicam
 Drug Research Corp. (Regimen tablets)
 Ad Agency—Kastor, Hilton, Chesley, Clifford & Atherton
 General Foods Corp. (Instant Maxwell House coffee)
 Ad Agency—Benton & Bowles
 Kemper Insurance Co. (Insurance)
 Ad Agency—John W. Shaw
 Mentholatum Co. (Mentholatum deep heat rub, Colban, also medicated stick)
 Ad Agency—J. Walter Thompson
 North American Philips Co. (Norelco Electric shaver)
 Ad Agency—C. J. LaRoche & Co.
 Pillsbury Co. (Flour, baking mixes & frosting)
 Ad Agency—Leo Burnett
 R. J. Reynolds (Camel cigarettes)
 Ad Agency—William Esty
 Sterling Drug (Bayer Aspirin, Philips' Milk of Magnesia)
 Ad Agency—Dancer-Fitzgerald-Sample

**NCAA Basketball
(NBC-TV)**

Advertiser and Product:
 Bayuk Cigars (Phillies)
 Ad Agency—Wermen & Schorr

**Niven, David, Show
(NBC-TV)**

Advertiser and Product:
 Singer Sewing Machine Co. (Sewing machines & vacuum cleaners)
 Ad Agency—Young & Rubicam

**Northwest Passage
(NBC-TV)**

Advertiser and Product:
 Helene Curtis (Women's hair care & grooming products)
 Ad Agency—Edward H. Weiss

— O —

**O'Keefe, Dennis, Show
(CBS-TV)**

Advertiser and Product:
 General Motors Corp. (Oldsmobile Division) (Oldsmobile automobiles)
 Ad Agency—D. P. Brothier

**Omnibus
(NBC-TV)**

Advertiser and Product:
 Aluminum Limited Sales (any of Aluminum Limited Sales, Inc. group of companies and any of their products)
 Ad Agency—J. Walter Thompson

**On The Go
(CBS-TV)**

Advertiser and Product:
 Helene Curtis Industries (Enden, Spray Net)
 Ad Agency—Edward H. Weiss
 S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)
 Ad Agency—Needham, Louis & Brorby

**Our American Heritage
(NBC-TV)**

Advertiser and Product:
 Equitable Life Assurance (services of company)
 Ad Agency—Foote, Cone & Belding

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**Peck's Bad Girl
(CBS-TV)**

Advertiser and Product:
 Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)
 Ad Agency—Parkson

**People Are Funny
(NBC-TV)**

Advertiser and Product:
 The Greyhound Corp. (Bus transportation, Grey Vans)
 Ad Agency—Grey
 R. J. Reynolds (Salem cigarettes)
 Ad Agency—William Esty
 Shulton, Inc. (Men and women's toiletries)
 Ad Agency—Wesley Assoc.

**Perry Mason
(CBS-TV)**

Advertiser and Product:
 Colgate-Palmolive Co. (Colgate Dental Cream, Halo, Rapid Shave, Liquid Vel, Wildroot Products, Fab)
 Ad Agency—Ted Bates
 Helene Curtis Industries (Poof, Finesse, Hair Dressing, Shampoo)
 Ad Agency—McCann-Erickson
 Florida Citrus Commission (Fresh & Processed Citrus Fruits)
 Ad Agency—Benton & Bowles
 Gulf Oil Co. (Gasoline, Oils)
 Ad Agency—Young & Rubicam
 Hamm Brewing Co. (Beer)
 Ad Agency—Campbell-Mithun
 M & R Dietetic Labs, Inc. (Pream)
 Ad Agency—Benton & Bowles
 Philip Morris, Inc. (Parliament Cigarettes)
 Ad Agency—Benton & Bowles
 Phillips-Van Heusen Corp. (Men's Apparel)
 Ad Agency—Grey
 Sterling Drug (Bayer Aspirin)
 Ad Agency—Dancer-Fitzgerald-Sample

Perry Presents
(summer replacement)
(NBC-TV)

Advertiser and Product:
American Dairy Assn. (Dairy Products)
Ad Agency—Campbell-Mithun
RCA Whirlpool Corp. (Kitchen appliances, vacuum cleaners, air conditioners, RCA-TV, RCA radio, recorder, services and appliances)
Ad Agency—Kenyon & Eckhardt

Person To Person
(CBS-TV)

Advertiser and Product:
P. Lorillard Co. (Kent Cigarettes)
Ad Agency—Lennen & Newell
Pharmaceuticals, Inc. (Somninx, Devarex, Bararine, Sedalin)
Ad Agency—Parkson
Revlon, Inc. (All Revlon products)
Ad Agency—Warwick & Legler
Warner-Lambert Pharmaceuticals (Lipstick, Home Permanent, Hair Color, Men's Toiletries, Anahist Products)
Ad Agency—Lambert & Feasley

Pete Kelly's Blues
(NBC-TV)

Advertiser and Product:
L & M (All tobacco products)
Ad Agency—McCann-Erickson

Peter Gunn
(NBC-TV)

Advertiser and Product:
Bristol Myers (Men's hair care & grooming products, dentifrices, deodorants, mouthwashes)
Ad Agency—Doherty, Clifford, Steers & Shenfield
R. J. Reynolds (any & all products of the Company)
Ad Agency—William Esty

Philip Marlowe
(ABC-TV)

Advertiser and Product:
Brown & Williamson (Life, Kool)
Ad Agency—Ted Bates
Whitehall Labs (Aeroshave, Anacin, Dristan, Mist)
Ad Agency—Ted Bates

Phillies Jackpot Bowling
(NBC-TV)

Advertiser and Product:
Bayuk Cigars (Phillies cigars)
Ad Agency—Wermen & Schorr

Playhouse 90
(CBS-TV)

Advertiser and Product:
Allstate Insurance Co. (Health, Home, Car Insurance)
Ad Agency—Leo Burnett
American Gas Assn. (Gas & Gas Appliances)
Ad Agency—Lennen & Newell
Elgin National Watch Co. (Watches)
Ad Agency—J. Walter Thompson
General Aniline & Film Corp. (Photographic & Film equipment)
Ad Agency—Benton & Bowles
Helene Curtis Industries (Poof, Finesse, Hair Dressing, Shampoo)
Ad Agency—McCann-Erickson
Kimberly-Clark Corp. (Kleenex, Tissues, Table Napkins, Towels)
Ad Agency—Foote, Cone & Belding
M-E-L Div. of the Ford Motor Co. (Edsel automobiles)
Ad Agency—Kenyon & Eckhardt
Renault, Inc. (Products & Service of Renault, Inc.)
Ad Agency—Needham, Louis & Broby
R. J. Reynolds Tobacco Co. (Camel cigarettes)
Ad Agency—William Esty

Powell's, Dick
Zane Grey Theatre
(CBS-TV)

Advertiser and Product:
General Foods Corp. (Instant Maxwell House Coffee, Cake flour, Dog food)
Ad Agency—Ogilvy, Benson & Mather
S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)
Ad Agency—Benton & Bowles

Price Is Right, The
(Daytime) (Nighttime)
(NBC-TV)

Advertiser and Product:
Alberto Culver (Alberto VO-5 Hair dressing, VO-5, Alberto VO-5 Hair lite-ner, Rinse-Away & Melo-Pak)
Ad Agency—Wade
American Home Products (Waxes & polishes, analgesics)
Ad Agency—Ted Bates
Armour & Co. (Toilet soaps, detergents, meats, poultry, dog food, Dial shampoo)
Ad Agency—Foote, Cone & Belding
Chesebrough-Pond's (Cough remedy, facial make-up)
Ad Agency—J. Walter Thompson
Congoleum-Nairn, Inc. (Floor & wall coverings)
Ad Agency—Keyes, Madden & Jones
Corn Products (Corn syrup, oil, laundry starch, Mazola, Karo, Niagara & Nu-soft)
Ad Agency—Lennen & Newell

Dixie Cup Co. (Paper cups, plates, etc.)
 Ad Agency—Hicks & Greist

Edison Electric Institute (promotion on use of electricity and electrical appliances)
 Ad Agency—Fuller, Smith & Ross

Frigidaire Div. of General Motors (Major electrical household appliances)
 Ad Agency—Dancer-Fitzgerald-Sample

General Mills Inc. (Cereals, baking mixes)
 Ad Agency—Dancer-Fitzgerald-Sample

H. J. Heinz (Soup, baby foods, condiments, spaghetti & beans)
 Ad Agency—Maxon

Lanvin Parfums, Inc. (Perfumes)
 Ad Agency—North

Lever Brothers Co. (Liquid detergent & margarine, soaps, detergents, margarine, dentifrices, toilet water, bar soaps)
 Ad Agency—BBD & O

Ogilvy, Benson & Mather

Mentholatum Co. (Cold remedies, medicated lip pomades)

Miles Laboratories (Alka-Seltzer, One-a-day vitamins)
 Ad Agency—Geoffrey Wade

Pillsbury Mills, Inc. (Flour & baking mixes, frosting)
 Ad Agency—Leo Burnett

Sandura Co. (Sandura floor, wall and counter coverings)
 Ad Agency—Hicks & Greist

Speidel Corp. (Watch bands, photo identification bands, men's jewelry)
 Ad Agency—Norman, Craig & Kummell

Standard Brands (Puddings, coffee, tea, margarine, pet foods)
 Ad Agency—Ted Bates

Sterling Drug (Analgesics, mineral oil, laxatives, antacids)
 Ad Agency—Dancer-Fitzgerald-Sample

Sunshine Biscuits (Salted crackers, cookies)
 Ad Agency—Cunningham & Walsh

Sweets Co. of America (Candy, including use in cooking)
 Ad Agency—Henry Eisen

**Pro Football Games
(CBS-TV)**

Advertiser and Product:

American Oil Co. (Gasoline)
 Ad Agency—Joseph Katz Co.

P. Ballantine & Sons (Beer, Ale)
 Ad Agency—William Esty

Carling Brewing Co. (Carling Beer, Ale)
 Ad Agency—F. H. Hayhurst Co.

Duquesne Brewing Co. of Pittsburgh (Beer)
 Ad Agency—Vic Maitland Associates

Falstaff Brewing Corp. (Falstaff Beer)
 Ad Agency—Dancer-Fitzgerald-Sample

Goebel Brewing Co. (Beer)
 Ad Agency—Campbell-Ewald

Hamm Brewing Co. (Beer)
 Ad Agency—Campbell-Mithun

National Brewing Co. of Michigan (National Bohemian & Alters Golden Lager Beer)
 Ad Agency—W. B. Doner & Co.

Philip Morris (Marlboro, Parliament, Alpine Cigarettes)
 Ad Agency—Leo Burnett

Shell Oil Co. (Gasoline)
 Ad Agency—J. Walter Thompson

Speedway Petroleum Corp. (Gasoline)
 Ad Agency—W. B. Doner & Co.

Standard Oil Co. of Indiana (Gasoline)
 Ad Agency—D'Arcy

Union Oil Co. of Calif. (Gasoline)
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan

**Pro Football Kickoff
(CBS-TV)**

Advertiser and Product:

Carter Products, Inc. (Rise Instant Shave Cream)
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles

**Pro Football Preview
(CBS-TV)**

Advertiser and Product:

General Mills, Inc. (Wheaties)
 Ad Agency—Knox-Reeves

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**Queen For A Day
(NBC-TV)**

Advertiser and Product:

Alberto-Culver (Alberto VO-5 Hair dressing & conditioner, New Blue Alberto VO-5, Alberto VO-5 Hair Lite-ner, Rinse Away, Melo-Pak, Hair care products)
 Ad Agency—Wade

American Home Products (Waxes, polishes, oven cleaners, room deodorizers)
 Ad Agency—Ted Bates

Armour & Co. (Meats, poultry, dog food, Dial shampoo, toilet soaps, detergents)
 Ad Agency—Foote, Cone & Belding

Chesebrough-Ponds (Facial make-up, cough remedy)
 Ad Agency—J. Walter Thompson

Congoleum (Floor & wall coverings)
 Ad Agency—Keyes, Madden & Jones

Corn Products (Karo, starches, salad & cooking oils, Kasco dog food, Nu-soft, Mazola, Niagara starch)
 Ad Agency—Lennen & Newell

Glenbrook Labs. Div. of Sterling Drug (antacids, analgesics, Energine lighter & cleaner fluid, laxatives)
 Ad Agency—Dancer-Fitzgerald-Sample

Gold Seal Co. (glass wax, Snowy Bleach, Siz charcoal starter)
 Ad Agency—Campbell-Mithun

Procter & Gamble (Peanut butter, bar soaps, detergents)
Ad Agency—Leo Burnett
Sterling Drug (Ironized yeast, Bayer Aspirin, Phillips Milk of Magnesia)
Ad Agency—Dancer-Fitzgerald-Sample
Structo Mfg. Co. (Toys)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Whitehall (Dristan)
Ad Agency—Ted Bates

**Richard Diamond
(NBC-TV)**

Advertiser and Product:
Block Drug (Sleeping tablets, mouth wash, oral hygiene products, Polident denture cleanser, tooth brushes)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Pharma-Craft Co. (Deodorant, cold remedies, athlete's foot treatment—Ting)
Ad Agency—J. Walter Thompson

**Richard Diamond,
Private Detective
(CBS-TV)**

Advertiser and Product:
P. Lorillard Co. (Kent Cigarettes)
Ad Agency—Lennen & Newell

**Rifleman
(ABC-TV)**

Advertiser and Product:
Miles Labs (Alka-Seltzer)
Ad Agency—Geoffrey Wade
Procter & Gamble (Tide)
Ad Agency—Benton & Bowles
Ralston Purina Co. (Dog Food)
Ad Agency—Gardner

**Rin Tin Tin
(ABC-TV)**

Advertiser and Product:
Crackerjack (Candy)
Ad Agency—Henry Eisen
General Mills (Various)
Ad Agency—Dancer-Fitzgerald-Sample
Louis Marx (Toys)
Ad Agency—Ted Bates
Sweets Co. (Candy)
Ad Agency—Henry Eisen

**Riverboat
(NBC-TV)**

Advertiser and Product:
Corn Products (Shortenings, spreads, Argo, Niagara, Nu-Soft, Rit, pickles)
Ad Agency—Lennen & Newell

**Rocky and His Friends
(ABC-TV)**

Advertiser and Product:
General Mills (Various)
Ad Agency—Dancer-Fitzgerald-Sample
Sweets Co. (Candy)
Ad Agency—Henry Eisen

**Rogers, Jimmy, Show
(NBC-TV)**

Advertiser and Product:
L & M (All tobacco products)
Ad Agency—Dancer-Fitzgerald-Sample

**Rough Riders
(ABC-TV)**

Advertiser and Product:
P. Lorillard (Tobacco Products)
Ad Agency—Lennen & Newell

**Ruff & Reddy
(NBC-TV)**

Advertiser and Product:
Borden (Milk, frozen desserts, fresh & concentrated fruit drinks)
Ad Agency—Benton & Bowles
General Foods Corp. (Cereals, puddings, pie filling & Post Cereals)
Ad Agency—Benton & Bowles
Mars Inc. (Candies & candy bars)
Ad Agency—Knox-Reeves

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**Saber Of London
(NBC-TV)**

Advertiser and Product:
Sterling (dentifrices, Bayer Aspirin, Phillips' Milk of Magnesia, analgesics, antacids, laxatives)
Ad Agency—Dancer-Fitzgerald-Sample

**Schlitz Playhouse
(CBS-TV)**

Advertiser and Product:
Joseph Schlitz Brewing Co. (Schlitz Beer)
Ad Agency—J. Walter Thompson

**Search For Tomorrow
(CBS-TV)**

Advertiser and Product:
Procter & Gamble Co. (Ivory Snow, Spic & Span, Gleem, Fluffo)
Ad Agency—Compton

**Secret Storm
(CBS-TV)**

Advertiser and Product:
American Home Products Corp. (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heet)
Ad Agency—Ted Bates

COMMERCIAL TV PROGRAMS

General Mills, Inc. (Flour, Cake Mix, Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Peter Paul, Inc. (Peter Paul Mounds, Almond Joy)
Ad Agency—Dancer-Fitzgerald-Sample
Quaker Oats Co. (Cereals, Pet Foods, Pancake
& Baking Mixes)
Ad Agency—J. Walter Thompson
Scott Paper Co. (Scott Paper Products)
Ad Agency—J. Walter Thompson

Silvers, Phil, Show (CBS-TV)

Advertiser and Product:
R. J. Reynolds Tobacco Co. (Camel Cigarettes)
Ad Agency—William Esty
Schick, Inc. (Lighters, Shavers)
Ad Agency—Benton & Bowles

Sinatra, Frank, Timex Show (ABC-TV)

Advertiser and Product:
U. S. Time Corp. (Timex Watches)
Ad Agency—Doner & Feck

Skelton, Red, Show (CBS-TV)

Advertiser and Product:
S. C. Johnson & Son (Johnson's Wax, Cleaners,
Polishers, Insecticides, Deodorizers)
Ad Agency—Foote, Cone & Belding
Pet Milk Co. (Evaporated Milk, Milk Products,
Frozen Pies)
Ad Agency—Gardner

Sky King (CBS-TV)

Advertiser and Product:
National Biscuit Co. (Baked Products, Cereal,
Dog Food)
Ad Agency—McCann-Erickson

Small World (CBS-TV)

Advertiser and Product:
Olin Mathieson Chemical Corp. (Chemicals,
Metals, Packaging, Squibb Pharmaceuticals,
Winchester-Western Sporting Arms & Am-
munition)
Ad Agency—D'Arcy

Sothorn, Ann, Show (CBS-TV)

Advertiser and Product:
General Foods Corp. (Coffee, Cereals, Dog Food)
Ad Agency—Benton & Bowles

Split Personality (NBC-TV)

Advertiser and Product:
American Home Products Corp. (Easy-off, Wizard
room deodorizer)
Ad Agency—Ted Bates

Borden Co. (Frozen desserts, Milk products)
Ad Agency—Dancer-Fitzgerald-Sample
Chesebrough-Ponds (Make-up, cream lotions,
cough remedies, vaseline)
Ad Agency—J. Walter Thompson
Frigidaire Div. of General Motors (Major
electrical household appliances)
Ad Agency—Dancer-Fitzgerald-Sample
General Mills (Cereals, mixes)
Ad Agency—Dancer-Fitzgerald-Sample
H. J. Heinz Co. (Soup, baby foods, spaghetti,
beans & condiments)
Ad Agency—Maxon
Helene Curtis (Hair care & grooming products)
Ad Agency—Edward H. Weiss
Phillips-Van Heusen Corp. (Men's shirts & haber-
dashery)
Ad Agency—Grey
Sweets Co. of America (Candy, including use in
cooking)
Ad Agency—Henry Eisen

Spotlight Playhouse (CBS-TV)

Advertiser and Product:
S. C. Johnson & Son (Johnson's Wax, Cleaners,
Polishers, Insecticides, Deodorizers)
Ad Agency—Foote, Cone & Belding
Pet Milk Co. (Evaporated Milk, Milk Products)
Ad Agency—Gardner

Steven Canyon (NBC-TV)

Advertiser and Product:
L & M (All tobacco products)
Ad Agency—McCann-Erickson

Storm, Gale (ABC-TV)

Advertiser and Product:
Armour (Chiffon Aqua Liquid)
Ad Agency—Foote, Cone & Belding
Beechnut (Baby juices, Fruits, Vegetables,
Dinners, Soups)
Ad Agency—Young & Rubicam
Block Drug (Minipoo, Polident)
Ad Agency—Sullivan Stauffer, Colwell & Bayles
Bristol-Myers (Bufferin)
Ad Agency—Young & Rubicam
Coty (Fragrances & Gift Sets)
Ad Agency—BBD & O
Drackett (Vanish, Windex, Drano, Winkle)
Ad Agency—Young & Rubicam
Ex-Lax (Ex-Lax)
Ad Agency—Warwick & Legler
General Foods (Cake Mixes, Minute Instant
Potato, Tapioca, Bakers Chocolate)
Ad Agency—Young & Rubicam
Gillette (Toni), (Paper Mate Pens, Shampoo)
Ad Agency—North
S. C. Johnson (Pride, Blem, Stride)
Ad Agency—Needham, Louis & Brorby

— T —

Johnson & Johnson (Baby Cream, Cotton Buds,
First Aid Cream, Cold Remedies)

Ad Agency—Young & Rubicam

Lever (Surf, Oneida, Pepsodent Paste & Brushes)

Ad Agency—BBD & O

Polaroid (Polaroid Camera)

Ad Agency—Doyle, Dane & Bernbach

Reynolds Metals (Reynolds Wrap)

Ad Agency—Lennen & Newell

Sterling Drug (Haleys M-O)

Ad Agency—Dancer-Fitzgerald-Sample

Structo (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Warner-Lambert (Listerine)

Ad Agency—Lambert & Feasley

**Strip Playhouse
(CBS-TV)**

Advertiser and Product:

Lever Brothers Co. (Stripe Toothpaste)

Ad Agency—J. Walter Thompson

**Sullivan, Ed, Show
(CBS-TV)**

Advertiser and Product:

Colgate-Palmolive Co. (Colgate Dental Cream

Lustre-Creme Shampoo, Fab, Ajax)

Ad Agency—Ted Bates

Eastman Kodak Co. (All Products)

Ad Agency—J. Walter Thompson

M-E-L Division of the Ford Motor Co. (Mercury,
Edsel Automobiles)

Ad Agency—Kenyon & Eckhardt

**Sunday News Special
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Anacin, Bisodol,
Freezone)

Ad Agency—Ted Bates

Carter Products Inc. (Arrid Cream Deodorant,
Rise Shave Cream, Little Liver Pills, Nair)

Ad Agency—Ted Bates

**Sunday Sports Spectacular
(CBS-TV)**

Advertiser and Product:

Schlitz Brewing Co. (Schlitz Beer)

Ad Agency—J. Walter Thompson

**77 Sunset Strip
(ABC-TV)**

Advertiser and Product:

American Chicle (Dentyne, Roloids)

Ad Agency—Ted Bates

Elgin National Watch Co. (Watches)

Ad Agency—J. Walter Thompson

Reynolds Tobacco (Salem)

Ad Agency—William Esty

H. F. Ritchie (Brylcreem)

Ad Agency—Kenyon & Eckhardt

Whitehall (Dristan)

Ad Agency—Ted Bates

**Take A Good Look
(ABC-TV)**

Advertiser and Product:

Consolidated Cigars (Dutch Masters)

Ad agency—Erwin Wasey, Ruthrauff & Ryan

**Tales Of Wells Fargo
(NBC-TV)**

Advertiser and Product:

American Tobacco (Pall Mall Cigarettes)

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Buick Motor Division (Automobiles, parts &
accessories)

Ad Agency—Kudner

Procter & Gamble (Bar soap, women's

shampoos, home permanents, dentifrices)

Ad Agency—Compton

**Taylor, Robert, starring in
The Detectives
(ABC-TV)**

Advertiser and Product:

Procter & Gamble (Camay, Crest, Tide, Prell)

Ad Agency—Benton & Bowles

**Temple's, Shirley, Storybook *
(ABC-TV)**

Advertiser and Product:

John H. Breck Co. (Shampoo)

Ad Agency—N. W. Ayer

**Texaco
Huntley-Brinkley Report
(NBC-TV)**

Advertiser and Product:

Texaco, Inc. (Motor oil, gasoline products)

Ad Agency—Cunningham & Walsh

**Texan, The
(CBS-TV)**

Advertiser and Product:

Brown & Williamson Tobacco Co. (Viceroy
Cigarettes)

Ad Agency—Ted Bates

Lever Brothers (Bar, Package Soap, Detergent,
Dentifrices, Edible Fats, Whipped Toppings,
Room Air Refreshers)

Ad Agency—Kenyon & Eckhardt

Pharmaceuticals, Inc. (Williams' Men's

Toiletries, Geritol, Serutan, Sominex)

Ad Agency—Parkson

**Thanksgiving Day Parade
(ABC-TV)**

Advertiser and Product:

Chrysler Corp. (Cars & Trucks)

Ad Agency—Leo Burnett

COMMERCIAL TV PROGRAMS

The Deputy (NBC-TV)

Advertiser and Product:
General Cigar Co. (Cigar & Cigarettes)
Ad Agency—Young & Rubicam
Kellogg Co. (Cereals)
Ad Agency—Leo Burnett

The Man And The Challenge (NBC-TV)

Advertiser and Product:
Chemstrand Corp. (Carpets, blankets, nylons & acrilon products)
Ad Agency—Doyle, Dane & Bernbach
R. J. Reynolds (Tobacco products)
Ad Agency—William Esty

This Is Your Life (NBC-TV)

Advertiser and Product:
Procter & Gamble (Dentifrice, detergents, women's hair care & hair grooming products)
Ad Agency—Benton & Bowles

Thomas, Danny, Show (CBS-TV)

***Advertiser and Product:**
General Foods Corp. (Instant Sanka Coffee, Post's Cereals)
Ad Agency—Benton & Bowles

Tic Tac Dough (NBC-TV)

Advertiser and Product:
Alberto-Culver (Hair care products)
Ad Agency—Wade Adv.
Borden Co. (Milk products, frozen desserts)
Ad Agency—Dancer-Fitzgerald-Sample
Brown & Williamson (Raleigh cigarettes)
Ad Agency—Keyes, Madden & Jones
Chesebrough-Pond's (Facial make-up, creams, lotions, cough remedies)
Ad Agency—J. Walter Thompson
Congoleum (Floor and wall coverings)
Ad Agency—Keyes, Madden & Jones
General Mills (Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Gold Seal Co. (Glass wax, snowy bleach, Siz)
Ad Agency—Campbell-Mithun
H. J. Heinz (Soup, baby foods, condiments)
Ad Agency—Maxon
Miles Laboratories (Alka-Seltzer, One-a-day vitamins)
Ad Agency—Wade
Fillsbury Mills (Flour, baking mixes, frosting)
Ad Agency—Leo Burnett
Procter & Gamble (Package detergents, bar soaps, cleansers, edible fats & oils)
Ad Agency—Dancer-Fitzgerald-Sample

Standard Brands (Margarine, Royal desserts, dog food, coffee, tea, Pet foods)
Ad Agency—Ted Bates
Sunshine Biscuit (Salted crackers)
Ad Agency—Cunningham & Walsh
Thomas Leeming & Co. (Pacquins hand cream, Silk 'n Satin Lotion, Ben-Gay)
Ad Agency—William Esty

Tightrope (CBS-TV)

Advertiser and Product:
Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)
Ad Agency—Parkson

Time: Present— Chet Huntley Reporting (NBC-TV)

Advertiser and Product:
Kemper Insurance (Insurance)
Ad Agency—John W. Shaw

To Tell The Truth (CBS-TV)

Advertiser and Product:
Carter Products (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream, Little Liver Pills)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Philip Morris (Marlboro, Parliament Cigarettes)
Ad Agency—Leo Burnett
The Toni Co. (Toni Home Permanent Wave, Cleansing Cream, Hair Care Products, Shampoo, Lipstick)
Ad Agency—North

Tombstone Territory (ABC-TV)

Advertiser & Product:
Lipton (Tea & Soup Products)
Ad Agency—Young & Rubicam
Philip Morris (Tobacco products)
Ad Agency—Leo Burnett

Top Dollar (CBS-TV)

Advertiser & Product:
Armstrong Cork Co. (Linoleum, Tile)
Ad Agency—BBD & O
Colgate-Palmolive Co. (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)
Ad Agency—Ted Bates
General Foods Corp. (Swansdown, Jell-O Pudding, Pie Filling, Baker's Cocoa)nut)
Ad Agency—Young & Rubicam
Vick Chemical Co. (Cold Remedies)
Ad Agency—Morse International

**Tournament of Roses
(ABC-TV)**

Advertiser & Product:

Quaker Oats (Cereals, Flours)
Ad Agency—Lynn Baker

**Trackdown
(CBS-TV)**

Advertiser & Product:

American Tobacco Co. (Lucky Strike Cigarettes)
Ad Agency—BBD & O
Socony Mobil Oil Co. (Mobilgas, Mobiloil)
Ad Agency—Compton

**Treasure Hunt
(NBC-TV)**

Advertiser & Product:

Alberto-Culver (Rinse & hair sprays, hair care products)
Ad Agency—Wade
American Home Products (Waxes & polishes, analgesics)
Ad Agency—Ted Bates
Armour & Co. (Soap, meat & dog foods)
Ad Agency—Foote, Cone & Belding
Borden Co. (Milk, frozen desserts, beverages)
Ad Agency—Dancer-Fitzgerald-Sample
Brillo Mfg. Co. (Pads & Cleanser)
Ad Agency—J. Walter Thompson
Chesebrough-Ponds (Facial make-up, creams, lotions, cough remedy)
Ad Agency—J. Walter Thompson
Corn Products (Mazola, Karo, Niagara, Nu-Soft)
Ad Agency—Lennen & Newell
Edison Electric Co. (Electricity & electrical appliances)
Ad Agency—Fuller, Smith & Ross
Frigidaire (Major electrical household appliances)
Ad Agency—Dancer-Fitzgerald-Sample
General Mills (Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Gold Seal Co. (Glass Wax, Snowy Bleach, Siz Charcoal Starter)
Ad Agency—Campbell-Mithun
H. J. Heinz (Soup, baby foods, condiments)
Ad Agency—Maxon
Kayser-Roth Hosiery Corp. (Supp-Hose)
Ad Agency—Daniel & Charles
I. B. Kleinert Co. (Shower accessories)
Ad Agency—Grey
Lever Brothers (Dentifrices, dishwashing & laundry soaps, detergents)
Ad Agency—J. Walter Thompson
Mentholatum (Cold remedies, medicated lip remedies, Calbon, mentholatum)
Ad Agency—J. Walter Thompson
Miles (Alka-Seltzer, One-a-day vitamins)
Ad Agency—Wade
National Biscuit Co. (Dog food, cereals)
Ad Agency—Kenyon & Eckhardt

Park & Tilford (Tintex dyes)
Ad Agency—Mogul, Williams & Saylor
Pharmaceuticals, Inc. (Geritol, Devarex)
Ad Agency—Parkson
Pillsbury Mills (Flour, baking mixes & frosting)
Ad Agency—Leo Burnett
Procter & Gamble (Cheer detergent, Bar soap—Camay, Fluffo, Zest)
Ad Agency—Young & Rubicam
Sterling Drug (analgesics, laxatives)
Ad Agency—Dancer-Fitzgerald-Sample

**Troubleshooters, The
(NBC-TV)**

Advertiser & Product:

Bayer International Lab. (Men's hair care products, H.A. Hair arranger)
Ad Agency—R. J. Scott, Inc.
Philip Morris (Tobacco products)
Ad Agency—Leo Burnett

**True Story
(NBC-TV)**

Advertiser & Product:

Helene Curtis (Shampoos & dandruff treatment products, Hair sprays & dressings)
Ad Agency—Edward H. Weiss
Sterling Drug (Bayer aspirin, Nasal spray, Phillips' Milk of Magnesia tabs, Dr. Lyons tooth powder, Energine lighter & cleaning fluid, Ironized yeast)
Ad Agency—Dancer-Fitzgerald-Sample
Sweet Co. of America (Candy including use in cooking)
Ad Agency—Henry Eisen

**Truth Or Consequences
(NBC-TV)**

Advertiser & Product:

Alberto-Culver (Alberto VO-5 Hair dressing & conditioner, New Blue Alberto VO-5, Alberto VO-5 Hair lite-ner, Rinse away & Pelo-Pak)
Ad Agency—Wade
American Home Products (Waxes, polishes, analgesics, room deodorizers)
Ad Agency—Ted Bates
Borden Co. (Frozen desserts, milk for beverages and cooking purposes)
Ad Agency—Dancer-Fitzgerald-Sample
Chesebrough-Ponds (Facial make-up, creams, lotions, cough remedy, petroleum jelly)
Ad Agency—J. Walter Thompson
Corn Products Refining Co. (Mazola, Karo, Nu-Soft, Niagara)
Ad Agency—Lennen & Newell
Frigidaire Div. of General Motors (Appliances)
Ad Agency—Dancer-Fitzgerald-Sample
General Mills, Inc. (Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
I. B. Kleinert Rubber Co. (Shower accessories, undergarments)
Ad Agency—Grey

COMMERCIAL TV PROGRAMS

Miles Lab. (Alka-Seltzer, one-a-day vitamins)
Ad Agency—Wade
National Biscuit Co. (Baking goods, baking mixes,
dog foods, cereals)
Ad Agency—McCann-Erickson
Procter & Gamble (Peanut products, bar soaps,
cleaners, detergents, dentifrices)
Ad Agency—Dancer-Fitzgerald-Sample
Standard Brands (Margarine, tea, dog food,
Royal desserts)
Ad Agency—Ted Bates
Sterling Drug Co. (Haley's MO, Fletcher's Cas-
toria, antacids, analgesics, Energine lighter
& cleaner fluid)
Ad Agency—Dancer-Fitzgerald-Sample

Twentieth Century (CBS-TV)

Advertiser & Product:
Prudential Insurance Co. of America (Insurance)
Ad Agency—Reach, McClinton & Co.

21 Beacon Street (ABC-TV)

Advertiser & Product:
P. Lorillard (Kent)
Ad Agency—Lennen & Newell

Twilight Zone (CBS-TV)

Advertiser & Product:
General Foods Corp. (Sanka, Instant Sanka Coffee,
Jell-O, Tang)
Ad Agency—Young & Rubicam
Kimberly-Clark Corp. (Kleenex tissues, Table
Napkins, Towels)
Ad Agency—Foote, Cone & Belding

— U —

Uncle Al (ABC-TV)

Advertiser & Product:
Nabisco
Ad Agency—Kenyon & Eckhardt

United States Steel Hour, The (CBS-TV)

Advertiser & Product:
United States Steel Corp. (Institutional)
Ad Agency—BBD & O

Untouchables (ABC-TV)

Advertiser & Product:
Bulova (Watches)
Ad Agency—McCann-Erickson
Carnation (Dry Milk)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
DuPont (Car Waxes, Polishes, Car Wash, Sponges)
Ad Agency—BBD & O

Liggett & Myers (Chesterfield King, Duke)
Ad Agency—McCann-Erickson
Luden's (Candy Bars, Cough Drops)
Ad Agency—J. M. Mathes
Procter & Gamble (Crest)
Ad Agency—Benton & Bowles
7-Up (Soft Drink)
Ad Agency—J. Walter Thompson

— V —

Verdict Is Yours, The (CBS-TV)

Advertiser & Product:
American Home Products Corp. (Anacin, Dristan,
Infra-Rub)
Ad Agency—Ted Bates
Atlantis Sales Corp. (All French's Products)
Ad Agency—J. Walter Thompson
Bristol-Myers Co. (Bufferin)
Ad Agency—Young & Rubicam
Carnation Co. (Evaporated Milk, Milk Products,
Ice Cream, Cottage Cheese)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Chicken Of The Sea, Inc. (Canned Fish Products)
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Dumas Milner Corp. (Pine-Sol, Perma Starch,
Mystic Foam Rug Cleaner)
Ad Agency—Gordon Best Co.
General Mills, Inc. (Flour, Baking Mixes, Break-
fast Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Hoover Co. (Vacuum Cleaner, Floor Polishers,
Irons)
Ad Agency—Leo Burnett
S. C. Johnson & Son (Johnson's Wax, Cleaners,
Polishers, Insecticides, Deodorizers)
Ad Agency—Needham, Louis & Brorby
Lever Brothers (Lucky Whip Dessert Topping,
Bar Soap, Margarine, Handy Andy)
Ad Agency—Ogilvy, Benson & Mather
Libby, McNeill & Libby Co. (Canned Fruits,
Vegetables)
Ad Agency—J. Walter Thompson
Mentholatum Co. (Medicated Lip Pomade, Deep
Heat Rub)
Ad Agency—J. Walter Thompson
Quaker Oats Co. (Cereals, Pet Foods, Pancake
& Baking Mixes)
Ad Agency—J. Walter Thompson
Scott Paper Co. (Scott Paper Products)
Ad Agency—J. Walter Thompson
Simoniz Co. (Simoniz Non-Scuff Floor Wax, Ivalon
Sponges, Hilite)
Ad Agency—Young & Rubicam
Standard Brands, Inc. (Coffee, Tea, Gelatin
Desserts, Puddings, Pie Fillings, Nuts)
Ad Agency—Ted Bates
Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk
of Magnesia, Haley's M.O., Bayer Nasal Spray)
Ad Agency—Dancer-Fitzgerald-Sample

Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)

Ad Agency—McCann-Erickson

The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)

Ad Agency—Tatham-Laird

Vick Chemical Co. (Cold Remedies)

Ad Agency—Morse International

W

**Wagon Train
(NBC-TV)**

Advertiser & Product:

Ford Motor Co. (Automobiles, automotive products, parts & services)

Ad Agency—J. Walter Thompson

National Biscuit Co. (Baked goods, dog food, cereal, baking mixes, cookies)

Ad Agency—McCann-Erickson

R. J. Reynolds (Tobacco products)

Ad Agency—William Esty

**Wanted — Dead or Alive
(CBS-TV)**

Advertiser & Product:

Bristol-Myers Co. (Bufferin, Ban)

Ad Agency—Young & Rubicam

Brown & Williamson Tobacco Corp. (Tobacco products)

Ad Agency—Ted Bates

Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels)

Ad Agency—Foote, Cone & Belding

**Wednesday Night Fights
(ABC-TV)**

Advertiser & Product:

Brown & Williamson (Life, Kool, Viceroy)

Ad Agency—Ted Bates

Miles Laboratories (Alka Seltzer, One-a-day Vitamins)

Ad Agency—Geoffrey Wade

**Welk, Lawrence, Show
(ABC-TV)**

Advertiser & Product:

Dodge Division of the Chrysler Corp. (Dodge)

Ad Agency—Grand

**What's My Line?
(CBS-TV)**

Advertiser & Product:

Florida Citrus Commission (Fresh & Processed Citrus Products)

Ad Agency—Benton & Bowles

Kellogg Co. (Cereals & Dog Food)

Ad Agency—Leo Burnett

Sunbeam Corp. (Electrical appliances)

Ad Agency—Perrin-Paus

**Who Do You Trust?
(ABC-TV)**

Advertiser & Product:

Armour (Chiffon Aqua Liquid Dial Soap)

Ad Agency—Foote, Cone & Belding

Beechnut (Baby vegetables, fruits)

Ad Agency—Young & Rubicam

Drackett (Various)

Ad Agency—Young & Rubicam

Ex-Lax (Ex-Lax)

Ad Agency—Warwick & Legler

General Foods (Tapioca)

Ad Agency—Young & Rubicam

Gillette (Toni) (Paper-Mate)

Ad Agency—North

S. C. Johnson (Stride)

Ad Agency—Needham, Louis & Brorby

Johnson & Johnson (Cold Products, Cotton Buds, First Aid Cream)

Ad Agency—Young & Rubicam

Lever (Pepsodent, Wisk)

Ad Agency—BBD & O

McGraw (Toastmaster)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Reynolds Metals (Wrap, Renalon Icicles)

Ad Agency—Lennen & Newell

Structo (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Warner-Lambert (Listerine)

Ad Agency—Lambert & Feasley

**Who Pays
(NBC-TV)**

Advertiser & Product:

Purex Corp. (Bleaches, face & hand soap, detergents, scouring cleansers, toiletries, hand lotion & bubble bath)

Ad Agency—Edward H. Weiss

**Wichita Town
(NBC-TV)**

Advertiser & Product:

Procter & Gamble (Zest bar soap, Tide detergent, Crest dentifrice, Prell shampoo)

Ad Agency—Benton & Bowles

**Williams, Andy, Show
(CBS-TV)**

Advertiser & Product:

Kellogg Co. (Cereals, Dog Food)

Ad Agency—Leo Burnett

Pittsburgh Plate Glass Co. (Plate Glass products, Paints)

Ad Agency—BBD & O

Revlon, Inc. (All Revlon Products)

Ad Agency—Warwick & Legler

COMMERCIAL TV PROGRAMS

Winchell, Paul, Show **(ABC-TV)**

Advertiser & Product:
Hartz Mountain Co. (Bird Food, Dog Food)
Ad Agency—George Hartman
Louis I. Marx (Toys)
Ad Agency—Ted Bates

World Championship Golf **(NBC-TV)**

Advertiser and Product:
Bayuk Cigars (Phillies cigars)
Ad Agency—Wermen & Schorr

World Of Talent **(ABC-TV)**

Advertiser and Product:
P. Lorillard (Kent)
Ad Agency—Lennen & Newell

Wyatt Earp **(ABC-TV)**

Advertiser and Product:
General Mills (Cheerios, Gold Medal Flour)
Ad Agency—Dancer-Fitzgerald-Sample
Procter & Gamble (Gleem, Shampoo)
Ad Agency—Compton

— XYZ —

Yancy Derringer **(CBS-TV)**

Advertiser and Product:
S. C. Johnson & Son (Johnson's Wax, Cleaners,
Polishers, Insecticides, Deodorizers)
Ad Agency—Needham, Louis & Brorby
P. Lorillard Co. (Kent Cigarettes)
Ad Agency—Lennen & Newell

You Asked For It **(ABC-TV)**

Advertiser and Product:
Sippy Peanut Butter, (Div. of Best Foods)
Ad Agency—Guild, Bascom & Bonfigli

Young Dr. Malone **(NBC-TV)**

Advertiser and Product:
Armour & Co. (Canned meats, dog foods, poultry,
detergents, bar soaps)
Ad Agency—Foote, Cone & Belding
Borden Co. (Frozen desserts, milk products)
Ad Agency—Dancer-Fitzgerald-Sample
Edison Electric Co. (Promotion of the use of
electricity & electrical appliances)
Ad Agency—Fuller, Smith & Ross
Helene Curtis Inc. (Hair care & grooming
products)
Ad Agency—Edward H. Weiss
Kayser-Roth Hosiery Corp. (Supp-hose, socks &
stockings)
Ad Agency—Daniel & Charles
Phillips-Van Heusen Corp. (Men's shirts &
haberdashery)
Ad Agency—Grey
Procter & Gamble (Ivory flakes, Lava bar soap,
Crest dentifrices)
Ad Agency—Compton

Young, Loretta, Show **(NBC-TV)**

Advertiser and Product:
Philip Morris, Inc. (Tobacco products)
Ad Agency—Benton & Bowles
Procter & Gamble (Camay, Gleem, Tide, Lilt)
Ad Agency—Benton & Bowles
Toni Co. (Papermate Div. of Gillette Co.) Home
permanent, shampoos, hair spray, rinses, curl-
ers, women's hair care & grooming products,
cleansing cream, pen, pencils & accessories)
Ad Agency—Benton & Bowles

Your Hit Parade **(CBS-TV)**

Advertiser and Product:
American Tobacco Co. (Hit Parade Cigarettes)
Ad Agency—BBD & O

Zorro **(ABC-TV)**

Advertiser and Product:
General Motors Corp. (A.C. Spark Plug)
Ad Agency—D. P. Brothier
7-Up (Soft Drink)
Ad Agency—J. Walter Thompson

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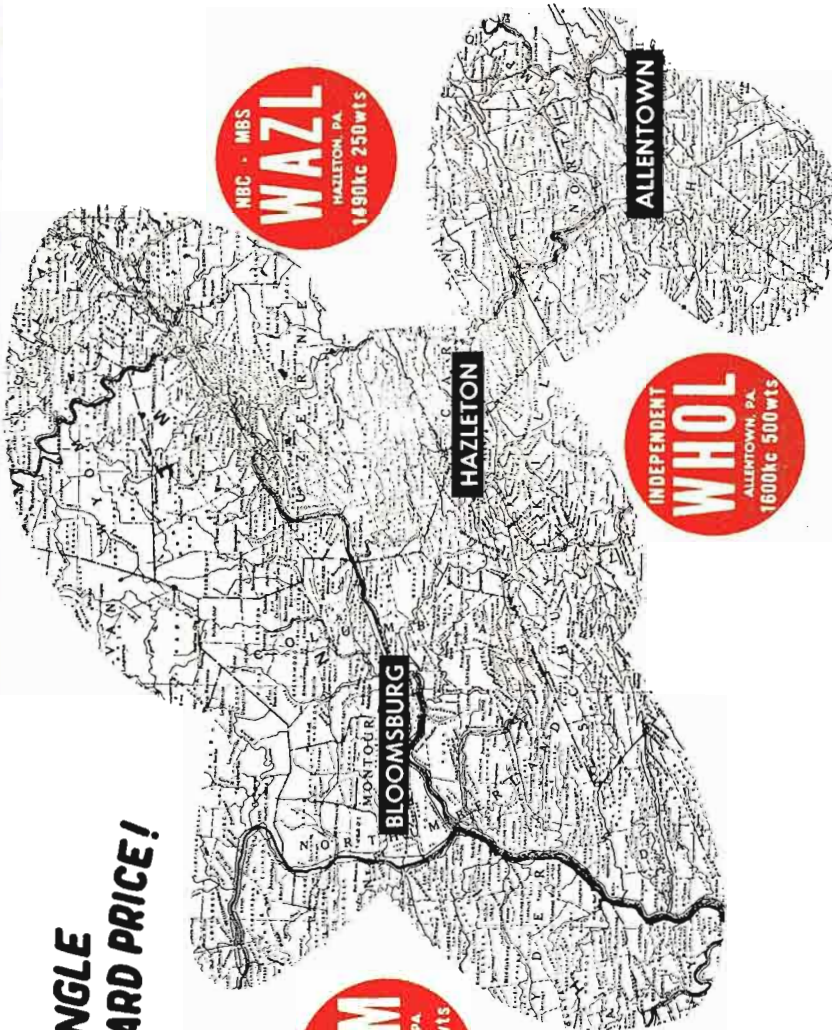
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27.4

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24.9

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26.3

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28.7

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America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh . . .

25.2

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CAREY

DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh . . .

26.8

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Half Hours!



Starring
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21.3

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32.5

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22.8

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42.7

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